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BALLINGER DAILY LEDGER

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VOLUME 24 NUMBER 171

BALLINGER, TEXAS, TUESDAY, OCTOBER 29, 1929

MEMBER INTERNATIONAL NEWS

Seventeen Still Missing From Wrecked Ship

(By International News Service)
CHICAGO, Oct. 29.—Searching coast guard crews have picked up all but seventeen men of the sixty who left the steamer Wisconsin as it foundered and sank early today in Lake Michigan. The disaster occurred off the Kenosha, Wisconsin, harbor, in one of the worst storms that has swept the lake in recent years.

All the sailors wore life belts and were able to remain afloat as small boats battled the waves searching for the floating figures.

Several of the twenty-one survivors brought ashore from the Wisconsin were near death, and according to hospital authorities are not expected to live.

Efforts to rescue the occupants and tow the ship to safety were fruitless as towering waves broke the lines fastened to the vessel and hurled the boats hundreds of yards away.

District Court Goes Into Second Week

After giving Henry Wilson a verdict of acquittal in a liquor charge Monday afternoon, the second day of the criminal docket of district court, was taken up Tuesday morning at 10 o'clock. The Wilson case was continued from the previous term of court.

The entire day Tuesday was spent in trying C. Melton for forgery, another case held over from the previous term. Witnesses were examined during the forenoon, and all testimony was completed about 2:30 Tuesday afternoon when the state rested its case.

\$50,000 SUIT FILED OVER SALE OF A TOP PISTOL

(By International News Service)
HOUSTON, Oct. 29.—To pay \$50,000 for a 20 cent top pistol and some caps is a mighty high price.

J. F. Selsky of Del Rio has brought suit for \$50,000 damages against a "fice and ten cent store" because they sold their nine-year-old son a toy pistol and caps.

The boys parents assert that the caps contained dynamite or some other high explosive. They claim the pistol exploded when Thomas sought to fire. It exploded in his hand, blowing away the thumb and a part of a finger, putting out his eye, injuring his left eye and disfiguring his face.

WEATHER FORECAST

(By International News Service)
East Texas—Cloudy and showers tonight, Wednesday scattered showers, Colder.

West Texas—Cloudy with rain and colder tonight and Wednesday.

Lehmborg Starts Work On Conservation Plan

County Agent C. W. Lehmborg reported Tuesday morning that fine progress was being made in the county on the soil conservation program which is being fostered by the extension service of the Texas A. & M. College. A meeting was held Monday afternoon at Drasco to which thirteen farmers came, and entered their land in the program. Those present and the number of acres entered by each are as follows: E. A. Mitchell, 175; D. A. Dobbins, 185; R. L. Wood, 100; J. H. Townsend, 165; Harold Scott, 135; J. Z. West, 140; G. E. Shuffield, 100; Jas. Mitchell, 135; J. A. Yates, 115; V. B. Wood, 110; J. G. West, 110; Lloyd Crow, 85; and Barney Green, 140.

Mr. Lehmborg and the group of farmers made a tour of all the land which is more than 1,500 acres, drawing up plans for running the lines. Two men were named to assist the county agent.

The program was begun at Content and at Cross Roads some time ago, and those communities are ready to go ahead with the work.

Mr. Lehmborg declared that there is already more land terraced in Runnels county than in any other West Texas county. Terracing has been completed on

Mrs. Hays Resting Better Tuesday

Special to The Ledger:
FT. WORTH, Oct. 29.—Mrs. J. T. Hays, of Ballinger, was in an improved condition Tuesday at the Harris Hospital here, where she was taken Monday after an International & Great Northern Railway train hit her automobile on the Hattie Street crossing.

Amputation of her left leg was not found necessary, as hospital attendants first believed would have to be done.

Rotarians to Stage Banquet Thursday

The Ballinger Rotary Club is preparing for its annual social gathering to which every Rotarian and his Rotary will be invited. The social affair will be held Thursday night at 8 o'clock in the Central Hotel. A unique program will be arranged for the meeting it is said.

