

31ST YEAR-NUMBER 16
COLORADO, TEXAS, FRIDAY, JANUARY 17, 1936

## 'Fight For Agriculture Only Begun,'- Mahon's Challenge

Coloradoan Will Devote His Cuthbert Church Is Annual Banquet To Best Efforts To In
Of Basic ctrests
Ondustry In This 'Over The Top' With Honor Scouts Will Section Of The South

Conference Claims
Congregation Making Strides
Tribute To Youths Of This
Along Spiritual Lines, Too,

COLORADOANS NOT HURT
IN CALIFORNIA MISHAP
IN CALIFORNIA MISHAP COLORADO PEOPLE HEAR GENERAL M'CRAW SPEAK

CANNON SURRENDERS AT SWEETWATER SATURDAY

BASKIN TO CALL BOARD
MEETING HERE AUG. 24 SPEAKING DATE HERE IS
CANCELLED BY OFFICIAL

|  | veral days ago | ber events transpiring since "some |
| :---: | :---: | :---: |
| of Ben J. Baskin, county farm arent, | to address the Lions Club Friday at | thing hit him" after being stoppe two men on the highway near |
| iday morning, January 24, at , | noon has of Public by |  |
| oclock. R. H. Bush of college sta- tion, economist in organization for | L. A. Woods, Roy Davis Coles, mem- |  |
| the Extension Service, is to address |  |  |
| the group. The meeting is to be held | edficial was in Colorado Thursday. | PRAISE TO THE RECO |
|  | LOCAL MINISTER CALLED |  |
|  | TO FUNERAL AT LORAINE | osition it has ever taken in support |

Maman isixi is HOST FOR WEST DNVIGSN
DISTRICT CAGE CNNTESTS


## Leaders In Religion Attend Buford Church Dedication



Impressive Brick Building ls Finished; Rev. S. H. Young,
Presiding Elder, Presides At Corner Stone Laying
Leaders in the realm of religion
nd education from $a$, score of West
Texas con
 through the ages had found refuge
See DEDICATION RITES Page 5

SEASON FOR INFLUENZA


PIonieit cuine rancher GIVEN RITES THURSDAY
Jack helton to direct ANNUAL PRESIDENT BALL Ucle Joe" Webb, died at the ranch
after an attack of pneumonia. Bur ial was in the Edith community. atter
services held Thursday of last week.
He was well known to early day

BATTLE TTO STOP HEAVY TRAFFIC TOLL SPREADS
 ing through secores of corbed is spmentead up the cudgel againat the hakard.
The Lions Club was among the first
sources in the area to demund the

JOHN TEAL RETURNED TO FACE OLD MURDER TRIAL
JIM WHITE ATTENDS SAN ANGELO MEETIN Jim Whit, $\overline{\text { member secret wor }}$
committee of the Texas Grand Lodge John Teal, under indictment for
the slaying of Mise Evelyn Months.
attractive schoal teacher in Bailey urday, was placed in the Lubo Sat
county jail after his, arrest a fee jays berore at Pendleton, Ore
whero for many years he had lived whera for many years he
a fugitive from juatice.



Log'an's Quality Chicks Herer, how sou set
the FREE FEED.


