

DAY 29, 1933... SPEECH... W. C. H... DEVOTING... REFORMING... OFFICIALS... THE 18th... ENDED... FOR BROTH... FUND... H. R. M... AT OBITU... 25 miles... death notice... years.

**TODAY'S NEWS TODAY!**

# Eastland Telegram

**10c WEEK**  
Delivered To Your Home

UNITED PRESS SERVICE BRINGS LATEST NEWS OF THE WORLD TO TELEGRAM READERS  
EASTLAND, TEXAS, TUESDAY EVENING, MAY 30, 1933

PRICE FIVE CENTS No. 180

## GOOD WILL TRIPPERS GO TO FLATWOOD TONITE

that reminds me...

### May be Next U. S. Envoy to Reich



Robert P. Skinner (above), dean of the United States foreign service and American Minister to Latvia, Lithuania and Estonia, is being urged upon President Roosevelt for ambassador to Germany. Skinner, now in Washington on leave, has been a frequent White House caller.

Judging from all accounts of court procedure in which Frank L. Denison, repudiated appointee of Gov. Miriam A. Ferguson for the office of chairman of the state highway commission figures, the natural assumption would be that Mr. Denison is fighting for a job.

This columnist, having known Mr. Denison for some 23 years and knowing valuable evidence he has in his own community and the quality of his integrity can only construe his action as one in which he would like to know why he should become the target of criticism just because his lifelong friend, Mrs. Miriam A. Ferguson, and her husband appointed him to a public office.

Frank Denison and James F. Ferguson were friends and business associates long before Ferguson entered politics. That friendship has been a sealed pact, neither expecting anything from the other except that loyalty that only true friendship knows.

Frank Denison could have had political favors at any time that he wished them. He never asked them, nor did he expect them. He did not expect to accept them if they were proffered.

If Frank L. Denison were seated as chairman of the state highway commission, the people of the State of Texas could expect nothing but the most efficient and honest service. He isn't the kind of man that needs political assistance for success. He doesn't seek dark corners, nor stoop to intrigue and deceit to filch public money. He is open and above board in everything he does and depends entirely upon his own judgment for the success of any venture. His acts are always an open book.

Perhaps, at no other time was it more essential for the highway commission to have at the helm a man that could be thoroughly depended upon to master the massive problems before it. The recent elections made the highway department a target for one attack after another. The people were staggered at some of the accusations hurled at it.

If the Ferguson's ever made any mistakes in their former appointments to any office, this is one time that they did not. The Ferguson's know Frank Denison not from political alliance for gain, but from the kind of man he is. Frank L. Denison is honest. No one will deny it that ever death with him. Frank Denison is a business man of keen judgment, the kind that it takes to handle the state's biggest job. Frank Denison is not a failure. He is a valuable man, and if the Ferguson's were successful in prevailing upon Frank Denison to accept a political job, then the people of Texas were the fortunate ones.

Frank Denison is the kind of man that almost has to be drafted into public service.

It is unfortunate that such a man should even be questioned as to his qualifications or his integrity and ability to serve the people of this state. Most of all it is unfortunate that politics should enter into the controversy when a citizen, who is worthy, is appointed to the office by any governor. The legislative committee either was ill advised. It failed to heed the sincerity of the man or simply turned him down because he was a friend of the Ferguson's.

The fact that Frank Denison was not generally known over the state before his appointment created a disinterested public in sections other than his own territory of business activities. If the people of the state knew Frank Denison but ever went out of Eastland High school, introduced K. B. Tanner, who presented the diplomas, calling each graduate to the front, by name, upon receipt of diploma, swam the tassel on the cap from the left to the right side, indicating their completion of the course.

In addition to boxing, the bill also places wrestling under the same supervision and the same law.

### GRADUATION EXERCISES DRAWS CROWD

The High school auditorium signalled standing room only Monday night, the big night for the 1933 graduating class of Eastland High.

Principal W. P. Palm, Rev. J. T. Wilson, Rev. C. W. Lipsey, Superintendent P. B. Bittle, James Horton, president Rotary club, K. B. Tanner, president school board and Horace Condeley, officer of Lions Club, were grouped on opposite sides of stage.

To the inspirational strains of the "Processional" march, from the Prophets, by Meyerbeer, played by the Eastland Band, directed by A. J. Campbell, the students in cap and gown, marched down either side of the auditorium, girls in one aisle, and boys in other, to the stage, crossing to their assigned tiers.

Invocation was offered by Dr. Wilson. The salutation by Richard White was a fine greeting, given in a dignified and pleasing manner.

Raymond Lovett was heard with pleasure in a trumpet solo, with accompaniment by the band.

The historian, Richard Pentecost, handled her subject in a novel fashion, in giving the history of the old high school, and the present new one.

The "Prophecy," by Estes Burgamy was a clever stressing of what would happen to the schools, if Texas weren't paid.

The valedictorian, Florence Perkins, presented a clear treatise developing with fine reasoning, what the university means to the student, indicating that it is practically a clearing house for ideas and ambitions and helps the student to form his determination concerning his future work and ambition.

The Rotary award, to the best all around student in Junior High was presented Edith Rosenquest.

### TWO ATTACK ACCUSER IN MURDER TRIAL

Say He Won't Testify "After We Are Through With You."

HILLSBORO, Texas, May 30.—Martin Kitchin, star witness for the state in the trial of Raymond Hamilton, Dallas hoodlum, accused by indictment with the murder of John Bucher, Hillsboro merchant, was found on a lonely road near here today.

He had been assaulted by two men, who warned him he would never appear in court "after we are through with you."

Kitchen was kidnaped late last night. Two boys walking along the country road discovered him. A handkerchief had been stuffed into Kitchen's throat. His arms and feet were bound with barbed wire.

The witness was nearly strangled and his arms and feet were cut and bruised by the barbed wire. Kitchen said the ruffians accosted him as he was walking in the business district of Hillsboro. The men threw him into the back seat of an automobile, drove hurriedly to a point eight miles west of town, where they stopped the car, dragged the witness from the back seat and began beating him.

After beating him, Kitchen said, the men rolled him on the ground and wrapped barbed wire tightly around him.

Both men testified at the first trial of Hamilton, held two months ago, that Hamilton resembled the man who visited the store the afternoon before the shooting.

### CONVICTS IN MUTINY; MAKE THEIR ESCAPE

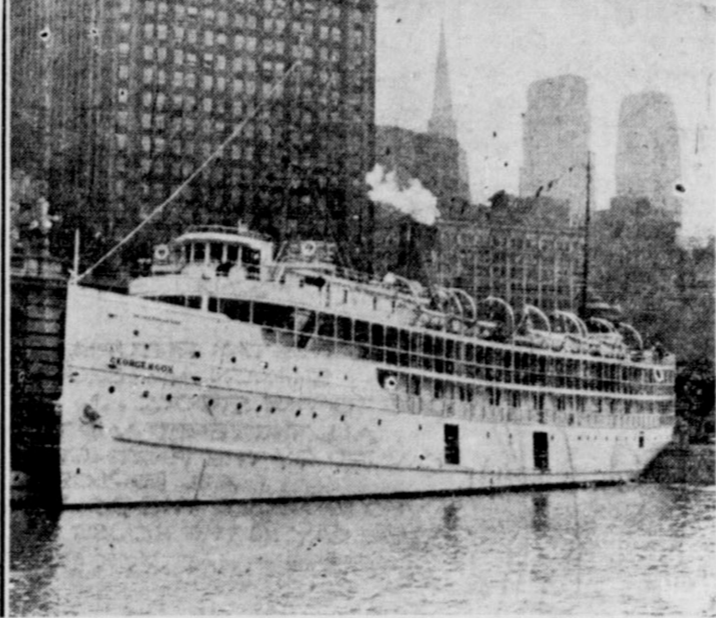
LANSING, Kan., May 30.—Eight convicts mutinied at Kansas state penitentiary today, kidnaped the warden and two guards and escaped on a wild rampage of terrorism west of here.

