

Topier of our city
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## "Thar'

Cotratn opponents and enemies of Cuint smail are claiming that he
does not have the emport of weti
Texas and the Panhanale as he he Texas and the Pan
tesets nd and he is
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##  <br> 

 DEEISION TO End BATtLES OVER PROJECT
Chas. Cook Speaks
I. C. C. Hearing
Yesterday

| ROCK ISLAND |
| :---: |
| II OPPOSITION |
| $\begin{array}{c}\text { Immediate Ruling Is } \\ \text { Likely, Belief }\end{array}$ |

Abilene Youth
Is Rescued From
Caving Well

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为
NATIONAL GOLF


STERLING HIT HARD BY HIS MAIN RIVALS Standard Oil Gives Mayfield
HIGHWAY PLAN

Butche's Wi


BY GIRL UP0N RETURN


## HICH IN AIR

Fatal Accident Is at Aransas Pass, Texas
SHIP PLUNGES LONG DISTANCE
Noted Kansas City
Lawyer Among
Victims


The dead:
Murat Boyle.
Raymond Wats
to the plane was seen to
and the craft crashed to



Central Baptist
Church To Build In Near Future

Negro Gold Star Mothers Protest
Segregation and Small Streamer


THE PAIIPA DAILY NEWS




 Ne vet subscarition kaxes





## OUT OUR WAY

by williams

frechles and his friends
By Blosser


The Spirit of Progress is, a famous statue on the original Montgomery Ward K Co. Building, Mehigan Boulevard, Chicago. For generations it has been a symbol of leadership and world-wide organization.

# The Spirit of Progress Guides Montgomery Ward \& Co. 


#### Abstract

Starting as the original mail order house and how operating the world's largest general merchandise chain, we continue to strive to fealize the ideals of leadership which our symbol represents


Leadership demands action, A great deal has been said and written about unemployment and poor business, You read much about the reduced purchasing power of the average citizen-but what about his paying power?
Despite the unemployment, the present average wreekly payroll of America is estimated at $\$ 840,000,000$. In addition, the registered savings accounts total over twenty-seven bellion dollars and are steadily increasing Yes there is ample paying power. But we believe that general business will improve only when the buying pablic are satisfied that prices to them (and that means to you) reflect the new low commodity levels.
In our judgment, commodity prices are scraping bottom today. We do not say that there will not be some fur ther declines, but broadly speaking, current prices are the lowest in years, in some cases the lowest in 15 to 20 years.

## Leadership Demands Action

Montgomery Ward \& Co . is placing orders for millions of dollars worth of merchandise at these new low commod ity levels. There are $120,000,000$ American people to be fed, clothed, sheltered and entertained; and regardless of unemployment, poor export business, low agricultural
prices, etc., the requirements of the American nation total a huge sum

## New Fall Prices Now

Bor many years it has been the custom of Montgomery Ward $\&$ Co to make Fall prices effective when our Fall and Winter Catalogue is distributed, about September ist.
Months ago we cut prices. Durng the past 60 days there have been further declines in the cost prices of many items of merchandise-and all these low prices we are making effective at once-so that as far as Montgomery Ward Co. customers are concerned, they need not wait for lower prices. Ward's prices are down NOW to the new cominodity levels.
How Do You Judge a Low Price? Only by the dependable quality you receive. There is nothing cheap about Montgomery Ward \& Co. merchandise. We bave never sacrificed quality to make low prices, and despite the surprising savings that ate possible on thousands of different articles which we sell through our catalogues and Retail Stores, you can buy from us with complete confidence.

There is a good deal in the papers now about the Byrd Antarctic Expedition They used more than 7,000 articles selected from our regular stocks and they used them under conditions where -quality and dependability meant life itself. Their verdict was radioed to us in March from Dunedin, New Zealand, "Satisfactory in all respects."

Our method of doing business can be stated in one phrase-
"You Must Be Satisfied"
The goods you buy from us must be "satisfactory in all respects." Leadership demands action. In making our Fall prices effective now, we are doing someching definite to establish public confidence in new price levels and we are taking this constructive step to stimulate the use of your buying power.
For years we have recognized the conveniences and advantage of the Time Payment method. We are selling annually many millions of dollars of goods on Easy Pay: ments. Basically the American Public is honest, meets its just obligations. On that belief we have never hesitated to sell on time Over a period of many years, our experience has been thoroughly satisfactory and our bad debt losses negligible.

