

SHORT RIBS AND BALONEY

By Harvey Baldwin

"Tote my Poxy" as Fred Allen, the radio crackler says, if it isn't open season for crooked arm resolutions.

The ether punster pokes a timely wallop at the 1937 crop of promissory piggies in the world of sports. It is now, the first fresh weeks of the new year, that the winter grazing gentry of baseball solemnly kneel before the altar of last year's records and with crossed broken fingers fervently vow to make '37 their all time top. Fewer errors, more hits, better conditioning and less crooning with the a-l-h-i glee club.

Their resolutions remind me of that beautiful ballad "O Promise Me," the newly wed's swing song. The song poets of this sacred melody have been proud of its success and enduring popularity. But if you happen to be passing your local cemetery, some sunny afternoon during the national pasture schedule and hear weird wails of lamentation don't go speak silly—the tunes of the promise song are merely turning over in their graves trying to get over on their "dead end" for peace.

And why not?

Ever since the playing days of Spaulding, Holmes and Amon, the diamond dandies of baseball have been promising their managers that the season will be better than the pink and the fans and check signers can play 'em on the nose to win.

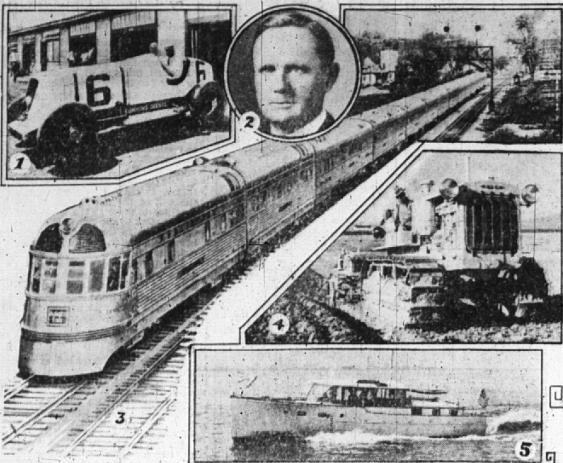
This is a proverbial New Year's resolution made by every ball player and their sincerity is without doubt, the real McCoy—but hot stove fielders turn out to be promise fumbler in the payoff schedule.

Resolve as they will, these left handed plodgers—from the center fielder to—will continue their miffed "muffs" and hickory whiffs, likewise their umpire handling will top 300 in the squawk and beef department—but what of it. That's the game and don't we all pack a pretty average in the crumple league?

After all, dear customers, ball players are only human and subject to error or perhaps errors. But if they lay down a promise bust in January and can't beat it out by September—that doesn't mean the lad isn't in there trying. Why there isn't a guy on the lot who doesn't try to give you, the dealer holder, the best summer show in the circuit. No matter what you call 'em, they're in there trying and if they break every new year's promise on the lot except that one, its their gilt edge promise of attempt.

In passing, if you don't think these "hoosie tarzans are giving you your souls worth I would advise you to use them for breach of promise, and should you wish, appeal to your congressman for a new deal on New Year's resolutions.

40th Anniversary of Diesel Power



(1) Diesel engine racer, first ever to finish 500 mile Indianapolis grind without stopping for fuel. (2) B. C. Heacock, President, Caterpillar Tractor Company, world's largest builder Diesel engines. (3) New 48-hp Diesel driven Denver Zephyr. (4) Plowing with a Caterpillar tractor, one of hundreds of "Dieselized" farm jobs handled at low cost. (5) 48-foot cruiser powered by twin Diesel engines.

Diesel power is 40 years old in the United States. More than 300 of the country's leading engineers and industrialists met at the Waldorf-Astoria, New York, recently to celebrate the anniversary—and to honor the memory of Dr. Rudolf Diesel, inventor.

Diesels are internal combustion engines, but differ from gasoline engines, in that they operate on cheap low grade fuel oil which is fired by the heat of compression rather than by electric ignition.

Modern lightweight zephyr type trains, capable of sustaining speeds of 100 miles per hour or more, are diesel powered. A small diesel powered passenger car has been driven from Los Angeles to New York on \$7.63 total fuel cost. A 32-passenger bus has made the same trip East to West on less than \$25.00 fuel cost.