The program committee, of which J. D. Motley is chairman, is working on the program, and Mr. Motley stated Tuesday morning that a strictly social meeting would be held. Fun will be the keynote of the program and no business whatsoever will be transacted.

The club will hold no regular meeting Wednesday noon and the attendance on the Thursday night program will count for the members' record.

Local guests may be invited by the members but each one is requested to notify the secretary at once how many plates he will require for Thursday evening.

Special decorations have been ordered for the banquet as well as caps and plate favors for the diners.

NEW MANAGER FOR HOME MOTOR CO.

F. A. Rubrecht, stockholder and manager of the Home Motor Co. for the past two years, resigned his position the first of October and is moving to Oklahoma City this week. Mr. Rubrecht remained over this past month to assist A. M. Burden, who is to take his place, in becoming familiar with the details.

Mr. and Mrs. Rubrecht came here from Ada, Oklahoma, and in the short time they have resided here made many friends who deeply regret to see them depart.

Mrs. Harriet Cokeley, of New York, directed in her will that her relations should receive "nothing but a bag of sand to rub themselves with."

Mrs. Harriet Cokeley, of New York, directed in her will that her relations should receive "nothing but a bag of sand to rub themselves with."

28 Year Old Music Teacher is Killed

(By International News Service)
DALLAS, Oct. 29.—Frank B. MacKedon, 28 year old music teacher, was shot to death here today and Vincent C. Corrier, 49, was held by the police after he surrendered following the killing.

MacKedon's death is said by witnesses, resulted from an argument between him and Corrier over the parking of an automobile in the rear of an apartment house where MacKedon lived.

Ballinger Favored In District Report

BRADY, Oct. 29.—The Brady high school Bulldogs virtually eliminated the Lampasas eleven from the district race the past week, when Coach "Red" Williams McCulloch crew touched the Badgers 21 to 6 on Lampasas soil. As a result of the victory, Brady and Coleman are tied for top in District No. 11, Class B. Previously Lampasas held the top rung with two conference victories and no defeats. Following Brady and Coleman is the strong Ballinger team with a forfeit from Santa Anna, although the Bearcats have not played a district game this year. The Coleman Bluecat earned a tie with the Brady Bulldogs by defeating San Saba, 35 to 0.

The conference standing of the leading teams in District 11 is not expected to be affected this week, although a crucial game is scheduled for Tuesday, November 4, when Ballinger and Coleman clash on the latter's field. Ballinger has the heaviest eleven in this section of the state, and a very fast backfield with the forward wall bowling over opposition is expected to carry the Bearcats to victory over the Coleman clan. Before this game, however, Ballinger will play host to Lampasas on Friday afternoon, November 1. This game was originally carded for the Brady gridiron to be played before the McCulloch and Concho county teachers who meet here for institute. Since authorities have decided to change the place of play, it is expected that a game between Eden and Richland Springs will be arranged for the teachers here Saturday November 2.

The Brady Bulldogs will enjoy a breather this week when they journey to San Saba for another district clash. San Saba has a weak aggregation this year, and the Bulldogs are not expecting a very hard struggle, although Coach Williams is warning his men to prepare for a tough struggle since the Armadillos are bitter rivals of the Bulldogs, and always play a hard game against the Brady team.

So it is that only two district games are thus far scheduled for Friday, Brady at San Saba and Lampasas at Ballinger although the latter comes back three days later to engage in one of their hardest games that with Coleman. The standing of the eight representative Class B teams in District 11 are as follows:

Team	GP	W	L	Pct.
Brady	2	2	0	1.000
Coleman	2	2	0	1.000
Ballinger	1	1	0	1.000
Lampasas	3	2	1	.655
Winters	2	2	1	.500
Richland Springs	3	1	2	.333
San Saba	2	0	2	.000
Santa Anna	2	0	2	.000

McCORMACK FIGURES ON GREAT TALKIE AUDIENCE

(By International News Service)
HOLLYWOOD, Oct. 29.—When grandfather was a little fellow, it was a rare thing for a famous singer to be heard by more than a million people during his lifetime. Now, a vocalist is obscure as a sixth string halfback unless his voice is familiar to at least 25,000,000 people.