## Now, for the first time in the history of American merchandising, a national institution offers this Time Payment opportunity

Beginning today and continuing until September 15, Montgomery Ward \& Co. will sell you any merchandise shown in its catalogues or Retail Stores (excepting groceries) on the Easy Payment Plan, provided your order totals $\$ 25$ or more

[^0]tories, wheels turning unemployment lessening and a result ant upward trend to our general businese structure and prosperity.

Many will praise us for this move, some will critcite us 1 hope that other institutions, large and small, will fol low with their constructive plans to persuade the public to use its paying powet. In his frrot daily newspaper article of July 1st, Calvin Coolidge said,
"My countrymen, it is time to stop criciding and
quarreling and begin sympathizing and helping"

Frices based on the new low commodity levele, quaility goods of absolute dependability, our policy of "You muiut be Satisfied" and now this great 60 day Easy Rayment opportunity. Surely these combine to bring you economy, convenience and satisfaction in your buying.


## GULF GUNS AND MAGNOLIAS PLAY IIV AMARILLO TODAY

OPPOSTITIOM IS STROMGEST OF

Brushing up Sports


By Laufer

SPUDS SHOW USE OF HOME RUN AT WACO
 CIMCIMYATI IS
BAD MEDICINE
FOR CHICAGO

## STANDINGS <br> OF THE CLUBS <br> 


"ВЕДТ ВОВВР" IS CRY WHEI PLAY BEEIIIS

Jeff Dickson, Youthful Promoier,

## Known As 'Tex Rickard Of Europe

"Miss Amarillo" Will Be Chosen
Friday Evening A "Miss Amarillo" beauty contest
be staged in Amarilo Pricay David Dalls, who recently held a Selection has already been, made
Miss Pampa, Miss
Borger, Mis fulla, Miss Dimmitt, Miss Mlain-
lew, Miss slaton, MMis, Lubbock nd Miss Leveliand. Miss Lumbocill Amarlo
nd Miss Silver Falls are, yet to be Miss Pampa, who is Miss Maxin
Mite, and Miss Borger will aipea Wite, and Miss Borger will appea Miss Plains will be selected at
Lubbock on July 27, 28, and sha
will enter the Galveston pageant of Lubbock on July 27, 28, and sha
will enter the Galveston pageant of
August $2-6$ to compete for the title of "Miss United States.
J. L. Cummings of Liberal, Kans.
was $a$ visitor here Wednescay., He was accompanied by his mother
Mrs. M. J. Cummings, of Los An elght-round exhibition Walker, enraged at Pegazano
because he believed the foul to have seen in and gave him a terrific hac-
simg while the cash customers howl${ }^{\text {ing while }}$ ed with ed with giee.
Brought betore the board of the
International Boxing
son was of tilined 2,500 francs- $\$ 100-$ son was fined 2.500 francs- 1000
for having transiressea the Uno
rule that no boxer may appear in rule that no boxer may appear the
the same ring twice during th
same evening the same ring twice during
same evening.
silo 1 a cheap price to pay
give the customers a ruin for the


## Clive Brook Is

 Seen as Divorce Sleuth In Movie Konjola Put Kansas Man Back to Work Proved to Be a Wonderfu
Medicine in My Case," Says Former Sufferer

mr. H, C. Sherman Any medicine that can win more
SHEMAN
than a million friends in sevien than a million friends in seven
years must have merrtitand that is
exactly what Konjola has exactly what Konjola has done.
You wonder why Konsola has be-
come a household word? Well, reaid what Mr. H. . . Sherman, pell, reaa
contractor, of Goddard, Kansas says: Konjole proved to be a won-
derful medicine in my case. Last July I was hurt in an aytomobile accident, and was in the hospital
many weeks. When $I$ got out, I was many weeks. When I got outt, I was
in a bacly. run down condition;; had
rheumatism in the shoulder, rheumatism in thew the shoultion, , hacm
and hand, and my stomach was out and hand, and mi stomach was out
of order. I suffered terrible pains
and medicines did many endorsements of Kondola led
me to try titand six bottles of this
wonderfut medicine wonderful, medicine made me able
to resume my work. 1 am feeling
better in every wiy 0 resume my work. I am feeling
better in every way than for a

long time., | long tme.", |
| :--- |
| Konjolas's | sether, battling ingredtents work to

he causes of the causee of stomach, liver, kidnee
and bowel troubles, and of reuma and bowel troubies, and of rheuma-
tism, neuritis and nervousness. Konjoual is sold in Pampa at the the
City Drus store, and by all the thest city prug store, and by all the best
druggsists in ail towns. throughou drugysts in all towns
this entire seetion. $\rightarrow$ Adv.