Trans-Atlantic liners, ferries, tug boats, large and small yachts, fishing vessels, freighters, naval craft, and others employ diesel power to extend operating ranges and to lower fuel cost.

Nearly 100 American manufacturers are building these economical "power giants," air units from 10 to 20,000 horsepower. One of these, Caterpillar Tractor Company, Peoria, Illinois, has in five years become the world's largest producer of diesel power, employing a continuous assembly line for the purpose, the only one in the country.

Caterpillar alone has built nearly 1,500,000 horsepower, represented by more than 21,000 diesel engines. On countless farms, in trackless mountains, at Alaska mining claims, in city pumping stations and lighting plants, in hundreds of mobile and stationary power jobs, these are working dependably, characteristically free from breakdown, at one-fifth normal internal combustion engine fuel cost.

With American production this year 21 times greater than the 1922 output, the future of Diesel power is brilliant indeed according to Charles F. Kettering, Captain Edward V. Rickenbacker, B. C. Heacock and other well informed experts who addressed the anniversary meeting.

Depreciation

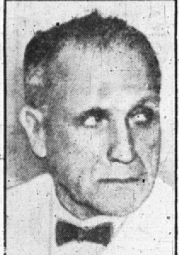
"I need a holiday," said the pretty restaurant cashier. "I'm not looking my best." "The manager looked annoyed. "Nonsense," he retorted. "It isn't nonsense," she said. "The men are beginning to count their chance."

Lady—I'm going to sue my husband for divorce and I want you to tell the court about his character.

Phrenologist—Well, bring him around and I'll feel the bumps on his head.

Lady—That won't be necessary. The bumps are on my head.

Ninth President in Cuba Since '33



Elevated to the presidency when Miguel Gomez was impeached, Frederico Laredo Bru, above, became the ninth chief executive of Cuba since 1933. Bru is supported by the army's strong man, Col. Fulgencio Batista. Gomez was impeached after his opposition to Batista-backed legislation which called for a 50-cent tax to support army-controlled schools.

Jots in Jest

"HANDBOOK on rackets gets national attention." Especially, it seems, by musicians.

Family in Santa Rosa, Calif., owns a cat which lives principally on carrots and spurs meat. We wonder if it's the type that has long ears and a cotton tail.

One hundred leaders of Melbourne, Australia, dined in a lion cage with six lions wandering about. The after-dinner speeches were masterpieces of brevity.

Longest non-stop railway run in the world is made by the "Flying Scotsman," which travels 392 miles between London and Edinburgh. There must be economy involved somewhere.

Grandview, Wash., man is wondering how his berry plants have mixed the seasons so that they're blooming in below-freezing temperatures. They're probably giving him the razz.

Out of a class of 26 at Hollister, Calif., 22 students misspelled the word psychology. There was evidently a lack of it in the teaching.

KEEPS SON'S DEATH SECRET

Los Angeles—Although Russ Colombo, screen and radio crooner, has been dead since September 3, 1934, his blind mother, who was critically ill at the time, has never been told of his death. Physicians claim the shock would prove fatal.

It's a Hard Life

Bringing with him an electric atmosphere, a young man strode into the newspaper office, and banged his cane on the editor's desk.

"Where's the editor?" he shouted angrily.

"He's—he's out!" replied the clerk nervously. "What's he doing this time?"

"In my advertisement for my valueless motor," stormed the visitor, "he turned the second 'e' into a 't'."

Investment

Business Man—who had got on in life)—Yes, when I first came to New York I had only a dollar in my pocket with which to make a start.

Interviewer—How did you invest that dollar?

Business Man—I used it to pay for a telegram home for more money.

Laundry

Fine Work on Summer Garments

AXLER'S

Theater Bldg. Ph. 1505

"All Your Services"

Hand of Service

Careful Work Prompt Service

Cleaning and Pressing

Ladies' Plain Dresses

Men's Suits

Cash and Carry **80c**

Cash and Delivery **90c**

Matthews

Ladies' and Gentlemen's Tailor

Phone 9011

244 E. Maple

'Bootleg' Coal From Closed Mines

Forced into unemployment when mines closed because of unprofitable operations, Pennsylvania coal miners, using crude equipment as shown here, resorted to mining on "their own" company properties without authorization. As a result, Gov. George Earle ordered an investigation to determine what can be done for the "bootleg" miners.

