

THE HEDLEY INFORMER

VOL XXII

HEDLEY, DONLEY COUNTY, TEXAS, APRIL 15, 1932

NO 23

DRUGS

AND

Drug Sundries

We are in the market for your
Drug business. Quality Goods
and Quality Service

If it's RIGHT it's HERE

Hedley Drug Co.

THE REXALL STORE

This Store is a Pharmacy

EVERYTHING HOME MADE

and home raised at the Smoke
House

Sudan Seed \$1.50.

Seed Corn 2c.

A. S. Johnson.

J. W. Mount, former Hedleyan
now living in Amarillo, was here
a day or two the past week

Tennis Shoes and a few pairs
of children's Slippers and Roman
Sandals at a bargain.

B & B Variety Store

T. J. DAVIS

Mr. T. J. Davis, former Hedley
citizen and father of Mrs. J. S.
Edwards of this city, died early
Tuesday morning at his home in
Corpus Christi. His remains will
be brought to Memphis for bur-
ial by the side of his first wife,
who died several years ago.

Hedley friends deeply regret
his passing, and sympathize with
his remaining loved ones.

Mr. and Mrs. R. D. Kutch of
Wellington were visitors in the
R. R. Mann home Sunday.

CHURCH OF CHRIST WILL HAVE REVIVAL

Elder D. L. Hakel of Clarendon
will conduct a series of meetings
at the Church of Christ in Hed-
ley, beginning next Sunday,
April 17.

There will be two services each
day, at 10 o'clock in the morning
and 7:45 in the evening.

A cordial invitation is extended
to everybody.

Men's and boys' Shirts and
Shorts.

B. & B. Variety Store.

METHODIST REVIVAL INTEREST IS GOOD

The revival meeting at the
Methodist Church continues with
unabated interest and splendid
attendance at all the services.

Bro. Hendricks is delivering
some strong evangelistic mes-
sages, and the song services are
excellent.

The meeting is to be continued
through the coming Sunday with
services morning and evening of
each day.

WANTED—Clean cotton rags.
Hedley Motor Co.

NOTICE!

We have a well equipped shop
for Acetylene Welding, Black-
smithing, Battery Charging and
all kinds of mechanical work—
done right, and priced reason-
able. Call and see us.

J. W. Boseman,

Paul Pyle.

Double Highway Station
and Garage.

MAHAN FOR RE-ELECTION AS DISTRICT ATTORNEY

The Informer is authorized to
announce James C. Mahan as a
candidate for re-election to the
office of District Attorney of the
100th Judicial District, subject
to the action of the Democratic
primaries.

Mr. Mahan is now serving the
district in this capacity, and is
serving most capably. As a
prosecutor of law violators he is
excelled by none and equaled by
few in this country. His record,
which is open to inspection, will
prove this assertion. And on
this record he seeks the office
for another term, with assurance
that if again elected he will, as
heretofore, put forth his best
efforts toward a fair and impar-
tial enforcement of the law.

Mr. Mahan expects to make as
thorough a canvass as his duties
will permit, and will appreciate
your thoughtful consideration of
his candidacy.

Mr. and Mrs. Joe Nipper were
here from Canyon Monday.

PARENT-TEACHERS TO GIVE PROGRAM

Owing to the Church of Christ
meeting, the P. T. A. will meet
Thursday afternoon, April 21st,
instead of Thursday night as was
previously announced. The fol-
lowing program will be given:

Subject, Leisure.

Leader, Mrs. Whiteside.

Musie—Miss Howell.

Wise Use of Leisure—Mrs. C.

L. Johnson.

Play in School and Community

—Mr. Payne.

Report from the District Con-

ference.

After the installation of new

officers, a social hour will be

enjoyed.

A MILK COW—Will trade for

5 tons of good bright maize.

J. A. Pirtle.

HEDLEY DELEGATES ENJOY P. T. A. MEET

Mesdames J. A. Pirtle, J. W.
Webb, W. A. Luttrell and Miss
Mabel Howell were delegates to
the District P. T. A. Convention
last Thursday and Friday at
Pampa.

Mrs. Webb gave the report of
the year's work.

Mrs. Pirtle gave a five minute
talk on Dividends to the Child
through Adult Education.

Mrs. Pirtle also received her
diploma for the P. T. A. Study
Course.

They report the meeting a
most delightful one.

Spring Hosiery for the men,
women and children.

B & B Variety Store.

PROMINENT CITIZEN DIES IN COLORADO

J. R. Cowan, a prominent and
highly esteemed Hedley citizen,
passed away Saturday, April 9,
in the Colorado Veterans Hospi-
tal, of cancer of the stomach.

Train connections were such
that the remains did not reach
Hedley until Tuesday night. The
funeral service was held at the
First Baptist Church Wednesday
afternoon, conducted by Rev. C.

B. Brooks of Groom, assisted by
Rev. A. V. Hendricks.

The burial service at Rowe
Cemetery was in charge of the
Masonic Lodge.

We expect to have a more ex-
tended article for next week's
paper.

Mr. and Mrs. Short Sanders
and John Robert Laurence had
sharp tussles with flu the past
week, but are "up and doing" as
usual now.

Miss Joyce Ooley of Plainview
is visiting this week in Hedley,
in the C. A. Anderson home.

Every Day

IN THE WEEK

we are on the job to serve you
in the grocery line. We surely
appreciate your business, and
our constant aim is to please
our customers.

LET US BE YOUR GROCER

Barnes & Hastings

PHONE 21

SPECIALS

FOR FRIDAY AND SATURDAY

FLOUR, GUARANTEED, 48 lb Bag	80c
OATS, CRYSTAL WEDDING, Pkg	23c
SYRUP, "UNCLE BOB'S," 10 lb Pail	65c
CRACKERS, 2 lb Box	25c
LEMONS, Dozen	29c
CORN, "PRIMROSE," No. 2 Can	10c
SALT, 3 Pkgs	10c
MEAT, DRY SALT, lb	8c

SEE US BEFORE SELLING YOUR
Eggs, Cream and Poultry

Farmers Equity Union

PHONE 171

WE DELIVER

HYDER HOSPITAL

513 Main Street
MEMPHIS, TEXAS

Day Phone 489

Night Phone 534

School

Hedley High

Is a corking good school in a mighty
good town --

A Good Place to Work

A Good Place to Play

All get set for another year of work.
Some of you will work harder than
others, but all will work.

WHAT ABOUT THE TOOLS?

We can save you money on your
SCHOOL SUPPLIES

Wilson Drug Co.

PHONE 63



DO MAIL ORDER HOUSES
SUPPORT THE
INSTITUTIONS OF
YOUR COMMUNITY

WE'LL PROVE IT

SI CHESTNUT SAYS: "When I read a
patent medicine Ad that doesn't make me
have all the symptoms it describes, that Ad
is a failure."

There's a good deal of truth in that.
When you read a Bank Ad that doesn't
make you feel that you should do busi-
ness with that Bank, then it's a failure
too. We try to make our talks interest-
ing, but above all we strive to show that
our Bank is the Best Bank for you. And
we stand ready to prove it. Just give
us the opportunity.

SECURITY STATE BANK

HEDLEY, TEXAS

Safe - Sound - Satisfactory

ELECTRIC ENERGY DOOMS BIG CITIES

Redistribution of Industry
Seen by Harper Leech.

New York.—Giant cities will grow so larger and will lose their present financial and industrial importance; industry will break up into smaller units and operate in what are now rural districts; the worker will receive a greater share of his employer's profits in order to maintain buying power; and the cost of killing a Chinaman will jump from about fifty dollars, the present level, to approximately \$17,500, all in the comparatively near future, and because mankind has discarded human and animal energy based on food cultivation and substituted for it his newly discovered ability to convert solar energy into work, principally in the form of electric power. These are some of the predictions affecting the welfare of humanity made by Harper Leech, writer on economic subjects, in his new book "The Paradox of Plenty."

That "this is not a depression but a mishandling of the greatest era of plenty the world has ever known," is the thesis of Mr. Leech's book. "The plain fact is," he says in his preface, "that after thousands, perhaps millions, of years of living on the energy gradually fendered by the sun through annual harvests of crops, man suddenly became aware that the same sun had been storing energy for millions of years. He discovered in coal an energy store with millions of times the energy available from his own muscles. Nearly two hundred years later, he still thinks of 'scarcity' when there is no scarcity. And, failing to adjust his institutions and his financial mechanisms to the conditions of plenty, he has failed to realize the advantages of plenty."

Transformation of the United States. The transformation of the United States into a new form of industrial society, through the interconnection of electric power and transmission of energy, has already started, according to Mr. Leech, and "is now proceeding as rapidly as the previous political and economic integration of America by railroad construction."

Mr. Leech points to recent developments in the Carolinas as typical of what may be expected of the future industrialism of the United States in the wake of its constantly expanding use of electrical energy. "In the Piedmont region of the Carolinas," he writes, "the first quarter of the Twentieth century witnessed a repetition of the industrial revolution of the Eighteenth century in the north of England. There was the same shift from agriculture and cottage industries to factories, but no growth of cities to correspond to the growth of the steam-generated Babylons like Manchester, Leeds, Pittsburgh or Chicago, which gathered into themselves the great, constructive forces of the Nineteenth century."

The new type of industrialism which is seen in most characteristic form in the Carolinas has been subjected to much criticism. But it brought to the inhabitants of those regions a far greater net gain of income and welfare than came to the people who lived through the great transitions from agriculture to factory life in regions of earlier industrial maturity. Whether urban critics like it or not—the Carolinas today are a prototype of the future industrialism of America.

The mammoth metropolises of the modern world already show signs of overgrowth and overspecialization, which in the organic world foretell the doom of a species.

"Because of the congestion in cities, there has been built up a complex system of distribution. There are brokers, jobbers, wholesalers, and warehouse men, all adding tremendously

to the expense of transportation and handling.

"Superficially, the greater per capita consumption of electricity in cities would indicate higher living standards than in small communities with a lower per capita consumption, but much of the urban use of electricity goes merely to level up the city dweller's plane of life to that already enjoyed by the inhabitant of the smaller community without recourse to electrical or mechanical power."