## HARD-SOFT <br> Large-simall

## 

 Flooring Plan to Be Canceled Here Canceling an order for floor coverthe county courthouse, city comin o county courthouse, clty commistoners yesterday, piscussed
plans to thoor the new clity hall with
battieshipp unolecum. attlieship IInoleum.
The commissioners
The commissloners inspected the
nlooring in the courhouse and reporred that after being in in use re- only
phree months it was already wor-
the three months it was already wor-
out in spots, espectaly under charrs
The usual a mount of pressure made under chairs, tables. canes. results
in holes and dents, it was sald. The
ficoring in most of the offices is places broken and cracked. Mrs. Charlie Thut, accompanied
by Mrs. R. A. Webo and daughter,
Marth. Ann, ,eft today on a trip to
Carrsbad, N. M. Mrs. Violet $\overline{\text { stephenson and Mrs. }}$
o. D. Martin are with the Whole-
sale Syndicate. O. D. Martin are with the Whole-
sale Syndicate. Lewis O . Cox will attend the let-
ting of contracts of the state high-
"Invaluable," Say Society Women


- look at him with a knowing grin and say:


## "-Sure: <br> We know- <br> You're Napoleon:"

LEADERSHIP is the coveted prize in every industry, and the rubber industry is no exception.

So it is only human that our aspiring friends occasionally indulge in the thrill of talking about Leadership, whether they have it or not

We mention this in all good humor, and merely to explain the somewhat confusing advertising you see now and again, in which one rubber company or another blithely forgets its definitions and shoots the works.

The justification for such a fling is that the use of the term Leadership in most cases is qualified, even if obscurely, by being based on some subordinate phase of the business in which the advertiser claims to excel.

B
T what's all the shootin' for-is Leadership really an important matter?
We think it is, as the most dependable indorsement of a product that the public can find upon which to rely.
When a plurality of the world's motorists, for example, year after year singles out one make of tire as the highest representative of value and merit, that is tremendously important.
It affords the average buyer the finest and safest possible guidance in his purchasing-and for his good and our own we desire to keep that guidance clear.

DSPENSING, then, with equivocal claims, evasions, qualifications and adroit expression, what company actually holds Leadership in the rubber industry?

The public has decisively answered that question in concrete terms of dollars and cents, and has conterred the award upon Goodyear.
Goodyear in turn submits to you the solid facts which support its Leadership.
It does this in no spirit of boastfulness; on the contrary with a privileged sense of the responsibility which its outstanding position entails:

In both volume and value of annual sales, Goodyear is the largest rubber company in the world. Goodyear consumes $1 / 6$ of all the crude rubber wsed annually in the world-approximately $50 \%$ more than any other manufacturer.
Goodyear builds more than 1/4 of all the tires sold in America, the remainder being divided among some forty manufacturers.

For years Goodyear has factory-equipped between $1 / 4$ and $1 / 3$ of all the new motor cars manufactured.

Goodyear exports approximately $40 \%$ of all the tires exported from the United States and Canada for other parts of the world.
Goodyear maintains the largest development laboratories and corps of experimental engineers of any rubber company in the world.

In the last seven years Goodyear's annual production

If pmeumatic tires has increased $172 \%$, as agsinst an increase of approximately $75 \%$ for the industry as a whole.

WITH special reference to tires, Goodyear holds Leadership because:
Goodyear has made more tires for motor vehicles tham any other manufacturer-by millions.

Goodyear is making, todos chore tires than any other manufacturer in the world-by millions.

Goodyear's tire business has increased faster in the last five years than any other manufacturer's - by millions.

More people ride on Goodyear Tires than on amy other kind-by millions.

HERE'S the story, good people, figure it out for yourselves.

Certainly it means that in Goodyear Tires the average user finds a quality and a value which he cannot equal elsewhere.
Certainly it means that when you buy a Goodyear Tire you buy something good enough, outstandingly good enough, to have won a special and unrivalled place in the confidence of the public, And when any other rubber company confinee you with talk about Leadership, just treat yourself to a knowing grin and say: "Sure! We know - You're Napoleon!",

Out To Stay Out-Roots and All No More Burning Aching Feet.

