

GROWING PAMPA Building Permits: 1928, \$1,450,000 1929, \$1,478,170 Population, 12,000

Pampa Daily News

ALL THE NEWS Associated Press full leased wire, NEA and AP Feature services, local and oil field news FIRST.

"Newspaper of the New Pampa"—Gray County Seat and Panhandle Oil Center

VOL. 23, NO. 241

PAMPA GRAY COUNTY, TEXAS TUESDAY EVENING, JANUARY 14, 1930

6 Pages Today

PRICE FIVE CENTS

SPECIAL CIVIL COURT IS URGED HIGHWAY 33 ROUTING TO BE SETTLED WITHIN MONTH BOWMAN AND JONES CAUGHT BUT POWELL YET AT LARGE

TWO ESCAPED MEN LOCATED IN WASH ROOM

Found Unarmed, Pair Gives No Trouble Yesterday

SLAYER ASSERTS WILL TRY AGAIN

How Prisoners Obtain Wire Puzzling Officers

Although Pat Powell, one of the three prisoners who escaped from the county jail yesterday, seems to have vanished from the Panhandle, Johnnie Bowman and Bud Jones were captured by Jailer Herman Wachtendorf in the wash room of a South Pampa rooming house about 4:30 o'clock yesterday.

They opened the jail door locks with a wire and climbed over the wire fence surrounding the jail about 12 o'clock.

Sheriff E. S. Graves believes that Powell escaped in an automobile owned by Paul Certain, which was stolen here last night. Police officers of this section of the southwest have been advised to watch for the car.

Jones was washing his clothes and Bowman was climbing up in the ceiling of the wash house when they were discovered by Wachtendorf. Jones did not comment on the frustrated escape, but Bowman said, "I'll make my getaway from that jail yet—wait and see. I'm going to keep on trying. You keep on trying to keep me from getting away and we'll get along fine." Bowman did not seem disappointed or "blue" that he was captured, Wachtendorf said.

Thus far, Powell has succeeded in eluding a group of officers who began guarding every exit from the town as soon as the jail break was discovered. Sheriff E. S. Graves felt confident this morning that Powell will be captured soon. Both Bowman and Jones were unarmed when found by the deputy.

Powell is charged with car theft, burglary, forgery and robbery with firearms. He is charged with robbing the Hokus Hokus grocery in South Pampa about two weeks ago. When arrested at that time he was out on a \$750 bond for theft.

County officers are unable to explain how the prisoners secured the wire to open the locks on the jail, but are investigating. Other articles used by the prisoners to effect their escape included a piece of lumber, a buggy spring to force open the cell door and a quantity of wire, all of which was slipped into the jail by unknown persons.

Bowman is under a life sentence for the murder of Bill Watkins here last July 4. He pleaded insanity during the trial.

Two Fliers Are Missing in East

NEW YORK, Jan. 14. (AP)—A fleet of 30 planes was ordered today to search the north shore of Long Island and in the vicinity of Ashford, Conn., for two missing airplane pilots.

Daniel Marra and William Kirkpatrick, test pilots for the Fairchild Airplane Manufacturing corporation, have been missing since they took off from Farmingdale, N. Y., last Friday to make an altitude test of a monoplane.

Fears were expressed that Marra and Kirkpatrick were blown out to sea.

The little daughter born Jan. 4 to Mr. and Mrs. S. J. Spears has been named Ruth Anne, her parents have announced. Mr. Spears is employed at Malone Furniture company.

Miami has 12 airports. Nine are landing fields, three bases for seaplanes.

JOSH LEE, OKLAHOMA HUMORIST, WILL ADDRESS JOINT MEETING OF B. C. D., CHAMBER, AND LEGION

Inventories of Goods Demanded By Gray County

Failure of various oil field supply houses and merchandise firms to tender valuation on all their goods moved the county commissioners to ask Ewing Leach, tax assessor, to visit "all places of business, stores of merchandise, supply houses and other character of businesses and procure from them an inventory of merchandise on hand and the inventory value thereof."

If the request is refused, the tax assessor was ordered to refer "the refusal to County Attorney John Studer, and have him invoke the penalty as set out in Article No. 125 of the penal code of this state, which provides that such person refusing shall be fined not less than \$20 nor more than \$1,000." The order was signed by the county commissioners and county judge.

The commissioners based their order on Article 7148 of the Revised Statutes which requires that all property subject to taxation shall be rendered by the owner or the owner's agent.

REPEAL OF PRO LAW IS ASKED IN SABATH'S BILL

WASHINGTON, Jan. 14. (AP)—A bill captioned "to reduce crime and general discontent and resentment on the part of law abiding American people against intolerable conditions" by repealing the national prohibition act was introduced today by Representative Sabath, Democrat, Illinois.

Cree & Hoover Buy New Plane

B. L. Hoover and his pilot, B. W. Bartgis, are expected to return soon from Robertson, Mo., where they have gone to get a Wasp motored Ryan Brougham airplane being purchased by the Cree & Hoover Drilling company.

The new plane is a special color job, finished in gold and maroon with black trimming. It has a high speed of 150 miles an hour and has accommodations for five passengers in addition to the pilot.

Mr. Hoover traded in his Spartan open cockpit ship on the new plane.

ONE DIES IN COLLISION

SAN ANGELO, Jan. 14. (AP)—One man was dead and another was in a critical condition here today as the result of an automobile collision south of El Dorado, near here, last night. Ed S. Hollmig, 50, Sonora trucking contractor, was killed. His companion, Frank McKee, Schleicher county rancher, was injured.

Governor Moody Plans to Pardon or Parole Over 200 Prisoners

AUSTIN, Jan. 14. (AP)—Governor Moody has in mind extending clemency to some 200 inmates of the Texas penitentiary. He said today that with about 200 men now on furloughs and paroles, he was considering pardoning and furloughing probably that many more.

"But, the problem is how to select the men to favor with clemency," he

said. "I do not know how to go about it. It is a terrible responsibility. It is depressing to pick up a newspaper and see where some convict on parole or furlough has killed some one or broken another law."

Contrary to popular belief, there are not so many prisoners who are serving sentences for violation of the prohibition law, he said.

Worth of Real Learning Will Be Chapel Subject

Scholarship is the theme of an attractive program outlined for the first high school chapel exercise since the holidays, which will be held at Central auditorium at 11 o'clock tomorrow morning.

The program was arranged by Miss Fannie Florence Sims, a member of the faculty and chairman of the scholarship and fellowship committee of the local branch of the American Federation of University Women and College club, with a view to giving all high school students, and particularly the seniors, a clearer, more definite view of the value of high scholastic attainment and some of its rewards.

Addresses by Mrs. H. H. Hicks and Olin E. Hinkle will be outstanding features of the program, as planned by Miss Sims. Mrs. Hicks will speak on the subject, "The Value of Higher Education." Mr. Hinkle will discuss "Margins." In addition to these numbers, the program will include selections by the high school orchestra, directed by Thomas Fannell, and a reading by Virginia Rose.

The public is welcome to this and all other chapel programs. Supt. R. B. Fisher is urging that parents of high school students, particularly, make a point of hearing a few of the weekly programs.

Man Is Killed As He Races to Side of His Ill Mother

EASTLAND, Jan. 14. (AP)—A race to the bedside of his mother, ill in Abilene, ended in death for S. A. Short, 32, Houston insurance man. He died last night of injuries suffered when his automobile and another machine collided near here as he swerved to avoid a parked truck.

BAILEY SAYS FINAL ORDERS NOT RECEIVED

Will Take Up Matter With Gilchrist at Once

DECISION HOLDS UP PROGRESS

County-Wide Election Is Being Discussed Favorably

After being told that a petition for a county-wide road bond issue is likely to be presented to the commissioners at next month's regular meeting, District Engineer P. S. Bailey of Amarillo, at the county board's meeting yesterday promised "to make every possible effort" to have highway No. 33 definitely located in Gray and Roberts counties by that time.