They intimidated Memorial Day pilgrims to a cemetery, stole their automobiles, then split up, one group kidnaping a woman and two girls.

The woman and two girls were used as shields in the flight.

The second group similarly employed the warden and guards, whom they forced to ride on the running board of their car as part of their campaign against the pursuers.

### Sinks After Hitting Isle Royle Reef



The passenger steamer George M. Cox, plying between Chicago and Port Arthur, Ont., which went down after going aground on Rock of Ages reef on the western end of Isle Royale in Lake Superior. The survivors reached the island, and it is reported that no lives were lost, although several were injured. This photo was made as the ship left Chicago May 24 on its last voyage.

### MEMORIAL DAY IS OBSERVED

This morning flags and flowers were placed on the graves of the 62 soldiers who are buried in the Eastland cemetery. This act of tribute to those departed was performed by Ed T. Cox and his flag committee and the Camp Fire Girls in charge of the flowers, together with others who were at the cemetery for this purpose.

Flags were displayed in front of all business houses in Eastland as an additional mark of respect. A beautiful wreath was placed on the soldier's memorial fountain at the corner of the courthouse lawn by Mrs. Beulah B. Connelley, chairman of the soldier's memorial committee of the Civic league.

Following this Sam G. Thompson, pastor of the Methodist Church, offered a brief prayer and the Camp Fire Girls sang "America." Taps sounded by a member of the Boy Scout troop closed the program at this point.

### Relief Committee For the County to Meet Wednesday

A meeting of the county-wide relief committee has been called of the Chamber of Commerce at Eastland. The call was made by J. E. Spencer of Cisco, chairman of the county relief committee.

It is understood that the purpose of the meeting is to discuss canning. There are many people over the county who are producing large quantities of fruit and vegetables but are not able to finance the canning operations.

### Cotton Raising Promises To Be More Profitable This Season

DALLAS.—It may be King Cotton's comeback this year. Rising prices, a seller's market and economies of operation points towards a profit-making year for cotton planters, a United Press survey disclosed today.

Unlike cattlemen, who likewise stand on the brink of a money-making year, the profits will not be split among general farmers. Cattle and hogs are being raised as a sideline by many farmers who anticipate profits this year. But cotton for the most part, is grown by planters who consistently make it their major crop.

### HOUSE URGES A VOTE UPON SUBMISSION

AUSTIN, May 30.—The house today called upon the state democratic executive committee to secure in the next session an appropriation in the next state primary election on whether they want state prohibition repeal submitted. The resolution making the request passed 82 to 31. It was drafted by Rep. Weaver Moore of Houston, whose resolution to submit repeal at this session failed to get the necessary 100 votes.

The next democratic primary will be in July, 1934. If submission and repeal is favored then, the legislature meeting in January, 1935, can submit the proposal constitutional amendment.

### NEW SPEED KING

Louis Meyer, who won the annual 500-mile race at Indianapolis today with an average time of 104.1 miles an hour. Two were killed and five injured in the running of the Memorial Day race when cars hurtled over the retaining wall.

### LOUIS MEYER IS WINNER AT INDIANAPOLIS

INDIANAPOLIS, Ind., May 30.—Louis Meyer of Highgate, Calif., today won the Memorial Day 500-mile speed race with an average time of 104.1 miles per hour.

The second fatality of the day occurred when Jordan, whose car jumped the training wall, died of his injuries. This brought the fatalities to two, with five injured.

### Mrs. Chas. Norton Died Saturday At Dayton, Tenn.

Word has been received here that Mrs. Charles G. Norton, formerly of Eastland and Ranger, died at the family home in Dayton, Tenn., Saturday, May 27.

### Relief Work Here Is Temporarily Closed; No Funds

The relief work in Eastland will close temporarily today on account of a lack of funds. The May allotment has not been received at the Eastland office say the officials in charge. However, they express the opinion that it will only be a few days until more funds will be available and the work can be resumed.

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### Most Utilities Bills Failed To Pass This Session

AUSTIN, May 30.—Sen. E. J. Blackett of Victoria has challenged the political might of the big gas companies operating in Texas, since the legislation box score shows at least 90 per cent of legislation affecting them was struck out in the house or senate.

Senator Blackett predicted their political influence will be a major issue in the next campaign.

Rep. Charles R. Tennyson of Wichita Falls followed this up with the declaration that the gas companies had so many lobbyists and emissaries here during the session that some of them were detailed solely as "secret scouts."

Both lawmakers wrecked their belief the ruthless wrecking of bills for relief concerning gas rates will bring a flareback in future sessions of the legislature.

Tennyson had two bills passed by the house which died in the senate. One abolished the \$6 per year "ready to serve" charge added to the gas bills of domestic customers, and aggregating \$180,000 a year before the first cubic foot of gas is burned. This was reported favorably in senate committee.

Rep. Cecil Lotief secured final passage in the house of a bill which he said was aimed at the "most flagrant cases of rate discrimination. He drew a map of Eastland, Abilene and half a dozen towns in Eastland and Callahan counties, where within a few miles of each other rates ran from \$1.50 for the first thousand feet per consumer where there was no competition, as at Eastland, to 25 cents per thousand, as at Rising Star, and 67.5 cents at Abilene.

He proposed to stop rate-cutting for the purpose of creating a monopoly. His bill was killed by the senate state affairs committee.

Senator Blackett tried in vain to have the senate comply with petition of the house in including the gas pipe lines, which he pointed out made even greater profits than the oil pipe lines, with oil pipe lines under the intangible tax law.

His bill to provide greater funds for state audit and valuation to determine their earnings as a basis of rate revision was killed.

A house bill to require the companies to use the same valuations for rate and tax assessment purposes never got to a vote. It was shown that one company rendering its property for about \$4,000,000 sets up a valuation on which it asks the state to allow rates for a "fair return" in excess of \$60,000,000.

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### START FROM COURTHOUSE AT 7:30 P. M.

Large Number of Cars Are Needed To Carry The Band and Others.

The first of a series of good will trips to be made to rural districts in the Eastland trade territory by merchants of Eastland will be made this evening when a group of business men accompanied by the Eastland band will go to Flatwood where a program will be given.

It could not be learned at noon today just how many cars would make the trip to Flatwood but a large number was assured. Those going and driving cars are requested to take as many of the band boys as they have room for. The party is to assemble on the east side of the courthouse and leave at 7:30 this evening for Flatwood.

