


$\qquad$
EIV GIMES 10 BE : D III THE Valley = TBAL TOURNEY


## Presbyterian Church

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sux

 Eminaze mix
Is
 NeED X WTH FOOD OF HIGH SCHOOL TO




During the second week in March
with a tentative date of March 10 ,
the arriulturva dapartmon


$$
\begin{aligned}
& \text { C. O. Holloway, I. B. MeCormick, } \\
& \text { Erinest Utterback, Louie Burck, Or. } \\
& \text { ville Atwood, Grace MeNamara, Miss } \\
& \text { Borshell and the hostesses. Mem- } \\
& \text { bers who came later were Mesdames } \\
& \text { Ernest Langenegger, Elmer Graham }
\end{aligned}
$$ VALLEY DURING WEEK Another good rain, intersperced

with snow fell here Sunday night
and Monday. Moisture fell from and Waldron Jacobson. Subject study
for the year is, "Buying Problems
of the Home.". Subject for the day
was: "Package Groceries."

## HAGERMAN WOMAN'S CLUB

The Hagerman Woman's club will
meet Mareh 6th with Mrs. Howard
Russell. It is hoped that all mem-
bers, will be present.
DINNER BRIDGE




SANTA FE-The house of rep-
resentatives Tuesday afternoon pass-
ed the administration measure pro-

> WILL ENTERTAIN BOYS

Mabie-Lowrey Hardware Company viding for a reduction of approximately 40 per cent in the license
fess of cars in the state after the
first year and for five years therefirst year and for five years there-
after, when a flat rate is placed in
operation. Only two votes were cast operation. Only two votes ware cast
against the bill
The new scale for pessenger cars The new scale for pessenger cars
as provided by the bill does not in.
clude taxis and driverless cars. It clude taxis and driverless cars. It
follows:
First year- $\mathbf{5 1 8}$ plus $\$ 2$ for each First year- $\$ 18$ plus $\$ 2$ for each
100 pounds or major fraction there-
of in excess of 2400 pounds. of in excess of 2400 pounds.
Second year $\$ 15$ plus $\$ 1.50$ for
each 100 pounds or major fraction thereof in excess weight.
Third year $\$ 12$ plus $\$ 1$ for each
100 pounds or major fraction thereof. Fourth year- $\$ 7$ plus $\$ 1$ for each
100 pounds or fraction thereof. 100 pounds or fraction thereof.
Fifth year- $\$ 5$ plus 50 cents for
each 100 pound or major fraction
thereof in excess weight. thereof in excess weight.
For motor trucks the rates are
For each truck, if the truck ha
 but
pounds, or major fraction thereof th
pouncess of the minimum; if the
ning.
exeight is more than 2,400 pound g. weight is more than 2,400 pounds
$\$ 22$ plus $\$ 2$ for each 100 pounds
major fraction thereof in excess o n the truck has been register
ing the two prior years: $\$ 1$
first class as described above
f the second class plus $\$ 1$ fo each 100 pounds or major fractio
thereof excess weight. for the thir
class, $\$ 18$ plus $\$ 1.50$ for each 10
pounds or
excess weight. rates are: If no
For taxis the rate
registered of two prior years,
plus 7 for for each 100 pounds or mm
jor fration thereo in excess
1600 pounds; if registered for two



Kenneth M. Goode, noted advertising writer, says, By far the most important source of waste in ad-
vertising is quitting, and this can be charged against vertising is quitting, and this can be charged against
no one but the man, or concern, that pays the bill. "No business should start, advertising unless the
controlling executives realize that advertising is one race that has no finish line.
"Even a bad advertisement will come to mean
something and be productive if run long enough, while a good advertiser who quits, loses in time probably all
he has put into his campaign.
"I honestly believe that the losses sustained by Am erican advertisers who have quit during the past fifty
years, total as large as the cost of years, total as large as the cost of our participation i
the World War." Moral: Don't quit, it costs too much.

