

EASTLAND TELEGRAM

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NOTICE TO THE PUBLIC

No erroneous reflection upon the character, standing or reputation of this paper will be gladly corrected upon being brought to the attention of any person, firms or corporations which may appear in the columns of this publication.

Obituaries, cards of thanks, notices of lodge meetings, etc., are charged for at regular advertising rates, which will be furnished upon application.

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Fear Is U. S.-Japan Public Jingo No. 1

Senator Gerad Nye spent his recess between the last and the present sessions of Congress nosing about in Japan and the Philippines, and he told a newspaperman recently that the Japanese people have no desire whatever for war with the United States.

And yet, at the same time, he discovered that it is fear of just such war which is egging on the Japanese to build up their fleet, get their fighting planes ready, and prepare generally to make things warm for anybody who starts anything.

They aren't afraid of Russia—tense as the situation along the Manchukuan border may be—and they aren't afraid of England. They are desperately afraid of the United States, because they think that the American people are stealthily and methodically moving for Japan's destruction.

Now if you take this bit of news and tack it up on the wall alongside any candid discussion of America's sentiment in regard to Japan, you will make an interesting discovery. You will find out that the most dangerous thing in all the world can be plain, old-fashioned, unreasoning fear.

No American needs to be told that his nation does not want war with Japan. The ordinary American has no more desire to fight the Japanese than he has to fly to the moon. But if you question him, he will probably admit that such a fight may very well take place before the many years have passed.

And why? Because the evil and untrustworthy Japanese want it to take place, of course.

In other words, fear is pushing each nation toward war. There is a wide ocean between them, they are excellent customers of each other, there is every reason why they should be friends and no reason at all—no good one, such as friendly discussion cannot remove—why they should be enemies.

Yet each year sees them drifting closer to war, because each is afraid of the other.

There is a good deal of danger in a situation like that, because fear makes people suspicious, and suspicion increases their fear, and if they get frightened enough they are apt to start shooting from pure nervousness. But there is also reason to be very thankful that the situation is no worse.

For if these mutual fears are groundless, they can be removed. Japan and America are not a Germany and a France, divided by bitter memories of attack, bloodshed, invasion, and wrong; they are two countries that can more easily live in mutual friendship than otherwise, once they are persuaded to put away their fears.

Persuading them to do that is a job which ought not to be too hard for the statesmen of both lands.

A possible comeback, if the girl friend selecting from the menu begins to get out of hand, might be, "What's this, a Jackson Day dinner?"

THIS CURIOUS WORLD By William Ferguson



A SINGLE BANYAN TREE, IN THE BOTANICAL GARDENS OF CALCUTTA, INDIA, COVERS THREE ACRES OF GROUND!

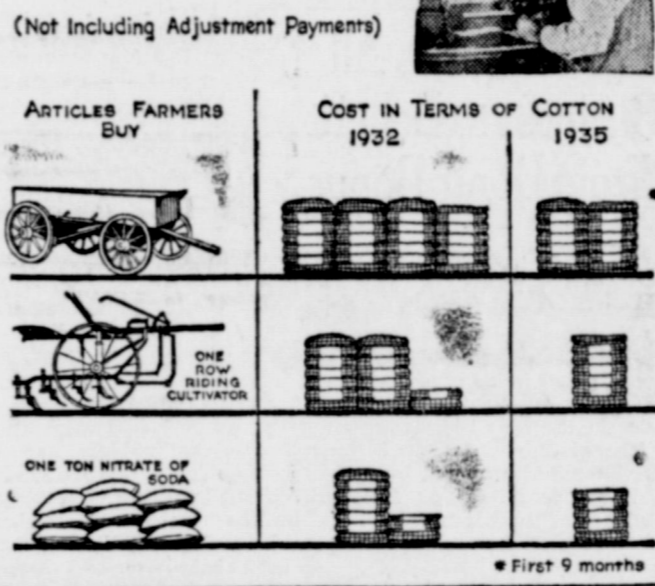


TOTO TEMBO, BABY AFRICAN ELEPHANT, WAS TRANSPORTED BY AIRPLANE FROM NEW YORK TO THE MUNICIPAL ZOO IN ST. LOUIS. EACH branch of a banyan tree develops roots which grow downward to the ground, like stalactites. These roots become new stems and, in time, form into large trunks. Eventually, what once was a single tree becomes a forest of trunks.

