



## Turning the light of Truth

 on false and misleading statements
## in recent cigarette advertising

What Another manufacturer of cigarettes chooses to say about his product is not our affair. Even when he sees fit to misrepresent his product and leave false impressions concerning it, that still is his business-not ours.
But-when, in his advertising, he goes beyond his own product and makes false statements or leaves misleading impressions about other cigarettes - then it is time that the truth be told.

Some time ago a manufacturer of cigarettes used the following statements in his advertising:
"The extra secret heating process removes The extra secret heating process removes
from $(\longrightarrow)$ harmful irritants, corrosive from ( $\longrightarrow$ ) harmful irritants, corrosive factured in the old-fashioned way, and which factured in the old-fashioned way, and
canse throat irritation and coughing."
cause throat irritation and coughing."
"No matter how much or how little you pay for cigarettes you have a choice of only two general classes, and not more than two. In one class you have the billions of cigarettes manufactured in the old-fashioned way and in the other class you have ( $\longrightarrow$ ), the toasted cigarette, a product of modern science, a cigarette from which harmful irritants have been removed by that extra secret process described by the phrase 'It's Toasted'."

WTHEN THESE STATEMENTS were first made, we assumed that they were a casual phase of that manufacturer's advertising and did not represent a deliberate and calculated policy. After making a few such statements, he abandoned this particular form of advertising. However, other statements used in his advertising came to the attention of the Federal Trade Commission on a question of their truthfulness.

As a result of the action of the Federal Trade Commission he was ordered to stop his admitted practice of using in his advertising false testimonials of non-smokers to the effect that they kept slender by smoking his brand of cigarettes, and was further ordered to stop using other fake testimonials and the specious argument that all can keep slender by smoking that brand of cigarettes. He then Degan to use again the form of statement quoted above or variations of it.

I
ANY MANUFACTURER chooses to say that L the tobaccos he uses contain "harmful irritants, corrosive acrids, that are injurious to the throat," and then to claim that these things are removed by the heat-treating process, that is his own affair. But when he tries to create the impression that it is general practice to use in cigarettes such rank tobaccos as he describes, we object to the attempted reflection on the industry.

We have never used in our blend those rank tobaccos which can be properly described as containing "harmful irritants, corrosive acrids," nor do we believe that they are used by some of the other manufacturers. If that manufacturer wishes to advertise heat treatment, calling it toasting or what-not, that is his right. But when, in so doing, he tries to create the impression that he is the only maker of cigarettes who treats tobaccos with heat, the truth again needs to be told. The publication of a fake testimonial is no greater perversion of the truth than to imply
that the heat treatment of tobaccos is an exclusive process with any single manufacturer.
$T$ THE FACT is that the use of heat treatment I in the manufacture of tobacco is about the most commonplace and universally practiced method in the industry. It has long been standard practice.
We use heat treatment in its most modern and scientific application, both in the preparation and in the manufacture of those mild, fragranit, ripe tobaccos that carry their natural goodness into CAMELS.
The first CAMEL Cigarette we ever made was manufactured under the heat-treating process. Every one of the billions of CAMELS produced since has been manufactured under heat treatment. We rely upon heat to the limits of its possibilities to make our good tobaccos better. It cannot make inferior tobaccos good.

WHETHER OR NOT a manufacturer, to have something to talk to the public about, attaches a contrivance to his heat-treating machines to catch, condense and bottle the vapors that come from them can have no more effect toward improving the tobacco than your catching and bottling the vapors that come from your teapot would have toward improving the tea in the pot.

Our own brand, CAMEL, continues to grow, but we are, nevertheless, unwilling to let these far-reaching false statements or impressions regarding the cigarette industry go uncorrected.

## R. J. Reynolds Tobacco Company

Makers of CAMEL Cigarettes PERSONNEL NNTERESTING
 Unusual Group to Be Present
ed a Week from Thursday at High School Hall.









