



TIMES PUBLISHING COMPANY Publishers EASTLAND TELEGRAM

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STAGGERING ALGEBRA.

Headmaster Richards of Lake Forest Academy, Ill., has been working out new ideas in school schedules. One is to make each school period an hour and a half long, the first half to be given to recitation, the second to supervised preparation for the next day.

It has long been believed that the child can concentrate better early in the day than he can after he is tired. So Mr. Richards plans that one week a boy will have algebra the first period on Monday, the second on Tuesday, and so on.

Mr. Richards' objective, quoted in Time, is: "I have long wanted to be the head of a school where boys more and more are vitally interested in education, where in every case the master in a given subject can honestly say that everything within human reason has been done to aid and promote the progress of a boy; where the bright as well as the slower student can advance without the hindrance of a lock-step regimentation."

For quite a while pressure was brought to bear on educators everywhere in favor of what was called "practical" education. Now it is becoming plain that a superficial cramming of "practical" and "useful" subjects does not give a student power. The seemingly impractical and visionary training which actually sharpens and tempers the mind as a tool gives the best practical results in the long run.

That freak at Coney Island who is trying for the endurance record in coffin-lying is hopelessly beaten before he starts. Innumerable millions have already done as well as he can ever hope to do.

TO MAKE FLYING POPULAR.

Aviation grows, but not so rapidly as it might. Flying is more popular in theory than in practice. People are interested in flying, talk about flying, dream about flying, but don't fly.

What can be done to gain popular patronage for airplanes? A passenger who recently took his first flight offers two suggestions:

First, take the noise out of the engine. He was deafened by the roar. He and his fellow-passenger, sitting together in the forward cockpit of a small, two passenger plane, could not speak to each other.

Second, take the holes and bumps out of the air. This is something which cannot be done literally, but doubtless flying can be made more even and comfortable than it is.

A novice naturally feels nervous in a plane which feels light and unstable as a boy's kite. A sudden drop gives him a sinking of the heart and a rush of blood to the head, like the drop of an elevator, only more so.

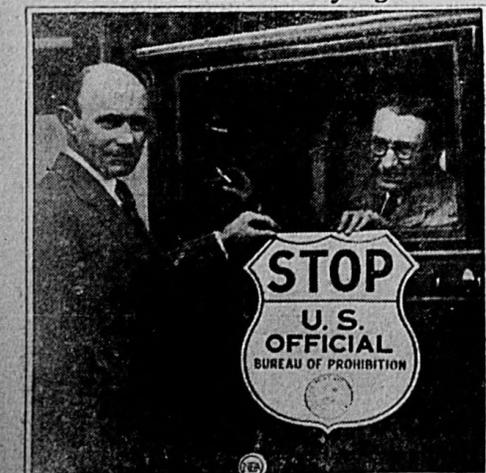
French Fliers

(Continued from page 1)

and often fatal westward jump across the Atlantic. The southward course was taken by Captain Coste to avoid the "fog belt" that lies off the Grand Banks southeast of Newfoundland.

The message revealing the position was picked up by the French liner Jacques Cartier. Several hours previously it reported they were about 400 miles off the coast of Newfoundland.

How To Know a Dry Agent



Here's the sign that has been ordered for official cars of federal prohibition agents in order to protect innocent citizens against bandits who represent themselves as officers.

OUT OUR WAY



Connally Urges Democracy For New Prosperity

CHICAGO, Sept. 2.—Criticism of the administration for issuing optimistic business statements. Senator Thomas Connally of Texas urged voters to "put the Democrats in power for prosperity."

Two Conquistadors, Matador and Horse Wounded By Bull

DEL RIO, Tex., Sept. 2.—Jose Olivera, a matador who was critically gored when an angry bull went rampant, defied the art of two conquistadors, killed one horse, wounded another, and injured "Pepeta's" companion, was expected to recover at the hospital in Eagle Pass today.

Snake-Bite Cure Does Not Work

SAN ANTONIO, Sept. 2.—Two blood transfusions were given today to H. G. Zerbel, 47 year old medicine man who allowed a huge rattler to bite him on the right forearm Saturday before a gaping crowd at his medicine show at Boerne.

Suggest Banks Set Aside 2 Per Cent For Buying Cotton

AUSTIN, Tex., Sept. 2.—Additional impetus to Gov. Dan Moody's buy-a-bale plan to relieve the cotton stringency was given today with the suggestion of a group of Texas bankers that the banks of the state set aside two per cent of their capital stock for the purchase of cotton a 15 cents a pound.

Markets

Table with market data: Closing Markets at a Glance, Stocks irregular with undertone firm; amusement and motors in demand at close. Bonds move irregularly higher; foreign issues steady; special issues in demand.

French Fliers

Table with French flier statistics: Cities Service 29, Gulf Oil Pa. 119, Humble Oil 88, Niag. Hud. Pwr. 16, S. O. Ind. 49.

Fort Worth Livestock

FORT WORTH, Tex., Sept. 2.—Hogs receipts 500, market 10 to 20c higher, rail hogs to shippers showing full advance, rail top 1075 paid for load good to choice 178 lb. weights truck top 1025.

Moody Takes Drouth Pleas To Farm Board

AUSTIN, Tex., Sept. 2.—Drouth sufferers lacking security received the attention of Gov. Dan Moody today, when he announced he had taken their problem to the federal farm board.

Hurricane Sweeps Toward East Coast

WASHINGTON, Sept. 2.—Another south Atlantic hurricane traveling more directly inward toward the United States than the storm which spent its force without damage last week, was moving west-northwestward over the Caribbean Sea early today, the U. S. Weather Bureau reported.

Anyway, Here's Proof Aimee Is Ill



Aimee Semple McPherson, evangelist, variously reported as suffering from a nervous breakdown, quarrels with her mother and face lifting, was too ill even to smile when the cameraman took this picture in the tiny bedroom of her cottage at Malibu Beach, near Los Angeles, where she is recuperating.

Ten Missing In Boat Collision Three Rescued

SEATTLE, Wash., Sept. 2.—Ten men were reported missing from the Halibut boat Orient, sunk in a collision with the freighter Admiral Nelson off the British Columbia coast yesterday, in advices today to the Pacific Steamship Company owners of the freighter.

Two Avalanche Victims Are In Critical State

INDEPENDENCE, Calif., Sept. 2.—Death today hovered over a little cabin high in the Sierra Mountains where two students, injured several days ago in a landslide, waged a battle for life.

Appeal From 25 Year Sentence Filed

AUSTIN, Tex., Sept. 2.—Appeal from the 25-year sentence given Harvey Jackson on conviction of attempted criminal assault in Dallas county on March 30, last, was filed in the court of criminal appeals here today.

Mrs. McCormick May Be Subject To Contempt Act

WASHINGTON, Sept. 2.—Mrs. Ruth Hanna McCormick, Illinois Republican senatorial nominee, might be subject to contempt action by the senate, if elected, as a result of her employment of private investigators to watch the Nye campaign committee, according to senate legal authorities today.