THE GUY WITH THE GONG



BUYING POWER OF COTTON



The illustration shows the increased buying power of cotton in 1935 as contrasted with 1932. To purchase a two-horse wagon in 1932 a farmer had to exchange for it the equivalent of nearly four bales of cotton, 3.93 bales to be exact. This wagon could be purchased in 1935 for 1.98 bales of cotton but in 1935 it cost .97 of a bale. One ton of nitrate of soda fertilizer cost the equivalent of 1.32 bales in 1932, but in 1935 it could be purchased for .69 of a bale. These comparisons do not include approximately \$125,000,000 in 1935 adjustment payments that have gone to cooperating farmers.

BEHIND THE SCENES IN WASHINGTON WITH RODNEY DUTCHER

BY RODNEY DUTCHER NEA Service Staff Correspondent WASHINGTON—Senator Bob Wagner of New York, aided by Congressman Henry Ellenbogen in the House, will make real noise at the coming session of Congress for a large scale federal housing subsidy program aimed at providing "decent minimum standards" of shelter for low income groups at low rentals.

On the other hand, there will be some effort to take the government out of the housing construction field entirely and reduce still further the \$100,000,000 which Secretary Ickes finally received from the four billion dollar work relief fund for his PWA Housing Division.

THE PWA Housing Division was established in July, 1933, and assigned \$125,000,000 for slum clearance and low-cost housing. To ameliorate a myriad of procedural difficulties, a federal housing corporation was created in November with an allotment of \$100,000,000.

The attorney general approved the corporation, but Comptroller General McCarl held it couldn't spend any money and the funds were impounded until the Housing Division got them back in June, 1934.

Meanwhile, the division studied hundreds of applications for long term, low interest loans to limited dividend corporations. Few of these projects could meet requirements for low rent, good planning, and slum clearance and many were being pushed by shady promoters. In the end only seven such projects were approved and completed.

THEN there was thorough reorganization of the division and a new policy was adopted—development of large urban projects sponsored by local or semi-public bodies, built and financed by the federal government.

Sense of Humor Alone Qualifies Girls for Society

LAKEWOOD, N. J.—An ordinary garden hat which once adorned the head of one of America's famous society leaders today is the basis for one of the most unusual secret societies for college women in the country. When the late Mrs. George Gould wore the favorite headgear on the palatial estate now the campus of Georgian Court College for women, here, she never associated it with "Pietra Mitra."

The organization with the Latin title, liberal translation of which means "embroidered turban," has marked the 11th anniversary of its founding as an undergraduate society.

Holding the title of "Crown," corresponding to president of ordinary club, Miss Margo Joyce, senior yearbook editor, says the idea of Pietra Mitra was borrowed from the Latin satirist, Juvenal, whose writings speak of sect by their characteristics embroidered headpiece upon periodic visits to an ancient city.

Chief requirements for a neophyte seeking admission to that she must have a sense of humor and evince it once a year. There are 32 members of Pietra Mitra, eight of whom are selected from each incoming freshman class.

Identification with the organization is a coveted honor, as the group provides entertainment at all campus parties.

A Pietra Mitra, however, never exercises the duties of her office unless she wears a hat of fantastic design, selected after a secret initiation. Thus anything from discarded plumes to faded imitation of vegetables are embodied in the laugh provoking spectacle.

Upon graduation, members of the sisterhood retain their prized headgear, but tradition holds that two must be passed on to succeeding officers. One is Mrs. Gould's yellow straw garden hat embroidered with gay flowers and the other, a chic sports model fashioned with applique and feathers.

College Business Manager Resigns

STEPHENVILLE.—Resignation of C. D. Ownby, business manager of John Tareton college, has been announced by Dean Thomas Davis.

Ownby, who was serving his 50th year as business manager and his 10th as a member of the Tarleton faculty, resigned to become chief clerk with the Griffin's Creek project, Soil Conservation Service, with headquarters in Dublin.

A. M. McMahan, assistant business manager under Ownby, has been promoted to the position of business manager. Odus Stephens, head of the business administration department of Llano High school, succeeds McMahan as assistant business manager.