## GET



A Brand New ANTI-KNOCK GAS

At No Extra Cost

$400^{\circ}$ F. End Point . . . Vaporizes instantly... Completely and to the last drop...Gives Instant Starting

QUICK PICK-UP QUICK GETAWAY MORE POWER MORE MILEAGE

Equal to many of the premium fuels
THERE IS ONE BETTER GASOLINE...GULF NO-NOX MOTOR FUEL... AVIATION GRADE $374^{\circ}$ F. END POINT

At the Sign of the Orange Disc

## GULF REFINING COMPANY



## BENSON'S BANKRUPT SALE

 (OPERATEB BY KEITH'S)
 undededs of wortu
they represent? PRICES CUT TO THE VERY LIMIT!!


Lovely 3 pc. Suite in Jacquard Velour



## LAMPS!!!

At Less Than Half
Their Former Prices

 FLoor Lanips. Onyy and brass bases with
fringad silk shades
wind
 TABLE LAMPS.. Glazed pottery bases. .beaded BouDorr Lasps..Assorted styles. and BEDLITRES....Assorted shapes and coliors si.00

YOUR LAST OPPORTUNITY TO TAKE
ADVANTAGE OF THESE SUPER VALUES!



 Axminter kugs. $6 \times 9$ feet. Good quaity





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AT BENSON'S-MAIN STREET AT BRAINARD PLACE

DAILY RADIO PROGRAM



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 Amater Vauderve on



Success Came Late In Life

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RADIO SERVICE Vev Sents and makess. standard Acessories.
WM. E. KRA





The New Model 35
SILVER RADIO HAS
"IT"
Silver on Radio is Like Sterling on Silver

Hear "It" and You'll Want "It"
Barstow's RadioShop
20 Bissell Street, Phones 3234 or 8160 South Mancheste
Open 2 to 6 Daily, 2 to 9 Thursday and Saturday.


## A COLD

As soon as you realize you've taken cold-take some
tablets of Bayer Aspirin. Almost before your head can stuff-up, you feel your cold is conquered. Those Relief is almost instantaneous! Even if your cold has gained headway, and your temples throb and your very bones ache, these tablets will bring prompt relief. ft is better, of course, to take Bayer Aspirin at the very spare you much discomfort. Get he the cold and proven directions for colds and headaches; neuralgia neuritis, sore throat, and many important uses.

## BATEI

ASIITBEN

\section*{| HALES SELF-SERVE |
| :--- |
| $\square$ E |}

Fresh Fish Specials

Shore Maddock lb. 8c

## Pollock Steak lb. 8c

Olso a large variety of halibut, cod, herrings, floun
ders, mackerels, salmon, smelts, butterfish, fillet ders, mackerels, saimon, smeits, butterfish, fillet of had-
dock, swordfish, tile fish, builheads, pickerel, shad, sea

bass, perch, porgies, Spanish mackerel, silver bass, | bass, perch, porities, Spanish |
| :--- |
| clams, Cape sallops and osster |

| Lamb Chops | lb. |
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|  |  |
| Corn Beef | 1b. 14 |

The Puritan Market
BUTTER
Cloverbloom 38clb.
FRESH EGGS 31c doz.

| Puritan Hams, 8 to 10 lbs. ....... 26c lib |
| :---: |
| Heavy |

## - SEA FOOD -

Complete line of Sea Food selling at Prices Below
Usual Market Prices.
FLOUNDERS
FLOUNDER
HADDOCK
8 clb .
Fresh Fruits and Vegetables Iceberg Lettuce, solid heads

## The Puritan Market

Campbell's
Tomato Soup
3 cans 23c

Breakfast Cocoa
$1 / 2$ pound can $15 c$

Thursday, Friday and Saturday---Hale's Self-Serve Grocery's MANUFACTURERS' and PACKERS' SALE


## AMERICAN GRANULATED SUGAR



OFFERED BY THE SHARAF COMPANY
STANDARD BRANDS, INC.
New York City, N. Y.

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Mit, our pleasua to fintie eou to metten
M
M,
    signed,
        Tard Brade Inc
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## BEECH-NUT

 PACKING COMPANYCanajohari, N. Y.

 tiphay tanas.


