

New Congress To Be Controlled By The South

Senator Bailey Is Slated For Chairmanship

South Rules Congress With 29 Out Of 39 Chairmanships

Washington.—The smashing Democratic victories in two successive national elections have given the South a strangle-hold control of the new Congress.

The South will fill 16 out of 20 important House chairmanships, including the "big three"—rules, appropriations and ways and means—and will put Southerners into the chairmanships of 13 out of the Senate's 19 most important committees.

In addition, Vice President Garner presides over the Senate, and another Southerner undoubtedly will be elected Speaker of the House.

The wholesale slaughter of Eastern Republicans left Western insurgents and liberals "riding high" in the Senate. They will dominate the minority blocs on virtually every Senate committee. Also, if and when the Senate becomes Republican again, under seniority rules Westerners would be in line for 13 chairmanships of the 19 most important Senatorial committees.

Westerners, in fact, would head five of the "big six" Senate committees—agriculture, finance, foreign relations, banking and currency and judiciary. The appropriations chairmanship would go to the East.

The Senate, however, cannot go Republican for another six years.

The one bright spot for Eastern Republicans lay in the House. If the Republicans can capture the House in two or four years, Easterners would become chairmen of the House's 10 most important committees, including the "big three."

Only 10 less important chairmanships would go to Western Republicans. All this, naturally, will depend on the survival of the incumbent representatives and the House going Republican eventually.

The South's control of the new Congress, however, was definite and immediate. Senator Joe T. Robinson, of Arkansas, once more will be majority leader of the Senate. Representative Joseph W. Byrns, of Tennessee, will be majority leader of the House, unless elected Speaker.

Beginning with Senator Josiah W. Bailey of Raleigh, it is a foregone conclusion that he will become chairman of the important Committee on Commerce of which he has been a leading member during the past two years. He is now chairman of the committee on claims, in which post he has been able to expedite the payment of hundreds of obligations which the government justly owed, and which had been held up due to departmental approval and the necessity to slash red tape.

Senator Bailey is now fourth member in seniority on the Committee on Commerce. Defeat of Chairman Hubert D. Stephens of Mississippi makes the chairmanship vacant with Senator Duncan U.

Baseball's New Deal



NEW YORK . . . ABOVE is Joe Cronin who goes to the Boston American Red Sox as playing manager in one of baseball's biggest deals. Boston is reported to have paid \$150,000 for his release from Washington, the highest cash price ever paid for a player. The deal had Cronin's okay as he was offered a 5 year contract as player-manager at \$25,000 per year. . . . BELOW is baseball's greatest, Babe Ruth, now in the open market for a job as manager, with pen all poised to sign on the dotted line. . . . Boston Nationals, and the Philadelphia Americans are reported in the market for him.

Fletcher of Florida vice chairman. Senator Fletcher desires to remain the chairmanship of the Banking Committee which eliminates him for the potentialities as chairman of the Committee on Commerce.

G. O. P. Not Dead Says Fletcher

Washington.—In his first formal comment since the Democratic election victory, Henry P. Fletcher, G. O. P. chairman, declared "The Republican Party is not dead and is not going to die."

Despite the overwhelming Democratic majorities in the new Senate and House, Fletcher found solace from a Republican viewpoint in the election results. He declared the "Socialistic New Deal" is bound to fail.

He pointed out Republicans polled 47 per cent of the total vote cast, and lost but three million votes, against a loss of seven million for Democrats compared to the 1932 total figures.

They tell us to have faith in our country, and anyway we have faith to believe it will never fail to send us our tax bills.

Santa Claus Exhibits Toys He Has In Stock For Good Little Children

New York.—Down from his workshop near the North Pole, Santa Claus has sent nearly 1,000 samples of the toys he will leave for good little children this Christmas.

They are on display now in a building on Fifth avenue. It is called the American toy manufacturers exhibit, and it shows that children are growing more interested in making things than in taking them apart to see what makes them run.

There are steel and wooden sets for building bridges, elevators, doll

houses, skyscrapers, bungalows, garages and miniature farms.

