# TatiSaysLewishampersMinesatety 



Mrs. Edna Waugh Dies In Borger

Accuses Him Of Injecting 'Red Herring' In Hearings

Rush To Pay Poll Tax Is Due Tomorrow


Mayor Huff Proclaims 'March' Day
E. D. Fleming Dies; Services Today In Christian Church

A Good Neighbor
Seldom Gets Credit


An mex



- MEMO TO ADVERTISERS


## Questions and Answers 10

 about Newspaper Advertisinga. Do you know of any measure for the valu of newspaper arraulation to an advertiser such as the standards that a busimess mas uses in buying merchandise?
A. Yes, In the well-known standards that have been approved and adopted by adverticeno namely A.B.C. standards.
a. What is A: B: C:
A. A.B.C, stands for Audit Bureaw of Cireulations, a cooperative association of 3300 advertisers, advertising agencies and pub-
Q. What is the' Bwrean's mork?
A. To audit the circulation of newspaper and periodicals so that advertisers can buy space on the basis of definite standards and verified facts and figures,
Q. How does A. B. C. aceomplish this?
A. The Bureau has a large staff of experienced auditors. They visit the publisher members periodically and make audits of their oinculation reconds, This informa
toin is thene poblisaded in A.B.C. reports


A. A.B.G. vepoest all hao maxh dicactaion a newspaper has, where this circulation is, how it was obtained, how much people paid for it, and many other verified facts that advertisers should know when they buy advertising.
a. Are all publications eligible for A. B. C. embership?
A. No. Only those with paid circulation. This is important to advertisess because it is the best proof of interest and purchasing power on the part of the readers.
a. Is this newspaper a member of the Audit Bureau of Circulations?
A. Yes. We are proud of our circulation and we want our advertisers to know just what they get for their money when they advertise in our columns. The audited information in our A.B.C, report gives them the complete facts.

# The Plampa Ratily Neuts 

## Harvesters Hoping For Sweep Of Week-End Games



Am-Jef Talent Scheduled For College Career Soon

Oilers Announce Purchase Of Pitcher; Sign Shortstop

The Fantipa 隹aily ANeus
 WE ACCEPT!

Mauri Rose Quits Auto Racing Game



Walcott's Manager Confers For Bout With Matthews

## BULL SALE

60 young purebred Hereford bulls in prime breeding condition will be offered to the highest bidder at our regular weekly sale Thursday, January 31st beginning at noon. These bulls are yearling to threeyear olds and are mostly from Estes and Bohannon Midland stock. All 60 of them will be offered singly in the ring and all bidders are invited. MIDLAND LIVESTOCK AUCTION COMPANY East on Hiway 80. Phone 4-5321, Midland, Texas


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Hope, Crosby May Re-Enter

Paperwork Is Giles Miller Sàys Completed Travel Aids Team


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Hands With Officials

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Poge 6 PAMPA NEWS, WEDNESDAY, JAN. 30, 1952

## PAMPA <br> Home of Fine Stores

Located strategically at the top of Texas, Pampa boasts of its many beautiful department stores, which, because of their geographic location, may be called the shopping center of the northeast Texas Panhandle.

Every type of articles normally purchased can be secured from expensive diamonds to the smallest household item. And it is a pleasure to shop or just browse around in the beautiful and modern-styled buildings which contain the finest goods anyone would want to buy.



Day by day Pampa is growing, and with it is expanding the shopping center, which satisfies not only the needs and desires of Pampans but also those from a wide trade area. wide trade area.



Pampan, 89, likes To Keep House And Yard
$\square$
$\square$




Parent Education Has Study Of Current Events
$\square$


Diplomatic Note, Commy Brand


## National Whirligig Gambling Expose In Capilal To Hurt Demos In Elections

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## Anderson Mattress Co. Tops For Comfort


 Stepped-Up Gains In Aircraft Told
$\qquad$





Heating System Should Be Rechecked For Comfort



Cutter Goods Included In Crefney Line

## Pampa News Advertising Is An Investment Not A Cost.



Fountain Service Drugs-Sundries Candy-Tobacco Wo Give E -K Stamps
CORNER DRUG WE HAVE YOUR COMFORT IN MIND HERE IS REAL SLEEPING COMFORT Designed for comfort and longer rear, each Anderson
Mattress is the answer to sleep filled nights and bet mar dogs. Buy a new mattress today! A anderson
817 W. Forte
${ }^{66}$ Ot $^{5}$
Tresherized The Talk
of the Town M

[^0] WRAPPER AT ALL GROCERS


## Factory To Home Service Offered Every Customer

HEADQUARTERS FOR
Guns - Ammunition - Rods - Reels Fishing Supplies - Mechanical Toys Equipment for all Sports - Hobby Supplies THE SPORTSMAN'S STORE

## For All Your

Drugs and Sundry Needs Shop The "Complete Drug Store"

## cidBTNIFy

## 'Everything for the Office'

At Pampa Office Supply!

- Shaw Walker
furniture and supplies
- New Royal Typewriters - all makes rental service
Repairing-all makes Adding Machines \& Typewriters
- National Adding Machines. - Mosler Safes. Hallmark Cards. PAMPA OFFICE SUPPLY

Page 10 PAMPA NEWS, WEDNESDAY, JAN. 30,1952

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## Leave it to us-you'll find it thro' Classified

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Furnish Your Dining
Room With QualitySee These BeforeDinette Suite, Like

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Ph. $607 \quad 210$



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## THE BIGGEST DOLLAR'S WORTH

## IN AMERICA TODA

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 1951 Studebaker Regal Deluxe Starlight Coupe,Reanly Loanded, od and all ................ sisso.0p 1950 Ruick Super Sedanet
 1951 Pomplymouth Concord 2 Door Sedan, sisos.00
 1948 Buick Roadmaster 2 Door Sedanet,
1948 Buick Super 4 Door Sedan. And Several Nice Fords, Che rolets, and Olds Work Cars



[^0]:    IN THE BRIGHT YELLOW

