

## YULE SALES NEAR RECORD PROPORTIONS

NEW YORK, Dec. 22.—(AP)—Dun & Bradstreet says in its weekly trade review that business in all divisions appears to be reacting favorably to the stimulus of the national recovery program and that a Christmas trade of nearly record proportions is indicated.

The review says unfavorable signs have all but disappeared under the "convincing attestation of recovery" found on every side including "an imposing array of dividend resurrections and increases and signs of revival in the capital goods industries."

### Sales Surprising

"The final week of Christmas buying more than exceeded the highest totals which had been placed for it," the review says. "In some of the large centers preliminary estimates of sales for the entire Christmas season were more than surpassed before the final week had been reached."

"Large factory payrolls, the extension of emergency relief jobs, and the release of millions of dollars impounded in closed banks have all helped to swell the consumers' purchasing power, and the nation-wide readiness to accept the renewal of the blanket code through the first four months of 1934 is an indication of the eagerness with which publication now is being recruited in the endeavor to give unified support to the progressive recovery movement."

### Encouraging Reports

The review points to increased freight car loadings, increased electric output, larger lumber output and unusually high steel production as some of the things already accomplished to make representative industrial indices "more encouraging than at any time since the early part of September."

### Longoria Rites Held

Apollonio Longoria, 41, who died Tuesday, was buried here Wednesday following Catholic services at the Immaculate Conception church.

The decedent is survived by three children, Flora, Genoveva and Apollonio; his mother, Mrs. Concepcion L. Vda. de Longoria; and seven brothers and sisters, Pilar, Guadalupe, Maria, Caturino, Tomas, Pablo and Andres.

## Ede la Rosa DEPARTMENT STORES

### Shirts

Broadcloth Shirts

Plain and fancy patterns. All newest patterns. Sizes 14 to 17.



GOOD RANGE OF PRICES

69c

\$1.25 and \$1.49

MEN'S

## Shoes

Big variety of styles in shoes in black and brown, including sport combination styles in calf and kid materials.



Prices—

\$1.98

\$2.49

\$3.49

## Ede la Rosa DEPARTMENT STORES

Brownsville — San Benito  
Harlingen

## 'Leg Art' Under Fire of Hollywood Censors



The advertising charms of Sally Rand, Marlene Dietrich, Mae West and other movie stars—known to the uninitiated as "leg art"—are being subjected to internal censorship before they are permitted to grace billings, posters and other advertising mediums in connection with motion pictures. An advertising council has been selected by major producing companies of Hollywood to see that nothing improper in motion picture advertising is permitted. Sally Rand, Marlene Dietrich, Mae West and other movie stars—known to the uninitiated as "leg art"—are being subjected to internal censorship before they are permitted to grace billings, posters and other advertising mediums in connection with motion pictures. An advertising council has been selected by major producing companies of Hollywood to see that nothing improper in motion picture advertising is permitted.

## MRS. BAKER SUES BANK

(Special to The Herald)  
EDINBURG, Dec. 22.—Attorneys for Mrs. L. S. Baker of San Antonio, widow of the late Sheriff A. Y. Baker of Hidalgo county, have filed suit against the American State Bank & Trust Co. of Edinburg for damages totaling \$48,000 in connection with a loan made by Mrs. Baker to P. de la Vina and Irene de la Vina in 1930. The suit was filed in the 92nd Civil District Court.

The petition alleges that Mrs. Baker loaned the de la Vinas \$45,000 on Dec. 1, 1930, after officials of the bank had requested her to do so and after they allegedly guaranteed the prompt payment of the loan, \$5,000 of which was due annually until Dec. 1, 1935, when a balance of \$25,000, plus interest, would become due. It was further alleged that the bank received a "goodly part" of the loan to the de la Vinas as they were indebted to the bank.

It was alleged in the petition that one payment of principal and two interest payments were made, but that two principal payments, plus interest, are now past due. Mrs. Baker is suing for past due interest and the remaining principal of the note signed the de la Vinas.

