Tre Hotitr THE PAMPA NEWS God Eming

## Campbell Given 2 Years In Pen



Propaganda System Must Be Broken, Says Vernon Editor Here :

\section*{Unemployment Reduced Million Since Last June <br> 

## Kingsmill Woman

## Finds Stolen Car



## IHeard




## Huval To Preside

At Legion Meeting

Fair Tryout For Farm Act Urged By Marvin Jones

Dillman Fails By One Point To Keep Pistol Trophies
$\qquad$


## Missing Boy Found After Three Days <br> Date Set <br> Football Ticket For McLean Game Being Sold Here

as ticers had not been informed



SPY TESTIFIES LETTER WAS TAKEN FROM U.S. MAIL BAG

Teachers And Parents sad singer
To Discuss Grades Of

Says German Took Missive While On Ship High School Students
Third Term
Endorsed By
Labor Group



Death Of Peggy Fear's Mother Termed Suicide

Six CCC Workers Burn To Death In Forest Fire

## 

## 

British Clean $\mathrm{Up}_{\mathrm{p}}$ Jerusalem Old City Com-
Holy
con-
and le Brit-

## Collida Slightly Better At Hospital

'Model Husband' To Testif


## Junior P.TA Will <br> Meet In Regular

Friendship Group Elects Officers
For Ensuing Year




Mrs. Roberts To Represent Local AAUW At Tyler


$3=$

## Bridge-Luncheon

Entertains Guest; Club Members



## ROLLIN's

HOSIERY

Ronel's

## MAYFARI'S  <br> \section*{$\square$} COATS, SUITS \& D



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,439 Children Examined During
Summer Roundup



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& 80 \\
& 88 \\
& 88 \\
& 5
\end{aligned}
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$\left\lvert\, \begin{aligned} & \text { gues } \\ & \text { Af } \\ & \text { diy } \\ & \text { serve } \\ & \text { ser }\end{aligned}\right.$

## 

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\&
Ohe Social One New Member CALLADDAR Initiated By Order
Of Rainbow Girls Of Rainbow Girls


Did you sleep well last night or were you a little
cool and uncomfortable?

## "Nashua" . . . All Cotton

## SINGLE

BLANKETS




COMMUNISTS



Mainly About People


## Market Briefs

Taxing Unils Cosis Up But

## Debt Reduced



Dont Noilet silipe TEETH

EYES CIFARER
EVE:GUNE

STSKS Dresses

198 memix mix
october IS ANTHONY


| Boys' School Pants D8e |
| :---: |
| JACKETS |
|  |
| SILKS |
| 49 c |
|  |



| $149$ |
| :---: |
| Work Shoes <br> 88 |

18. 

## Boys Waleproof <br> Jackets



Swealers


VNIOMS

Ansk sors and
10e
Pantics

Sweal Shirts
59
4 \$HOE


Cermans Kill

## Six Czechs In

New Violence

## 



WARD WEEK SPECIAL! Fine


## 39

Bigger saviugs than ever in
this salel Beter mate and
fullet cut than most and
priced so low! Rip-proof



[^0]


How OD Finally

Sold a Car


OD heard that ÁD had sold ten cars, so he decided to try again. When his second car was finished, it had cost him almost as much as the first. He showed it to as many people as he could see and after a Tong time sold it for just about
what it had cost him. In the next what it had cost him. In the next
five years OD built several more five years $O$ built several more
automobiles, but always by the automobies, but always by the
time his cars were finished $A D$ was time his cars were tinished $A D$ was
making bettee cars for lower prices.

## How AD Sold 10,000 Automobiles



AD decided that if he could make cars by the hundreds; he could lower the cost and add still more improvements. So he appointed agents and advertised in other cities. In this way he was able to tell the story of his car to thousainds and thousands of people neither he nor his agents had ever seen. The more agents he appointed, and the more he advertised, the more people came in to trý his car, and the more cars he sold. And the more cars he built, the better he built them, and the less they cost.
By 1911, AD was making sucha good car for $\$ 1,500$ that he sold 10,000 that year.

Why OD Gave Up Trying to Sell Automobiles


OD now saw that he could not possibly make cars at low cost by building only a few each year: Nor could he sell enough to make more by telling people about them one at a time. So he decided to go back to work as a mechanic. He applied at AD 's factory and was promptly
employed.

