

WASHINGTON NEWS



FROM CONGRESSMAN CLYDE L. GARRETT

This column is initiated in an effort to present to constituents of the Seventeenth Congressional District a picture of developments in the Legislature, Executive, and Judicial branches of the National Government. I shall avoid presenting controversial issues other than to give their status. I am led to believe that the readers of this paper are interested in these occurrences because of the inquiries received in my office through the mail.

FARMERS FAVORED — That more than 100,000 cotton growers who purchased in excess of \$3,500,000 in cotton tax exemption certificates under the Bankhead Act are entitled to recover their payments, was ruled by the District of Columbia Court of Appeals. Many of our farmers come under this decision and they should investigate their rights.

MINING BILL—Senator Thomas, (D-Okla.) has introduced a bill

"ANOTHER DAWN" IS DAWNING



Dashing and debonair Errol Flynn is pictured above with Kay Francis, the heart interest of "Another Dawn," showing Wednesday and Thursday at the New Lyric theatre.

providing for the leasing of lands, within an Indian reservation or owned by a tribe or group of Indians, for mining purposes by authority of the tribal council or other spokesmen for such Indians if the Secretary of the Interior approves. Leases, for terms not over 10 years and renewable as long as minerals are produced,

Behind the Scenes in Washington

BY RODNEY DUTCHER NEA Service Staff Correspondent

WASHINGTON.—The White House press conference probably is an institution unique in the world. At least, in no other foreign capital do correspondents stand up twice a week and fire questions at Mussolini, Hitler, Stalin, the King or Prime Minister of England or whoever else the top big shot may be.

The new style press conference—it's four years old now—is Roosevelt's own, Coolidge and Hoover used to have a system whereby you wrote your questions and slipped them to a secretary. The President picked out the ones he felt like answering and ignored the rest. Roosevelt, however, decided he would submit to verbal questions and give direct answers, information for background or strictly "off the record" replies.

Sometimes Roosevelt says he doesn't want to or isn't ready to answer a question, that he doesn't know the answer, that he hasn't read the statement, report or newspaper story to which the questioner refers, that the question is an "if question," or that the question is best answered by another question which he thereupon propounds.

BUT most important questions get asked sooner or later—barraged or not—and so it was with the question whether he would accept a third term nomination in 1927. Newsmen kept slipping written questions to Coolidge asking if he were a candidate for renomination. Coolidge ignored them consistently. Then one day the fellows ganged up and each individually wrote the same question and saw to it there wasn't another in the pile.

Coolidge turned them over, one after another, until he reached the end of them. And then he began a 15-minute rambling disquisition on the subject—unless this

writer's memory fails of telephone rates in the District of Columbia. The correspondents were glad to get away from there when he finished. Of course eventually Coolidge was smoked out to the point of asserting that "I do not choose to run—"

ROOSEVELT was asked three pointed questions about his own third-term thoughts. Seldom are correspondents so persistent in putting him on the spot.

The first was as to whether he had any comment on Governor Earle's endorsement of Roosevelt for 1940. He merely shook his head.

The second was a flat one—Would he, if offered it, accept renomination in 1940?

"My gawd, how hot the weather is!" correspondents seemed to hear him say, and then: "You go over in the corner and get a dunce cap and stand with your back to the rest of the boys."

But then the first correspondent came back and asked if the situation were covered by the February Victory Dinner speech in which Roosevelt said he wanted to turn the country over to his successor in 1941 in better shape than it was when Buchanan handed it to Lincoln. Roosevelt then made his second dunce cap nomination.

The two correspondents joined the general laughter. Mr. Roosevelt is usually conceded the right to razz at these conferences—or even to fib if he does it only to duck a question, not misinform. Just the same there's a certain restraint in questioning, inspired by the average correspondent's desire not to be criticized by colleagues or to "get in wrong" at the White House. This has nothing to do with the "Roosevelt charm," which attracts some news men, is ignored by many and definitely annoys others.

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Sport Glances. By Grayson

BY HARRY GRAYSON Sports Editor, NEA Service

CLEVELAND—Trotters and pacers are much harder than running horses. Thoroughbreds used as prompters or pacemakers for standardbreds in training usually are worn out by the three miles harness horses are brushed.

Gallopers are unaccustomed to such long stretches of comparatively high speed. Runners ordinarily rest a week or longer after hitting it up for a mile or slightly more in a race day and are ready to come back again three days later.

Runners prefer a plowed track. It protects their tender hoofs. Trotters are lashed into battle on a packed-down and vastly harder surface. A hardly packed sandy strip is ideal for the sulky variety.

THE newer school of standardbred trainers differs somewhat from the old. Trotters long have been trained nearly nine months to race a little more than three.

Youth contends that, permitted to catch their breath with a few lapses in between, they could and should be raced the year around. Such a plan would not work with 2 and 3-year-olds, however, because it usually takes three years for them to learn their gait so they won't forget it in a hard-fought race.

Those who held that trotting horses was an old man's game have to revise their ideas with Bill Fleming, Doc Parshall, Harry Pownall, Harry Whitney, Dunbar W. Bostwick, and Cornelius N. Bliss, Jr., showing the old-timers tricks with fleet candidates.

Youth believes that training in the north in winter is about as beneficial as sunshine and coddling in the south. Walter Cox is one veteran who agrees. He insists that harness horses should be trained in ice and snow during the winter, and carries out his conviction by toughening his horses' muscles in the frigidty of Goshen, N. Y.

BOSTWICK'S theory that trotters can be trained harder and faster in April and May, instead of being brought along very slowly during the spring months, as they are by old-timers, is borne out by the success of his stable. Results attained with Bostwick's Hollywood Audrey, candidate for the rich Hambletonian at Goshen, Aug. 11, is a splendid example.

The 23-year-old Fleming sees no sense in all the warming up which the veterans, such as 57-year-old Billy Dickerson, put their charges through. The younger Billy believes that too much is taken out of colts by this strenuous exercise before a race.

The old-timers are happy to be convinced of the worth of drastic changes instituted by such youngsters as Bostwick, the amateur, and Fleming, the professional.

The veterans welcome new blood and ideas, for they recently passed through a protracted period during which so few of the younger generation evinced interest that it appeared as though the wholesome trotting horse game would die of old age.

could be made. The bill was referred to Indian Affairs Committee.

FINANCIAL REPORT—With the exception of the Civil and World War periods the Government has followed a "pay as you go" policy. This is shown by the budget history of the U. S. up to 1930. July 1 started a new fiscal year. Secretary of the Treasury, Henry Morgenthau, reports that at the beginning of this fiscal year, the deficit of \$2,707,000,000 is about \$150,000,000 above the revised budget estimate made April 20. It is the smallest, however, of any of the four fiscal years the present Administration has been in office.

LOCOMOTIVES TO CHINA—That the Import-Export Bank will participate in sale of American locomotives to China, was announced by Jesse Jones recently. The orders which total approximately \$1,500,000 have been received by two large manufacturers.

APPROPRIATIONS—A bill to appropriate \$99,880,000 for the Railroad Retirement Board and \$350,000,000 for the CCC during the new fiscal year, were approved by the House Committee on Appropriations, and passed by the House. Included in the Resolution was \$50,000 to finance the tax evasion inquiry and it sets up a \$500,000 revolving fund to pay losses



National Jamboree All of the members of the Jamboree delegation from the Comanche Trail council are back at

in the same period advanced from \$148,993,643 to \$163,953,073. FARM AID—Congress has been busy debating on the \$135,000,000 farm tenancy bill. It is designed to aid three million farm tenants and sharecroppers with loans to help them buy farms and to provide rehabilitation aids and submarginal land retirement.

TRANSIENT LABOR PROBLEM—President Roosevelt has been asked by Rep. H. Jerry Voorhis (D-Cal.) to give Federal cooperation in solving California's transient labor problem. He specifically asked that additional resettlement camps be established in the State.

NEW LABOR LAWS—The President recently sent a message to Congress asking legislation concerning recommendations adopted by the 20th session of the International Labor Organization at its recent conference at Geneva. The following points were outlined: "The regulation of special systems of recruiting workers," the "progressive elimination of hours of work on public works," and "annual holidays with pay."