MARKETS

Closing selected New York stocks:

Table listing various stocks and their closing prices, including Am Can, Am P & L, Am Rad & S S, Am Smelt, Am T & T, Anaconda, Auburn Auto, Avn Corp Del, Barnsdall, Bendix Avn, Beth Steel, Byers A M, Canada Dry, Case J I, Chrysler, Comw & Sou, Cons Oil, Curtiss Wright, Elec Au L, Elec St Bat, Foster Wheel, Freeport Tex, Gen Elec, Gen Foods, Gen Mot, Gillette S R, Goodyear, Gt Nor Ore, Gt West Sugar, Houston Oil, Hudson Mot, Ind Rayon, Int Cement, Int Harvester, Int T & T, Johns Manville, Kroger G & B, Liq Carb, Marshall Field, Montg Ward, Nat Dairy, Ohio Oil, Penney J C, Phelps Dodge, Phillips Pet, Pure Oil, Purity Bak, Radio, Sears Roebuck, Shell Union Oil, Socony Vac, Southern Pac, Stan Oil Ind, Stan Oil N J, Studebaker, Texas Corp, Tex Gulf Sul, Tex Pac C & O, Uni Elliott, Union Carb, Un Avn Corp, United Corp, U S Gypsum, U S Ind Alc, U S Steel, Westing Elec, Worthington.

FORT WORTH LIVESTOCK

Hogs, 1,700. Top butchers, 985; bulk good butchers, 970-985; mixed grades, 900-950; packing sows, 950 down.

FORT WORTH CASH GRAIN

Wheat—No. 1 hard, 126-136. Corn—No. 2 white, 77-78; No. 2 yellow, 74-75. Oats—No. 2 red, 37-38; No. 3 red, 35-36. Barley—No. 2, 51-53; No. 3, 50-52. Milo—No. 2 yellow, 106-110; No. 3 yellow, 104-108. Kaffir—No. 2 white, 106-110; No. 3 white, 104-108.

Fewer Companies Are Given Charters

AUSTIN, Tex.—The number of new charters granted Texas corporations during December declined substantially both in comparison with the preceding month and the corresponding month last year, according to the Bureau of Business Research of The University of Texas. For the entire year 1935, however, the number of new charters granted was 15 per cent greater than for the years before.

Total capitalization of the new corporations increased sharply over the preceding month and December a year ago. This comparison is not significant, however, since the increase was the result of the conversion of bonds to stock by one large company, the Bureau's report said.

New Turkish Regime Lures Turks Back

ISTANBUL.—Almost every day shirds crowded with returning emigrants enter Istanbul harbor. These former emigrants are men and women who lived on in the Balkans after the Turkish overlords were driven out. Now the new nationalist feeling in the Balkans is making things uncomfortable for foreigners, and there is the additional incentive of the new prestige of Republic Turkey, so that many of them in Thrace, which it is hoped to populate with half a million new cultivators,

HOUSEWIFE CATCHES MICE

ALFRED, Me.—Mrs. Emma Goding had her troubles the other day. She caught 40 tiny white-footed mice that descended on her home. The deer or white-footed mouse is a fawn-colored mouse with black eyes and long tail.

First Twins Born in Matanuska



Arrival of these twins was an event to be given a place in the annals of the Matanuska valley in Alaska, for the dual birth since colonization of this far north district mother, smiling as she holds a girl on each arm, is Mrs. for themselves under the government's rehabilitation formerly of St. Louis, wife of one of the settlers

SISTER MARY'S KITCHEN

BY MARY E. DAGUE NEA Service Staff Writer HERE are some suggestions for getting the benefit of tomatoes' vitamin C content. They'll help get them onto the menu at least four times a week. Don't overlook the tomato juice cocktail for dinner, luncheon or breakfast. A little lemon juice, a few drops of tabasco sauce, onion juice or Worcestershire sauce add point to the drink.

Or stiffen the juice with gelatin and rice it over crisp toast or toasted crackers as an appetizer for luncheon or dinner. Bananas are excellent with tomato jelly, too, cut in thin slices and molded in it, or alternating slices of banana in pieces about 3-4 inch thick and jelly the same thickness and shape. When a vegetable salad is wanted, such as raw turnips and cauliflower are piquant molded in the jelly.

