

A NEW SET
SAVE THEIR
PRICE
IN
GAS
AND OIL



A NEW set of Champions every 10,000 miles restores new car performance. They cost you nothing as they quickly save their cost in gas and oil.

CHAMPION SPARK PLUGS
TOLLEDO, OHIO

Competent and Reliable Local
Representative Wanted
for full or part time
to handle our line of
DuPont Stainless Damask
Table Cloths

These cloths require no laundering, yet look like real linen. Highest commissions. Quick deliveries. Write:
Western Commercial Co.
22 Battery St. San Francisco
For Free Samples.



Kill Rats Without Poison
A New Extremist that
Won't Kill Livestock, Poultry,
Dogs, Cats, or even Baby Chickens
K-R-O can be used about the home, barn or poultry
yard with absolute safety as it contains no deadly
poison. K-R-O is made of Aquil, as recom-
mended by U. S. Dept. of Agriculture, under
the Comstock process which insures maximum
strength. Two rats killed 178 rats at Arkansas
State Farm. Hundreds of other testimonials.
Sold on a Money-Back Guarantee.
Insist upon K-R-O, the original Aquil exter-
minator. All dealers 75¢. Large size (four times
as much) \$2.00. Direct if dealer cannot supply
you. K-R-O Co., Springfield, O.

K-R-O
KILLS RATS ONLY

Seek and Ye Shall Find
Mrs. Pack—Well, we've been mar-
ried 20 years and I've found nothing
but trouble.
Mr. Pack—Have you been looking
for anything else, my dear?—Boston
Transcript.

Dentist Outdone
An Ohio oil well is being drilled to
a depth of a little more than a mile.
This is thought to beat the best den-
tal records by several feet.—Detroit
News.

Honor Is Francis Bacon's
Arthur Boswell says, "Experimen-
tal science was born in 1215 with Ro-
ger Bacon, an English monk."

Ignorance may be bliss, but that
kind of bliss isn't worth much.



"Before My Baby Came"
"Lydia E. Pinkham's Vegetable Compound puts new life into me and makes my work in the store and in the house easier. I took several bottles before my baby came and am always singing its praises to my friends. I recommend it for girls and women of all ages. It makes me feel like life is worth living, my nerves are better and I have gained pep and feel well and strong."—Mrs. A. R. Smith, 808 S. Lansing Street, St. Johns, Michigan.

Lydia E. Pinkham's Vegetable Compound
Lydia E. Pinkham M.D. Co. Lynn, Mass.