$\qquad$

D AND C COMPANY

New York City, N. Y. Visit the J. W. Hale Corpany's Selt-Serve Gro-
certy during their Manufacturers' and Packers Saje- a store built on confidence. The people of
the South Manchester district conflentally look

 each purchase of at an
raising flour at 15 c . Signeé,

D and Company BILTMORE CHOCOLATES pound box 29c
 SUNBEAM'S FANCY CALIFORNIA FRUITS FOR SALAD $\quad 2$ large no. $21 / 2$ cans 75 c

3 pkgs. Royal (Quick Setting)
Gelatin Dessert 1 large Aluminum Mould
all for 49c



SPECIAL FOR THIS SALE! Three Ring

## MALT SYRUP

68 can
58 c can

3 for the price of 2 WILLIAMS' PURE EXTRACTS

2 bottles 58c

Free: One bottie will be given free with cyery two purchasce. Al
livors-lemon, orange, almond and others. Actual value 87 c . FRIEND'S BAKED BEANS AND BROWN BREAD


SILVER LANE PICKLES

SWEET MIXED quart 38c

SWEET GHERKINS quart 38c

DILL PICKLES quart 29c
$\qquad$
So save at teant 188 on thtisp purchase.

## CRISCO

1 lb 24c 3 lbs .69 c

FREE! One can of Prepared Spaghet with every (2) two Beech-Nut Product

## BEACH-NUT

STEEL CUT COFFEE 49 cound FREE: 1-4 pound with every can.

## BEECH-NUT

 PEANUT BUTTER medium jar 14c Strictly FreshLOCAL FARM EGGS

3 dozen \$1.00


## cficordmes

SILVER LANE PICKLE CO.

Silver Lane, Conn.


WILLIAMS AND CARLETON CO.

East Hartford, Conn.

WILLIAMS'
PURE EXTRACTS
(all flavors)
We are plesese to bo repreanated at rate
 Signed,

Carto


JOSEPH TETLEY AND CO., INC.
New York City, N. Y.

TETLEX TEA

 signed
Joseph Tetley and Co, Ine.

Alauritester Eurning Herali



 years, an extremely useful member
of the United States government. He hass a remarkable flair for sta-
tistics and a genius for applying
亚 many times been calleded the hardest
worker in the Senate. of all this worker in the Senate. Of all
the country is appreciative. But when Mr. Smoot departs
from the fields of his usual service morality of America by advocating censorship of literature he courts,
and inevitably will have to face fitnens to serve as a moral mentor.
The circumstanco is automatically suggested that Senator Smoot is
a Mormon; that as long ago as 1895 a Mormon; that as long ago as 1895
he was elected a member of the presidency of the Church of Jesus
Carist of Latter Day Saints. a so abandoned the sanctioned practice of polygamy that when, the nex
year, Utah was admitted ycar, Utah was admulted as a mem
ber of the Unino that admission
was only secured through a unique provision which made the anti-
polygamy clause of itit constitution
irseoralio irrevocable without the
the federal government. of which Senator Smoot is a shin-
ing light thas a history so bizarre, so freighted with crimes of violence
and so shocking to the sense of de
ancy cency of the ordinary person that
it connotes a large capacity for for
giveness and forgetfuliness when the country at large is willing to
put it out of memory. Conceived in
the disordered mind of an epilieptic the insordered mind of an epilieptic
and
the credule youth, imposed o posed by a fantastic series of trans
parent frauds, growing to maturity on armed rebellion, assassination
and absolute disloyalty, fattening on the institution of plural mar xiages and taking as the basis of it.
creed the most fantastic and ludirreed the most fantastic and ludi-
rous inventions of warped and unorch has stood in need of th ment cver granted to a law defying
and morally rotten sect in modern hitewashing of the Lateter Da For a man born in and of that in tution, however, to present him are as in a position to tell tha
people of the United States wha cad is going just a step too far. a follower of the sordid and lech Brigham Young, of the blood stain
cd Danites and wolf Hunters, is Senator Smoot is utterly out o