How AD Sold Millions of Automobiles
AD now realized that there were millions of people who would buy his automobiles if the prices were only lower. He also kriew that if he couild build hündreds of thousarids of cars a year, he could make them better and at less cost. So he enlarged his factory, employed more men, and advettised to millions of people all over the country. By 1921, he was making a fine-looking car with a six-cylinder motor
and a self-starter. And the price had been reduced to $\$ 1,000$. and a self-starter. And the price had been reduced to $\$ 1,000$.
AD's profit per car was now very small. But he sold so many cars that his buisiness was successful. And, às prices became lower and lower, millions of people who had never dreamed they could afford automobiles were ablé to own and enjoy them.
By 1938, AD was making the best and finest looking car he had ever buiilt-and the price was only $\$ 750$.


## AD Tells OD How it Came About That

## So Many Families Now Have Automobiles

One pay OD went into AD's office at the factory. OD, said, "Remember the time we saw the horseless carriage at the fair? Who would have believed that in 30 years almost every family would thave an automobile!"
AD sald, "It hèver would havè been possible without advertising. All the advances in manufacturing would have been futile without advertising to tell the story. As it helped us to sell more and more cars, we were able to make them still better and sell them at lower prices. As a result, the adrantages of an automobile are now enjoyed
by people of small means just as they are by the well-to-do." "But you spend millions for advertising," said OD." "Yes," said AD. "But we sell so many cars that out advertising costs only about $\$ 15$ per car. That is not múch when you remember that in 30 years the average price of a car has been reduced by more than $\$ 1,500$. So, adyertising has really helped to reduce prices and year after year has helped make it possible for millions of people to have better cars for less money."

Copyright, 1938, by G. Lyrin Sumier

## The PAMPA NEWS

 Paid Circulation Plus Reader Interest Equals ResultsThe Farm Chronicle


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 tranimes piant ribes






 Nerzot Gef hiove abearly $214,000,000$ pounds or
about 10.00000 barrsls of surplus
what Hour and cereal have been
distributed to relief families, the announces. - Corporation

 $\$ 12,600,000$. COMMUNTY BULDINGS
Community buildings. Community buildings, planned
meet te ne needs of farm poeple,
becming increasingly poppular, becoming increasingly popular, ac
corringito the U. S. Department
Agricuture. These buildings are generally de-
signed for many use such as civic
social. recreational and educational
cotivities Buying Wheat For Export
Euring the first week's on


\section*{GRIPPED BY

MISERY OF A <br> SORE THROAT! <br> 

## CROWN

 it


ABODE OF PANHANDLE DWELLERS 600 YEARS AGO


The above photograpn or a small porion or a new model in the Panhandle-Plains Historical Society
museum at Canyon shows the type of huoses used in tuit section by the midian inhabatitats of coo years ago.
The model is a restoration of the Panhandie Culture. ruins on Antelope creek in southwest Hutchinson
County Plains Historical Society Model Shows Type C1 Houses Used In Top O' Texas In 1300 A. D.







| 100 million bushels of wheat in for- <br> eign <br> The flour export program alls for |  |
| :---: | :---: |
| payment to exporters of indemni- ties based on the difference be- tween domestic prices and prices in foreign markets at the time of |  |
| Feed, Grain and Hay | Starts Friday |
|  | Lou Gehrig, on the screen! |
| S. Bureau of Agriculural |  |
| med |  |
| asetion or corn, oats |  |

Oft to Work
He Goes at 66



## P

Four artis-judgess two Americans, an Engilshman and a French-
man, decided Kari Horers' painting, "The Wind,

 Overtime May Be Avoided


## Japanese Reported

Theatening Hankow


Find Out What Makes You Constipated!


Mrs. Agnes Martin Of Austin Victim Of Tick-Tock Malady

| REX t.aty <br> Noitmishith <br> * King <br> Friday and Saturday <br> Excitemient Rides the Range! <br> The Three Mesquiteers <br> RAY CORAYIGAN <br> RAY CORRIGAN, <br> "Overland Stage Raiders' |
| :---: |
|  |  |
|  |  |
|  |  |

## EXCURSION FARES DALIAS STATE FAIR OF TEXAS

## Octoher 8th to 23rd

 Low Week-End Coach Fares $86^{85}$Allowing Trom Clarrendon Days in Dallas

| Bulington | Travet via Rail <br> Route |
| :---: | :---: |
| Safe Economical <br> Air-Cooled Comfort |  |