Mr. Leech points out in his book that the vastly increased ability to produce agricultural and other products that electrical energy has placed in the hands of men has destroyed completely the promise that scarcity is a measure of value. With the energy now available, he says, it takes but a small proportion of the population to supply the essential needs of the whole nation.

Therefore, he adds, there can be no scarcity and scarcity ceases to be a measure of value.

In conclusion Mr. Leech strikes a note of optimism for the future of the United States and its citizens, and for

western civilization as a whole. "Stowell," he declares, "the force of economic and technical realities has been removing from the throat of western economic doctrine. The evidence is unmistakable that humanity can escape from the prison house of want; and, although still rubbing eyes blinded from long confinement in the dungeon, can now see a new world. With famine vanquished and other forms of privation being rapidly diminished, old faiths born of want and fear have been losing force."

Colorado's Sand Dunes Attract Many Tourists

Alamosa, Colo.—Colorado's sand dunes, unique wonders of nature in a land that knows more of rock than sand, are attracting thousands of tourists and westerners by their beauty. The great rolling hills of sand, swept smooth by the winds, have become a pleasure spot.

Where an inland sea once rolled, the big dunes now attract skiers. So smooth is the sand that skis can be used on the hills as though they were snow.

Unheralded for years, the scenic beauties of the dunes have been broadcast recently and they have shown promise of rivaling as an attraction the mountains of rock that have made Colorado famous.

Selden Peck Decorated in Paris



Selden Peck, commander of the Paris post of the American Legion, receiving the cross of Chevalier of the Legion of Honor from Admiral Guillaud in Pershing hall, Paris.

PILOTS OFFER TO FIGHT FOR CHINA

Americans and Canadians Seek Foreign Service.

Ottawa, Ont.—American and Canadian air fighters, some of them with twenty and thirty machines to their credit in the great war, may soon be zooming through Asiatic skies helping the Chinese to throw back the Japanese forces.

Since eighty experienced Royal Canadian air force pilots offered their services in a body through Chinese consul general for Canada, Tehuin Li, a number of American air pilots have expressed desires to join them. One of the American even offers to pay his own way to China. Recently Mr. Li received from the Chinese Nationalist government at Nanking a cablegram indicating that there is a probability of their enlistment offers being accepted.

The cablegram received by the Chinese consul general is in response to his cabled report of the enlistment offer of the experienced Canadian flyers. It says that the Chinese government's aviation department finds the proposal "interesting" and welcomes the idea of having experienced aviators from the Occident fight under the Chinese Nationalist flag.

It will be necessary, however, the cablegram states, for the Chinese aviation department to give full consideration to the detailed report of the proposals, now in the mails on its way to China, before definite answer can

be given. According to the Canadian air force spokesman, who, because of Canadian government opposition to the move cannot reveal his identity, the Canadian proposals should reach Nanking about the middle of March.

"We are planning our organization," he said, "so that we can start immediately upon receipt of favorable definite reply from the Chinese government."

The Canadians say they are prepared to equip and man two squadrons, one pursuit and one bombing, at a cost to the Chinese government for the first year of nine million dollars, including maintenance and salaries. Each succeeding year would cost but four millions. If necessary the airmen say they can equip two or more squadrons of eighteen machines each. There are about 400 pilots and mechanics affected by the Royal Canadian air force layoff.

Sidewalk Repairs Give Work to Unemployed Men

Chicago.—Fixing up sidewalks seems to be a popular means of providing emergency employment, according to information received from various sections of the country. Cleveland, Ohio, has kept an extra force of from 200 to 500 men at work during the past few months, replacing damaged sections of sidewalk throughout the city.

Other reports of similar projects have come from many other communities.

Various means of financing the repairs have been reported. In Macomb, Ill., men repairing walks are paid by the local unemployment bureau, and the only cost to the city is for materials and supervision. Under this plan jobless men "work out" what they get from funds donated for unemployment relief, and the city as a whole receives the benefit.

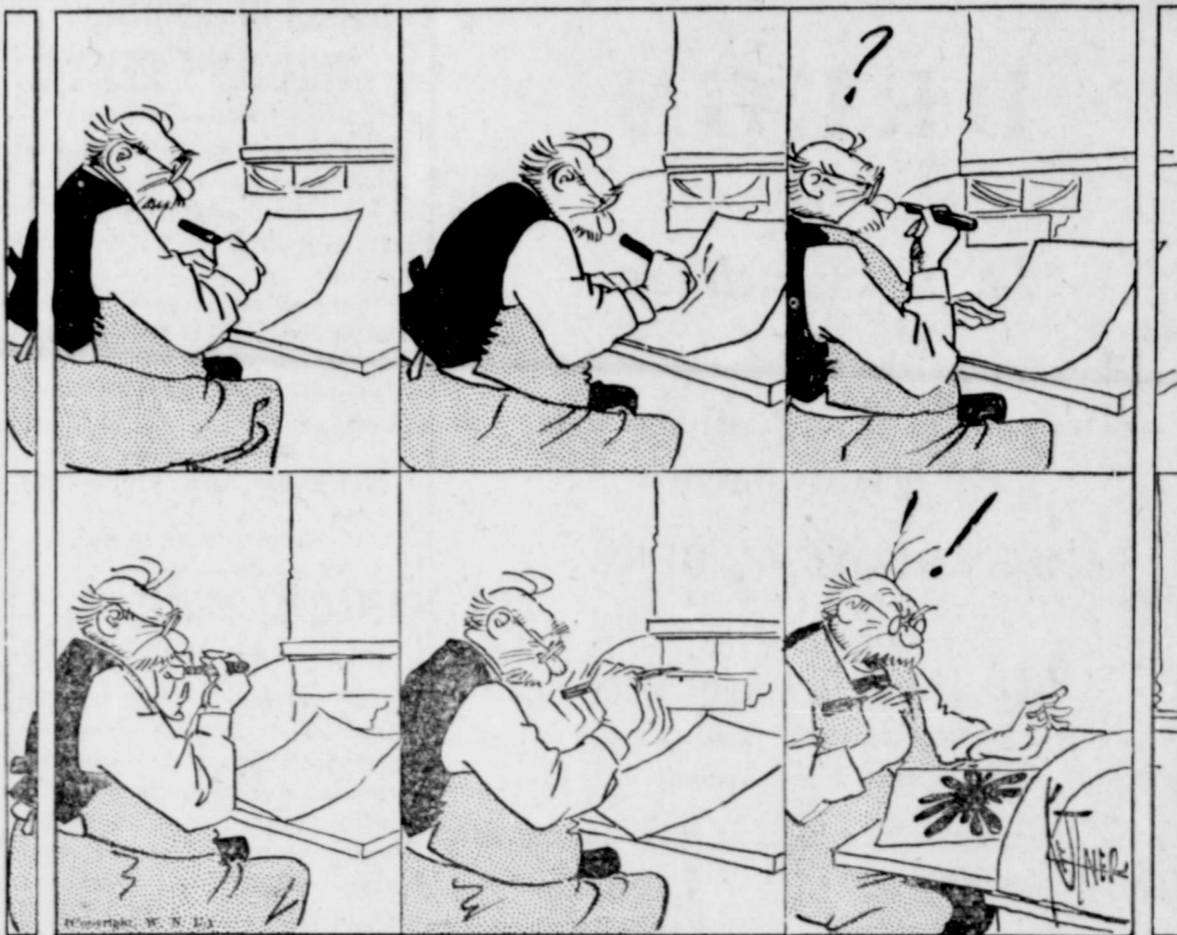
Construction Bargains Seen in Lowered Costs

Chicago.—That construction bargains abound for people who will take advantage of them and build this year, is indicated by prices on contracts recently awarded. A good example is the concrete wading pool for which a contract has just been let in Oak Park, Ill., at a cost of only \$1,000.

Two pools of similar design which Oak Park built in 1929 cost the community \$2,400 each. In 1931, the price had dropped to \$1,450 each for two more wading pools installed. But the 1932 low bid was more than 30 per cent under the successful bid in 1931.