## 30 Cows Will Be Delivered Tuesday

(Special to The Herald)  
SAN BENITO, Dec. 22.—Cameron county farmers having cows for sale to be used as ~~stock~~ in the CWA plant at Brownsville are requested to get in touch with Co. Agent Henry Almsmeyer at his office here.

Thirty cows are desired for delivery Tuesday, Dec. 26, and 30 more for delivery Saturday, Dec. 30.

Cameron county's allotment has recently been increased, Almsmeyer stated.

## Christmas Cards

20 Engraved Cards, Two envelopes with Name Printed on them at, \$1.50, \$1.75 and \$2.00  
BISHOP'S PRINT SHOP

## Old Brownsville Department Store Prospers Despite Past Adversities

(By ZELLA K. GATES)

Brownsville is a quaint old town with an atmosphere which winds or adversities can never destroy. This atmosphere is an intangible something bound up with the past of the town. The founders of this town were not the ordinary sort. Nor are its people today the usual kind. Many an old business institution of today founded by early ancestors is being carried on successfully by descendants. One is the house of E. de la Rosa whose members are the four sons and one daughter of its founder.

The E. de la Rosa Department Store was founded in 1913. Its present location is at 907 Adams Street in Brownsville. Starting from a Variety Store in the early days it has expanded into a chain of department stores, one being located in San Benito and one at 216 E. Jackson Street, Harlingen.

Ernest, the eldest of the four brothers, is general manager of all the stores and is in direct charge of the San Benito branch. Eugenio, the second son, is buyer for all the stores and supervises the Brownsville store. Robert is manager of the Harlingen establishment and Rudolph stays in Brownsville, acting as assistant manager and secretary in the local store. Elvira, the sister, also has an active interest in the business.

The E. de la Rosa Department Store is a modern, up-to-date business catering to a large Spanish and American trade. The lines of women's dresses, coats and millinery are attractive and the very latest in demand now.

There has been received for the Christmas trade a beautiful line of early spring dresses with all the matching accessories. These dresses come in the new spring colors. Shoes, hose, lingerie and a beautiful line of evening dresses are part of the new stock.

There is a complete men's department carrying a fine line of suits, shirts, shoes and Stetson hats as well as the suede and fabric jackets so much in demand now.

One is sure to be served in a courteous and pleasant manner at the E. de la Rosa stores and there is plenty of parking space, particularly at the Brownsville location.

Visit the E. de la Rosa stores while shopping for your Christmas gifts and see their many bargains. You may find just the thing you are looking for.

## Notables Plan To Spend Quiet Yule At Their Homes

By Associated Press  
How will they celebrate Christmas? Pres. Roosevelt, in a holiday-vested White House, will be the center of a four-generation celebration.

In New York, the president's erstwhile "happy warrior," Alfred E. Smith, will be Santa Claus to three generations.

Clarence Darrow will spend the day reading a book. Gov. Johnson of Colorado is going to hang up a sock in the legislature, hopeful of getting "successful relief legislation for Colorado."

Some of the country's prominent citizens will observe Christmas in the following manner:

Pres. Roosevelt: At the White House, with four generations of the Roosevelt family. In the family group will be the president's mother, Mrs. James Roosevelt, his wife, their daughter, Mrs. Anna Dill, the grandchildren, "Sister" and "Bessie" Dill, and the president's sons. The president will read Charles Dickens' "A Christmas Carol," an annual Roosevelt custom.

Alfred E. Smith, former governor of New York: Quietly at his lower Fifth Avenue, New York, home with his wife, his five children and eight grandchildren, after attending Christmas services up the avenue at St. Patrick's cathedral. He will be the family Santa, distributing gifts from the tree.

Gen. Charles G. Dawes, former vice president: With the family in Evanston, Ill.—Especially the three grandchildren.

James B. Conant, recently installed president of Harvard University: Will hold his first Christmas reception to students.

Frank B. Kellogg, America's world court judge: No special plans. "I'll be home here in St. Paul, Minn., for the winter. I'm not even planning a celebration today (Friday) for my 77th birthday."