FIVE PEDIGREED FLOCKS OF WHITE LEGHORNS

AND TWELVE OTHER PURE BRED STRAINS TO SELECT FROM Priced \$6.50 Por Hundred Up

|  | HOSPITAL NEWS <br> DAUGHTER TO LEE DORNS |  |
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| FOR RENT |  | HEAD HURT IN WRECK |
| Revt Yumithed parment |  |  |
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| FOR SALE | Momen |  |
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| Lem-Two goor m |  |  |
| ror sal |  |  |
|  | Westbrook, is the other patient. Betty Lou's older brother, Junior, is recov- |  |
|  |  | Mommorized Kidener removed |
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| Colatk, Hyman, Tee | PERSONAL |  |
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| A. 3, colormat, Texas. |  |  |
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| bindse Well roted Westerng rrom |  |  |
| 隹 |  | pendicitis Tuesday night about $8: 30$. Her condition Thursday morning was |
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| Thes | LOST |  |
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| For Sale oid TRape 5 , romm |  |  |
| Larse Moorzif cormer |  |  |
| ,nm. Texas. |  | underwent a major operation at the hospital last week. MRS. PRICHARD ADMITTED <br> Mrs. Neal Prichard was |
| Forisilve We have stered deat |  |  |
|  |  | Mrs. Neal Prichard was admitted to Root hospital Thursday morning |
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|  | POSTED |  |
| W ANTED |  |  |
| FOR LEASE-Will lease acre farm for cash for one T. Manuel. | $\xrightarrow{\text { Posted }}$ |  |
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| Suen | ted not |  |
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|  |  | WHIPKEY PRINTING CO. |
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|  |  | $\begin{aligned} & \text { TYPEWRITERS } \\ & \text { and } \\ & \text { OFFIE SUPPLIES } \end{aligned}$ |
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## COME CELEBRATE WITH US

Commemorating the 230th Anniversary of the Birth of Benjamin Franklin. His ideals of Thrift have inspired Americans for two centuries. From him we take our Americans for two centuries. From him we tak
Name and Policy of Promoting Thrifty Buying.
ANNIVERSARY LEADERS

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|  |  | Ladies' Hose 15 c ame 150 |
| PENCLI |  |  |
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VALENTINE PARTY GOODS
Come see us for Valentine Party Goods, Favors,
Prizes, Candies, Decorations, etc. Our Stock Is Complete

## BEN FRAIKIIN

H. I. BERMAN, $\mathbf{O}_{\text {wner }}$

| Wood Is Candidate For Commissioner | Rocres RuRal Cage | Frank Crownover Sworn In Monday |
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| Colorado Precinct | $5 \pm$ | As Commis |
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 CCIIM FOR SIIPPOR UPOY Hicks Victim Of BECCOPD IN PRIVATE LIFE Paralytic Stroke

BURIL AT LONE WOLF
ON WEDNESDAY P.M. Fifty Citizens At FOR MR.E.E. HAYS, 63 Annual Meeting Of Farm Loan Ass'n.


Battle For Safety
On Highways Taken Up By Car Makers
Cherolet To Jonk Obsolete
Machines, Joe Mills States Machines, Joe Mills State
After Attending Meeting

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## MORE BIGI FOOD VALUE <br> SPUDS <br> No. 1--1O Pounds

Salt
18c
Salt box 7 c
Corn Flakes men 9c
$\underset{\text { Grape Nut } 2 \text { pkgs. 19c }}{\text { Flakes }}$
CRANBERRIIS


Quarts
Oat Meal :".. 23. WITH CUP AND SAUCER
Sardines, can 4 c Salad
Dressing qts. 25c Jelly $:=2$ 1bs. 23c
Tomato in bottle 5c
 MAREET SPECIALS Salt Jowls $=14 \mathrm{c}$ Bologna $=25 \mathrm{c}$


Roast $=25 \mathrm{c}$ Steak $=25 \mathrm{c}$
J. T. Pritchett Grocery
Phone 177


## AT THE <br> Palace Theatre

SUNDAY AND MONDAY JANUARY 19 AND 20

## "I LIVE MY LIFE"

Joan Crawford
Brian Aherrie
Frank Morgan
Aline McMahon
Admission
$10 c$ and $30 c$



Justice Leach Out
For Reelection $T_{0}$

MRS. PRICHARD MOVED HOME
Mrs. Neal Prichard, who underwent
an emergeney appendectomy in
Sweetwater Tuesday night of last

## Boy Scout Leaders

 Of District Six In : Represented At Meeting A


PHILCO RADIOS LEONARD REFRIGERATORS MAYTAG WASHING MACHINES ALADDIN LAMPS Authorized Sales and Service SOLD ON EASY TERMS J. RIORDAN CO.