RATIFICATION—The Senate has ratified the eight treaties negotiated at Buenos Aires in a conference of American Republics in January. President Roosevelt opened the conference in person. The chief interest of these treaties from the Latin American viewpoint, is the fact that the Monroe Doctrine is defined in terms of the common interest of all the countries.

JACK'S NOT SLEUTHING NOW



Jack Oakie forgets he's a sleuth in the picture above, a scene from "Super Sleuth," showing next week Friday and Saturday at the New Lyric theatre. Perhaps its because he's with Ann Southern, who also takes a prominent part in the attraction.

home today. Each of the 25 scouts and is in many ways a most valuable feature. Much preparation has been made for the Camp Fire features of this season's program. New songs will be sung, new stunts worked out, and new features will be introduced that are designed to entertain, to promote fellowship and to develop the scout for his future.

Remember the camp dates — July 20th to July 27th — July 28th to August 4th.

Camp Billy Gibbons Camp Fire The Camp Fire promotes fellowship, develops poise, cements friendships and gives opportunity to the scout for self-expression

Hamner Undertaking Co. Phones 17 and 564 DAY OR NIGHT AMBULANCE SERVICE

Spot Cash Gro. advertisement with various grocery items and prices. Includes sections for Pure Cane Sugar, Swift Jewel, Light Crust Flour, Eggs, Potted Meat, Meal, Oxydol, Miller's Corn Flakes, Salmon, Tomatoes, Tomato Juice, Apricots, Mackerel, Green Beans, Fancy Salmon, Meats, Cheese, Sliced Bacon, and Drugs.

Advertisement for Nyal Mineral Oil, highlighting its benefits for constipation and irregular movements. Includes a small image of the product bottle and contact information for Eastland Corner Drug Store.

Large advertisement for A & P Food Stores, featuring a variety of products and prices. Includes items like Imperial Pure Cane Sugar, Peerless Flour, A & P 8 O'Clock Coffee, English Peas, Whitehouse Milk, Gibbs' Soups, Ann Page Ketchup, P. & G. Soap, Tall Pink Salmon, Hires Root Beer Extract, Nectar Tea, Bread, Fastidia Cleansing Tissue, and various meats and cheeses.

PIPKIN'S

PIGGLY WIGGLY



Festival OF

VALUES

EASTLAND, TEXAS

MILK
Pet or Carnation
2 Tail Cans or 4 Small Cans **15c**

LIBBY'S Fancy Sweet
PICKLES
Full Quart **35c**

LIBBY'S Fancy Sour
PICKLES
(Full Quart and Pint)
48 Ounce Bottle **35c**

WHITE CREST FLOUR 12-lb. bag **53c**

SPINACH TEXAS PACK 3 No. 2 Cans OR 2 No. 2 1/2 Cans **25c**

Hominy MARSHALL 3 Large Cans or 5 Small Cans **25c**

MUSTARD RING CROSS PURE PREPARED 26 Ounce Jar **15c**

PURE CANE SUGAR 10 lb. bag **47c**

GINGER ALE CLIQUOT CLUB 2 Pint Bottles **25c**

BLACK PEPPER 4 Ounce Can French's **10c**

NOT JUST ON WEEK-ENDS — BUT EVERY DAY! Our shelves are loaded with real values! Take the time to see for yourself and be convinced as many others have been!

SNOWDRIFT SEALED CANS 3 Lbs. **65c**
CRISCO FOR ALL COOKING 3 Lb. Can **59c**

FRANCO-AMERICAN
SPAGHETTI
2 Cans **19c**

DEL MONTE
MIDGET PEAS
No. 1 Cans **15c** No. 2 Cans **22c**

KEEP COOL!
FOR



USE
PIPKIN'S SPECIAL
LB. **19c**

FOR



USE
BLISS
1/4 Lb. Pkg. **13c**

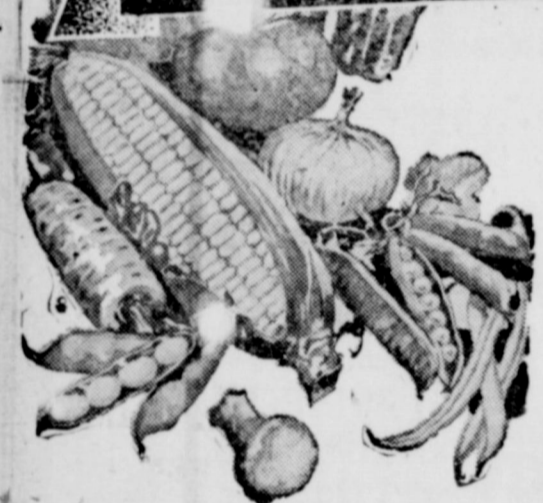
FOR



USE
GINGERALE LIME RICKEY CLUB SODA
24 Ounce Bottle **15c**

SUBSTANTIAL FOODS ..

at Substantial Savings



LETTUCE NICE CRISP 2 for **9c**
LIMES DOZEN **10c**
TOMATOES NICE RED POUND **5c**
LEMONS DOZEN **27c**
ORANGES DOZEN **20c**
POTATOES 10 POUNDS **15c**

BANANAS..... Pound **5c**
CARROTS, BEETS, GREEN ONIONS, RADISHES BUNCH..... **4c**

For Your Complexion
WOODBURY'S FACIAL
SOAP
3 BARS
25c

Insect Sprays
Gulf
Pints **33c**
Flit
Pints **33c**

2 Rolls **17c**
WALDORF
3 Rolls **13c**

DAIRY MAID Baking Powder, 2 LB. CAN **23c** CUP AND SAUCER FREE!

SUPER SUDS, 2 Pkgs. for **20c**; -- BOWL **1c**

JERSEY CATSUP 10c | DEL MONTE TUNA CAN 19c | SOAP P. & G. or CRYSTAL WHITE 6 LARGE BARS **25c**

Green Beans NO. 2 CANS CUT 3 FOR **25c**

LOCUST BLOSSOM **CORN** No. 2 Cans **10c**

Pork & Beans PHILLIPS 16 OZ. CANS 3 FOR **17c**

LIBBY'S FANCY COUNTRY GENTLEMAN **CORN** 2 No. 2 Cans **25c**

Post Toasties large pkg. **10c**

LIBBY'S CUT **Beets** NO. 2 CANS **10c** | OLD DUTCH Cleanser, 2 Cans **15c**

Tomatoes 2 No. 2 Cans **15c**

CAMPBELL'S **Tomato Soup** 3 Cans **25c**

WE RESERVE THE RIGHT TO LIMIT QUANTITIES

PICKLES SOUR, DILL OR SWEET 7 Ounce Bottle **10c**

GEBHARDT'S Sandwich Spread 3 CANS **25c**

STAR OR LIBBY'S Vienna Sausage 3 CANS **25c**

Grape Juice ROSE MARY 2 PINTS **35c**

GRAPEFRUIT JUICE 2 No. 2 Cans **19c**

PINEAPPLE JUICE 2 No. 2 Cans **23c**

ORANGE JUICE 2 15-oz. cans Libby's ... **25c**

TOMATO JUICE PICK OF THE CROP 13 1/2 oz. can ... **5c**

ORANGE MARMALADE KING KELLY Jar **22c**

LIBBY'S CUT BEETS No. 2 Cans **10c**

SCOTCH COCOANUT WAFERS PKG. **15c**

CUT RITE WAXED PAPER 125 FT. ROLLS **19c**

Hershey's **COCOA**
2 Lb. Can **29c**

HERSHEY'S CHOCOLATE Syrup 16 oz Can **10c**

COCOA BAKER'S Southern Style 4 OZ. CAN **10c**

COCOA IN CELLOPHANE 1 LB. PKG. **19c**

JELL-O Per Package **5c**

Jell-o Ice Cream POWDER 3 PKGS. **25c**

DREFT LARGE PKG. **23c**

Better Meat Values



BELL HURST
FRESH DRESSED
FRYERS
LB. **24c**

FANCY POT

ROAST
LB. **15c**

ASSORTED COLD MEATS ---- LB. **25c**

HOME - BAKED

H A M
PER LB. ... **65c**

SLICED BACON

1-LB. PKG. ... **29c**



CHEESE
LONGHORN
LB. **23c**

You Can't Advertise Today and Quit Tomorrow

You're Not Talking to a Mass Meeting . . . You're Talking to a Parade!