Engineer Bailey said that he had nothing official on the proposed change in the routing of the road from Pampa to Miami, and reported that he did not know the highway department had ever considered designating the road under the underpass two miles west of town and thence north to Miami. However, he promised to communicate immediately with State Engineer Gibb Gilchrist and the highway commissioners and to urge them to make the designations at once.

Mr. Bailey told the commissioners that the highway department would require definite assurance that the bonds would be voted before all roads affected would be designated. The county court members emphasized the fact that the citizens would not vote for a county road bond until they knew where the road is going. They should know the approximate locations of the road before the bond election, or else the outcome of the issue would be in doubt, it was stated.

Meanwhile, the commissioners will defer further action in acquiring additional right-of-way between Pampa and Kingsmill. The county does not wish to obtain the right-of-way between here and the underpass two miles west of Pampa, taking the risk of losing it if the road should be re-routed north of the tracks at that point, it was stated. The county has already spent over \$3,000 on specifications for the road, \$1,000 of which was used to make blue prints for the additional right-of-way.

Mr. Bailey was told by the commissioners that they would accept almost any location the state may make, so anxious were they to have the road definitely located. They said they would abide by any reasonable designation the state may choose.

It was Mr. Bailey's opinion that Engineer Gilchrist and the highway department have not decided on the location of the road in Gray and Roberts counties. He said he felt sure if they had made the designation, he would have been notified. He said highway No. 33 was discussed more than any other road in his district the last time he met with the highway commissioners and Mr. Gilchrist.

Judge Ivy E. Duncan presided and the following commissioners were present: J. R. White, L. O. Cox, T. O. Kirby, M. R. Newman. County Engineer Bushfield of McLean also was present.

THE WEATHER VANE

WEST TEXAS: Cloudy and unsettled tonight and Wednesday. —AND A SMILE NEW YORK (AP)—Mrs. Katherine Smith, 63, is a cook 5 feet 2 and 560 pounds. It took ten policemen to get her to an ambulance on a boarding school when she required hospital treatment for illness.

Camera Catches Mrs. Lindy's Smile



Here is one of the best pictures ever made of Mrs. Charles A. Lindbergh, and one of the few in which the intrepid mate of the famous aviator has been photographed smiling. It was taken recently by Jack Hull at the Clovis-T. A. T. airport.

POLICE MEET BURGLARS AND BATTLE ENSUES IN WHICH TWO ROBBERS AND DETECTIVE DIE

Davis Funeral to Be Tomorrow

Funeral services for H. M. Davis, resident of Pampa for more than a decade, will be held at the First Baptist church at 10 o'clock tomorrow morning, followed by burial in Fairview cemetery. The rites will be conducted by the Rev. D. H. Traubite, local Baptist pastor, assisted by the Rev. E. G. Pennington of Plainview. The G. C. Malone funeral home is in charge of arrangements.

Mr. Davis died at Dallas Medical clinic at 2:30 o'clock Sunday afternoon, his death following a lingering illness of a year's duration and a severe illness which lasted more than two months.

Leaguers Selling Tickets for Lucy Program Friday

Tickets for the entertainment to be given by Thos. Elmore Lucy here Friday evening have been put on sale by members of the Senior Epworth League of the Methodist church, which is sponsoring the coming of the famous humorist.

Mr. Lucy will be presented at the Methodist church's basement auditorium at 8 p. m. Friday. He has filled engagements for twenty years under the management of most of the chautauqua, lyceum, and independent agencies touring America, and has made many foreign tours. He is a capable character artist, crayon sketch artist, and radio entertainer.

Dr. W. B. Wild is ill of influenza in Pampa hospital.

Jeff McClendon of Canadian is visiting his uncle, Chief J. I. Downs here.

Mississippi Levee Is Dynamited—Flooding of Farms Is Probable

MARKS, Miss., Jan. 14. (AP)—A huge gap was torn in the Cassidy bayou levee, two miles south of Belen, near here, by a charge of dynamite, set off during the night by unidentified persons. Bloodhounds have been ordered from Clarksdale to aid in a search for those responsible. In event of further rains, it was feared the opening, while relieving

CONGESTION IS CITED IN NOTE TO DAN MOODY

Legislative Action in Coming Session Requested

COMMISSIONERS DESIRE RELIEF

Situation Creates An Emergency, It Is Said

A resolution petitioning Governor Dan Moody to have created at the next session of the legislature a special civil district court for Gray county, or for Gray county and such other counties as he may see fit to include, until the congested situation is relieved, was unanimously adopted yesterday by the county commissioners.

The resolution was forwarded to Governor Moody today.

The resolution stated that there are now on file in the district court of Gray county 303 civil cases and 154 criminal cases, and that under the present condition of things, considering the number of terms and the time allotted to each term, the court is not capable of disposing of the cases now on file and the new matter that arises.

The request was also based on the fact that there are a great number of prisoners now in the jails of Gray county awaiting trial, and are subjecting the county to great expense for feeding and guarding.

The resolution contended that due to the demand to give jail cases prior hearing, those that can make bond are seldom tried and are virtually free men. The commissioners submitted the petition on the ground that "justice may be done and violators of the law may be brought before the bar of justice in due time." In the resolution the commissioners justified their action by asserting "that we feel it our duty to bring the knowledge of the authorities who can relieve this situation such information."

The resolution was signed by the county judge and the four commissioners.

New Pupils Are Entering Central This Semester

Thirty new students were enrolled in Central high school at the opening of the second semester, bringing the total enrollment for the term to 540, with a regular daily attendance above 500.

Supt. R. B. Fisher in announcing the additional enrollments, pointed out that thirty students, each taking four courses, were the equivalent of a new class, and that an additional teacher would be needed, whether obtainable or not.

Repeat classes have been organized in English and Algebra for students in the freshman and sophomore classes who failed or who showed marked weakness in those courses in the first semester, just closed. Repeat classes in third year English, commercial law, and commercial geography also were formed.

Semester promotion is being introduced throughout the system. Mr. Fisher said the system when thoroughly developed would result in greatly increased efficiency on the part of all students.

Mrs. H. H. Gilbert and 7-day old infant were removed from Pampa hospital to her home here by a G. C. Malone ambulance.

The Shimizu tunnel in Japan, now under construction will shorten the time between Tokyo and the northwest by three and one-half hours.

Pampa Daily News
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The only newspaper adequately covering Pampa and Gray county events and the Pampa oil field.

PHILIP R. FOND
 Manager
OLIN E. HINKLE
 Editor

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MEMBER of the ASSOCIATED PRESS.

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All rights of republication of special dispatches herein also are reserved.

SUBSCRIPTION RATES
 By Carrier in Pampa

| | |
|---|--------|
| One Year | \$6.00 |
| Six Months | \$3.50 |
| Three Months | \$2.00 |
| One Month | .70 |
| Per Week | .30 |
| By mail in Pampa and adjoining counties | |
| One Year | \$5.00 |
| Six Months | \$3.00 |
| Three Months | \$1.75 |
| One Month | .60 |
| By mail outside of Gray county and adjoining counties | |
| One Year | \$7.00 |
| Six Months | \$4.25 |
| Three Months | \$2.25 |

NOTICE TO THE PUBLIC
 Any criticism or reflection upon the character, standing, or reputation of any individual, firm, concern, or corporation that may appear in the columns of the Pampa Daily News will be gladly corrected when called to the attention of the editor. It is not the intention of this newspaper to injure any individual, firm, or corporation, and corrections will be made, when warranted, as promptly as was the wrongfully published reference or article.

AVIATION IN AMARILLO WILL SUFFER CONSIDERABLY FROM THE ADVERSE EXAMPLE OF TWO CRASHES IN CLOSE SUCCESSION.

