

Daily—Twenty-fourth Year.
Weekly—Fifty-seventh Year.

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No. 54.

FUTURE OF U. S. ROSY IS REPORT

Increasing Prosperity if Economic Balance Maintained—Commodity Demand Will Keep Wages High—Americans Enjoy Greatest Material Welfare Say Economists.

WASHINGTON, May 15.—(AP)—An increasingly prosperous future for the United States, provided that the present economic balance between production and consumption of wealth can be maintained, is predicted by the report, published today, of President Hoover's committee on recent economic changes.

A maintenance of high wages, in the light of what the report cited as "insatiable commodity demand," increasing application of scientific and managerial skill, and an elimination of speculation, the writers of the document concluded, would assure the continuous advance of living standards for the majority of the nation's population.

"We see only to have touched the fringe of our potentialities," the report said, though it declared emphatically that during the seven years including 1928, with which year its data ceased, Americans had enjoyed a material welfare splendid beyond all human experience.

"The survey has proved conclusively," the report continued, "that wants are almost insatiable; that one satisfied makes way for another. The conclusion is that economically we have a boundless field before us; that there are new wants which will make way endlessly for newer wants, as fast as they are satisfied."

Great Opportunity.
"We have the power to produce and the capital to bring about the exchange between producing and consuming groups. We have communication to speed and spread the influence of ideas. We have the science and arts to help us. We have a great national opportunity."

Besides the president, signers of the report were Owen D. Young,

Now Showing at Hunt's Craterian



Scene From 'THE COHENS AND KELLYS IN ATLANTIC CITY'

"The Cohens and Kellys in Atlantic City" is now playing at Hunt's Craterian. George Sidney is the featured star. Vera Gordon, Mack Swain and Kate Price play the featured roles.

All of the principals are popular screen figures with long stage experience.

Clarence M. Woolley, Daniel Wilford, Louis J. Taber, A. W. Shaw, John J. Itasko, Lewis E. Pierson, Adolph C. Miller, George MeFadden, Max Mason, John S. Lawrence, Julius Klein, William Green, R. W. Dunlap, and Walter F. Brown. The committee's studies began a year ago and were financed by the Rockefeller and Carnegie foundations, while the national bureau of economic research assisted in the survey. The committee was seeking for the cause and cure of unemployment, and for possibilities of diminishing the up-and-down movement of cycles of business activity and depression.

Need Equilibrium.
"The outstanding fact which is illuminated by this survey is that we cannot maintain our economic advantage," the document continued, "or fully hope to recognize our economic future, unless we consciously accept the principle of equilibrium, and apply it skillfully in every economic relation. Herein lies the danger; that through ignorance of economic principles or through selfish greed or inadequate leadership, the steady balance will be disturbed to our economic detriment. If natural resources are wastefully used; if money in quantity is taken out of production and employed for speculation; if any group develops a method of artificial price advancement which puts one commodity out of balance with others; if either management or labor disregards the common interest—to this extent equilibrium will be destroyed for all. Our complex and intricate economic machine can produce, but to keep it pro-

ducing continuously it must be maintained in balance. It would seem that we can go on with increasing activity. But we can do this only if we develop a technique of balance."

Advancing use of automatic machinery, it was agreed, caused "technological" unemployment, as displaced workers were forced to find jobs elsewhere than in their original industry. But the increasing output of goods, and increasing demand for sales and services in connection with their use, the increasing of leisure and consumptive wants developed in leisure, were said to have furnished a field for filling the employment gaps.

Cowboy Soldier at Isis Theatre
Captain George Ash, famous cowboy, soldier and author, will make personal appearances on the stage of the Isis theatre.

ROMA, May 15.—(AP)—For the first time since taxis appeared in Rome it is now possible to summon them by telephone. Taxi-stands in outlying residential sections have been equipped with telephone booths.

SUSPEND FRAT OFFICERS FOR SPIKED PUNCH

Northwestern 'U' Suspends Two Organizations for Stag Party—Faculty Members Present and Had Taste of Mixture.

EVANSTON, Ill., May 15.—(AP)—Gin-spliked punch served at stag smokers was given today as the reason for the expulsion of two fraternity presidents and the suspension of the organization by the board of student activities at Northwestern university.

Kolley F. Myers and James C. Austin, presidents respectively, of Phi Pi Phi and Phi Mu Delta fraternities, were those expelled from the universities and their fraternities suspended. The expulsions and suspensions were ordered last night by the supervisors after evidence had been presented that alcohol had been poured into punch given by the fraternities in each other's hour.

Myers, desk editor of the Daily Northwestern, student in the school of speech, and member of the sophomore student council, was held responsible for the Phi Pi Phi party, while Austin, a senior in the school of journalism who expected to be graduated next month, was blamed for the Phi Mu Delta replectical smoker.

Members of the faculty were present at each smoker, the supervisors were told at the four-hour session, and partook of the punch.

TEXAS FLOODS FOLLOW RAINS, SEVEN DROWN

Heavy Floods Reported in Polk County—Communication Disrupted—Rescue Forces Take Residents From House Tops.

LIVINGSTON, Tex., May 15.—(AP)—Seven dead and property and crop damage running into hundreds of thousands of dollars was the reported toll taken in Polk county yesterday by a flood following two days of torrential rains that sent the Trinity river and several creeks out of their banks. Communication was disrupted and the exact number of lives lost could not be determined.

Rescue forces in rowboats worked frantically throughout the night taking residents from house-tops and trees in the flooded districts. In the Long Can community, three and a half miles from here, four members of one family drowned when they were swept from a treetop. A rowboat on the way to rescue them capsized and its four occupants, who managed to escape, told of seeing four carried away by the swift current.