Another Extortion Attempt Is Made In San Antonio

SAN ANTONIO, Tex., Sept. 2.—Another attempt to extort money from R. W. Morrison, local capitalist, and an effort to bribe the police to release J. B. Conner from jail where he is held on a charge of being one of three men who got \$75,000 from Morrison last May in an extortion plot was revealed in charges filed today.

Date For Trial Of Mob Leaders Set By Court

CHICKASAW, Ok., Sept. 2.—Trial of eighteen alleged members of the mob that stormed the Grady county jail and killed a negro will be held at the next term of federal court, government authorities said today.

666 Relieves a Headache or Neuralgia in 30 minutes, checks a Cold the first day, and checks Malaria in three days.

MODERN Dry Cleaners & Dyers So. Seaman St. Phone 122

J. O. Earnest—W. W. Walters Cash Grocery & Market "Where Your Money Stays at Home."

TOOMBS & RICHARDSON "The Rexall Store" Ask Us—We Have It

NEW FALL DRESSES AND COATS J. C. PENNEY CO. West Main St.

ICE 20c 100 Lbs. At Platform S. H. BROCK Peoples Ice Station

MAGNETIC MASSEUR 408 S. Walnut Pho. 550J

TEXAS ELECTRIC SERVICE CO. Phone 18

Capital and Surplus \$132,500 TEXAS STATE BANK Strong—Conservative—Reliable

FIRESTONE TIRES Gas-Oil-Greases-Accesories Try Our Service! HALL TIRE CO. N. Seaman at White Phone 2

Your Valuables! Put them under Good Security Locks in a Safe Deposit Box. We have a few available Now. Very Inexpensive Exchange National Bank "Everybody's Bank"

For GOODYEAR SERVICE Phone 20 States Service Corporation

MOLDAVE'S THE MAN'S STORE North Side Square

ELECTED! Buy the cheapest store Eastland. Always Bargains. J. H. COLE STORE ALWAYS SELLS FOR LESS East Side of the Square

10 Pct. On Savings Eastland Bldg. & Loan Association

We Do Hemstitching—Pleating Button Making Preslar's Ladies Wear PRESLAR Featuring Hosiery Phone 53

YOU NEED Accident Insurance While On Your Vacation Ted Ferguson

EASTLAND COUNTY LUMBER COMPANY Good Building and Big Material Phone 334 West Main

PEOPLE'S CASH STORE N.E. Corner Square PHONE 890

Barrow-Hammer Undertaking Co. Funeral Directors Ambulance Service Any Hour Day Phone 17 Night Phone

TEXAS ELECTRIC SERVICE CO. Phone 18





# CRACKS IN THE DOME

By the Political Analyst  
AUSTIN, Tex., Sept. 2.—Ross S. Sterling followed on odd custom in his campaign speeches of referring to himself in the third person as "Mr. Sterling."

The word "Sterling" is a good deal longer than "Moody" or "Neff" or "Hobby."

So far as the headlines are concerned, the successful candidate is going to find that he is "Ross" in the papers to a lot of people to whom he was "Mr. Sterling" in the speeches.

He will be consoled by remembering the informality of "Dan," and "Pa" and "Ma."

Now that they are prating oil to avoid "economic waste" or production against an unsatisfactory market, some of the people who fought to limit cotton production are asking why it is that their proposal was ruled to be unconstitutional, illegal and void, if the state can do the same thing with oil.

The legislature promises to get away to an unusually fast start in January, with harmony—peace among its members and cooperation with the executive—the guiding spirit of its session.

Fred Minor of Denton, who served as acting speaker last year when Speaker W. S. Barron went to the hospital, seemingly will be unopposed for speaker. That will avoid the worst cause of division in the house, and will save the smart of any silent belief of any member that he has been slighted in committee honors because of partisanship in a speaker's race.

Farmers who haven't any cotton to pick will find something else to do in September.

Gov. Moody picked up his telephone, talked to T. H. Webb, assistant highway engineer, and W. R. Ely, highway commissioner, and

in 15 minutes announced no highway contracts will be let in September except to firms which agree to hire all available free labor at the point of their construction jobs, so far as requirements of the work go.

Commr. Ely offered the suggestion of this definite form of farm relief in the sections affected, and Gov. Moody promptly put it into operation.

Dean T. U. Taylor of the university engineering college, has written a treatise upon the Lake Austin dam in the Colorado river at Austin. He didn't discuss finance, but he talked the engineering side of a situation that has wasted, first and last, around \$100,000,000 through dissipation of water, critically needed part of the year, and flowing away wasted in destructive floods at other times.

There is a saying that every courthouse along the Colorado from Austin to the gulf, stands in water from the river's floods on an average of once every three years.

## Burned Gambling Ship Is Being Searched For Loot

By UNITED PRESS  
LONG BEACH, Calif., Sept. 1.—The submerged hulk of the gambling ship *Montefalco*, burned to the waterline in a fire Saturday night, was explored by deep sea divers today for trace of a safe containing \$50,000 in silver, currency and checks.

A leaking gasoline line and a spark from the motor set fire to the notorious ship while a crowd of 200 patrons were playing at the various gaming tables.

The ship's orchestra, realizing the emergency, maintained order by playing lively music while the patrons were taken aboard water taxis and transported to shore, six miles away.

The vessel burned to the water's edge and the hull sank, carrying with it the safe and its valuables.

Tommy Jacobs, proprietor of the ship, estimated his loss in gambling and kitchen equipment at \$100,000. He said another boat already had been purchased and that he would begin operations at the same spot next Saturday. At mile limit where federal jurisdiction ends.

## FRECKLES AND HIS FRIENDS



IT'S STILL HARD FOR ME TO BELIEVE THAT THIS FELLA WHO CALLED HIMSELF REDDING WAS FARBAR... GEE... HERE HE KNEW WHO I WAS FROM THE FIRST MINUTE HE LAID EYES ON ME...



JUST THE SAME, HE'LL SEE ME SOME MORE BEFORE HE'S THROUGH... WHY! THE NERVE OF HIM... HE CAN'T GET OUT OF THIS COUNTRY SO QUICK!!



I CAN DO PLENTY—HEY! WHAT'S YOUR UNCLE WARMIN' UP HIS PLANE FOR? GUESS HE'S GOIN' SOME PLACE!!

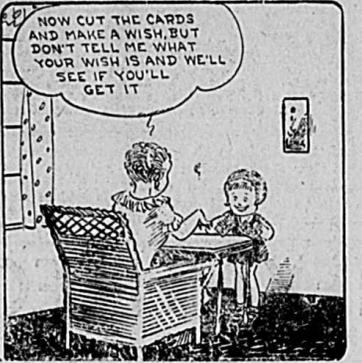


... AN' I'M TAKIN' OFF IN JUST A FEW MINUTES TO GET A LINE ON THIS FARBAR... AN' I'M GOIN' ALONE... NO EXTRA PASSENGERS ON THIS TRIP—I'LL HANDLE THIS THING BY MYSELF!!