John McCormack, the Irish tenor, sharpened his pencil the other day and estimated that at one time or another he had borrowed the ears of 10,000,000 people, thru his phonograph records, radio and stage concerts.

Now he is here to add forty or fifty million to his audience by appearing in a talking picture.

The quickest way to keep abreast with the times is to read the ads

SWEARS TO AFFIDAVIT TO PROVE HE IS ALIVE

(By International News Service)
WASHINGTON, Oct. 29.—Eugene E. Roberts, a jeweler, has sworn to an affidavit that he is alive.

He discovered that cemetery records show he had been buried since 1907 and that the health department has a certificate, signed by a doctor now dead, bearing his name. His wife died in childbirth in 1907 and the child's name also Eugene E. Roberts, got mixed in the records with hers.

LESS MARRIAGES, MORE DIVORCES IN ILLINOIS

(By International News Service)
CHICAGO, Oct. 29.—There were fewer marriages in Illinois in 1928 than in 1927, but more divorces, the department of commerce announced in Washington. In 1921, 73,725 couples were married and 15,703 divorced, while in 1927 there were 80,222 married and only 14,984 divorced.

Wins \$75,000 for Thaw's Spanking



Marcia Scarpus, Broadway entertainer, was awarded \$75,000 by a jury in her suit against Harry K. Thaw, alleging assault. She has sued for \$100,000, charging the Pittsburgh millionaire had beaten her with a hair brush in his apartment on New Year's Day in 1927.

No Trace of Airplane Lost in New Mexico

(By International News Service)
LOS ANGELES, Oct. 29.—Air and land searchers for the Western Air Express passenger plane that disappeared with five aboard in an Arizona snowstorm Monday, were in full cry today.

Not the slightest trace of the missing machine was found during the early hours today.

LOS ANGELES, Oct. 29.—The bleak New Mexico continental divide today had claimed the second great passenger plane as its victim within two months. The Western Air Express east bound plane due at Albuquerque, New Mexico Monday at noon, vanished from sight in a terrific rain and windstorm near Adamana, Arizona, and had not been heard from early today as a searching expedition was organized.

Five persons, two passengers and three of the crew, flew to an unknown fate.

Gets Death Penalty In Assault Charge

(By International News Service)
DALLAS, Oct. 29.—Jury Verdictman, convicted of capital assault upon a Dallas girl last December 9th, was sentenced by Judge Grover Adams in District Court here today to die in the electric chair at Huntsville sometime between mid-night and daylight on November 29th.

JAPANESE LILY BULBS READY FOR CHRISTMAS

(By International News Service)
VANCOUVER, B. C., Oct. 29.—A shipment of 400 tons of Japanese lily bulbs to be sold during the Christmas shopping season arrived in this port aboard the steamship Tacoma. They were immediately dispatched to different parts of the country in refrigerator cars.

11 Jurors Selected in Hamilton Murder Case

Morgan Says Banks To Aid Customers

(By International News Service)
NEW YORK, Oct. 29.—A statement issued today by J. P. Morgan said: "It was learned this morning that many leading institutions including J. P. Morgan & Company, The National City Bank, The First National Bank, Bankers Trust Company, The Equitable Trust Company, and the Bank of America stated to their customers that, or the present they plan to require the maintenance only of twenty-five per cent margins on 'Street' demand loans."

INDIA MAY HAVE NEW REMEDY FOR HEART

(By International News Service)
CALCUTTA, Oct. 29.—A new discovery by Sir Jagadis Chandra Bose, the great Indian scientist, may have results which will startle the world.

The discovery may prove a cure for practically all cardiac troubles. It is a drug extracted from a plant growing in the Himalayan foothills, and experiments have shown its revivifying effects to be amazing.

An imposing array of 12 attorneys is expected to press Hamilton's contention that he believed himself in apparent danger when young Walton walked into his office in Amarillo to be shot in the back.

