

### CANTOR RAPS FORD FOR TAKING MEDAL GIVEN BY GERMANY

#### Mammy Singer Questions Auto King's Americanism—Jewish Women Warned Race Not Safe in America

NEW YORK, Aug. 4.—(UP)—Eddie Cantor, Jewish comedian, denounced Henry Ford today for accepting a medal from the German government, presented to him on his 7th birthday Saturday.

"Whose side is Mr. Ford on?" Cantor demanded in a speech before the National Board of Hebrew women's Zionist organization. "I question Mr. Ford's Americanism and his Christianity."

Cantor said newspapers in Germany had said that "All of America is behind Ford and America has accepted nazism."

The Nazi government, the comedian asserted, "has reached people in the highest places in this country."

"Don't think we are safe here," he said. "Because we are not. This country is so free that it will permit people to come in and spend millions of dollars in anti-Semitic propaganda. The day has come when your husbands should give up their businesses to fight this."

"We have gotten a lot of help from non-Jews. We have nothing to fear from non-Jews if they are good Christians. But I doubt the Christianity and Americanism of those

### New No. 1 Heaven Opened; 'Peace---Ain't You Glad?'

NEW YORK, Aug. 4.—(UP)—Harlem broke out with a new 40-room heaven last night—modernistic "super-plumbing" in the bathrooms, hot and cold running water in every room, and rubber floors—and everybody was so happy they coined a new slogan ("peace—ain't you glad?") for Father Divine, the resident "god."

The new heaven will be known as "No. 1 heaven, New York, official residence of Father Divine," and as the "town heaven" it takes precedence over "Heaven-on-the-Hudson," the new "summer heaven" across the river from President Roosevelt's Hyde Park home, which Father Divine's flock recently acquired.

people who are spreading anti-Semitism in America."

Cantor said he found "places barred to me now, and if I had trouble you will, too."

At Dearborn, Mich., a Ford company spokesman was informed of Cantor's denunciation of the motor magnate. "There is nothing to be said," the spokesman asserted.

### CORNEA FOR SALE BY PORTLAND TOOLMAKER

PORTLAND, Ore., Aug. 4.—(UP)—An anonymous Portland toolmaker, having read of the operation on the Rev. U. E. Harding of Portland today offered to sell the cornea of his left eye to some person who may need it for sight restoration.

He said he is blind in his left eye, but has been assured the transparent lens is not damaged. "I feel that perhaps I may be able to help some one see," he said.

The artisan said a piece of steel caused total blindness a few years ago and he learned "the tragedy of sightless eyes" until his right eye was restored to power.

Inspects Dam  
PORTLAND, Aug. 4.—(AP)—Brigadier-General John J. Kinnaman, assistant chief of staff for the United States army engineers, inspected Bonneville dam today and reviewed other operations of the 29th engineers.

Weather.  
Northern California: Fair tonight and Friday, fog on coast, cooler in Delta region; moderate northwest wind off the coast.  
Oregon: Fair tonight and Friday, but fog on the coast. Little change in temperature. Moderate northwest wind off the coast.

### SHIRLEY LEAVING FOR HOME TODAY

BOSTON, Aug. 4.—(UP)—Shirley Temple was made admiral of the swan boat flotilla at the public garden by Mayor Maurice J. Tobin Wednesday.

Over 10,000 persons, mostly children, applauded the nine-year old movie star as she stepped from the Ritz-Carlton hotel for the first time since being stricken with a mild form of grippe last Saturday.

Though visibly fully recovered, Shirley was carried from the hotel entrance to the lagoon, 400 feet away by her father, George P. Temple and a Boston policeman. It took 12 mounted policemen, five sergeants and 50 patrolmen to cut a path through the milling throng.

Shirley is scheduled to leave by train for Hollywood today. Upon advice of her personal physician, Dr. Leo J. Madison, who felt her illness was caused in part by the strain of travel, her scheduled trip to Canada was cancelled.

### DEPARTMENT STORE TIEUP IS AVERTED

OAKLAND, Cal., Aug. 4.—(UP)—Dave Beck, powerful leader of west coast teamsters, intervened at almost the last minute last night to avert a general tieup of Oakland and Berkeley department stores in a dispute started by the American Federation of Labor Retail Clerks union.

Acting on instructions from Beck, the Oakland local of the teamsters announced it would resume trucking to and from the Whitehorn and Swan department stores despite the

presence of strike pickets around the establishment.

Fleishacker Attached  
SAN FRANCISCO, Aug. 4.—(UP)—The United States marshal today was ordered by federal court to at-

tach the property of Herbert Fleishacker, prominent California banker, and his co-defendants, Victor Klinker and Harry Thompson. The attachment arose from a judgment for \$736,485 awarded Lucian Blum of Paris in a recent suit decided here in federal court.

Girl Drowns  
PORTLAND, Aug. 4.—(AP)—A girl identified as Kathleen Vando, 13, drowned last night near Viking park while swimming or wading in the Sandy river. A deputy sheriff said the drowning was the fifth of the season on that section of the stream.