LOANS \$10 to \$300 PROVIDENT LOAN & SAVINGS SOCIETY

206 Riker Bldg. — 2nd Floor — Pontiac

Huron St. — Just West of Saginaw

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We Are Now Making Loans In Birmingham

A complete loan service, all at a charge of 2% per month on unpaid balances.

The business policies that have made Provident popular in Detroit will be carried out here.

Just phone — Pontiac 2-9249 — and a representative will call.

LOOK!! YOUR SMALL CHANGE IS BIG MONEY AT KROGER STORES

Let your nickles and dimes buy big values at your Kroger store sale of well-known foods—priced to fit your pocketbook.

PURE GRANULATED MICHIGAN BEET **SUGAR** 5 LB. CLOTH BAG **25c**

HOT-DATED, FRESHER, FRENCH **COFFEE** LB **20c**

DELICIOUS GELATINE DESSERT **TWINKLE** 3 pks. **10c**

CONCENTRATED **SUPER SUDS** pks. **19c**

SCULLY'S PURE **GRAPE JAM** 2 1/2 lb. jar **23c**

COUNTRY CLUB SECTIONS **WESCO GRAPEFRUIT** No. 2 can **10c**

WESCO OVEN-FRESH SODA **CRACKERS** 2 1/2 lb. box **15c**

COUNTRY CLUB PASTRY **FLOUR** 3-lb. sack **19c**

LIPTON'S YELLOW LABEL **TEA** 1/2-lb. pkg. **23c**

SANTA CLARA **PRUNES** 4 lb. 25c

Country Club, Crisp, Crunchy **BRAN FLAKES**

15-OZ. PKG. **10c**

PURE TOMATO **CATSUP** 14-oz. bot. **10c**

AVALON, CONCENTRATED, **BLEUING** 10-oz. bot. **10c**

BARBARA ANN TOMATO **SOUP** can **5c**

COUNTRY CLUB "GRAPEFRUIT" **JUICE** 3 No. 2 cans **25c**

C. Q. Boneless Rolled **Steak Roast** ROUND SIRLOIN T-BONE lb. **29c**

C. Q. **Chuck Roast** lb. **19c**

CHOICE CUTS LONG BONE **Leg O Lamb** lb. **25c**

Smoked Hams WHOLE OR LEGS!!! lb. **29c**

CLEAN QUICK, QUICK-DISSOLVING **SOAP CHIPS** 5 lb. box **24c**

LIMIT 2 PACKAGES TO A CUSTOMER.

USED DAILY BY THE DIONNE QUINS. **PALMOLIVE** bar **5c**

ESPECIALLY FOR DISHWASHING **SUPER SUDS** 3 small pks. **25c**

GIANT PKG. 17c

THE BILLION BUBBLE SOAP **WHITE SOAP** 3 giant bars **10c**

EAT MORE, QUALITY

OLEO

2 LBS. **25c**

CALIFORNIA, SEEDLESS **ORANGES**

LARGE SIZE, HEALTHFUL EASY-TO-PEEL FULL OF CALIFORNIA SUNSHINE **DOZ. 25c**

FRESH, TENDER, FULL-POD **GREEN PEAS** 2 lbs. **15c**

FANCY BOX, WINESAP OR ROME BEAUTY **APPLES** 4 lbs. **25c**

FANCY, STRINGLESS, GREEN **BEANS** 2 lbs. **15c**

FRESH, SOLID, CRISP, NEW **CABBAGE** 3 lbs. **10c**

FRESH GREEN ONIONS OR **RADISHES** 3 bun. **10c**

FRESH! CRISP **SPINACH** lb. **5c**

DRY, YELLOW **ONIONS** 3 lbs. **5c**

MOTT'S ASSORTED FLAVORS **JELLIES** 1/2 lb. **10c**

BIG BEN TIMED CLOCK **BREAD** 2 1/2 lb. loaf **10c**

ALL VARIETIES, KRAFT **CHEESE** 2 1/2 lb. pks. **33c**

(Except Swiss and Old English)

ARMOUR'S STAR, CORNED **BEEF** can **15c**

AVALON FULL STRENGTH **AMMONIA** at bot. **10c**

FRESH FRIED, PLAIN OR SUGARED **DOUGHNUTS** 1/2 lb. **10c**

KROGER STORES