More than 150 witnesses have been called in the case.

SALGADO PRAISES LOCAL NATIONAL GUARD UNIT

Captain Peter P. Salgado, senior instructor for the Texas National Guard for the regular army, visited the Ballinger company Monday night. About forty-five members of the local company were present for the inspection and drill.

Capt. Salgado said Company C was one of the best companies in the entire division, and that as a whole the men were well drilled, well dressed and equipment in excellent shape.

INCREASED AIR TRAFFIC FOR SOUTHERN CALIFORNIA

LOS ANGELES, Oct. 29.—Increased air traffic was predicted for southern California when officials of several transcontinental airways with terminals here surveyed reports of ticket sales.

The winter season was expected to add greatly to the airway traffic, mostly coast-bound tourists.

FREE ! FREE !

Bring Us Your Old Victor Records! We Will Allow You 10c Credit for Them On New Victor Record

L. C. Daugherty Drug Store

VICTOR RADIO, VICTROLA, VICTOR RECORDS
QUALITY — COURTESY — SERVICE

- HERE THEY ARE -
4 CARS LEFT

And they are going at an immense **BARGAIN**

1928 Studebaker Commander Coupe, 6-ply double Eagle tires. Perfect and cheap.	1928 Willys-Knight 4-Door Sedan, a light car in A-1 condition, ask for the price.
1928 Whippet 6, 4-Door Sedan, only a few hundred miles old, maroon color, better see this car.	1928 Buick Coupe, reconditioned and ready to go, a used Buick is always worth the money.

Everyone says we have the cheapest used cars in Runnels County—Why don't you find out for yourself?

RUDD MOTOR CO.
BUICK—MARQUETTE
Ballinger, Texas
When Better Automobiles are Built—Buick Will Build Them

FREE **NEW**

Victor Records
for Old!

For two weeks, from October 28th to November 9th, inclusive, we will allow you ten cents credit for every Victor Record you bring to our store. We will accept all your old Victor Records, regardless of age, size or type. We will give you new Victor Records—any selection you choose—in exchange for your old ones. With your old records, therefore, you can build up a credit with us that will pay for a new selection of Victor Records of your choice, without the expenditure of a penny on your part.

THE ONLY CONDITIONS ARE THESE:

1. All records returned must be Victor Records.
2. All records must be unbroken.
3. All records must be defaced by a large X scratched across the label.

THAT'S ALL!

Come in! Bring in your old records! Choose your favorite new ones from our huge stock, and take home—FREE!—a new stock of brilliant Victor music for your Victrola or Victor Radio-Electrola.

J. Y. Pearce Drug Co.

The Daily Ledger

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THE DAILY LEDGER.

TOWN SQUABBLES ABOUT LIBRARY

NEWFIELD, N. H., Oct. 29.—Does the word "library" mean a collection of books, a collection of books and the edifice in which they are housed, or the edifice itself.

That was the question up before the residents of this town for decision in an effort to determine what the resulting combination of books and the building should be called.

Part of the inhabitants believed it ought to be named the "Brookhead Memorial Library" in honor of the donor of the collection of books and \$10,000 with which to purchase more. Others insisted the structure should receive the appellation of "Paul Memorial Library" in honor of Miss Isabel Paul, wealthiest resident of Newfield, who promised to erect the building provided it was given her family name.

The question will be decided by vote in the new \$500,000 town hall which Miss Paul donated to the community.

FREE ACTS BOOKED FOR COTTON PALACE

Waco Exposition Plans for Free Show Every Hour, Afternoon and Evening.

Waco, Texas.—A different free show every hour is to be offered on the Cotton Palace grounds during the exposition this year, contract having been signed for this number of new and original acts with the Erma Barlow circus revue. Among the acts are a number of thrillers, while some are animal acts designed to prove of special pleasure to the children. It is announced that other free acts will be contracted for before the opening of the exposition on Nov. 1.

In booking the Barlow acts, it is the plan of the Cotton Palace management to have three separate and distinct acts presented each afternoon and an equal number at night.