BRUCE BARTON

Ceaseless hammering on the same spot helps win prize fights . . . it is the essence of advertising success. Not until enough individuals in the same neighborhood have been sufficiently saturated with a certain slogan, say, to cause them to react on one another does advertising become a social phenomenon.

The modern business man realizes that his best customers wear out at a rate of nearly 3 per cent a year. Advertising - made prospects disappear far faster. Casual impressions, however, favorable, dry like dew in the heat of competition.

"Cumulative" effects of advertising come not from one advertisement paving the way for another. This is negligible, to say the least. Cumulative effect, on the contrary, comes from salvaging as customers half-finished prospects.

Each advertiser is in much the same plight. If he quits successful, he loses money. If he quits unsuccessful, he tosses away an equity in public recognition far more valuable than the money: So many thousand partly manufactured customers. The second group are spending as little money as they can and still keep their names before the public. They believe themselves wise spenders because they spend so very cautiously—or perhaps reluctantly is a better word . . . **THE BALD TRUTH IS THAT THESE RELUCTANT SPENDERS ARE, AS A CLASS, THE REAL OVER-SPENDERS IN ADVERTISING!**

WEEKLY CHRONICLE

EXTRA PEOPLE TO SERVE YOU!

Clearance! Men's STRAW HATS

LARGE ASSORTMENT SAILORS AND SOFT STRAWS

75c EACH

Better Hurry on this one!!! They will go fast at this price!!!

BOYS' SHIRTS

Close-Out! Odds and ends of boys' shirts. Broken Sizes. Priced to sell quickly!

39c

BOYS' WASH PANTS

Sanforized wash pants for boys — Out they go at a real saving! A complete range of all sizes!

79c

SAVE AT PENNEY'S!

SPECIAL! CLOSE-OUT! MEN'S DRESS SHIRTS

Close-Out of Men's Shirts! Broken sizes in fancy patterns! Here is a value taken from the higher priced lines.

69c

CLEARANCE! CHILDREN'S SEERSUCKER PLAY SUITS AND JIMMIES

2 FOR .. 88c

Sizes 2 to 10! Black and white stripe! STOCK UP NOW!

Clearance! Men's Summer SLACKS

SANFORIZED — WILL NOT SHRINK!

WASH PANTS

NEW FABRICS, NEW SHADES, IN STRIPES, CHECKS AND PLAIDS!

A complete range of sizes in a real saving. Every pair sanforized. Men hurry and save at this low price! Save at Penney's!!!

98c

NOW IN FULL SWING! PENNEY'S MIDSUMMER

CLEARANCE!

Clearance! Men's Summer SUITS

CLOSE-OUT OF ALL MEN'S AND BOYS' SUMMER SUITS

Wash Suits, Tropical and some Linen Suits included! Out they go at a give-away price! Come early and get your size!!!

\$3.00 to \$10.00

PAJAMAS

MEN'S PAJAMAS IN BRIGHT COLORS AND A REAL SAVING! ALL SIZES AND EVERY PAIR FAST COLOR . . . BUY NOW AND SAVE!!!

\$1.00

WORK SHIRTS

MEN'S DOUBLE BACK BLUE CHAMBRAY WORK SHIRTS — FULL CUT AND FULL SIZE — SEE THESE SHIRTS NOW!!!

49c

The whole town's talking! Don't wait — grab your purse and dash to Penney's today! Join the steady stream of customers! Get your armful of bargains! Check the dramatic savings you'll find in Penney's July Clearance! We're sacrificing up-to-date merchandise to make room for our advance fall stocks! You'll find truly sensational bargains — selections that are still varied—and things that are right for right now!

Clearance! Summer MILLINERY

Here's Your Chance To Save!!!!

LADIES' HATS

Re-Priced! Re-Grouped! To Move! GROUP No. 1 Only 68 to Sell! LADIES' LATE SUMMER

HATS 25c

GROUP No. 2 Only 52 to Sell! Late Arrivals in Summer

HATS 49c

Clearance! Summer SHOES

REPRICED! REGROUPED!

HUNDREDS OF PAIRS! SANDALS, PUMPS, TIES Broken Sizes — Odds and Ends! REDUCED

INTO THREE GROUPS GROUP NO 1 LADIES' - MISSES - CHILDREN SHOES \$1.00 PAIR

High Heels. Low Heels. Broken Sizes — 3 to 8. Color: — White Only.

GROUP NO 2

Novelty Cut Outs - Novelty Colors

SANDALS \$1.50 PAIR

At Sensational Close-Out Prices! Hurry to Penney's! Be one of first to get a pair!

NO REFUNDS! NO EXCHANGES!

GROUP NO. 3

Here's a Whale of a Bargain! STRAPS - PUMPS - TIES

ASSORTED COLORS!! ASSORTED SIZES!! ASSORTED STYLES!! \$2.00 PAIR

We bought too many! We must make room for new arrivals! Our loss — your gain! NO REFUNDS! NO EXCHANGES!

Clearance! Women's READY-TO-WEAR

MUST GO!!!

REGROUPED! — REPRICED! FOR QUICK CLOSE-OUT!

LADIES' EARLY SUMMER

DRESSES

\$1.98 \$2.77

All from regular stock! This season's styles and fabrics! Recent models that originally sold for much more!

SUMMER SHEERS GO!!!

REDUCED FOR CLEARANCE! 600 YARDS FAST COLOR

BATISTE

Stock Up Now! **10c** YARD Fresh New Patterns!

CLOSE-OUT! LADIES' SILK SLIPS . . . 50c

NATION-WIDE 81x99 SHEETS . . . \$1

36-INCH UNBLEACHED MUSLIN8c

OUT THEY GO! LADIES' BROADCLOTH SLIPS 30c

LIMITED QUANTITY! PORTO RICAN GOWNS 29c

CLEARANCE! TWO BIG TABLES ODDS & ENDS

TABLE No. 1 25c

TABLE No. 2 35c

There are too many items on these tables to mention! Take a tip! Shop over these tables!

CLOSE-OUT! Novelty Curtain NET-- Yd. 5c

Limited Quantity! Hurry!

Doors Open 8 A. M. SHOP PENNEYS!

Clearance! Summer FROCKS

WASH FROCKS FAST COLOR!

39c EACH

Hurry! Limited Quantity!!!

CLOSE OUT!

LADIES' - MISSES' PANTIES

Rayon Novelties

2 PAIR. .29c

CLOSE-OUT

WOMEN'S WHITE PURSES

25c

STOCK UP NOW!

LADIES' — CHILDREN'S,

ANKLETS

2 PAIR. .19c

Now is a good time to stock up for school. They will sell quickly!

PRICES SLASHED!

REMNANTS

REDUCED FOR CLEARANCE!

Two Big Tables

Don't Miss This One!

Silks, rayon, batiste, percale, etc. Every one reduced to a price you'll like to pay!

SHOP PENNEY'S!

SAVE AS NEVER BEFORE!

Clearance! SWIM SUITS

HOUSE DRESSES

LIGHT SHEER

DRESSES

BATISTE

CREPE SHEER

98c

STARTS FRIDAY --- 8 A. M.

DON'T DELAY MAKE YOUR PLANS TO BE HERE. BUY WHAT YOU NEED!!

J.C. PENNEY CO., Inc.

USE OUR LAY-AWAY PLAN

ACROSS STREET FROM CONNELLEE HOTEL

LET US EXPLAIN OUR LAY-AWAY PLAN

Don't Miss This Great Clearance

MEN'S SHOP ANNUAL JULY

SALE

SALE STARTS FRIDAY JULY 16TH 8:30 A. M.

Our Greatest MONTH of VALUES

SALE STARTS FRIDAY JULY 16TH 8:30 A. M.



MEN'S SHIRTS

You'll go a long way before you duplicate values like these . . . shirts that sold for \$2, \$2.50, now slashed to a price that you can't afford to overlook! This big event starts sharply at 8:30 Friday.

