

THE HOUSE OF HAZARDS



By MAC ARTHUR

Consumers In 21 States View Ads

Average Man Thinks Newspaper Ads More Reliable Than Statements Of Public Officials.

The American man-in-the-street has more confidence in newspaper advertising than in statements of public officials, according to the results of a canvass of consumer opinion in 21 states made public at New York recently by Charles C. Stech, consumer and advertising research specialist. The survey showed, according to the report, that whether oil-field worker, professor, radio announcer, physician, housewife, lawyer, or any of the other 122 types of workers represented on the list of 5,000 persons questioned, each had some opinion as to newspaper advertising and its influence.

To the question, "Which do you usually consider more reliable, statements given out by men elected to public office or advertisements in your daily newspapers?" 85 per cent of the replies favored the newspaper advertisements, and 88 per cent agreed that newspaper advertising was apt to be more reliable and dependable than claims and statements made by the average salesman.

The question, "Are you misled in your beliefs and purchases by the advertisements in your daily newspapers?" brought "no" in 59 per cent of the replies, with 26 per cent replying, "occasionally."

Advertisements made the daily newspaper more interesting to 80 per cent of those questioned; provided 84 per cent with helpful ideas, and 85 per cent were agreed that a concern which spends money to advertise its brand was more likely to keep its product always up to stan-

dard than one that did not advertise. The survey was conducted in conjunction with a special study made by Mr. Stech in behalf of a client as a "feeler" of business conditions in general from coast to coast.

BANKS BUILD RESERVES TO MEET CURRENCY DEFLATION

Dr. Irving Fisher of Yale University, says banks of the country have reserves of 100 per cent on deposits to protect them against possibilities of deflation of the currency. Dr. Walter F. Spahr, director of economics at New York University, who shared the Alexander Forum Foundation program with Mr. Fisher, in New York City, also had a warning for banks, asserting that when they buy Government bonds which are not in themselves self-liquidating, they are "setting up frozen assets."

Mr. Fisher suggested that cash and Government bonds should be the only reserves recognized as securities and asserted that the baby bond issue proposed for payment of the soldiers' bonus was "a substitute for inflationary paper money or for an ordinary issue of Government bonds to be sold to banks in return for inflationary credit."

He said the Government would have to borrow from banks to obtain cash and so increase the danger of inflationary bank credit expansion.

So far, he said, there has been no real inflation in America, but only relation to make up for the deflation which caused the depression.

Fear of deflation, he said, should be just as real as the fear of inflation.

WEALTHY SHOULD AIRPLANES FOR THE NAVY

The new Chief of Staff of the United States Army, General Main Craig, has come out for a military air service "second to none." That is a program that will be welcomed by all who have felt a sense of shame that America, where aviation was born, has so steadily lagged behind the rest of the world in developing and utilizing the airplane for military defense.

This country leads the world in commercial aviation. That leadership has been a growth of less than ten years. Before Lindbergh's historic flight across the Atlantic, America was being out-distanced by all the countries of Europe even in commercial flying. The development since then has been due to private initiative and private capital, with a great deal of valuable co-operation from the government, to be sure, but with very little financial assistance from Uncle Sam.

But while we have forged ahead in commercial aviation, our military equipment of planes and trained personnel of other nations. The Navy has been better cared for in this respect than has the Army.

Nobody wants the United States to get into another war. Yet there is always the chance that we may be forced into one, a chance that is perhaps not as remote as it seems, in the present disturbed state of world affairs. It would be a pity if we had to go to war as we did in 1917, with practically no military airplanes fit for service, and up-to-date enough to be useful against the enemy's superior equipment.

TO ENLARGE PLANT AT LAWRENCEBURG

A new building is being built by the Kraft-Phoenix Cheese Company close to the main building, to be used as a drying room for whey. In the past and at present, the drying is done at the Kraft plants in Indiana, but with the completion of the building and installation of equipment here, the local plant will not have to ship the by-product away for the drying process.

The product is used as a mixture with stock feed.—Lawrenceburg News.

FIRST LADY WON'T DISCUSS ATTACKS ON SELF; POLITICS

Mrs. Franklin D. Roosevelt indicated a strengthened determination to refrain from mixing in political controversy.

In reply to questions at her press conference, this week, the First Lady admitted reading all attacks made on her personally and on the Administration, but declined to comment on them.