Barlow Acts Noted The Barlow acts are known throughout the country. Miss Barlow's father was the owner and proprietor of the Barlow circus, and spent more than 30 years in the sawgust ring. His daughter inherits her talents from her ancestors and has developed the acts bearing her name to a high state of perfection.

Among the Barlow acts to be shown free at the Cotton Palace is the "Petite Circus Treat," with three people, one dog, one pony, and a potpourri of circus feats. A clown, a well-trained dog and pony, with Miss Barlow holding the bridge, dog and pony, suspended by her teeth (combined weight 700 pounds), has proven extremely popular at the larger fairs of the country.

Man and woman in original head to head balancing is another of the six feature acts. The head to head balancing is on glass bottles, plate glass, upside down juggling, etc., the act concluding with the man walking on his head on a platform balanced on the lady's head.

Of special interest to the children will be the novelty animal act. Two beautiful Angora cats and a pony, with Cricket, the clown goat, are popular with young and old alike.

80-Foot Head Slide Hysteria Duo is characterized as a European thriller. The man in the act executes a sensational head slide of 80 feet. The track is held in the lady's teeth while the man shoots the dips with roller skates on his head.

Glen Zeldo, novelty balancing trapeze artist, will appear twice daily, as will Burbee's funny clowns, who will furnish fun for Cotton Palace patrons afternoon and night throughout the show.

Lived On Strict Diet Two Years

"I suffered so with stomach trouble that for two years I had to live almost entirely on a diet of buttermilk. I lost weight and was terribly rundown. Then I started Sargon, gained 9 pounds,



MRS. LILLIE LIST

and now I feel fine all the time. My liver seemed all out of order and I was badly constipated. My tongue was nearly always coated and the taste in my mouth was awful. I was so nervous that many a night I didn't sleep a wink. No medicine helped me for any length of time and I finally decided to try Sargon. I have finished my sixth bottle, eat anything I want, my indigestion is gone and I am strong and energetic. My nerves don't bother me now. I sleep fine and my friends all tell me how well I look. I was visiting my mother in Uvalde, Texas, and told her what Sargon had done for me. She said many people there were praising it too! Sargon Pills ended my constipation and biliousness. I will always praise this wonderful treatment.—Mrs. Lillie List, 1300 Caldwell St., San Antonio.

BLANTON NEWS

There was no Sunday school last Sunday, due to the rain and muddy roads.

Miss Maude James, of San Angelo, visited home folks over the week-end.

Miss Enla Fowler visited Blanton school Wednesday.

Those on the sick list this week are: Mrs. J. A. Foreman, Mrs. R. B. Ingle, and Alton Earl Cotten. We wish for them a speedy recovery.

Miss Bertha Foreman, who had been visiting Miss Alice Foreman, returned to her home at Concho Tuesday.

Rev. and Mrs. Chas. Spreir and family, Mr. and Mrs. Tony Rupert and family, Mrs. Hatten and Miss Pearl Hatten were all guests of Mr. and Mrs. J. P. Boothe Sunday.

"REPORTER"

Sheriff E. E. McWilliams left Monday night for Temple to be with his wife during an operation. Mrs. McWilliams has been in the King's Daughters Sanitarium at Temple for some time, receiving treatment prior to the operation which was performed Tuesday morning. No news has been received here concerning her condition following the operation.



Makes Life Sweeter

Too much to eat—too rich a diet—or too much smoking. Lots of things cause sour stomach, but one thing can correct it quickly. Phillips Milk of Magnesia will alkalize the acid. Takes a spoonful of this pleasant preparation, and the system is soon corrected.

Phillips is always ready to relieve distress from over-eating; to check all acidity; or neutralize nicotine. Remember this for your own comfort, for the sake of those around you. Endorsed by physicians, but they always say Phillips. Don't buy something else and expect the same results!