\$2.00 VALUES \$1.65
\$2.50 VALUES \$1.85

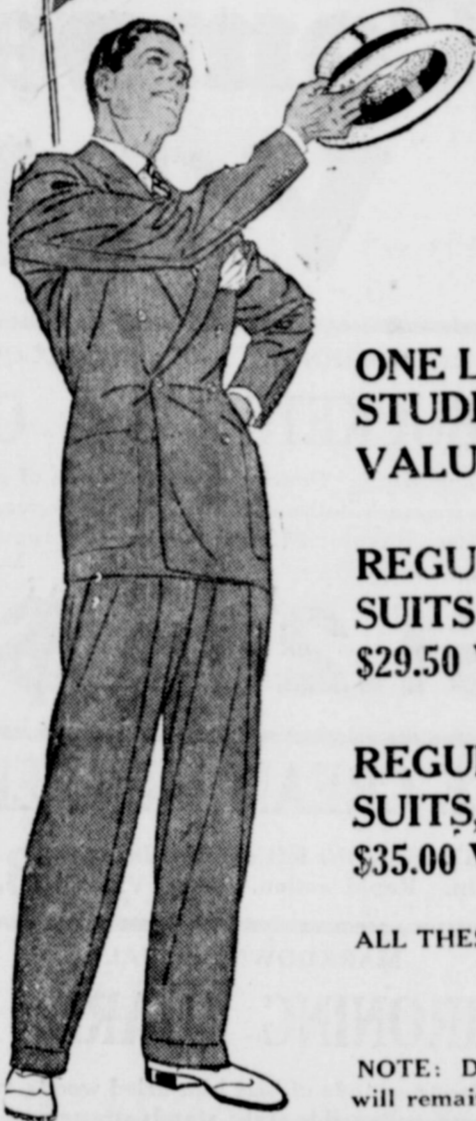
All white shirts sold at regular prices.



MEN'S PANTS

Every kind to please any man. All styles and fabrics.

\$1.95 Values \$1.56
2.45 Values 1.96
2.95 Values 2.36
3.95 Values 3.16
4.95 Values 3.96
5.95 Values 4.76
10.00 Values 8.00



Tropicals, gabardines, linens, worsteds, all drastically reduced . . . all on sale for low prices! Suits for every and all occasions . . . suits you can wear far into the fall months! Come early . . . and get in on the cream of the selection . . . these suits will go fast!

EXTRA SPECIAL!!!

ONE LOT 25 SUITS — 3-PIECE — VALUES TO \$35.00 — CHOICE— WHILE THEY LAST— \$17.85 (No Alterations)

GOOD FALL AND LATE SUMMER MATERIALS!

ONE LOT 4-PIECE STUDENT SUITS VALUES TO \$25.00 \$19.85

REGULAR MEN'S SUITS — REGULAR \$29.50 VALUES \$23.85

REGULAR MEN'S SUITS, Our REGULAR \$35.00 VALUES \$27.85

ALL THESE SUITS WILL BE \$5.00 TO \$10.00 HIGHER THIS FALL!

BUY NOW!

NOTE: Due to our contract with the manufacturers, Palm Beach Suits will remain \$16.75! — Irish Linen Suits at \$13.85 and \$15.00!



OUR TREMENDOUS

JULY SALE

Here's a once-a-year event for men who are used to wearing good shoes. The same custom quality is embodied in every pair, but the price is way below what you are accustomed to paying.

Your favorites for sport and all included. A stellar collection of all whites and combinations in calf, buck and reverse calf. Now's the time to save some real money on good shoes.

FORTUNE Regular \$4.00 Value \$3.45

JARMAN FRIENDLY Regular \$5.00 Value \$4.45

MEN'S SHOES

FLORSHEIM Regular \$9.50 Value \$8.35
Regular \$10.00 Value \$8.85

MORE HOTSHOTS!!!

ALL BOSTONIAN SHOES Values to \$8.50 \$3.95 WE CAN FIT YOU!

ONE TABLE Broken lots from our regular stock, SHOES Values to \$5.00 \$2.95

ALL SWIM SUITS Boys' - Women's - Men's 1-Piece and Shorts. Values \$1.00 to \$6.95 20% OFF

HOT SHOTS!!!

ONE TABLE MENS' SHIRTS Regular values to \$1.65 \$1.19 A REAL BARGAIN!

ONE LOT MEN'S TRU-LINE AND LINEN SUITS Broken Sizes. Values to \$11.50 \$5.95 NO ALTERATIONS!

ALL BEACH ROBES Values to \$4.50 ONE-HALF PRICE GET YOURS NOW!



STRAW HAT Sale

GENUINE PANAMA HATS

\$3.95 Values \$3.16
\$5.00 Values \$4.00
\$7.50 Values \$6.00

BODY STRAWS Reg. \$1.95, \$2.50 and \$3.00 Values \$1.39

1/2 OFF ON ALL SAILOR HATS

\$2.00 Value \$1.00
\$2.50 Value \$1.25
\$3.00 Value \$1.50
\$4.00 Value \$2.00

TROPICAL Work Hats \$1 Values 69c

GENUINE HAWLEY TROPPER \$1.00 Val. 69c \$1.50 Val. 98c



PAJAMAS

For Quick Clearance

\$1.95 Value . . . \$1.56
\$2.50 Value . . . \$2.00
\$2.95 Value . . . \$2.36
\$3.50 Value . . . \$2.80

The Men's Shop

One Lot Ties 49c & 79c

EAST SIDE SQUARE

EASTLAND

20% OFF LUGGAGE

Fruit And Vegetable Packing A Cure For Low Farm Incomes In State

DALLAS—Not a cure-all, but one of the soundest possible steps toward stabilizing Texas farm incomes on a self-help basis is seen in the continued growth of commercial fruit and vegetable packing in the state and its encouragement of diversified crops for quicker turnover, says a report of the All-South Development Council.

Citing the benefits to industry and agriculture which have accompanied the extraordinary growth and progress of a Dallas canning plant (Thrifty Packing Co.), which is the largest and only year-round independent canning plant in the South, the Council's report says that similar enterprise, multiplied throughout the state, with its assurance to farmers of profitable disposition of "between-cotton-season" crops, would markedly level out the peaks and valleys of the farm income graph.

Not only would consistent marketing of food crops for canning, such as black-eyed peas, English peas, corn, beans and spinach mean—as it has in North Texas—a bolstering of the farmer's pocketbook against the expense of harvesting his main crop, cotton, but the retarding of these crops on cotton land would be of great help in reviving and re-nitrogenizing the cotton-growing soil—and Texas' alarming decline in cotton per-acre yield indicates this is an extremely important consideration.

Between 1933 and 1935 Texas fruit and vegetable canning virtually doubled in all phases, the number of plants increasing from 3 to 55, value of manufactured product zooming from \$2,654,000 to \$5,311,000, salaries and wages from \$299,000 to \$568,000. Indications are that the 1937 figures, due to greatly increased citrus canning activity in the Valley and the rise in pea canning, will show at least another 33 to 40 per cent rise.

Perfection of a commercial canning method for fresh black-eyed peas—traditional backbone of the Texas dinner table in farm and city—has been the outstanding

factor in boosting Texas vegetable canning to the threshold of a major enterprise, says the Council's report.

Last year 3,000,000 pounds were contracted for by the Dallas plant alone, which does a little more than 50 per cent of all this type canning in the state, and this year it has contracted for 4,000,000 pounds, representing, at \$30 per ton, cash payments aggregating \$60,000 to North Texas farmers. This for a crop which, until last year, was mostly allowed to dry on the vine and was harvested, in only about one-fourth the quantity, only in the form of dried peas.

An illustration of how quick cash from pea crops sold for canning can solve the cotton-harvesting money problem was furnished last year by an Athens, Texas bank which was about to borrow \$5,000 to help farmers finance their cotton operations when word of the brisk market for fresh black-eyed peas in Dallas came along. The farmers trucked their peas to market, got their cash, and relieved the bank of its chore.

The new canning process for harvesting his main crop, cotton, but the retarding of these crops on cotton land would be of great help in reviving and re-nitrogenizing the cotton-growing soil—and Texas' alarming decline in cotton per-acre yield indicates this is an extremely important consideration.