## WOM'N POP



ME? WHY I'M TELLING MY FORTUNE BY CARDS



OO! TELL MY FORTUNE, WILL YA, MOM? PLEASE!

## Amy's Misfortune



UM-UM: MY! I SEE A DARK MAN COMING INTO YOUR LIFE, AWAY IN THE FUTURE!!

## By Cowan



AW! GEE, MOM! AM I ONLY GOING TO HAVE ONE MAN IN MY LIFE? OH, POP! I'VE STEAM TO THIS!!

## Escaped Convict Shot By Officer

By UNITED PRESS  
McALESTER, Sept. 1.—Charles "Red" Robertson, who escaped last week from the Wilburton prison camp, was in the penitentiary hospital here today in a serious condition after being shot late yesterday by constable Cilly Brown of Bache.

Robertson had been trailed to the brush near his home in the Bache community by bloodhounds. He failed to halt when officers ap-

## Burglars Make A Big Haul When Bakery Is Looted

By UNITED PRESS  
KANSAS CITY, Sept. 1.—Burglars who left no evidence of how they entered the offices of the Ma-

nor Baking Company here, escaped with about \$6,000 in cash and checks, it was learned today. No windows were broken and the locks of doors to the offices were intact. It was assumed the men robbed the place Sunday or last night. The valuables were taken from a safe and cash boxes. Burglars entered a garment company and a pharmacy here under similar circumstances last week and police believe the work is that of an organized gang.

## Dallas Man Shot Sunday Afternoon

DALLAS, Tex., Sept. 1.—John Walton, 21, was in a Dallas hospital today with bullet wounds in his breast and left arm. Neighbors found Walton in a shed near his home Sunday afternoon when aroused by shots from a .45 caliber gun was found by him.

## OIL NEWS

By UNITED PRESS  
GRAND SALINE, Tex., Sept. 2.—Humble's Ruth Starr Balke No. 10,000 barrels, but was placed immediately on eleven-sixteenths inch choke. The new producer is Humble field four and one half miles northeast of Van.

ELECTRA, Tex., Sept. 2.—A ninety-fifth well on a 400-acre tract which has been producing oil over 17 years, was making 35 barrels today from sand 1,475 feet.

# The Eyes Have It!

(Copyright, 1930, by Octavo Pictures.)



YOUNGEST MOVIE STAR IN GREAT BRITAIN: Picture shows Betty Joan Carter, 13, daughter of Mrs. J. Carter, of London, England, said to be Great Britain's youngest movie star. She is an accomplished dancer and has posed for noted English artists.



THE LAST BIG ROUND-UP IN OREGON: Five hundred spirited, wild horses crossing Central Oregon desert in spectacular round-up. They are destined for Europe as meat, glue, hair, and bone fertilizer.



AMY JOHNSON WINS!: Amy Johnson, British aviator, arrives at Croyden, England, after her record twenty-day flight to Australia. Lord Thomson, air minister, and Miss Margaret Bondfield, labor minister, welcomed her.



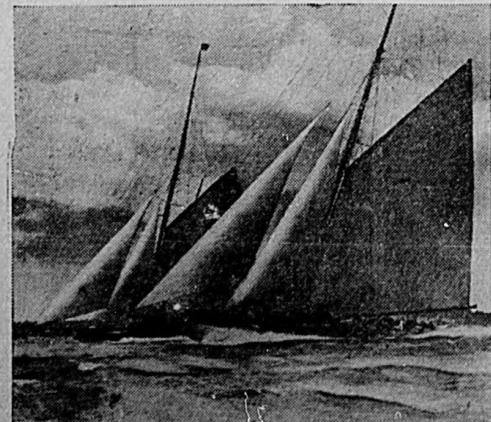
FIREPROOF!: This fireproof mailbag will prevent all fire loss in the Air Mail service.



NATHALIA CRANE CELEBRATES: Post prodigy marks seventeenth birthday by publication of new book of verse. Her theme is an imaginary attack by the Soviet Army on the United States in the year 1940.



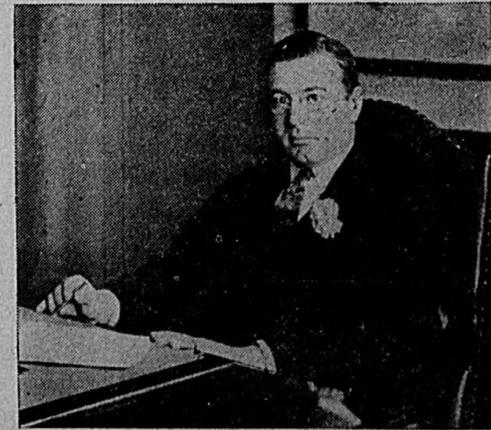
ANOTHER ROYAL HEIR IS AIR-MINDED: The Prince of Asturias, (third from left), heir to the throne of Spain, is shown at Le Bourget Flying Field, Paris. The Spanish Prince, like the Prince of Wales, is an aviation enthusiast.



THE KING'S YACHT RACES AT COWES REGATTA: King George's yacht, *Britannia*, is shown racing with A. A. Paton's *Lulworth* in the Royal Southampton Yacht Club Regatta at Cowes, England. The British Monarch's yacht is in the lead.



THE BRUSH VIES WITH THE BEACH FOR FAVOR WITH VACATIONISTS: Part of the daily throng of 10,000 visitors at the permanent exhibit of art on the Heinz pier at Atlantic City. The current exhibition features works of E. W. Redfield, America's foremost landscape painter.



LOOKS TO EUROPE FOR AID TO AMERICAN BUSINESS: Edward Plaut, president of Lehn & Fink, Inc., calls to study foreign methods of retail pricing in effort to save millions for American druggists and consumers. His firm is waging a campaign to disastrous price cutting, and results of Mr. Plaut's study will be passed on to American retailers upon his return this Fall.

# IN THE REALM of SPORT

Modern building to be located at Third and Main streets. New court house for opened.

**EASTLAND'S SLOGAN \$100,000 SPENT IN EASTLAND** During Prosperity Week Sept. 7 to 13th.

**C. Burr & Co.**

**GMC** Parts and Service **ARTHUR & FOWLER** Commerce & Bassett

Coupon with San Tox Shaving Cream... 50c  
Coupon with Vivotal Al... 50c  
Coupon with Nyal Lila... 50c  
Only \$5.00 Coupon each Cigar.  
Coupon with each Eskimo

**CORNER DRUG** Phone 588

**BETTER VISION** **BESKOW** Jewelry & Optical Co. J. C. Penney Bldg.

**CLASSIFIED ADS** Quick Results \$2 per word first insertion \$1 per word each insertion after. No ad taken for less than 10 days.

