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NOTICE TO THE PUBLIC:
Any erroneous reflection upon the character, standing or reputation of any person, firms or corporations which may appear in the columns of this paper will be gladly corrected upon being brought to the attention of the publisher.

FORCE OF HABIT



ANSWERS
to today's THREE GUESSES
EVERETT SCOTT, ex-American League, holds the record for consecutive games played with 1307.

SHE'S A BARD

HORIZONTAL ANSWER TO PREVIOUS PUZZLE
1 Paid publicity.
2 Who is the lady in the picture?
10 Oil (sumx).

A crossword puzzle grid with numbers 1 through 59. A small portrait of a woman is placed in the grid.

LEGAL RECORDS

Instruments
Oil and Gas Mining Lease—Mrs. Fay Beene et al. to Lone Star Gas Co., interest in 160 acres being the northwest of section 472, S. P. Ry. Co. survey; \$40.

RISING COMMODITY PRICES AND GROWING PUBLIC CONFIDENCE

Away down here in Texas rainbows are showing their rare tints. For instance the monthly business review of the Federal Reserve Bank of Dallas reports a further noticeable expansion of business and industry during the month of June.

Another cheerful little earful taken from the survey: Construction activity was well sustained during the month. College Station publicity agents report weevils on upland farms are increasing. Wheat continues to soar on crop damage the country over and the grain belts of the middle west and the north west as well as those in the Dominion of Canada are being scorched to a fare-you-well.

JOB FOR DEMOCRATS ON THE RIO GRANDE BORDER

Postmaster General James A. Farley very bluntly told Washington newspapermen that "federa employees who have been unfairly blanketed in the civil service should be removed." Among those he said he had in mind were 200 men riding the border in Texas to prevent the smuggling of aliens into the United States and who were given civil service status by Herbert Hoover, late president of the republic.

Hordes of republicans were given jobs via the special order route blazed by past republican presidents of the United States. They were not compelled to undergo a civil service examination. They were "blanketed in" and the civil service rules should not be invoked as protection for these individuals who were lucky during the reigns of Harding and Coolidge and Hoover.

The world's present distress seems to be material conditions which prevent our using the wealth which is just as readily at our disposal as it was three years ago.

DID YOU EVER STOP TO THINK
By EDSON R. WAITE, Shawnee, Oklahoma

"A department store that advertises two or three times a year is very little better off than had it not done so even those few times. It is true with other kinds of commodities. There are times when big copy is the thing to use and times when better results can be obtained otherwise.

"I know a laundryman who never advertised until last year. He began with a space once to twice a week—always once. Today he says he has customers who never before patronized him and that the actual number of customers is much greater than ever before.

"What advertising has done for this laundryman, it will do for any other business, in greater or lesser degree, depending on the effort."

"The right kind of advertising is always beneficial to the product about which it is concerned. This is particularly true of newspaper advertising, because it admits of a frequency of freshness that is possible with no other medium.

"The reason no more business people resort to advertising as a sales medium is that they are not convinced of its value. And why are they not convinced? Simply because they refuse to allow themselves to be shown. They won't give advertising a chance.

Markets

Table listing market prices for various commodities: American Can, Am P & L, Am T & T, Anaconda, A T & S F Ry, Auburn Auto, Bendix Av, Beth Steel, Byers A M, Canada Dry, Case J I, Chrysler, Comw & Sou, Cons Oil, Cont'l Oil, Curtiss Wright, Elec Au L, Elec St Bat, Foster Wheel, Fox Film, Freeport Tex, Gen Elec, Gen Foods, Gen Mot, Gillette S R, Goodyear, Gt Nor Ore, Houston Oil, Int Cement, Int Harvester, Johns Manville, Kroger G & B, Liq Carb, Marshall Field, Montg Ward, M K T Ry, Nat Dairy, Nat Dairy, N Y Cent Ry, Ohio Oil, Packard Mot, Pennac J C, Penn Ry, Phelps Dodge, Phillips Pet, Pure Oil, Purity Bak, Radio, Sears Roebuck, Shell Union Oil, Socony Vac, Sou Pac, Stan Oil N J, Studebaker, Texas Corp, Tex Gulf Sul, Tex Pac C & O, Und Elliott, Union Carb, United Corp, U S Gypsum, U S Ind Ale, U S Steel, Vanadium, Western Union, Westing Elec, Worthington.