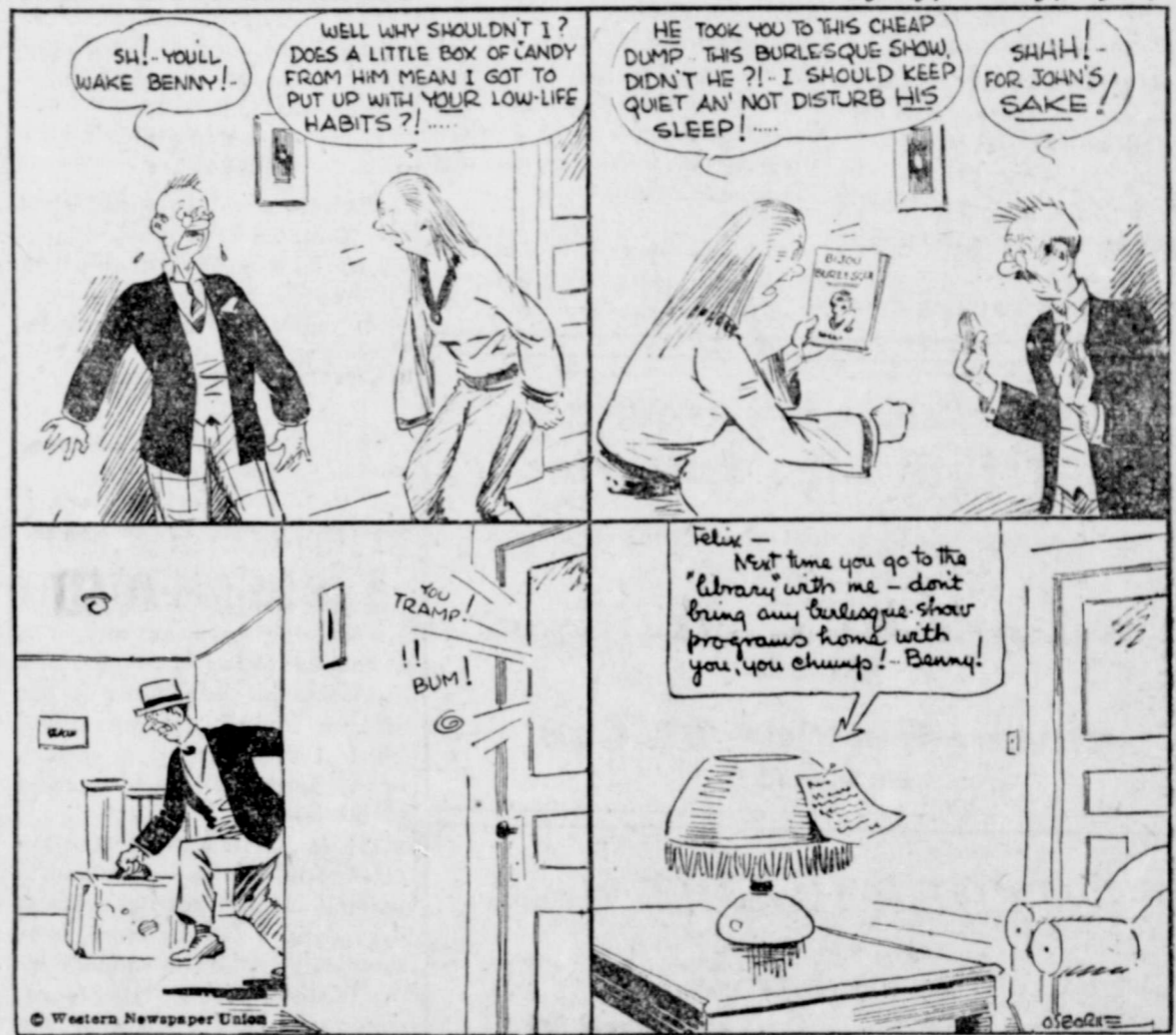
OUR COMIC SECTION

Our Pet Peeve



THE FEATHERHEADS

By-by, Benny, By-by



FINNEY OF THE FORCE

A Demonstration



FASTEST MILER



Gene Venzke, Pottstown (Pa.) schoolboy, broke the world's indoor one-mile record when he captured the famous Baxter mile feature track event of the sixty-fourth annual meet of the New York Athletic club in Madison Square garden. Gene was clocked in 4 minutes 10 seconds.

Whale Tows Smack, Tears Off Anchor

Cape May, N. J.—Capt. Esse Boies, master of the Sea Toy, a fishing smack that sails out of this harbor, returned to port, reporting he had run into a school of whales, and that one of them had yanked the anchor off his boat. According to Captain Boies, who is a teetotaler and a member of the Methodist church, he dropped anchor off Chincoteague, Va., in search of codfish, but his anchor caught in the stomach of a whale, apparently annoying the leviathan intensely.

The big sea mammal dragged his smack back and forth, Captain Boies declares, until he was almost ready to cut the anchor cable. Then the whale jerked the anchor loose and spared him the trouble.

THE HEDLEY INFORMER

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NOTICE—Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation which may appear in the columns of The Informer will be gladly corrected upon its being brought to the attention of the publisher.

Advertising Rates: Display 25c per inch. Classified 1c per word, per issue. Legal Notices and Readers 5c per line, per issue.

JOHN W. FITZJARRALD

Chiropractor

19th Year in Practice
11th Year in

Memphis, Texas

718 West Noel St. Phone 462

BUILDING MATERIAL PAINTS and COAL

Cheaper today than
in years, and years.

If you are not burning our C. F. & I. Coal just ask the party nearest you. We'll have it for your approval. One trial, a new customer made

Will have cheaper
Coal also.

Cicero Smith Lumber
Company
Hedley, Texas

Huffman's Barber Shop

Expert Tonsorial Work. Shave
Chair. Hot and Cold Baths
You will be pleased with our
service. Try it.
W. B. Huffman, Prop.

COFFINS, CASKETS

UNDERTAKERS'
SUPPLIES

Licensed Embalmer and Auto
Hearse at Your Service

Day phone 24
Night phone 40

MOREMAN HARDWARE

J. W. WEBB, M. D.

Physician and Surgeon
Hedley, Texas

Office Phone 8
Residence Phone 20

Subscribe for The Informer



47

when you know a news item.

WINDY VALLEY NEWS

There was no Sunday School last Sunday on account of the bad weather.

Clyde Skinner spent the past week end with Wilson Morgan, near Hedley.

Mr and Mrs W. O. Drake are the proud parents of a son since last Thursday.

Oran Bowling of Moriarity, N. M., visited his parents, Mr. and Mrs. A. H. Bowling, Sunday.

Miss H. I. Cole visited Miss Alpha Knox at Lela Lake last Saturday night.

Miss Cleadia Pope visited with Misses Lora and Ines Skinner Monday afternoon.

We are glad to report Mrs. Roy Darrell improving and able to be up now.

Mrs. Bettye Black visited Mrs. Halford Monday afternoon.

Caps for little boys, 2 to 6 years. Also new Spring Caps for men and youths.
B. & B. Variety Store.

Mr and Mrs J. F. Riley of Dallas are visiting Mr. Riley's sister, Mrs. W. G. Brinson.

Subscribe for The Informer

Political Announcements

For Representative
122nd District

JOHN PURYEAR
(of Wellington)

For District Judge
100th Judicial District

EDWARD BROWN
of Collingsworth County
A. J. PIRES
of Childress County
Re election

For District Attorney
100th Judicial District

JOHN M. DEEVER
of Hall County
JAMES C. MAHAN
Re election

For County Judge

S. W. LOWE
J. J. ALEXANDER
(Re election)

For Sheriff

GUY PIERCE
Re election

For Tax Collector

M. W. MOSLEY
Re election
A. N. WOOD

For Tax Assessor

W. A. ARMSTRONG
Re election
MARVIN SMITH

For County Clerk

MRS BESSIE SMITH
Re election
W. G. WORD

For County Treasurer

MRS LINNIE CAUTHER
Re election
HUGH BROWN
MRS RICHARD WILKERSON

For County Attorney

R. Y. KING
Re election
R. J. DILLARD
J. C. SWINBURN

For District Clerk

A. H. BAKER
Re election
WALKER LANE

For County School
Superintendent

MRS NORA MEMURTRY
SLOAN BAKER
J. B. (Jimmy) MILLRAP

For County Commissioner
Precinct No. 3

J. LES HAWKINS
Re election
W. C. (Oly d.) BRIDGES

SMITH NEWS ITEMS

Mr. and Mrs. Clyde Roden have moved into the community. We are very glad to have them in our mid-t again.

Judge and Mrs. Elliott visited our Sunday School last Sunday. Judge gave us a very helpful talk and Morgan Baker gave a short address which was enjoyed.

Frank Jackson was elected as trustee to succeed Will Hill. Frank Jackson and Sloan Baker attended the pie supper at Giles Friday night.

Miss Ara Faye Womack is quite ill with tonsillitis. Lester Grimes has also been ill of tonsillitis.

Mr. and Mrs. Berl Smith were business visitors in Clarendon last Wednesday.

Misses Inez and Rachel Crow gave the young people of the community a "Tacky Party" last Friday night. Those who didn't come dressed as they were told were tried in a "kangaroo court"—found guilty, and given punishment accordingly. All departed at a late hour, declaring they had never had so much fun.

The Literary Society will have a program Friday night. Everyone invited to attend.

A number of the ladies attended the cooking school last week at Memphis.

Mrs. George Beasley of Hedley visited with Mrs. B. F. Jackson last Thursday.

The community is proud of the fact that two of our young men are to become ministers. Morgan Baker is to be ordained into the Presbyterian ministry at an early date, and Robert Jackson will soon begin studying for the Methodist ministry. The best wishes of everyone go with these young men.

Mr. and Mrs. Sloan Baker attended the Methodist meeting in Clarendon Tuesday night.

Spring Hosiery for the men, women and children.
B. & B. Variety Store.

YOU TELL 'EM



Some people are proud
of their ancestors
-- others are
not to blame

WARES THAT WEAR WELL

IF IT'S HARDWARE
OR FURNITURE

We have it. If there is anything you want that we haven't got, we'll get it for you. If you need anything in the way of tractor or implement service, call for Thompson Bros.

We Are Always Ready
to Serve You.

Thompson Bros.

Hardware -- Furniture

SPECIALS

TUESDAY and FRIDAY

Ladies Shoes Half Soled 50c

Mens Shoes Half Soled 65c

Rubber Heels 85

American Shoe Shop

A. L. WALL, Prop.

WIFADASOS CLUB

The Wifadasos Club met in the home of Mrs. Clark Latimer at 2 o'clock Tuesday afternoon.

Miss Buttrill gave an interesting demonstration on the Farm Food Supply.

Members present were Mmes. Crawford, Swinney, Koeninger, Auflil, Dickson, Latimer, Grimsley, Newman; and guests, Miss Bond and Mrs. Hogue.

Miss Irene Anderson of Berger spent last week at the home of her parents, Mr. and Mrs. C. A. Anderson.

O. E. Bailey and family moved back to Hedley from Memphis this week. We are glad to welcome them back.

Tennis Shoes and a few pairs of children's Slippers and Roman Sandals at a bargain.

B. & B. Variety Store

KILLIAN Dray Line

We want to do your
HAULING

Always ready to go. See us
or call Cicero Smith Lbr. Co.

Phone 8

SPECIALS!

48 lbs Fancy Patent Flour 90c

8 lb Best Grade Compound 60c

45 lb Stan. Morris Purity Compound \$3.00

No. 1 Grade Salt Pork, lb 9c

First Grade Breakfast Bacon, lb 16c

1 lb jar Peanut Butter 15c

Gallon Pears 39c

Gallon Pineapple 52c

Oranges, Nice and Juicy, dozen 22c

Lemons, per dozen 20c

22 lb Sugar, Pure Cane \$1.00

25 lb Pure Cane Sugar \$1.20

Big Ben Laundry Soap, 6 bars 25c

12 bars Laundry Soap 25c

Highest Cash prices for Produce and Cream.
Complete line of bulk and package Garden Seed. Coal Oil--we deliver any amount, anywhere, at any time. We can save you money. Come in and let us figure with you.

City Produce & Feed Store

C. C. Stanford, Prop.

Phone 32

A BUSINESS PRINCIPLE

It is an accepted business principle that lowered prices increase sales volume. Following this truism of business practice, public service companies have made, and are making, every effort to stimulate increased use of service and thus reduce utility rates. These two facts go hand in hand . . . when use increases, rates decline.