Cash with order. No ad accepted on charge account. Accepted after 12 noon on days and 4 p. m. Saturday.

**ROOMS FOR RENT** Three furnished unfurnished south rooms. 665.

**RENT** Cool bedroom to man; garage. Phone 532.

**HOUSES FOR RENT** One five room house, finished. Close in on So. Sea. Call at 105 E. Valley.

**RENT** New five room modern, all conveniences, on 17th street. Milburn McCarty. 6776.

**RENT** 4 or 5 room furnished. 110 E. Sadosa.

**RENT** Modern 5 room house on Pershing. Will repair to tenant. Modern 4 room house on Walnut. Also 3 room private apartment on W. Com. See Mrs. T. J. Duncan, 517 West. Phone 614W, or Carl Oden, Tex., Phone 13F2.

**RENT** Nicely furnished room house, well located on street to rent to responsible party. Will rent five rooms of the house with 2 rooms closed up if desired. U. F. McWilliams. Phone 6776.

**APARTMENTS FOR RENT** Three and two-room apartment with private bath, desirable location. See Mrs. Gristy, 701 Plummer, 682.

**RENT** One four room furnished apartment, 781 West Commerce. Phone 130 or 482.

**RENT** Well furnished apartment, breakfast room, bed room and bath, all good location. Also garage. Call 90.

**RENT** Southeast 3 room furnished apartment. Private bath. Reduced rates. 612 West 17th.

**RENT** to goodness clean home. 212 North Walnut.

**RENT** Attractively furnished room apartment, newly modern, private. Also unfurnished apartment, private. These must be appreciated. 602 W. Patton.

**AUTOMOBILES** General of service stations **TEXACO** Gasoline Oils—**Fire Tire Co.** Fire Company.

**Service Station.** Frog Service Station. and Storage Battery Co. Service Corporation. Service Station. Station, 4 miles west. Now, 5 miles north. Main, West Commerce. Station, South Seaman. Station. Jones, phone 123

## Prospects For Close Pennant Races Loom

By GEORGE KIRKSEY United Press Staff Correspondent NEW YORK, Sept. 2.—The prospects of two close pennant races down the last days of September in the two Major Leagues were increased as a result of the Labor Day double-header which saw both leagues lose ground.

The Chicago Cubs dropped their third straight game and their tenth in a row to Cincinnati when the Reds routed the National League champions twice, 6-0 and 2-1, and reduced their lead to 4 games. The Philadelphia Athletics continued to lose ground by losing a twin bill with the New York Yankees, while the Washington Senators won twice from the Boston Red Sox and moved within 5 1/2 games of first place in the American League.

The temporary collapse of the injury-riddled Cubs has opened the way for another contender to edge its way to the fore, but the second place New York Giants seem unable to grasp their biggest opportunity of the season.

Twice within two days the Giants have divided double-headers with the second-division Boston Braves and Phillies when a clean sweep of the four games would have hoisted McGraw's men within two games of the National League peak.

Brooklyn seems definitely out of the National League race, playing listlessly after the Robins' disastrous western trip. The Robins divided a double-header yesterday with the Braves and dropped to fourth place, 5 games behind the Cubs.

The St. Louis Cardinals have definitely moved into a strong contending position in the National League race and are now playing the best ball in the circuit. Winning twice from Pittsburgh yesterday, the Cardinals passed the Robins and climbed into third place only half a game behind the Giants and 4 1/2 games back of the Cubs.

The schedule favors the Giants and Cardinals over the Cubs during the rest of the season, the Giants having all but nine games at home while the Cardinals have eight games left at home to the Cubs' five.

In the American League, Philadelphia and Washington, will begin their final western trips a week from today and will not return home until just before the season ends September 28. The Athletics have four games with the Red Sox, opening tomorrow and one with the Senators before going west. While the A's are playing the Red Sox, the Senators will clash with the Yankees, whom they have beaten in 15 out of 18 contests thus far this season.

## Major League

Only three Major League games were scheduled today, giving the clubs a rest after their eight double headers yesterday. With the league-leading Chicago Cubs idle, the New York Giants and Brooklyn had a chance to gain on the pace-setters. The Giants were scheduled with the Philadelphia Athletics and the Robins with the Braves at Boston.

The only American League game scheduled was between Cleveland and St. Louis at St. Louis.

Stellar pitching by Red Lucas and Benny Frey enabled Cincinnati to beat the Cubs twice yesterday, 4-0 and 2-1. Lucas allowed but three hits in the opener. Frey permitted but five hits in the nightcap, but the Reds trailed until the ninth when Sukeforth's triple drove in two runs.

The Giants won the first game from the Phillies, 8-4, but dropped the second game, 4-3. Freddy Lindstrom was hit in the face by a thrown ball in the second game, and forced to retire.

The St. Louis Cardinals advanced to third place by winning a double header from Pittsburgh, 5-1 and 8-4. The Cards collected 17 hits in winning the opener, while Burrell Grimes checked the Pirates with seven hits in the afterpiece.

Brooklyn divided a double header with the Boston Braves. Winning the second game, 4-2, after losing the first game, 5-3. Bebe Phelps lost the first game despite a 5-hit pitching performance.

Brilliant pitching featured the Yankees-Athletics double headers before a crowd of 72,000 at Yankee Stadium. George Pipgras pitched a 5-hit game in the opener but Philadelphia won, 3-2. In the second game Charley Ruffing pitched the Yankees to a 2-0 victory, allowing but two hits. George Earnshaw gave up only six hits in the second game.

Washington won both games from the Boston Red Sox, 2-1 and 6-3. General Crowder beating George Horace Lisenbee in a mound duel in the first game and a seventh inning rally bringing the Senators from behind to take the second game.

Cleveland defeated the St. Louis Browns twice, 13-3 and 9-5. Wesley Ferrell winning his 24th game of the season in the nightcap.

Detroit beat the Chicago White Sox in both ends of their twin bill, 6-5 and 4-2.

California, here she comes! Hollywood-bound is smiling Lesley Beth Storey, above, of Brooklyn, N. Y., who has been given a moving picture contract on the strength of winning a nation-wide beauty contest. Judges decided she was prettiest of thousands of comely competitors.

## Major League Leaders

Following statistics compiled by the United Press include games of September 1.

Leading Hitters:		
Player and Club		Pct.
Terry, Giants	407	.407
Herman, Robins	390	.390
Gehrig, Yankees	373	.373
Klein, Phillies	358	.358
Simmons, Athletics	355	.355
Home Runs:		
Wilson, Cubs, 46		
Ruth, Yankees, 44		
Gehrig, Yankees, 37		
Fox, Athletics, 32		
Simmons, Athletics, 32		
Berger, Braves, 32		

## Yesterday's Hero

Red Lucas, Cincinnati Reds' right hander, who allowed the Chicago Cubs only three hits, blanking the league leaders in the first game 6-0.