## barges and draws

 be linked with salt water by the 5ation above Hartford. They ar
planning for a big public gathe ing at springfield to co consider any
ing
nctivities that an carly canalization of the tiver. Monday there was a preliminary cesentatives of the the throe cther rep at at
Holyoke, and Representative Tread way told them that there was even



 want to see the beautiful Hartford
pridge completely marred by the
nstallation of a cumbersome great rolier-lift draw?
The Massachusetts cities, how-
ever, are inclined to accept the engineers' estimate that more
800,000 tons of their freight would
be diverted annually to the river
$\qquad$ mind as it might be. It is free
admitted that substantially traffic on the upper river would be
by barge, and not the big sea going barges of high freeboard such
as are used in the virginia coal carrying trade, either, but "Harlem
River" barges.
One wonders whether it would be One wonders whether it would be
better ceonomics to spend millions
of dollars in order to permit of dolurs in order to permit the
smokestacks of tug boats and the
signal masts of barges to pass, or to hinge the smiokestacks of a few
small tugs and unstep the barges mit them to pass under the bridges as are. Uness we are very much
mistaken there are several rivers
in Europe, including the Scine, that carry a good deal more traffic than
the Connecticut above Hartford is
likely likely to accommodate for some
time, where the shipping accom-
the
molates itself to the bridges in just about that way.
Ferhaps it might be a fairly good idea for the Massachusetts towns
to get some advice from somebody
outside the War Department the vital necessity for ant thone those
draws if the idea in merely to have
he river wsed for barge the river used for barge carriage.
Perhaps, in that case, they would
find that there were some pretty sood arguments against the draws;
and possibly such arguments might tailding concerns did lose some
buil

business. | Tabife making |
| :--- | Never was there a better illustra-

tion of the difficulty of drawing a
tariff bill to please conficting interests than is presented in the caso
of the pres leather, shoes and hides, which are
eliminated from the bill now before the United States Senate by
vote in which the Neve England
delegation split, the majority favor ing the continuation of these arti-
cles on the free list. cases in the past where one in-
dustry's interests in tariff locislaton werc opposed to those of an
other industry's, but if this is $n$ the first time it is at least the most
conspicuous one where a great in
dustry was divided against itself on that subject. The manufactur
ars of men's shoes were primarily interested in keeping hides on the
free list; their interest in any tariff on their own product being prac-
tically nil. On the other hand manufacturers of women's shoe
cared relatively little about paying carec reatively hitwe about paying
a reasonable duty on hides provided
they cull get protetion for their
finished wares. So the two main fished wares. So the two main
branches of the shoe industry
found themselves at opposite poles of the tarift question.
The men's shoe manufacturers won and the Oddic amendment,
which would have given the wom
sought, was defeated.
Not only the New England dele-
gation in the Senate split but the two Senators from Connecticut vot.
ed oppositely, Walcott for th Such is the job of tarify making CANNY WICKERSHAM Anyone who undertakes to crys
talize the things Mr. Wickershan said, to the Senate Juaiciary com-
mittee and afterward to the report-
ers, about prohibition, into that gentleman's actual. opinioins of the
dry laws will need to have consid


Health and Diet Advice
$\quad$
INGER surgeons for
ILNKS AND ADHESIONS In curing kinks it is first neces. shape and position of the kink, and
it is usualy a avisabilc for a trained

 straighen the kikh out at the first


 tink so that hi hern repat these





 forming.
After the part has been cleared
of tis entang irig aliances with its
ncighboring orzans it necessary to kep it in place by
strenthening the abdominat mus
les and correcting the
 aro the exercises which are taken
white ying tye back.
In cases
 prolapsus, it is possible to have
them
streng thened
to
take
 to exercise the internal intestinal
muscles by the wil power ano
can do with the exteroun abdom andinal
 process of correcting the frauty
positios of the tintestines. This re
ilieve the intestines of the weight
of large quantities of food and any infammation.
Every doctor .
dho treats died ough lysturbances should be thor-
whiniliar with the techinue
Whitainly just described, as it is certainly more important to correct
a kink by straightening it out than
to give a medicine with the hope of tushing the packed msterial
through. With the bloodiess metiod
which hape just describe the cure
is permanent, whereas, with many is permanent, whereas, with many
of the common pratices. the thins
and adhesios. tend to become gra-
dually worse. Patients should never permit
tremseves to be treated by any in-
ferior metho ferior method, as any doctor can
learn this techniqueu if he is willing
to spend the time. questions And answers