—And under the modern rate structure of the West Texas Utilities Company, your individual average rate per kilowatt-hour declines as more kilowatt-hours are used. In fact, analyses have shown that the average customer, using fifty kilowatt-hours per month, can increase his use of service to THREE TIMES that amount for only 10 cents a day additional cost on his electric service bill—or for the cost of only one medium-priced cigar a day! The same principle produces similar results when applied to West Texas as a whole: as more service is used by all customers, the standard rate steps are reduced.

Electric utilities have made an enviable record during the past two decades. Commodity prices have fluctuated widely, and even yet have not reached the level of 1913 prices. On the other hand, the unit cost of electric service has declined steadily! A comparison between commodity and electric service costs shows that while the 1913 commodity dollar now buys less than a dollar's worth of merchandise, the same dollar, in this West Texas territory, buys over twice the amount of electric service it did in 1913!

Rate reductions have been made many times since the West Texas Utilities Company first entered West Texas. During the past ten years, the unit cost of your electric service has been LOWERED 60 PER CENT, with residential service alone showing a REDUCTION OF 54 PER CENT!

West Texas Utilities
Company

All In / NR
 Intestinal poisons are sapping your energy, stunting your progress, making you ill. Take NR — NATURE'S REMEDY—the safe, dependable, vegetable laxative. Keep your feeling right. Get a 30c box.
 The All-Vegetable Laxative
NEW
 TURNS for the tummy! Quick relief for sour stomach, acid indigestion and heartburn. Turns are antacid. Only the

Iron Roads for England
 A number of cast-iron roads are to be laid in England, following successful experiments with short sections. The advantages of such roads are said to be that they are guaranteed to wear about twice as well as stone and three times as well as wood; that the short projections on the surface of the metal prevent skidding, and that British iron can be used instead of foreign materials.
 The cost of building iron roads is reported to be the same as for the best wooden paving. The metal is laid not in long sheets, but by putting triangular castings on a cement base.

CHEST COLDS
 Yield Quickly When You Use

B. & M.

THE PENETRATING GERMICIDE

Your Druggist Can Supply It

Large size \$1.25

F. E. ROLLINS CO.
 53 BEVERLY ST., BOSTON, MASS.

Newspapers Best Now
 Sir Kingley Wood, postmaster general of England, who has charge of the government-owned telegraph and telephone systems, is launching a campaign for more telephone subscribers. He has chosen newspapers to carry the advertising messages, he told the Lewisham Chamber of Commerce at its annual dinner. He said that although times were difficult and all had of necessity to husband their resources, he believed that newspaper advertising should be utilized today as one of the best means of attracting new customers and maintaining old ones.



Now easy to get rid of Gray
 Keep Hair Naturally Dark

Now without using dangerous dyes you can darken gray hair naturally, quickly restore its original shade by the world's finest, safe way which is now keeping millions of heads young looking. Benefits the hair as it darkens it to the shade you want. As simple as brushing. Try it. Pay druggist 75c for a large bottle of WYETH'S SAGE & SULPHUR and just follow easy directions.

Novels Dangerous Gifts
 Professor Rogers of Massachusetts Tech thinks that it is extremely hazardous to give anyone a popular novel as a present.
 "No one can possibly tell what may impress 'Irene Aunt Elsie' as a suitable title," he explains. "I, myself, when but ten years old, received a copy of 'Under Ten Flags' from a relative who had the idea that the book would give me a truthful and interesting picture of the Civil War. It was many years before I was allowed to read the book."—Boston Globe.

Alas always worships something; always he sees the infinite shadowed forth in something finite.—Aristotle

Fretful and Cross
 treat for worms

If your child is peevish, cross and fretful, don't scold, there is a reason—often it's worms. They are much more common than mothers think. Ficking the nose, grinding the teeth, crying in sleep or offensive breath are symptoms that worms are present. Careful mothers take no chances—they treat promptly with Jayne's Vermifuge. This proved preparation will expel round worms and their eggs as nothing else will. Get a bottle of this famous prescription today from your druggist, Dr. D. JAYNE & SON, Philadelphia, PA.
 OVER 36 MILLION BOTTLES SOLD

Jayne's Vermifuge

YOUR advertising dollar buys something more than space and circulation in the columns of this newspaper. It buys space and circulation plus the favorable consideration of our readers for this newspaper and its advertising patrons. Let us tell you more about it.

Make the Weather What You Want It



By **ELMO SCOTT WATSON**

ONE of the famous remarks attributed to that great American humorist, Mark Twain, which is familiar to most of his fellow-countrymen was to the effect that "Everybody talks about the weather but nobody ever does anything about it." However true that statement may have been once, it's passe now. For modern science and modern engineering have "done something about it," and now mankind can literally "make his own weather"—that is, the kind of weather he wants to have in his own home or place of business.

Of course, away back in the early history of mankind he learned how to make his habitations warm when it was too cold outside for comfort. In recent years our movie palaces have pointed the way to making their interiors comfortably cool when it's too hot outside for comfort. But up to now the average householder couldn't afford to follow the lead of the movie houses and install a "cooling system" as well as a "heating system" in his home.

So it is one of the triumphs of modern science and modern engineering that now anyone who has electricity at his command also has at his command perfect indoor weather for all climes and localities. And this is something more than regulation of heat and cold, for the new activity of science, described in the two words "air conditioning," means the correction of air to a point most desirable for personal comfort, with just the right amount of warmth or coolness, correct moisture content or relative humidity, removal of dust particles and forced circulation without draft.

Since it does include all those things, another favorite expression "It's not the heat; it's the humidity" is due to go by the boards. For it was that very thing, humidity, which started research engineers on the track that has brought about the development of air conditioning equipment which embodies the functions of heating, cooling, drying, moistening, cleansing and circulating of air. And the beauty of it is that the air conditioner, smaller than the average heat radiator, is so compactly built that it may be installed in any room, apartment, office, hospital, or place of business.

More than that the conditioners are so simple in operation and require so little supervision that two small switches on the end of the cabinet may be compared to the mythical lever which the cartoonists show the weather man operating when he wants to supply cold, heat, sultriness, dryness, rain, wind or calm. As a matter of fact the conditioner goes the weather man one better.

The conditioner can't guess wrong. It pulls in the air of a room, corrects it as it should be to provide personal comfort regardless of outdoor weather conditions, then sends it into the room so quietly occupants are unaware of the conditioner's operation. To give to indoor air that delicate touch of perfection, air conditioners should operate in rooms where the windows are kept closed so the correction of the room atmosphere isn't dissipated into the outdoors.

This factor brings up an interesting revelation of the general public's regard for fresh air. Fresh air isn't what it's cracked up to be, according to our foremost scientists. In many cases it may be more harmful than the average indoor air.

Air conditioners provide an answer to one

- 1.—With a raging blizzard, or a scorching sun raising havoc outdoors, the indoor weather in this room is cozy, comfortable and healthful. The air conditioner provides perfect air in the year round, regardless of outdoor weather's eccentricities.
- 2.—No longer will the tired business man be tempted to run out on his office force and flee from the hot and sultry summer days. This air conditioner, installed in his office in place of the familiar radiator is the answer.
- 3.—Physicians, always alert to welcome any scientific or engineering achievement that will aid them in their work of relieving human suffering, hail air conditioning as a decidedly progressive step. No longer will patients be forced to undergo the added suffering brought on by hot and sultry weather, or by the injurious dry indoor air of the colder seasons. A air conditioner is shown here installed in a hospital room, so unobtrusive and compact it takes up little space even in the cramped quarters of the room.
- 4.—Turn on the heat, or turn on the cold! This air conditioning unit does both, and to complete its responsibility of supplying perfect indoor weather the year round, it keeps Old Man Humidity on the run in the hot and sultry seasons.

of the major demands and quests of mankind—comfort. In giving perfect indoor weather the year round, despite changing seasons and erratic activities of temperature and humidity they open the way for industrial and financial development of the tropics and the Orient, where white men squalor in misery under the depressing humidity, and laborers collapse from the effect of hard, manual activity coupled with heat and sultriness.

The farmer who spends every daylight hour in the summer in the sun-baked fields will have respite, and his wife, accustomed to a hard working existence among the pots, pans and cooking range in the kitchen, will blossom out a changed woman.

Business men who should wear their coats and keep their ties tied will be able to work as energetically and as smartly appearing in the summer as in winter, and their clerks and stenographers will have the alertness and desire to please that helps so much in retaining the patronage of old customers, and building up good will with new.

The answer to the brighter existence held out by aerologists to followers of almost every activity is based on the fact that despite the hottest temperatures and most depressing humidity of the working hours a man or woman can stand them day after day if they are able to sleep soundly in real comfort and repose, instead of fitfully and uncomfortably.

When air conditioning experts talk about homes and buildings with closed windows, a chorus of public thought sings out with these interjections: "What about carbon dioxide? How about headaches brought on by closed, stuffy rooms? How about that depressing feeling that overcomes us when we don't get enough fresh air? You forget what doctors say about fresh air."

The answer is on file in the public documents of the federal government in Washington. Privately many members of the medical profession have known for some years that factors other than a lack of so-called fresh air causes headaches and nausea in crowded places. But few have had the courage to be outspoken in the face of general belief and upset the belief imbedded in the public consciousness for so many years.

It is interesting to know how philosophers and scientists of centuries ago regarded air and how their findings stack up with modern scientific

developments. Aristotle, founder of a school of thought that swayed the thinking of mankind for more than 1,000 years, regarded air as one of nature's four cardinal elements, the others being fire, earth and water.

Up until 1757 little was known about air. Then, Dr. Joseph Black, who was experimenting with chemicals, made the discovery of a gas he called "fixed air," now known as carbon dioxide. In 1775, Joseph Priestly isolated oxygen, calling it "dephlogisticated air," and thus, for the first time mankind began to have some exact knowledge of atmosphere.

Lavoisier, a leading student of his period, a few years later discovered carbon dioxide would extinguish flame. He concluded, therefore, that an excess amount of carbon dioxide formed by breathing would contaminate indoor air. His standing and reputation brought ready acceptance for this theory, and it was but a natural step to the premise that fresh air, without excessive carbon dioxide and with an abundance of oxygen, was necessary for human well being.