## How They Stand; Where They Play

### TUESDAY'S STANDINGS

Texas League			
Club	W	L	Pct.
Fort Worth	41	27	.630
Shreveport	40	31	.563
Wichita Falls	40	31	.563
Houston	38	32	.543
Waco	34	37	.479
Dallas	33	38	.465
Beaumont	29	41	.414
San Antonio	25	46	.352

American League			
Club	W	L	Pct.
Philadelphia	39	45	.464
Washington	32	49	.396
New York	24	56	.299
Cleveland	21	63	.250
Detroit	19	67	.221
St. Louis	13	80	.140
Chicago	11	80	.120
Boston	4	84	.047

National League			
Club	W	L	Pct.
Chicago	77	53	.592
New York	72	56	.563
St. Louis	73	58	.557
Brooklyn	73	59	.553
Pittsburgh	68	63	.519
Boston	59	71	.454
Cincinnati	55	73	.430
Philadelphia	43	87	.331

### MONDAY'S RESULTS

Texas League  
Fort Worth 8-3, Shreveport 5-0.  
Wichita Falls 12-3, Dallas 10-10.  
San Antonio 6-0, Beaumont 5-1.  
Waco 2-4, Houston 1-5.

American League  
Detroit 6-4, Chicago 5-2.  
Cleveland 13-9, St. Louis 8-5.  
Washington 2-6, Boston 1-3.  
Philadelphia 3-0, New York 2-2.

National League  
Boston 5-2, Brooklyn 3-4.  
New York 8-3, Philadelphia 4-4.  
St. Louis 11-5, Pittsburgh 6-1.  
Cincinnati 5-2, Chicago 0-1.

### WHERE THEY PLAY

Texas League  
Fort Worth at Shreveport.  
Dallas at Wichita Falls.  
Beaumont at San Antonio.  
Waco at Houston.

American League  
Cleveland at St. Louis.

National League  
Brooklyn at Boston.  
New York at Philadelphia.

Huntsville—City Council grants Moody-Seagrave Gas Company 50-year franchise to pipe natural gas into this city.

## Newcomer To Hollywood



California, here she comes! Hollywood-bound is smiling Lesley Beth Storey, above, of Brooklyn, N. Y., who has been given a moving picture contract on the strength of winning a nation-wide beauty contest. Judges decided she was prettiest of thousands of comely competitors.

## ONCE UPON A TIME



Rudyard Kipling, noted poet and author, obtained a job on a San Francisco newspaper as a reporter, but was fired after covering his first story because the editor thought Kipling could not write.

## SPORT SHOTS

By UNITED PRESS  
TEHUACANA, Tex., Sept. 2.—Westminster College grid men have their first football practice here Saturday, Sept. 13, when new coach Harold Darling, formerly assistant coach at Adrian College, Adrian, Mich., arrives.

The team's first game of the season will be with the Hillsboro junior college at Tehuacana on Sept. 26.

DALLAS, Tex., Sept. 2.—Losing the first fall to the Irish grappler, Pat O'Brien, Huchle Nichols, lightweight mat champion, returned the fray to outlast his opponent and win the match. O'Brien wore himself out from the third fall by a series of headlocks. Hugh Reversed a leg-split to win the second go.

FORT WORTH, Tex., Sept. 2.—Provided the Fort Worth Fellies saw out the second half of the 1930 Texas League season comes to a close, President J. Alvin Gardner will ask that the last two games between the Cats and Spudders be called off, he announced here Monday night.

This will enable both clubs to take a needed rest for the pennant play-off series, which will likely start the following Wednesday.

Regardless of which team wins the last heat, President Gardner is preparing for the play off by ordering large sets of tickets for the Philadelphia 3-0, New York 2-2 and Shreveport parks.

Two holiday victories over Shreveport, one of them a shut-out, placed the Fort Worth Cats a safe distance ahead of the Texas League pack today.

Shreveport, runner-up, stood four games behind the Cats today while the latter enjoyed one of the strongest leads attained by any club in the circuit in weeks. The Cats took the first Labor Day encounter 8 to 5, smashing out 13 hits to gain the victory. The second was a 5 to 0 shut-out in which Stoner allowed the Sports only three hits. Wichita Falls' Spudders divided a double bill with Dallas taking the first 12 to 10 and losing the nightcap, 3 to 10, to gain a tie with Shreveport for second place.

The Spudders were hard pressed in the first game and lost the second without a struggle.

Houston and Waco also divided a doubleheader. The Buffs lost the first, 2 to 1, when Waco, held to three hits by Judd, managed to score two runs. The Buffs were unable to profit from three Waco errors. Houston retaliated, however, in the second game and took a 5 to 4, decision, scoring the winning run in the last half of the seventh.

San Antonio rose from the depths and beat down Beaumont in two encounters, by scores of 6 to 5 and

## THE LAXATIVE With Highest Endorsement

When you get out of bed feeling headachy, sluggish, weak, half-sick here's a simple measure that will have you feeling yourself again in a jiffy.

Take a little Phillips Milk of Magnesia in a glass of water—or lemonade. Two to four tablespoons is the usual adult dose. Taken in lemonade, Phillips Milk of Magnesia acts like citrate of magnesia. Take it like this an hour before breakfast. By the time you leave home, you'll be surprised by your improvement.

As a mild, safe, pleasant laxative Phillips Milk of Magnesia has the highest medical endorsement. As an anti-acid to correct sour stomach, gas, indigestion, biliousness, it has been standard with doctors for over fifty years. To know its quick relief in digestive and eliminative troubles of men, women and children—and babies—is to keep a bottle always handy.

Full directions for all its uses come with every bottle. All drug stores have the generous 25c and 50c sizes.

"Milk of Magnesia" has been the U. S. Registered Trade Mark of the Chas. H. Phillips Chemical Co., and its predecessor, Chas. H. Phillips, since 1875.—Adv.

## Arnold Winner Of Altoona Race

ALTOONA, Pa., Sept. 2.—Billy Arnold of Chicago holds the 1930 A. A. A. championship today as a result of his victory yesterday in the 14th running of the Altoona speedway automobile race.

Arnold's victory gave him 145 points to make his total for the year 1,032. He had previously won the 500-mile Indianapolis race and the flag day event here.

Rain halted yesterday's scheduled 200 mile race on the 93rd lap near the 115 mile mark with Arnold ahead, Deacon Litz second and Shorty Canton third. A field of 12 started and there were no mishaps, despite the slippery condition of the track.

## Tennis Stars At Forest Hills Have Several Upsets

By UNITED PRESS  
FOREST HILLS, N. Y., Sept. 2.—Unexpected defeats for George Lott, Chicago, and Johnny Doeg, Santa Monica, Calif., in the annual east-west matches have caused many tennis followers to wonder if the two Davis cup players are not "over-tennised" after their long campaign abroad.

Frank X. Shields, New York youngster, defeated Lott in straight sets yesterday, 6-3, 6-2, and Gregory Mangin, Newark, N. J., won from Doeg in straight sets, 6-2, 6-4.