"Now look at my model kitchen with its floor of

## Armstrongs Linoleum



HE modern housewife has found
the quickest way to add new Seauty and color to her home. home and uses it to modernize her old.
Floors that were once drab, uneven and in a single day without unduly hampering your daily dife withouth Armult hampering
oleum. And Armstrong's Linoleum is now being color schemes. . . Plain and planked effects in the living room....Plain or large marTile, stone and marble designs in halliways and sunrooms. .Nev, sparkling embsssed
tiles and marbles for kitchen and baths.. . all over effects for bedrooms! Here are shown a fev rooms that have
been treated with linoloum. rirst the
hall
rith oleum. Then the colorful kitchen with its
brealfast corner and cabinets gaily painted to harmonize with the linoleum on the
floor. The bedrom shows a small, all over design, whilie the living room has a
plain jaspe pattern as a base for figured In the new Armstron's patterns for
Spring you are sure to find just the right
 Inlaid designs range in price from $\$ 1.33$
to $\$ 4.14 \mathrm{a}$ sq. yd with a. large selection in


The Watkins system of Linoleum Laying Trie watins Syitem of hayng finder ind





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Select your new
range on the
OLUB PLAN


Equip your kitchen with a moder
 tend the payl
of montus.

makes you a member of the
club and deliyers any range to

Chambers Ranges

 in sketaned is the new Model "7411


\$179

## WATKINS BROTHERS, Inc <br> 55 YFARS AT SOUTH MANCHESTER

(4)

|  |  |  | TSSAS <br> The Answer to Dress Values This Spring |
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KNGHTS GIVE PARTY






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 BEDROOM NOW LEADS IN WATKINS CONTEST Has One More Vote Than Liv.
ing Room; High School Girls Competing.



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 BUSINESS ABROAD
 In an efrort to avert an oxpected
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nodian
 and kerosene and aoded




 Reorganization of the capita tructure of the cana tian cational From 1925 to 1029 Germanys





Brisk Spring Suits


Brisk as the season and very smartly tailored are these new Spring suits and overcoats. Styles that are new, yet avoid extremes. Quality safeguarded from the choosing of the materials to the sewing on of the last button. Priced to give you the best clothes values in town.
OBEY THAT SPRINGTIME URGE-DRESS UP!
SUITS
TOPCOATS $\$ 25$ to $\$ 35$
 English Broadcloth SHIRTS

## Collar Attached Styles

 $\$ .15$Weekend Shirts
Specials
For 3 Days Only,
Thurs., Fri., Sat. Thurs., Fri, Sa
25 Dezen Fine Quality Collar Attache SHIRTS 32.0. 3.48
C. E. HOUSE \& SON, Inc.



 Two Hundred Women At.
tend. About two hundred wome


THE SILENT
GLOW KITCHEN BURNER
clean, CONVENIENT AND GIVES
comport five year
don"t delay-order now Silent Glow Oil Burner Corp.
 Diel $378{ }^{2}$ Neut Door to Montgomery Ward Co. 832 Main St.


## LOOK AT THESE SHOE BARGAINS THAT GO ON SALE HERE

THURSDAY MORNING AT 9 A. M.

## Diamond Shoe Stores

AND BARGAIN BASEMENT
1013 Main Street
South Manchester

FOR WOMEN-


Misses' and Children's Patent Straps and Ties $\$ 1.95^{\text {rair }}$


Ladies' Felt Slippers $39 \mathrm{c}{ }^{\text {pair }}$


Ladies' of Manchester: At this time we make you this very pecial offer o
$\$ 5.00^{\text {and }} \$ 5.95^{\text {Pa }}$

## Diamond Shoe Stores

1013 MAIN STREET,

## Holy Cross <br> Harfford City Champs Play Here 0n Friday

Sport Centers Booked by
Rec Five; Preliminary
Game Features Players
Wearing Roller Skates.

Baseball Prospects Bright As H. S. Bugle Call Sounds Whole Team Reports Bach ${ }^{\prime}$ O'Goofty Wins As for Another Season; Vi-
sions of League Title
Loom In Offing Loom In the Offing.