A small number of scientists refused to concur in Lavoisier's theory but most scientists, engineers and medical men held their tongues in the belief nothing was to be gained by the voicing of contrary opinions.

Among the first public reports of these early theories is that of Dr. R. R. Sayers, surgeon of the United States public health service, and chief surgeon of the Department of Commerce's bureau of mines, a division that knows as much if not more about pure and impure air than any research organization in the world.

In reprint No. 1150 of the public reports, Doctor Sayers states: "It was observed by many investigators that it was not until the oxygen content of the respiratory air fell below 10 per cent that animals began to breathe with difficulty. Friedlander and Herter concluded from the results of their experiments that inhaling of 20 per cent carbon dioxide for several hours has no poisonous effect. Not until a mixture of gas containing 30 per cent or more of carbon dioxide was introduced did they find an appearance of depression. Leblanc pointed out that under conditions in which the carbon dioxide content of the air increases considerably, in lecture rooms, theaters, etc., the reduction of oxygen content is small and very seldom falls below 20 per cent, while the carbon dioxide content very seldom exceeds 1 per cent."

The same facts have been established by other investigators of standing since that time. W. Mehl, an engineer, in 1903 announced definitely the nonexistence of a "breath poison." He asserted the carbon dioxide content of a room is not a correct measure for the necessity of ventilation.

The scientific findings definitely established that it is the combination of heat and humidity that is so depressing and injurious to mental and physical alertness, and the consequent damage to business and industrial efficiency brought on by personal discomfort. With these facts, engineers working on conditioning of indoor air found that it is easy to be comfortable in a room in which the customary thermometer shows a temperature of 90 degrees, if the humidity is lowered.

Leading economists, engineers and builders have hailed air conditioning as the next big industry of the nation, an industry supplying a product that will take a place along with the telephone, automatic refrigeration and the automobile in general acceptance and necessity. They point out also that air conditioning is a new achievement that replaces practically nothing now in use, finds for itself a place in popular demand, and opens the way to increased manufacturing, sales and installation activity.

(© by Western Newspaper Union.)



"HOW JOHN SAVES MONEY . . . AND LIKES IT . . . !"

IN hard times it's possible to make a husband save money. But it's hard to make him like it. I've found a way.

"John used to smoke at least a package of ready-made cigarettes a day. I suggested that he roll his own, when hard times came. He sneered at the idea.

"I bought a package of Target and made John try it. Now he says he won't smoke anything else, because Target is real cigarette tobacco, just like the ready-mades use. He says those forty gummed papers you get free with every package would make any dub a good cigarette roller.

"Well, John's happy, and I'm happy, and we save at least 50¢ a week."

AND GET THIS: The U. S. Government Tax on 20 cigarettes amounts to 6¢. On 20 cigarettes you roll from Target Tobacco the tax is just about 1¢. No wonder you get such value for a dime!

SAVE MONEY ROLL YOUR OWN SEE WHAT YOU SMOKE

Wrapped in Moistureproof Cellophane



Oh, My!

Little Jimmie, four years old, is spending the winter with his mother and little brother Bobbie, in a small city in Florida. He is having trouble with the name of the big town, Miami, as to him the first syllable is a possessive, which he will not accept for himself. In response to the request, "Say Miami," he responds with "You-ani-I." His mother hopes he will get the idea adjusted by the time the novelty wears off.—Indianapolis News.

STOP RHEUMATIC PAINS WITH HEAT OF RED PEPPERS

Relieves Almost Instantly

Good old Nature has put into red peppers a marvelous therapeutic heat that gets right down to the source of trouble and almost instantly relieves the pains and aches of rheumatism, stiff joints, lumbago and neuritis. Thousands have found it the one safeguard against chest colds, too. Now this genuine red peppers' heat is contained in an ointment that you just rub on. In less than 3 minutes you feel relief come. It is called **Rowles Red Pepper Rub**. Safe. Will not burn or sting. Get a small jar from your druggist.

When a man notices that the house needs cleaning, it needs cleaning.

Some things in moderation are worse than others in excess.

GIVE YOURSELF BETTER HEALTH

For new vigor, keener appetite, normal weight, and quick pick-up in vitality and energy—take St. Joseph's G.F.P. You'll feel better right from the start. This rich, vegetable tonic has benefited thousands of women who were weak, run-down and discouraged. And it can help you, too. St. Joseph's G.F.P. is made from nature's own medicines in the form of roots and herbs which have been used for over a century to invigorate and stimulate women. Your druggist sells the big dollar bottle on an absolute money-back guarantee.

Any city man going to the country to farm can only figure with certainty on one thing: hard work.

A first-class price doesn't always indicate a first-class hotel.



PARKER'S HAIR BALM
 Removes Dandruff, Stops Hair Falling, Imparts Color and Beauty to Gray and Faded Hair.
 50c and 25c at Druggists
 Prepared by Parker & Sons, Paterson, N.J.
 SHAMPOO—Ideal for use in connection with Parker's Hair Balm. Makes the hair soft and fluffy. 50 cents by mail or at drug stores. Lillian Chemical Works, Paterson, N.J.

Heart of the North

By William Byron Mowery

Copyright by William Byron Mowery.

(WNU Service.)

CHAPTER XI

How to Damn an Enemy

A Takudah brought word to Endurance of a strange happening at En Traverser lake. He had been fishing there at an inlet for barbutes, he said—half-asleep that morning with the fish line tied around his big toe. A thundering sound in the sky had roused him; and looking up, he had beheld a fearful thing come out of the southern horizon and roar out over the lake.

The sight of it, said John Afraid-of-his-Squaw, had nearly tumbled him from his boat. It had lit down on the water, he said, near Goose point. And behold, a few minutes later it rose and started across the lake for the south shore. He had watched it no longer, but scurried to the bank and crawled in among some rocks; for the dreadful thing might have been hungry and questing for food.

Frank Pedneault listened very thoughtfully to the Indian's story, and then began drawing some conclusions of his own. To him this Indian's shiny monster was a possible key to many puzzles. To the best of his recollection he had never yet seen Alan Baker throw down a job merely because it was tough. And he knew that Baker had been heart and soul determined to wipe out that first stinging defeat and save Joyce MacMillan's dad. Bill had intimated that Alan had gone after those bandits; without violating his oath of secrecy, he had dropped a few broad hints to that effect.

Pedneault drew a conclusion: "Alan went out and got himself a flying machine to hunt them men out of the Tial-Azzah or make that Inconnu trip. He and Bill arranged to meet somewhere. He picked Bill up and now they're over there together on the roughest trick in a con's age."

As he stood in the barracks door gazing wistfully across the Mackenzie to the distant hills, he felt all deserted by his comrades. "And they left me out in the cold. Didn't tell me one d—d thing about it. To h—l with 'em both! But Lord! I wish on a trick like that—oh Lord, I wish . . ."

Not absolutely sure of his conclusions, he started out along the grassy terrace toward Mrs. Drummond's flower garden where Elizabeth Spaulding was reading. He was pondering, in vague outline, a trick of his own. It was a serious matter, and he wanted to be certain of his guess before he cut loose with a scheme like that. Elizabeth no doubt knew all about Alan's plans, since she was waiting here for him to return and marry her.

Elizabeth did know the story, Haskell had let her know. Not daring to go to her himself, he had employed Whipple to casually tell her that Baker had stolen valuable government property at Edmonton, had broken several flying regulations, and was certain of arrest and imprisonment the hour he showed up in civilization. No longer a policeman, and having no authorization of any sort, Baker might even be charged with second-degree murder if he killed any of those bandits.

The news affected Elizabeth very little. Superintendent Williamson and Colonel Steele were both good friends of Alan's; and both had power in high places. If his venture should be successful, they no doubt could get him clear. There is a lot of virtue, she reflected, in success.

When Pedneault came across and began asking roundabout questions concerning Alan and his venture, Elizabeth told him what she knew. She knew that Pedneault would repeat her words to Alan if he got the chance; and Alan would thus hear from another person of her steadfast loyalty to him.

Very thoughtful, when he found out his guess had been correct, Pedneault walked back across the terrace to the mission hospital where Larry Younge was propped up in a chair beside a window. For twenty minutes, leaning over the sill, Pedneault conferred with Larry in low tones.

From there, he went over to Haskell's cabin.

Haskell was shaving. He turned around and snapped: "Well, what is it?"

"Sir, a meti called Adolphe brought word of trouble down river in an Indian camp. The Smokies, several families of 'em, have got hold of some 'permit,' and they're quarreling, fighting. I could handle it myself. I've straightened out messes like that. I could be there and back in the launch by mid-afternoon, with your permission."

"You can't go. I need the launch myself in a little while."

Pedneault cleared his throat nervously. "Sir, I know it's not my place to say a thing like this, but—just a mere suggestion, sir—Superintendent Williamson is coming here on the next down-boat, probably tomorrow evening; and he's always very vexed about Indians killing each other in drunken brawls. He's always pleased when we nail a camp like that, sir."

It was a consummate stroke, his reference to Williamson. Larry Younge had prompted him to that.

Haskell took thought. If he sent a

man and smoothed out this Indian trouble, it would look very well in a report. It would be a positive action, an achievement. He said: "All right. Go down and reduce them to order. But be back here in three hours. I want that launch—"

Pedneault was already on his way up to barracks for rifle, belt-gun and keys from Whipple. Down at the wharf, he hurriedly tanked up on gas and put in a big drum extra. Jumping in, slipping into the wheel seat, he stuck a pipe between his teeth, jammed his hat low over his eyes, yanked the starter chain and swung out upon the broad river.

A little puzzled by these preparations and all this haste, Haskell stepped outside his cabin. As he stood there, watching Pedneault's comeline driving, watching the scarlet-and-gold launch vanish in its own spray down the Mackenzie, he heard a feeble shout up the terrace behind him; and he turned and looked at the hospital.

At that moment Larry Younge, leaning forward in his padded chair, was shaking a fist out the window and emitting a weak— "Yee-ooow! Three whoops for Ped!"

It was Haskell's intention, as soon as Pedneault came back with the launch, to take Whipple and make a trip up the Big Aloooska. Baker would probably use the MacMillan trading post as a maneuvering base against the bandits. By muffling the motor over the last few miles the launch could slip up quietly. They would not be expecting him to strike a second blow; they likely would be up at the trading store; and at best it would take them ten full minutes to rise out of the narrow cramped river.