Significance of Texas canning enterprise to major industry is reflected in expenditure of more than \$2,500,000 in plants at Houston within the last year by the country's two dominant can manufacturing companies. While

City Softball League Standing

Games Wednesday Night
Modern 15, Methodist 10,
Iron & Metal 12, Patterson 5.

Standings

Team	W	L	Pct.
Hi-Y	11	6	.647
Modern	9	8	.588
Methodist	10	9	.526
Tesco	5	10	.333
Patterson	3	12	.200
Iron & Metal	1	3	.250

Games Tonight
Dairymaids vs. Cisco.
Fire Girls vs. Rangerettes.
Police vs. Peanut team at Car-bon.

FRANKELL

Mrs. Rex Jones and son, Jerry Lee of Gordon visited her parents, Mr. and Mrs. Lee Swanner last week.

Louise Swanner entertained the young folks with a dance Friday night.

Mr. and Mrs. Louis Hawkins and dog, Fido visited Granny Sedrist, Sunday.

Mildred Langford has been ill the past week.

John Morris and Glen Knight returned home last week. They have been looking for work.

Butch Wilson returned home Friday after a short business trip to New Mexico.

Mrs. Wilson and children, Nell, and J. H. have moved to West Texas.

CLEVELAND—W. M. Cesana drove here from Cadiz, O., in a 1913 automobile and averaged 45 miles an hour. Operated by Cesana's father as a funeral car, it was the first closed "horseless" in Cadiz.

the growing use of cans in the oil industry was largely responsible for this movement, officials of the companies say the great expansion of canning of citrus fruits and juices in the Valley region and the growth of canning-consciousness throughout the state bulwarked their faith in Texas as the outstanding can "prospect" section of the country.

Digger of His Own Grave Hopes to See Flowers Upon It

COLUMBIA, Tenn. — Cicero Risner, 65-year-old broommaker, who recently preached his own funeral, said today he hoped he would live long enough to see "the pretty flowers growing around the grave I dug for myself."

Risner lives a stone's throw from the small burying ground in a "mansión" he built out of a discarded school bus body. Here with Boss—his dog and only companion—he lives, working in his garden in good weather, making brooms when it rains.

He came to Lawrence county without a penny, and traded a shotgun and a razor for the old school bus. Inside is a built-in bunk, a stove and the material with which he manufactures his brooms.

Risner, who follows what he calls a "mysterious" religion of his own, said, "When I die you may let a preacher come and say nice things about me."

"But I want to say that I did a wonderful lot of work for the devil for 50 years, but I didn't lie, I didn't steal or kill anyone."

Risner chose his funeral text from Gen. 28:16, where "Jacob awakened out of his sleep, and he said, surely Jehovah is in this place and I know it not."

He said that for 50 years he had been "digging my own grave, but I didn't like it, so I dug me another, and this grave is all right and I am not afraid."

The aged recluse said that if he lived long enough he would make a concrete lining for the grave, which took him two months to dig and which now is bolstered in with crude cypress boards.

BLANKET 300 YEARS OLD
By United Press
CLEVELAND, Ohio. — Mrs. John Parks owns a 300-year-old blanket, made in Ireland and passed through eight generations. It is larger than most blankets, is made of pure wool and is of many colors.

Youth Is Praised As a Peace Hope By An European

SAN FRANCISCO—Continued education for peace of the youth of Europe constitutes the greatest hope for eventual world peace, according to Miss Charlotte T. Niven, for 15 years a European resident and executive secretary of the World Y. W. C. A.

What the League of Nations has failed to do in the maintenance of peace, Miss Niven is convinced ultimately will be accomplished through the youth education that is now going on in every country in Europe.

Permanent peace, she insists, will come in time despite the present armament race and the dangerous situation in Spain.

During the past 15 years Miss Niven has attended youth movement conferences in almost every country in Europe. At all of them she said she found the education and demand for peace constantly on the increase, with the result that the coming generation gives every indication of being able eventually to impose peace on the European countries.

"Such effective education for peace has been carried on among English young people," Miss Niven

en said, "that today the British are finding it difficult to recruit men for their armed forces, and have been forced to better living conditions and increase pay in order to get enlistments."

"The vast naval program upon which the British are engaged is due to uncertainty regarding the general European situation and Italy's attitude in particular. The British allowed their naval building program to become in great part obsolete in a genuine gesture toward disarmament. Now they feel they must keep up the pace."

Miss Niven finds that even in Germany the youth movement is being welcomed and encouraged and not purely from the standpoint of Nazi interests either.

"It is extremely interesting," she said, "to follow the trends in Nazi Germany. Authorities are hospitable to youth conferences with the result that last July representatives of 40 nationalities, all engaged in promoting understanding for peace and youth development, held a conference in Germany at which all points involved were discussed with the utmost freedom. I am sure the youth of Germany is more internationally minded than 10 years ago."

Miss Niven is confident that the will for war in Europe is not nearly as strong as surface conditions would indicate.

"All of the Scandinavian countries, England and most other

northern European nations are anxiously desirous for peace," she said. "I am sure that Hitler does not want war. France does not want war either, although the French people keep their armaments up to the last minute. They are willing to believe that it won't rain but they prefer to carry an umbrella."

Miss Niven insists that even if the League of Nations has been unable through its established mechanism to maintain peace, it nevertheless is carrying on constantly a program of general international education that may in the end do more toward the fulfillment of its aims than was accomplished through the more dramatic political upheavals that it has attempted to settle.

Drunk Steals Pipe From Police Chief

SWEETWATER, Texas—Chief N. B. Hall of the Sweetwater police department lost his pipe and his faith in human nature in the same moment recently.

A man arrested for drunkenness pleaded guilty, repented, paid a \$14 fine and departed. He departed also with the favorite pipe of the chief of police—and kept it.

In Russia, it seems that to make a good run for public office it is wise now and then to break into a Trotsky.

Cupped Ear Season Is Opened In Texas

AUSTIN.—What Former Governor Dan Moody once described as the "cupped ear" is alert in Texas just now. The ear of F. W. Fischer, Tyler attorney, already has picked up waves of a demand that he again become a candidate for governor. Next, the experienced ear of Former Gov. James E. Ferguson caught sounds of a demand that his wife again enter the race for governor. Secretary of State Edward Clark found calls for Gov. James V. Allred to attempt a third term and Beaumont listeners report a similar demand that its popular young mayor, P. D. Renfro, enter the lists for governor. Attorney General William McCraw had experienced ear in San Antonio for last week's meeting of the Junior Bar Association and the State Bar Association until he heard himself mentioned for governor.

1913 MODEL HITS 45
By United Press
Most great men, it is claimed, have had big noses, but more important is the fact that they were all ears when they had a chance to learn something new.

MICKLE'S MARK DOWN SALE CONTINUES!!!

Compare These VALUES

<p>GOOD MINNOW BUCKETS Steel galvanized, floating type, heavy wire mesh bottom and ventilated top. Regular \$1.50 value. —NOW— \$1.29</p>	<p>SIX-QUART ALUMINUM COOKER Made of pure polished aluminum full 6-quart size with fitted racks. Our regular \$2.00 value, each —NOW ONLY— \$1.39</p>	<p>SHAPLEIGH SILVER WASH BOARDS Good washboards, strongly constructed and will last a long time. While they last, our regular 50c value — NOW ONLY— 33c</p>
<p>ICE CREAM FREEZER The can turns to the left and the dash to the right. Rapid action. \$4.50 Value \$3.29</p>	<p>LUNCH BASKET Has Icy-Hot food bottle in a heavy metal case. \$1.75 Value — now only .. \$1.49</p>	
<p>MARKDOWN SPECIAL! IRONING BOARDS Extra strong—made of best kiln-dried woods, rounded corners, collapsible style, stands strong and rigid. A real \$2.25 value—each now— \$1.49</p>	<p>MARKDOWN SPECIAL! STEP LADDERS Made of seasoned wood ladder stock, two-way bracer steel rod under each step and pail shelf. Strong and durable. Regular \$1.50 value— \$1.19</p>	
<p>PRESSURE COOKERS FULL 18-QUART SIZE NATIONAL COOKERS — Each now FULL 21-QUART SIZE NATIONAL COOKERS — Each now FULL 30-QUART SIZE NATIONAL COOKERS — Each now \$11.95 \$12.95 \$17.95</p>	<p>RUGS  A REAL BARGAIN! 9x12 Economy Felt Base Linoleum Rugs in very pretty patterns and a value that sells in a regular way at \$7.50, choice now—only— \$4.98</p>	
<p>CAN SEALERS OUR BEST AUTOMATIC CAN SEALERS— NOW ONLY BURPEE'S CAN SEALER— Gives Good Service — EACH \$15.85 \$9.95</p>	<p>GARBAGE CANS Extra heavy hot-dipped cans with corrugated sides for extra strength. Silvery rust-proof coating that will not come off. Extra large sizes — Reduced to only— \$1.59</p>	

Just Arrived!