ANOTHER SOURCE OF SUCCESS
Another worthy objective that deserves success and
one that comes pretty close to home is the presen one that comes pretty close to home is the present
campaign undertaken by the wool growers of the state campaign undertanen public to eat more mutton. Mutton
to encourage the
is really a palatable dish. It provides another source is really a palatable dish. It provides another source
of revenue for the sheepmen when the price of wool is so low. The public has responded generously
the slogan of "Eat More Lamb," and have added an other item to their menu.
"Save the Surface and You Save All," is a good
logan. But one may be pardoned if he wonders if slogan. But one may be pardoned if he wonders if
it ever sold very much paint. There are a lot of things
the public doesn't know about paint that might be told with profit. "Say It With Flowers" is another catchy
slogan. But how many flowers has it sold? Person-
ally neither of these slogans has ally, neither of these slogans has even had the slightest
effect in making us want to buy either paint or flowers.
A lot of other catchy advertising ideas are equally A lot of other catchy advertising ideas are equally
open to question. Place a litter of frolicsome pups in a show window and the sidewalk will be thronged
with people all of the time. There will be an endless with people all of the time. There will be an endless
amount of comment. But how much merchandise
will such an exhibit sell? How many people will be will such an exhibit sell? How many people will be
attracted to spend money in that store by such an ex. hibit? A druggist friend of ours had a display
mud turtles in his window several days last summer He confesses that he cannot trace the sale of a single
additional sandwich to their presence Somethin additional sandwich to their presence. Something
besides catchy ideas are necessary to make a good
advertisement. United States Publisher Indications are that an attempt will be made to Indications are that an attempt will be made to abo
ish capital punishment by legislation. Other state have tried it and we don't know that they have profited have tried it and we don't know that they have profite
by it, certainly not from a moral standpoint. When the public has to deal with a gang of criminals, who
do not hesitate to shoot their victim in the back with do not hesitate to shoot their victim in the back with
a machine gun, if the opportunity presents itself, surely deserves no leniency. It is only the fear of the rope
or the electric chair that deters some of the wor criminals. Remove this fear and the public would be



Don't leave seattered straw stacks Dont leave scattered straw stacks
around to breed stable flies. Plow
traw under or burn it. A heavy coat of white lead will protect tree wounds resulting from
the removal of large branches. This
does not make the wound heal more does not make the wound heal more
quickly but protects the heartwood from decay until the new growth
develops. Yellow ochre, coal tar, and develops. Yellow ochre, coal tar, and
grafting wax also are used for this
purpose. Copper carbonate is the most satismat, or bunt, of wheat, says the
can look with confidence int future if your present financial dition is good.

Remember that wise provision $f$ care of your money brings turns.


# Triangle Lumber <br> Dexter, New Mexico <br> PAINT <br> MESSENGER WANT ADS GET R <br> WEDDING ANNOUNCEMENTS-THE M <br> <br> You <br> <br> You. 






free cettle, says the bureau of ani-
and

The viability of alfalfa seed is
clearly shown by its appearance. Plampy shown by its appearance.
color almost a bright olive-green
aldy germinate color almost invariably $\begin{aligned} & \text { germinate } \\ & \text { well, whereas shriveled seeds or }\end{aligned}$
hose of a brownish hore of a brownish color usually
germinate poorly. Alfalfa seed turns reddish brown with age, and though
some viable seed may have this color,
is better not to without a germination test. This an be made by placing 100 seeds
between cloth or boltting paper and
keeping them moist and at a temper ature of about $77^{\circ} \mathrm{F}$. After 5 or
days most of the reaily viable seeds will sprout, but some remain
hard, especially if they are of the
variegsel ard seeds will grow when planted ing the per cent of germination.

Genesis: "What did yo' wife say
when yo got in at two las' night?" Exodus: 'She neber say a word.
h wuz goin' to have dem two front
leeth pulled out anyhow."