Vegetables combine well with tomatoes. Try alternating layers of canned lima beans and tomatoes into a buttered baking dish. Cover the last layer with coarse buttered crumbs and bake twenty minutes in a hot oven. Serve from the baking dish.

Salt codfish baked in tomato sauce is inviting for luncheon. The fish must be freshened over night in water to cover. Drain and simmer in fresh water until tender. Place in a buttered baking dish and sprinkle lightly with two tablespoons flour. Dot with bits of butter. Bake in a hot oven.

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By HARRIS GRAYS

NEW YORK.—William S. O'Brien, front man for the William T. Tilden company, declares that the United States Lawn Tennis Association carried its silly war against the professionals to such extent that Blitsy Gray, Atlanta's Mighty Midget, has been promised a place on America's 1934 Davis Cup team for remaining in the fold.

O'Brien points out that clubs throughout the country are paying no attention to the U. S. L. T. A. rule prohibiting them from permitting professionals to play on their courts if the clubs share in the receipts. District associations themselves have contracted with Tilden Tours, Inc.

"The clubs are for us," explains O'Brien. "They're willing to fight the association if necessary. Take this letter I have from the president of the club in Chattanooga. He says that it costs his club hundreds of dollars every year to put on its invitation tournament."

Promoter Still Hopes to Land Wild Millionaire THIS club already has sold more than \$500 worth of tickets for our show. It expects to clear at least \$1500. Using the president's own words, "What do stuffed shirts have to do with my club a chance to make some much-needed money?"

"If the association insists at its February meeting that members comply with the rule, I'll have some fine lawsuits that I can't lose."

A scientific item advises "When the earth is in a full moon, it is a fine time to shine."

OUR WAY - By Williams



BORN THIRTY YEAR TOO SOON

OOOP - By HAMLIN



SOIL CONSERVATION PLANS WILL BE WORKED OUT

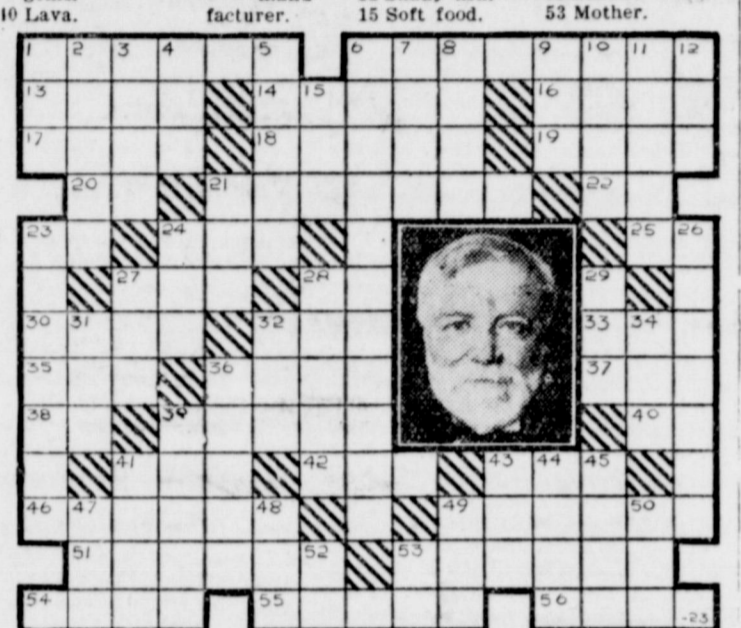
much has been heard recently. The United States is enormously wealthy with respect to extent of land, but there is none too much good farm land. Most of the best soil is incultivated and has been for some time.