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Now,
Radox footbath for 3 or 4 nights--
*)
lol
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because.Radox liberates.oxyen ordering it if you want to txperi-
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## THIS WOMAN III 4 WEEKS LOST 19 POUNDS OF FAT

[^1]

 Evexizu $=5=5$
"FOR TIRE SERVICE PHONE US AND COUNT THE MINUTES"

SOCIETYHarold Cheffin 1s Married to
Missouri Girl
dubveove, io

## Social Calendar

## $\underset{T}{\text { thursday }}$ The Comus

The Comus club will give Its usual
anece at the schneiler hotel, with
Joe Norman's orchestra playing. The dance at the Schneider hotel, with
Joe Norman's orchestra playing. The
hours are from 9 to 12 . Mivsion circles of the Methodist will meet at the
Methocist churech in an all day ses Mothocist church in an all day ses-
son TTursday. A covered dish lun-
theon will be serven cheon will be served.
The Ladies auxiliary of the Car--
penters union will meet Thursday evening at 8 oclow at the Lyle
stout home. $\begin{aligned} & \text { This } \\ & \text { aithe be a socien }\end{aligned}$
aith the hushands

Miss Cook Give
Dinner, Dance
Dinner, Dance
Tuesday Evening
 vening.
Green and yellow wore, The ased in the dellow wortion scheme cotors
With
a center piece of sweet peas. the chairs, with yellow attached the pre-
tominating color. Dinner guests were: Miss Melba
Craham, Miss
Mary Dauline Benarnard, Miss, Miss Christine Cook.
Mise Bonnie Miss Bonnie Nell Gordon of Miami,
Miss Jane Clark of Oklahoma City,
and Miseses Katherime and Eugenia Following the dinner, a dance w
given, at whtco other guests wer
J. C . Reed. Miss Dorothy J. C. Reed, Miss Dorothy Doucette,
Lepors Doucette, Perry
Jorgen
Jean Fatheree, Bob Wallace, Bob

Stwimming Party Is Enjoyed Wed
at Davis Ranch
Mrs. W. J. Smith gave a swim-
ming party and picnic at the Mel
DAvis ranch yetel D.svis ranch yesterday atternoon.
Her guests ween Miss Pauline Bar-
narac, Miss Melba Craham, Miss onnie Nell Gordon or Miamt, Miss
Dorothy Doucette, Miss Mary, Don-

 tain, Miss Ariiss Talley of Miami,
Vernon Lawrence, and Thomas L.
WWde

Central Baptist
R. $\boldsymbol{U}$. Burns Home
of the Central Baptist church met
yesterday atternoon at the home
of Mrs.
 The society was led in prayer by
Mrs. ©. D. Holmes. Mrs. S. L. Anderson, chairmah, had. charge of
the study of the book and the subfect of the discussion was "'The

Why and How of the Women's Missloynay spowety" ion therer. Mred Ray Re. Hingate | Mrs. We E. Cobb, Mrs. O. H. Gil- |
| :--- |
| strap, Mrs. . . I. Lunstord, Mrs. |


in the balcony of the United rons advantage of a FREE wave July 7 th, to to 12 th. inger Thermique method of permanent waving. Mrs. Martin and Gladys
Asklam, formerly of the Georgette Beauty Shoppe
Orchid Beauty Salon 106 W. Foster Phone 654

## (2)


3 rons spectal, $\$ 16.00$


## :

 Stark.others attending the meeting
were: Mrs. R. M. Mitchell, Mrs. A.

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 ITLL BE A JOY TO HAVE
ONE OF OHRuart
vermanents_ $\$ 7.50$
eus a trial and be convinced
IN DAVIS HOTEL. IN DAVIS HOTEL,


Offering Many. New and Marvelous HOSE that will do wonders to the slimness of your legs

AT TWO ASTONISHING LOW PRICES.-

## SERVICE * SEMI-SERVICE * CHIFFON

YOU were meant to be charming ... you are charming and Hill's Revised Hosiery 1 department faces the facts. Our new numbers described below enable you to and knees. You'll be delighted with our new Low Luster and our genuine Grenadine Dull Finish stockings!

| o. 2514 <br> Full Fashione <br> Service H |  |  |
| :---: | :---: | :---: |
| 2xamion | \% | 540\% |
| 98 c | 98 c | \$1.49 |


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## L.T. HILL COMPANY <br> Better Department Stores






| next meeting July 23, at the home $\begin{array}{l}\text { the twenty-second chapter of Mat- } \\ \text { of Mrew. Lynn Boyd. } \\ \text { ed tive of the members disus. } \\ \text { ed their assigned topics. Mrs. R. T }\end{array}$ |
| :--- |


| Sight and Forty, | Mitchell led the devotional services. |
| :--- | :--- |
| Organization Has | The noinnating committee's ree |


 And Mrs. Fere Mirs. John Mradley Moconell
A reading by Miss Helen Cook of
 members and guests were served
refreshments at Fa heree Drug No.
DOROTHY