Santa Claus says many children would rather have building sets this year than mechanical toys, which only have to be wound up. He has found that girls don't care so much for dolls any more—except the very little girls—and that many of them will want a chemistry set, or a microscope, or perhaps an electric iron.

There will be plenty of dolls for the very little girls, dolls with long curls and lots of dresses. And there will be doll houses with electric

bells. Everything that you ride in is "stream-lined," like the new trains and automobiles. Velocipedes, scooters and even doll carriages have "pants" on the wheels to cut down the air resistance. (Get daddy to explain how it works).

James L. Fri, managing director of the association, said advance orders indicate Santa Claus will have about \$200,000,000 worth of toys this year, an increase of 10 per cent over last Christmas.

Lighting Equipment Important In Retail Trade as Days Grow Shorter

Proper lighting equipment is becoming a factor of increasing importance as the days grow shorter and darker. Merchants, anxious to increase their sales this fall and winter, may find it both timely and profitable to make a survey of their business properties from the standpoint of modernizing their lighting facilities, when reconditioning under the Better Housing Program.

Progressive business men have recognized that investment in scientifically correct lighting equipment frequently pays for itself many times over. It is a trade axiom that merchandise properly displayed sells more readily—and lighting is a vital point in proper display. Light experts, qualified to give intelligent, scientific advice on commercial illumination should be consulted for suggestions.

In preparing the general lighting plans for the store, volume of light is not the only consideration. There can be too much light as well as too little, glare being a common defect. Consideration also should be given to the quality of light. It is possible for a brilliantly lighted room to appear cold and repellent, instead of warm and friendly.

The condition of illumination in a retail establishment has its effect on the store personnel as well as the customers. The depressing atmosphere of a dark store, or the eye-strain of glaring lights may have adverse effect upon the disposition and the selling efficiency of the sales force. Installation of indirect illumination is now practical for most business properties. Its proper use can heighten the "quality" atmosphere of the establishment.

Modern show-case and counter lighting can add greatly to the effectiveness of merchandise displays. Concealed lighting should be substituted for show-case lights which are visible to the customer.

Show windows deserve special attention, and the carefully planned, well-executed treatment is the one which will please the customer and increase trade.

Depositors To Get Extra 500 Million

Washington.—Depositors in closed banks will receive an added 500 million dollars as a result of generally improved business conditions, Chariman Jesse Jones of the RFC estimated. Recent estimates were that such depositors stood to lose 2,500 million dollars. Due to appreciation in the value of closed banks' assets, the loss now stands at 2,000 million, according to Jones.

They tell us to get rid of useless decorations, so the girls that just stand around and look pretty should look out they don't get dumped.

Feels a Lot Better When Black-Draught Relieves Constipation

From many states come reports like the following from Mr. W. M. Henderson, of Jasper, Fla.: "I have been taking Theodor's Black-Draught twenty years. I take it for constipation that gives me a dull, tired, aching feeling, and I have headache, too. Black-Draught relieves me of this trouble. After a few doses, I feel as good as new. I keep it in my home. I have a big family. When one of us is ailing (from constipation), we take Black-Draught and almost always feel a lot better. It has been worth its weight in gold to my family." . . . Sold in 25¢ packages. "Children like the Syrup."

ALL BOYS

"Are you your mother's only little girl?" asked the benevolent old gentleman.

"Yes, sir," she replied, "the rest of us is all boys."

VICKS COUGH DROP

... Real Throat relief! Medicated with ingredients of Vicks VapoRub OVERCOMES BAD BREATH

THEY ALL GET A LIFT WITH A CAMEL



HOUSEWIFE. Mrs. C. Daly says: "We all know how much energy a woman puts into house-keeping! My recipe for renewing energy is to smoke a Camel. Camels do pick up my energy when I feel tired. And they have such a mild, delicate flavor!"

