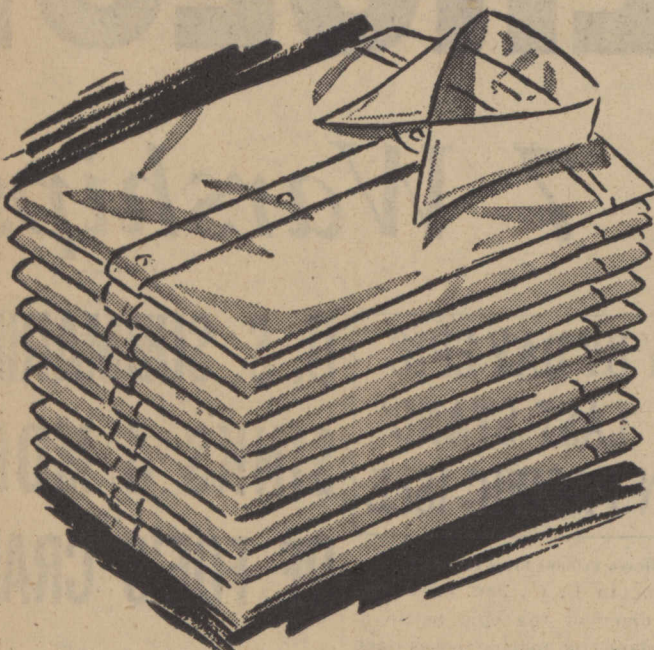


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## JANUARY SALE Reductions!



### WHITE SHIRTS

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### ROBE SPECIAL

Our regular \$12.95 fine lined robe

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FRENCH, GERMAN, ITALIAN, RUSSIAN,  
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Registration This Week  
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**BERLITZ SCHOOL OF LANGUAGES**  
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### CHAPPED ROUGH SKIN

For quick relief from the stinging soreness,  
use bland, comforting specially medicated  
**RESINOL OINTMENT AND SOAP**

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## GIANT ASIA ONLY DENTED BY JAPS' MANY CAMPAIGNS

### New Map Shows How Vast Is Far East Battlefield.

The color map on page 16 of this issue shows the major part of the continent of Asia, which is figuring prominently in the war news. A land of mystery and pagan mumbo jumbo, yet paradoxically the accepted birthplace of civilization, Asia, the most populous large area of the globe, once more is making history.

The map delineates virtually all of the continent expected to be affected greatly by the war. It charts all regions between the Suez canal and the Dardanelles on the west and Shanghai, Korea, and the Yellow sea on the east; all regions between Siberia, Outer Mongolia, and Manchukuo on the north, and the southernmost tip of the continent on the south, the Malay peninsula, upon which stands Singapore.

#### About Half of World's People.

In the vast Asiatic regions shown are almost half of all the people of the world. China, nearly all of which is included, has an estimated population, for example, of more than 450 million. India, which three years ago had an estimated population of nearly 366 million, is believed now to have more than 375 million. Burma's estimated population is 16 million; Thailand has 15 million persons; Indo-China, 24 million, and British Malaya, about 5 1/2 million. Of the western countries Iraq has about 4 million, Iran about 15 million; Turkey in Asia, about 17 million; Arabia, 10 million, and Afghanistan, between 7 and 10 million.

This sprawling region of Asia also is rich in natural resources. The oil fields of Iraq, Iran, Burma, and the Baku area of Russia are among the most productive in the world. In the Malay peninsula are rich tin deposits. British Malaya in 1933 produced more than one-third of the world's rubber. Rice, tea, cotton, silk, and numerous other commodities are produced in immense quantities in the portions of Asia shown on the map, while in the vast forested areas, the finest hardwood and semihardwood trees grow.

#### Japs Scarcely Dent Continent.

Altho the Japanese, in overrunning much of China and occupying Indo-China and Thailand, obviously are a menace to western civilization and western influence in the far east, the Nippon invaders have taken relatively only a small part of continental Asia, as the map discloses. They are conducting a military campaign to capture the great British base at Singapore and are hammering at the frontiers of Burma, yet they scarcely have made a dent in the continent, taken as a whole.