Following is the program to be rendered at Flatwood: Band concert by Eastland band (outside). Music by Eastland String Band (inside). Music at Home Talk, J. C. Patterson.

Guitar and Vocal Song, Delmer Donaldson. Readings and Dance, Miss Muirhead. Sleight of Hand Performance, Geo. Parrack.

Merchandise prizes given away to Flatwood residents. Music by Stringed Band.

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Word has been received here that Mrs. Charles G. Norton, formerly of Eastland and Ranger, died at the family home in Dayton, Tenn., Saturday, May 27.

For many years Mr. and Mrs. Norton and family resided in Ranger where Mr. Norton was editor of the Ranger Times and Mrs. Norton was society editor on the paper. They later moved to Eastland where they were editor and society editor respectively of the Eastland Tribune.

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Reports indicate that the federal authorities have already made the appropriation for Texas for June. While the Eastland officials have not been advised as to when they might expect the money from this allotment, they are confident that it will not be many days.

In the meantime Alex Clark, who has been in charge of this work, will continue his efforts to line up projects on which the work can be done later.

Ernest Wood had been very ill for several days, from blood poisoning supposedly contracted when he killed and skinned a rabbit. Mr. Wood had a cut on his hand at the time, and it is thought contracted poison by infection.

Advertisement for 'THREE GUESSES' featuring a car and 'INVIRILE' with a portrait of a man.



FRANK A. JONES AND E. HINRICHS, Publishers EASTLAND TELEGRAM

Member Advertising Bureau — Texas Daily Press League Member of United Press Association Published every afternoon (except Saturday and Sunday) and every Sunday morning.

NOTICE TO THE PUBLIC:

Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation which may appear in the columns of this paper will be gladly corrected upon being brought to the attention of the publisher.

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

Entered as second-class matter at the post office at Eastland, Texas, under Act of March, 1879.

SUBSCRIPTION RATES:

Single copies . . . . . \$ .05 One year . . . . . \$ 5.20 One week . . . . . \$ .10 Six months . . . . . \$ 2.60 ALL SUBSCRIPTIONS PAYABLE IN ADVANCE

UTILIZE THE OLD HIGH SCHOOL GROUND

For several years the people of Eastland have been wondering what good use could be made of the old high school ground. Several suggestions have been made which, if grouped, and put into execution, would convert this into a most useful spot.

Here are some of the things Eastland needs: a well-equipped fair ground; a market place for country produce; a better football field; a track suitable for holding the county interscholastic meets and a tabernacle for holding out-door meetings in the summer.

It is possible that the old high school ground could be utilized for all these purposes. Some of our progressive citizens have thought out a scheme whereby all of these can be combined on this one plot of ground by using R. F. C. funds to finance the project. The advantage of the proposition is that the structures can be used for various purposes. Stalls, pens and hutches for the live stock at the fair could, likewise be used for the market set up. Grand stands for use for one occasion could as well be used for all events and it is not impossible for them to be constructed in such a way as to be utilized for out-door public meetings.

Here is a proposition that the business leaders of Eastland can well begin to consider. Think of the location, almost in the heart of the business section, which would be to the advantage of business and a convenience for the crowds. Action should begin at once to convert this idea into a reality.

PINCHOT ASKS TWO JUDGES TO RESIGN

Governor Pinchot of Pennsylvania has called upon two of the judges of that state's supreme court to resign because they were among those persons who were permitted by the J. P. Morgan banking interests to buy securities at less than current market prices. The governor asserted that judges who take favors from interests which are certain to have cases before them have utterly disqualified themselves. If officials in such positions are thus affected by favors so gratuitously conferred by this financial institution, what would be the affect on those holding high official positions in the nation? That is a question that is uppermost in the minds of many of the country's thinkers. However, this is a question that time can answer and not much time should be required. If the practice is bad for the state official, it is worse for the national official.

DID YOU EVER STOP TO THINK

By EDSON R. WAITE, Shawnee, Oklahoma

L. C. SNYDER, advertising director of the Seattle (Wash.) Times, says:

"In today's world, fast-moving and chameleon-like, the newspaper, chronicling events as they occur, is a vital, necessary part of human progress. Toward the newspaper men and women alike turn for current information covering the happenings of the social and business sides of life. Instinctively as the years have passed they have come to recognize in advertising, as well as the editorial content of the newspaper, news of vital importance to their continued happiness.

"Each year brings changes to each city; children are born and people die; others grow to maturity taking up the burden where their predecessors have halted. Many of these new masters and mistresses of the households of the city are shopping for the first time. They have open minds and their habits of the future are in the making. Because youth is more demanding they will not accept without question the precedents laid down by their fathers. They will search and find for themselves the products they will use in their homes, the food they will consume, and the clothes they will wear on their backs. To these young people and to those people who are not habit forming, who do not return naturally to the store where they purchased before—and there are many of them—and to those who have been dissatisfied with the service received elsewhere and wish to make a change, the message of the merchant of today must be told.

"No better medium than the newspaper in which to speak to each of these classes can be found. All have a common interest in the newspaper; it chronicles for each some event or series of events that to that individual is all important. No other medium for advertising is so all-embracing; no other medium offers a potential market so large within a national shopping area where a definite interest guarantees the 100 per cent attention of each person contacted.

"The advertising message of today should be placed with the news of today."

There are many things apart from propaganda and a bellicose spirit that start our politicians to war upon each other. How much of it is true is impossible for the public to judge, but anyway it goes they are trying to satisfy popular clamor for this or that, whether it be right or wrong.

THE HOUSE OF MORGAN

Cartoon titled 'THE HOUSE OF MORGAN' showing a man with a top hat and a large bag of money. Text includes: 'THIS IS THE HOUSE THAT JACK BUILT. THIS IS THE DOUGH THAT LAY IN THE HOUSE THAT JACK BUILT. THESE ARE THE PARTNERS, ALL FORLORN, WHO HANDLED THE DOUGH THAT LAY IN THE HOUSE THAT JACK BUILT. THESE ARE THE STOCKS, ALL TATTERED AND TORN, OWNED BY THE PARTNERS, ALL FORLORN, WHO HANDLED THE DOUGH THAT LAY IN THE HOUSE THAT JACK BUILT. THIS IS THE TAX RETURN, SHAVEN AND SHORN, DUE TO THE STOCKS, ALL TATTERED AND TORN, OWNED BY THE PARTNERS, ALL FORLORN, WHO HANDLED THE DOUGH THAT LAY IN THE HOUSE THAT JACK BUILT.'

THURBER

By URAINE IRVING

THURBER, May 30.—Mr. and Mrs. George Studdard and George attended graduation exercises at Strawn Friday night.

Miss Dorothy White, Laurine McKinnon, Crystal Harwood, Anita McHarg, Louise Morgan, Louis Marrs and Elmer and Lloyd Boggs attended the dance at Strawn Friday night.

Mr. and Mrs. P. W. Morrison and children have moved to Breckenridge where they will make their home.

Mrs. Roy Miller and children, Elroy and Bobbie, are visiting in Fort Worth this week.

Juanita Chestnut of Strawn was in our city Thursday.

Mr. and Mrs. Homer Blackwell spent the week-end in Ranger.

Joe Campbell, who has attended Ranger high school this term, is home for the summer.