But as he sat there in his cabin, planning this blow, Haskell doubted if he was to succeed. A kind of fatalism had laid hold of him. In his feud with Baker he had been successful in the main, but what did all his triumph mean, when he had lost Elizabeth Spaulding? His victory had been a barren one. He saw that she was going to marry Alan Baker. In these last weeks the prophetic knowledge of that marriage had been a waking nightmare. Day by day it was marching closer and he was powerless to halt it.

When four hours passed and Pedneault failed to return with the launch, Haskell began to get suspicious. Five hours, six—and Pedneault still absent. Haskell finally went across to the hospital and demanded of Larry Younge: "What were you and Pedneault talking about before he came to my cabin?"

Larry never smiled. "I don't exactly mind, but I think we were talking about the weather. Ped said he hoped it ain't going to rain any more."

Haskell snarled: "You're laughing in my face. You hatched some deviltry with him." He threatened viciously: "I'll fix you, constable. You're to be invalidated out of service. I've got something to say about the terms. When you're hobbling around, trying to live on a few dollars a month, you won't be quite so d—d chipper!"

In a seething fury he turned away. Pedneault had tricked him, stolen the launch, and joined Baker's venture!

Unable now to go up the Aloooska and smash that plane, he found outlet for his bitterness in avenging plans, vengeance against Alan Baker and those men. At Williamson's coming visit he could deal them some terrible blows. His enemies had played into his very hands. Baker had bought out under suspicious circumstances, had made a criminal of himself, had taken the law into his own hands and turned justice to private ends. Pedneault had given a false report and absconded with police property. Bill Hardsock had stolen supplies and subverted them to his own uses, had zone a. w. o. L. had aided in a criminal enterprise, and to crown it all, had deserted.

Knowing Williamson's follies pretty well, Haskell foresaw the superintendent's anger when he learned those blunt facts. They violated every tenet in the stern old officer's code, for he was a stickler for discipline. He would soak Hardsock and Pedneault to the

Authorities Made Poor Guess, in This Instance

The hundredth anniversary of the death of Bolivar, the great liberator of South America from Spanish rule, uncovered a number of amusing yarns concerning this famous character.

The story goes that on one occasion Bolivar sent a messenger ahead to a small town where he and his party were to spend the night. In it the liberator directed the town authorities to have food and quarters ready for his men and horses and added that there should be for himself shelter, food, etc., etc.

The town authorities promptly got everything ready except the three etc.'s, which troubled them considerably. "What," they asked, "did the great liberator mean?" Finally one of them, aware of Bol-

ivar's reputation with the ladies, decided he had solved the problem.

It happened, however, that he was wrong and three of the town's prettiest girls were sent home at the direction of the highly amused Bolivar.—Los Angeles Times.

Memory Came Back
La Fontaine, having attended the funeral of a friend, absent-mindedly went to call upon him a short time afterward.

"Dead? Impossible?" he exclaimed on hearing the sad news; then recollecting himself, he patted the servant's arm.

"True enough," he said. "I was there."—Golden Book Magazine.

Beauty Talks

By MARJORIE DUNCAN
Famous Beauty Expert

Conflicting Beauty Theories

AT LEAST once in every day of a beauty editor's life comes the cry: "What's a body to do—So and So says do and So and So says don't—and how can one avoid being bewildered by so many conflicting beauty theories?"

The answer invariably is: Study yourself, your own needs, accept the theory that appeals to your best judgment as being good, sound, sense. Give that theory a chance, be persistent, have faith and your efforts should bring results. Beauty experiments should be thorough, not haphazard, fly-by-night affairs.

No one hears more conflicting beauty theories than beauty students themselves. In quest of the reason for being of feminine loveliness, one finds that successful exponent number one observes every fundamental beauty rule on which most beauty experts agree. Her daily ritual consists of exercise, a faithful eye to balance in her diet, sufficient fresh air and restful sleep, a daily facial with all the preparations of the same brand, careful hair brushing and similar beauty details.

But exponent number two, equally as young looking and equally as beautiful, points with pride to the fact that she observes only a beauty rule. No sir. Not she. But—re beauty students bewildered? Just as emphatically—no sir. For they know that there must be a catch some place.

It may be that the beauty under discussion is just naturally healthier and lovelier than the average.

Then there's the owner of a beautiful figure who never exercises. But every day she walks two miles, and every evening she swims in the pool in her apartment hotel. As though these aren't the two best all-around exercises. Furthermore, she keeps her muscles under splendid control by perfect posture.

A screen star I know, says: "Diet—bah—I eat anything I like," but evidently from what I've seen of the luncheon I've had with her, she has no desire for rich, fatty foods.

The moral of these stories, is: don't be bewildered and don't attempt to imitate. If your favorite actress thrives on a mixture of cosmetics, that is no indication that your skill will stand the same kind of treatment. Or, if your latest crush seems alive and alert a month or three hours of sleep that is no clue for you to start staying up nights. Know yourself, know your system, your resources, just what you can stand and what you can't, and work only for what will be becoming to you.

Importance of Health

WOMEN are tired of Pollyanna talks and skeptical of the sermons "beauty is as beauty does" and "to be beautiful you must be in love." Vibrant beauty depends on many things for support. The very first in the line of important contributors is physical health. For without health beauty can at best be only temporary—it may last for a fleeting moment or for a month, but it cannot live long.

You cannot be beautiful if you are not healthy. Have you ever seen a man or woman suffering from ill health who did not wear the "give aways"—dull eyes and a heavy skin? Sooner or later "the skin will show." For the signs of ill health are not confined to inner aches and pains.

You cannot be beautiful if you are fatigued, for "that tired feeling" does damage in many ways. Allow it to become chronic and it is sure to dim the sparkle in your eyes, rob your step of its swiftness. Fatigue can claim more credit for "prematre age" than all the calendars and chronological records man ever invented to mark time. As you value a smooth, young skin and sparkling eye, avoid fatigue. Two of fatigue's busiest assistants are overwork and nervous strain and tension. So steer clear of these, too.

Boredom is another arch-enemy of beauty. Be it but the mood of a moment it is had enough. But perpetual boredom is dynamite to bubbling interesting beauty. When life goes blank, when there's no joy in living no thrill of anticipation or hope, nothing to anything, then the luminous, vivid quality of the skin is suddenly shut out and all bodily beauty goes "smash."

Akin to boredom is a general, disinterested attitude or a gloomy aspect. People who have hobbies to concentrate on, usually find the fates quite kind to their beauty. I think that is why they say people in love are lovely.

The actual cultivation of external beauty—silky skin and glossy hair—is simple—particularly in this day and age when science is contributing so lavishly. But that inner peace and contentment, the beauty within that seems to shine right through the outer covering is often difficult to hold on to. But with courage—with interest and enthusiasm—with hope—beautiful and optimistic thoughts—in a word a healthy mind and a healthy body are a high bid for "that lovely look."

What Makes It Hard
Even when the office seeks the man, it has trouble finding him because of so many bag-eyed candidates jumping in the way and shouting, "I'm it!"—Ohio State Journal.



"FATIGUE?"

I just postpone it!"

"No, I don't have 'nerves.' You can't have them, and hold this sort of position. My head used to throb around three o'clock, and certain days, of course, were worse than others."

"Then I learned to rely on Bayer Aspirin."
The sure cure for any headache is rest. But sometimes we must postpone it. That's when Bayer Aspirin saves the day. Two tablets, and the nagging pain is gone until you are home. And once you are comfortable, the pain seldom returns!

Keep Bayer Aspirin handy. Don't put it away, or put off taking it. Fighting a headache to finish the day may be heroic, but it is also a little foolish. So is sacrificing a night's sleep because you've an annoying cold, or irritated throat, or grumbling tooth, neuralgia, neuritis. These tablets always relieve. They don't depress the heart, and may be taken freely. That is medical opinion. It is a fact established by the last twenty years of medical practice.

The only caution to be observed is when you are buying aspirin. Bayer is genuine. Tablets with the Bayer cross are safe.



Designs in Light

The photographic portrait artist requires a background for his pictures and recently the idea of making a background by the use of electric lights has become popular. The rays from a lamp are projected onto the plain background through a loosely arranged piece of foliage and the effects are often very beautiful. Decorators have taken up this idea and shades are being arranged over electric lights which throw a pretty design upon the wall or ceiling in light and shade.

There will always be "incompatibility of temperament" where there is selfishness.

Young folks marry while old folks keep on talking about the rules that should govern marriage.

Natives First

"Were there good and cheap rooms in the resort where you spent your holidays?"
"Plenty of them; but the natives lived in them."—Exchange.

Geography Simplified

"What do they mean when they say Washington, D. C.?" asked the teacher.
"Washington, de capital," piped up a little chap.

One who has tilled an onion bed can understand why farmers do not rush into truck farming.

A girl's face may be her misfortune—and still be a beautiful one.

Beards are well enough if kept under control.



WASHING SHIRTS CERTAINLY RUINS THEM, DOESN'T IT BETTY?

— YES, IT'S A SHAME — THE SCRUBBING DOES IT



NEXT WASHDAY

— YOUR SHIRTS WILL LAST LONGER NOW, I'M USING RINSO, THE HARD-WATER SOAP WE READ ABOUT. IT SAVES SCRUBBING

— GOOD! THE SHIRTS LOOK MUCH WHITER, TOO, BETTY

Try these rich, safe suds for whiter washes!

SAVE the clothes—save yourself—with the famous hard-water soap, Rinso! Its live, active suds loosen dirt. Clothes soak whiter than they can be scrubbed.

Even in hardest water, Rinso is all you need. No bar soaps, chips, powders, softeners.

The makers of 40 famous washing machines recommend Rinso for safety and for whiter clothes. Get the BIG household package. It's thrifty to use Rinso for dishes and all cleaning—a little gives such a lot of creamy, lasting suds.

A PRODUCT OF LEVER BROTHERS CO. CAMBRIDGE, MASS.

Rinso

The granulated hard-water soap for tub, washer and dishwasher



ELECTION YEAR SPECIAL!