Deputy Assessor Dies  
PORTLAND, Aug. 4.—(AP)—Charles S. Huff, 61, deputy Multnomah county assessor, died of heart disease yesterday.  
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To Flush out Acids and Other Poisonous Waste  
Doctors say your kidneys contain 15 miles of tiny tubes or filters which help to purify the blood and keep you healthy. Most people pass about 1 1/2 pints a day of about 3 pounds of waste. Frequent or scanty passages with smarting and burning throes may mean something wrong with your kidneys or bladder.  
An excess of acids or poisons in your blood, when due to functional kidney disorders, may be the beginning of nagging backache, rheumatic pains, leg pains, loss of pep and energy, getting up night, swelling, puffiness under the eyes, headache and dizziness.  
Don't wait! Ask your druggist for Doan's Pills, used successfully by millions for over 40 years. They give happy relief and will help the 15 miles of kidney tubes flush out poisonous waste from your blood. Get Doan's Pills.

## The Story of OD and AD and the TOMATOES

OD and AD owned neighboring farms. Both decided to grow tomatoes. But when their tomatoes were ripe, OD and AD had different ideas as to how they should sell them. This is the story of what happened.

#### How OD and AD Sold Their Tomatoes



OD filled baskets with his tomatoes and put them in a wagon and drove to town. He went up and down the streets looking for people who wanted to buy tomatoes. Some days he sold all. Some days he sold only a few. When the season was over, he found he had made just enough to live on.



AD thought there must be a better way to sell his tomatoes. He knew he must tell people about them, but he decided he could never sell very many tomatoes if he talked to people one at a time. So he used one of the simplest forms of ADVERTISING. He built a stand by the side of the road where many

people passed. He put up a sign that said: "AD's big, red, ripe, juicy tomatoes." Because so many people saw the sign, enough people stopped to buy so that he sold all his ripe tomatoes every day. Many who bought, remembering his name on the sign, came back again and again. When the season was over, he had money in the bank.

One day AD heard that tomato juice was healthful and good to drink. He thought it would also be convenient to handle, to sell, and to serve in the home. He told OD about it. The next year both decided to make and sell tomato juice.

#### How OD and AD Sold Their Tomato Juice



OD's wife squeezed tomatoes all day and put the juice in bottles. OD took it to town and went from door to door, looking for people who wanted to buy tomato juice. In a whole day he could call at only about 50 homes. As most people had never heard of tomato juice and did not know how good it was, he sold only a few bottles each day.



AD felt sure there was a better way to make and sell his tomato juice. He took some money from the bank and bought a shiny new press that squeezed out juice easily and quickly. He put the juice in bottles that could be tightly sealed. He had labels printed for the bottles, reading: AD'S PURE TOMATO JUICE.

He went to the grocery stores in town, where many people came every day, and asked the grocers to put a few of his bottles on their counters. Then he put an advertisement in newspapers read by thousands of people. The advertisement said:

"Enjoy the refreshing taste of AD'S PURE TOMATO JUICE, pressed from big, red, vine-ripened tomatoes. Good to drink and good for you. At your favorite grocery store."  
Because so many people read about it, enough people asked for it to exhaust the supply quickly. And remembering AD's name on the label they came back and asked for it again. So AD bought tomatoes from his neighbors and made more tomato juice to supply the demand.

#### What OD and AD Did The Next Year



OD and his wife decided that if they were going to make any money, they would have to work harder. So she got up earlier in the morning and picked tomatoes and squeezed and bottled juice all day. OD spent a longer day in town trying to see more people in order to sell more bottles. But, even though OD and his wife worked long and hard, they could not make any money.



AD now saw how true it was that the more people he told about his tomato juice, the more he sold. So he advertised in other cities, telling women how good tomato juice was for their families to drink. He also sent salesmen to call on grocers. He got so many orders that he arranged to buy tomatoes from hundreds of other farmers, built a bigger building, bought more equipment, more

bottles and labels, and employed more people. AD knew that, because his name was on every bottle, he must always maintain the high quality of his product. And, because he did this, women soon insisted on AD'S PURE TOMATO JUICE.

AD already had found that the more he advertised and the more bottles he sold, the less it cost him to put up each bottle. Therefore, as his advertising was extended all over the country and his sales increased, he reduced the price. Thus more and more people could afford to enjoy tomato juice, and, although his profit per bottle was now very small indeed, he sold so many bottles that he had a very fine business. So both AD and his customers were benefited.



#### AD tells OD how an Idea Became an Industry—through ADVERTISING

ONE DAY, years later, OD called on his old neighbor AD. He said, "It's remarkable how your business has grown since you got that idea about selling tomato juice."  
"Yes," said AD, "but even more important have been the benefits to other people. We are now only one out of many producers of tomato juice. Yet we take all the tomatoes grown by more than a thousand farmers who have here an assured market for their crops. We give steady employment the year round to several hundred

people and employ hundreds more on part-time. We pay more than half a million dollars a year to manufacturers of cans, bottles, labels, supplies, and equipment."  
"The entire industry now sells more than twenty million dollars worth of tomato juice a year and the public enjoys its healthful benefits—at the lowest price at which it ever has been sold. Yes, tomato juice was a great idea, but that idea would have benefited very few—without ADVERTISING to tell the story."

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