The strategic importance of Singapore is clearly indicated. It commands the Straits of Malacca, the gateway by sea from Suez and India to the Netherlands Indies, Australia, and New Zealand.

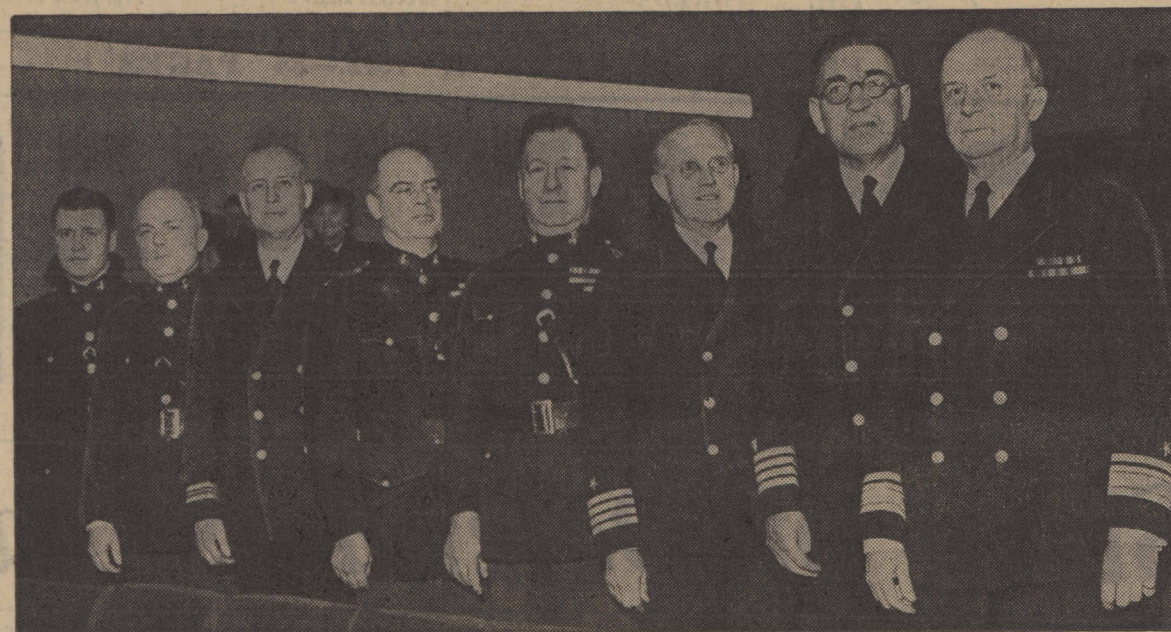
### NAVY PROMOTES 297 OFFICERS IN MARINE CORPS

Washington, D. C., Jan. 8 (P).—The navy announced today temporary promotions for 297 officers of the marine corps had been authorized by the President.

The total included 30 promoted from lieutenant colonel to colonel; 68 from major to lieutenant colonel, 124 from captain to major, and 75 from second lieutenant to first lieutenant.

At the same time, the department announced 54 chief warrant and warrant officers of the marine corps had been raised to temporary rank of captain and first lieutenant by Secretary Frank Knox's approval of a selection board report.

### Marines Are Guests at W-G-N Broadcast for Fighters



Guests at "Americans at the Ramparts" program on W-G-N last night. Left to right: Capt. John Sandberg, Capt. C. L. Jordan, Lieut. Comm. J. L. Manion, Lieut. Col. C. L. Fordney, Col. Robert N. Montague, Capt. E. A. Lofquist, Capt. Thomas A. Shanley, and Rear Adm. John Downes. (TRIBUNE Photo.)