# WITH THE 

 pmicel

## First National B of Hagerman <br> JOB PRINTING AT THE MEN

ser our engrating samples-nt
McCormick
Deering Separator

A good Separator i just as important as Cormick Deering Se arator does the wepand separates both hot and cold milk us give you a dem onstration.

ROSWELL HARDWARE

## Fresh Roasted Co

GUARANTEED HIGH QUALIT COFFEE
U. S. Blend SUNS

FOR SALE BY LOCAL MERCHA?
The grind is important, come in and let
ROSWELL COFFEE COMP
DAN C. SAVAGE, Proprietor


## MAJESTIC <br> ARTESIA, NEW MEXICO <br> "NO LIMI

Sunday--Mon.
MARCH 1 AND 2
MATINEE SUNDAY-2:30
NIGHT - 7:30

The Back Yard Garden, and What May Be Grown In It

U. S. TAKES STEPS TO
AID PRISON HEALTH

Plan Close Scrutiny of Penal Institutions.


 henith service in
stitutions.


released to overcome the handicap
their prison record.
Now probation oflicers are now be
tng apponted trinoghout the country
under an expanded oappropriation tng appointed throughout the country
under an expanded appropilition of
sitr, 000 voted by congress at the last
eession. The Justice department session. The Justce department ex
pects to have on such offcers on duty
by November 1. At present there are pects to have 51 such offlcers on dut
by November 1 . A present there ane
only 15 probation offcers and no pe
role oflcers in the tederal prison syy only 15 probation of preersant and nere ao
role officers in the federal prison sy
tem.
Treatment of prisoners in this wis tem. Teatment of prisoners in this wis
and expanson of the parole syste
is part of the general federal pris
on program adopted by Santord Bate
on is part of the general federal pris
on program adopted by fentord Bates
federal superintendent of prisons.
 coeding wram expected to ald greatly
ing prelleving present congestion in fed.
in in relleving pres
oral prisong.

BIG BIL
Chicago, $\overline{\text { Illinois }}$ - "Big bill" Thompson, invineible as ever, won his
fourth mayoral nomination in the
republican priman fourth mayoral nomination in the
repubican primary eletion Tuesday,
defeating by a plurality estimated at 45,000 the clurality estimated
John H. Lyle. crime-battling Judge
With less With less than 800 precincts miss-
ing, Chican's cowboy mayor had
corralled 200 . corralled 200,343 votes, mayor had had
Lyle harvested 1 1.64,
man And Arthur $\mathbf{F}$. Albert, leader anti-administration forces in the city
council and council and a partisan of thenato
Charles S. Deneen, trailed with 70
916 . Against Mayor Thompson in t
April election will be pitted Anto J. Cermack, commander--in-cehief
Cook county demoracy, who w
his party's nominoter Cook county democracy, who w
his party's nomination hands dow
In the few precinets tabulat the democratic primary Taubated
mack had more than sixty mack had more than sixty votes
every one cast for his single op
ponent, John B. Devis. ponent, John B. Devoney. NO INCREASE in COAL RATE
A communication from the Peco
Valley Traffic Bureau at Roswell, Valley Traffic Bureau at Rosw
advises that the petition of
Santa Fe Rairood, asking for
increase on intra-state coal rat to points in the Pecos valley has
been withdrawn. The application of
the Santa Fe . the Santa Fe was cancelled on
ruary 20th.
Messenger Want Ads pay