Don't Get Up Nights

MAKE THIS 25c TEST

Use Juniper oil, Buchu leaves, etc., to flush out excess acids and waste matter. Get ride of bladder irritation that causes waking up, frequent desire, scanty flow, burning, and backache. Get Juniper oil, Buchu leaves, etc., in little green tablets called Bukets, the bladder laxative. In four days if not pleased go back and get your 25c. Get your regular sleep and feel "full of pep." Dealers Names—Corner Drug, Druggist; C. M. Dedman & Son Druggists.

BRUCE BARTON Says:



Make Home Building Easy

Home is a little white cottage with green blinds, where love locks the door against the world, and the warm light of the open fire weaves a halo around every head. Yes, indeed.

Also, Home is a piece of land which you buy after weeks of horse-trading with a real estate. Home is an expensive journey with a lawyer back through the title records. Home is a contract supposed to include everything, but which, by the time you have suggested a couple of little changes, such as a light in the front hall and some shelves over the kitchen sink, turns out to represent only a very minor part of your cost.

Home is a place where you hear the electrician who installs the door bell saying to the electrician who installs the lighting fixtures: "Do you wires through my conduits?" A place where you hear the plumber saying to the steam-fitter: "That is my job, not yours—how do you get that way?"

Home is a place that was to be all ready for occupancy on October first and into which you move on February first in order to get the painters out. Home is a place where every time you make the slightest improvement the tax assessor comes around and boosts your assessment.

The above remarks, intended somewhat in the spirit of good clean fun, doubtless will raise a small riot among such members of my congregation as happen to be engaged in real estate, law, architecture, contracting, or labor union management.

To all such I would say earnestly and prayerfully: "You have no idea how much more business you could do if you only would get together, work together, and iron out the hundred of needless annoyances."

FUTURE LEADERS

The little children romping around today will become the men and women of another generation. They will control the destiny of this community then, as we control it now.

Community betterment is always the goal of every good citizen. It is the great lubricant which causes the wheels of enlightenment to spin noiselessly and to a purpose.

To insure a better community for the future we must begin with the children of today.

If in their childhood they are taught to differentiate between wisdom and foolishness, between the good and the bad, between right and wrong, the lessons they learn will bear golden fruit in after years, and the community we love so well will be brighter and better because of the influence they will exert upon the citizenry of their day.

Remember the little children of today, for tomorrow they will have children of their own, and the law of heredity is strong with us all.

The sun shines brightly when we push the clouds away, but the little child has not yet learned to push.

TRUANT CHILD'S DAD FINED

For failing to send his child to school, Cecil Sigler, Marion, was convicted in Crittenden county court and fined \$5 and costs by Judge David H. Poslethweight. It is the first conviction of the kind in that county but many more are expected by officials, it was said.

ADVICE TO CHANDLER

The buzzing job-hunter is worrying the life out of Gov. Chandler. Had he followed our advice and used Flit, Black Flag and Ratnip, these parasites wouldn't be quite so numerous today. Not too late now.—Glasgow Times.

Insanity may be a cause for divorce, but it might better be applied to marriage.

At the first SNIFFLE..

Quick!—the unique aid for preventing colds. Especially designed for nose and upper throat, where most colds start.

VICKS V-A-T-R-O-NOL 30c double quantity 50c

G-Men Give Much

In Washington recently I took occasion to pay my respects to J. Edgar Hoover, head of the G-Men. As we were friends, he gave me a little special attention, but any citizen is invited to visit the department.

Here are five million finger-prints, sent in by police departments all over the country. Some departments send only the prints of felons; others file prints of every one who comes into even the slightest conflict with the law. It has happened more than once that an offender, picked up in one city for so small a thing as running past a traffic light, has proved to be wanted in another city for a major crime.

The finger-prints never lie, and so marvelous is the system of filing them that even you or I, with a couple of hours' instruction, could locate any particular set of prints.

Of the criminals the G-Men have brought to trial in the last year, nine out of ten were convicted. The principal reason for this astonishing record is that every G-Man must be either a lawyer or a chartered accountant: they know how to get the kind of evidence that will stand up.

The G-Men are paid altogether too little. The total expenses of the Department last year were about four million dollars, and it collected, in fines and recoveries, more than thirty-nine millions. The wonderfully efficient and economic service of governmental employees who protect our lives and property, handle our mail and guard our health, should always be properly paid.

These unsung millions give an awful lot for the little they are paid. And right up near the top of this good list is Edgar Hoover and his G-Men.

ODDS AND ENDS OF THIS OLD UNITED STATES

In 1811, there was an earthquake which could be felt for several days.

In 1815, 1818, 1830, 1832, the snow was 18 inches deep and lasted several days.

In the fall of 1833, was the time of the falling of the stars; it began about midnight and continued until daybreak.