Table listing Curb Stocks: Cities Service, Elec Bond & Sh, Ford M Ltd, Gulf Oil Pa, Humble Oil, Lone Star Gas, Niag Hud Pwr, Stan Oil Ind, Total sales 6,540,000 shares, Sterling, \$4.56 1/2.

Table listing Chicago Grain: High Low Close Close, Oct, Dec, Jan, Mar, High Low Close Close, July, Sept, Dec, High Low Close Close, July, Sept, Dec.

DERRICK SHADOWS
By V. MARIE STEPHENS

Heat waves weather flings one on one's own resources . . . the same sizzling down to literature.

Delved into the torturing pages of Victor Hugo's immortal "Notre Dame De Paris" the other day and devoured it in indigestible hunks . . . suffering hunks . . .

Determining to obtain our "HC" degree through the sultry months by absorbing the Harvard Classics shelf of fiction, we plunged right in the middle of the thing and took on:

A heroine called Esmeralda, a gypsy, whose unhappy fate decrees that she love tragically one

Phoebus De Chateaupers, a youthful captain who whispers dull love sentences to every pretty lady he meets, and begins to desert our heroine when the hangman claims her.

It seems that Dom Claude Frollo, the combination villain and archdeacon, is the underlying cause for the entire plot . . . throwing the gypsy girl open to

love

horror

torture

(The four words summing up the entire 529 pages of Hugo's masterpiece.)

And, overshadowing the entire cast, the miserable hunchback, whose purpose it is to ring the bell of Notre Dame, goes eternally on adoring the gypsy girl.

Around this impossible figure Hugo winds the ugliness of life, the depth of a soul, the fatalities of existence.

The unfortunate Cyclops gazes on the world with deep and justifiable bitterness . . . hears nothing . . . loves one being and fights for her . . . dies in a dungeon embracing her lifeless form . . .

Thank heaven, he is impossible.

There is a goat . . . Esmeralda's only companion in the cell of refuge in Notre Dame while awaiting her ultimate execution. The goat proves quite lovable . . .

One learns to despise Louis XI, nightmare over the tortures of the day, marvel at the author's power of imagination.

Pinkham Sales Four Per Cent Above Last Year

President Roosevelt's recommendation to manufacturers that they help to restore prosperity by raising wages does not apply to the Lydia E. Pinkham Medicine company. They have never lowered them. All through the depression this company, the oldest incorporated firm now doing business in the city of Lynn, has maintained wages at the 1929 level.

Depression or no depression, the Pinkham advertising must go on. This year the company plans to use 8,833,790 lines of newspaper space. Thirty-three million booklets will be distributed from house to house, covering every state in the Union.

A large crowd from this community attended singing at Salem Sunday night and good singing was reported.

Several celebrated the Fourth by going many places. Some went to Eastland. Mr. and Mrs. Will Howard gave a party that night.

Rev. Frank Skaggs will preach at the schoolhouse Saturday night and Sunday morning. The Baptist revival will begin July 22 with Revs. Frank Skaggs of Comanche county and K. C. Edmonds of Ranger preaching. The people are invited to attend.

The Baptist Sunday school begins at 10:30 Sunday morning.

Mr. and Mrs. Ed Campbell and daughter, Cora, and Misses Elaine

ALAMEDA NEWS

Rain is needed in this community, although the clouds took as if we might have some rain soon.

Singing was well attended Sunday evening. The visitors are invited to come back.

Cyrus Walton of Wastella, Texas, is visiting relatives of this community.