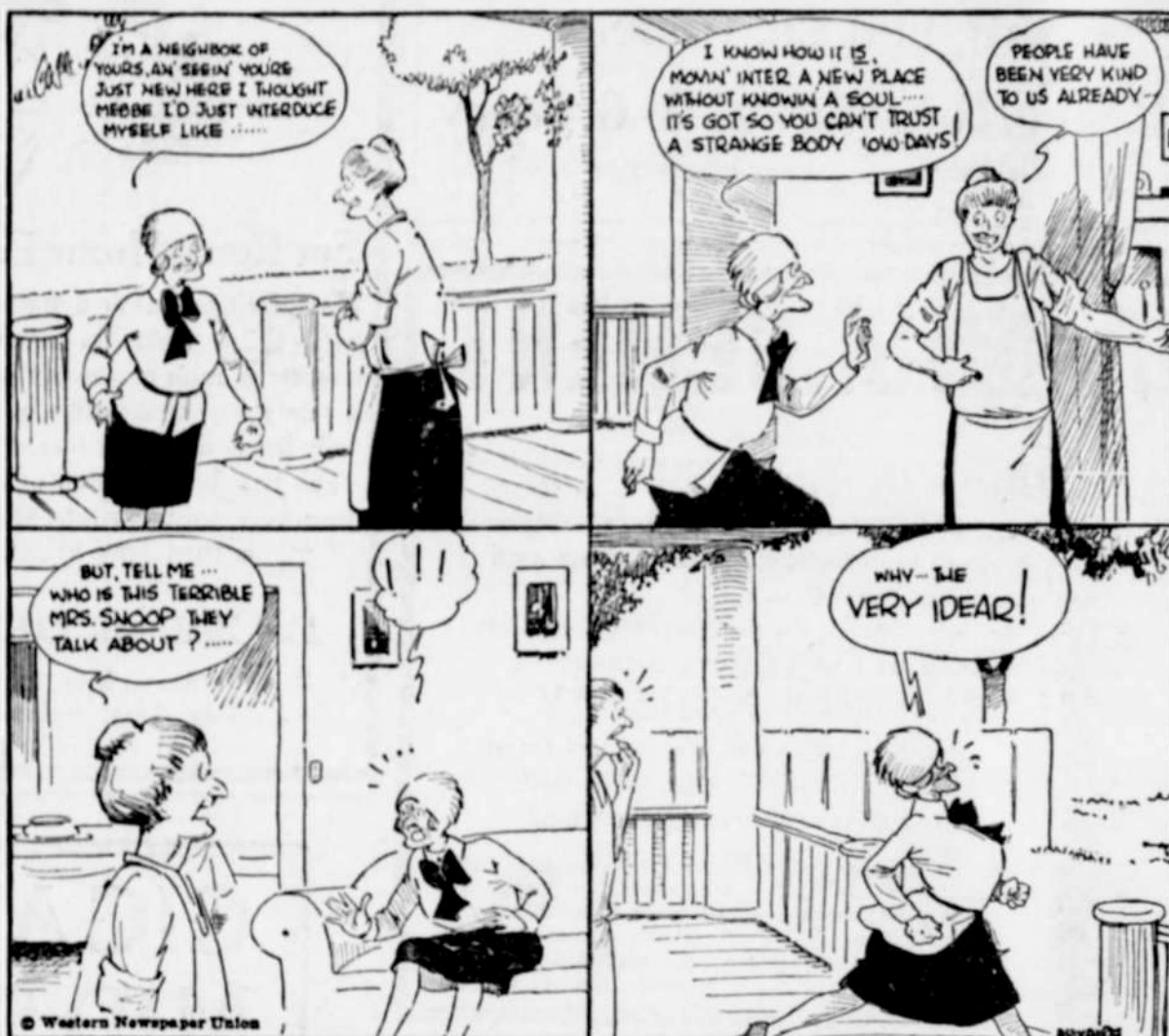
OUR COMIC SECTION

Along the Airways



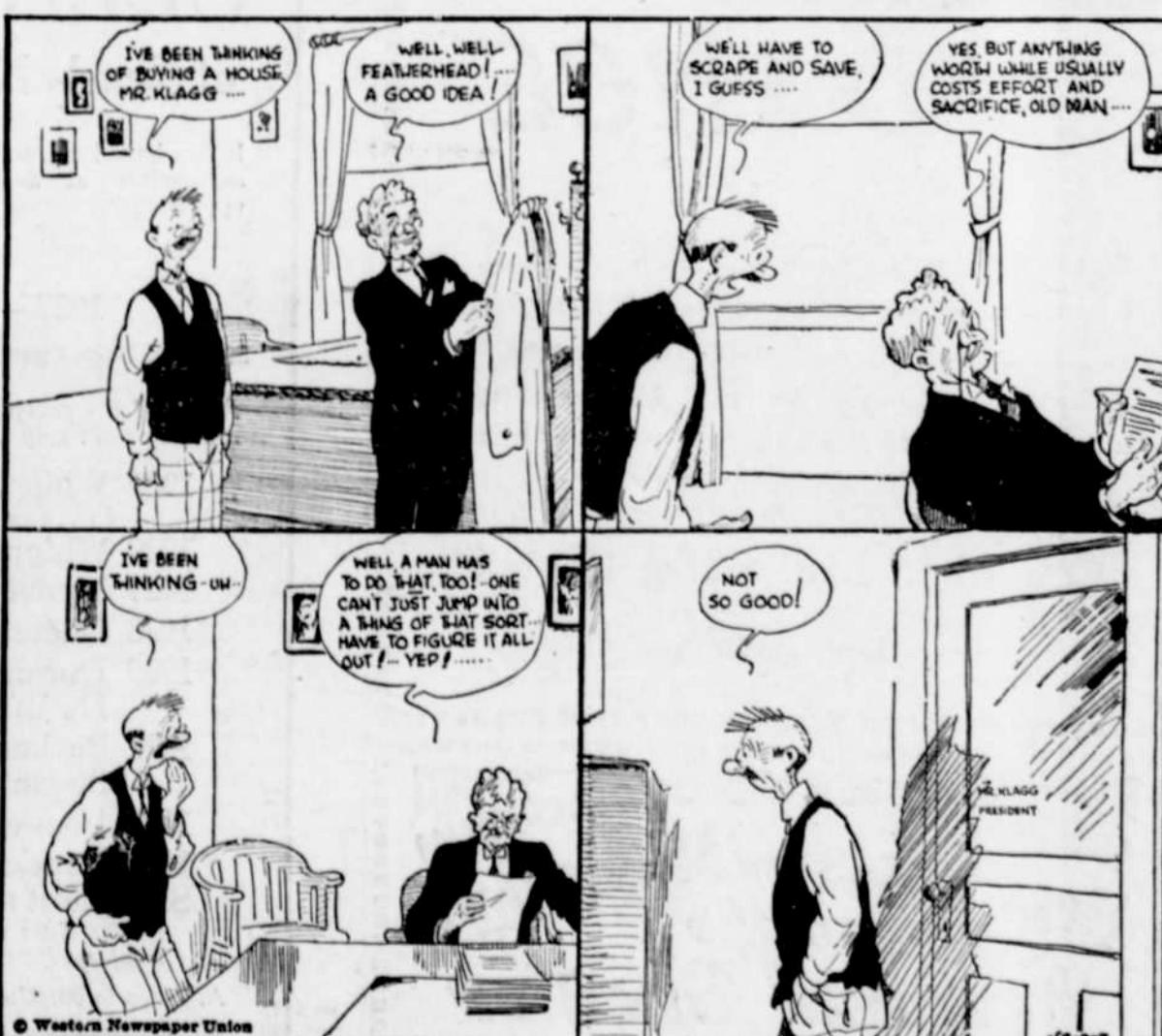
FINNEY OF THE FORCE

Present, but Not Accounted for



THE FEATHERHEADS

A Hint for a Raise Falls Flat



REVEALER OF MYSTERIES



reveals to the young bride more of the
mysteries of cooking than anything
else? Friend—"The can opener, I'd
say."

