GERMANS REOCCUPY LODZ; REDUCTION OF CRACOW AND INVASION OF HUNGARY TO BE UNDERTAKEN BY RUSSIA

(Cotton 7-9-11) - The Associated Press reports that the Germans have again occupied Lodz. Berlin sources report that the Russians are concentrating their main effort on the reduction of Cracow and the invasion of Hungary. Berlin sources claim that the situation in the east is critical.

The latest French communiqué says that there is nothing to report on the western front. A special dispatch received here says that the French are expectantly waiting for the expected new offensive. The latest reports from Montenegro and Serbia indicate that they hold the Austrian line but that they are said to be preparing a reoccupation which will enable them to make a counter-offensive against the German forces.

WARSHIP SHORED OFF THE COAST OF MARYLAND TODAY

(Maryland 7-10-11) - The Star Daily reports that a warship has been shored off the coast of Maryland today. The warship has been reported to be the USS Monitor.

ELKS' MEMORIAL SERVICE GREATLY ENJOYED SUNDAY

A packed hall yesterday afternoon heard the impressive memories commemorating the 50th anniversary of the organization's life, which was held at the Elks' Hall.

ATHENS TAKING HOLD FIRMLY OF LIVE AT HOME IDEA; GETTING READY FOR PRACTICAL COOPERATION

CAPTAIN PADDICK OFFERS ALL AMERICAN TEAM BY PARKER DAVIS OF PRINCETON

Cotton News - Captain Dave Paddick, of Georgia, announced all American returns have been picked on all American teams and that the Georgia player is the best American selection on the international cricket team.

BLOODY MEXICANS JUST WON'T BE GOOD

(Mexico 7-11-11) - The New York Times reports that the Mexicans just won't be good. The article describes the Mexicans as being inferior athletes.

PERFECT ELK SHOOTER!

(Montana 7-12-11) - The Montana Independent reports that a perfect elk shooter has been found in the state.

LADS CAPTURED

(Montana 7-12-11) - The Missoulian reports that a group of lads have been captured for breaking the law.

LADD DADD OWNS FIVE POINTS ON JERSEY

(Bermuda 7-13-11) - The Bermuda Gazette reports that Ladd Dadd owns five points on Jersey.

MOORE'S WILSON IS OPPOSED TO PLAN

(Pittsburgh 7-14-11) - The Pittsburgh Press reports that Moore's Wilson is opposed to the plan.

JUST LOOK THROUGH THE MERCHANT'S EYES

If the manufacturer who seeks a market for his product looks through the eyes of the merchant, he will have a clearer view of his product.

When the retailer advertises he uses the newspapers of his home city—because they belong to him.

It is over the counter of that same retailer that the manufacturer must look for his sales.

If his advertising is in the newspaper, he and the retailer are doing the kind of "team work" that will bring greatly increased business.

Manufacturers with advertising problems are invited to address the Bureau of Advertising, American Newspaper Publishers Association, World Building, New York.