**EVERY FAMILY IN THE NATION OUGHT TO HAVE A
GOOD DAILY PAPER this year. Here's your chance!**

**Amarillo Daily News
and Big Sunday News-Globe**

**FROM NOW UNTIL DECEMBER 1st, 1932
FOR ONLY**

\$3.25

See The Informer Man



COMFORT for COLICKY BABIES ... THROUGH CASTORIA'S GENTLE REGULATION

The best way to prevent colic, doctors say, is to avoid gas in stomach and bowels by keeping the entire intestinal tract open, free from waste...



A Spellbinder

Your wife makes a splendid speech. "Yes," replied Mr. Meekton, "and I noticed she impressed an entire audience the same way she does me."



Good Night, Dear

She used to call him "darling"... Now he's so tired out that he never takes her anywhere. So weary, that she no longer loves him.

FELLOWS' SYRUP

Even when one is surrounded by romance, he doesn't want to become too romantic. Romance can be dangerous.



Mentholatum For Colds

A man has to have much political influence to secure office; and why is it, that at the end of the term, he often hasn't any?

Rheumatic Pains Relieved this Quick Way

If stabbing pains shoot across your back and cripple you, rub on good old St. Jacobs Oil. Relief comes before you can count 601...

W. N. U., DALLAS, NO. 14-1932.

Not Going Back

A Search for Lost Youth

By FANNIE HURST

Maurice Spellman had reached the stage where everything he did was important. A certain movement of his circled rumors in Wall Street. International banking interests watched him.

What actually prompted Spellman to the move, however, was not a desire to create a new social colony. On the contrary, it was something diametrically opposed to that.

There had been growing within Spellman, as his success mounted and as at forty-six he found himself a power among men, a sense of a need of respite from the growing demands of his position.

Success had not come to Spellman without grim battle. He had fought for it rung by rung. From the lean days when he lived with his parents and seven brother and sisters in an old water-front tenement...

One day an idea struck him like a benign flash out of heaven. Within three hours, secret agents had been dispatched down to a rickety little old building in quaint old Greenwich street.

Twelve hours later, the property had secretly passed into the hands of Spellman. One week later, and with a degree of secrecy that only power and money could command, Spellman walked into almost an extra replica of the dingy old flat of days gone by.

He had even managed to have reproduced the waxy old carpet sofa upon which he had slept those eager nights, away back.

There was the ink spot on the wall left from Red Dyke having good naturedly hurled a bottle of the stuff at Bill one night after an altercation on the subject of Nietzsche's philosophy.

The first night that Spellman spent in his new retreat promised to be one of the greatest peace he had known in years. A long quiet evening before the tunnel-shaped little old grate in the dingy flat. Books, Memories, Dreams, Ideals.

But, of course, it was hard to concentrate. By eleven o'clock, a hundred details were crowding into Spellman's mind, making it difficult for him to use his well-earned leisure.

When finally Spellman turned in, the magic to the old couch was all gone. The old couch hurt! It shot into his ribs with a cruelty that kept him wide awake and concentrating upon his discomfort rather than any of the old dreams he had used to enjoy, with his eyes staring wide open into the comfortable blackness.

The blackness annoyed him now. He had the sensation that vermin might be crawling around and about him. The stiff blanket irked. The air from the shaft was foul.

At eight o'clock the next morning, Spellman, who had fallen off into a brief hour's sleep, awoke stiff and unrefreshed. A blurred mirror gave back his lined and weary image.

MEMORIES OF OLD DE LANCEY HOUSE

Abode in Which Fenimore Cooper Won Bride.

An old house on the Boston post road on the outskirts of Mamaroneck, now reduced to a lowly filling station, was more than a century ago the scene of a memorable event.

At first his family rebelled. His wife, young, a product of the world he had grown into, held back from that move off the Avenue. His children, fiery, spoiled, intelligent, creatures of their kind of environment, shielded at first and then capitulated to the novelty of the idea.

Brilliantly successful as it was, in the eyes of his family, and the reality dealers who profited by the land boom, so far as Spellman was concerned, it was a failure.

He had defeated his own purpose. In seeking to escape the maddening crowd, he had only brought it tagging along with him.

Travel meant no respite to Spellman. There were the ship reporters, the glare of limelight even in obscure foreign parts, and once when he sought the forest, reporters with cameras had found him out as he stalked across the waste place, camel-back.

Spellman wanted leisure now. But his Long Island home was a social rendezvous and his Adirondack camp that same kind of center all over again. New Mexico became the fad, no sooner he had built an abode out there, and a private office in the forty-sixth story of the Woolworth office building remained private for about two weeks.

Spellman wanted leisure. Spellman wanted to write. The old urge was upon him. The old desire to put into printed, palpating word the human panorama as it had marched so dramatically before his still young eyes. Spellman wanted mental peace. The quiet kind of hours that yield up dreams.

One day an idea struck him like a benign flash out of heaven. Within three hours, secret agents had been dispatched down to a rickety little old building in quaint old Greenwich street.

Twelve hours later, the property had secretly passed into the hands of Spellman. One week later, and with a degree of secrecy that only power and money could command, Spellman walked into almost an extra replica of the dingy old flat of days gone by.

He had even managed to have reproduced the waxy old carpet sofa upon which he had slept those eager nights, away back.

There was the ink spot on the wall left from Red Dyke having good naturedly hurled a bottle of the stuff at Bill one night after an altercation on the subject of Nietzsche's philosophy.

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The little old room of his memories was a dirty smear. The old Bill was gone. Spellman was in his place.

Emerging from the rickety little building that morning, eager for a taxi and a trip uptown to his warm and mellow bath, he found a battalion of reporters and photographers lying in wait for him who leaped into action at sight of him.

"Mr. Spellman, have you anything to say—click—click—click—on the subject of—"

"Yes, fellows, I have," said Mr. Spellman smiling, as he halted his taxi. "He who would seek for his lost youth, must find it in his heart. There is no going back."

British Empire the "Tea Garden of the World"

Abode in Which Fenimore Cooper Won Bride.

Today it may be said with truth that the British empire is a tea garden and the world's tea shop. South Africa, Nyassaland and Kenya have followed India and only one rival remains of any consequence—Java and Sumatra.

As to China, the darker, less aromatic tea of India captured the western world and slowly but surely ousted the paler drink, beer. In 40 years China's tea exports have nearly halved. The figures speak. In 1901 India produced 201,000,000 pounds. In 1921, 274,000,000 pounds. In 1925, 404,000,000 pounds. Ceylon, too, had increased its output from 144,000,000 pounds to 251,000,000 pounds.

The tea plant throws up young and tender leaves from the top—the so-called "flush." It is from these that tea is made.

All these tender shoots have to be removed by hand. Many attempts have been made to harvest this delicate crop by machinery; all have failed. Before the crop is shipped away it is subjected to an intricate process of withering, rolling, fermenting, firing, sorting and packing.

In a narrow by-street off Mincing lane a man sits beside a steaming kettle, a watch in his hand, a china teapot stands beside him and on the table an array of tea samples. Very carefully he times the kettle, infuses the tea, waits four minutes by his watch and then takes it in his mouth.

This is the tea-taster. He tests its qualities by the taste buds of his tongue and then ejects it. In this way teas are graded and valued for the market.

Dear Rescued by Roping

The roping experience of Everett Gaylord, former western cowboy, helped him rescue a deer which had wandered onto the ice of a lake in Connecticut. The deer was exhausted from skidding around when Gaylord lassooed it and dragged it to shore. Then the deer bounded into the woods.

Reviving Use of Gaelic

At present about 1 per cent of the population of Ireland speaks Gaelic only; 86 per cent English only; and about 13 per cent both languages. Since the establishment of the Irish Free State, Irish is being taught in schools, with the idea of the eventual restoration of Irish as the vernacular of the country.

Denmark Plans Great Bridge

What will be the longest bridge in Europe is being planned by the Danish government. It will be over the Storstrom straits, and will cost \$10,000,000. The structure will be nearly 10,900 feet in length, will have a single railway track and an 18-foot roadway. It is to be completed by 1939 or 1940.

Slight Warning Given of Deadly Poison Gas

Carbon monoxide poisoning is one of the greatest dangers of modern life. The gas, given off by almost all forms of combustion, has no smell and gives no ordinary warning but two symptoms have been noted which may be valuable.

First, there may be a slight swelling and hardening of the small arteries which one can feel beating in the temples; second, there is often a slight weakness of the muscles in the back of the legs.

In treating a case the victim should not be moved more than necessary; the air must be fresh and should not be cold; the patient should be kept absolutely quiet until recovery is complete. Artificial respiration is necessary if breathing has ceased, but the most important thing is prompt use of a modern inhalator apparatus using oxygen and a little carbon dioxide.—World's Work.

The shoe dealer always sells his goods at bottom prices.

Auctioneers are always of a more bold disposition.

Mercolized Wax Keeps Skin Young

Get an ounce and use as directed. Fine particles of gold skin peel off until all defects such as pimples, liver spots, and freckles disappear. Skin is then soft and velvety. Your face looks years younger. Mercolized Wax brings out the hidden beauty of your skin. To remove wrinkles use one ounce powdered Basille dissolved in one-half pint witch hazel. At drug store.

HIGHEST Price Paid for Old GOLD and SILVER, check by return mail. Send it to Kasper, 545 W Main St., Oklahoma City, Okla.

Ladies' Formulas. Excessive perspiration, Wrinkles, Pimples, Blackheads, Dandruff, Itch, 25c. G. Donnelly, La Mesa, Calif.

Cash for Gold Teeth. Highest prices. Send today. Information free. Southwest Gold & Silver Co., Dept. 372, Fort Worth, Tex.

KY. AIR CURED TOBACCO. 10 lb. chewing \$1.25 10 lb. smoking 95c. 10 lb. No. 2 65c. 8 1/2. Borough 10 lb. 30c. Plus postage. Elmer Ashworth, Louisville, Ky.

From Back Seat

"Have you ever driven a car?" the lady applicant for a license was asked.

"One hundred and twenty thousand miles," put in her husband, who was standing near, "and never had her hands on the wheel."