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ANOTHER GRIDSTER
TURNS TO WRESTLING


MCCLUSKEY WINS
TWO MILE EVENT IN GARDEN MEET

| Easily Defeats National One Mile Outdoor Champion; Martin Conquers Conger. |
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Clancy, Basketball, Football Captain, Obtained By Champs


Manchester Men
alert to the new styles for Spring, are beginning to choose their new Clothing and Furnishings HATS - FURNISHINGS TOPCOATS - SUITS SHOES
Are All Arrayed for Spring at This Popular Men's Store

PONTIFF PROTESTS RUSSIA'S CAMPAIGN

Pope Pius Celebrates Mass In Public and Russian Choir Sings at St. Peter's.







 The Pontire entered st. Peters tremenousu ornation and recere of
 Sown the nave ates Mass
His Holiness wore ${ }^{\text {and }}$ white hio sudied with golad He crasted
 During the eeremony he stood at









LIVNGSTONE'S Bith.














## No Excessive Costs

 in manufacturing or selling the New FORDDollar for dollar you get more for your money when you buy a Ford. Lower distribution cost, economies of
manufacture possible only under Ford methods, lower manufacture possible only under Ford methods, lowe financily forced upon you) go to make up the greater quently in the new FORD.
value in
We will be glad to go over this point by point. Come in and investigate before you buy a motor car


Manchester Motor Sales



Turn to Page 13
The Smart Shop's Alteration Sale Greater Values Than Ever!

# COMPARE VALUES BEFORE YOU BUY AN AUTOMOBILE 

Low charges for distribution of the new Ford<br>save you at least $\$ 50$ to $\$ 75$ in addition to<br>the many savings in manking the carp

THeSE are days when every dollar counts. The period of reckless spending is over. People are going back to the good old-fashioned principles of thrift and economy. Value is again being carefully considered.
Nowhere is this more important than in the selection of an automobile. For the purehase of a car represents a considerable investment. It should not be decided on hurriedly, but only after analyzing every important factor that concerns cost, value and performance. The time to do this is before buyingnot afterward when it is too late.
On the basis of cost, performance and the actual comparative worth of every part, the new Ford is a value far above the price you pay. It is made of better materials and with greater care and accuracy because of the recognized efficiency and economy of Ford manufacturing methods.
The value of these methods is known and understood by millions of people. It is not generally real ized, however, that these same principles of efficiency and economy are applied also to every.step in the distribution of the Ford car. The low cost of selling, financing time payments, etc., means a direct saving to you of at least $\$ 50$ to $\$ 75$ in addition to the money saved by Ford economies in making the car. Here are three reasons why this is so.
(1) The Ford dealer does business on a smaller margin of profit because of the greater number of
cars he sells. His discount or commission is the lowest of any automobile dealer. The diference in your off the price you pay for the car
(2) The Ford charges for financing are low.
(3) No expensive extra equipment is needed when you buy a Ford. The car leaves the factory ready for use. The f.o.b. price includes a Triplex shatter-proof glass windshield and an extrá steel-spoke wheel, in addition to four Houdaille double-acting shock absorbers and fully enclosed four-wheel brakes. Any accessories you may wish for your individual tastearesold considerably below the usual prices. None of these charges for selling, financing or accessories is marked up or increased to cover a high trade-in allowance on a used car.

Get all the facts, therefore, before you buy and figure out just what you are getting for your automobile dollars. Go beyond the f.o.b. price and find out how much more you pay the dealer than the dealer pays at the factory. Analyze the used-car allowance. Compare all charges-item for itemvalue for value.
When you do this you will have a new appreciation of what the Ford Motor Company and Ford dealers are doing to keep down the cost of Ford cars. You will also know why it is possible to put so much rea value into the new Ford and still retain the low price. The money you pay goes for value in the car. It is not wasted in excessive costs in manufacturing or selling



## Mr. SPACEBUYER

Whether You Are A Local Advertiser Using Small Copy Once Per Week or More or Representing A Nation-wide Organization Using Extensive Campaigns-

## WEKNOWTHAT-

The Story of Merchandise The Public Wants, Put In Clear Concise Copy and Used In Space Costing
ゅ \&

In This Proportion!!

The Consistent Advertiser Gets The Business!

He has appropriated a certain sum of money for advertising and barring flood, fire or panic he continues to keep his merchandise before the buying public. Depressing situations may arise but they will pass and that business which is not unduly alarmed by
that continues to seek business WILL GET IT.