On May 14, 15 and 16, 1833 came the "great frost." All small vegetation was killed and many trees.

On February 7, 1835, was "cold Friday." The thermometer registered 18 degrees below zero.

In 1833, the Asiatic cholera was here. Again in 1849, then in 1873.

In 1854 was the great drought—no rain from June 19 until September 23.

In 1855, a siege with the locust; on August 7, 1869, total eclipse of the sun.

On January 9, 1877, the thermometer registered 24 degrees below zero.

On February 3, 1886 was the big snow—27 inches on the level.

QUEENS LEADS NATION IN LOW DEATH RATE

The Public Health Service has announced that New York City's Queens, the borough of homes and apartment houses, had the lowest 1935 death rate in the Nation.

This year's rate of 6.4 per 1,000 estimated population was even better than last year, when Queens led the Nation with 6.5.

Manhattan's death rate was 15.9 per 1,000.

Chicago had a rate of 9.9; Philadelphia, 12.1; Detroit, 7.6; Los Angeles, 11.0; Cleveland, 10.7; St. Louis, 12.5. For the eighty-six larger cities in the list, the 1935 rate was 11.4 per 1,000, the same as for 1934.

Try an ad in our Classified column.

FREE! about STOMACH TROUBLE

Explains the marvelous Willard Treatment which brings lasting relief. Sold on impulse—money-back guarantee.

PRICELESS INFORMATION for those suffering from STOMACH OR DUODENAL ULCERS, DUE TO HYPERACIDITY—POOR DIGESTION, ACID DYSPEPSIA, SORE THROAT, GASTRITIS, NEWSPAPER, CONSTIPATION, BAD BREATH, SLEEPLESSNESS OR HEADACHES, DUE TO EXCESS ACID.

Ask for a free copy of Willard's Message.

C. M. Dedman & Son, Druggists

NEWSPAPER MISTAKES

Errors in newspapers are frequent, tho' it is the goal of one and all who claim to be journalists to eradicate the disease of mistakes. An editorial in the Lehigh, Nebraska World, published some time ago expressed the situation and gives some advice which could be read over with profit every once in a while, both by newspaper folk and subscribers.

"Yes, newspapers make mistakes. There is no concealing the fact, because the errors themselves are spread where all the world may see them. But is there as much inaccuracy as people think? Probably not. Frank R. Kent of the Baltimore Sun, speaking at William and Mary College, makes a striking statement of the case, which may interest readers as much as it interests newspapermen. 'In no business and in no profession save that of the pure scientist,' he declares, 'is the premium of accuracy so high, the penalty for inaccuracy so prompt, and the proportion of accuracy so great. There isn't a newspaperman anywhere who does not know that, trivial though his error may be, someone will catch it. Even when it escapes the watchful editorial gaze, even when no one in the office picks it up, even when he himself is unaware of it, there are still the old subscribers—thousands of them—vigilant, alert, aggressive, resentful, eager to put their finger on the "break," communicate with the editor and "show up" the writer and the paper. These old subscribers, in my judgment, are by far the most valuable asset a newspaperman can have. Their militant, microscopic scrutiny is the finest possible corrective influence.'—Journal, Webster City, Iowa.

WEALTHY SHOULD HELP OTHERS

What does it profit a man, if he accumulates a fortune commensurate with his needs, and then continues to make money just for the sake of adding to his wealth?

The logical answer is that it profits him nothing if he does not use surplus above what he actually needs for the good of others.

He would be unwise to retire unless his condition of health made such a step necessary, because he would be unhappy in a life of ease and the community suffers from the loss of his business judgment and experience.

The business which he built up would lose the value of his counsel and those whom he had given employment might be unwitting sufferers through a complete failure of the enterprise in which he was interested.

When such a man reaches a place where he is financially independent, he can do untold good by continuing to make money and spending it for the betterment of others less fortunate and with less ability than he.

Such men discharge their full duty when they become public benefactors and use their wealth to good ends.

BON VOYAGE TELEGRAM RATE IS REDUCED

Bon voyage telegrams, the yellow blanks that go down to the sea in ships, may now be sent to those about to sail, for as little as twenty-five cents from any Western Union office in the United States, it is announced.

"In line with establishing low flat rates for birthday and tourate telegrams, and for greetings on special occasions, the telegraph company reduced the rate to 25c January 15, for any one of sixteen fixed-text bon voyage messages, regardless of their length or of the distance to the seaport from the Western Union office where they are filed.

"For those who wish to write their own bon voyage messages, there is a new rate of thirty-five cents for the first fifteen words of the telegram, limited to the expression of good wishes and salutations customarily sent to one about to go on a journey."