|  | 16 rally and field meets; 24 sessions of leaders training, conducted; 32 civic clubs attended. <br> Under the caption "Advancement," Mr . Huffman says the following badges were awarded: 291 tenderifoot, 151 second class, 58 first class, 398 merit badges, 20 star, 15 life, 4 eagle, 2 bronze palms. Under membership, Mr. Huffman states that the area has 40 troops, 709 scouts, councilmen, 70 members of wolf clubs, total membership $1,030$. <br> BILL FOR ADDITIONAL <br> JUDGE PASSES HOUSE <br> The house of representatives at Santa Fe Tuesday passed a committee substitute bill to administration measure HB 104 creating an additional judge in the fifth judicial district by a vote of 48 to 1 . Representative Patton argued that the bill was necessary to take care of the many criminal cases that have arisen in the district. Representative on the grounds of economy. <br> Messenger want Ads nay |
| :---: | :---: |
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| nal scoutwas the quet and of the |  |
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| . |  |
| Hocken-ry; Geo- |  |
|  |  |
|  |  |
|  |  |
| ve made <br> 135,000 <br> of hon- <br> neetings; |  |
|  |  |
|  |  |
|  |  |
|  |  |

She gets her man ... but is he worth it? He
smashes her illusions . . . breakes her heart ... smashes her illusions... breakes her heart....
drags her from luxury to the law's clutches.

MELBA


PUBLIC SALE

At the farm of W. F. Jenks, 1 mile south, 11-2 miles east and 1-2 mile south from Artesia

## THURSDAY, MARCH 5t

SALE BEGINS PROMPTLY AT 10:00 A. M.

## LIVESTOCK

 1 Bay Mare, 9 yrs. old, wt. 1800 1 Bay Mare, 9 yrs. old, wt. 1700 1 Black Mare, 7 yrs. old, wt. 1800 1 Black Horse, 7 yrs. wt. 1850 $1 \begin{gathered}\text { Black Horse Mule, } \\ \text { wt. } 1650\end{gathered}$ yrs. old, wt. 16501 Black Mare Mule, 6 yrs. old
1450
IMPLEMENTS
$31 / 4$ inch Wagon with Hay
Frame
Frame
Riding Cultivators
1 Riding Lister Planter (Rock Island)
1 Riding Turning Plow 1 Riding Two-Way Plow (good) 1 Walking Turning Plow
1 Two Row Planter 1 One Row Planter 1 Harrow, (nearly new)

1 Harrow (old)
1 Double Tractor Dise 1 Fordson Tractor 1 Fordson Disc Plow 1 Double Shovel Plow 1 Georgie Stock
2 Sets Work Harness
1 McCormick Mowing Machine 1 Mowing Machine (old) 2 Hay Rakes
1 Disc Cultivator with Shovel Attachment
1 Stalk Cutter
1 Land Float
1 Orchard Dise
HOUSEHOLD GOODS
2 Coles Hot Blast Heaters 1 Small Cook Stove
1 Writing Desk and Book Case Combined
1 Dining Table
1 Kitchen Table

1 Dresser
1 Commode
1 Stand Table
4 Wood Chairs
1 Library Table
1 Iron Cot (Folding)
1 Sunshine Gasoline Lamp 1 4-Burner Puritan Oil R 1 Rayo Lamp

MISCELLANEOUS
2 10-Gallon Stone Jars 1 375-Gal. Galv. Stock Wat

Tank
2 Tons Corn
3 Stands Bees
1 Iron Wheelbarrow. 2 Tons Cotton Seed, from years certified College See Some Alfalfa Seed. A Quantity Sudan Hay Many small articles too nu ous to mention.