Miss Flora Livingston and Ikey Baldridge, who attend John Tarleton college at Stephenville, are home for the summer.

Mrs. Mark Livingston and Mrs. Odell Booth were Stephenville visitors Friday.

Dutch Tucker of Mings visited in our town Sunday.

Isa Lee Ramplly of Bluffdale is visiting Mr. and Mrs. Clarence Davis this week.

Mr. and Mrs. Brand Pipes and children are visiting in Hobbs, N. M., this week.

"Slick" Meredith has returned to our city after a visit in Fort Worth.

The Baptist revival meeting, which started May 25, is coming along very nicely. Rev. Bradford of Dublin is holding the meeting. There is plenty of good music and good preaching. The young people's prayer service and the adult prayer service is held every night at 7:30. Preaching begins at 8 o'clock. Everyone is cordially invited to attend these services.

Mrs. Zeff Autrey and Shirley Faye spent the week-end at Cisco with Mr. and Mrs. Alpha Clark.

Mr. and Mrs. Jess Havens of McCamey visited Sunday with Mr. and Mrs. Bill Havens.

Mrs. James Kerr of Strawn is visiting at Mrs. Ross Bell's.

Miss Pattie Fenner of Weatherford visited last week with Mr. and Mrs. Dixie Fenner.

Mrs. Lewna Bell of Baird visited Sunday with her parents, Mr. and Mrs. W. C. Rigby.

Misses Emilean and Mary Fern Huckabee of Cleburne and B. F. and Mildred Turner of Stephenville visited Rev. and Mrs. D. D. Tidwell Sunday.

Green Bridges and family visited Mrs. A. J. Vaden Sunday at Gordon.

THIS CURIOUS WORLD

Illustration of a man on a bicycle. Text: 'The SKUNK CABBAGE PLANT HAS A TEMPERATURE, AND MELTS ITS WAY UP THROUGH THE SNOWS OF EARLY SPRING!' 'The STEPHENS... IN 1884-86, TRAVELED AROUND THE WORLD, AND COVERED THE LAND AREAS ON A HIGH WHEEL BICYCLE! HE WHEELED A DISTANCE OF 15,500 MILES!'

WHEN THE MEXICAN OIL WELL, POTRERO DE LLANO NO. 4, CAME IN, OIL FLOODED THE SURROUNDING COUNTRY. A FORTY FIVE ACRE AREA WAS WALLED UP AND A CRUDE-OIL LAKE CONTAINING 125,000,000 GALLONS WAS FORMED. . . . JANUARY, 1910. . . . \$29

POTRERO DE LLANO NO. 4, one of the largest oil wells ever brought in, was located between Tampico and Tuxpan, Mexico. It produced a total of 8,000,000 barrels of oil in the first 90 days of its operation. Much of the first flow was wasted, for the oil gushed forth unexpectedly at the enormous rate of 125,000 barrels a day. Twenty-five hundred men worked feverishly to build the walls of the lake reservoir.

HOOKE and SLIDES BY BILL BRAUCHER

About Ed Leader THERE is no Poughkeepsie regatta this year—making it like a horse-racing year without a Derby—but more crews are rowing than perhaps in any other year since the War. Yale's big Derby Day on the Housatonic, the Pacific regatta at Olympic Stadium and a score of intercollegiate jousts testify to the number of strong backs still bending.

Football Star ED, who has done as much for eastern rowing as the Ten Eycks or the Glendons, came near not being connected with the sport at all. At Washington he rowed under Hiram Connbear, who developed the rowing system now generally used throughout the United States.

Through with school, Ed hung out his law shingle and waited for a suit to come along. But in 1917 Connbear was killed in a fall from a tree in his orchard. Washington asked Leader to take over rowing.

Leader took his crew to Poughkeepsie for the first and only time in 1922, and gave the Navy's Olympic championship team the tussle of its life. The next year he went to Yale.

Bats 1,000 FROM 1912 to 1927, Leader's Yale crews did not lose a var-

ANSWERS

ANSWERS to today's THREE GUESSES. TOMMY MILTON won TWO of the 500-mile grinds. Sketch shows BENITO MUSSOLINI. LINL Invincible means UNMANLY, EFFEMINATE.

Seagulls Saved Mormans From Horde of Hoppers

By GEORGE D. CHRISSEY United Press Staff Correspondent SALT LAKE CITY, Utah.—A monument to the memory of seagulls and a deep affection for the birds hovering over the waters of Great Salt Lake are two decidedly different characteristics of this community.

The seagull monument stands in the center of the Mormon tabernacle grounds. Three sides tell the stories of crop planting, the threat of starvation and finally of harvesting. On the fourth side is a plaque bearing the following inscription: "The seagull monument, erected in grateful remembrance of the mercy of God on the Mormon people."

Long ago, when Mormons had to be self-sufficient, or starve, ripening crops were threatened by a grasshopper horde. A virtual cloud of the insects appeared, devouring every green thing in sight. Suddenly flocks of seagulls came. They were hungry and feasted faster on the grasshoppers than the hoppers did on the crops. The gulls won. Crops were saved. The threat of famine disappeared. Hence the monument.

Cotton Raising

(Continued from page one) to farmers in Arkansas, Alabama, Louisiana, Georgia, Mississippi, Oklahoma, Texas and other cotton growing states last year. An Arkansas authority said if present prices are paid Arkansas at harvest time this fall they will represent a profit of \$11,000,000 in excess of what was paid for the 1933 crop. Similar rewards for farmers in other cotton growing states are foreseen.

Briefly reports to the United Press from cotton raising sections are: Arkansas—Planting has been delayed two to three weeks but good weather now promises to give planters a chance to catch up with their work. There is much diversified farming, cutting down living and farming costs. A levee 25,000 acres of rich cotton land broke near Newport inundating which was in seed. Conservative estimates are that the present crop will be grown at one-third the cost of the 1931 crop.

Memphis (Reporting for Tennessee, Mississippi and Eastern Arkansas)—Planting has been hindered by flood waters of the Mississippi and tributary streams but farmers hope to be able to plant by June 15 and still make a crop. Probably 50 per cent of the crop is in normal condition. The estimated acreage increase of 8 per cent in this area conforms to the estimated United States' Cotton acreage increase. Diversification is practiced but a shortage of feed crops is seen. Fertilizer sales lag but in North and South Carolina and Georgia sales are reported good. A recent report showed the 14 cotton producing states had increased their government seed loans by \$5,500,000 over last year.

New Orleans (Reporting for Lower Mississippi Cotton Belt)—The crop is practically all planted and best reports indicate substantial acreage increases due chiefly to more federal crop loan funds available.

Atlanta (Reporting for Eastern cotton states)—Planting is complete except in the northern extremity of the belt. The acreage increase is due largely to availability of government funds. However, parts of the cotton lands are being turned over to other major crops and devoted to feed and fodder crops for farm home and barnyard consumption. South Georgia and particularly South Alabama are leading in diversified farming. The tobacco crop in South Georgia is increased.

Oklahoma—H. B. Cordell, president of the state agricultural board, is authority for the statement that cotton acreage has increased 10 to 20 percent with feed and fodder acreage about normal. Sufficient credit is available but farmers are cutting the corners and many have not used much fertilizer. A holdover of approximately 25,000 bales is in the farmer's possession.