The Second Term Fair And Impartial Court To
All Pledged If The Voters Return Him To Office

## CHICKS

M. A. Gidden's Hatchery is now operating in its new location across the street east of the ice plant-Capacity has been doubled. We're amply prepared to care for your needs.
M. A. GIDDENS

SAVESHGWVIV Peanut Butter




M.A. GIDDENS

Crackers

| Matches | Crackers |  |
| :---: | :---: | :---: |
| $6=17 c$ | 2 | $=15 c$ |

 SAFEWAXSTOTXG

## - SECOND SECTION

| NEWS OF THE SCHOOL |
| :--- |
| KEEPING PACE IN THE |
| REALM OF SOCIETY |

## Cularana farmut

EDITORIAL COMMENT as featured by the RECORD'S COLUMNIST


CSOCIETY


Rev. O'Brien Honored
With Birthday Party

Presiding Elder Is
$\square$
Class Adopts Progran


WHERE THE

## LUNCH

ENTIRE FAMILY
Dumerm

ENJOYS
DINING


THEATRE NEWS
mown




Sample One-Way Fares

| Los Angeles | .$\quad \$ 17.95$ |
| :--- | ---: |
| San Diego | $\$ 17.95$ | San Francisco anat... $\$ 25.95$

GREYHOUND TERMINAL Hotel Colorado
Telephone 255


A SERVICE FOR EVERY BUILDERS NEED
plus
oumlity - courtesy
Rockwell Bros. \& Co., Lumber
GARNER JONES, Manager


MONEY TO LOAN
On Ranch, Business and Dwelling House Property Reasonable Rate of Interest J. J. BILLINGSLEY


| Great Exhibit To | Roadside Parks To |
| :---: | :---: |
| Feature Fords At | Be Built In County |
| Texas Centennial | As State Projects |
| Over Two Millions Will Be Spent At Dallas, Factory At Dearborn Announces | Warren Attends Meeting In Abilene Friday; One Of Parks East Of Town |
|  | Of Ditwarren ntended a mee ing |
| Nition when it opens here in | ${ }^{\text {ditatict in }}$ phatere |
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HOWHRO LINDEY ENTEAS Pioneer Citizen Of

CAINODOCY FOA EIESTION Coahoma Called In
TO DISTIICT CLEAK POST
Death Last Friday
"I'M NO 'SOFTY'
BUT I'M SURE
SCARED OF BLOW-OUTS. John melleky
(DAREDEV)
STEEPLE/

Don't You Gamble GET LIFE-SAVER GOLDEN PLYBLOW-OUT
PROTECTION


DON'T SLEEP ON LEFT
SIDE-AFFECTS HEAR

Bewler's Anchor Chick Starter at $\$ 3$ per hundred pounds NOTHING BETTER-TRY A SACK

ALL KINDS OF FEED AND FLOUR RETAIL AND WHOLESALE NEW FRESH STOCK - WE HAVE WHAT YOU WANT AT ALL TIMES

## J. A. THOMPSON

How Calotabs Help Nature To Throw Off a Bad Cold



## 

 chunch news


FOLLOW the FUNNIES
Here are real friends whose life business is making you happy $\mathrm{F}_{\text {laugh can always make you forget the }}^{\text {RIEND }}$ painful pressure of your corns or taxes. On
the Funny Page of this newspaper are. a
group of friends
and Cunist Osborne's funny folk also
come to you every
week in this paper. AD Finney
Ne Force" is o ans wer to the
charge that nobody

loves a policeman
This geniial fatfo
as portrayed by as
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mor
$\qquad$
 Pa Piffe, Miss Saly Price,
Dirty Shirt Mulloney,
Muley Bates and the other
salty citizens of Cactus
Cet inshion Center. This hilarious
has the excitement diamond beck's rattle,
kick like an untamed
tang and all the dry huy

