



EASTLAND TELEGRAM

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'Be Not Afraid of Greatness . . .'

The United States is about to have greatness thrust upon it. The course of world events places us in the position of bobsled rider knifing down a steep hill—we may be able to direct our national sled to right or left; we may be able to drag the brakes a little; but stop and rest, pause to survey the scenery, we cannot.

We must ride out the course, with only a little time given us to polish the runners, test the steering gear, and strengthen the sled's braces. Whether we will or not, the United States is pitchforked into a position of world leadership, of world power.

We must read again Maria's letter to Malvolio in "Twelfth Night," which might have been written to the United States "not to be opened until 1940":

"... be not afraid of greatness: some are born great, some achieve greatness and some have greatness thrust upon 'em. The Fates open their hands; let thy blood and spirit embrace them . . ."

The United States has been reluctant to embrace its fate. It has always held back. When continental United States was an accomplished thing, we sat back, expanded, basked. We wanted nothing more. We recoiled from the unnatural imperialism into which we were catapulted by the Spanish-American War. We were not adept at colonizing. We had no wish to rule others.

These were sound instincts. We still have them. The greatness to which we are called today is not a call to dominate other nations or other peoples. It is a different kind of greatness, a new kind of leadership.

Soon the United States will be charged not only with maintaining its own freedom, but with keeping freedom alive in a world in which it is temporarily overshadowed.

The United States must be a tower of strength around which may rally all people of good will throughout the world. It must develop within its own borders a social regime providing more happiness and well-being than exists in any totalitarian country. It must give moral leadership to the free countries of the west, and help them to defend each other from enemies within and without.

To do these things requires citizenship, vision, wisdom, unselfishness, and the broadest patriotism. To every man is given the task of supporting with all the strength within him the greatness which the times are thrusting upon America.

Twins in Wilkes-Barre have been named Franklin Wilkie and Wendell Delano. Like the G.O.P. and New Deal platforms, no one can tell 'em apart.

Italy faces a paper shortage and gives up 217 tons of out-dated government documents for remanufacture, probably old promises and treaty agreements.

NOTED DIARIST

Crossword puzzle grid with clues for horizontal and vertical words. Includes a small portrait of a woman in the center of the grid.



TOUGH DUTCH EAST INDIES WILL FIGHT TO AVOID FATE OF MOTHER COUNTRY



Warships of the Dutch fleet and planes of her air arm sail on and over East Indian waters.

Rich Islands Ready To Battle Either Japan or Germany

BY PETER EDSON Editor, NEA Service BATAVIA, Netherlands East Indies.—"Nederland Zal Herrijzen." Netherlands will rise again. Every place you go in the Dutch East Indies, you see this sign. Lapel buttons bearing this slogan are worn by all good Dutchmen. And the very air, sultry as only tropical humidity can be, breathes a certain confidence, a definiteness of purpose which is dogged as anything the proverbial Briton can point to as a dominant national characteristic.

The East Indies government is building a service of supply. Airplanes and battleships the Dutch cannot yet build. Small naval patrol craft they can.

A munitions works has turned out shells sufficient for the life of every gun on the islands, plus an adequate margin of safety, and still goes on producing. American rubber and automobile companies have long had factories in Java, and these plants have been thrown into the preparedness effort.

Industrially, the manpower of the East Indies is being mobilized effectively. Artisans that have made temples, carved wood and stone, worked the fields in a civilization that goes back for centuries, have produced a race of men who can work with their hands and so make good mechanics. These are the men who run the lathes and can be trained for duty in shipyards or air depot maintenance, releasing the men of European extraction for specialized combat duty.

Financially, the country is in pretty good shape. It is rich in natural resources, and a rising war market is pumping more money into its coffers, in spite of the fact that much of its trade with the homeland is lost.

It has taken increased war taxes on nearly everything, and will take more. The national debt is low. Whether or not to expand its war effort by increased borrowing is one problem that confronts the government now. To further strengthen defenses, further purchases of planes, machinery, gunpowder and other essential war supplies from America, are absolutely essential.

NATIVES MAD AT NOBODY In only one category, perhaps, is the war effort in this part of the world an uncertain quantity—and that is the type of soldier the native will be, under fire.

Of the nearly 70,000,000 people under the Netherlands flag in the Indies, far less than half a million are Europeans or of European extraction.

