

TIIE PAMPA DALLY NEWS

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One Year





HOW ADVERTISING AIDS
RETURN OF PROSPERITY
 for from the truth.
that advertising as a

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by advertising a
Produceise
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pefecte
In 1929, $860,000,000$ was spent to sell $5,358,000$ cars, a cost for advertising of $\$ 11$ a car. Without adver-
tising it is reasonable to assume many less cars would
have been sold. Thousands, perhaps millions, emploued in the automobile industry, wouldn't have had a job.
Steelworkers, tire manufacturess, paint producers--all The analogy can be applied to department stores,
other types of stores - to industry as $a$ whole. using a e tove our thirish. We because we read of benefits of because we see sporting equipment advertised and rec-
ommended. We furninh our homes attractively because
we see attractive funniture advertised. We are educated how to live. more fully by advertising. And creating
demands means that more men and women have jobs. caution. People are saving their money, in some cases
because they arent workig and earning more, mot others
Secause of the fear of losing their jobs, in still othe because they do not understand.
It would seem, regarding th
biased viewpoint, that, since the average citizen reap which advertise. He should understand that it is one way he can help prosperity to return.
And wise executives, realizing that advertising doed pay in more ways than one, should insist on volume ad
vertising. It means business for them. It means more Work for employes. It means they are contributing some-
thing to aid return of prosperity

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 goly WASHINGTON LETTER WASHINGTON, April 14. (NEA). - The FederaPower Commission's unanimous decision in the New River
case, commonnly interpreted as a splendid victory for "the people over the pow ton
to an ofshoot of the Ion
has brought President H. the Senate
The power commission refused to grant the Ap-
palachian Power company a "minor part", license, which
would have freed the company's proposed $\$ 11,000,000$ Aevelopme
act, had held that the commission federal water powe license and if it had done so the action would have been regarded as a vital blow at federal regulation.
That was the second important thing th
ion had done since its appointment a few months ago The first thing it did was to fire Solicitor Charles A Russell and Chief Accountant William $y$. King, who had
been trying to keep the power companies honest in their grabs for power sites under federal control, and it was Smith to fight for his job in the federal courts.
ion of Smith and Commissioners Draper and Garsaud to he commission were confirmed by the senate. It or soon as the Senate had reconvened, Senator Wing. Ash of sider them, contending that the senate rules permitted reconsideration within two executive sessions of the senate following a vote of confirmation. The senate
voted to ask the-president to send the nomination back and Hoover refused with what his supporters called "a tinging rebuke," decrying encroachments on the executhead, reconsidered the nomination of Smith and re ahead, reconsidered the nomination of Smith and re-
iected it. Smith sat tight, backed Dy Hoover, and the
Bertate began ouster proceedings in the District of CoSmith and his colleagues are now being praised for
heir New River decision by the Progressives and other their New River decision by the Progressives and other
triends of federal regulation who howled loudest when
they discharged Russell and King. But despite the re-
joicing over the fact that the commission decided fot
to adiatio tho powero grated ot by ronto.. thed Social Events In

 725xweder ing for a job and had a hard time landing anything unt
Governor Roosevelt of New York engaged him as Gegal adviser on potwer





 atorial action, He lost. If he had won the senate wwold
have been given a powerful club to hold over the ad-
 MOM'N P0P By Cowan

 OUT OUR WAY By Williams
$\qquad$
MEASURING THEM UP EARLY


"TEXAS HISTORY MOVIES"



Numerous Trips of Interest Are Made by Folk of
Noelette Community, And Others Are Entertaining Visitors-Several Small Parties Also Attende
CORNER PROBLEM IS SOLVED Nown veromon ohnatit, kame then





















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等 WICHUNERAL IS SET
Whical services for April 14.
Thomas opinin, 55, deputy oil and gas


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## MUSIC WEEK PROGRAM OUTLINED

 Federation Objectives Given at ConventionVisiting Artists * and Locel People Are to Have Part wanderatim

(This is the third of a series of adver tisements to give you true facts regarding the these advertisements, you will have a valuabl fund of information.)

In the morning after a cold wave has been bowling in from the north, it isn't jus an "accident" that you find plenty of gas at
your burner with which to heat your home quickly. In the brief 90 minutes betwee there is frequently in increase of 1500 2000 percent in the consumption of gas.

To take care of such a demand as was experienced last winter, When a gas short
age would have meant untold suffering, means age would have meant untold suffering, mea
year-around preparation. It also means tre year-around preparation. ens activity over the system thr the bitter hours
wave is artiving

Cold wave predietions and warnings are elosely serutnized by not only district an division mandgers, but by the field men as well who make the rounds opening the gates at wells and allow more gas into the system. The volume and pressure build up over nigh so that when the peak load comes on in the
morning there is plenty of gas for all-warm homes, hot water, and hot meals.

There is no rest for the operating force of your gas company as long as a cold wave threatens the health and comfort of you an
your family. your family.

Members of this organization-some of whom probably are your friends and neighbor
-stand wateh day and night to serve and protect you.
Central States Power \& Light Corporation.

| Three Humdred |  |
| :---: | :---: |
| Are in Memphis | Be on Program |
| At Club Session | For Federa |




## tuesoar, wediesoay ain thursoay

GRAPEFRUIT fancy seedless, juicy, 6 for
VEAL STEAK round, 1b. 20c; T-bone and Loin. Ib. 15 c


BUTTER Brookfield or Morris Supreme, Ib. .----28c
LARD pure home rendered, $21 / 2 \mathrm{lbs}$.
$-25 \mathrm{c}$

CLEAMSER Light House, large can
FLOUR Liberty, a real product, 24-lb. bag .---.-59c
PORK STEAK lean and tender, lb. .-.-.-...---16c KRAUT medium cans, 2 cans for ..............--15c
ORANGES Ariz, full of juice, sweet, each
OHIOIS solid, no sprouts, 10 lbs .
Bi(C) $2 \mathrm{H} \quad \begin{aligned} & \text { Smoked, for Boiling Boans, } \\ & \text { No Rind, } 2 \text { ths. }\end{aligned}$
We never talls about our competitors. We have plenty to t to attend to our own buigess.


## CLASSIFIED ADVERTISING

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## Automatic WASHERS

 We have on hand a number of new type SILENT AUTOMATIC WASHING maCHines
that have been used as demonstrators. We are offering these machines at a sacrifice.

Phone 615 For Demonstration
CENTRAL STATES POWER \& LlGit corporation


PAMPA LUBRICATION SERVICE PHONE 553

## new OAKLAND $\boldsymbol{V - 8}$

WITH 85-H.P. V-8 ENGINE . . WITH
NEW INSULATED FISHER BODIES . .
WITH SYNCRO-MESH TRANSMISSION

## delivered equipped


Pending an examination and a personal test of the car itself, you can gain some idea of the new Oakland's unusual value from the following important features
POWERRUL V-TYPE ENGINE- Oakland drivers to shift gears up o



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    RECTAL DISEASES Dr. W. Acthod Seydler ม Tmo-noon cortrates Hin rima