Clarence Darrow, Chicago criminal lawyer: "We'll spend Christmas at home, reading a good book, 'Three Cities,' if you want to advertise the book."

## 6 BOUND OVER TO GRAND JURY

Six men were bound over to await the action of the federal grand jury here Thursday and Friday following examining trials before U. S. Commr. E. K. Goodrich.

Joe Johns of San Perilla was held in \$250 bond, which he failed to make, on a charge of possessing smuggled liquor. The arresting officers, James Collins, G. W. McDougal, James Goolsby and B. Bull, alleged that Johns had 18 pints of mesquite, 6 pints of cognac and a quart of wine in his possession.

Miguel Fuentes was placed under a \$500 bond on an immigration charge. He did not make the bond.

R. W. Glozier and James di Valen-tono, both of Brownsville, were bound over on liquor charges. Glozier's bond was placed at \$500. Di Valen-tono's at \$250. Their car is alleged to have had a secret compartment containing liquor.

Cenobio Moreno and Alberto Martinez, both of Raymondville, are being held on \$500 bonds on a customs liquor charge.

A robber, firing three shots at his intended victim, hit a button of a cash register in Seattle, Wash., and made it ring. He fled.

Sicily has increased greatly its orange shipments this year.

## Presbyterians Will Feature Yule Music

Special music will feature the service at the First Presbyterian church Sunday.

The morning service at 11 o'clock will include the following—Organ prelude, Hallelujah Chorus from "The Messiah"—Händel; Anthem, "And There Were Shepherds" Willson; Duet by Mr. and Mrs. Cleve Tandy, "Room in My Heart for Thee"—Wilson; Offertory, "Ave Maria"—Schubert; Anthem, "Crown Him Lord"—Heyser; Postlude, "Hark—The Herald Angels"—Mendelssohn.

Personnel of the choir is as follows: J. A. Russell, director; Mrs. Edward Seabury, organist; soprano: Mesdames H. C. Sample, Ava Prosser, Cleve H. Tandy, G. E. Dodd, P. A. Benn, Sally McElvire; alto: Mrs. H. H. Banker, Miss Nora Douglas, Miss Harriett Clark, Mrs. J. C. Gracey; tenors: H. H. Banker, William Anderson, G. E. Dodd, R. T. McMinn, Basses: Dr. H. C. Sample, Cleve H. Tandy, and J. A. Russell.

In the evening, at 7:30 o'clock, the choir, augmented by another chorus of 40 voices composed of the Young People, Senior and Intermediate departments of the Sunday School, will furnish the music for a special program of story and song. The junior group will also participate in this program. The Christmas program is the story of mythical character, based upon Biblical facts and interspersed with Christmas music.

The general public is invited to the service.

PLANE PASSENGERS  
D. J. Mallett, Miss N. Selvidge, Miss Ann G. Crenshaw, Mrs. E. Spaulding, H. B. Spaulding, A. D. Buregette, Miss Ethel Lynn, R. Lynn, G. Gelsendorff and J. G. Shirley left Friday morning on Pan American Airways for Mexico City and Tampico.

Missing persons reported to the police of Tokyo number approximately 24,000 a year.

## CUBA PLANS TO PUT END TO BOMBINGS

HAVANA, Dec. 22.—(AP)—A relentless drive on bombers was launched in Havana today.

Soldiers and sailors scoured the streets in a search for terrorists. Every automobile regarded as "suspicious" in any way was halted and searched. Even pedestrians were called upon to submit to examination.

### Windows Shattered

It was the government's answer to long-continued violence emphasized by incendiaries early in the week and followed during the night by four sharp explosions.

Last night's bombings occurred in Havana's busiest downtown section. No casualties were reported, but windows were shattered and other damage done by blasts in front of the American club and another near the Spanish Casino.

The official family of Pres. Ramon San Martin appeared to be drifting apart. Two more resignations were placed on his desk beside that of the city's mayor, Alejandro Vergara.