It occurs that both pilots were killed, but that they went to their deaths in mysterious fashion, with the cause obscure. Of course, the department of commerce inspector may be able to determine the exact cause. If so, he surrounds his facts with such secrecy that the public never knows. This may be the best policy, in the long run, but it tends to leave the wrong impression. When machinery fails, the public should know it. When human machines fail the fact should be officially determined.

The public is often accused of not being air-minded. But the facts are that more and more persons are taking the airlines. Traffic is increasing in volume and rates are coming down. Regular service has brought safety insofar as air miles are concerned. A single example is sufficient to show that the intense inspections and high requirements of transport flying bring safety.

The Western Air Express, operating between Kansas City and the Pacific Coast, went into operation in April, 1926. Since that time its planes have flown more than 4,000,000 miles without injury to a single passenger. Last year 25,000 people traveled on its lines. Growth of business has resulted in rates that attract everyone who is air-minded and whose time is valuable. You can ride from Kansas City to Amarillo for \$37, and from Los Angeles to Kansas City for \$120.

The bigger cities of the nation are being linked by similar services, and while occasional accidents will happen, the safety per air mile is greater than in any other mode of travel.

HENRY TIREY, DALLAS ATTORNEY, HAS WRITTEN EACH LEGISLATOR CONCERNING DELINQUENT TAX COLLECTION BY CONTRACT.

Mr. Tirey, former county attorney, claims that agitation over what are termed excessive percentages for collection are not as serious as they seem, for the reason that after the "cream" of delinquent accounts are received, collection of the others becomes more and more tedious and expensive. He adds that the average county attorney is not in position to hire a clerical force and establish a collection agency. He suggests that a new legislative act validate the contract collection basis, but provide a sliding scale of

percentage for collections. Concluding, Mr. Tirey says: "It has been my observation and that of others of similar experience that 85 per cent of the real property in Texas is encumbered by liens. The lien holder is an interested party and will pay the taxes when he has to. Therefore 85 per cent of the \$12,000,000 in delinquencies is being carried by the delinquent treasuries of Texas for banking and mortgage companies. Under the threat of suit they are authorized under their deeds of trust to pay the same and it then automatically becomes a part of the loan. Less than one per cent of the remaining 15 per cent of the owners of clear real property are unable to pay in a reasonable time after demand. This means that more than \$11,880,000 of delinquent taxes in Texas are jointly owned by such banks and mortgage companies, or by persons who are spending their money for other things while their neighbors take care of the public debt.

"This is unscientific and unsound from every standpoint. The expense of government must continue: roads, bridges, schools, and other improvements must be built. The people don't want any more bonds. They complain of increased rates and valuations. The consistent tax payer, who from year to year renders unto Caesar what is Caesar's should not be repeatedly called upon to make up a deficit created by his delinquent neighbor."

It is interesting to note, moreover, that a considerable sum is being spent annually for assessment of oil and corporation property by various counties. At this time the East Texas Chamber of Commerce, through President Grady Kinsolving, is waging a determined fight on this use of public funds.

A short ballot is fine; but if fifteen persons run for every office our memories will have to work overtime as usual.

People here kick a terrible lot when their gas gets low, but willingly tolerate the tank that won't burn, or the lack thereof.

Most candidates are pretty good fellows, but it is really too bad that we do not have the two-party system so that we would have an excuse for thinking up muddy things to

say about some of them. It is remarkable how much mud can be thrown around in a G. O. P.-Democratic row without anybody taking serious offense.

Back in the Middle West it is common for reporters from Democratic papers to be demeaned at Republican rallies, and vice versa. We have had our ears knocked down by followers of the elephant, but rather liked the publicity. These Pampa races are pink tea affairs, but a doggoned lot more sensible. Personally, we were "raised" out here where it is customary to mean what you say.

A good proof that Pampa is not a typical oil town is the fact that this city is just about as broad as it is long, and its business section is moving in several directions. Borger is 3 miles long, Big Springs as much or more, McCamey 5 miles, Odessa 2.

A real salt water sailor docked at Beaumont and tried to board a boat for Omaha, Nebr. Wonder why he didn't come inland at least to the head of the North Fork in Gray county?

Times do change. That Italian royal wedding got more "play" in American newspapers than would that of a governor of one of our states.

Mary Pickford paid her mother \$1,000 a month to keep house for her, she told income tax collectors. We need more such modern daughters, many mothers would probably agree.

Tax Assessments by Experts Drawing Chamber Attacks

CORPUS CHRISTI, Jan. 14. (AP)—The campaign now being waged by the South Texas Chamber of Commerce against the hiring of tax experts by county commissioners to assess and, in many cases, collect them, was based upon a survey of the system as used in at least 21 Texas counties.

In a brief upon which W. G. Kinsolving, president of the chamber and publisher of the Corpus Christi Times and Herald, is basing addresses made on his present tour of the state, several instances of the experts' system were cited.

The brief explained that salaries of county commissioners are based upon the assessed valuations of their counties; that in a county whose total assessed valuation is \$10,000,000 or less, the commissioners' salary is \$1,200; and is greater in proportion to the county's valuation.

If commissioners found the assessment would run slightly below \$10,000,000 it would be to their interest to have the assessment increased, the brief pointed out.

The tax experts, the brief continued, work under a contract with the commissioners, their compensation to be based on a certain number of cents per \$100 increase in valuation above the voluntary rendition or a certain number of cents per \$100 total valuation. In either case, the larger the assessed valuation, the larger the salary of the county commissioners, and the larger the fee of the tax expert.

The tax expert may add to his income by securing separate contracts with school districts and cities in the county.

Some of the counties having contracts with experts are: Pecos, Reagan, Crane, Upton, Winkler, Howard, Ward, Carson, Gray, Hutchinson, Coleman, Caldwell, Ector, Montague, Jones, Fisher, Brown, San Patricio, Cherokee, Nueces and Freestone.

Harry Bloom of LeFors was a business visitor in Pampa yesterday.