The east won the annual competition yesterday three matches to two. John Van Ryn, East Orange, N. J., and Mangin scored the deciding victory when they beat Lott and Lott, who won the National doubles title last week, 3-6, 6-3, 6-6.

The western victories were scored by Berkeley Bell, Austin, Tex., in the singles over J. Gilbert Hall, South Orange, N. J., 6-2, 4-6, 6-3 and by Bell and Ellsworth James, Pasadena, Calif., in the doubles over Shields and Hall, 6-4, 6-4.

## WHAT SCRIBES ARE WRITING

West Hodges in Breckenridge American.—Not one word have we heard about the Eastland prospects this year. Breckenridge fans will remember the Eastland game last year as one of the most exciting games played by the Buckaroos. Doped as the heavy favorites, the cocky Buckaroos waltzed over to the Maverick den and in a slashing rain, almost got the socks licked off them by the toughest, hardest hitting bunch of little warriors the Bucks ran into all year. Shotwell's charges finally grabbed the game, but victory came late in the last quarter and then after the Bucks got a whole of a big break.

## Football Coach Injured In Crash

BROWNWOOD, Tex., Sept. 2.—McAdoo Keaton, assistant football coach at Howard Payne College was being treated in a local hospital today for injuries received when his car collided with another machine. Keaton was cut on the face and received internal injuries.

Bob Bettis, Howard Payne football player who was also a passenger in the car, escaped uninjured.

Taylor—Ground broken on Kanak farm for refinery to cost \$200,000.

## Eastland's Slogan \$100,000 Spent in Eastland

During Prosperity Week Sept. 7 to 13th.

**TOM'S TRANSFER** CRATING — PACKING STORAGE **BONDED WAREHOUSE** 412 N. Lamar Phone 214

**BUICK** Sales and Service **B&M** MOTOR Jack Mulhead 200 E. Com. Phone 692

**GOODRICH TIRES** Exide Batteries Washing and Greasing Phone 304 **THOMAS TIRE CO.** West Commerce and Mulberry

**EASTLAND'S SLOGAN \$100,000 SPENT IN EASTLAND** During Prosperity Week Sept. 7 to 13th.

WANT ADS BRING RESULTS

# 20% Spreading GOOD NEWS

THE PLAN WILL TEACH YOU HOW TO SAVE! WATCH THE WINDOWS.

The rules at the left are the rules governing an easy payment plan offered by several of Eastland's leading merchants.

It's a plan that has merit, a plan worthy of the consideration of all—it is the first of its kind ever offered by Eastland merchants.

So generous is the proposition and coming at the opening of the heaviest buying season hundreds no doubt will use the plan for winter and Christmas buying.

Investigate—get every detail—it's good news for the people of this entire section.

**RULES OF OFFER**  
 Hundreds buy merchandise on a lay-away plan and the merchants' profits appear below offer to pay you for the use of your money from now to December 24th, 1930, at the rate of 20% interest per annum on all advance payments on merchandise, according to the following:

**RULES**  
 This offer is good only from Sept. 1, 1930 to Dec. 24, 1930.  
 Interest will be paid only on advance payments on merchandise.  
 Interest on each payment will run from date of payment to expiration of this offer Dec. 24, 1930 except where goods are delivered from date of delivery of goods.  
 No interest will be paid on date of payment to Dec. 15, unless half or more has been paid on same.  
 No interest will be paid if for any reason the merchandise is not taken.

# The Hollywood Story

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(Continued from page 3)

ocean, and on the way back; with a waxing moon in the sky and a soft breeze singing in the palms, Anne sang for him.

Her voice was low and thrilling. Dan said when she had ended her song: "You must always sing, Anne. Even when you are doing the things you want most of all to do, you must always sing."

Paul Collier was sitting up reading when he returned home. "Hello, my boy," he said lavishly. "Well, what did she think of it? Did she like it?"

"Yeah. How do you think that thing would go in the movies, Paul?"

"Who suggested that, Anne?"

Dan nodded, and Paul grinned. "I thought of that," he said, "when I first saw it. I'm not going to let Anne steal all the credit. But I thought you might listen to good advice if it came from another quarter. I've been wasting it on you until I'm sick of talking to you."

"Oh, yeah?"

Rorimer swung a playful punch at him. He said, "Anne had an idea she'd like to play the part of Jenny. You know what I'm going to do?"

"Sure," said Collier. "You're going to try to sell it to Grand United, and then you're going to try to dictate who'll play in it. And I suppose you think they'll thank you for telling them how to run their business."

Dan laughed, but his face grew red nevertheless. "Aw, be yourself," he said lamely.

But Collier, though he continued to smile, was serious. "You've got a great idea there, Dan. I'll swear I think it'll make the swellest picture Hollywood has seen in a year."

He began then to take the play apart and discuss it, and Dan was amazed that he should remember it in such faithful detail, and he made suggestions here and there, to which Dan listened thoughtfully and agreed.

"See what I mean?" Paul said. "It would be a great picture for an actor like Lester Moore; he'd make that gangster of yours come to life; it's made to order for Moore."

Rorimer nodded. "I'll get at it tomorrow first thing," he said. "And then what are your plans?"

"I don't know exactly. What do you mean? I thought I'd do it over and then see if somebody wanted it. What else is there to do?"

"I've been thinking," Paul answered. "Do you know what you need, Dan? You need a little showmanship. Hollywood goes for it. The swellest piece of showmanship you ever pulled off in Hollywood was when you tore up your contract in front of Adamson's nose. He was afraid to fire you at the time; you probably had him thinking there were half a dozen studios waiting for a chance to sign you up."

"I've got an idea," he continued. "It's probably been worked before, but everything's been tried at least once in Hollywood, so it doesn't make much difference."

"Well, let's have it."

Paul lay back in his chair and draped one of his long legs over its arm. He said, "Do you know Phillips over at Grand United?"

Dan said he did not. "Who is he?"

"He's the scenario chief. Well, you don't need to know him; he's a good egg, and if you let him know you're a friend of mine he'll see you. 'I'm not,' he hastened to add, 'going to suggest anything that won't square with that funny conscience of yours; but if you put this over—do you know in your mind just about what changes you're going to make?'"

"Just about—thanks to you."

"Well, forget that part of it. Now, here's what you do," and Collier, gesturing earnestly with his hand, began to unfold his plan.