The natives are largely Mohammedans, tillers of the soil who live in an almost communal society, slow going because of the climate and mad at nobody. Twenty per cent of them are literate.

How many actually know there's a war on is a question.

Conscription Not To Cause State Workers Their Jobs

By United Press

AUSTIN, Texas.—An amendment to the Texas State Constitution in 1932 settled all question of whether state officials could retain their state offices if they are ordered out for military training.

The section against dual office holding was amended so that it specifically announces that nothing in the constitution shall be construed to prohibit an officer or enlisted man in the national guard from holding in conjunction with such office any other office of honor, trust or profit under the state or the United States. The exemption applies also to reserve and retired officers and enlisted men. Their right to vote is preserved also by the amendment.

Acting under this provision, Adj. Gen. J. Watt Page will continue to be adjutant general of the state while taking over his field duties as a brigadier general in the 36th Division, unless the war department should object. He will not take the pay of both offices, though it is possible that would be legal.

Col. Ernest O. Thompson, member of the Texas Railroad Commission plans to continue his service on the Railroad Commission and it is expected most of the state officials who are in the national guard will do so. Training at Brownwood would leave them within three quarters of an hour's flying time of Austin, and it is not likely there would be difficulty in getting leave from camp for necessary official civil duties.

Sen. Franklin speaks of San Antonio, who holds a captaincy in the national guard, however, told his constituents in the recent campaign that if he were ordered out for a year's military training he would relinquish his seat in the senate.

Nazi bombs are killing box office receipts in London, reports movie correspondent. Not to mention the folks who buy the tickets.

Herm Goering's magazine will be printed on paper made of potato vine. Really, they have Ersatz for everything but Herm, and who would want to duplicate him?

Watch for the thrilling 1941 Chevrolet . . . on display in Eastland at Harvey Chevrolet Company Saturday, September 21.

Tennis Ace in Change of Pace



Joe Hunt, 1939 Davis Cup player and a semi-finalist in National Singles tennis tournament, transfers his talents to iron at Annapolis where he seeks a backfield position with Navy eleven.

Because he had 2 cents in his pocket a Syracuse man escaped a prison sentence on vagrancy charges. Many a local college boy will be glad to hear this.

Advertisement for the 1941 Ford, featuring a woman's silhouette and text: 'Women will talk about the beauty of the BIG 1941 Ford. On Display Sept. 27th'.

Large advertisement for Coca-Cola featuring a woman holding a tray with Coca-Cola bottles and glasses. Text includes: 'My guests all want Coca-Cola', 'Grocer Invented a Scoop To Weigh Sack of Groceries', and 'People recognize and welcome the charm in the taste of ice-cold Coca-Cola. Pure, wholesome, delicious, -Coca-Cola is made with the skill that comes from a lifetime of practice. It has the goodness of quality'.

BRUC DEFENSE JOBS FOR BY ER NEA Service WASHINGTON of gove don't quite best don't-qu parts close ure is that defense pi gram sho upon up so thing like 300,000 r jobs before end of 1941. That ques based on e rates—not normally tal used—of t number of t workers t will be ne if the nati industrial chine is to 1 at the kh things requ ment drive. Nor is th of men go jobs, a so tional num businesses the origina checks reg offer these two statisticians re-empl the defense ng this re jobs for others. All of v would be found effe placement- The gov exactly he there are. Service hi workers o doesn't e opinions y leaves ally agr 7,000,000 teleph Not I Need, FORT Larice R ALLI COME TAKE ARE INDI BEI LYN 9-18 LIST OF E THE ONI KIL CRC OH FC

BRUCE CATTON IN WASHINGTON  
DEFENSE PROGRAM "BOOM" MAY NOT MEAN  
"JOBS FOR ALL"; UNEMPLOYED ARE UNSKILLED

WASHINGTON.—Although a lot of government economists don't quite believe it, the best don't-quot-me guess of experts close to the defense picture is that the defense program should open up some 4,000,000 new jobs before the end of 1941.



Catton

That guess is based on estimates—not yet formally tabulated—of the number of new workers that will be needed if the nation's industrial machine is to turn out the kinds and quantities of things required in the rearmament drive.

Nor is that all. When a number of men go from idleness to steady jobs, a somewhat smaller additional number of men get jobs in businesses able to expand because the original group is getting pay checks regularly again.

