COLES THEATRES
AVALON
EAGLE LAKE, TEXAS

Friday—Last Night
NORMAN FOSTER
—in—
"THE HOOSIER SCHOOLMASTER"
—with—
Charlotte Henry, Fred Kohler, Jr.
Also Comedies "Old Camp Ground" and "Far Off Mandalay"

Saturday
BUCK JONES
—in—
"ROCKY RHODES"
Also Chapter 9 Clyde Beatty's "Lost Jungle" and Comedy
PREVIEW 11:00 "The Bride of Frankenstein"—Can You Stand To Hear the Monster Talk?

Sunday-Monday
BORIS KARLOFF
—in—
"THE BRIDE OF FRANKENSTEIN"
—with—
Colin Clive, Valerie Hobson, Elsa Lanchester
Also Comedy "3 Cheers for Love"

Tuesday Only
"STRAIGHT FROM THE HEART"
—with—
Mary Astor, Roger Pryor and Baby Jane
Also Comedy "Star M, Coconut Grove"

Wednesday Only
FAMILY NIGHT 25c
"Shadow of Doubt"
—with—
Virgina Bruce, Ricardo Cortez
Also Comedy

Thursday-Friday
"THE MARK OF THE VAMPIRE"
—with—
Lionel Barrymore, Bela Lugosi, Elizabeth Allan, Lionel Atwell
Also Comedy "The Blasted Event"

Coming soon
Jean Harlow in "Reckless"
Jean Parker in "Princess O'Hara"
Chocked Full of Music. Don't miss seeing this picture.

Mr. and Mrs. Frank Krampitz of Sealy spent Sunday here visiting the family of her sister, Mrs. W. B. Hale.

COLD from Oil Heat

YOU can depend on the performance of Superfex, the oil burning refrigerator. It is designed especially for use in your home in the country, and operates without outside power. Just fill the small reservoir with kerosene, then light it and leave it. In about two hours, the burners go out automatically, and you have refrigeration for 24 hours, without bother or worry. A full year of efficient refrigeration for less than $10!

Adolph Vacek
Eagle Lake, Texas

A Product of Perfection Stove Company
SUPERFEX REFRIGERATOR

...SUPERSTITIONS...

They are so imbedded in the human mind they cannot be erased by education.

(Pathfinder Magazine)

A modern Diogenes setting forth in search of a man entirely free from superstitious beliefs would, undoubtedly, have equally as difficult a time as the old gentleman of ancient Greece who sought the just man. In spite of the fact that it is generally assumed that such beliefs are banished by education there is plenty of evidence that, although weakened, many of them still remain regardless of learning.

One would ordinarily think that a scientist working daily with the exact laws of chemistry and physics and who knows that certain things happen only as the result of certain conditions, or that a statesman well acquainted with the history of the world and who knows that nothing ever happened without a perfectly natural cause could be the 13th at a table without feeling uneasy, or could unhesitatingly accept the third light for his cigarette from a burning match. But usually this is not the case. While such persons are as a rule thoroughly convinced that no evil will result from such violations of "the rules" they cannot help but feel a certain amount of superstitious fear.

An amusing instance of where a prominent statesman felt this uneasiness and chose to rid himself of it by making use of a generally accepted charm is said to have taken place a few years ago in England. Winston Churchill, in addressing parliament, made the prediction that better days were in store for England. As he did so he raised the corner of the Union Jack which covered the table in front of him and rapped the table's wooden surface. Another wood-knocking incident, supposed to have taken place at an important conference during the World War. As a decision was reached and it was stated which was the best course to follow, Lord Balfour reached forward and rapped the table with his knuckles.

Many notables are admittedly superstitious. D'Annunzio, the famous Italian poet, wore a bracelet of monkey hair which he believed was a good luck charm. Paderewski, Polish pianist, considers certain days as very unlucky. Rossini, the composer, after writing the ill-fated Barber of Seville in 13 days always considered 13 as an unlucky number.

It is interesting to note that in professions where success and failure are divided by a very thin and indefinable line, superstition holds a high place. This is probably the most noticeable on the stage. Many plays which, because of their quality and presentation, promise to fight to expect success are poorly received by the audiences, and others with little or no merit are very successful. For that reason many managers and producers have been built up. Some of the actors and actresses disregard them but as a rule they are closely followed and some of the thespians add new ones of their own. Charlie Chaplin, for instance, refuses to give up his original costume in which he first won fame and Caruso never went upon the stage without his good-luck penney in his pocket.

Even business is affected to a certain extent by superstitions. While there is no record of any business executive sleeping with an ax under his bed to cure a headache or spitting in the face of the sight of a cross-eyed person there is a record of an instance where the sale of a steamship line was held up for three days because the day originally chosen for the negotiations was considered unlucky by one of the parties. Nearly all manufacturers cater in some way to the superstitious beliefs of the consuming public and some have learned to their sorrow that it is fatal not to do so. A certain concern which manufactured toilet articles and make-up powders for use on the stage or in movies or return the picture of a peacock on the labels used. Knowing the aversion stage folks have for peacocks, it is not hard to guess what happened to this company at one time several large newspapers were put to the trouble of hiring numerologists to come in and coin names for many of their editors. People refused to take seriously the writings of a person whose name, when analyzed, showed him to be fitted only for manual labor.

But the greatest surprise comes with the knowledge that in New York where, according to the inhabitants, "everything is several generations ahead of the rest of America," superstition is very noticeable. Many towering offices and apartment buildings shoot skyward pierce the skies and proclaim the progress of which New York is so proud, strangely lack their 13th floor, which a New Yorker in the walks the street. He thinks nothing of dodging in and out among speeding autos or walking under ladders cranes but not often will he take the chance of walking under a ladder. Take a look at the dollar-minded Wall streeter on the first trading session of a new year, and watch him take profits of a few cents a share on his first turn-over when ordinarily he would turn up his nose at anything less than two or three full points. Not that he is superstitious but he does like to have his first transaction of the year a profitable one.

The origin of the various superstitious beliefs has little bearing upon their existence among modern, educated people. The fact that they do exist in spite of good judgment proves that their beginning was civilization. If all of them could by some miraculous stroke be wiped from the minds of the people, the chances are that life only would be poor by comparison to take their place. Some one might notice that there is a black cat crossing the path of a man who is hurrying to catch a train, or that a mirror has been broken in the home of a family he knows, or that he has sat down at a table with 13 others. If any of these things happen the man may miss the train he was hurrying for, the family may be upset and the man who sat down at the table may be called upon to pay the bill. But if none