Less Suffering After She Took Cardui

"Periodically I have a dull ache in the lower part of my back," writes Mrs. Ruth Hill, of Charleston, W. Va. "I get real dizzy, my head swims, and I have a weak, 'gone' feeling that keeps me from doing my work well. I have found that taking Cardui prevents this. It has been greatly benefited from its use."

When womanly aches and pains are due to a weak, run-down condition, take CARDUI. Sold at the drug stores here.

BRITISH ISLAND

BRITISH ISLAND crossword puzzle grid with clues for horizontal and vertical words.

Behind the Scenes in WASHINGTON WITH RODNEY DUTCHER

WASHINGTON, May 30.—Despite the relatively long delay in bringing out the industry control-public works bill, everyone in the administration concerned with this measure expresses grim determination to get it into operation at the earliest possible moment.

Signs of improvement in business may be visible, but the figures that receive most attention in Washington these days are those showing the trend of employment and purchasing power. To date the only reliable figures available show that this trend is continuing downward and past experience indicates that the next two or three months will fall well under the previous low for all time unless something is done about it.

That's why the administration wants its \$3,300,000,000 public works program and its plan for fixing a bottom for restoring wages—purchasing power and employment to start immediately.

The April figure for manufacturing employment was 56 as against 57.5 for February, a loss of nearly 3 per cent. The payroll index shows a decline from 36.4 to 34.9, or more than 4 per cent. These declines are distinctly larger than the average decrease in that two-month period.

Worse still, the months of May, June and July customarily show further marked drops in both manufacturing and most non-manufacturing industries. Last year there were successive declines of about 4 per cent in each of the months of May, June and July, with no pickup until August.

The fact that employment and payrolls increased in April over March was misleading by itself, since the increases by no means offset the sharp drop in March, which was accentuated by the bank holiday, and left the situation—statistically at least—worse than before.

What the administration wants is a definite increase in a month which in other years has shown a decline. That will be about the first fairly reliable indication that a bottom has been reached—and even boosted back a bit.

Federal figures for non-manufacturing industries are not as complete, but they aren't any more encouraging. The April pickup after the bank holiday showed employment increases for two-thirds of some 90 separate manufacturing industries covered and for only half of the 16 non-manufacturing industries reporting.

The Hoover administration used to have various figures as to the amount of employment created by given sums of public works expenditures. Experts of the Roosevelt administration, speaking in terms of purchasing power, now estimate that of every dollar so spent 75 cents goes directly or indirectly to labor.

That would mean \$2,475,000,000 from the public works bond issue now planned—a sum which would employ 1,650,000 men at \$30 a week for a year if it were all to be expended.

Dallas—The progress of the cotton crop is planted in the eastern half of Texas, with Central Texas about 40 per cent chopped out and Northeast Texas about 25 per cent. Rain has hindered planting and cultivation in many sections of the state.

ON WEDNESDAY afternoon the Humble Company will completely empty Humble Gasoline tanks at all Humble Service Stations. This is a necessary step in the further development of Humble service: An important announcement in evening papers Wednesday and morning papers Thursday will tell you why.

HUMBLE OIL AND REFINING COMPANY



### Predatory Animal Control War Makes Good Headway

By United Press  
SAN ANTONIO.—April figures of the Texas Uredatory Animal Association indicate the war against coyotes, wolves, and mountain lions is making good headway.

An army of 77 men captured 14 bobcats, 986 coyotes, 51 red wolves and three mountain lions for a grand total of 1,194 animals during the month.

Webb county in Southern Texas gave up the largest number of animals with 81 bobcats and 498 coyotes and one mountain lion. Sallis county was next with 23 bobcats and 58 coyotes.

Individual trapping honors went to A. C. Parker who caught one bobcat and 87 coyotes, Bert Johnson second with 13 bobcats and 74 coyotes to his credit. H. Baker's catch was one bobcat and 68 coyotes.

In the red wolf area W. S. Hall with a catch of two bobcats and 11 wolves. W. H. Batey in Guadalupe county trapped 10 wolves, with Earl Henning, Reagan county, capturing seven.

The outstanding feat of the month occurred April 28 when J. S. Childers caught an outlaw wolf in Jasper county after trailing it four years. The animal had been caught three times before, but always had managed to regain its liberty.

Ray Brotherton, Val Verde county, J. E. Hearn, Webb county, and Bill Smith, working in Jeff Davis and Reeves counties, captured one mountain lion each. Hearn and Smith also catching a sizeable number of bobcats and coyotes.

R. H. Black of Ward county and the West Texas contingent with a total catch of 60 predatory animals—one bobcat and 59 coyotes. E. M. Wallace, in Winkler county, took 45 coyotes, and Ross Graves, Loving county, captured 40.

The association has received many letters from farmers commending its trappers for their effective work in ridding the country of these menaces to poultry and livestock.

**RARE FLOWER FOUND**  
COLUMBUS, Neb.—A rarity of the flower world, a tulip with four blossoms on a single stem, was found in her garden here by Mrs. M. A. Stenger.

**SPECIAL RATES**  
STUDENTS  
PARENTS  
TEACHERS  
and their  
West Texas  
FRIENDS

**World's Fair**  
CHICAGO  
1933

It is doubtful whether this generation will ever have another opportunity to witness anything so equal the Chicago Century of Progress.

**PLAN NOW TO GO!**  
4 GLORIOUS DAYS IN CHICAGO  
Leave Eastland on the famous Sunshine Special 11:10 A. M. Sunday, June 11

**COST**  
Including Round Trip Railroad Fare; Round Trip Pullman and occupying sleepers during four-day stay in Chicago.

Adults 5 to 12 Yrs. of Age  
1 Person in Upper \$33.50 \$23.00  
2 Persons in Upper \$31.25 \$20.75  
1 Person in Lower \$39.25 \$28.75  
2 Persons in Lower \$34.25 \$23.75

**OFFICIAL ROUTE**  
The Texas and Pacific Railway—Missouri Pacific Lines—The Alton Railroad, via St. Louis.

**PLAN NOW TO GO!**  
A special booklet has been prepared, giving complete details and information on this World's Fair Tour. Write or phone . . . G. B. SANDEER, Cape Simmons University, ABILENE, TEXAS, Phone 8631

**DOWN TOWN OFFICE**  
Week's Drug Store  
Hilton Hotel  
Abilene, Texas  
Phone 4341

**FREE BOOKLET**

### OUT OUR WAY



### The Newfangles (Mom 'n' Pop)



### BASEBALL FRECKLES AND HIS FRIENDS—By Blosser

TEXAS LEAGUE

Club	W.	L.	Pct.
Houston	31	16	.660
Galveston	26	22	.542
San Antonio	26	22	.542
Tulsa	22	21	.512
Beaumont	22	22	.500
Dallas	21	25	.457
Fort Worth	20	26	.435
Oklahoma City	17	31	.354

Yesterday's Results  
Fort Worth 4, Dallas 3.  
Oklahoma City 3, Tulsa 1.  
San Antonio 3, Houston 2.  
Beaumont 7, Galveston 5.

Today's Schedule  
Fort Worth at Dallas.  
San Antonio at Houston.  
Galveston at Beaumont.  
Tulsa at Oklahoma City (2).