A FRESH SUPPLY OF SEIBERLING VAPOR CURED TIRES

FOR OUR BIG SALE

• Why let tire trouble spoil your trip? Replace those thin, doubtful tires on your car with safe new Seiberlings.

Remember, all Seiberling tires are vulcanized by the exclusive Seiberling Vapor Cure process which assures you of from 10% to 30% more mileage. Yet Seiberling Vapor Cured tires cost you NOT ONE CENT EXTRA!

Compare our low prices, then drive in today and let us show you how to save money on your tire purchases.

All tires mounted free and checked carefully for correct air pressure.



SIZE	PRICE	SIZE	PRICE
STANDARD TYPE			
4.50x21	\$9.05	6.00x16	\$13.95
4.75x19	\$9.55	30x5	\$24.90
5.25x18	\$11.40	32x6	\$42.30
5.50x17	\$12.50		

SEIBERLING Vapor Cured TIRES

TIME PAYMENTS: One-Third Down — Balance Monthly

Jim Horton Tire Service

Mickle Hardware & Furn Co.

402-04-06-08 W. Main St. "ASK YOUR NEIGHBORS, THEY KNOW" Eastland, Texas

Some people would carry the "economic royalist" fight too far by checking at hospitals to see which patients can afford double fractures.

THE WEEKLY CHRONICLE

Eastland County's Own Progressive Publication For All The People

The Chronicle is the only weekly newspaper in Eastland having a paid subscription list

VOL. 49 (Established November, 1887) EASTLAND, TEXAS, FRIDAY, JULY 16, 1937 NO. 37

NEW LYRIC HOUSE TO OPEN ON FRIDAY

FINAL WORK IS FINISHED AT THEATRE

Finishing touches in the modernization program of the Lyric theatre, opening Friday night, July 16, were being completed Thursday.

Every item has been checked in order that nothing mar the formal opening, it was stated by B. J. Aylesworth, manager, who expects a capacity audience at the initial show. Aylesworth also expressed appreciation for the interest of Eastland citizens in the opening.

Although Karl Hoblitzelle, president of Texas Consolidated Theatres, Inc., and Interstate Circuit, Inc., which operates the new Lyric and Connellee, and R. J. O'Donnell, general manager of the same companies, are not in the state and will not be at the formal opening, several executives are expected to attend. Raymond Willie, district manager, Dallas, will be one of the officials to attend.

Opening Opus Is Show Head's Pick After Deliberation

"Easy Living," Paramount's sensational comedy which was selected by Manager B. J. Aylesworth as the opening attraction at the new Lyric theatre's formal opening on Friday, July 16, is regarded as one of the summer season's most delightful pictures. It is really a hand-picked booking as special permission was given by Paramount to play it "pre-release," ahead of the larger cities of Texas.

The gay story of a young working girl who becomes involved in the lunatic antics of a millionaire father and son, "Easy Living" is stated as laugh-provoking from start to finish. Jean Arthur, famous for her success in "Mr. Deeds Goes to Town," is seen in the role of the working girl. Ray Milland, current heart-throb of the screen, plays the part of the madcap son who falls in love with Jean, and gruff, bullish Edward Arnold seems born for the role of the father. The supporting cast of Luis Alberca, Franklin Pangborn and Mary Nash is all that could be desired, producers announce.

"Easy Living" is said to possess those entertainment qualities that characterized such screen successes as "It Happened One Night," "Little Miss Marker" and "The Thin Man." It also will be shown Saturday at the new Lyric.

Diversified Slate Is Lyric Offering

To supplement appropriately a screen program a balanced program of "shorts" is necessary.

In recent years the "shorts" program has been increasingly important. The average showgoer no longer selects his entertainment because of the feature attraction alone.

With the importance of a well-balanced program in mind, the management of the new Lyric theatre has selected the following number of shorts for its inaugural program with "Easy Living," for Friday and Saturday, July 16 and 17:

Betty Boop cartoon.
Paramount news.
Our Gang comedy.

Cinema Show Heads Due at Opening of New Lyric Theatre

Attracting the attention of officials of theatres in this area Friday night, July 16, will be the opening of the new Lyric theatre in its modernized quarters.

Among those to attend will be Raymond Willie, district manager of the Texas Consolidated Theatres, Inc., Dallas; Ray Beall, director of advertising and publicity of Texas Consolidated Theatres, Inc., Dallas; J. H. Elder, construction superintendent of Texas Consolidated Theatres, Inc., and Interstate Circuit, Inc., Dallas; and George Harris, an assistant to Elder, Dallas, and George O'Rourke, contractor for the remodeling and modernization, Dallas.

SCENE FROM LYRIC ATTRACTION



Surprise is shown by Jean Arthur in this photograph from "Easy Living," attraction at the New Lyric theatre Friday and Saturday, Ray Milland seems to be the cause of the surprise.

Newest Films Will Enliven Fans' Entertainment at New Showhouse

"Easy Living," Paramount's sensational comedy hit featuring Jean Arthur, Ray Milland and Edward Arnold, which is the opening attraction at the new Lyric theatre Friday, and which will also be shown on Saturday, will inaugurate a policy of outstanding screen attractions, said Manager B. J. Aylesworth. The remainder of the July bookings indicate that the popular local playhouse will consistently live up to his announcement.

Next week's bookings are headed by "The Singing Marine," the very latest Warner Bros. musical show featuring Dick Powell, Doris Weston, Hugh Herbert, Allen Jenkins and Jane Darwell. It will be shown on Sunday, Monday and Tuesday. Wednesday and Thursday bring another Warner Bros. attraction, "Another Dawn," which is a foreign legion romance co-starring Errol Flynn and Kay Francis. While the locale is a desert outpost the story affords Kay the screen's best-dressed woman, to sport an eye-filling wardrobe.

"Super Sleuth," a gay satire of the numerous Philo Vance who run riot on the screen, will be the week-end offering on Friday and Saturday. "Super Sleuth" co-stars Jack Oakie and Ann Southern.

The lineup for the last week in July includes four of the most popular recent releases. "Captains Courageous," Metro-Goldwyn-Mayer's mighty successor to

TWO WHO MADE IMPROVEMENTS POSSIBLE



Above are Karl Hoblitzelle, president of Interstate Circuit and Texas Consolidated Theatres, and R. J. O'Donnell, general manager, whose faith in Eastland occasioned the modernization program on the New Lyric Theatre, which will be formally opened tomorrow at 7 p. m. The officials were hopeful they could be in Eastland for the opening, but business out of state prevented. Raymond Willie, district manager, will be on hand as well as additional theatre leaders in West Texas.

KEEP THIS IN MIND

THAT—The new Lyric theatre opens at 7 o'clock Friday night July 16.

THE SHOW — "Easy Living," the comedy hit by Paramount will be showing, starring Edward Arnold and Jean Arthur.

WHERE—West side of Square in the modernized new Lyric theatre quarters.

WHEN—At 7 p. m. Friday, July 16.

WHAT ELSE — Comfortable seats, chairs and vision easy on the eyes, a selected short subject program.

WHAT'S LACKING—The usual formalities of speech. Speeches and dedications will be dispensed with in order to allow the public to view the pictures in up-to-date accommodations.

Current bean-ball pitchers offer a clue as to what became of Grandma's old-fashioned duster.

SUCCESSFUL MEN BEHIND SCENE IN OPERATION OF THEATRE'S ORGANIZATION

What makes a business successful? At first one will say the patronage. Further analysis shows that the personnel is the ever-important requisite for an important business.

