# TODAY'S <br> NEWS TODAY! 

## BRITAIN OPPOSES ITALIAN RULE IN ETHIOPIA

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Man Takes Rap New Tax Program At Administration

## COUNTY YORKS MaNaGER GITS WPA POSTIION

Graft Charges In
Willacy Project
Will Be Pushed
wsasmacroin:
NOT LKEEY SOME BELIEVE

Fire Ruins Auto
of Eastlandites on Way to Calif


MAY RUSHED TODEATHROW ATHUNTSVLLLE

Minstrel Assures
Football Boys of Encampment Trip



Santa Anna to Be
Host toOld Time
Rangers of Texas


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SEE THE NORGE ON DISPLAY AT
C. I. HYATT, Olden, Texas CLYDE DAVIS, Ranger, Texas FRED MICHAEL, Eastland, Texas

## COURAGE!

ADVERTISING TESTS CHARACTER, BECAUSE TO SUCCEED IN IT A MAN MUST HAVE FAITH, COURAGE AND TRUST IN HIMSELF.

WHEN JAMES B. DUKE, THE TOBACCO KING, DIED, HE WAS RATED AS WORTH NINETY MILLION DOLLARS.

HIS FATHER, WASHINGTON DUKE, FOUNDED THE BUSINESS, OF WHICH JAMES B. DUKE WAS AT THE HEAD AT THE TIME OF HIS DEATH, IT IS RELATED THAT WHILE FATHER AND SON WERE BOTH LIVING AND PARTNERS IN THE TOBACCO ENTERPRISE, THE YOUNGER MAN PLEDGED THE FIRM'S CREDIT FOR $\$ 750,000$ TO BE SPENT IN ADVERTISING DURING A PERIOD OF TWELVE MONTHS, WHEN THE OLD MAN WAS INFORMED OF THIS, HE LAY AWAKE FOR THREE NIGHTS, WORRYING OVER WHAT HE REGARDED AS CERTAIN RUIN, FOR THE COMPANY'S ENTIRE ASSETS DIDN'T EQ TA' THE AMOUNT CONTRACTED FOR TO BE SPENT IN PUBLICITY.

FiNALIY MHEN THE ADVERTISING BEGAN TO PULL, ORDERS POURED IN SO FAST THEY COULD HARDLY TAKE CARE OF THEM. AT THE END OF THE TWELVE MONTHS EVERY CENT OF THE ADVERTISING WAS PAID FOR AND ASSETS OF THE FIRM WERE SFVERAL MILLIONS.

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