FL. Worth \& Denver City Railway

Each Reader Of This Paye Is Your Prospect

MERCHANDISE


BUY
DEPENDABLE TRANSPORTATION



AUTOMOBILES 63-Automobiles

Colfers Rout Amarilloans

Reapers And White Deer To Play Here Tonight


Sporis Roundup
4 WAYS

Lewis Pontiac


'Biscuit-Admiral Race Ballyhooed
$\qquad$



## A) C

| PANHANDLE, Oct. 20 -Coach fty Fowler and his Panhandle Lefty Fowler and his Panhandle Panthers will go to Claude for a Panthers win go to Claude for a conference game Friday afternoon at 3 oclock <br> the second conference tussle of the season for the Pan- thers who defeated Phillips 18 to 0 Friday night. Coach Fowler has been working on blocking this week. The game has been designated Home Coming by Claude and the largest crowd of the season is ex- $\qquad$ $\Longrightarrow$ |  |
| :---: | :---: |
| Street Dance To Feature O'Daniel Inauguration | Room 4, Duncen Bldg. Telephone 18 |
|  | FOR A PERFECT TRIP TO THE NEXT TOWN OR ACROSS AMER PANHANDLE TRAILWAYS |
| vlate preliminary plans at a meet- ing called for tonight. |  |
|  | FIVE ROUND TRIPS DAILY TO AMARILLO AND BORGER |
|  | PAMPA BUS TERMINAL PHONE 871 |

## L'L ABNER

## -

## SERIAL STORY MURDER TO MUSIC bY NARD Jones




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 In mech a reacerioutersob been Mat ssooo tor his intereest Bui

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## Gerfinany lincreasing

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 Tient tue pulpphe beom nem



 BIDS for SMILES



## KPDNRadio <br> Programs



## BID BARGAINS





##   

 holp everrthing


## FRECKLES AND HIS FRIENDS $\quad$ Bogley Is Picketed $\quad$ By MERRILL BLOSSER



## Waco And Corsicana To Play In Feature Game

2 Games Will Be Played In District One



 ant 1 arte been teem years thas shome teson

 lost on statistical tabulations.
Waco and Corsicana, clashing in
the feature battle of the week, ma,
deternine ship in the game at waco. Both
are und feated and untien and many
critics declare the winner will be the team do cor beat in tinher will be bampalgn
for Central Texas honors. moris game is one of a dozen
or more where the chinp wwill be batiles that will long way towart batles that will goo giting the
littmate district tutists. favored to sond Bowite, Ei Paso team
or the distriet 4 crown, with odashess Sat
 enders, meet tomorrow night in
tint having strong bearing on the
interict 7 race.
Texarkana and Longvie, unbeaten in district
meet tomorrow night.
Lufkin and Palestine, leaders, play at Palestine. Both
unbeaten in conference competitio
in addition to the waco-Corsite In addition to to te Waco-Corsicicn
tilt Temple meets Cleburne in
other game due to eliminate a con All four of the district 12 to
tubs that cruchal $\begin{aligned} & \text { ames } \\ & \text { Terson (Sith Jef } \\ & \text { (San Antonio) meeting Aus }\end{aligned}$ in and Brackentrige (Saeting Austonio
clashing with Kerville Each is un
defeated in conference Elay is

 win Beaumont school's record.
he Beains
Donna and Mercedes meet in important game in the lower brack-
ot of the RIo Grande Valley district
where both are undefeated in conThe Oin Belt also has a game
cruelal to the Ranger Bulldogs who
 Timinate the Bullogs.
There are 55 games on this woak'
' schedule but more than 35 are con
ference tilts.
Te seeks.s schedule by "istricts:
District 1-Friday: Borger at Lub
 Childress (conference), Quanah al
Electra (conference), Wichat Fall
at oinney (conference), Cisco at Gra
ham.
District 3-Friday: Brownwood tephenville (conference), Brecke
tige at Ranger conference. Ab-
lene at San Angelo (confereno lene at San Angelo (conference),
Big spring saveetwate confre
ence), Demonstration School (North
 Pabns, Cathedral (El Paso) at
Ysleta, Eastland at at Pl Pas High
Saturday: Austim (EE Paso) vs. BowDistrict 5-Friday:
shorman (conterenee,
Bisham atingo
Okra
 Hightand Park (Dallas), Denton a
Sulphur Springs (Conference).
District
$7-$ Friday:

 D. Dallas Trech (conference.
District 9 FTiday:
Marshall at
Riloree conference), Texarkana at congliew (conference), Tyler a Lt Athens.
District Filiday: Henderson at
Mexta conference). Livingson at Nacogdoches (conference), Lutkin al
Palestite (conferenee) Jacksonvill
at OGaston (conterence.
 Waco (conterence):
District 12 Friday: Jefferson (San
and Antonio) at Austin (conference)
Brackenridgesan Antonio, at Kerr
vile (conference), San Antonio Tech -Faulkner's Get ready for the Amarillo-Harvester New Topcoats $\$ 19.75$ to $\$ 45.00$ Men's All Wool Mackinaws mane wo oome Faulkner's Men's Wear
Combs-Worley Blds.
tione Cernival Oet $27-28$

Tex Walkins Returns To Mat Wars Here On Monday Night

Buffaloes Will Play Goldhugs Friday Night
dift:
Nol
Not

est, toughest maulers to appear on
a local wresting mat, will make his
appesrance at the Pampa Athletic
arena Monday night in a semilfin
al with Sootty williams, a class
piece of wresting machinery

## Pitt Likely To Rely On

 Overland Against SMU


## 

 The Golden Bears oppose WashIngton, Notre Dame metes Cornegit
Tech, Sonta Clara takes on Arkan
sas Tech, Santa Clara takes on Arkan
sas,
at evam that ceary opportunity, and will pyrase sas, a team that can and will pa
at every opportunity, and Syracus
must battle a rough, tough Michi must battle a rough, tough Michi
gan the oteteame
the have what looks ilk
easy salling. Minnesota does no play. Pitt meets soethern Meth
odist and, cespite Jock Sutherland
yearly crack about inaugurating passing amtack, probably will reve
on tis smashng overland offens
The Panthers are ranked first Minnesota. $\begin{aligned} & \text { Dartorn, vouth, fourth place } \\ & \text { plays Harvard in an ivy-entwine }\end{aligned}$ encounter.
Marauete faces a stiff assignmen
against seventh-place Texas Chris



Shamrock Meels Memphis Friday
 $\stackrel{1}{\mathrm{lah}}$
$\qquad$

## $t$

\section*{| $n$ | $\begin{array}{l}\text { ro } \\ \text { ror } \\ \text { brin } \\ \text { fin }\end{array}$ |
| :--- | :--- |}

## ${ }^{\text {d }}$

$\qquad$
$\qquad$
$\qquad$
Christian freshmed Une cos, Texas who
gets all those brick walls ready for gets ail those brick walls coach who who
the varsty, never earred a college
football letter Texas, invading Houston to meet
Rice
Rom therdyy, hasn th won a game
rom the since 1933 they're not the hottest tip this week-
end .. If you dontt know it. fenc-
ing is a southwest conference sport


The 30-minute bout will preced
a main event between two unbeate
a main event between two unbeaten
matiers, Sir Joseph Kopecky
Taylor and Gust Johnson of seat-
tue, Wash.
Opening the card at 8 ocloc
Opening the card at 8 oclock
shap will be. Blacksmith Pedigo or
Louisville, Ky,. and sheik Mar Al
 der ed Hennig, who tutored sam
Baugh in his 8 aveetwater high school
dayy, may have astate champlon-
shlp schoolboy contenter in his
Thler she his boys have punched straight
points to the enemy's 16. Best grid story of the week: Red
Forehand. Brackennricge high coach
of San Antonio, took his lads to

 defense and a good scoring threat
espectaly dangerous is the 165
pound triple threat
Taimadge Pounds.
 DiMaggio Through Being 'Holdout Kid'


 Kingsville. 16 -Thursday: Edinburg
at Hastrictingen (conference)

new alieys SOON 10 N. Fost

fruch pre
ant vou nim natumen mix mimi nem mix
 putimixim Southwestern Investment Co.

NOW
Is The

## Timeto

##  



Out of 1,000 Men Who Sampled Old Quaker, Now 3 Years 0 Old -960 Found lt Smooth Rich

"Here's A Tip"

## New Car Owners,

## Equip With

# LIFEGUARDS 

## HERES WHY

$Y_{\text {OUR }}$ new ber is o volubt investment

 minic trivino
 tires sie soow is the time Gunidi. Nout Cont buy Beterer Potection to

# hear our PROPOSITION TODAY! 


[^0]:     PHONE 801

    PAMPA, TEXAS
    217-19 N. CUYLER