Heads of businesses by successful men has long been known to all divisions of commerce as a guarantee of successful operation. Likewise, success has come to the Texas Consolidated Theatres, Inc., and Interstate Circuit, Inc., because of its operation by men of long experience in the amusement field.

Karl Hoblitzelle, president of Texas Consolidated Theatres, Inc., is one of the most experienced theatre men in Texas and the Southwest. Hoblitzelle, known also for his connection with Interstate Circuit, Inc., has long been identified as prominent in the amusement field in the Southwest. His name commands attention in Great White Way. Sime Silver-

NOTHING OVERLOOKED IN MAKING LYRIC AS FOREMOST IN SECTION

Define Policy at Improved Theatre

Manager B. J. Aylesworth announced today that the following price policy will prevail at the new Lyric theatre effective with the opening Friday with "Easy Living," Paramount's comedy hit:

The matinee price until 6 p. m., Monday through Saturday will be 25 cents for the lower floor. The balcony seat price is set at 15 cents. Children will be seated for 10 cents any time. The night price will be, both lower floor and balcony, 25 cents and children 10 cents. On holidays and Sundays the balcony price will be 25 cents. As explained, the balcony price on other days will be 15 cents until 6 p. m.

Effective Tuesday, July 27, and every week thereafter, Tuesday will be designated as "family day" when the entire family—mother, father, sons and daughters—will be admitted for the one price of 35 cents. However, it was stated, children must accompany their own parents. Individuals not eligible for "family day" will pay the regular new Lyric prices on Tuesdays.

The new Lyric is the first theatre in Texas Consolidated Theatres, Inc., to have "family day."

Fifteen cents for adults and 10 cents for children will be the price at the Connellee when the new Lyric opens. The Connellee is to be open Friday and Saturday of each week.

Inviting, Welcome Was Plan of Firm In Improving Show

Theatres—like people—have individuality.

One can be unwelcome and unresponsive. Another may be inviting and attractive.

So, from statements of observers, the new Lyric theatre fits the description of the latter type. Those who have attended the Lyric compliment the management upon its size, sound, seats, vision, and comfort.

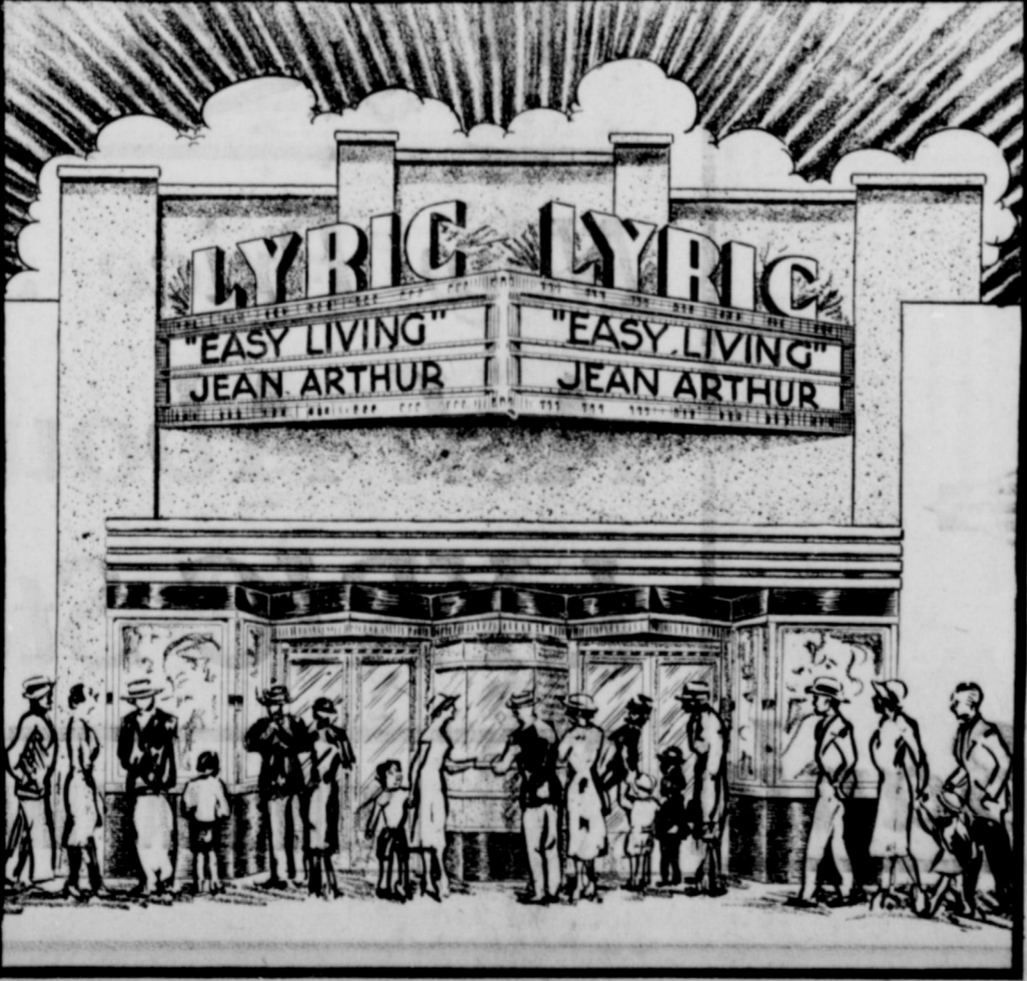
The Texas Consolidated Theatres, Inc., and Interstate Circuit, Inc., had in mind the comfort of the patron when making plans for the modernization of the new Lyric theatre.

Especially stressed is the comfort of the seats. "Try one," is the invitation of the management.

Itself as an executive for that work, Aylesworth came to Eastland from San Antonio, where he was manager of Interstate Theatres. He also has been manager of a theatre in Plainview for the Griffith organization. Aylesworth does not come by his theatre management ability accidentally. He is the son of Merlin Hall Aylesworth, long identified as one of the most prominent public entertaining figures of the nation.

The Eastland manager's father was president of the National Broadcasting company from 1926 to 1935, and also has been prominently identified with RKO pictures, Pathe News, Inc., Keith Albee Orpheum corporation, Madison Square Garden corporation.

ARTIST'S CONCEPTION OF THEATRE



Here is an artist's conception of the New Lyric Theatre, opening Friday night at 7 o'clock, July 16. The crowds as depicted in the picture will be in evidence according from advance indications.

B. J. Aylesworth



Entertaining the public in Eastland isn't an accident to the resident manager of the Texas Consolidated Theatres, Inc., and Interstate Circuit, Inc., B. J. Aylesworth, shown above, who has had training in that work. An Eastland resident five months, Aylesworth has been in the show management work for several years. He came to Eastland from San Antonio, where he was manager of theatres for Interstate Circuit, Inc. Formerly he was manager of a Plainview theatre for the Griffith organization.

Research reveals an official weather forecast involves co-operation of at least 100 persons. This, it is assumed, includes the 99 who get wet.

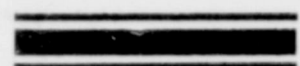
APPEARS IN SINGING ROLE AGAIN



Dick Powell is seen above with a quartette of cinema dancers which appear in "The Singing Marine," the New Lyric's attraction for Sunday, Monday and Tuesday.

NEW LYRIC THEATRE

Congratulations To The
New LYRIC Theatre
And the People of Eastland



COMPLIMENTS OF

T. C. CAMPBELL
Campbell's Abilene, Texas

Congratulations to the New

Lyric Theatre

What Makes a Business GROW?

The ANSWER is MARKETS . . . and MANAGEMENT

EVERY business needs markets if it is to develop and expand. It is Management's job to find those markets, to cultivate them and to serve them.

To do its job well, Business Management requires every resource, every modern aid that it can possibly command. And today there is none more important than a banking connection with a sound, respected and highly capable commercial bank.