Births, Deaths—

(Continued from page 1) Nov. 16; Baby Jordan, daughter of V. Jordan and wife, born Nov. 20; Billie Allen Stephenson, daughter of A. A. Stephenson and wife, Gorman, born Nov. 12; Nitzia Jane Rogers, daughter of Hollis R. Rogers and wife, Gorman, born Nov. 2; Ruth Ann Scott, daughter of B. W. Scott and wife, Comanche, born Nov. 2; Glenda Ladone Smith, daughter of D. W. Smith and wife, DeLeon, born Nov. 5; Gene Balano Currie, son of Theodore Currie and wife, Albany, born Nov. 5; Donald Franklin Runkles, son of Frank A. Runkles and wife, Dublin, born Nov. 6; Billy Dan Jenne, son of B. D. Jenne and wife, Carbon, born Nov. 9; Aurita Jene Bolton, daughter of A. D. Bolton and wife, Carbon, born Nov. 10; Betty Jane Foster, daughter of Herman Foster and wife, Gorman, born Nov. 13; Sybil Myrle Reeves, daughter of Charles Reeves and wife, Gorman, born Nov. 20; John Garvin Morgan, daughter of M. T. Morgan and wife, DeLeon, born Nov. 18; Tom Arvin Morgan, Gorman, son of M. T. Morgan and wife, DeLeon, born Nov. 18; William

Noted Philanthropist

Word puzzle grid with clues for horizontal and vertical words. Includes a portrait of a man.



FRECKLES and HIS FRIENDS - By Blosser



The Newfangles (Mom 'n' Pop) - By Cowen



(certificate supported by affidavit reported 54 years after birth); Baby Carmack, son of R. J. Carmack and wife, Eastland, born Dec. 17.

The STRANGE CASE of JULIA CRAIG

WOODFORD in a quiet, level voice which was only a brittle surface over the anger beneath her words. "Mr. Woodford. I want one thing understood. I came along as an entertainer—to sing for your guests. At least that was my understanding of the invitation. Perhaps I'm being a fool but I've got to ask this question. Is it your understanding too?"

Beware Coughs from common colds That Hang On

No matter how many medicines you have tried for your cough, chest cold or bronchial irritation, you can get relief now with Cromulsion. Serious trouble may be brewing and you cannot afford to take a chance with anything less than Cromulsion, which goes right to the seat of the trouble to aid nature to soothe and heal the inflamed membranes as the germ-laden phlegm is loosened and expelled.

LOCAL — EASTLAND — SOCIAL

OFFICE 601 TELEPHONES RESIDENCE 288

Friday
 Readers Luncheon Club, 12:30 p. m., residence Mrs. J. M. Perkins, hostess. Honoring Mrs. J. E. Hickman of Austin.
 Music Study Club, 3 p. m., Community Clubhouse. Mrs. T. J. Haley, leader of program. Open to visitors, 4 p. m.
 Father-Son banquet, 7 p. m., Methodist Church. Judge J. E. Hickman, principal speaker. Martha Dorcas Class sponsor to serve with Mrs. W. E. Coleman, general chairman.

Music Study Club
Artist Program Tomorrow
 The Music Study Club extends an open invitation to guests to attend their classical program on the music of Bohemia and Poland to be opened under the leadership of Mrs. T. J. Haley at 4 p. m. Friday in Community Clubhouse.

Old Country Schoolhouse
A Striking Success
 The presentation of the Old Country Schoolhouse by members of the Thursday Afternoon Club can score topnotch, judging by the response of a packed house that greeted this benefit for the public library Tuesday night in high

school auditorium. Announcement of the characters was made by Mrs. A. H. Johnson, director and author of play. Members of the Sub-Deb and Gadabout Clubs were ushers. Mrs. E. R. Townsend, president of the club, presided at the ticket table at the entrance.

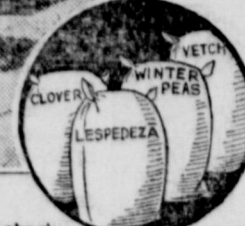
The school had 20 clubwomen in various characters, in clever rig of boy or girl of 1898 vintage. High lights on the program included Lucy Pearl Springer in a current event sheet, a parody on local citizens and incidents, most birth provoking; Petunia Horton as the "Giggler," the cry baby; Betty Eastham; the landlady; Circuit Rider Childress; the trustee's wife, Mrs. Garrett; the tense, Red Jones, and Hank, the country boy, Mrs. A. H. Johnson, brought down the house.