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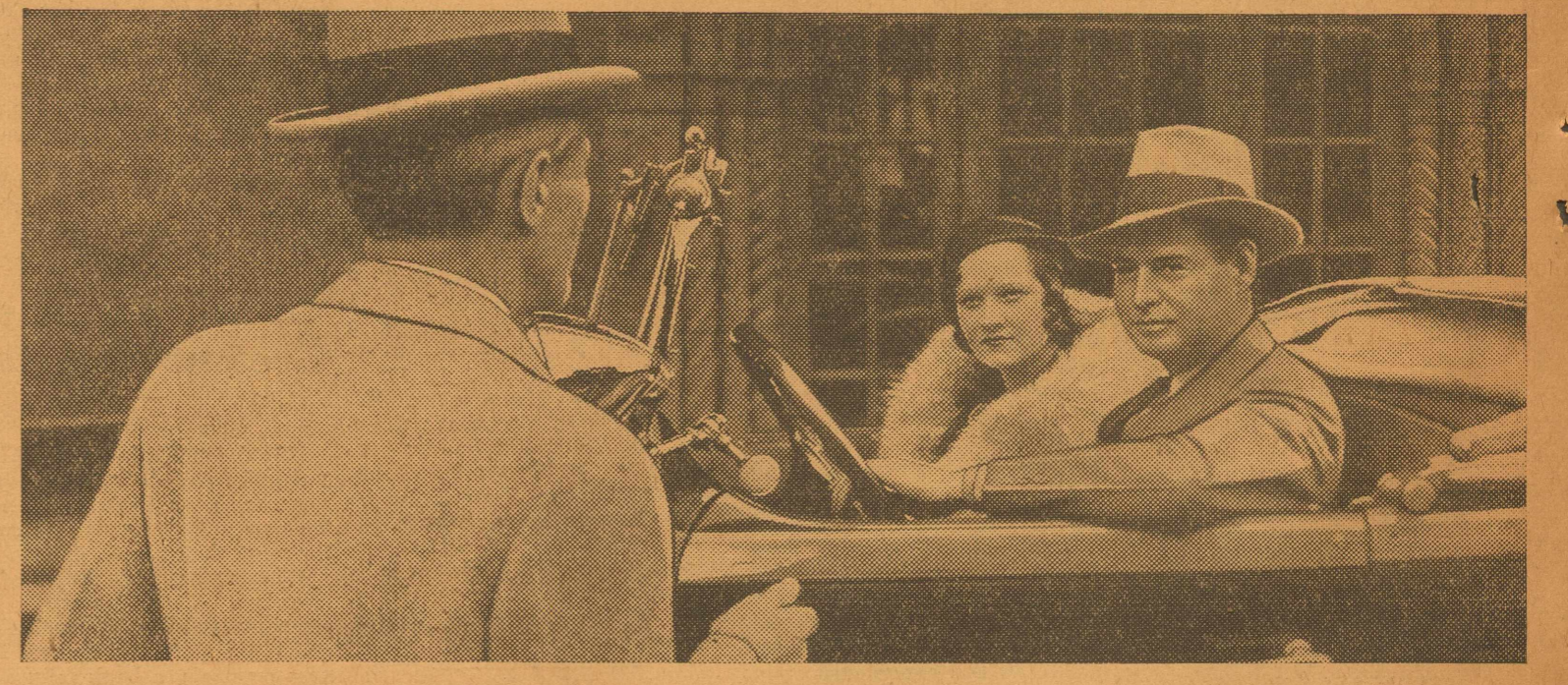
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Lends car for test—Gulf-lube cuts oil costs 28 1/2%



MR. AND MRS. LOU MOORE, Ambassador Hotel, Indianapolis—owned one of the six cars borrowed for this daring test. Gulf-lube cut this car's oil consumption 28.3%, as compared with all other oils tested.

New motor oil amazes AAA Officials*

IN 6 borrowed cars, representatives of the Contest Board of the AAA tested 4 of America's leading brands of 25c oils . . . And, when the 4-day run on the famous Indianapolis Speedway was over, Gulf-lube had beaten every oil in every car!

age of all the figures proved this . . . Gulf-lube went 28 1/2% farther than its competitors before a quart of oil had to be added—a clear-cut saving of over one-fourth!

Switch to Gulf-lube and start saving 2 ways! First, you'll use less oil. Second, you'll pay less for repairs—for the oil that gives higher mileage is a better buy. Prove it! Get Gulf-lube at any Gulf station.



GULF-LUBE THE "HIGH-MILEAGE" MOTOR OIL