The government does not know exactly how many jobless people there are. The U. S. Employment Service has 5,700,000 unemployed workers on its rolls; probably that doesn't cover all of them, but opinions differ as to the number leaves out. It is pretty generally agreed, however, that a 7,000,000 rise in the number of

jobs would just about take care of all of the employable persons now unemployed.

In other words, the country would be within reasonable distance of that fabled, long-ago era in which it could honestly be said that any able-bodied man who really wanted a job could get one. Apparently, however, there is a catch in it.

Most unemployed are unskilled. The reservoir of unemployed consists mainly of unskilled workers. Only 900,000 of those listed with the Employment Service, for instance, put themselves down on the books as "skilled workers."

WPA officials figure that unemployment could decline tremendously without putting much of a dent in the WPA rolls—which now have around 1,500,000 people, with a waiting list of about a million.

Telephone Tact, If Not Etiquette, Is a Need, Operator Says

PORT WORTH, Tex.—Mrs. Larice Roach, head telephone operator at a large hotel here, is convinced that most telephons need some coaching tact, if not in plain etiquette.

"People seem to be just thoughtless," said she. "They are so accustomed to promptness on the telephone that they often forget that a human being is serving them."

OUT OUR WAY . . . . . By Williams



THE MIDDLE CLASS

MODERN MENUS

BY MRS. GAYNOR MADDOX  
NEA Service Staff Writer  
A LOAF of stale bread is just the beginning of some fresh ideas in different recipes. For economy and variety, you should try these simple dishes with anything but simple flavor.

ALPHABET BREAD PUDDING (Serves 6)  
Two tablespoons butter, 2 tablespoons flour, 1/2 cup sugar, 1 cup milk, 2 egg yolks, well beaten; 2 cups soft bread crumbs, 1/2 teaspoon baking powder, 1 teaspoon vanilla, 3 egg whites, beaten stiff; 1 cup chocolate "bits" candy.

ORANGE FRENCH TOAST  
Two-third cup orange juice, 1 teaspoon grated rind, 1 tablespoon sugar, 1/4 teaspoon cinnamon, 2 eggs, 6 slices stale bread.  
Combine orange juice, rind and sugar. Add cinnamon to egg and beat until light and frothy. Whip sweetened fruit juice into beaten eggs with fork.

DESSERT FRENCH TOAST  
Remove crusts from stale bread and cut each slice in half, crosswise. Dip halves in either of the above fruit and egg mixtures. Fry slowly in butter until brown on both sides. For each serving, stack toast in three layers, spread with honey or jelly between. Top with powdered sugar.

Freckles and His Friends—By Blosser



ALLEY OOP . . . . . By Hamlin



DO YOU SMOKE THE CIGARETTE THAT SATISFIES  
IT'S THE Smoker's Cigarette

Definitely Milder, Cooler-Smoking  
decidedly Better-Tasting,  
Chesterfield is one up on 'em all

Smokers say that Chesterfield is the one completely satisfying cigarette. Everybody who tries 'em likes 'em. Chesterfield's right combination of American and Turkish tobaccos is the best that money can buy.



BETTER MADE FOR BETTER SMOKING  
Every Chesterfield must conform to the one right standard of size and shape for a cooler, better-tasting, definitely milder smoke.

CHESTERFIELD

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SERIAL STORY  
THIS COULD BE YOUR STORY  
BY MARGUERITE GAHAGAN

All characters, organizations and incidents of this serial are entirely fictitious.  
YESTERDAY: Explaining Vera's job, Sue Mary tells Nick about the government orders and plans the firm is handling. Only Miss Grant is allowed to see them all. Sue Mary worries about the danger of someone stealing the papers, but Nick laughs away her fears. In the office, Vera makes rapid progress. "I'm going to like it," she tells Sue Mary. "If Kitty doesn't make it too tough."

