# TUCUNCARI MEN HELD 

 Both Houses Approve Homestead Exemption MeasureDIFFEREMCES



## New Term of District Court Is <br> Begun In Pampa



Legion Sessions
Declared Suceess


## Blampa

 Cavern Train Takes Form

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He'll Be "Mister America" Next


COMMUNIST ACTINITIES TO BE PROBED BY RAMGERS

| Baptists Are to Gather in Pamp |
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 HUSBAND OF WOMAN KILLED II CITY LAST NIGHT FACES CHARGE AFTER ACCIDENT

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 Is Newspaper for


This Territory


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THE PAIIPA DALLY NEWS





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Machine Age Need Not Prove to
Be Detrimental to Workers' Welfare

## tion. have hiug <br> could just as we.

factor: Much work is beity
eumbert whon those employers who can do
mamilies and pay taxes.
as such, needs no sympathy and asks none.
making machines, and haturally any curtailment of
ment at the same time that it is preventing it elsewhe
The secret of the situation is to junk several million do:
lars worth of obsolete machinery and to replace it with mew machines. Scores of giant plants and millions be be replaced for the sake of economy of operation. other part replaced and put into first class condition, mportant part of the unemployment situation would b more herm than good. There is no chance for halting th mareh of mechanical progress, but there is an oppor

## 2 2 Doly WASHINGTON LETTER

## By RODNEY DUTCHER WASHINGTON, April 27, (NEA)

experts have been reassuring the country that the Nie experts have been reassuring the country that the Nica-
raguan earthquake should and would have no effect on
the project for a Nicaraguan canal, but what may retard the project for a Nicaraguan canal, but what may retard
it it the fact that the old story about the Panama Canal becom.
Arguments for a second canal from the Atlantic ments that ef Nicaraguan canal would provide faster tran
sit for ships plying from Gulf ports or the enst sit for ships plying from Gulf ports or the enst coast to
the west coast and that it would have a distinct military velue
The contention that it would be much better in time
of war to have two canals in case one were blocked up or destroyed is met with the assertion that our military divided to protect two and that if one canal could be
blown up or something, so, presumably, could the other Nevertheless, although the fact apparently was
given no decisive weight when the Panama route was selected originally,
avernge of two days despite the fact that would save an he weiraguan canal would take 24 hours to the Panama ect on congress than the military argument.
Panamia Canal probably will have been used by fewe hips than in any year since $1926-27$. Some 5475 ships and 6185 in 1930. The first eight months of the fiscal pared with 422 for the first eight months of as com930. If the present year goes on at the rate thus far That will mean that the number of ships using the not with a proportional decrease in tonnage or tolla lue to the general depression. growth of cean estimated officially that with the aess, pophatation growth in \$outh America, steaniship line expansion and so on-the capacity of the Panama ditch
would be reached about 1960 . At the same time it ha wound be reached about 1960 . At the same time it has
always been known that installation of a third set of
lacks at a cost of atout present capacity and to all intents and purposes give the Panama Canal capacity big enough for all time.
Sooner or later congreess will be foumd debating he question whether it is best to build the third set of ocoe, ono,000.
Work on the new locks would have to begin about
10 sears before they were actively in operation and the 10 years before they were actively in operation and the vicaraguan canal probably could be buit in no shorter ame. Construetion of the third set of tocks has been en-
Minged all along; there's a roek foundation for them
in case they are The Interoceanic Canal Board of army and civiliom

Legislators Have Two Weeks More
In Which to Finish Lengthy Task Oak Furniture Is Distinctive

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 state highway department from
Austin to Wace.
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ney and report on the cunal situation which will make new estimates on the various phases such as cost, commercial values and capacities and cover cxhaustively the
vartous froblems ppesented. Besfecs reporting on the new locks and Nicaraguan canal projects the ongineer
will give the results of a study as to the feasibility
giter lowerine the Panamn Cans, to to sea level.