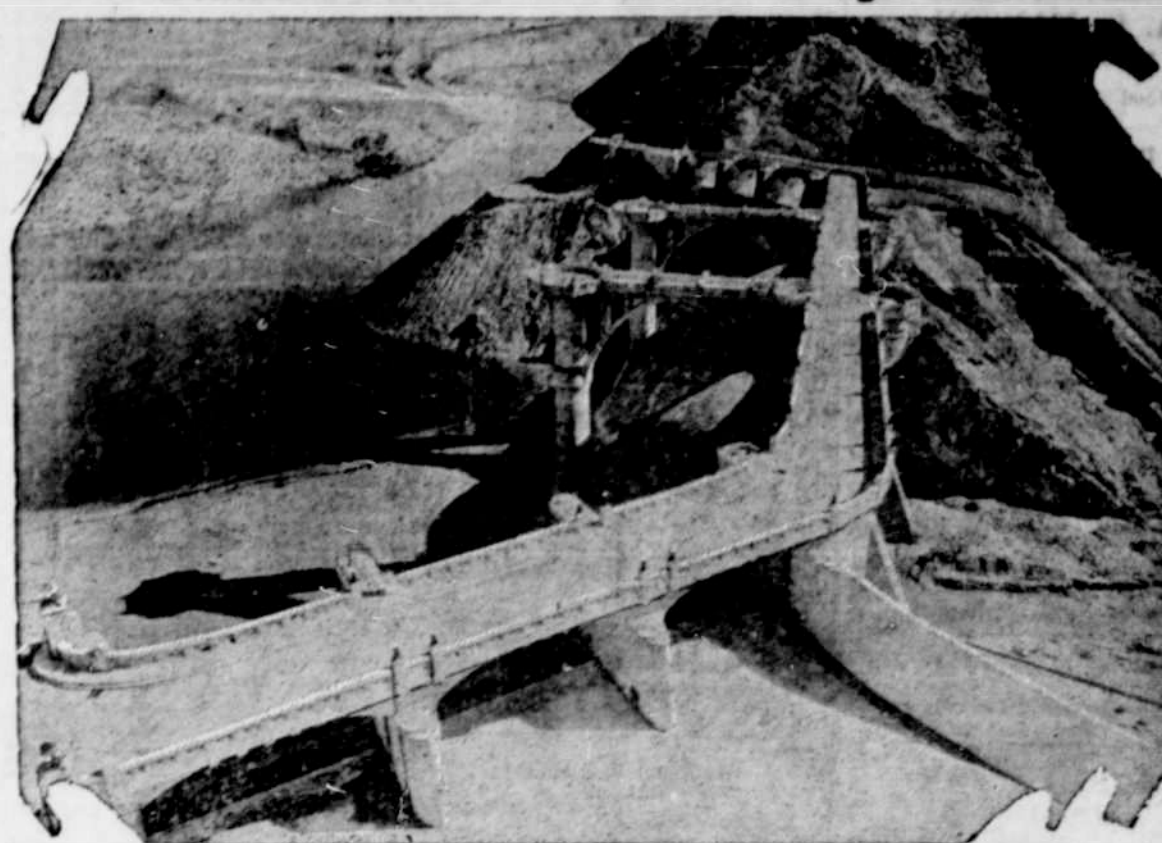
Absent-Minded Groom

The conjuror was being married to
a pretty actress. They had reached
that juncture in the proceedings when
the clergyman called for production
of the ring. The bridegroom put his
hand absently into one pocket and
brought out a rabbit.

Couldn't Help It
"At the circus there was a girl who
rode beneath the horse, on the horse's
neck and almost on its tail."
"That's nothing. I did all that the
first time I rode a horse."

Footlight Conversation
First Vaudevillian—Why is the pow-
der puff so popular among the ladies?
Second Vaudevillian—Why? Because
it's onto nearly all the latest fem-
inine wrinkles.

Beautiful View of the Great Coolidge Dam



Here is a remarkable view of the new Coolidge dam on the Gila river in the heart of the San Carlos Apache Indian reservation in Arizona. It is the first multiple dome dam ever built. It impounds 1,200,000 acre-feet of water to irrigate 100,000 acres of desert land, generates 15,000 horse power of electricity, and provides a great bridge for the transcontinental automobile highway.

ARABIAN PROVERBS

God does not pay weekly, but at the end.
Where the mind inclines the feet lead.
Think of the going out before you enter.
Silence is the best answer to the stupid.
The heart is the treasury of the tongue.
There are no faults in a thing we want badly.
The one-eyed person is a beauty in the country of the blind.
Do not order the tree to be cut down that gives thee shade.
One coin in the empty money-box makes more noise than when it is full.
If you would keep your secret from your enemies keep it also from your friends.
The Israelites seek for new parking space.
Caesar crosses river by means of Ford's.
Queen Elizabeth considers getting an Essex.
Phoenician sailors get at least 500 miles to a galleon.

There are no railroads in Iceland.

Little Switzerland has eight univer-
sities.
Rodents often suffer from Bright's disease.
The crocodile is the largest existing reptile.
There are about 2,250,000 coconut palms in Florida.
Only about one-third of a tree is used commercially.
More than half the farm workers in Germany are women.
Clothing for the poor is kept in each of the 20 city halls in Paris.
Thomas A. Edison, the noted inven-
tor, has 1,078 patents to his credit.
Native women of New Zealand can cook their dinners over boiling springs.
A German professor has invented a camera that takes 5,000 pictures a second.
Steamships send their flags to the laundry just the same as they do their linen.
A tennis court at Hampton Court palace, in England, has been in use 400 years.—Grit.
Some people are not big enough to endure success, which perhaps ac-
counts for them not having any.