### EXPECT TO FIGHT AGAINST ODDS, LEAR WARNS MEN

#### Calls Spirit and Rugged Bodies Victory Keys.

Memphis, Tenn., Jan. 8 (P).—Warning his troops that they must expect to fight frequently against an enemy superior in numbers and equipment, Lieut. Gen. Ben Lear told his 2d army today that military skill, an indomitable fighting spirit and physical ruggedness were the soldiers' real keys to victory.

"Equipment does not fight," he said. "It is an instrument of men. Men are the essence of fighting; the heart, the courage, and the blood of soldiers win wars. Man is the master machine in war."

#### Equipment Overemphasized.

"Equipment is not a substitute for character, spirit, dogged determination, dash, development of tactical skill, and the will to close with the enemy and destroy him. There is a tendency in the press, in civilian opinion, and among too many of our personnel to believe that equipment is the chief answer to the soldier's problems. That is a grave error of emphasis."

Lear emphasized there will be times when the enemy will have superior equipment and the American soldier must hold his ground or advance in the face of superiority in instruments of warfare.

Declaring this "will always be true somewhere" in this war, he said, "that is where spirit, character, training, and the will to win come into play."

Lear sent his admonitions in a letter to the commanding officers of his more than 100,000 men and disclosed to them that the 2d army would furnish officers and enlisted men as a nucleus for the formation of new army units in the war department's projected expansion program.

In this program of building up America's army, the general said, the goals to be kept in mind were teaching the troops to obey, to march, to shoot, and to develop "an irresistible will to victory."

#### Develop Character Resources.

Lear demanded "the development of the power of stamina so that the ultimate resources of human character may be drawn upon by bodies inured to hardship and prolonged endeavor against obstacles."

"This cannot be acquired by any royal road to attainment," the general asserted. "Soldiers cannot march over broken terrain 15 to 20 miles a day, over roads 25 to 30 miles a day, with full equipment, day after day, and still be physically and spiritually equipped to do hard battle unless they have developed that

### Valor Honored

Marines were the guests of honor last night at a W-G-N broadcast honoring the fighting tradition of their service. The program was the first of a new series, Americans at the Ramparts, dedicated to the armed forces.

In dress uniforms the marines marched in brisk formation from Navy pier to Ohio street, south in Michigan avenue, and then wheeled into the studio for the 7 to 7:30 p. m. program. Officers of the army, navy, and coast guard also were present.

Against a background of special music, including the marine hymn and the "Semper Paratus" march, Reed Brown, the master of ceremonies, traced the glorious past of the corps and the recent additions to its tradition at Wake Island.

Louis Corino, 17 years old, Tribune newspaper boy who has sold \$597 worth of defense stamps to his customers, was introduced to the audience. A dramatic sketch, "The Shores of Tripoli," was presented. The music was by the W-G-N concert orchestra and chorus directed by Henry Weber.

### FEDERAL AUTO TAX STICKERS GO ON SALE JAN. 26

Washington, D. C., Jan. 8 (P).—The treasury said today the new automobile tax stickers would go on sale in postoffices and federal revenue offices throughout the country Jan. 26.

The first sticker, which every private automobile or truck will have to carry after Feb. 1, will cost \$2.09 and will be good until July 1, when new stickers will be sold at the annual rate of \$5 each. Other stickers at varying costs will be sold for all other types of motor vehicles and motor boats.

To begin with, the treasury is going to ask motorists to go to postoffices or revenue offices and buy stickers on their own initiative. A record will be kept of those who pay and compared with registration lists to find out how many people will have to be reminded of the new tax, which was enacted by congress last fall.

The first sticker will be a green revenue stamp showing a liberty bell design.

**FOUND DEAD IN BASEMENT HOME.**  
Apparently a victim of exposure, James Cowell, 33 years old, who lived in the basement at 5433 Prairie avenue, was found dead there yesterday. He was a porter.