The climax came in the reading of the "Highwayman," by Almira Mae Perkins, who gave frantic gestures, pantomimed by the whole school, led by the highwayman, Mrs. Hubert Jones, and the landlady's daughter, Mrs. Ben Scott. A howl was raised by the board of trustees quarrel, John D. Harlibury Tuesday night in high

SOIL BUILDING CROPS CUT FARM COSTS AND CHECK EROSION



Gullies eat away entire farms.



These check erosion and build soil.

Three Ways to Cut Farm Costs

1. Grow Feed Crops.
2. Grow Food Crops.
3. Grow Soil Building and Erosion Control Crops.



B. M. Collie in rustic garb, who sang during recess, "School Days," accompanied by the harmonica; and "The Music Goes 'Round and Around," with a horn figuring largely.

The numbers were danced and the boys swept off the stage to their own music.

West Ward P-T. A. Hears Health Talk

The Parent-Teacher Association of West Ward School presented an interesting program Tuesday afternoon, opened by Mrs. Karl F. Page, president, with "America," in unison, Miss Maurine Davenport, pianist, followed by the Lord's Prayer.

The business following program brought report of the secretary, Mrs. Ed T. Cox Jr., approved. The room attendance prize of \$2 was awarded that of Mrs. Hollis Bennett.

The president announced the next meeting will be Founders Day. Program and current visiting day, in charge of committee, Mmes. Ernest Jones, O. O. Mickle and Earle Johnson.

Mrs. L. V. Simmonds, program chairman, presented Mary Page, in piano, "Sparkling Eyes."

Negro blackface reading in costume, Beulah Faye White. Piano, "Singing Fingers," Laura Lee Her-

Mrs. J. R. McLaughlin, vice president for Eastland, of County Tuberculosis Association, addressed the association "Health in the School."

She stated a survey of the schools among children would be made for T. B. test, by local physicians within the next two weeks.

Present, Mmes. F. O. Price, T. L. Amis, L. F. Trout, J. M. Mitchell, R. F. Wynne, V. O. Hatcher, J. E. Richardson, L. E. Gage, H. B. Meek, Earl T. Williams, L. Y. Morris, Ruth Poe Herring, L. V. Simmonds, Eugene Tucker, J. W. Watson, W. E. Brashier, C. Metz Heald, Ed T. Cox Jr., J. R. McLaughlin, Hollis Bennett, J. R. Boggus, E. H. Jones, Lois Thompson, H. L. Hassell, H. E. Craven, A. J. Treadwell, Karl F. Page, Misses Loree Price, Jo Kindred, Maurine Davenport, Nettie Thornton, Marjorie Spencer, Kathleen Maxwell.

Eastern Star Study Class

The Order of the Eastern Star Study Class had an intensive lesson on secret work, constitution and by-laws conducted by Miss Sallie Morris Tuesday in preparation for their school of instruction, Feb. 13, in Albany.

A general review will be given next Tuesday and attention is called that the class will meet next Tuesday at 10:30 a. m., for study,

Britain Is Warned Of Birth Slump

LONDON. — A prophecy has been made by experts that Britain's population may fall to one-tenth of its present size in the next hundred years.

This is foreshadowed in a report just issued by the Royal Economic society. The inquiry on which the report is based has been conducted by Dr. Enid Charles, of the Department of Social Biology in the University of London.

The present low birth rate will begin to cause social dislocation long before a hundred years has past, says Dr. Charles, if no new social agencies intervene to raise it. Britain will become largely a nation of old-age pensioners. Schools will be empty, and the number of men and women of marriageable age will fall drastically.

While at the end of the hundred years the population will have fallen from around about 40,000,000 to 4,000,000, by the end of 50 years it will already have fallen to about 25,000,000.

Taking the next 20 years, Dr. Charles says that although no considerable decline in total numbers need be expected, "a marked fall in the total numbers of the school age population and a marked rise in the total numbers of persons of 60 years of age and over will occur."

In the next 20 years the school population will fall by nearly one-half. In the same period the number of pensioners (60 years of age and over) will increase by nearly one-half.

As an increasing section of the population consists of people over the age at which they may have children, the birth rate will suffer. Dr. Charles estimates that in 25 years from now the birth rate will fall six per 1,000 of the population, with the death rate at 14 per 1,000.

Eastland Personals

Mrs. W. E. Stalter has returned from a visit in California.