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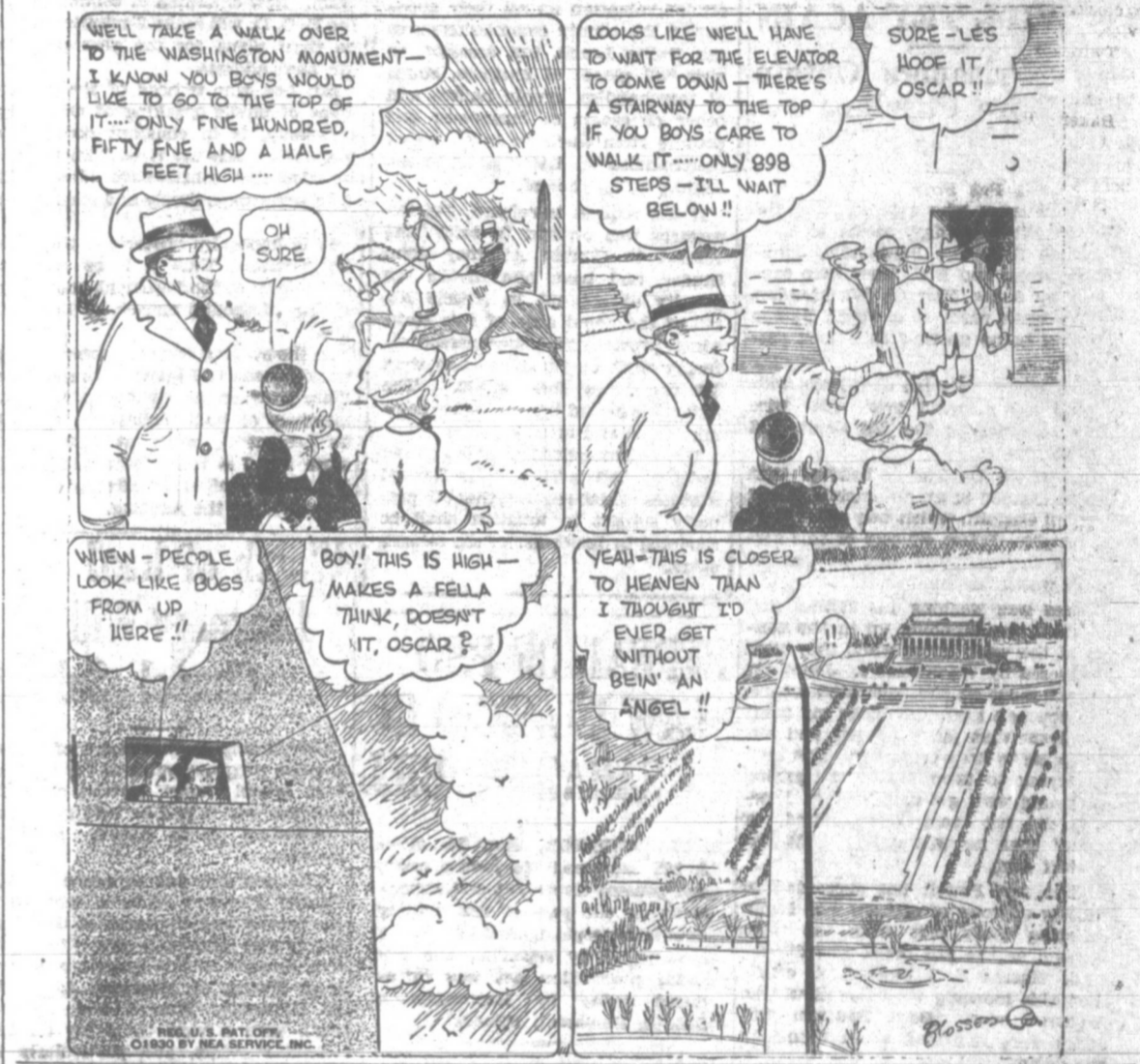
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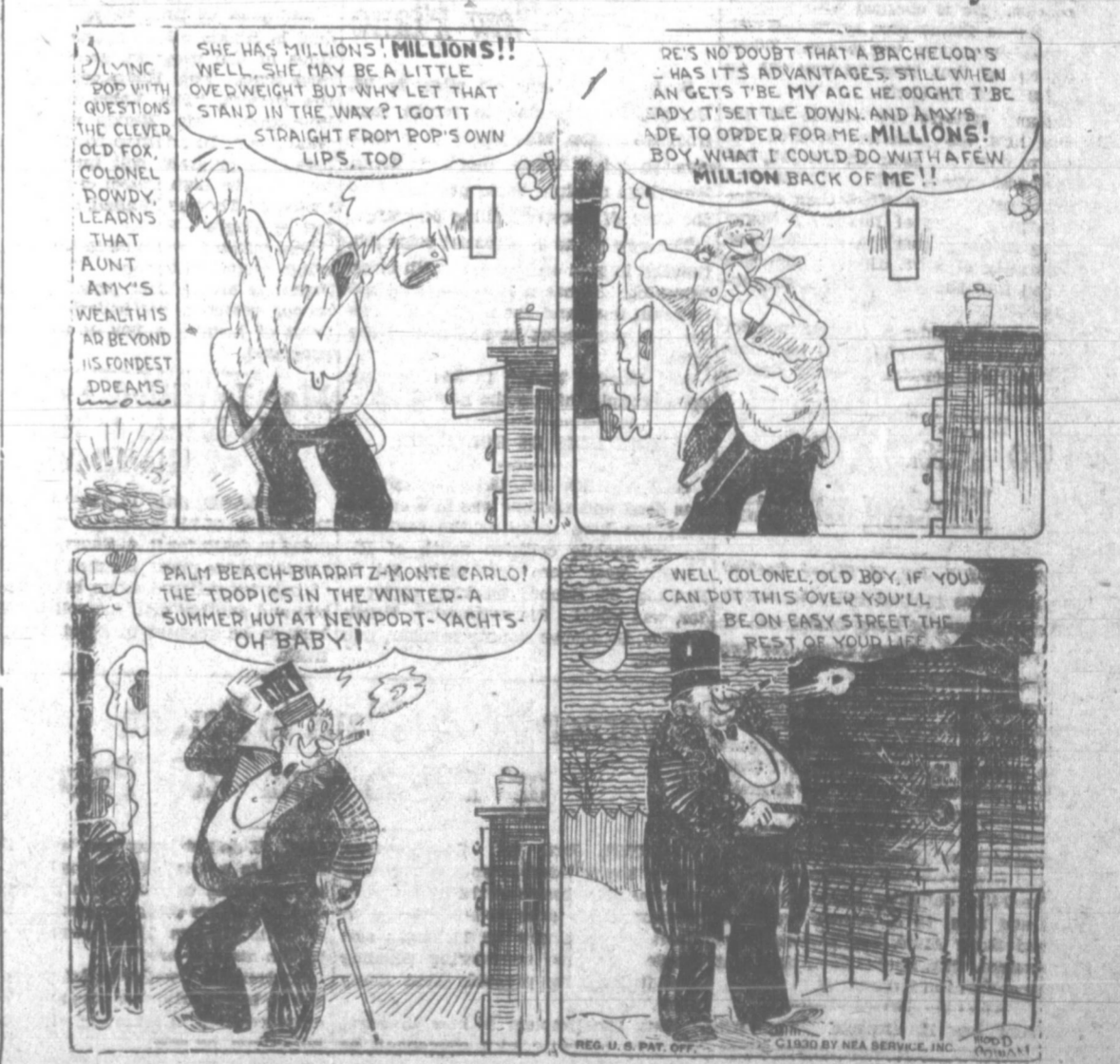
FRECKLES AND HIS FRIENDS By Blosser



"Sez You?" "Sez Me!"



MOM'N POP By Cowan



PHONE 666 SOCIETY PHONE 666 MISS WILLETTE COLE

Social Calendar

Tuesday The Business and Professional Women's club will meet at the Pampa Drug Store... Birthday Party Is Given as Surprise for Mary Helen Gilstrap... Wednesday The executive board of the Methodist Women's Missionary society... Thursday Baker Parent-Teacher association will meet at 2:30 o'clock... Friday A regular meeting of the Order of the Eastern Star will be held at 7:30 o'clock... Saturday Hear Mr. Lucy, the wandering minstrel, Friday 8 p. m., Methodist church basement.

Robbers Blast Pay Car, Killing Four Men Instantly WILKESBARRE, Pa., Jan. 14. (AP)—Four men were dead today, victims of robbers who yesterday dynamited a pay car of the Glen Alden Coal company in an effort to obtain a \$35,000 pay roll. Two others were injured, one critically.

Party Given Saturday Honors Jean Camp on Birthday Anniversary One of the most enjoyable birthday celebrations of recent date was the party given by Mrs. L. L. Camp for her daughter, Jean, who was twelve years old Saturday.

Ten Members Represent Pampa Epworth League at District Meeting The Senior Epworth league of the First Methodist church of this city was well represented at a meeting of the Clarendon district Epworth league in Clarendon on Saturday and Sunday.

Two Baptist Classes Will Meet Tonight The Fideles and Young Men's Bible classes of the First Baptist church will meet at 8 o'clock this evening in a joint business session in the church parlor.

Devotional Topic Is Theme of Baptist W. M. U. Program for Wednesday "Foundation Stones," the general theme of a program to be presented tomorrow afternoon at a joint meeting of the four circles of the Baptist Women's Missionary union, will be developed in talks on various subjects and in hymns selected for the occasion.

Denver Sees No Relief From Cold DENVER, Colo., Jan. 14. (AP)—Winter's most tenacious cold wave took on new energy in the Rocky Mountain region today with the weather man offering no relief in his prediction of "continued cold and snow flurries."