## W. F. and C. F. JENKS, Owners

FRANK MORRISON Auctioneer
J. E. ROBERTSO Clerk



MASONS TO ASSEMBLE IN GAVERNS OPENING SESSION ON MARCH 17


WHY $=$
Nickname of "Hawkeye"
Was Given State of Iowa Nickname of "Hawkeye"
Was Given State of Iowa
"Hawkeye" as the nickname for
Iowa was first formally proposed og
 In Des Molnes county, claimed to have
suggested the oogiomen to Edawards. socested the cogiomen to Edwards
Acording to Benjanin . Shambaukh
superintendent of the Site Historical soperintendent of the State Historical
socety of lowa, the sobriquet was tmmedhately approved by many prom-
nent Iowans and it was gradually nent Iowans and it was gradually
adopted by common consent after it
was used in a series of letters printed wapted by common consent arter
was used in a serites of letters printed
in the newspapers of the terrrtory in In the newspapers of the territory in
1839. It Is supposed that "Hawkeye"
was sugzested by the name of the fa. mosus Sae and Fox chiter, Black theakk,
who led the Black Hawk war of 1832 who led the Black Hawk war of 1832
and who died on the Indlan reserva and who died on the Indian reserva-
tion on the Des Molnes river in 188s,
the year that Edwards proposed the the year that Edwards proposed the
nlckname In the Patriot. Edwards
Imself theught that the adoptlon of Hmself thought that the adoption of
the ntckname would "rescue from ob${ }_{\text {It }}^{11}$ re
 was a terror the the early voyngers
nad traders whio visiled that reglon There is, however, no evidence that
Black Hawk or any other Idice answering the description was ever
known as Hawkey.-Pathhnder Mag-
Why Ozone in Upper Air Is Benefit to Mankind Ozone is queer stuff. Sclence would
Hike to know more ationt like to know more about it. There is
much ozone in the atmosphere at nish much ozone in the atmosphere at high
altitudes. In fact, there seems to be
a sort of layer of a sort of layer of It far aloft, which
is exceedingly fortunate for man, in. is exceedngly fortunate for man, in-
asmuch as it absorbs and thereby
shuts oft, most of the shuts off, most of the untra-vilet rays
that come from the sun. that come from the sun.
The ultra-viletet solar
 But there may be too much of a good
thlag. If all the ultra-vlolet rays that reach the earths a a atmosphere came came
through the latter, anobstructed, evthrough the latter, unobstructed, ev-
ery one would be obliged to wear or ery one would be obliged to wear or
ange yellow or blue goggles, or per haps smoked glasses, to escape belng
bilnded. Ozone is slmply oxygen with an ex-
tra atom to the molecule. It ts an
unstable gas, reandy unstable gas, readily break king up and
converting litself into ordinary oxyen. converting its

- Exchange.
Why Niagara': Flow The flow of water at Niagara varles In turn Helght of Lake Erie, whtich
influenced by raln on the territory dratned, direction of whod.
and dliversions from Lake Michigan at
the the Cheago drainage canal, diverslons
through the Welland canal hrough the Welland canal and the
New York barge canal. The average New York barge canal. The average
flow is olaced at 191,000 euble feet
per second. The total diversions aver. per second. The total diversions aver-
age 73,000 cuble feet, or considerably
nore than onethlrd the average flow Why Scold It "Xantippe" Why Seold I. "Xantippe"
To say of any woman that she To say of any woman that she is an
Xantlppe is not to fhatter her. On the
contrary, it is eppthet of opprobrium contrary, it is eplthet of opprobrlum
with whic tew members of the fairer
and not always wenker sear care and not always wenker sex care to
be identtled.
For to be a Xantlppe is to be a
 would phrase it a a "killopy." ${ }^{\text {as }}$. Johnny
The alluston is to the wife of soe The allusiton is to the wife of 8oc
rates - Xantippe - notorious through-
ret
 Ker band temper and her
Kansas Clity Star.


## $\underset{\text { Herodotus }}{\text { Gigantic Structure }}$

 Herodotus estimated that 100,000 men were engaged for 20 yeabouliding the Great pyramid.