AMERICAN LEAGUE

Club	W.	L.	Pct.
New York	23	12	.657
Washington	23	16	.590
Philadelphia	19	16	.543
Cleveland	21	18	.538
Chicago	19	17	.528
Detroit	15	22	.405
St. Louis	15	24	.385
Boston	13	23	.361

Yesterday's Results  
No games scheduled.

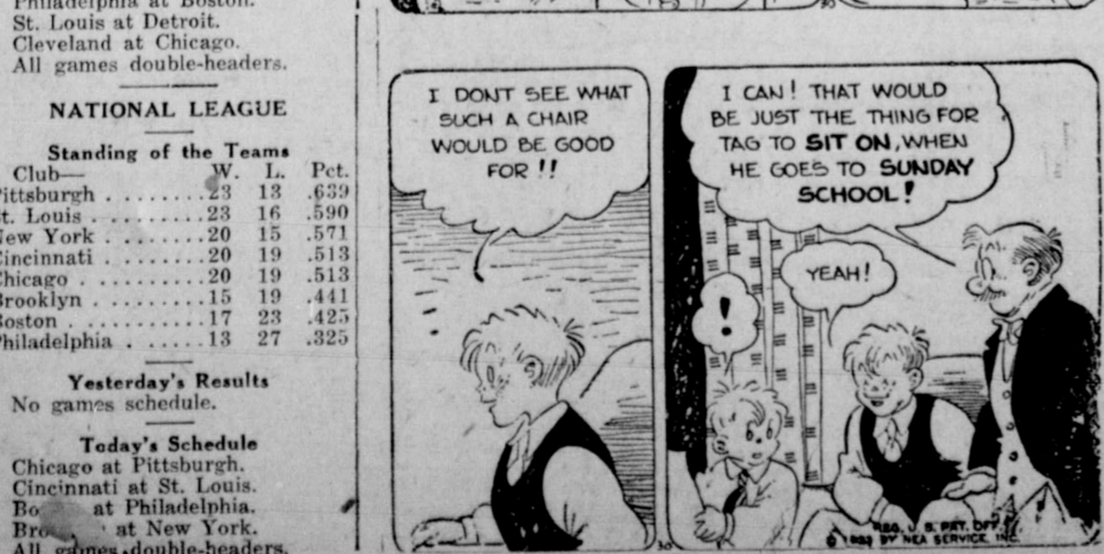
Today's Schedule  
New York at Washington.  
Philadelphia at Boston.  
St. Louis at Detroit.  
Cleveland at Chicago.  
All games double-headers.

NATIONAL LEAGUE

Club	W.	L.	Pct.
Pittsburgh	23	13	.639
St. Louis	23	16	.590
New York	20	15	.571
Cincinnati	20	19	.513
Chicago	20	19	.513
Brooklyn	15	19	.441
Boston	17	23	.425
Philadelphia	13	27	.325

Yesterday's Results  
No games scheduled.

Today's Schedule  
Chicago at Pittsburgh.  
Cincinnati at St. Louis.  
Boston at Philadelphia.  
Brooklyn at New York.  
All games double-headers.



### Nazi's Arrival Sets Off Riot



More than a thousand Communists battled police for a chance to hoot at Hans Weidemann, Germany's spokesman at the Chicago Century of Progress Exposition, when his liner docked in Brooklyn, N. Y. But police had taken Weidemann off on a tug. Here is the Hitler agent upon his arrival. He insisted Hitler propaganda was no part of his mission.

### Texas Geographic Society Is Formed

By United Press  
DALLAS.—Organization of the Texas Geographic Society has been completed here with election of officers and directors.

Members said the purpose of the new society is "to study Texas geography, disseminate geographical knowledge and to establish lectures and courses and publish a magazine to popularize Texas geography."

Dr. Robert T. Hill, former chief geologist of the United States Geological Survey, was elected president.

### Adjournment Delay Has Cause

By United Press  
AUSTIN.—The unwillingness of the house of representatives to fix a certain day for adjournment of the 43rd legislature was not, as some thought, a desire to stay on at \$5 a day. It was born of past sad experiences.

Experience has been that when a definite time to quit is set, the senate sits tight and forces the house to accept higher appropriations, or force a special session.

# DARLING FOOL

BEGIN HERE TODAY  
MONNIE ODARE, beautiful and young, sails for Europe with her old friend, MISS ANSTICE COREY, to try to forget DAN CARLIGAN who Monnie believes has jilted her for SANDRA LAWRENCE, in New York before sailing Monnie encounters ALTHEA MACKENZIE, a middle-aged man of wealth. She meets him again on the boat and he obviously admires her.

Monnie is poor and the trip is a Cinderella adventure for her. Back home she has left her mother, sister, and two brothers, CHARLES EUSTACE, handsome newcomer to town, sends her orchids and comes to see her off at the station.

White Sandra, at home, is taking advantage of Monnie's absence to try to win Dan from her. Monnie is in London where Mackenzie showers her with attentions. They go to dine one night and he starts her by proposing that she return to America when he does.

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THERE'S MANY A DOLLAR SAVED EVERY DAY IN THE EASTLAND TELEGRAM

Dollars are saved by both buyer and seller... for Telegram Want-Ads form such an economical market for the exchange of goods and service that everyone profits. Turn to the Want-Ad section NOW!

PHONE 601



# Local--Eastland--Social

OFFICE 601      TELEPHONES      RESIDENCE 288

## CALENDAR TONIGHT

Young Women's Association, Baptist church, Mrs. L. J. Lambert, hostess at residence, 7:30 p. m.

Spencer Kindergarten, operetta and commencement exercises, 8 p. m., High School auditorium. Public invited.

## WEDNESDAY

Presbyterian Sunday school, breakfast 6:00 a. m., at Lake Trianon, Olden. Meet at church for trip.

Boys and Girls World Club, 9 a. m., Booster classroom, Methodist church. Mrs. Fred L. Drago, leader. Mrs. Earl Bender, assistant.

Book club, Mrs. Harry Porter, hostess. Luncheon 1:00 p. m. Annual election of officers.

Public library, 2:00 to 5:30 p. m., Community clubhouse.

Alpha Delphin Chapter, 3:00 p. m., residence Mrs. N. N. Rosenquest, hostess. Installation of officers.

Eastern Star, 8:00 p. m. Installation officers. Masonic Temple, open meeting.

Prom and Dance, J. R. McLaughlin residence; Keith McLaughlin and James Pipkin, co-hosts. 8:00 p. m.

**Church of Christ Bible Class**

The Bible class of the Church of Christ held their session Monday in the church classrooms, and heard a fine lesson taught by Mrs. Loretta Herring, on the Romans, developed in splendid fashion.

The meeting opened with the song, "I Need Thee Every Hour," led by Mrs. Elmer Hurley.

Prayer was led by Mrs. Guy Sherrill, and the meeting was dismissed by Mrs. J. R. Crossley.

Each member is asked to bring cookies to the meeting in the church next Monday afternoon.

These supplies will be packed and sent to Boles Orphan Home.

Those present: Meses. Percy Harris, J. R. Crossley, Ira L. Hanna, Loretta Herring, Elmer Hurley, Guy Sherrill, Bud Coplen, B. E. Roberson and N. K. Pratyck.