The Herald gives its advertisers complete coverage The Herald gives its advertisers complete cover as in the Manchester trading area with a circulation that has up by the merits of the paper, a circulation that has stood the test of time under varying con
stood by the paper without fluctuation,

The Manchester buying public is made up of a class of intelligent, well paid people that is not to be excelled in any community.
$\square$


In This Proportion!!

## IN THE

## Altarthater Earning Thrall

 Manchester Owned and Manchester Controlled

MANCHESTER EVENING HERALD, SOUTH MANCHESTER, CONN, WEDNESDAY, MARCH 19,1930 .


SENSE and NONSENSE FLAPPER FANNY SAYS: when the thats of Thise Time





 | But a |
| :---: |
| $\substack{\text { rear man } \\ \text { Neets the storm cloude }}$ | Meets the storm clous When you near some fearsome trou

If you If yout bow doonn, it will double:
Int tuil ranish like a bubbee;
If you turow Your shoulders back
And keep your pace up
 morn
 Farth. In other
both ends meet.



 loated the troube
by buysing a radio.
 this coutry, not counting those

 Late at in $\quad$ A barber was just making his last gentioman roile



 Speaking of pessimism at its
worst, there are those peopet who
 weaponless JUDGE: The two men were
fighting with chairs. Dind
mint


## shigh mistake



 hemps down the

 (aint en en


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Toonerville Folks
By Fontaine Fox
OUR BOARDING HOUSE By Gene Ahern


WASHINGTON TUBBS II.
Time for Action
By Crane


## ABOUT TOWN


stranese $F$. Kale



 turns on tic
so at once.
Dr. Reginald Hardcastle of Lon-
don, Englanid has left the enploy of
the Memorial hospital where he was the Memorial hospital where he wa
the ersident physician and returned
to his native country Alexander Cummings of the Bris
toi Nurseries will be the enpeaker to
norrow at the seventh meetin

 planting
meeting
mis at transplanting
is at
and
and Women of the Nazarene churco
will hold their Thurssay afternoo prayer meeting tomorrow at
ortock at the home or Mrs. . oh
Muldoon, Bissell at Hamin street. Tonight at the Salvation Army
citadel the edistribution of prizes to
the members of the Sunday schoo Will take place. The Sunday schoo Thill consis
of boks and will be given as re wards to the schorars who hav what
earned the necessary marks fo
 just prior to the award of prizes
Parents friends and the genera
public will be welcome. Archie Kilpatrick of the Herail
starf will be the spaker at the Fri
day evening meeting of the Secon Coniregational Ment's club Mr. K many other countries. His specil
subject rrida evening will be Cal
orria and the mothots employed bit




LOCAL SCOUTS TO ENTER CONTEST IN WINDSOR Troop 6, Boy Scouts, will journey
to Windsor tomorrow minht one
Troop 14 in an inter-troop conteest Troop 14 in an inter-troop contest,
Cars drive by troo commdteman
will leave the church ot $6: 45$ o'clock Troop 6 holds a win over Troop $1 c^{\prime}$
East Hartiora, of which ${ }_{\text {Bob }}$ triumph over the Windsor Scouts in

like fashion | The events will be: scoutcraft |
| :--- |
| MMorse signaling, obstacle rece, res |
| cue race, group knot tying |
| sema | cue race, group knot tying, sema-

phore signaling, frirst aid, paicing
friction fire, and staff relay. $\underline{\square}$
 $=\mathrm{v}=\mathrm{E}=0$ ur Littl Painter
 Says"If you are a hand

 y. Frank T. German of Holy Trin. best materials for


 York are Mr. .and Mrs. Revelt, Nard
Chene. FFank Cheney, Jr., an
Hiss Mary Benton.