## Scientist Finds Ancient

Idol of Pre-Aztec Era Mexico, City, -What is alleged to
he the larzest idol ever found in Amer he the largest dool ever found in Amer.
lca was issooverel recently near Te
coco, 40 miles from Mexthe Cit coco, 40 milles from Mexieo City, by a
Hindu areheologlst, Pandurang Khank Hindu areheologlst, Pandurang Khank.
loje. It is 3 feet hivh and to supposed
to date back to pre-Aztec to meat o date back to pre-Aztec times,
Its existence is sald to have known in the days of Porffrio Dis president of M M
agann in 18s4-19
mentioned It. mentioned it.
The stone dess of Water and is celled Chalcut-
ilque. It has ane lique. It has a this ckneass of chatect. 20 feat
and is tantastically of the original green paint whitch or
or amented the head are stlll visible. The ancient tmage wint probabiy
have to Ile in the deep dithe where
was found because it would It was found because it would be
necessary to bulld a ralliond to haul

Woman Builds Shrine
That Attracts Tourists Canton, Ohto.-Mrs. Joseph Naegel len spent several ceks of hard labor
bullding, with her own hands, a min
mat
 lature ssirne of onr Lady of Lourdes
Hundreds of persons from many part
of the state now of the state now make pllgrimages to
her shrine. Mrs. Naegelien's shrine is a place of beauty. Flowers bloom
in a profusion of colors around dt and mall granite stones deco
ard tin artistic design.
Yes, Sir, This Must Be Ye Perfect Humbug! Cambridge, Englant.-Muark Webb, Dacteriologist, told students that two
youths who had gratted the head youths who had gratted the head of
a bee on a beetle afterward maln-
talined they had evolved the perfect a bee on
tained the
tumbug.
 FEDERAL GAME EXPERTS
Federal game experts last week
completed a survey of the Guadalupe
mountain section in southern Eddy
county. The survey was conducted
by M. M. Musgrave, game specialist
of the forest service and R. D. Mor
ris, range examiner. These men pro
nounce the Guadalupe setions one
of the best refuges for mountain
sheep in this section of the country.
Recommendation were made to rid
this area of lions and eagles, the Lat
of
at natural
since
are mo
One
he e
nd
imes
im th
some
and
was
las
of an
at the com $\qquad$ citan of the
plentif
nterest
that ain sheep,
he country
tiful. $\qquad$ these experts soon
to tell what kind of
range is best suited The girl, lonely wasi gearining analy and ,ishens hemin Nown



Mail the Coupon Below

It will Bring You Information About

American Commonwealths Power Corporation \$6 CUMULATIVE PREFERRED SHARES
A safe investment . . . can be easily sold . . . is good bank collateral and yields over $61 / 4 \%$
$\left\{\begin{array}{l}\text { You can buy this stock out of income on the easy } \\ \text { payment Thrift Plan, for as little as } \$ 10 \text { a month }\end{array}\right]$
ALBERT E. PEIRCE \& CO.
SOUTHEWESTERN PUBLIC SERVICE CO.
A part of the American Commonwealtbs Power Corporation)
$\qquad$

# THINK THIS OVER 

How much has outside business contributed to the growth of Hagerman?
Consider that the progress of a town directly benefits every property owner in it

## THEN TRADE AT HON

GROCERIES AND DRY GOOD GARNER MERCANTILE CO.
PEOPLES' MERCANTILE CO.

GROCERIES AND MEATS
LAWING MAKET

DISTILLATE, KEROSENE, FUEL OIL, LUBRICATING OIL, GASOLINE AND AUTO SUPPLIES, ETC
BUFORD SERVICE STATION SUNSHINE OIL STATION

DRUGS AND CONFECTIONS
McADOO DRUG CO.

CAKES, PIES, BREAD QUALITY BAKERY

HARDWARE AND LUMBER KEMP LUMBER CO,

AUTOMOBILE SUPPLIES, ETC C AND C GARAGE HAGERMAN SERVICE STATION



## Regardless of Snow Flurries

And a slight cold wave we're easing the new Spring Styles into stock, and they'll be ready for

We promise you a real selection too .... no only of Shirts, Pajamas, Ties and Sock but of Suits, Shoes and Hats
CFE•MODEL


## Your Eyes

Cannot detect the difference between he inferior tire and the tire of approved workmanship and materials.

The mileage test is the only reliable emonstration.