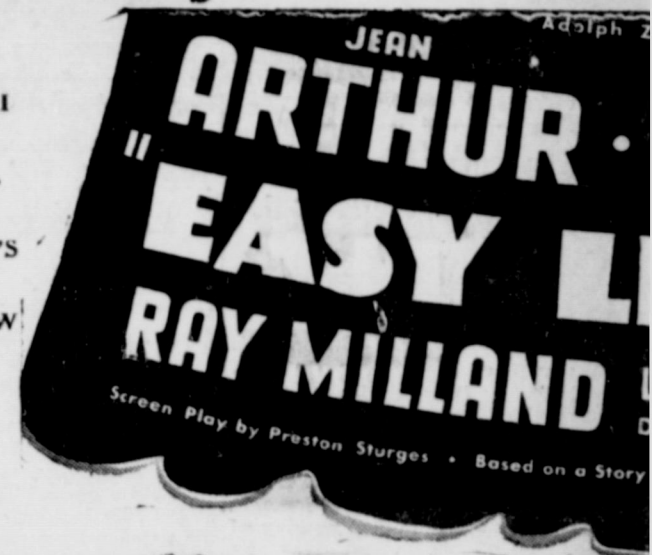
Eastland National Bank

---AS EVIDENCE OF OUR FAITH IN THE C
FOR YOUR ENTERTAINMENT, YOUR
THE NEW LYRIC IS NEW IN EVERY SENSE
TIONS, NEW SOUND AND PROJECTION EQ
ONLY OUTSTANDING SCREEN ENT

OPENING ATTRACTION

It Has No Rhyme

A MERRY-GO-ROUND OF HILARI
TY! IT DOESN'T MAKE SENSE . .
IT MAKES LAUGHS . . . AND IT'S
THE COMEDY HIT OF THE NEW
SUMMER SEASON!!!



AND NEXT WEEK BRINGS YOU
SUNDAY — MONDAY & TUESDAY



New Price Schedule
Ask About 'FAM
LYRIC Starting

"FAMILY DAY" MEANS THAT THE ENTIRE

OPENS TODAY 7 P.M.

CONTINUED GROWTH OF EASTLAND AND
COMFORT AND YOUR PLEASURE---
OF THE WORD---NEW SEATS, NEW DECORA-
EQUIPMENT AND A NEW COOLING SYSTEM!!!
ENTERTAINMENT AWAITS YOU HERE!!!

B. J. AYLESWORTH, Resident Manager,
Texas Consolidated Theatres Inc.

FRIDAY & SATURDAY

It Has No Reason

Zukor presents
EDWARD
**ARNOLD
LIVING**
LUIS ALBERNI · MARY NASH
Directed by Mitchell Leisen
by Vera Caspary · A Paramount Picture



BUT YOU'LL
LOVE IT!

—PLUS—
BETTY BOOP CARTOON
OUR GANG COMEDY
—and—
PARAMOUNT NEWS

THESE BIG SCREEN HITS

and THURSDAY

IC TEAM!
OTHER
AWN
with
Ian Hunter

FRIDAY and SATURDAY

MEET FILMDOM'S
CRAZIEST SLEUTH!
**"SUPER
SLEUTH"**
with
JACK OAKIE
ANN SOTHERN
EDGAR KENNEDY
A RKO RADIO
PICTURE

MONDAY THROUGH SATURDAY — MATINEE — Lower Floor, 25c . . . Balcony, 15c.
NIGHTS, SUNDAYS AND HOLIDAYS — All Seats, 25c. Children, 10c any seat, any time.

FAMILY' Day At The Tuesday July 27th

THE FAMILY WILL BE ADMITTED FOR ONE PRICE!

Congratulations To The New *LYRIC* Theatre

THE LYRIC THEATRE IS TO BE CONGRATULATED ON FURNISH-
ING ITS PATRONS WITH THE SENSATIONAL FLOATING COMFORT
CHAIRS . . . THE SAME AS HAVE BEEN INSTALLED IN THE
LEADING THEATRES OF THE COUNTRY.

International Seat Corp.

UNION CITY, INDIANA

DISTRIBUTED BY

Texas Theatre Supply Co.

Dallas, Texas

Congratulations To The New *LYRIC* Theatre

From The
Mysterious Realm
Of The Universe
Comes Electricity
By Man's ingenuity, it has been
harnessed for his pleasure,
commercial use and
entertainment.

Texas Electric Service Co.

J. E. LEWIS, Mgr.



THE NEW LYRIC THEATRE

Opening

THERE'S Cool Comfort AT THE NEW LYRIC THEATRE

Friday, July 16th, 7 p. m.

THE FOLLOWING BUSINESS INTERESTS OF EASTLAND CONGRATULATE THE CONSOLIDATED THEATRES ON THEIR NEW LYRIC AND APPRECIATE THEIR FAITH IN EASTLAND BY CONTRIBUTING EXTENSIVE IMPROVEMENTS AND A BEAUTIFUL PLAY-HOUSE!



CONGRATULATIONS TO THE NEW LYRIC THEATRE

Before and after the show let us serve you with the best! REGULAR MEALS and SHORT ORDERS

ANDREWS CAFE
E. Side Square - Eastland

CONGRATULATIONS ON THE OPENING OF THE NEW LYRIC THEATRE

Throughout Texas, the Texas Consolidated Theatres are partial to the quick and safe service of the

RAILWAY EXPRESS AGENCY

For every delivery service from all parts of the nation!

EXPRESS IS FIRST CHOICE!
L. P. Stambaugh, Eastland Agent

BEST WISHES AND CONGRATULATIONS TO THE NEW LYRIC THEATRE AND B. J. AYLESWORTH, MANAGER—

Announcing GREATER HAPPINESS AND SAVINGS FOR FARM HOMES

with this modern city refrigerator!

SERVEL ELECTROLUX
runs on kerosene (Coal Oil)
for a few cents a day



- Keeps food fresh for days
- Freezes ice cubes—desserts
- Saves steps, work, money
- Needs no daily attention
- No water or electricity
- Has no machinery to wear

Happy owners report that this ideal refrigerator for farm homes actually pays for itself!

OWN IT ON EASY PURCHASE PLAN

CONGRATULATIONS TO THE NEW LYRIC THEATRE!

We, too, are new and modern in service. But with years of experience.

KEEP COOL IN THE COOLEST SHOP IN TOWN!

WEST SIDE BARBER SHOP
JOE LAURENT, Prop.
Next Door to the New Lyric Theatre

For a **PERFECT Evening**

NO MATTER WHAT THE OCCASION

Our store is always complete with styles and values for the entire family.

CONGRATULATIONS TO THE NEW LYRIC

ECONOMY STORE
Carl Johnson, Manager.

Congratulations and Best Wishes to THE NEW LYRIC THEATRE

For perfect electric refrigeration, let us put in your home or business

A G-E ELECTRIC REFRIGERATOR
Best for Service and Economy.

HARPER MUSIC CO.
East Commerce Street Eastland

THAT GOOD GULF GASOLINE AND LUBE CONGRATULATES THE NEW LYRIC THEATRE AND ITS EMPLOYEES

Always drive up to a Gulf Station before taking off for anywhere . . . Gulf Products are the best!

TOM FLACK
Agent and Distributor, Gulf Products

CONGRATULATIONS To The New Lyric Theatre!

There is always a fascinating story of styles and values in our show windows. Watch them when you go to the show.

Burr's
NEXT TO THE NEW LYRIC

TO LOOK YOUR BEST, PROTECT YOUR CLOTHES—FOR ALL-AROUND PERFECT CLEANING, HAVE IT DONE THE SANITONE WAY.

CONGRATULATIONS TO THE NEW LYRIC THEATRE

MODERN DRY CLEANERS AND DYERS

 So. Seaman. PHONE 132 Eastland

CONGRATULATES THE NEW LYRIC THEATRE

U. S. TIRES — CONOCO GASOLINE AND GERM PROOF OILS — FORDS . . . AND COMPLETE GARAGE SERVICE!

GUY PATTERSON TIRE SERVICE
"ON THE SQUARE"

CONGRATULATES THE NEW LYRIC THEATRE

We Did the Electric Wiring at the NEW LYRIC THEATRE

Stylized LIGHTING

IT'S GREAT TO DO A GOOD JOB . . . WE LIKE IT!

Let us figure with you on your wiring and electrical fixtures.

GUY M. SHERRILL
ELECTRICAL CONTRACTOR
EASTLAND

We Did the Plumbing at THE NEW LYRIC THEATRE

Home Owners!

AND BUSINESS FIRMS
Let Us Figure With You!



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