Shalzo Harrell of Benbrook visited with friends and relatives here this week.

Mrs. Charles W. Estes returned home Tuesday after an extended visit with her daughter, Mrs. J. L. McCullough, at Mesquite.

Frank Smith, grand inner guard of the grand lodge of Texas of the Knights of Pythias, and Joe Childers, district deputy, of Abilene, attended a meeting of the Eastland lodge Tuesday.

From Breckenridge for the district KP meeting in Eastland Tuesday were H. E. Crouse, Curtis Hancock, G. L. and Fred Adkins, O. R. Walton, Seth Bush, N. H. Clark, J. U. Gibbs.

Political Announcements

The Eastland Telegram is authorized to announce the following candidates for office, subject to the Democratic Primary Election July 25, 1936:

For Sheriff:
 STEELE HILL
 LOSS WOODS

Tax Assessor and Collector:
 C. H. O'BRIEN
 CLYDE S. KARKALITS

Women Find Life At Middle Age Best

PHILADELPHIA.—A woman's life is happiest when her first baby or her first grandchild is born, rather than during her courtship or honeymoon, 400 members of the Twentieth Century Club of Lansdowne decided.

"About 50," was the favorite age of the women considering the problem. They expressed varying opinions, but voted for the contentment of middle age, after children are grown, the hard work of home life is over, and when a woman's time is her own.

Many of the women recalled happy memories of "sweet 16," but none wanted to return to that period. The older members of the club said they preferred to look forward to the "quiet of the twilight years."

Graduate Veterinarian

All Kinds of Stock Vaccines Handled

DR. W. ROSS HODGES
 901 Cherry St. Ranger
 Phone 115

ELECTRICAL APPLIANCES

Texas Electric Service Co.

BURNSIDE SERVICE
 TEXACO PRODUCTS
 Plymouth and Dodge Sales
 West Commerce

Texas Will Have Illustrated Map

AUSTIN.—For 1936, Texas will have an illustrated automobile road map. It will be issued by the state highway department as a Centennial aid.

Road maps are issued several times a year by the department, but the new addition will be much more elaborate than those of the past.

The past. It will types of some of the scenes. There will state 7 big and many of the esting and tourists.

The cost over the tilting the holiday me away with the neys.

BELL-HURST HATCHERY

Eastland, Texas

BUY EARLY CHICKS

Baby Chicks... Custom

Set Every Monday

CONNELLY

THEY ASKED FOR THE RIGHT TO LOVE

...but the laws of man forbade their happiness!

LORETTA YOUNG CHARLES BOYER

SHANGHAI

Warner OLAND - Alison S

EXTRA ATTRACTION THE RUSSIAN W

DAVE AND

INTERNATIONAL

The WISHING

Warner Bros. Feat

COMFORT COURTESY FRIENDLINESS are happily Blended at

The **WORTH HOTEL**

JACK FARRELL, Manager

Years (or months) "friendly" in the word. Smiling attendants greet you everywhere. Your stay will be a pleasure. Ask anyone who has been here.

Ft. Worth, Tex.

18 Floors of Cheerful Guest Rooms All With Bath

\$2 and up

The credit line that assures you of

- ACCURACY
- SPEED
- INDEPENDENCE
- WORLD WIDE NEWS COVERAGE

Because of these factors the United Press is recognized by leading newspapers as the greatest world wide news service

UNITED PRESS
 FOR DOMINANT NEWS COVERAGE

GOOD NEWS travels fast!

Bad news used to have the reputation for... But such is the demand for the good thing today that good news travels even faster.

The carriers of many of the good tidings every one is eager to hear are right before you. They are the advertisements in this newspaper. They bring good news about soap and sedans and cigarettes. Good news for the wife. Good news for the business man. Good news for every one who believes in comfort and happiness.

Let an automobile maker in Detroit or an orange grower in Florida develop a fine product. You will hear about it—not in a couple of years, not just "some time." The whole story will be rushed to you on the wings of advertising.

Advertisements are filled with the good words you like to find. They tell you about products, new improvements in well-known merchandise, new values and new ways to increase your well-being. And always they tell you not only where and how to purchase, but also the way to be sure of obtaining 100 cents' worth of value for every dollar you spend. Read them—and get good news regularly!