Cradle Roll Teachers and Assistants Named at Meeting Yesterday Teachers and assistant teachers of the Cradle Roll department of the Baptist Sunday school were appointed yesterday at a meeting of the Cradle Roll club. The teachers named were: Mrs. Lennis Anderson, Mrs. O. L. Beatty, and Mrs. A. Groening. Assistants appointed were: Mrs. M. M. Rutherford, Mrs. Harold Smith, and Mrs. L. W. Hardcastle.

Robbers Blast Pay Car, Killing Four Men Instantly (Continued) The explosion occurred a mile from Nanaoicoe in a mountainous section near the coal company's Truesdale colliery. It rocked the district. The pay cars was being hauled up a narrow gauge railroad by a mine motor to pay off several hundred workers.

Two Baptist Classes Will Meet Tonight (Continued) The Fideles and Young Men's Bible classes of the First Baptist church will meet at 8 o'clock this evening in a joint business session in the church parlor.

Science has not delved down to more than about 25 miles toward the earth's interior—that is 1-320th of the distance through.

ABOUT FOLKS

Refuting a report that his gun was so hot it was warped from shooting at one of the escaping prisoners yesterday noon, Chief J. E. Downs wishes to make a flat-footed assertion that he took no shots at the fleeing jailbird. Furthermore, he never said, "I'll shoot!" He only said, "Stop." Chief says the rumor that he shot at the prisoner is a reflection on his aim.

In Congress (By the Associated Press) Tuesday, Senate. Continues debate on tariff. Agriculture sub-committee continues investigation of cotton exchanges. House.

Comparable to a snow storm in the tropics is the sight of a native Californian living in another state, and admitting that he likes it better than California. One of the few Native Sons living outside the Golden Bear state is Floyd Shaw. Mr. Shaw was born and raised in California. He has been in Texas 13 years and likes it better all the time.

SPECIAL NOTICE Due to bad weather we are extending date on 1-2 price Xmas offer certificates to April 1, 1930. HESTER'S STUDIO.

Production of Oil Is Greater

TULSA, Okla., Jan. 14. (AP)—Continuing an upward trend marked over a three-week period the estimated daily average production of light and heavy crude oil in the United States added 43,251 barrels during the week ending Jan. 11 to make a grand total of 2,684,872 for the period, according to the Oil & Gas Journal.

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DR. G. L. TAYLOR Registered Foot Specialist - Surgical Chiropodist TREATMENT for all forms of foot troubles. EXAMINATION FREE Office First National Bank Building Rooms 7 and 8 Phone 726

Cook's Parole Is to Be Opposed

KANSAS CITY, Jan. 14. (AP)—A blow to the hope of Dr. Frederick A. Cook, arctic explorer, for a parole from the federal penitentiary at Leavenworth has been struck by the better business bureau of Kansas City in an announcement that it will oppose clemency for him.

Students in the University of Alabama are studying footprints left an estimated 40,000,000 years ago on a slab of rock found in the state. The animal is thought a forerunner of the dinosaur.

Mr. Lucy, character artist, Methodist church basement, Friday, 8 p. m., auspices Epworth League.

DR. E. E. REEVES General Surgery and Urology Genito-Urinary Diseases Rooms 6-7 Smith Bldg. PHONE 396

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SENSATIONAL SALE QUIT BUSINESS Sale DRY GOODS READY TO-WEAR FINE SHOES ADAMS DRY GOODS CO. SELLING OUT TO THE BARE WALLS LEAVING PAMPA FEB. FIRST \$50,000 STOCK SACRIFICED COME AS SOON AS YOU CAN

TANLAC WINS! Two More Victories Over Stubborn Stomach Trouble—Joyous News For Other Sufferers

SO HAPPY MUST TELL WHAT TANLAC DID FOR HER FINALLY FINDS RIGHT THING IN TANLAC First Bottle Proof Enough FROM old and young they come, letters overflowing with words of praise and gratitude telling of wonderful, almost unbelievable relief they received from this matchless medicine. Local people, many of whom you know, are highly endorsing Tanlac.

Here's Your Chance For Better Health Tanlac Must Benefit You Or Money Back ACCEPT NO SUBSTITUTE AT ALL DRUGGISTS

FOR SALE 1929 WHIPPET 4 SEDAN, new motor block, 4 brand new tires (Goodyears), very good body and upholstery, looks and drives like a month old car, driven only 9,720 miles. \$425 1928 OAKLAND COUPE, 4 brand new Goodyear tires, first class shape in every way, a week end special at \$350 McGARRITY MOTOR CO. Oldsmobile Viking Used car lot two blocks South of Tracks on Cuyler

Cold Weather is Old Gold Weather Old Gold CIGARETTES THE TREASURE OF THEM ALL THEY GIVE THROAT EASE "They are smoother," your throat says so... "They do have a wonderful flavor," your taste tells you... "They must be better for me," your common sense says... "They have made a tremendous success in three years," your eye tells you... BETTER TOBACCOS—there's the answer!... So change to OLD GOLD today and get pleasure plus throat-ease... cleaner, ripier, smoother tobaccos without artificial treatments... smoking minus the cough. GOLD GOLD GOLD BETTER TOBACCOS... make the difference... not a cough in a carload"

DIMMITT WILL BE FIRST 'FOE' IN PANHANDLE

Dimmitt will be the first opposition of the Harvesters in the Panhandle invitation basketball tournament of Friday and Saturday. It was announced today. The game will be played at 5 o'clock Friday afternoon.

Little is known here of Dimmitt's strength, but the team is said to have been out for practice much longer than the Harvesters.

Pampa girls, who will also enter the tournament in the girls' division, will play Goodnight at 4 o'clock Friday afternoon.

Neither local team is scheduled to play a second game before Saturday morning. The tournament will end Saturday evening.

Already registered in the boys' division are Amarillo Yarnigans, Claude, Groom, Spearman, Mobeetie, Stratford, Memphis, Canyon, Miami, Goodnight, Happy, White Deer, Dalhart, Pampa, Dimmitt, Panhandle, and Dumas.

Girls' teams entered are White Deer, Stratford, Mobeetie, Memphis, Shamrock, Dimmitt, Pampa, Goodnight, Miami, Panhandle, Canyon, Groom, and Claude.

Pampa's squads will drive to the Panhandle basketball meet Friday and return home Friday night, then will drive back Saturday.

Pampa's own invitation tournament, for boys only, will be held Jan. 30-31 and Feb. 1.

FIGHT RESULTS

(By the Associated Press) New York—Al Singer, New York, stopped George Day, New Haven, Conn., (3).

Philadelphia—Vidal Gregorio, Spain, outpointed Eugene Huat, France, (10). Harry (Kid) Brown, Philadelphia, and Gaston Le Cadre, France, drew, (10). Emory Cabana, Philadelphia, outpointed Dinto Tempesti, Italy, (10).

Chicago—Bobby La Salle, Los Angeles, outpointed Clyde Hull, South Dakota, (7). Harry Dublinsky, Chicago, outpointed Ray Kiser, Tulsa, Okla., (7). Paul Pantaleo, Chicago, stopped Rocky Adams, Vail, Ia., (3).

More than \$3,000,000 worth of American sawmill and woodworking machinery was exported in the last 12 months.

Mount Etna, Europe's largest volcano, is 10,800 feet high, and measures 91 miles in circumference at its base.

PAMPA GIRLS DEFEAT MIAMI TEAM HERE LAST NIGHT, 31-21

Basketball Results

(By the Associated Press)

At New Haven—Yale 35, Cornell 10. At Ann Arbor—Illinois U. 24, Michigan U. 18.

At Evanston—Purdue 39, Northwestern 22.

At Ashland—Ashland college (Ohio) 42, Findlay 33.

At St. Peter, Minn.—Gustavus Adolphus 34, Concordia college 28.

At Springfield, Mo.—Drury 45, Arkansas State 13.

At Columbia—Missouri U. 34, Kansas Aggies 21.

At Kansas City—Kansas City Life 29, South Dakota State 13.

At Dallas—Oklahoma Baptist U. 40, Dallas A. C. 36.