PHILLIPS Milk of Magnesia

23 Counties in Texas to Get Aid

(By International News Service) AUSTIN, Oct. 29.—Twenty-three Texas counties will benefit thru allotment of \$1,613,464 of state highway funds for new highway construction and nineteen counties will benefit through the allotment of \$250,559 for maintenance work by the State Highway Commission in executive session is has been announced.

An offer of \$100,000 cash, half to be borne by Texas and the other half by Oklahoma, for the Preston toll bridge on Highway 91 in Grayson county near Sherman, the offer to be accepted or rejected within 60 days was authorized by the commission.

Investigations of highways 2 and 6 traversing federal property in San Antonio in view of relocation so as to miss the Brooks and Kelly flying fields there and elimination of a dangerous crossing on the Missouri-Kansas and Texas railroad was ordered by the commission on the recommendation of the State Highway Engineer.

Designation of a new state highway with an intersection with Highway 1 at Weatherford in Parker County through Palo Pinto, Erath and Eastland counties to an intersection with the same highway west of Strawn was ordered by the commission. The counties will furnish a 100-foot right of way and \$8,000 per mile before construction will be ordered.

State aid granted for new work is as follows: Pecos County, Highway 32,

320. Potter, Hutchinson, Hansford and Cottle counties, new highway designation from Amarillo to Slaton; Hudspeth county, Highway 1, \$65,696; Culberson county, Highway 1, \$26,612; Grimes county, Highway 90, \$39,860; Palo Pinto county, Highway 25, \$68,387; Willacy county, Highway 96, \$87,397; Grimes county, Highway 90, \$34,165; Kerr county, all aid for all highways with county furnishing \$500,000; Panola county, Highway 64, \$243,022; Hudspeth county, Highway 1, \$32,823.

Hudspeth county, Highway 130, \$77,750; Brown county, Highway 129, \$37,021; Grimes county, Highway 90, \$40,187; Denton county, Highway 114, \$208,318; Tarrant county, Highway 114, \$111,957; Guadalupe county, Highway 123, \$70,519; Montgomery county, Highway 165, \$50,000; Comanche county, Highway 10, \$53,893; Lamar county, Highway 42, \$23,808; Garza county, Highway 28, \$8,872; Harris county, Highway 35, \$50,944; Tarrant county, Highway 114, \$195,304.

HEALTH COMMITTEE TO MEET WEDNESDAY

The Runnels County Health Nursing Society executive committee will meet Wednesday afternoon at 4 o'clock at the court house. The session will be held in the office of Mrs. Jennie Kirk, county treasurer. All members of the committee have been notified to be present at this meeting.

John A. Weeks went to Abilene Tuesday morning to attend to business for the day.

URGE HIGH SCHOOLS STUDY NEWSPAPERS

(By International News Service)

LOS ANGELES, Oct. 29.—Asserting that the public does not read newspapers intelligently, Roy L. French, professor of journalism at University of Southern California, today urged an audience of 1000 club women to take part in a campaign to establish classes in newspaper reading in high schools. Speaking before the present's council of Los Angeles district, California Federation of Women's Clubs in session in South Pasadena today, Professor French said that such high school training would improve the standards of public intelligence.

"Newspapers are the most vital source of important public information today," said Prof. French. "Newspapers are much more faithful in providing the public with news that the public has been taking advantage of it. The newspapers are better today than ever before giving more news, and giving it more accurately. They are less sensational than in 1830 and less yellow than in 1890, you have only to look at the file of the public library to prove this fact."

"There is no substitute for a newspaper. Speeches, radios and magazines, cannot take the place. Have you ever asked yourself these things? First, how would you decide to vote without the information given by your newspaper; second, having voted, how would you know who had been elected?"

"How would you test the records of public officials without newspapers? How would you know about laws and whether the law

was being enforced without the newspapers?"

"The adult is not trained for intelligent newspaper reading. He does not appreciate what a mine of succinct and vital information is his to read either in his home or on the street car. Let us not hamper our school children by leaving them with this same lack of training."

COWBOY BAND COMPLETES BOOKING TOUR OF EUROPE

(By International News Service)

DALLAS, Oct. 29.—Simmons University Cowboy band of Abilene, which will tour Europe in 1930, has completed bookings of its itinerary, Fred L. Haskell, manager of the tour said.