 Modes sos montint



## CLASSIFIED ADVERTISIIG





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| ，min |  | Pampa Electric Co． |
|  |  | Phone 203 |

## DON＇T Be FOOLED

When you let a fly－by－night adding machine or typewriter mechanic work on your machine he may be all right，or he may not．
You think you are making a saving，and you may be for the time being，but when your machine goes＂haywire＂just after the＇passing－through＇ mechanic leaves town you either have to wait＇til he comes back（if he comes），or else pay another mechanic a fee．
Our mechanic has had years of experierice and knows machines．Movevoer；we are still here af－ ter the job is dorie，and you have our assurance that the work and price must be right．
Estimates are gladly furnished for cleaning and adjusting or complete overhauling．

## OFFICE SUPPLY DEFT． Pallifa dally Mells PHOHIE 208

## HOMES of TEXAS DEMAND SOLID TRAINLOAD dMMATTACS

## Largest shipment of washers

 ever sent to the southwest

Free Trial Washing Write or phone for a trial washing
withe the New Maytag．If it
doesn＇t sellitiself，don＇t keepit．Di． with the New Maytag．If it
doesn＇t sellitself，don＇t keepit Dit
vided poymento younll never miss

MAYTAG SOUTHWESTERN CO．
1003 Elm St

## MAYTTAG SHOP

## The Mantag lluminum <br> IF IT DOESN＇T SELLL TTSELF，DON＇T KEEP IT

$\mathrm{T}_{\text {Exas shmanaver }}$


 DENCE of thift，because the Maytag pays for itself in time，
clothes and money saved．．．EVIDENCE that the New Maytag is the choice of the majority of homes in Texas as well as all
FARM HOMES，
FARM HOMES，TOO，prefer the New Maytag，and for homes
without elecric current，the Maytag is equipped with in－built
geoline multi－motor the enter ginoline muiti－motor－the simplest，most compact washer en－
gine built．
THE MAYTAG COMPANY，Newton，lowa－Founded 1893 1893

Eart Carroll Again In Trouble Over His Show
 cain nown mime
 Axyo
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 cetw were sworn out by poiveco ofticers
 Bishop's Son Dies on Ship at Havre
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In Texas




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 and and , Ther wo cuve be mate where it beomess
R. s. sterling
R. Houston
Candidate for
Gove







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BLACK FLAG POWDER

## UNDER THE STERLING PLAN TAXES WILL BE REDUCED IN GRAY CONUTY

## 



under the strbling tax keduction plañ

The Serefing Tax Rectuction Plan will phace the wurden of


 weather highwass and tor pravis the gevp over the state withote conty ad and without nereands the gasaline tax

The Serling Tax Reduction Plan provides that no property tax shall
ever be levied to carry out its purever be levied to carry out its pui
poses
Vote for R. S. Sterling
ote for R. S. Sterling and
${ }^{\mathrm{L}}{ }_{\mathrm{o}}^{\mathrm{w}}{ }_{\mathrm{E}}$
 Aray County
Creamery
wagon passes your
door each morning
Gray County
Creamery
Phone 670
IS THIS YOUR FUTURE SHADOW?


## Lucky STRIKE

When tempted to over-indulge
"Reach for a Lucky instend"
Lucky Strike, the finest Cigarette you ever smoked, made of the finest tobaceo -The Cream of the Crop-"IT'S TOASTED." Lucky Strike has an extra, secret heating process. Everyone knows that heat purifies and so 20,679 physicians say that
TUNN IN-The Lukk Scrike


## "It's toasted"

Your Throat Protection-against irritation-against cough
"In his famous book entitled "Foods For the Fat," Dr. Yorke-Davies gives this advicc: "Any system for reducing fat will be of no avail if the patient persists in eating between meals," We do not represent that smoking Lucky
Strike Cigarettes will bring madern figures or cause the reduction of flesh. We do declare that when tempted Strike
to do. yourself too well, if you will "Reach fore a Lucky instead," you will thus avoid over-indul gence in things that cause excess weight and, by avoiding over-indulgence, maintain a modern, graceful form.


[^0]:    We have begun the mailing of $10,000,000$ announcements to our customer list, giving full details. Visit the Ward Store in your neighborhood for complete information. We know this offer will bring us additional buisiness. It will make us new friends It will acquaint great numbers of people with the dependable quality and the low prices that are the foundation of our business

    We consider ita constructive move (one of the very few that have heen made thus far) to stimulate constumer buy. ing Even a small upturn in demand will start orders to fic

[^1]:    