USE GOODYEAR TIRES AND, BE SURE

## Wortman's Super Service

Dexter, N. M.
Phone 22

## 

## WHY

There Can Be Months With out a Full Moon.

hy Moon Is Kept From
Obeying Law of Gravity

rua
pre

- farty siven to a wonthi in whitchu no
full moon falls, says an arttcle in Path.
finder Magazine Under our present caleudar February is the ouly meonth
center mat is shorier than the lunar cycle
that that ts shor:ier than the lunar cycle
and consequently it is the only month
whlch can have fewer than four moon Which can have fewer than four moon
phase, The missing phase, however.
need not neeessarily be the full moon. need not necessarily be the full moon.
but may be any one of the foru. Like
wise five phases of the moon occasion-
ally fall in the other ment ally fall in the other months.
The average time from on from
then
then


gun
will
as
wel
sam
san
mo
gra
Pa
Why Nailu Ier
A query which comes to my desk
whtch blossom and oo not mature
truut and where the color of leares
is dull, calls to mind that years ago
one
the
cess
Those nalls ns they rusted supplled
the Iron which was deffelent in the
ing that one of our sclentststs advise
putting tron salts in holes bored tnto
pear trees where the leaves are dull
In color and the trees show lack of
vitallys.
vitality.
Thls has been the practice for gen-
erations in Europe.
eratlons in Europe. Bring a frult tree
into healthy conditton and it will pro-
duce frult provided the blossoms are
duce frult provided the blossoms a
fertillzed.-Portland Press Herald.


## $T$

Why Sunset Ie Brilliant
colors are caused by the excess of rays
of long wase
of long wave-length, rexd and of rays
chleffy, which pass more readlly
the long
the long path through the dense low
er strata of the atmosphere. which
must be traversed at sunset, than the
short wave'
must be traversed at sunset, than the
short wave ingth blue and vilet rays,
which are obstructed not only by the
Which are obstructed not only by the
atmosphere, but also by dust partitele
and tmpurities suspended In It. Tt
Anest sunset colors are produced when
there Is the greatest amount of dust
and impurit les in the atr throust
and impuritles in the atr through
which the sunllght passes. No sun-
sets are perfectly colorless.
Why Insect Pests Flourith
Whence came our present Inse Whence came our present insect
posts?
eign of them came from foreign countries. And they come her
without thetr natural enemles.
this way the balance is disturbed,
the this way the balance is disturbe
wholly in favor of the insect. A
Insect in his home land is often insect in his home land is often so
harmless and obscure that his pres.
ence ts not even ence is not even noted. This is be.
cause his natural enemles keep him
in his place in his place. But transplant thas hlttle
bug to America, give him plenty of rich food and no enemles, and he will
show what the blological laws of re-
prod show what the ble
producton mean.

Airplane Saves Life of Strangling Baby Alameda, Calli,- $\mathbf{A}$ two-myle-
Remote alronane filght from
Reno

The boy swallowed a buth of hile playing at the Reno home
of his parents, Mr. and Mra.
Herman Baker. strangulation, doctors sald an
mmediate operationt sary. When the plane, plloted
by Frank Co the boy was taken to Lane hos:
pital.


II In the earlier days of this country, spending the family budget was a hazardous business. It was only by harsh
experience that a householder learned to steer clear of bad bargains and come into port with his money's worth.

4 There were snags and shoals aplenty. Inferior goods and unscrupulous merchandising methods made the channel dan gerous. "Let the buyer beware" was an accepted slogan of trade.

T Fortunately for millions of consumers, this condition has holly changed in more recent years. The channel has been charted. Today advertised, trade-marked goods of known value are for sale in every city and hamlet. The buyer knows he can rust such products. He reads ir.e advertisements in his paper, chooses the commodities he needs, and makes his pur-
chases with the knowledge that he will get full value for his outlay.

- The advertising columns of this newspaper point the way to satisfaction. If you make it a habit to read them with care you will save money, and save time.