The palace was silent regarding action on resignations tendered by Grau's secretary, Ramon Capablanca, and Secy of Public Works Gustavo Moreno. The president said he would not accept the mayor's.

### Spain Studies Steps

Vergara said he could not continue in office "after the burning of El Pais (one of the city's leading newspapers) and other outrages." The newspaper plant was sacked and burned Sunday.

Interest was high in a report from Madrid that Spain was considering some action in the Cuban situation made more acute by recent ~~outrages~~ in connection with the new law requiring that 50 per cent of all employees be natives.

There was considerable speculation—particularly among the several hundred thousand Spanish residents—as to whether the United States would feel obligated to intervene should Spain request it.

Dr. R. R. Moton, head of the Tuskegee Normal and Industrial Institute for negroes in Alabama, has been invested with the title of president instead of principal by orders of the trustees.

## Valley J. P. Extends His Authority

A purported "divorce" alleged to have been granted by a Valley J. P. is causing a lot of chuckles in legal circles.

A justice of the peace, of course, has no authority to grant a divorce—even though he can perform marriage ceremonies.

This particular justice, however, did not seem to be aware of that fact. A "fighting" couple was granted a divorce by him, according to the story. He even went so far as to divide the community property and awarded the custody of a child to the parents in alternate three-month periods.

Officers have notified the couple that it can resume its conjugal bliss and battle.

## Port Isabel Work To Attract Tourists

(Special to The Herald)  
HARLINGEN, Dec. 22.—Port Isabel is not losing sight of its resort opportunities in the excitement of getting a deep-water harbor, said J. E. Frost of that city in a talk to the Kiwanis club. He said plans were progressing for construction of a causeway joining the mainland with Padre Island where there are unlimited beach facilities.

An industrial league is being formed to provide modern municipal facilities for Port Isabel and to stimulate building to take care of the many new families and businesses here.

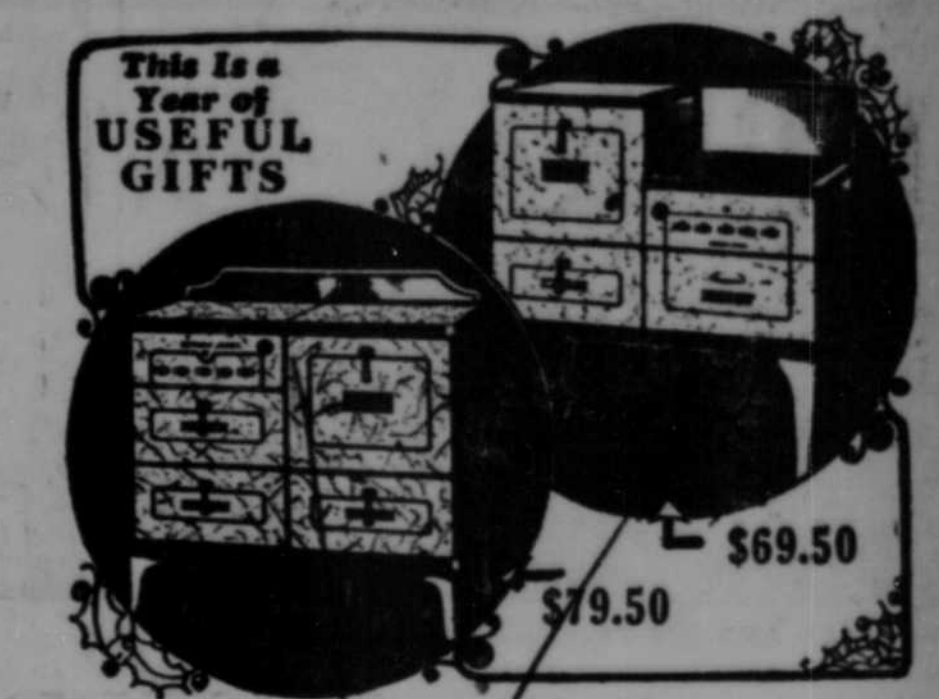
Miss Georgia Grant, daughter of S. D. Grant, president elect, told the Kiwanians of her trip to St. Louis as "Miss Sunshine" of the Valley as the guest of the Missouri Pacific.

