Hospital Greets:
Christmas Baby, 50 ther Arrivals B. Parents Disdain Usual
"Carol" Name for Own.
Earlier Sele Earlior Soleotion


Read what a few Large companies have to say.

## GENERAL MOTORS SAYS:

WWe invested $\$ 40,000,000$ in newspaper advertising during the past four years. It made sales of $\$ 4,000,000,000$ with net profits exceeding $\$ 400,000,000$."

## PEITA MICHIMLSON

## OF THE BANK OF AMERICA

atanks, the industry, are coming out of the depmescion through the use of printers' ink."
W. H. KMLLOGE,

PRESIDENT, KELLOGG CEREAL COMPANY
"Whe newspaper has been the backbone in our advertising field. The results have proved to us their value as prosperity builders."

## JAY GOULD,

PRESIDENT, BEST FOODS, INC.
"Newspaper advertising increased the sales of our company tweenty per cent."

## C. H. CHIDSTERR,

PRESIDENT, GENERAL FOODS CORPORATION
"We are advertising our way out of the clepression."
Dozens of Other Important and Successful Firms Have Made Similar Statements IT HAS HELPED THEIR BUSINESS It Will Help YOURS!

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Altho she was a splendifit
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ghosen the name Barol Barfiria
hoanne in \#dvance.
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Bailey is a chcoker for a
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ong Beach. The 20-year-old mong Beach. The 20 -year-old
mother and baby are making
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other new arrivals during the
pats six days at the hospltai
 worker and his wife.

 machinist at the Natlopa,
Supply company. The bify is
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He is the thir ohid of the
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ond child. Kemble is a Io A son, Russel Wanrent, was
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## Library to Get

Cibrary to Get

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News Year Eclipses Any Since War, United Press Ranks Biggest Stories

NEW YORK, Dec, 30 (U.P.,-For transcenent news
overshadowed any year since the World War. The ten bit
news
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land, Germany, Spain, Ethopia and Japan,
 3-Spanish civil war.
4-Death of King George $V$.
5- Execution of Bruno Richard Hauptma $5-$ Execution of Bruno Richard Hauptmann.
$6-$ Fall of Addis Ababa, climaxing Italy's conquest of 位tian 7.-Germany's reoceupation of the Rhineland. - Aapanese revolt. 0 - Olympic Gamigs, elion. ecrially Jesse Owen's victories, /ditid ploanor Holm Jarrett controversy;
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