(To Be Continued)

## Okra Community Fair Winners In Woman's Dept.

The following are the winners in the woman's department of the Okra community fair. Other winners were announced in the Telegram of Monday, September 1:

- Canning—Plums—Mrs. R. F. Cox; Vesta Lee McMillan, Mrs. Esther Alford, Peaches—Mrs. Ed McMillan; Mrs. R. F. Cox; Mrs. Ross Laird; Berries—Mrs. F. J. Scott.
- Grapes—Miss Eula Hill; Miss Eula Hill; Mrs. R. F. Cox.
- Peas—Mrs. Margie Earp; Mrs. Ed McMillan; Mrs. Ed Grison.
- Peach Sweet Pickle—Miss Hallie Hill; Mrs. T. E. Milford; Mrs. Ross Laird.
- Pear Sweet Pickle—Mrs. Ed Grison; Mrs. Margie Earp; Mrs. Crisp.
- Cucumber Pickle—Mrs. Crisp; Mrs. Ed Grison.
- Cucumber Relish—Mrs. Ross Laird.
- Beet Pickle—Mrs. Fred Scott; Mrs. Crisp; Mrs. Ed McMillan.
- Corn—Mrs. Cordie Wolfe.

## Fair Daredevil Thrills Air Fans



NEA Los Angeles Bureau

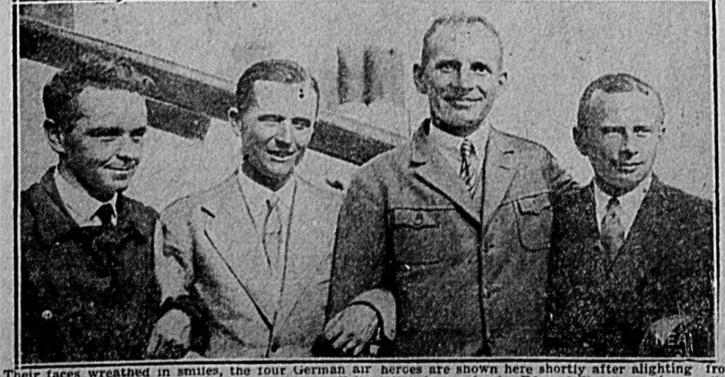
Hair-raising stunts by Mrs. Eddie Lund, above, daring parachute jumper, bid fair to eclipse the activities of the sterner sex at the National Air Races at Chicago. Two other feminine sky riders monopolizing the spotlight are shown in the inset above. They are Jean La Rene, left, and Ruth Barron, right, wearing gray-colored farmerette overalls which they donned at Deming, N. M., when they encountered extreme heat over the desert in the Long Beach-to-Chicago women's air derby.

- Greens—Mrs. W. R. Laird.
- Beans—Vesta Lee McMillan; Mrs. Ross Laird.
- Tomatoes—Mrs. Hallie Hill; Mrs. Claude Hill.
- Pear Preserves—Mrs. Ed McMillan; Mrs. Ross Laird.
- Peach Preserves—Mrs. Ross Laird.
- Plum Butter—Mrs. E. E. Ables.
- Watermelon Rind Preserves—Mrs. Ross Laird.
- Apricot Preserves—Mrs. Ross Laird.
- Mince-meat—Mrs. Claude Hill; Mrs. Ed McMillan.
- Berry Jam—Mrs. Ross Laird.
- Berry Jelly—Mrs. H. F. Claborn; Mrs. Cordie Wolfe; Mrs. Ross Laird.
- Apricot Jelly—Mrs. Ross Laird.
- Plum Jelly—Mrs. C. J. Gunnels; Mrs. R. F. Cox; Mrs. Ross Laird.
- Dried Peaches—Mrs. R. F. Cox.
- Livestock Products; Soap—Mrs. W. R. Laird; Mrs. Graton Adams.
- Fancy Sewing—White Scarf—Miss Era McClesky; Miss Era McClesky; Mrs. Ross Laird.
- Colored Scarf—Mrs. H. D. Maxwell; Mrs. C. M. Gunnels; Mrs. B. M. Carrol.
- Cut Work Lunch Cloth—Miss Vesta Hilton.
- Center Piece (white)—Miss Vesta Hilton; Mrs. N. J. Lewis; Mrs. N. J. Lewis.
- Center Piece (colored)—Miss Era McClesky; Mrs. R. H. Hayes; Mrs. H. D. Maxwell.
- Pillow Top Painted—Miss Bertie Bishop; Miss Bertie Bishop.
- Laundry Bag—Miss Bertie Bishop.

## End Flight From Germany By Swooping Down Among New York's Skyscrapers



NEA New York Bureau  
Taking their welcomes by surprise, Captain Wolfgang von Gronau, German flyer, and his three companions, brought their old rebuilt seaplane to rest in New York harbor with the same lack of fuss or flurry that marked their secretive trip from northern Germany via the Faroe Islands, Iceland, Greenland, Labrador and Nova Scotia. Here you see the huge airship at the Battery, with police boats standing by until the official welcomes, who thought the flyers would land farther out, arrived. At the extreme right is the Woolworth Tower.



Their faces wreathed in smiles, the four German air heroes are shown here shortly after alighting from the seaplane at the Battery. Left to right, are: Fritz Albrecht, mechanic; Edward Zimmer, assistant pilot; Captain Wolfgang von Gronau and Franz Hack, radio operator.

Bishop.  
Pillows—Mrs. N. J. Lewis; Miss Annie Caley; Miss Annie Caley.  
Bathrobe (quilted)—Miss Bessie Marie Edwards.  
Quilted Quilt—Mrs. M. E. Edwards; Mrs. H. R. House.  
Quilt Top—Mrs. Emma Varner; Mrs. Delia Adams.  
Applique Quilt—Mrs. B. M. Carrol.  
Bed Spread—Miss Era McClesky.

Cooking  
Yeast Bread—Mrs. Ed Grison.  
White Loaf Cake—Mrs. John Smith; Miss Dessie M. Claborn.  
Angel Food Cake—Miss Hallie Hill; Mrs. Fred Scott.  
Devils Food Cake—Miss Madge Bell; Mrs. Claude Hill.  
Pound Cake—Mrs. H. R. House.  
Tea Cakes—Mrs. Dora Brazzil.  
Biscuit—Mrs. Delia Adams. Mrs. Ed Grison; Miss Bertie Bishop.  
Corn Bread—Miss Olene Brazzil.  
Egg Custard—Mrs. Willis Claborn.  
Coconut Pie—Mrs. Esther Alford.  
Cass Pie—Mrs. Fay Adams.  
Butter—Mrs. H. F. Claborn.  
Cream Pie—Mrs. Ed Grison; Willa Dean Maxwell.  
Pineapple Pie—Mrs. Ross Laird.  
Chocolate Pie—Mrs. Kate McCollum.  
Cake Muffins—Mrs. C. J. Gunnels.  
Apple Pie—Miss Hallie Hill; Miss Madge Bell; Miss Bertie Bishop.  
Apricot Pie—Mrs. Ross Laird; Mrs. Gene Hill.  
Rhubarb Pie—Mrs. Claude Hill.  
Marble Cake—Mrs. Emma Claborn.  
Peanut Brittle—Mrs. George Varner.  
Chocolate Fudge—Mrs. George Varner.  
Cottage Cheese—Olene Brazzil.