OUT OUR WAY

"TEXAS HISTORY MOVIES"





## FRECKLLS AND HIS FRIENDS




By Patton and Rosenfield



 ee-I Am a Member of the "100". . the Elite of the Merchandising Wordal.. A NATIONALLY AIDERTISEID PIRODUCT:99

"OTS OF PEOPLE think it is easy to become -and remain-a nationally advertised product. It is easy enough to become a nationally advertised product, but it is hard to remain one. Your performance has to be absolutely above reprodich, if you stand up under the pitiless spotlight of publicity. Even if my manufacturer wanted to skimp on the cost of my production, he couldn't afford to do it. When he set my label up in the focus of the advertising searchlight, he automatically put his name up as sponsor for what I would and could do.
"If I should fall down in performance, the good name of my maker as well as my own trade name would suffer. I have to measure up to the demands of my most critical user.
"There is a certain satisfaction in being met by smiles of welcome and recognition from every shopper that passes my shcle, counc:r or display space, but there is a decided price tint my manufacturer has to pay for this pristi. $\mathrm{\sigma}^{\mathrm{c}}$.
"Not only while in the display case, bat after I have gone home with the Hiopper it must be ever mindful of my responsibility must do my work so well that the shopper wif: be more enger than ever to secure a duphtes.
package of me when I bave finished my service. If I fail, then the very advertising which built for me such prestige will prove my undoing.
"Sometimes I almost envy the little off-brand products . . . would-be 'climbers' in the shopping world . . . that try to sneak in among the nationally advertised products and look like they 'belonged' and weré one of us. Their smirking packages and labels try to hide the fact that they are conscious of their own brazeness but to no avail. If they stopped to think a moment they would realize that there were no labels or package goods until advertising came in to create the nobility of the merchandising world. Before that time, everything was bought and sold in bulk.
"These tawdry make-shifts have no proud heritage like ming. They are industrial waif and foundiings, packed and prepared in unknown factories. Their maker is probably just as happy that he is unknown. He can thereby dodge responsibility in case of failure. No wondor he doegn't advertise them. As I said before 'It is easy to become a nationally advertised product bat it is hard to remain one.'
"The very fact, of course, that these snide ree sect in our company reflects a little of our
with some less discriminating shopper. Thidy don't stay long. They can't live up to the standards which we nationally advertised prodA ucts have installed. The shopper discovers the penalty of her carelessness, to her sorrow. I feel so sorry for those shoppers. If they had only, stopped to think a moment they would never have permitted the wool to be pulled over thear eyes in that manner.
"Sometimes we hear an unconscientious" salesman make the statement: 'This unknown is 'just as good, and it's cheaper.' When he says 'just as good,' he admits that the highest yardstick by which these little fakers can be measured is the nationally advertised product, and I am surprised that the shopper does not resent the implication that she would be satis? fied with anything but the best. As for being 'cheaper,' how can you tell whether a thing is cheap, if you do not know what it is, who mader it or what it will do?
"Sometimes, as I said, I get provoked at see 9 ing good friends of mine duped by these sulg fl stitutes, but I, at least, have the satisfaction of knowing that it will only be a short time until they come back for me, sold more strongly than ever that national advertising is the shoppers?

## prestige on them, and occasionally they go home best guarantee of satisfaction." <br> Pampa News-Pos't





## (7ez) Sport Slants

Magnolia Team
Defeats Borger
 Billiards Has
Huge Number of

Possible Shots

On Heavy Course
At San Antonio


## Two Million Drought Victims



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President Hoover Plants a Tree


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the Daughters of the Contederacy organized at the University of Ok-
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proposed constitutional aneendment league is planned for the Greater
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## DEATH



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 BE PREPARED for the first hot sun with the sturdy
and highly decorative awn${ }^{\text {and }}$ and
Beautiful Selection of colors
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## Tourist Tents

Camp Furniture
Decorative Lawn
Furniture
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Samples gladly shown ders handled promptly

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## Refrigerator Week! at MALONE'S First STORE WIDE Sale!

With each New or Used Refrigerator Sold This Week We Will Give

THE CALLLSONSEYDLER CLINIC Ooteonathic Physiciens and surreone GENERAL MEDICINE CLINICAL DIAGNOSIS OSTEOPATHY OBSTETRICS SURGERY

Free Children's Clinic Every Saturday
Double Malone Money For Our Next Free Auction Sale, Saturday, May 2

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## THE <br> BLOWOUT-PROOF TIRE

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