Anyone as attractive as she was must, of course, be sought after, made love to, wanted. She wondered what would happen if young Ross Clark did suddenly become interested in Vera. She could imagine the consternation in the office.  
She wondered, too, just what Natalie and Nick would think if Vera, the loyal party worker, so far forgot party standards to become interested in one of the young socialites; a rich man's son; a man the society columns referred to as an eligible young bachelor.  
The way Natalie's blue eyes had opened wide when she heard Vera's comment, and then the way a curtain had seemed to fall over them, aroused Sue Mary's curiosity. In the weeks that she had been with the crowd she had seen them only as intense crusaders. Bound together by a common cause; casual in their relationships; free in their conversations; with a lack of self-consciousness that at first startled her.  
She wondered why Nick hadn't fallen in love with one of the girls who worked in the group. She wondered why he hadn't fallen in love with Natalie or Vera. They were both attractive, they spoke his language, obeyed his orders, worked until they were beaten and so tired they could hardly stand, and yet never lost the fire that made them leaders among the young people.  
And Nick had the ability to stir one. She knew that more each time she saw him. For hours he would be the executive; outlining plans for the rally; helping draw up posters and ads; suggesting people to call and articles to read; firing them with enthusiasm.  
And then, somehow, he and Sue Mary would be on their way alone, and he would be the lover and crusader in one. It frightened her, but back in the recesses of her mind lingered the memory of loneliness—a loneliness that Nick had dispelled by opening this new world to her.  
"You mustn't," she would insist. "After all we're not in love. We're just like the same things. I'm grateful to you for teaching me so much. For lifting me out of the dreary rut I was in, and for showing me how selfish I was, how blind I was to the world and the needs of others. But we aren't in love."  
"But we are in love. At least I am. Maybe I'm not like that Joe you talk about. Maybe when he makes love to you it's the kind you read about in magazines, with talk about a little vine-covered

WANT AD IN THIS PAPER WILL BRING QUICK RESULTS

### Eastland Lions Observe 100% Attendance Week

Eastland Lions Tuesday observed the club's international 100 per cent attendance week with a full 100 per cent attendance of members. The Eastland club has a membership of 27, or rather did have at that time. It now has 33, six new members having been admitted to membership since that time.

The three new members recently initiated into the club were W. G. Womack, superintendent of the Eastland schools; Bobbie Mill-

### Tired Kidneys Often Bring Sleepless Nights

Doctors say your kidneys contain 15 miles of tiny tubes or filters which help to purify the blood and keep you healthy. When they get tired and don't work right in the daytime, many people have to get up nights. Frequent or scanty passages with smarting and burning sometimes shows there is something wrong with your kidneys or bladder. Don't neglect this condition and lose valuable, restful sleep. When disorder of kidney function permits poisonous matter to remain in your blood, it may also cause nagging backache, rheumatic pains, leg pains, loss of pep and energy, swelling, puffiness under the eyes, headaches and dizziness.

Don't wait! Ask your druggist for Doan's Pills, used successfully by millions for over 40 years. They give happy relief and will help the 15 miles of kidney tubes flush out poisonous waste from your blood. Get Doan's Pills.

### Colorful Coach To Add Real Color To Pre-Game Warmup

By United Press  
SAN ANTONIO, Tex.—Slanting sun-rays threw lengthening shadows on the field while a quarterback barked signals at his team.

"76-34-89 . . . God bless America . . . shift . . . land of the free . . . 43-29 . . . hike!" The center flipped a red, white and blue pigskin, and the team raced downfield.

Fancy, American-loving signals and colored balls may be used as part of the patriotic, three-ring circus planned by Mose Simms, guiding spirit of the color-

ful St. Mary's University eleven. Of course the patriotic signals and the red, white and blue ball will only be used in practice, but "Uncle" Mose has a good many other tricks in mind to keep the spectators attention centered on the field before and during game time.

The patriotic spirit has even invaded the uniform department. Scarlet pants with white and blue inserts, will be used at St. Mary's, along with white jerseys splashed

er, personnel officer of WPA for this district, and Jack Kimble, motion picture show operator of Gorman.

W. Q. Verner, president of the Eastland club, presided over last Tuesday's meeting.

### THE PAY OFF

BY HARRY GRAYSON  
NEA Service Sports Editor

MAXIE ADELBERT BAER says he will fight Joe Louis again if he gets his price, which is reason enough why the California Clown should be denied another crack at the championship. His demanding satisfactory terms is further proof that Max Baer wants no more truck with Louis.

Baer getting \$30,000 and 50 per cent of the radio receipts for tackling Pat Comiskey, a comparative novice, in Jersey City, Sept. 26, is a striking illustration of how far professional boxing . . . the heavyweight division in particular . . . has fallen.

Contrast Baer's attitude toward a second edition with Louis with that of old Tom Gibbons, who fought Jack Dempsey for the exercise in Shelby.

FROM the pen of the Marquis of Queensberry wrote the rules—and long before, all a challenger worthy of the name asked was a whack at the top man.

Young Jim Corbett pestered Billy Brady until he put up the \$25,000 leading to the battle with John L. Sullivan.