At Lubbock, Tex.—Texas Tech 53, Howard Payne 31.

At Stillwater—Kansas U. 44, Oklahoma Aggies 20.

At Corvallis—Washington State 40, Oregon State 27.

At Eugene—Oregon U. 40, Idaho U. 37.

At Greeley—Phillips Oilers (Tulsa) 44, Colorado Teachers 12.

Starting Blocks Are Approved in Committee Meeting

NEW YORK, Jan. 14. (AP)—Recommendation that the use of starting blocks be approved for intercollegiate competition in 1931, provided the International Amateur Athletic Federation passes favorably on them, will be presented to the annual convention of the Intercollegiate A. A. A. by the executive committee.

At a meeting yesterday, the committee decided on a proposed rule change, to be adopted in 1931 if the International Federation approves the use of starting blocks in May.

The committee recommended the elimination of the hurdles in the cross country championship race, on grounds it is a sufficiently hard test without them.

Head Mr. Lucy, globe-trotter, poet, humorist, Methodist Church, Jan. 17, 14-17.

The Turkish fleet plans to cruise the Mediterranean next spring and will visit Malta to return the recent visit of the British fleet.

Russia is the home of big bells. One in Moscow weighs nearly 200 tons and is nineteen feet high.

After trailing at the half, 14-13, Pampa's Central high school girls came back in the last period here last night to defeat the Miami girls' team, 31 to 21.

The first half was hard fought, with E. Cunningham, Miami forward, shooting baskets with great accuracy. After Russell, a teammate, was injured, Miss Cunningham was moved to center. The change proved to be ill advised, for the new combination was smothered by the Pampa guards and the local forwards ran up a total of 12 points to 2 for the Miami team in the third quarter.

Miami threatened in the final period, but Pampa centers stopped the rally, feeding the ball to their forwards to make possible 6 points while the Roberts county players were making 5 points.

Ruby Brown was high point scorer of the game, throwing 7 field goals and a free throw for a total of 15 points. Her nearest rival was Miami's Miss Cunningham, who ran up 14 points before taking the center position.

The Pampa girls will enter the Panhandle basketball tournament of Friday and Saturday.

Scoring by periods: Pampa 9 4 12 6-31. Miami 3 11 2 5-21.

The line-ups: PAMPA—Brown, f. 7 1 0 13. Stone, f. 4 0 0 8. Thomas, jc. 0 0 0 0. Martin, rc. 0 0 1 0. Ward, g. 0 0 0 0. James, g. 0 0 0 0. Heiskell, f. 4 0 2 8. Totals 15 1 3 31.

Substitutions: Heiskell for Brown, Brown for Heiskell, Fletcher for Martin, Rose for Ward, Heiskell for Stone, Robinson for Brown, Brown for Robinson, Stone for Heiskell, Martin for Fletcher, Kentling for Thomas.

MIAMI—E. Cunningham, f. c. 6 2 1 14. Luffin, f. 1 1 0 5. Russell, jc. 0 0 0 0. Cantrell, rc, f. 2 0 2 4. Walker, g. 0 0 1 0. M. Cunningham, g. 0 0 2 0. Totals 9 3 6 21.

Substitutions: McKenzie for Cantrell, Campbell for McKenzie, Connell for Russell.

Officials: Referee, Selby (Oklahoma); scorer, O'Keefe (W. T. S. T. C.); timekeeper, Hicks (Baylor).

Eighteen lions, valued at \$65,000, belonging to a circus, recently died at Bremen, Germany, as the result of poisoning.

MIAMI PRESSES HARVESTERS HARD BUT LOSES, 21 TO 23

A rangy center who threw 17 of his team's 21 points gave the Harvesters a real scare at Central gymnasium last night, but the Pampa boys defeated Miami, 23 to 21.

McLaughlin, the Miami center, had a way of getting possession of the ball near his own goal, and when he did the score-keeper lifted his pencil expectantly. Without this star Miami would have been swamped, but with him she combined strong defensive play to give unexpectedly serious competition.

The scoring combination of James and Lard clicked at times in the fashion it will take to bowl over coming competition, each lad hitting the basket four times. Ayres scored seven points, getting three baskets and a free goal.

It was not an interesting game to watch from a technical standpoint, but the score was close throughout. Miami led, 13 to 10, at the half and Pampa was but a point ahead at the end of the third period. Play was often ragged, the ball being hurled into opposition hands many times. Many apparently easy shots were missed by

both squads, and substitutions did not change the picture.

Scoring by periods: Pampa 4 6 10 3-23. Miami 3 10 6 3-21.

The line-ups: PAMPA—James, f. 4 0 2 8. Lard, f. 4 0 0 8. Ayres, c. 3 1 2 7. Saulsbury, g. 0 0 1 0. English, g. 0 0 0 0. Totals 11 6 23.

Substitutions: Mullen for English, D. Benton for Mullen, English for D. Benton, D. Benton for English, Braly for Lard, Lard for Braly.

MIAMI—A. Kitchens, f. 1 0 0 2. Hayter, f. 0 0 1 0. McLaughlin, c. 8 1 1 17. Coffee, g. 0 1 1 1. Gill, g. 0 1 0 1. Totals 9 3 3 21.

Substitutions: Talley for Hayter, Hayter for Talley, Talley for Hayter.

Officials: Referee Barron (Missouri); scorer, L. Sone (W. T. S. T. C.); timekeeper, Hicks (Baylor).

OHIO YOUTH IS LEADING FIELD IN GOLF MEET

LOS ANGELES, Jan. 14. (AP)—Denmore Shute, Ohio's young professional golf champion, today was knocking at the treasury door of the Los Angeles \$10,000 open tournament.

Three strokes ahead of the field of 47 other campaigners for first place and \$3,500 prize money, the entrant from Columbus, with a card of 222 for 54 holes, looked to the final eighteen as an opportunity to make his first bow as an important titleholder.

This margin, which he increased in yesterday's play after going into the lead Sunday, was none too safe, for in second position were Horton Smith and Bobby Cruickshank with scores of 225.

Five strokes back of Shute came three professionals, Tommy Armour, Detroit, Al Espinosa, Chicago, and Chet Beer, Bakersfield, Calif., all within reach of the lead with 275.

It was MacDonald Smith, defending champion, who staged the best fight of the day. He turned in a par of 71, the second time perfect figures were

equalled or bettered in the tourney, to boost himself to a tie for ninth place with 230.

Leo Diegel, National P. G. A. champion, finished in seventh place after 54 holes of play, with 228, still in the money, but almost beyond a chance to take first. A stroke behind him came Johnny Rogers of Denver, whose sensational 70 on the opening day has not been eclipsed.

Harry Cooper, winner of the first Los Angeles open in 1926, was far down the list with a 232, but even farther behind came Johnny Farrell, former open champion; Joe Kirkwood, Tony Manero, Johnny Golden, Abe Espinosa, Bill Mehlhorn, and other veterans, with scores ranging from 233 to 244.

Charlie White to Attempt Come-Back

CHICAGO, Jan. 14. (AP)—Charlie White, one of the hardest left-hand punchers in lightweight ring history, is planning a comeback after six years in retirement.

During 18 years in the ring White met two champions, Ritchie Mitchell and Bennie Leonard, as well as virtually other outstanding lightweights of his time. He has been training for three months and has declared himself ready for action.

THE SPIRIT OF YOUTH
carry on—Avoid that future shadow

AVOID THAT FUTURE SHADOW*

By refraining from over-indulgence, if you would maintain the modern figure of fashion

Avoid the snags along the common-sense path to fitness and fashion. Don't let over-indulgence deprive you of the tantalizing contour of the modern figure. Be moderate—be moderate in all things, even in smoking. Eat healthfully but not immoderately—when your eyes are bigger than your stomach, reach for a **Lucky** instead. Coming events cast their shadows before. Avoid that future shadow by avoiding over-indulgence, if you would maintain the graceful, modern figure with its captivating curves.

