Country Is Punishing Mood
And Party In Power Suffers


BEAUTY
ADORNED
H. C. Bright Co.

IT IS SERIOLS

## Alkrama Theater TODAY-

## See

the entire Pacific Fleet in action!
the attack from the air:
the submarines let go their blast of leaden mis.sils:
the gray destroyers plunging in the trough of the sea-
in all their soul-stirring thrill and dramal at dozen other in all their soul-stirring thrill and drama, a dozen other lossal scenic cataclysms-in the monumental tribute to $\mathbf{U}$ Postal Workers.
WITH RALPH LEHIS, JOHNNIE W ALKER aND A Distinguished cist


ADMISSION-10c and 30c, Matinee and Night


FELT TIRED, SO TIRED

## Is Money Ever "Spent" for Advertising?

> A young and energetic executive took hold of fine old retail business in New York,
> What this hissiness needs," he told him. relf, "is a place in the mind of the public.
> And deliberately he set out to sacrifice the erepter volume of his profits and invest the vacrifice into the building of good-will.
> He did. And to this old business, advertising was the breath of life.
> For six months liad not passed before the
> herines had grown so that the advertising nis was a smatler percentage than ever it had oop effected economies hud wave fare. the or cervice. cconomies and Lave far stipe-
> That was five years ago. Today a certain centage is spent, or supposed to be spent. Nertising. But as fast as the appropriaand the more that the husiness increases, the maller the percentage becomes.
> Is money ever "spent" for advertising?