Home. The class was dismissed by Mrs. Robason.  
Those present were: Mmes. L. Herring, R. L. Rowe, Harry Woods, Guy Sherrill, Edna Fussen, L. E. Todd, Elmer Hayes, C. L. Tulley, W. A. Teatsorth, N. K. Prately, Elmer Hurley, Barkman, W. E. Moore, C. E. Robason, H. E. Lawrence, O. L. Snyder, C. F. Fehl, and Miss Alva Hayes.

## Society

RAPIST MISSIONARY SOCIETY MEETS  
Circles 1, 2, 3 and 4 of the Baptist Woman's Missionary Society met at the church Monday afternoon. Mrs. Frank Lovett presided. The report of the past year was given and plans were discussed for the coming year. The meeting was opened with prayer by Mrs. J. F. McWilliams. The devotionals were led by Mrs. O. S. Driskill. Mrs. W. A. Owen led the closing prayer. About 18 members were present.  
The circles will meet at the church Monday afternoon, September 8, for a bible study lesson.

CHURCH OF CHRIST BIBLE CLASS MEETS  
An interesting session of the Church of Christ Women's Bible Class was held at the church Monday afternoon at 3:00 o'clock. The meeting was opened with the song "Heaven Holds All to Me," and was led by Mrs. Hurley.  
Mrs. W. E. Moore led in prayer. The lesson was about Jesus appearing to the Apostles and giving them the great commission, and was taught by Mrs. L. Herring. The members decided to support a little boy at the Pipton Orphan

Hale, Cisco; J. W. Foster, Pioneer; E. J. Clements, Cisco; Macy Hyatt, Gorman; D. G. Holloway, Eastland; T. W. Caton, Eastland; V. L. Hamilton, Gorman; W. O. Caraway, Ranger; T. J. Greenwood, Carbon; Otho W. Keen, Cisco; L. J. Lyles, Carbon; J. F. Little, Eastland; J. T. Foster, Rising Star; John Berry Eastland; J. A. Hendricks, Gorman; V. E. Ballew, Ranger; A. E. McClaire, Eastland; Jas. W. Clark, Rising Star; G. N. Chancellor, Ranger; Roy Campbell, Ranger; Ed Sargent, Eastland; L. V. Hughes, Rising Star; T. S. Allen, Carbon; Elmer Hughes, Desdemona; Ed Huestis, Cisco; Rufus Cox, Okra; S. H. Hudkins, Cisco; W. V. Hoyt, Cisco; S. F. Fountain, Rising Star; W. J. Foxworth, Cisco; W. J. Howard, Eastland; Frank Castleberry, Eastland; H. R. Gilbert, Carbon; J. O. Harris, Rising Star; S. J. Hudnall, Gorman; Leonard Bivins, Ranger; J. C. Horton, Cisco; J. C. Hudson, Gorman; T. A. Graves, Cisco; L. E. Capers, Gorman; R. W. Gordon, Ranger; J. H. Fleming, Scranton; F. P. Carroll, Gorman; H. S. Bouchillon, Eastland; E. C. Decker, Gorman; E. S. Covington,

MRS. J. M. WEAVER ENTERTAINS  
Mrs. J. M. Weaver and daughter Virginia entertained for their guest, Miss Shirley Smith of Chicago, a raucous evening with a barbecued chicken dinner followed with bridge on the lawn of the Weaver home. The lawn made a pretty picture with its vari-colored electric lights. Miss Rosalie Leslie was awarded a gold vanity as high score prize for ladies. Bobby Garrett was awarded a Japanese cigarette holder as high score for men. Miss Shirley Smith was presented a hand carved leather bag as guest prize. Two consolation prizes were given.  
Those present were: Misses Ada Martin, Elizabeth Garrett, Marjorie Davison, Edna Day, Elizabeth Brelsford, Glenna Gillespie, Geraldine Dabney, Louise Weaver, Ruth Weaver and Bobbie Garrett, Howard Key, Allen Key, Hamilton McRae, George Davison, Karl Tanner, Blair Lewis, Earl Conner, Howard May, Sterling Bacon and honor guest, Miss Shirley Smith of Chicago.

## Jury List For October 13th In 88th Court

The following is the jury list called for service in the 88th District Court for the week beginning Oct. 13: E. H. Hill, Okra; J. E. Coats, Cisco; J. L. Keller, Pioneer; D. W. Rayborn, Carbon; V. H. Chapman, Gorman; S. C. Goodman, Oiden; J. M. Beale, Eastland; J. F. Bennett, Gorman; B. D. Carter, Okra; C. L. Lane, Desdemona; R. H. Birmingham, Eastland; Carl

Ranger; E. C. Jumper, Gorman; Vernon Deffebach, Ranger; A. T. Grace, Pioneer.

## Police Search For Hit-And-Run Driver

DALLAS, Tex., Sept. 2.—Police resumed their search here this morning for an unidentified man who abandoned a stolen automobile Monday night after striking and seriously injuring J. L. Wat-

## New Face Powder Now The Fashion

The skin of youth lies in every box of new wonderful MELLO-GLO Face Powder. The purest powder made—its color is passed by the U. S. Government. No pastiness, flakiness or irritation. A new French process makes it spread more smoothly and prevents large pores. No more shiny noses—it stays on longer—Use MELLO-GLO. Adv.

**WOLF'S**  
FOR LADIES WHO CARE  
Next Door to Post Office

**BROWN BUILT SHOES**  
For Men, Women and Children  
United Dry Goods Stores, Inc.  
Eastland, Texas

**QUALITY Dry Cleaners**  
C. L. FIELDS  
211 So. Lamar

**Now Playing**  
A Merry Musical Mix  
Laughs, Love and So

**JACK OAKIE**  
in "LETS GO NATIVE"  
with Skeets Gallagher, Jeanette McDonald  
—PLUS—  
Spotlight  
CHAMPION MAKER  
Comedy  
HOT AND HOW

Thursday—Cyril Maude in "Grumpy"

# Our advertising

DAY AFTER DAY, as you turn the pages of this paper, you see the advertising of things you need. Food, clothing, home equipment... all the necessities and luxuries that go to make up the fullness of modern living.

Has it ever occurred to you to wonder just how far you could trust these advertisements as reliable guides to the selection of worthy products?

We can answer your question in one broad statement. Any product or service that you see consistently advertised in the pages of this publication is worthy in quality, honestly priced and truthfully presented.

Why? For the very simple reason that to the maker and the seller of an unworthy product, advertising presents the quickest and surest road to failure. To the misrepresented product, advertising brings a sudden and fatal storm of public disapproval. To the dishonest maker, advertising brings a constant public reminder of his dishonesty.

Truth in advertising has come to stay... its use is no longer dependent on the integrity of the advertiser, but on his business ability. Nothing else pays.

And, in addition, the publishers of your paper make every effort to disbar from these columns any advertising that might prove objectionable or unprofitable in any way to its readers.

Read the advertisements here. They offer you a dependable short cut to the kind of merchandise you would select if you spent your day in shopping for it.