The European bookings were made by Guy Golterman, prominent lawyer and grand opera patron of St. Louis and New York. Mr. Golterman and Mr. Haskell are associated in taking the band to Europe.

It is planned to spend seven weeks in the cities of London, Paris, Brussels, Berlin, Dresden, Vienna, Bern and Rome. While in Germany the band members will see the Passion Play which is presented in Oberammergau every ten years. Two months were spent by Mr. Golterman in the booking.

Room reservations have been made on the Leviathan, world's largest ship for those who desire to make the tour with the band. Sixty rooms have been reserved for the band and 175 rooms reserved for band patrons. Mr. Haskell said. Three hundred Texans are expecting to make the tour.

Have you read the want ads?

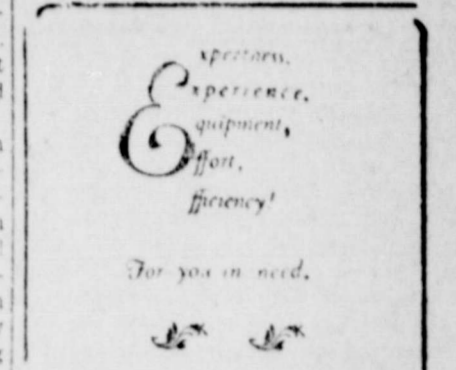
YOUTH DIRECTING TRAFFIC ARRESTED BY POLICEMAN

(By International News Service)

FORT WORTH, Oct. 29.—Officers decided that three youth were too young to be directing traffic in the downtown district and they were put under arrest.

The youths, about 18 years old, were imitating policemen and now they have an opportunity to study police life first hand—in jail. The boys for several nights had been creating havoc in downtown traffic by blowing a police whistle and causing motorists to halt. When they were at the height of their fun, policemen arrested them.

WEDDING stationery printed or engraved. Ballinger Printing Co.



KING-HOLT Funeral Directors Private Ambulance Telephone: Day 32 Night 372

No "Instruments of the Devil" Now! AN ANCIENT PREJUDICE HAS BEEN REMOVED

With the introduction of machinery man-power feared it was to be supplanted. By the force of AMERICAN INTELLIGENCE this ancient prejudice disappeared. Our modern "machine age" brings happiness and prosperity.



"toasting did it"—

Gone is that ancient prejudice against cigarettes—Progress has been made. We removed the prejudice against cigarettes when we removed harmful corrosive ACRIDS (pungent irritants) from the tobaccos.

YEARS ago, when cigarettes were made without the aid of modern science, there originated that ancient prejudice against all cigarettes. That criticism is no longer justified. LUCKY STRIKE, the finest cigarette you ever smoked, made of the choicest tobacco, properly aged and skillfully blended—"It's Toasted."

"TOASTING," the most modern step in cigarette manufacture, removes from LUCKY STRIKE harmful irritants which are present in cigarettes manufactured in the old-fashioned way.

Everyone knows that heat purifies, and so "TOASTING"—LUCKY STRIKE'S extra secret process—removes harmful corrosive ACRIDS (pungent irritants) from LUCKIES which in the old-fashioned manufacture of cigarettes cause throat irritation and coughing. Thus "TOASTING" has destroyed that ancient prejudice against cigarette smoking by men and by women.

"It's toasted"

No Throat Irritation—No Cough.

TUNE IN—The Lucky Strike Dance Orchestra, every Saturday night, over a coast-to-coast network of the N. B. C.



"It's Toasted"—the phrase that describes the extra "toasting" process applied in the manufacture of Lucky Strike Cigarettes. The finest tobaccos—the Cream of the Crop—are scientifically subjected to penetrating heat at minimum, 260°—maximum, 300°, Fahrenheit. The exact, expert regulation of such high temperatures removes impurities. More than a slogan, "It's Toasted" is recognized by millions as the most modern step in cigarette manufacture.

READ THE WANT ADS