Getting Up Nights

If you suffer from Getting Up Nights, Nervousness, Leg Pains, Swollen Joints, Distress, Headaches, Loss of Appetite, Burning, Smarting, Itching, Acidity due to functional Kidney or Bladder troubles, try the Doctor's guaranteed prescription (Creomulsion). Must bring new vitality in 48 hours, and satisfy completely in 3 days or money back. Guaranteed Cretin costs only 3c a dose at druggists.

Still Coughing?

No matter how many medicines you have tried for your cough, chest cold or bronchial irritation, you can get relief now with Creomulsion. Serious trouble may be brewing and you cannot afford to take a chance with anything less than Creomulsion, which goes right to the seat of the trouble to aid nature to soothe and heal the inflamed membranes as the germ-laden phlegm is loosened and expelled.

Even if other remedies have failed, don't be discouraged, your druggist is authorized to guarantee Creomulsion and to refund your money if you are not satisfied with results from the very first bottle. Get Creomulsion right now. (Adv.)

Piano Is Reported Making Comeback

Manufacturers Operate Near A Normal Basis For The First Time In Years.

The piano is making a comeback. For years it has been bucking depression and the competition of radio broadcasts. But Lucien Wulain, Cincinnati, president of the National Piano Manufacturers Association of America, reported today that industry in 1935, for "the first year in a long time," saw its producers "operating on somewhere near a normal basis—the third year, however, of a steadily increasing production of new pianos."

Predicting increased business in 1936, he added "the public generally is once more realizing, after all, that the piano is the fundamental instrument for music in all of its forms. Further, the American people are more conscious of music than at any time in their previous history."

THE TAXPAYER SAYS 'T WAS EVER THUS!

The soldiers get the bonus. The country gets the bills. The Congress gets the fan mail. The taxpayers get the chills. New York Sun.

I FEEL FINE

Mothers read this:



A CONSTIPATED child is so easily straightened out, it's a pity more mothers don't know the remedy. A liquid laxative is the answer, mothers. The answer to all your worries over constipation. A liquid can be measured. The dose can be exactly suited to any age or need. Just reduce the dose each time, until the bowels are moving of their own accord and need no help.

This treatment will succeed with any child and with any adult.

Doctors use liquid laxatives. Hospitals use the liquid form. If it is best for their use, it is best for home use. And today, there are fully a million families that will have no other kind in the house.

The liquid laxative generally used is Dr. Caldwell's Syrup Pepsin. It is a doctor's prescription, now so widely known that you can get it all ready for use at any drugstore.

Why be NERVOUS

There's a time-tested, harmless, preparation, compounded by a specialist in nervous disorders, for the relief of Sleeplessness, Irritability, Nervous Indigestion, Nervous Headache, Restlessness, the Blues and Hysterical Conditions.

During the more than fifty years since this preparation was first used, numberless other nerve sedatives have come—and gone. But the old reliable has always been in constantly increasing demand.

Only one medicine fits this description.

DR. MILES NERVINE

If you are nervous, don't wait to get better. You may get worse. Take Dr. Miles Nervine. You can get Dr. Miles Nervine—Liquid and Effervescent Tablets—at your drug store.

HELPED 98 PERCENT

Interviews with 800 people who had used or were using Dr. Miles Nervine showed that 784 had been definitely benefited. Isn't anything that offers a 49 to 1 chance of helping you worth trying?

Get a package of Dr. Miles Nervine today. If it fails to help you—take the empty bottle or carton back to your druggist, and he will refund your money.

Do You Ever Wonder

Whether the "Pain" Remedy You Use is SAFE?

Ask Your Doctor and Find Out

Don't Entrust Your Own or Your Family's Well-Being to Unknown Preparations

THE person to ask whether the preparation you or your family are taking for the relief of headaches is SAFE to use regularly is your family doctor. Ask him particularly about Genuine BAYER ASPIRIN.

He will tell you that before the discovery of Bayer Aspirin most "pain" remedies were advised against by physicians as bad for the stomach and, often, for the heart. Which is food for thought if you seek quick, safe relief.

Scientists rate Bayer Aspirin among the fastest means yet discovered for the relief of headaches and the pains of rheumatism, neuritis and neuralgia. And the experience of millions of users has proved it safe for the average person to use regularly. In your own interest remember this.

You can get Genuine Bayer Aspirin at any drug store—simply by asking for it by its full name, BAYER ASPIRIN. Make it a point to do this—and see that you get what you want.

Bayer Aspirin