The club gave Mrs. S. R. Jennings a Christmas present in the form of a check in appreciation of her work as club musician.

## CWA Labor for Work In Orchards Sought

(Special to The Herald)  
SAN BENITO, Dec. 22.—A resolution asking the Cameron county commissioners court to endeavor to obtain CWA labor for removing dead and damaged trees from citrus orchards and for clearing the land alongside highways was passed at the meeting of the junior chamber of commerce here this morning.

## A SUPREME GIFT



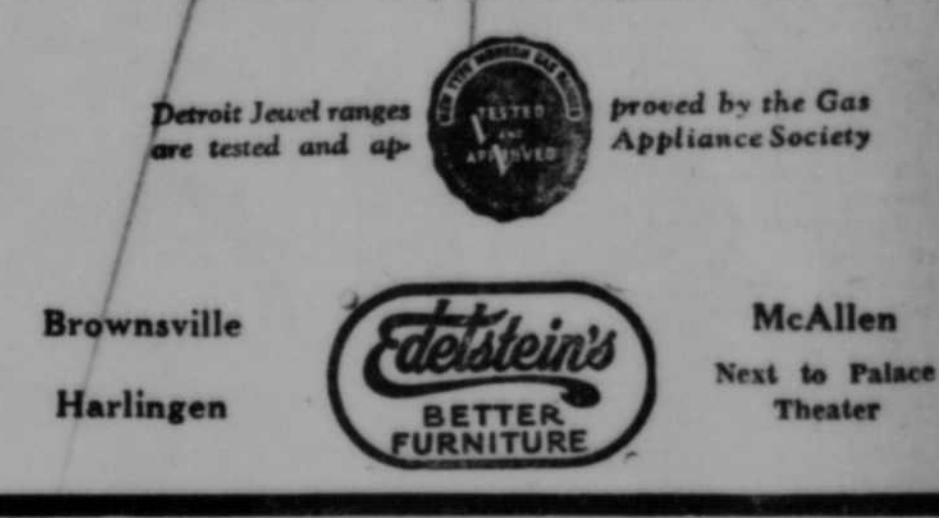
## Give Her One of These DETROIT JEWELS

SPECIAL OFFER! THESE PRICES FOR A LIMITED TIME ONLY! BUY NOW!

The Most Extraordinary Gas Range Values Ever Offered!

CHECK THESE FEATURES:  
Full Insulation (Front, back, top and sides) • Oven Heat Control • Patented Maltose heat spreading burners/covers entire bottom of vessel • Massive, rigid angle-iron construction • Marbled porcelain finish • Porcelain pan around burners • Convenient Service Drawer • Porcelain top grates and oven linings • Insta-Pam. Lighter • Safety back on oven top • Large size 16 x 14 x 18 oven • Cool Bakelite Handles.

Buy on Our Easy Time Payment Plan



Brownsville Harlingen McAllen Next to Palace Theater

## MAKE Your Gift Dollars DO DOUBLE DUTY!

Hundreds of Shoppers are Taking Advantage of the Low Prices at

Only Friday and Saturday Left to Do Your Shopping

Our Prices on Toys Are Down to Rock Bottom

Buy Toys Here and Save Money

More for Your Money—Always

Inner Spring Coil Mattresses. An Exceptional Bargain at only .....	\$12.95
Curtains	49c
Cedar Chests	\$8.95
Spare Tables	95c
Lamp Shades	95c
Artistic Lamps	95c
Secretaries	\$4.95
Lounge Chairs	\$12.95
Velocipedes	\$2.95 up
Scoters	\$1.95
Express Wagons	\$2.95
Mirrors and Pictures	39c to \$1.00

Our Low Prices Will Pay You Big Dividends For Your Convenience the Stores Will Be Open Evenings Until 9 o'clock

BROWNSVILLE HARLINGEN McALLEN Main Street Next to Palace Theater