NERVOUS, FUNCTIONAL DISTURBANCES

San Antonio, Texas — "For a long time I suffered with headache and was tired all the time, had functional disturbances, was thin, and had no appetite. I was nervous all the time," said Miss Audrey Longoria of 2324 W. Commerce. "A friend advised me to take Dr. Pierce's Favorite Prescription. I have taken about four bottles and now I am so happy to say I do not have headaches any more. I just feel good and want to eat all the time. I have gained in weight."

Write to Dr. Pierce's Clinic, Buffalo, N. Y., for free advice. Ask your druggist for Dr. Pierce's Prescription.

Survived Long Fall

At Decatur, Ala., President Wilson, two-year-old negro boy, fell 30 feet into two feet of water in the bottom of a well and escaped with no discomfort except a slight chilling on a hot summer day. He was rescued by the fire and police departments, jointly.

Helpful

"Children don't need much vacation." "It is for the teachers."

Heard at Miami

"How long have you been a life saver?" "I began as a small boy."

Cuticura Talcum

Soothes and cools Father's face and removes the after-shaving shine, comforts Baby's tender skin and prevents chafing and irritation, and gives the finishing touch to Mother's toilet.

Price 25c. Sold everywhere. Proprietors: Potter Drug & Chemical Corp., Malden, Mass. Try Cuticura Shaving Cream.

Food for thought

Man and woman find that those recurrent spring colds reduce their alertness of mind and body. To avoid such nuisances, doctors advise them to increase their bodies' store of Vitamin A. It is recognized that Scott's Emulsion of Cod Liver Oil contains a wealth of this valuable protective vitamin... as well as Vitamin D, so indispensable for sound bones and teeth. Children and adults find the emulsion an easy, pleasant way of taking cod liver oil. Scott & Bowne, Bloomfield, N. J. Sales Representative, Harold F. Ritchie & Co., Inc., New York.

Scott's Emulsion OF NORWEGIAN COD LIVER OIL

Historic Railway Station

The Maine Central railroad station at Thomaston, Maine, is believed the oldest station in the United States. Built about a century and a half ago as a dwelling, the building originally was part of Montpelier, the estate of Gen. Henry Knox, secretary of war and navy in the first cabinet formed by George Washington.

Oxydol

MADE BY THE MAKERS OF IVORY SOAP

50% MORE SUDS MEANS 47% LESS WORK

Washing dishes 3 times a day is dull work

BUT see if the New Oxydol doesn't make it easier

Because it makes dishes sparkle, because it makes 50% more suds, because it cuts grease like a flash, because it leaves no scum, because it softens water, because it is easy on hands, Oxydol is the finest soap in the world for dishwashing. Frøter & Comble

We know, Madam. Washing dishes 3 times a day is dull work

BUT see if the New Oxydol doesn't make it easier

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THE PASTIME THEATRE Clarendon, Texas

Friday, 15
Pat O'Brien, Mae Clark, in
The Final Edition
Don't forget this is Beauty Contest night. Come out and pull for your favorite.
10c and 25c

Saturday, 16—Tom Keene, in
Partners
a fast moving Western
Also "Gallop and Beat"
10c 25c

Monday, Tuesday, 18 19
Thomas Meighan and
Charlotte Greenwood, in
Cheaters at Play
A Thrill from start to finish
Also Fox Movietone News
10c 25c

Wednesday, Thursday, 20, 21
Warner Oland and
Anna May Wong, in
Daughter of the Dragon
A Dr. Fu Manchu picture
Also Novelty Act
10c 15c

TRANSFER WORK

I want to do your Transfer Work. Haul anything, any time—anywhere. Nothing too big or too small.

Elba Harkness.

NEWSY NOTES FROM THE HEDLEY SCHOOLS

Senior Picture

Mr. Earl Alderson, Clarendon photographer, awarded to the Seniors a large group picture of the Class last week. The picture is that of an Owl holding a scroll with pictures of all the Seniors on it. Decorations are of green and white design. The Seniors presented the award to the students, who expressed their appreciation with an elaborate ceremony in which class officers and student body participated.

Plan Newspaper

With Mrs. Elvia Davenport and Hazel Stewart as leaders, a plan is in progress to publish a resume of the school year in the form of a newspaper. Their plans are to boost the progress of the school in such a way that a paper will be published every month next term. The papers will be only ten cents each. Buy one and help the staff, composed of O. F. Simmons, Roberta Mann, Snookie Clarke, and Mildred Culwell.

Accepts Invitation

The entire community will be pleased to learn that the Rev. J. M. Fuller has accepted an invitation

to deliver the Commencement Message to the Senior Class on May 19. Rev. Fuller is a former resident of Hedley, now living in Memphis, where he is pastor of the Methodist church.

New Students

The entire student body is greeting a group of new students this week. We are very glad to introduce J. R. Self, Artie Fay Painter, Effie Nell Farmer, Helen Guthrie, Joe Ellen Owens, Jerry Depauw, George Hilgenfelt, J. T. Bradley, Sunday Smith, Noel Pierce, Nola Pierce, E. L. Hammitt and Curtis Owens.

Smatterings

G. T. Evans returned to his home in Detroit last Monday, after receiving a letter from the Henry Ford Trade School urging his return to school. It has been rumored that G. T. says they can not make cars without his help.

The Seniors and Juniors are planning a picnic Friday at Troublesome Canyon. This is the first time in the history of our school that two classes have arranged their "off day" together.

Have you noticed Supt. Maxwell splitting the atmosphere in his new Plymouth? Congratulations, Mr. Maxwell; it's a dandy gas buggy.

Ritz Theatre Memphis, Texas

Friday, Saturday, April 15, 16
Tim McCoy, in
Daring Danger
Serial and Cartoon
10c to all

Monday, Tuesday, 18 19
Maurice Chevalier and
Jeanette McDonald, in
One Hour With You
Here is the Special that is
a Special
Comedy and News
10c and 25c

Wednesday, Thursday, 20 21
Walter Huston and
Jean Harlow, in
Beast of the City
Comedy and News
10c and 15c

Mrs. Davenport has received a shipment of play books. The Seniors are to present Tea Toper Tavern April 30th.

Don't forget to see a staff member and give your subscription for the school paper soon.

We are glad to have C. F. Simmons in school again after nursing an injured foot.

CLEAN UP WEEK IN HEDLEY APRIL 18-22

The week of April 18th has been designated Clean Up Week for Hedley, by order of the City Council. It is urged that every citizen observe the same, and see that their premises are given a thorough cleaning.

Gather and burn all trash that will burn, and pile the remainder where it can be easily reached. It will be hauled off in the city wagons, free of charge.

Word has been received from J. N. Kendall, who is in the U. S. Navy at San Diego, Calif., that he will be assigned to his Naval ship within the next few days. He has made an A grade in all of his studies, and is well pleased with his work. We are always glad to hear of our Hedley boys making good.

Mr. and Mrs. Zeb Moore of Memphis visited the Herman Horschler family and their numerous Hedley friends the past week. They were accompanied by Mrs. Moore's father, A. L. Miller, a former Hedleyan now living at Chillicothe. This was his first visit here in some time, and his old time friends were glad to see him.

A HEAD GRINDER and motor for sale or trade. Cheap.
J. A. Pirtle

Mrs. Gladys Kelley visited in Clarendon last week.

Mrs. John Auill has been visiting her brother, Clarence, and family at Decatur. Little Betty Lou Nipper returned home with her to visit her grandparents, Mr. and Mrs. A. A. Nipper, and her great grandparents, Mr. and Mrs. A. G. Nipper.

Rev. C. B. Ingram of Clarendon was a visitor in Hedley one day this week and paid the Informer man an appreciated call. This valiant soldier of the Cross, though nearly 80 years young, is still going about his Master's business daily, "bringing in the sheaves." Bro. Ingram is one of God's noblemen, and we're proud to call him friend.

Subscribe for The Informer.

SPECIALS

Pure Hog Lard 8 lb 57c

Flour, Guaranteed, 48 lb 80c

East Texas Cured Yams, peck 25c

Pork and Beans, 6 cans 35c

Fancy Sugar Corn, 6 cans 60c

Vegetole Lard 8 lb 57c

Dry Salt Meat, very good quality, lb 9c

Sugar Cured Pig Hams, wrapped, lb 16c

10 lb Calumet Baking Powder \$1 45

50 lb Block Salt, White 45c

Pinto Beans 25 lb 80c

PLENTY OF FRESH VEGETABLES
FRIDAY AND SATURDAY

WE DELIVER

Eads Produce Co.
PHONE 167 HEDLEY, TEXAS

B. W. M. S.

The B. W. M. S. met Monday, April 11th, with Mrs. M. J. Smith in a Bible Study lesson—the first twenty chapters of Revelation. Mrs. Wells was the leader. Fourteen members were present.

Miss Frances Kendall, accompanied by her friend, Miss Callie McCamie, teacher from Lakeview, spent the week end with home folks in Hedley.

Frank Clark and son, Frank Jr., of Plainview were here the past week and spent one night in the J. M. Clarke home.

Caps for little boys, 2 to 6 years. Also new Spring Caps for men and youths.
B. & B. Variety Store

A MILK COW—Will trade for 5 tons of good bright manure.
J. A. Pirtle

Subscribe for The Informer.



J. W. VALLANCE

Watch Our Window for Market Specials

WE CUT THE PRICE
WITH EVERY SLICE

Specials

for FRIDAY AND SATURDAY

Flour, Homa, 48 lb	78c
Spuds, peck	19c
East Texas Yams, peck	25c
Giant Peanut Paddies, 3 for	10
Bulk Coffee, Good Grade, 4 lb	49c
Dry Salt Meat, best grade, lb	8c
Lard, Swift's or Armour's, 8 lb	57c
Gallon Prunes	35c
Blackberries, gallon	39c
Roast, 3 lb for	25c
Sausage, lb	9c
Sliced Bacon, lb	20c
Bananas, nice and ripe, doz	15c
East Texas Sorghum, Best Grade, Gallon	49c

DOWN WITH PRICES

Custom Hatching Reduced
to **2c per Egg**

-- if you set two or more
trays and pay for hatching
in advance. Trays
hold 156 eggs.

3c per Egg
if you set one tray

This offer good all during
the month of April.
Reserve your space now.
Satisfaction guaranteed.

Clarendon Hatchery
Clarendon, Texas

Subscribe for The Informer.