Lucky Strike, the finest Cigarette you ever smoked, made of the finest tobacco—The Cream of the Crop—"IT'S TOASTED." Everyone knows that heat purifies and so "TOASTING" not only removes impurities but adds to the flavor and improves the taste.

"Coming events cast their shadows before"

LUCKY STRIKE
"IT'S TOASTED"
CIGARETTES

"It's toasted"

*Be Moderate!... Don't jeopardize the modern form by drastic diets, harmful reducing girdles, fake reducing tablets or other quick "anti-fat" remedies condemned by the Medical profession! Millions of dollars each year are wasted on these ridiculous and dangerous nostrums. Be Sensible! Be Moderate! We do not represent that smoking **Lucky Strike** Cigarettes will bring modern figures or cause the reduction of flesh. We do declare that when tempted to do yourself too well, if you will "Reach for a **Lucky**" instead, you will thus avoid over-indulgence in things that cause excess weight and, by avoiding over-indulgence, maintain a modern, graceful form.

TUNE IN—The Lucky Strike Dance Orchestra, every Saturday night, over a coast-to-coast network of the N. B. C.

© 1930, The American Tobacco Co., Mfrs.

How Does Your Advertising Appropriation Compare?

THE HARVARD AND NORTHWESTERN UNIVERSITY BUREAUS OF BUSINESS RESEARCH RECENTLY COMPLETED INVESTIGATIONS REVEALING THE PERCENTAGE OF TOTAL SALES THAT CAN MOST PROFITABLY BE SPENT FOR ADVERTISING.

| | | | |
|---------------------|------------|-----------------|-----|
| Grocery Stores | 0.4 | Hardware | 0.9 |
| Haberdashers | 3.3 | Jewelry | 3.1 |
| Women's Wear Shops | 3.1 | Meat Markets | 0.7 |
| Furniture | 6.3 | Florists | 5.0 |
| General Merchandise | 1.5 | Millinery | 2.2 |
| Drug Stores | 0.8 | Music Stores | 3.3 |
| Cleaning and Dyeing | 3.3 | Restaurants | 3.1 |
| Electrical Shops | 2.7 | Shoe Stores | 2.9 |
| Department Stores | 1.9 to 3.1 | Specialty Shops | 3.8 |

These figures were not compiled by theory, but taken from the most successful merchants in average communities of town and cities varying in population from 500 to 500,000 population. Too, these figures represent what should be spent for advertising and are not to be confused with "worthless advertising" or "donations!" In 1930 keep you advertising and donations on a separate list . . . don't cheat your business out of the advertising . . . let your business increase as it should.

COVER THE FIELD WITH ONE ADVERTISING COST

IN THE

PAMPA DAILY NEWS

Alibi Is Offered in Panhandle Case

PANHANDLE, Jan. 14. (P)—More character witnesses were called to the stand today to support the alibi of Bert Smith, Lela Lake, that he was in Clarendon Nov. 22 when the First State bank at Stinnett was robbed. Smith was the first to go to trial of four men charged with the robbery.

Taking the stand last night, Smith, prominent Donley county ginster, refuted the statement officers said he made shortly after the robbery. The statement, he said, was made under fear.

He admitted, under cross-examination, he knew his two brothers were just outside the door of the district attorney's office when the statement was made.

Smith said he went to Stinnett on the afternoon after the robbery as a deputy sheriff to meet a former Amarillo policeman with whom he had worked. They were to work on the Stinnett robbery case for a possible reward.

Alibi and character witnesses included E. F. Hargraves, Clarendon barber, and F. E. Chamberlain, Clarendon bank official.

Others indicted for the robbery were W. J. Adams, Torrance A. Popejoy, and Rueben A. Franks.

Jury of View to Make Report Soon

The report of the jury of view for obtaining additional right-of-way on highway No. 33 between Pampa and Kingsmill will be made in commissioners court Friday, it was announced at the regular meeting yesterday.

Hearing of complaints from landowners will be heard Thursday when damages will be assessed. Notices of the hearing have been sent to all landowners involved.

The additional right-of-way includes 20 feet from Pampa to the Carson county line. The report of the jury of view will include what the approximate cost of the 20-foot strip will be to the county, amount of damages assessed by the jury of view and the complaints of landowners.

The Amarillo Court of Civil Appeals held last spring that the highway commission is the only corporate body that has the authority to institute condemnation proceedings against land, and that the county commissioners have no authority. This decision was rendered in the case of Watt of McLean vs. Gray county. However, since then the legislature has passed a law giving county commissioners right to condemn land for road purposes, but as the law has never been tested commissioners are in doubt as to the legality of their actions.

Captain Foster Will Attend Troop School Wednesday Evening

A regular weekly troop school for reserve officers of the U. S. army will be held Wednesday evening at 8 o'clock in the office of Dr. W. Purviance in the Rose building.

Action toward organization of a local chapter of the Reserve Officers association is contemplated. The Reserve Officers association is the national organization which looks after reserve affairs in Washington.

Captain Harry Foster, who is in charge of reserve officers' affairs in the Panhandle with headquarters in Amarillo will be present this week. All local officers are being urged to be present.

THE NEW CRESCENT
Western Electric SOUND SYSTEM

TODAY
Author Lake
IN
'DANCE HALL'

with
OLIVE BORDEN
ALL TALKING

Also
Vitaphone Act

Levine Managers Here for Buying Session Yesterday

Managers and representatives of Levine Brothers, Inc., yesterday afternoon concluded a two-day buying convention at the Schneider hotel, with factory and wholesale representatives.

Representatives of the retail stores who attended were as follows: Pete Harris, manager of Levine's at Vernon; Jimmie Larrimore, manager of Williams at Amarillo; Morris Levine, manager of Levine's at Amarillo; William Levine, manager of Levine's at Lubbock; Paul Barrett and Mike Barrett, manager of Levine's at Lubbock; Harry Lipshey, manager of Levine's at Pampa; Sid Weiss of the local Levine's; and Murray Freundlich, manager of the K. C. store in this city.

Noelette Man Is Pneumonia Victim

W. H. Stewart, 62, oil man of Noelette, Texas, died in the family residence there at 12:30 p. m. today of pneumonia, after an illness of 10 days. The body will be sent tomorrow to Bartlesville, Okla., by Stephenson funeral home for funeral services and burial.

Mr. Stewart is survived by his widow, one daughter and two sons. Another son, Gordon E. Stewart, died Jan. 1 of pneumonia in the room where his father died two weeks later. The Stewart family have lived in the Noelette community for the last two years.

Political Announcements

Subject to the action of the Democratic primary July 26, 1930.

FOR TAX COLLECTOR—
J. W. "BILL" GRAHAM
WALTER D. HARDIN
A. C. SAILOR
T. W. BARNES
L. D. RIDER

FOR DISTRICT CLERK—
R. B. THOMPSON

FOR COMMISSIONER PRECINCT NO. 1—
JOHN R. WHITE

FOR TAX ASSESSOR—
F. E. LEECH

FOR COUNTY SUPERINTENDENT—
JOHN B. HESSEY

FOR COUNTY CLERK—
CHARLIE TRUT

FOR COUNTY ATTORNEY—
FRED CARY

FOR SHERIFF—
LON BLANSETT
C. E. "TINY" PIPES.

Lamar B. Sessions of Ardmore, Okla., is a guest in the home of Mr. and Mrs. J. Homer Hayes. He will return home tomorrow, after spending the week-end here.

Markets

Kansas City Livestock
KANSAS CITY, Jan. 14. (U. S. D. A.)—Hogs: 6,000; 25 to 35c higher; top \$9.75 on 170 to 250 lbs.