**Beethoven Junior Music Club**

Mrs. A. F. Taylor, the director of the Beethoven Junior Music club entertained the club delightfully at her home on South Seaman street, Monday afternoon, on the occasion of the last meeting for this season.

The session was opened by Jeanne Johnston, retiring president, and the election of officers was held.

Resulting: Ruth Agnes Harrell, president; Marzelle Wright, vice president; Hazel Randolph, secretary; Frances Lane, assistant secretary; Joyce Newman, reporter; Jeanne Johnston, critic.

The Year Book committee was appointed: Josephine Murphy, Ruth Agnes Harrell, and Jeanne Johnston.

A delightful afternoon followed when a number of novel games were enjoyed, intermingled with interesting contests.

The hostess served an attractive plate of ice cream, coconut cake and iced tea with mint and lemon, with flowers for plate favors.

Bouquets of flowers adorned all the rooms for this pleasant occasion attended by Frances Lane, Fay Tucker, Joyce Newman, Josephine Murphy, Hazel Randolph, Catherine Carter, Anna Jane Taylor, Nell Ruth Kellett, L. G. Tucker, Jeanne Johnston, Marzelle Wright and Ruth Agnes Harrell.

**Women's Missionary Society Methodist Church**

The J. J. Mickle Jr., circle of the W. M. S. of Methodist church was delightfully entertained by Mrs. Earl Bender, at her hospitable home Monday afternoon.

Bowls of garden flowers about the rooms, gave their welcome.

The session was opened by the circle chairman, Mrs. T. M. Johnson. Song, ensemble, "Help Somebody Today," prefaced the devotional, "Christ's Method of Friendship," interestingly developed by Mrs. W. P. Leslie.

A letter received from J. J. Mickle Jr., missionary in Nishinomiya-Fizagi, Japan, where he is in college, told about the present conditions in that country, and was extremely interesting.

The secretary, Mrs. Dunnam, read the minutes, approved. Plans for making money were discussed and referred to the finance committee. Meses. T. J. Haley, J. Frank Sparks and Anne Perkins.

## CLASSIFIED

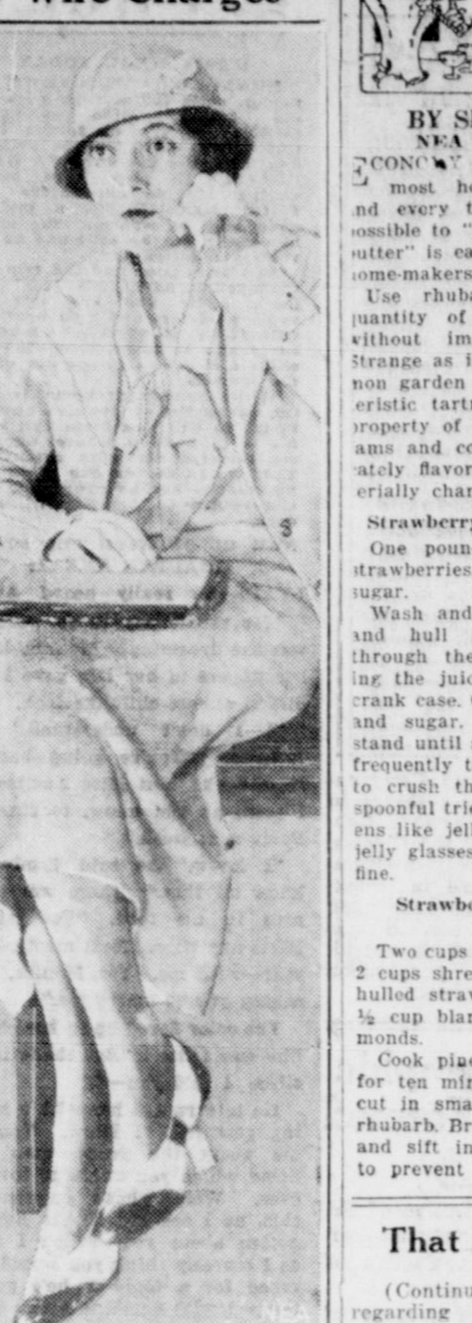
Want ads are cash in advance—exception made only to firms carrying accounts. Will accept no want ads over telephone only to regular patrons.

7—SPECIAL NOTICES  
HAVE in vicinity of Eastland Steinway Parlor grand piano looks like new will sell for cash at sacrifice. C. H. Jackson, 1708 Carter St., Dallas, Texas.

**ELECTRICAL APPLIANCES**  
Texas Electric Service Co.

**TEXACO CERTIFIED LUBRICATION FIRESTONE TIRES**  
All kinds of Automobile Repairing  
Washing—Greasing—Storage  
Eastland Gasoline Co.  
L. J. Ayling  
Cor. Main and Seaman Phone 56

## Jelke Beat Her, Wife Charges



and then he tried to kick my teeth out. I told him to please be reasonable because my father had spent thousands of dollars to have my teeth fixed." Here is Mrs. Eugenia Woodward Jelke on the witness stand at Newport, R. I., as she charged cruelties to her husband, F. Frazier Jelke, millionaire broker, in their sensational divorce trial.

## SISTER MARY'S KITCHEN

**BY SISTER MARY**  
NEA Service Writer

CONCOMB is the watchword for most housewives these days and every trick which makes it possible to "put jam on bread and butter" is eagerly studied by alert home-makers.

Use rhubarb to increase the quantity of jams and preserves without impairing the quality. Strange as it may seem, this common garden plant with its characteristic tartness has the peculiar property of increasing the bulk of jams and preserves made of delicately flavored fruits without materially changing the flavor.

**Strawberry and Rhubarb Jam**  
One pound rhubarb, 2 pounds strawberries, 2 pounds granulated sugar.

Wash and skin rhubarb. Wash and hull berries. Put rhubarb through the food chopper, catching the juice that drips from the crank case. Combine rhubarb, juice and sugar. Add berries and let stand until sugar is dissolved. Stir frequently to prevent sticking and to crush the fruit. Cook until a spoonful tried on a cold plate thickens like jelly. Turn into sterilized jelly glasses and cover with paraffine.

**Strawberry and Rhubarb Conserve**  
Two cups finely chopped rhubarb, 2 cups shredded pineapple, 4 cups hulled strawberries, 6 cups sugar, 1/2 cup blanched and shredded almonds.

Cook pineapple in its own juice for ten minutes. Add strawberries cut in small pieces and prepared rhubarb. Bring to the boiling point and sift in sugar. Cook, stirring to prevent sticking, for about 40 minutes. Add nuts and cook 10 minutes longer. Turn into sterilized jelly glasses and cover with paraffine.

**Rhubarb Relish**  
Two pounds rhubarb, 1/2 pound seeded and chopped raisins, 1/2 pound stoned and chopped dates, 3 cups vinegar, 2 pounds light brown sugar, 1 tablespoon chili pepper.

**Combine raisins and dates and let stand in vinegar for one hour. Skin rhubarb and cut in half-inch pieces. Add to first mixture with all the remaining ingredients except the nuts. Cook slowly, stirring for two hours. Add nuts and cook 10 minutes longer. Turn into sterilized jelly glasses and cover with paraffine.**

I like to give all jellies and jams two coats of paraffine—one as soon as the jelly stops steaming and the second one when the whole thing is cold. This makes a more positive seal.