PEN POINTS

All work and no play makes Jack for the sanatorium.
None is so blind as he who doesn't see what is in this bootleg stuff.
No man feels flattered by being referred to as "a nice-looking egg."
The privileged class includes every-
body who has more than we have.
A motor road over a beach will hardly add to the gaiety of surf bath-
ing.
People who are satisfied to take things as they find them seldom find them.
Some day we shall judge the im-
portance of a city by the number of its airports.
Among our leading conversational horses is the man who has just pur-
chased a new car.
The value of sticking to it must fall to impress the fly who has landed on a fly paper.
The big three of modern life: the movie theater, the corner drug store and the delicatessen.—Los Angeles Times.
Those who are big enough to profit by wise advice seldom need to seek it.
He who spends his present in dwell-
ing on melancholy events of the past, is half dead already.

New Issue

\$4,250,000

Western Newspaper Union

(A Delaware Corporation)

Fifteen-Year 6% Convertible Gold Debentures

Dated August 1, 1929

Due August 1, 1944

Interest payable February 1 and August 1 without deduction for normal Federal income tax not exceeding 2%. The Com-
pany will agree to refund to holders, upon proper application, any State income tax not exceeding 5% per annum, and
in Massachusetts not exceeding 6% per annum, and personal property and security taxes in certain States as pro-
vided in the Trust Indenture. Redeemable at any time as a whole or in part on 60 days' published notice at
105 and accrued interest. Coupon Debentures in interchangeable denominations of \$1,000 and \$500
registerable as to principal only. Central Hanover Bank and Trust Company, Trustee.

Debentures will be convertible, at the option of the holder, at any time prior to maturity, or up to five days
prior to earlier redemption, into Common Stock at the rate of 40 shares for each \$1,000 principal amount.

H. H. Fish, Esq., President of the Company, summarizes from his letter to us as follows:

BUSINESS

Western Newspaper Union, successor to a company of the same name and a business founded
in 1865, serves more than 10,000 daily and weekly country newspapers, maintaining fully
equipped plants in 36 key cities of the United States from California to Massachusetts.
The Company supplies these newspapers with ready printed inside pages or with columns of
prepared plate, containing various feature stories, serials and special articles selected by the
newspaper publishers; places national advertising in their papers and prepares cuts and copy
for local advertising campaigns.

The Company also does a large volume of commercial printing, prints in their entirety
various magazines and trade journals and is responsible for the mechanical production of
many of the feature services of The Associated Press.

FINANCIAL

During the past 20 years net profits of Western Newspaper Union, after all charges includ-
ing depreciation, but before Federal taxes, averaged more than \$680,000 annually, and in no
single year were such net profits less than \$450,000.

Net profits after depreciation, but before Federal taxes, for the past 4 years, as certified by
Messrs. Arthur Andersen & Co., after eliminating operations of the paper mill, which is
being sold coincident with this financing and after other adjustments arising from the
reorganization as stated in their certificate, were as follows:

1925.....	\$741,336
1926.....	955,383
1927.....	571,249
1928.....	705,825

Such net profits as above have averaged about \$758,448 annually, and for the year ended
December 31, 1928, amounted to \$765,825, equivalent to more than 3 times the annual
Debt interest requirement.

After deducting from such net profits in 1928 Debt interest requirements, Federal
Taxes (parent company) at 12% and Preferred Stock dividends, the balance amounted to
over \$352,000, or about \$2.35 per share on the 150,000 shares of Common Stock to be
presently outstanding.

The net assets of the Company, available for these Debentures, based on the balance sheet,
as at April 30, 1929, adjusted to give effect to the present financing, including the sale of
the paper mill, were in excess of \$8,500,000.

MANAGEMENT

Since the death in 1916 of the former owner, George A. Joslyn, his widow and other heirs
have owned the majority of the Common Stock of Western Newspaper Union, control of
which is now being acquired by the executives who have been responsible for its successful
operation during the past 13 years.

All legal details will be passed upon by Messrs. Trench, Hurlin, Sher-
man & Rogers of Chicago and by Messrs. White & Case of New York.

F. A. Willard & Co.

New York

Philadelphia

Ames, Emerich & Co., Inc.

Chicago

New York

We have accepted as accurate the information and statements contained in the above mentioned letter and summary,
but no errors, omissions or misstatements in said letter or summary shall give rise to any right or claim against us.

July, 1929.