Cattle: 9,000; calves: 1,500; steady; slaughter steers, good and choice 950; 1500 lbs 11.25 to 15.75; fed yearlings 12.00 to 16.00; heifers 11.25 to 14.75; cows 7.75 to 10.50; weaners 8.50 to 14.50; stocker and feeder steers 10.25 to 12.25.
Sheep: 7,000; lambs steady; sheep steady; lambs 12.25 to 13.35; ewes 5.25 to 7.00.

WHEAT DOWN AND UP
CHICAGO, Jan. 14. (P)—Rallying power showed itself quickly in the wheat market today after prices had undergone an early dip.

Opening unchanged to 1 3/8 off, Chicago wheat prices later scored gains. Corn, oats and provisions developed firmness also, with corn starting 1-8 to 1-4@3-8 off and subsequently showing an advance.

May-A-Laf with Lucy, famous entertainer, Methodist church basement, Jan. 17, 8 p. m. 14-17

J. Homer Hayes will leave tomorrow on a business trip to El Paso and San Antonio.

Strangler Finally Beats the Tackle

SEATTLE, Wash., Jan. 14. (P)—Ed "Strangler" Lewis, today held a victory over the flying tackle with which Gus Sonnenberg deprived him of his world wrestling title. After losing a fall to Howard Cantonwine of Iowa, who used the football attack, Lewis evaded several other tackles and took the deciding two falls with a headlock and free use of rabbit punches.

Tunney Will Be Confined 3 Weeks

NEW YORK, Jan. 14. (P)—Gene Tunney, former world's heavyweight champion, was recovering in Presbyterian hospital today from an operation performed by Dr. George Winthrop Fish yesterday.

The operation, a minor one for the removal of a stone at the entrance to Tunney's right kidney, was announced as "entirely successful."

Surgeons had feared it might be necessary to take out the kidney itself, but the operation proved to be much simpler than had been anticipated.

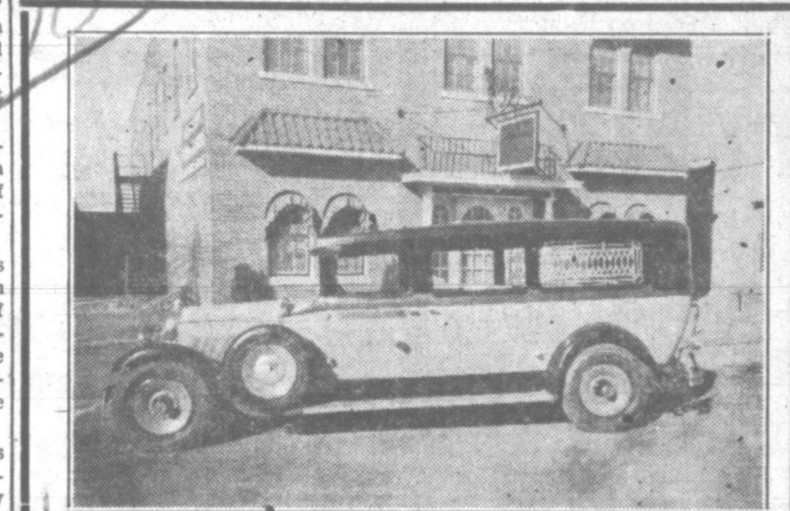
The retired champion probably will remain at the hospital for about three weeks. Mrs. Tunney, the former Polly Lauder, occupies an adjoining room so she can be close to her husband.

Why Folks Stay Fat

Not always because of over-eating, but because a gland is weak. That gland largely controls nutrition. When it is weak one may nearly starve, yet stay fat. Modern physicians the world over now combat this great cause of obesity. And excess fat, in late years, has been disappearing fast. Marmola prescription tablets contain the chief factors which they use. People have used them for 22 years—millions of boxes of them. And countless slender figures everywhere now show the amazing effects. Go try this right method to reduce. Stop starving. Read the book in the box with the formula and reasons. Ask your druggist today for a \$1 box of Marmola and watch the change.

DR. J. J. JACOBS
Eye Sight Specialists
Eyes tested and glasses fitted.
All kinds of Eye Glass repairing.
JACOBS OPTICAL CO.
"A Home Institution"
105 E. Foster First Nat'l Bank Bldg.

AN OLDSMOBILE BARGAIN
1929 OLDSMOBILE SEDAN, 11,238 miles, original rubber, very good, upholstery and body like new, motor first class condition, a good family car. This is a farmer owned car and has not been subjected to any hard usage. A bargain at.....\$900
McGARRITY MOTOR CO.
Oldsmobile Viking
Used car lot two blocks South of Tracks on Cuyler



This 'Malone Ambulance used exclusively as an invalid coach.
PHONE 181
G. C. MALONE
FUNERAL HOME

REX Last Times TODAY
THE ALL OUTDOOR TALKING LAUGHING CLASSIC "The Virginian"
With Gary Cooper, Walter Huston, Richard Arlen, Mary Brian
Shows at 2-4-6-8-10
Also Laurel & Hardy in "A PERFECT DAY"

A NEW AGE OF LUBRICATION BEGINS WITH THIS NEW MOTOR OIL CHARACTERISTIC:
"Penetrative Lubricity"*

CONOCO Alone Has this New Characteristic
Since the discovery of the wheel, lubrication has been a necessity and a problem. The first rude barrows which pre-historic men built, needed lubrication. Since their axles were of wood, an occasional wetting with water often sufficed. This "wetting" did not last long, however, and one of the brighter tribesmen began rubbing the axles of his primitive cart with raw animal meat. Variations of this practice continued well into the sixteenth century because there was little real need for better lubrication of wood-on-wood surfaces. With Watt's invention of the steam engine in 1763, metal-on-metal friction resulted. Then it was that animal and vegetable oil lubricants became definitely unsatisfactory. Their tendency to leave corrosive deposits ruled them out.

Mineral Oils Are Discovered
After the first oil well was drilled in 1859, mineral oils became commercially successful. Because petroleum was plentiful and was freer from gumming and corroding tendencies it rapidly supplanted animal and vegetable oils. Since 1901 there have been practically no changes of fundamental importance in refining motor oils. Now since 1901, think of the changes that have been made in motors! Probably the make of car you drive today was not even manufactured in 1901. Certainly its needs for oil are far more exacting!

The Development of Germ Process to Meet this Need
Foreseeing that ordinary mineral oils would eventually fail to meet the increasing strains put upon them by improved motor design, Wells and Southcombe, two British scientists, began a study of the problem which occupied 16 years. The result of their efforts was the isolation of the Germ Essence—a property that provides increased "oiliness" when introduced into mineral oils. These processes were protected with basic patents, and Continental acquired them exclusively for North America. Thus Continental brings you the first and only fundamentally better oil of the century!

Germ Process and Penetrative Lubricity
The Germ Process adds one startling characteristic to CONOCO Germ-Processed Oils. It enables them to penetrate metal surfaces! This means that an enduring oil film actually penetrates cylinder walls, bearings, etc., and clings under all conditions. In starting, when 40% to 60% of motor wear occurs... in speeding, when any failure of the film is fatal to motor life, remember this—the permanence of this film precludes any possibility of metal abrasion. The germ-essence naturally adds greater "oiliness" and we call that lubricity. So we have Penetrative Lubricity as the outstanding characteristic of this new oil. When will you begin using CONOCO Germ-Processed Motor Oil?

THE FOUR AGES OF LUBRICATION

| | |
|--|---|
| ? Years B. C. to 1763 Animal Fats for Wood-on-Wood Friction | 1763 to 1859 Vegetable Oils and Animal Fats for Metal-on-Metal Friction |
| 1859 to 1918 Petroleum discovered and used—not as "oily" but does not corrode | GERM-PROCESSED OILS 1929 The first fundamentally better oils of the Century! |

* Means—Slipperiness, smoothness, freedom from friction; also the property that diminishes friction, as the lubricity of oil, coupled with the unique ability to penetrate metal surfaces.

CONOCO
GERM PROCESSED
PARAFFIN BASE MOTOR OIL