### L. FRIEDMAN JANUARY SALE Misses & Juniors BUDGET SHOP FURS



**\$144 \$177**

Included in These Groups Are—  
Sable Blended Black Persian Fur  
Muskat Lynx Dyed Wall  
Gray Persian Black Kidskin  
Faux Black Persian  
Sable Blended Lamb  
Squirrel Silverfox  
Beastly Mink  
Raccoon Civet Cat  
Cavendish Terms

One of the Great Fur Names of Chicago  
**L. FRIEDMAN**  
30 SOUTH MICHIGAN AVENUE  
Between Madison and Monroe

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Finest Fur Trimmings, Fabrics and  
Tailoring . . . Wisest Investments  
for Your Future Needs

**\$48 \$68 \$88**

Buying enduring quality and styles of simple elegance which will never outlive their distinction means investing wisely.

We are offering our usual impressive January Sale reductions on each coat in stock.

Such precious fur trimmings as finest Mink, Persian Lamb, Silver Fox and dyed Foxes are included in every price group.

## CASUAL COATS

**\$18 \$24 \$34**

Fine tweeds and soft woollens, finely tailored—now substantially reduced.

## DRESSES

**\$14 \$18 \$21**

Styles for all occasions in many materials—all greatly marked down.

Charge Account Service to  
Accommodate Your Income

**Johnson & Harwood**

PITTSFIELD BLDG. 1st & 3rd Floors  
37 N. Wabash Ave. at Washington

ADVERTISE IN THE CHICAGO TRIBUNE

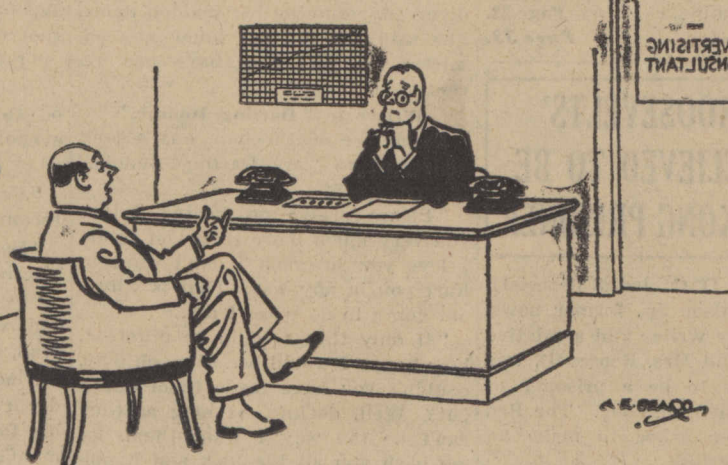
We haven't  
reached this point,  
fortunately . .

and don't expect to. But we have been having a bigger clothing business recently than for any similar period for which we have records.

And we seem to be making more new friends . . without losing any old ones!

We think it's because more men are realizing there never was a time when it was smarter to buy good clothes . . the truly fine WALTER MORTON kind . . that are so well styled they won't look dated in a year or two . . and so scrupulously tailored that they'll retain their good looks for years to come.

We also think more men are turning to us because they believe they are surer of getting really good clothes in a store that has consistently maintained quality standards : :



"I want you to work out a big sales campaign to stop people buying goods we can't sell them"

Our compliments to PRINCE (of London) from which this cartoon was reproduced

even during the old Trade Down Thirties. So, if you've concluded this is a good time to buy some good clothes . . you'll be following the judgment of a lot of equally intelligent other fellows if you come here first to look for them.

**Capper & Capper**

Michigan Avenue at Monroe Street  
Also in Detroit



## DRASTIC January Clearance

**\$175 \$199 \$250**  
**BRUCEWOOD  
FUR COATS**  
**\$139<sup>50</sup>**

Sable blended muskrats  
Black dyed Persian lamb paws  
Sable dyed marmots  
Dyed skunk greatcoats

Black dyed Persian lambs  
Mink dyed marmots  
Fisher blended raccoons  
Fox luxury greatcoats

**\$250 \$295 \$350**  
**FUR COATS**  
**\$199**

**\$350 \$395 \$450**  
**FUR COATS**  
**\$299**

The Persians are Hollander featherylite pelts—5th floor

**MAURICE L. ROTHSCHILD**

State at Jackson