When Corbett tried to make Peter Maher a present of the title, the Irishman insisted upon fighting him for it. Maher was knocked out by Bob Fitzsimmons for the second time when he attempted to qualify for that privilege.

Fitz was happy to settle for the chance at Corbett. Both made an earnest effort against Jim Jeffries when far past their peak. Jeff didn't quibble when the meeting with Fitz was suggested.

Jack Johnson chased Tommy Burns around the world . . . ran him down in Sydney.

"GET Johnson!" was all Jess Willard said when offered the match that finally took place in Havana. Dempsey was flat broke when he climbed out of the ring pitched on Maumee Bay after beating the Potawatomi Pounder to a pulp. Gene Tunney schemed, dreamed and worked. Max Schmeiling waited two years for another turn after belting out Louis.

Baer played an important role in the decline of the manly art of mangled mugs, and would climax it all by collecting a rich guarantee for doing one more fadeout at the feet of Joe Louis.

So many mistakes have been made in professional boxing that one more here or there wouldn't make any difference, but Max Baer does not merit an opportunity to milk it for all he can get.

with three five inch blue stars in front and ten inch numbers in the back.

The team will enter the field in military formation—marching the length of the greensward in close-

ed drill—and then will use the red, white and blue ball to run practice plays.

"This is new," says Mose.

Since Mose came to St. Mary's he has started many a football feature that "is new" to the southwest. St. Mary's became the first school in this area to openly draft high school stars from all parts of the country. It was not the first team to play inter-sectional games but soon became the most active in inter-sectional play.

In a 53-seated bus, replete with rest room, electric razors, air conditioning, and sleeping accommodations, Mose will take his boys to four states on a 12,000 mile trip this season. Games will be played from Louisiana to New Hampshire. A game was considered with the University of Hawaii but will be postponed until 1941 because the "boys would miss too much time from school if they went this year."

Mose has a "fair to middling club" this season with only one senior, Capt. John Stafford, tackle from Clarksville, Texas. It St. Mary's had a line to equal the backfield, Simms feels that his outfit would "really go places."

**A TASTE-TEST OF ROYAL CROWN CHANGED MY COLA CHOICE**



**NOT ONE BUT TWO FULL GLASSES 5¢**

Hundreds are making this taste-test discovery every day. Royal Crown has won 9 out of 10 certified taste-tests against leading colas from coast to coast!

**BEST BY TASTE-TEST!**  
A Product of Nehi Corp.

**NEHI BOTTLING COMPANY**  
1004 W. Main St. EASTLAND Phone 129

# YES SIR!

THE BEST SALESMAN ON THE JOB EVERY DAY FOR THE BUSINESS INTERESTS OF

## EASTLAND

IS THE

## EASTLAND TELEGRAM

By reading the advertising and keeping up with the weekly bargains, many dollars are SAVED by the consumers of this entire community!

**THE EASTLAND TELEGRAM IS----**

- First in International News
- First in National News
- First in Local News
- First in Popular Comics
- And Should be First in the Hearts of Our Home People . . . Because It's Your Own Home Paper.

**SUBSCRIBE TO THE TELEGRAM--10c A WEEK**

### THIS CURIOUS WORLD

By William Ferguson



**EAGLES FREQUENTLY ARE ACCUSED OF CARRYING OFF LARGE CHILDREN! IN RECENT TESTS, A GOLDEN EAGLE COULD FLY ONLY 14 YARDS WHEN TOSSED FROM A HEIGHT CARRYING AN 8 LB. WEIGHT.**

**LEONARDO DA VINCI WAS LEFT-HANDED AND WROTE FROM RIGHT TO LEFT.**

**WHERE CAN YOU FIND BAILY'S BEADS, THE GIANT'S CAUSEWAY, CLEOPATRA'S NEEDLES?**

**ANSWER: Baily's Beads, a phenomenon seen during solar eclipses; Giant's Causeway, a basaltic formation in Ireland; Cleopatra's Needles, Egyptian obelisks, one now in London and one in New York.**

### Eastland Personals

**A. & M. Professor To Go to Nicaragua**

By United Press  
COLLEGE STATION, Tex.—Dr. John H. Aston, 60-year old Texas A. & M. College professor, will leave for Nicaragua late this month to serve for a year as an exchange professor at the University of Nicaragua.