Where three other deaths, generally reported, occurred could not be learned.

Several families were reported marooned in treetops at Lamont, another nearby hamlet.

owners, particularly when being transported. It has never been used at the training school. Baillie recently did away with strap punishment at the school and substituted hard labor.

SAO PAULO, Brazil (AP)—Brazil has more than 100 credit co-operatives, organized to loan money to farmers and home builders.

AUCKLAND, N. Z. (AP)—A fully equipped hospital, with an isolation ward, operating amphitheater and dispensary, has been opened here for the care of animal pets and birds. All operations are performed under anaesthetics.

Enjoy these New Features of COMFORT & QUALITY

Plymouth now offers even greater luxury, efficiency and operating economy

COMPARE the full-size Plymouth with more costly cars and you will discover that it is easily their match in size, in comfort, in economy, in simplicity of operation, speed and power.

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engine that now is made even more startling in performance by numerous basic betterments, including increased stroke and piston displacement, heavier crankshaft, larger bearing surfaces on crankshaft, camshaft and connecting rods, newly designed full-pressure lubricating system, longer, perfectly-balanced connecting rods and silicochrome exhaust valves.

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Coupe, \$655; Roadster (with rumble seat), \$675; 2-Door Sedan, \$675; Touring, \$695; De Luxe Coupe (with rumble seat), \$695; 4-Door Sedan, \$695. All prices f. o. b. factory. Plymouth dealers extend the convenience of time payments.



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No matter how mercilessly the close-up lights beat down on her skin, Molly O'Day, First National star, knows that her skin will stand this cruelest of all tests. "Lux Toilet Soap keeps my skin always at its best," she says.

Irene Rich in the charming bathroom—one of the most luxurious seen in Hollywood—which so well expresses her lovely personality.

"Lux Toilet Soap gives the skin as truly beautiful a smoothness as any of the finest French soaps do."

"Smooth skin captivates," says George Fitzmaurice, FIRST NATIONAL director

9 out of 10 screen stars use it

"PEOPLE are fascinated by beautiful smooth skin." George Fitzmaurice thus sums up the experience of 39 Hollywood directors. "A smooth skin is a supreme necessity to a screen star," he says. "Under the merciless test of the close-up, make-up is next to useless. The skin itself must be rarely lovely."

Norman M. Day

which we are obliged to raise the wholesale price to Pennzoll dealers, which has necessitated advancing the retail price, in order to maintain a fair margin of profit for them.

"In making this decision, we feel we are placing Pennzoll at a fair price for the buyer and at the same time protecting the interests of Pennzoll dealers, numbering nearly 12,000 in the west—assuring them a margin of profit vital to the continuance of the varied and convenient services rendered that are so important to the motor car owner.

"The truth of our statement, '35¢ a Quart—and Worth It', has been amply proven by the million or more motorists who demand Pennzoll."

BAD BOYS WILL WEAR FAMOUS OREGON BOOT

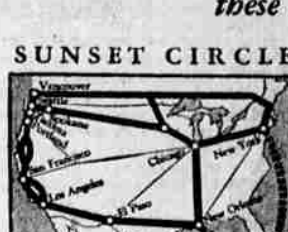
SALEM, Ore., May 15.—(AP) The eyes in surprise when a bill came in for 16 "Oregon boots" purchased by W. H. Baillie, the new superintendent for the state training school for boys.

The Oregon boot is a very heavy leg iron that is famous in the criminal annals of the United States. Until a few years ago it was used at the state penitentiary as a leg iron on incorrigible pris-

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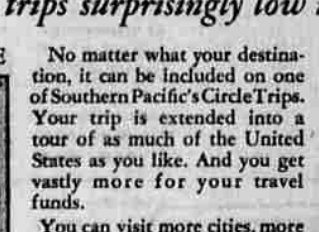
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California, the Southwest, San Antonio, New Orleans, by boat to New York, if you wish.

This trip has a greater appeal and value than any trip you can plan. You skirt the border of the entire United States; you may visit Old Mexico on the south and Canada on the north.

The Sunset Circle takes you down the entire Pacific Coast to San Francisco, Los Angeles, Hollywood, San Diego. Then east on the SUNSET ROUTE via El Paso.

San Antonio, with her historic Alamo, and thru the Old South to romantic New Orleans.

From New Orleans you can continue by rail, or, at no added cost, enjoy a delightful Atlantic cruise to New York. Meals and accommodations on the steamer are included in your fare. Return trip may be made on northern United States or Canadian lines.



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Tucson, Phoenix and El Paso. Then your route follows the "Long Horn Trail" to Topeka, Kansas City, St. Louis, Chicago.

Coming home you have a choice of routes—northern United States lines, or you can return thru the Canadian Rockies.



OVERLAND CIRCLE
San Francisco, Lake Tahoe, Salt Lake City, Denver, Yellowstone.

Down the picturesque SHASTA ROUTE to cosmopolitan San Francisco. Then east on the historic OVERLAND ROUTE (Lake Tahoe Line) which takes you over the Sierra Nevada Mountains, across Great Salt Lake by rail.

Circle home from Salt Lake City via Yellowstone, or add joyous days to your vacation by going on to the great Rocky Mountain playground. If you wish you may continue east via Chicago.



On these Circle Trips you have choice of 12 fine Southern Pacific transcontinental trains, including the famous standard bearers: "Cascade", "San Francisco Overland Limited", "Golden State Limited", "Sunset Limited".

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