## Akron Survivor to Wed



Moody Erwin, one of three survivors of the U. S. S. Akron disaster, is shown here with his fiancée, Miss Anne Williamson of Memphis, Tenn. They expect to be married shortly.

## That Reminds Me

(Continued from page one)

regarding liquor violations is about a thousand times more difficult now because of the nationwide sentiment and the democratic principle that the Eighteenth Amendment is all wrong. Congress by its majority said so.

But in the face of these odds, the Eastland county officers are doing their best. When it is voiced that beer is selling rather liberally, it is not because no effort is made to stop it, but because even those selling it are relieving their conscience with the national sentiment. And besides convictions would be difficult. All that can be done in the instance is to wage a constant lookout, arrest them, and then fine them.

## Beer Cuts Drunken Driving In St. Louis

**HOUSTON**—The number of drunken drivers in St. Louis has been cut in half since the return of legal beer, according to Judge James G. Blaine of that city's traffic court.

"Beer came back to St. Louis April 7," said Blaine in an interview here. "Right away we noticed a reduction of driving-while-intoxicated cases. We used to get six or seven a day.

"The cases have been reduced 50 per cent since April 7."

## Deep Blue Dye Is Aid to Flashlights

**BLOOMFIELD, N. J.**—A coat of peculiar deep blue dye, experimentally applied to the inside surface of photoflash bulbs, reduces the light emanations by approximately 80 per cent, which almost entirely removes the visible flash, but yet does not destroy the photographic quality, nor seriously reduce effectiveness.

This was disclosed during a demonstration in the engineering laboratories here before a group of photographers and reported from New York papers.

"Cutting down the visible light of the photoflash lamp by more than three-fourths would, of course, be seriously detrimental to securing good pictures if the eye and the camera both saw alike," J. H. Kurlander, the engineer, explained.

"However, when choosing the proper camera plates or films, recalling that the major part of the photographic effect is due to light of short wave lengths—that is, the blue and violet colors—it may be seen that this method approaches invisible photography.

"Many of the recently improved camera plates or films, an apparatusly made as sensitive as possible to the yellow colors of light, since ordinary illuminants have a great deal of this color in their radiations. Any ordinary photography where it is desired to register soft contrasts and to secure finest quality of portrait work, for instance, would naturally want to make use of all colors of the object. In cases where merely a photographic record is wanted and where the reds and yellows may be disregarded, it becomes practical to remove these long wave lengths of light and to accomplish the necessary results with a radiation that the human eye would almost conclude was 'Black Light.'"

## Couple Received a Gift From Roosevelt

**TEXARKANA, Ark.**—Mr. and Mrs. M. S. Perry, of Texarkana, who recently named their newborn son in honor of President Roosevelt, were surprised, as well as pleased, to receive the following letter from the President:

"My Dear Mr. and Mrs. Perry:—May I extend my hearty congratulations upon the birth of your son, Franklin Delano Roosevelt Perry? I am sending herewith a small memento for my namesake, with the hope that he will

have a happy, active and useful life.

"Very sincerely yours,  
"Franklin D. Roosevelt." The letter, on White House stationery, is signed personally by the President. Enclosed was a handkerchief bearing the inscription, "Happy Days, Franklin D. Roosevelt."

## Race Driver to Pilot No. 13 Car

**INDIANAPOLIS**—All the imaginary evils of the dreaded and rarely coveted No. 13 will be courted by Louis Schneider, one-time winner of the 500-mile auto race here, when he starts at the "Pot o' Gold" in this year's event.

The traditionally unlucky—or some say lucky—number is emblazoned on the car Schneider will pilot. It is an Edelweiss Special and has been turning in fast practice laps.

## STAR OF STARS IN THE PICTURE OF PICTURES!

MARY  
**PICKFORD**  
IN  
*Secrets*  
with  
**LESLIE HOWARD**  
A FRANK BORZAGE Production  
UNITED ARTISTS PICTURE  
NOW PLAYING  
**LYRIC**  
EASTLAND

## PERSONAL . . . . . And Otherwise

**Class Honored With Reading**

The Martha Dorcas class of the Methodist Sunday school Sunday morning enjoyed a musical reading, "Old Fashioned Picture," rendered by Miss Genevieve Woolen, of Garnett, Kan., who is a sister of Mrs. D. C. Hawley.

Mrs. C. C. Robey delivered an inspirational talk on, "Friendship of Jesus Christ."

Visitors for the day were: Mrs. L. L. Malow, and daughter, Miss Elizabeth; Mrs. L. L. Miller, Miss Loretta Morris, Baby Creamer, Hart and Shoupe.

Ohio law requires all persons served with beer must be seated, but customers seem to be willing to stand for it.

## MIND HOLDS ANSWER . . . . . By Laufer

**MAX BAER.**  
THE PRIDE OF LIVERMORE, CALIF. — HAS THE SWIFT TO BECOME A GREAT CHAMPION — CAN HE PRODUCE HIS BIG TESTS! ?

WILL HE BE THINKING OF HIS HOLLYWOOD DRESS SUIT?  
THE NOSE IS LOSING THE SEMBLANCE OF AN ADONIS!  
HE LOVES TO TALK AND BUMPS HIS CHIN AGAINST RADIATORS TO TOUGHEN UP.  
THESE SHOULDERS CARRY ENOUGH POWER TO BLAST OUT ANY HEAVYWEIGHT!

MAX'S TRAINER, MIKE CANNELL,  
HAS A DAILY HEADACHE KEEPING BAER OUT OF MISCHIEF.

WHEN MAX GETS HURT IN THE BODY HIS REMEDY FOR THE PAIN IS SWINGING BOTH FEETS UNTIL THE PAIN SUBSIDES.

# ADVERTISEMENTS

## Make the Pennies Bigger

WHEN James Buchanan was President and tall beaver hats were in vogue; when gentlemen wore broad cravats and ladies wore hoop skirts, the pennies they tossed to children were as big as quarters. But the cart-wheel coppers your grandfather got for keeping his lace collar clean were not as big in buying power as the pennies of today.

A penny then might buy a pastry, or ten of them take one to the Fair, but your great-aunt and great-uncle couldn't have gone to a movie at any price.

Sixty years ago the ladies could go shopping for dry goods and buy silks that would make you green with envy, linens that were linens and broadcloths that beggar description. But what their favorite store did not have they usually got along without.

You can pick up your daily newspaper and in fifteen minutes you can know what the different shops are offering in fabrics, patterns, varieties and qualities that great-grandmother never dreamed could be gathered together under any conditions.

Times have changed, and so have merchandise and business methods. One of the influences that has helped to bring about so much of change, that has helped to multiply opportunities and increase the spending size of our pennies is advertising.

Every merchant, every manufacturer knows that advertising materially reduces selling costs by increasing the demand for and the distribution of the products of hundreds of thousands of mills. Indeed, many of the things we count today as necessities or simple luxuries could not be made and sold at their reasonable prices except as advertising has created a broad market for them, making millions of sales at little prices and little profits.