 $\mathrm{U}_{\text {and a keen sense of humor nee the }}^{\text {NUSU }}$ tock in trade of Magnus G. Kettner, who
ranks among the truly great cartoonists of the day. In "Our Pet Peeve."" "Along th
Concete," and h
other cartoons, the
is always a chuck
often a real, constru tive thought, b
never a sting. Esp
cially has Kettn cially has Kettner
caught the warm
humor of small town humor of small
and rural life. Follow the doings of these ftiends of yours. They'll make
your life gayer, your lot easier and your digestion better.

EVERY WEEK IN
THE COLORADO RECORD

$\mathrm{R}_{\text {Better Sight Lamp to }}^{\text {EL. }}$ I. E. S. approved R Better Sight Lamp to get full enjoyment light from these scientifically designed lamps in creases the pleasure of reading to the maximum.

Texas Electric Service Company

Rogers Ramblings


To avoid payment of penalties 1935 taxes must be pid prior to February Ist, 1936
Last day for payment of Poll Taxes, January 31st, 1936.

Il you were 21 any time during the year 1935 or it is necessary that you call in person expect to Tax Colector's office and secure an exemption certificate before February 1st, 1936. Those too old to pay Poll Tax need not apply for an exemption-It is not necessary for them.

Automobile License Issued After February 1st, 1936 -Drivers License issued between February 14th, 1936 and April 1st, 1936

## ROY E.WARREN

 tax assessor and collector
## Cotocido Deug

Prescriptions Filled By a Registered Pharmacist At All Times

NYAL REMEDIES
YaRDLEY'S TOILETRIES
Pangburn's ChOCOLATES
GRUNOW RADIOS AND REFRIGERATORS

UNEXCELLED SODA FOUNTAIN SERVICE

Export Debenture Farm Relief Plan To Be Sponsored By Senator Tom Connally

ANNOUNCING
OPENING OF
OFFICES
Over w. L. Doss Drag Store
DR. J. P. JOHNSON
Office Phone 411-Res. 412

Earl Morrison Abstract Co. Notary Public Mrs. Earl Morrison
M. B. NALL dentist
X-RAY Walnut Street

## LORAINE NEWS

## mRS. ZORA DEAN, Correspondent <br> 

 baptist notes ancere suas an increase in attend-Trot had chay school Sunday of the devorional in
the adult de dene the
 Granchiridren assisted by friends
ere bearers of the beautiful flora! were bearers
offering.
Singing by verining. Mrs. Tolson's class gave a,
venting pexercise in the jum during the depart-

# You Can't Advertise Today and Quit Tomorrow 

You're Not Talking To a Mass Meeting'...You're Talking' To a Parade!

Ceaseless hammering on the same spot helps win prize fights it is the essence of advertising success. Not until enough individuals in the same neighborhood have been sufficiently saturated with a certain slogan, say, to cause them to react on one another does advertising become a secial phenomenon.

The modern business man realizes that his best customers weer out at a rate of nearly 3 per cent a year. Advertishing made prospects disappear far faster. Casual impressions, however favorable dry like dew in the heat of competition.
'Cumulative' effects of advertising come not from one advertisment paving the way for another. This is negligible, to say the least. Cumulative effect, on the contrary, comes from salvaging as customers half-finished prospects.

Each advertiser is in much the same plight. If he quits successful, he loses money. If he quits unsuccessful he tosses away an equity in public recognition far more valuable than the money: So many thosuand partly manufactured customers. The second group are spending as little money as they can and still keep their names before the public. They believe themselves wise spenders because they spend so cautiously-or perhaps relucantly is a better word....THE BALD TRUTH IS THAT THESE RELUCTANT SPENDERS ARE, AS A CLASS, THE REAL OVER-SPENDERS IN ADVERTISING.

## The Colorado Record