The English-born associate professor of agricultural journalism, a linguist who speaks four languages, is an authority on breeds of horses and cattle and for the past several years has been gathering data for a book on the history of the livestock industry in Texas and the southwest.

Dr. Aston was selected by the Nicaraguan government. His service at the University of Nicaragua is under terms of the convention for the promotion of inter-American cultural relations. He is one of the first professors selected under the agreement between the Latin-American nations.

His work in studying agricultural methods in general and livestock in particular have carried him to a score of countries. Author of several books on hogs, mules, horses and cattle, he also has written many articles on American and foreign agriculture for publications in this country and others where he has traveled.

Dr. Aston is a 1906 graduate of the A. & M. College.

June Kimble, employed in a newspaper office at Overton, Texas, was here the first of the week visiting his family and his many friends.

Wortham Seale and family have moved to Lubbock where Mr. Seale is employed by a Federal agency. Their Eastland home on West Commerce street is being occupied by Mrs. Leora O'Rourke and family.

W. H. LaRoque, Cisco newspaper publisher, was a business visitor in Eastland Tuesday.

Tom Ewing, operator of the Bankhead Hotel, has been employed by the Eastland county commissioners' court as operator of the courthouse elevator, succeeding "Uncle" Charlie Shepperd, recently resigned. E. N. McCoy

### TO TEACH CLASS SUNDAY

W. Q. Verner, president of the 9:49 Bible Class, states that the Bible Class of the Cisco Methodist Church, will be the teacher of the 9:49 Bible Class in Eastland Sunday morning.

Amazing sights will greet you Saturday, September 21, when the new 1941 Chevrolet comes to town. It will be here Saturday, September 21.

### CLASSIFIED

**FOR SALE**—Electric refrigerator good condition. Priced reasonable. See Jess Taylor, Norwood Addition, 1 block west States Oil Corp.

**FOR RENT**: 6-room house, 1103 S. Seaman. Call 468-J or 176.

**AMBITIOUS Men**—Manage small movie circuits—Eastland District—60% Commissions—\$80—\$175 monthly possible—Excellent future—Car necessary. ROSHON, 1414A Gulf States Building, Dallas, Texas.

**PIANO INSTRUCTION**: Dunning System of Improved Music Study. Pre-School - Beginners - Intermediate. Classes for all ages.—ROBERTS PIANO STUDIO, 906 Cypress St., Ranger.

**ALTERATIONS**, plain and fancy sewing. Mrs. W. E. Stallter.

**FOR SALE**—Several houses, 400 acres of land, and service station on Northeast corner square, Eastland. See Carl Butler or Adra Huffman, Executors.

**NEED MONEY?** Are your car payments too large? Do you need additional money on your car? Let me try to help you. Frank Lovett, 301 West Commerce. Telephone 90.

**AUTO LOANS**—New and Used Cars. Six per cent loans on 12 to 24-month new car loans. HOLC homes for sale. General insurance. Donald Kinnaird, 207 Exchange Building.

**LYRIC**

LAST TIMES TODAY

**Low Ayres**

**Lionel Barrymore**

— in —

**"DR. KILDARE GOES HOME"**

— Added —

**Woody Herman and His Streamlined Railroads**

**Cleaning Special SUITS and PLAIN DRESSES**

Regular Cleaning

**50c**

"Suits and PLAIN DRESSES

"Sanitone" Cleaners

**75c**

All garments will be Sanitone Cleaned unless regular cleaning is specified.

**MODERN Dry Cleaners - Dyers Hatters**

PHONE 132

## Cherries Flown For a Pharaoh's lunch

Hundreds of miles from Thebes, a special orchard of cherries grew. Picked at dawn, each cherry was strapped to a pigeon, so that mighty Pharaoh might have fresh cherries for lunch.

How a Pharaoh would have envied your year-round choice of fruits: Big yellow-ripe bananas from the tropics . . . creamy and mellow-sweet. Glistening, golden wedges of pineapple from distant Hawaii. Florida grapefruit. Californit oranges.

Modern refrigeration brings fruit for thousands of miles—as fresh as when it was picked. Modern advertising assures the grower that his products will be in demand at the market. Otherwise, he would not risk the freight.

In the pages of our newspaper, you read about many foods. Scan the list—save money and shopping steps. At the store, you naturally buy advertised brands. Because you can trust them to be wholesome and pure. No sensible food-producer is going to spend good advertising money on rotten apples.