Johh I. Olson
Painting and Decorating Inasmuch Circle of Junior Kings
Duaghters will meet this evening git
Dolick with Janicc and Emily Re699 Main St., South Manchest

\section*{mamipenehurat | $\begin{array}{c}\text { ALICE FOOTE } \\ \text { MACDOUGAL COFFEE } \\ 51 \mathrm{c} \mathrm{lb} .\end{array}$ | $\begin{array}{c}\text { PURE } \\ \text { LARD } \\ 121 / 2 \mathrm{c} \mathrm{lb} .\end{array}$ |
| :---: | :---: |

 <br> PROTECTION BRAND
migity well liked cracker)
(Fresh from the ovens, a
Lunch boxes special all this week at 33 c a box. <br> Our fish 1ist for tomorrow includes: Butter Finh, Mackerel.
Halibut, Salmon, Filet of Hadackek snd Diessed Hadock; Smelts Filitivat, Salmon, File
ters. of Sole: Chowde

Tartar Souce <br> \begin{tabular}{|c|c|}

\hline | BLUE |
| :---: |
| 6 BIP MATCHES |$\quad$| 1 LB. ROLLS |
| :---: |
| CREAMERY |
| 44 c | <br>

\hline
\end{tabular} <br> Buy your Fresh Vegetables at Pinehurst tomorrow: Fresin

Asparagus sac lb. matces, Celery, Icebe

er, Carrots, Cabbage. <br> \begin{tabular}{|c|c|}

\hline | JUICY FLORIDA |
| :---: |
| ORANGES 42c dozen | \& | Marsh Seedless GRAPE |
| :--- |
| FRUIT, 4 for $\ldots \ldots .31 \mathrm{c}$ | <br>

\hline
\end{tabular} <br> STRICTLY FRESH EGGS .....................39c dozen Calves' Liver

Freshly Ground Beef or Sausage Meat ........30c lb. Freshy Ground Beef or Sausage Meat ............ce ib.
Lean Corned Beef
Sauer Kraut 10c lb, MeIntosh Apples}

## 

## Enter Hale's Sewing Contest  <br> 



Fabric
Gauntlet Gloves Strap and Two Button Styles
\$1.65


Read Hale's Self-Serve Grocery Advertisement on Page 7.


Giving

This
Perhaps you are having the weekly bridge club at

Snd all the
Hale's.
CARD TABLES $\$ 1.49$ These are well braced and constructed card
tabies with colored frames ind red, green or mahog-
and Other Card Täbles Stakmor Bridge Chair $\$ 3.98$ Bridge Chairs $\ldots . .$.


Tally and Score Pad Sets $\quad 25 \mathrm{c}$ The new Godey prints.
underwear - panties, combinations, vests ,
bloomers and stestins bloomers and step-ins..
in plain tailored or lace trimmed models. Flesh, peach, rosebua, rayon un-
maize. Wear rayon
derwear beneath your derwear beneath your
new fitted frochs-as they hug the body--
thus help to achieve the thus help to achieve the
smart "unbroken" line.

Hale's Rayon Underwear-Main Floor, right

## 1-2 Size Frocks

The New Style Dresses for Women Who Are Hard to Fit.

## $\$ 16.75$

Do you have a hard time finding a dress to fit you
If so, these are your dresses-frocks made in half If so, these are your dresses-frocks made in half
sizes. ...which you can slip into and find perfect. made with better shoulders....longer length......
larger bust. ...full hips. Smart prints on black larger bust....full hips. Smart prints on black or
navy grounds; plain shades with lingerie touches.
$161 / 2$ fits 36 bust $\quad 221 / 2$ fits 42 bust $181 / 2$ fits 38 bust $\quad 241 / 2$ fits 44 bust $201 / 2$ fits 40 bust $\quad 261 / 2$ fits 46 bust Hale's Frocks-Main Floor, rear

## ROAR: <br> Printed Zephyrs

In Distinctive New Patterns

## 39c



Brimmed Hats
Combine Felt and Fine Straw
$\$ 3.95$ to $\$ 5.95$
Marie Alphonsine and Suzanne Talbot
designed the originals of these models Tailored brimmed styles and dressy off
the-face models in in felt with straw trim-
Black, nat the-face models in ifte with straw trim-
mings, or straw with filt. Brack, nat
wral and bright shades

Main Floor, rear



Decorative Prizes Witaie tor. .50 c



Pastel Bridge Set $\underset{\text { The wise }}{\$ 1.00}$




Hale's Cottons-Main Floor, left


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     At liast the wondrous meal was (The Trines ent at the