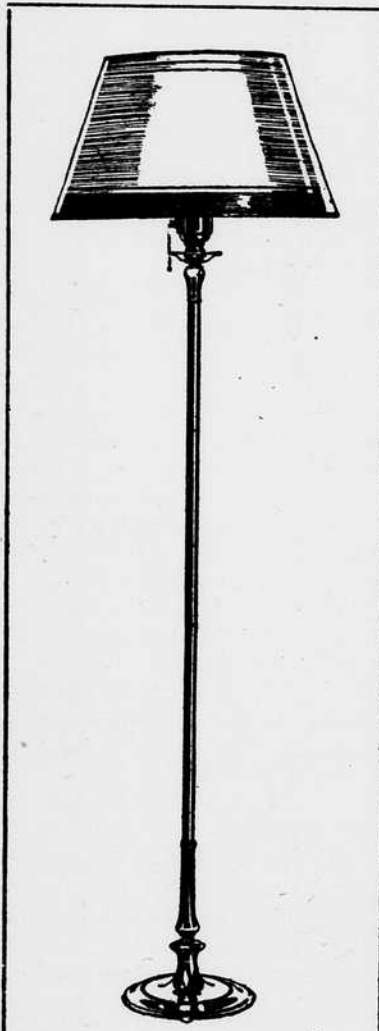


STEEPLECHASE RIDER. Crawford Burton says: "Whether I'm tired from tiding a hard race, or from a crowded business day, I feel refreshed and restored just as soon as I get a chance to smoke a Camel. So I'm a pretty incessant smoker, not only because Camels give me a 'lift' in energy, but because they taste so good! And never yet have Camels upset my nerves."

Heat with coke . . . the clean, efficient fuel

An Important New Service To Our Customers!

Through New Sight-Light Demonstrator you are able to select lighting intensity required for YOUR eyes for COMFORTABLE seeing.



The New 3-Lite Indirect

FLOOR LAMP

\$12.95 Complete With Bulb

95c Cash—\$1 per mo. with electric bill.

Do you have difficulty in reading your newspaper at night?

Do you realize that sewing on dark goods requires more light than sewing on light goods?

The question of comfortable seeing for various visual tasks is very important from the standpoint of your eyesight as well as your general health and well being. For the first time it is now practicable to determine the amount of illumination which your eyes themselves would select for various tasks.

You can ascertain whether or not you are straining your eyes when reading, sewing or studying. You need no longer guess the size of bulb needed for the table or floor lamps.

We invite you to visit our office and make your own Sight-Light test with the new Sight-Light Demonstrator which we have made available for your use.

The lamp in this demonstrator is equipped with a lever which enables you to adjust the amount of light falling on the seeing task. This lever is moved slowly from left to right until the illumination is most comfortable for the task. The flap which covers a Sight Meter is then turned over and the illumination which your eyes have selected is measured accurately and scientifically.

Various visual tasks, such as reading a newspaper or a telephone directory, or sewing on dark or light colored goods are included in this test. Thus you can determine how similar tasks which your eyes are called upon to do at home, in the office or other work place, require more or less light.

Charts in this cabinet show the proper bulb sizes for various types of lamps as well as their cost of operation.

Your eyes are your most precious possession. For the sake your own as well as those of your entire family be sure the lighting in your home is right.

We invite you to make use of this new service to help you to preserve those precious eyes.

Southern Public Utilities Company

PHONE 1900

Ride the street cars and avoid the parking nuisance

Telephone Users Consider Quality and Dependability of Service as Paramount

Telephone service is such an intimate, personal service that anything adversely affecting it at once becomes a subject of individual interest to the millions of users. Because this service has such an important part in your every day social and business life, its quality and dependability are matters of serious concern to you. Service inferior to the high standard to which you are accustomed would not be acceptable, even at a lower price.

Recognizing this fact, the Bell System has always so shaped its policy as to insure the best and most dependable service that science and careful, farsighted management could produce, at the lowest possible cost consistent with financial safety.

Due to this constructive policy, the telephone business has never earned speculative profits.

In the best years of the Southern Bell Telephone Company's history, and during a time when other businesses were earning large profits on soaring prices, the cost of the telephone service was kept at a level where the return on the investment was never more than 7%. In 1930, when the depression was first felt, these earnings declined rapidly and in 1933 they shrank to about 4% on the investment.

It is obvious that further reductions of such already inadequate earnings would seriously endanger the financial soundness of the business, and be reflected in the quality and dependability of the service.

SOUTHERN BELL
Telephone and Telegraph Co.
INCORPORATED