

RANGER TIMES

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NOTICE TO THE PUBLIC

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Peace Seems To Hinge On World Prosperity

Poland slides off the gold standard, and French stock market prices sag heavily in the face of an impending radical election victory; and in these things may be read a forecast of further political unrest which has been making that luckless continent, Europe, so unhappy.

For politics seems to follow economics in modern Europe. Ever since the war, disturbed economics has meant disturbed politics. When a measure of prosperity arrives, the nations get along with themselves and with one another; when it departs, they fall out and there is trouble.

For rather more than the first half of the post-war decade, European finance and trade were highly unsettled; and those years were also a time of great political unrest.

Revolt and counter-revolt swept central Europe. Italy indulged in a Fascist revolution. France marched into the Ruhr. Turkey fought the Greeks. Within and without, each country faced disorder and acute discontent.

Then, in 1925 or thereabouts, business improved. Currencies became stabilized, international trade revived, war debt and reparations questions were given temporary settlement. And straightway political conditions improved.

The Locarno Treaty was signed, the German republic took a new lease on life; if nothing much was actually done about disarmament, the nations at least found it in their hearts to talk about it.

The Kellogg Pact was signed amid fine talk about international friendship. Statesmen found it less necessary to turn the gendarmes loose on their own peoples.

Then came another change, about five years later. An economic crisis developed in Austria, moved on to Germany, spread all across the continent; and before long it was reflected in a new, more serious political tension.

Germany embraced dictatorship. Spain had a revolution. Italy was driven to a desperate foreign war. There were bloody riots in France. England began hastily to rebuild her fleet and her air force.

Talk of war and revolution, unheard for years, began to be heard on every hand.

It is hard to tell whether economic trouble causes political trouble, or vice versa. Maybe the two things more or less cause each other. But the one obvious fact is that they go hand in hand. A prosperous Europe tends to be a peaceful Europe; an unprosperous Europe is ripe for war and revolt.

Stating the case like this only emphasizes the world's dire need for finding the road to international economic recovery—and finding it quickly. If the world hopes to live in peace it must, apparently, learn the secret of keeping healthy its trade and finance.

At the end of her working day, it would be embarrassing for that Florida nudist steno to turn to her file and not find, in Miscellaneous C, her clothes.

In that Detroit revolving door robbery, the victimized messenger was released even though he had been going around with the hold-up men.

TACKLING THE MASKED MARVEL



IF YOU'D JUST CO-OPERATE WITH ME!

This Is Worth a Trial



Sentence for Jaywalkers—Instruction in a Baby-walker

If grownup jaywalkers could be sentenced to five days' instruction in a baby walker, in plain sight of everybody on the streets, no doubt it would change pedestrian habits over night.

be killed each year and thousands injured. Last year there were 4,000 pedestrians who were killed while crossing the street in the middle of the block.

250,000,000th Tire



Completion of a quarter-billion tires was celebrated last week by The Goodyear Tire & Rubber company.

250 Million Tires Made by Goodyear Sets New Record

Production of 250,000,000 tires, a mark unequalled in the rubber industry, was reached at the Akron factories of the Goodyear Tire & Rubber company, last week, according to information received by J. W. McKinney, manager of Goodyear Service, 108 South Rusk St., Ranger.

assisted in the ceremony, President Paul W. Litchfield himself applying the tread and inspecting the tire as it came from the molds.

AS SIEGE BRINGS JERSEY RELIEF CRISIS



Ray Cooke is pictured as he called legislator "liar" for linking relief siege to Communists.



"Sorry to disturb you, but I'd like my seat, please." Assemblyman Basil Bruno (left) tells Frank Chatty, one of the unemployed "matters" who sat in mock session at the New Jersey capitol.

MARKETS

Table with columns for stock names and prices, including Allied Stores, Am Can, Am P & L, etc.

Central West Texas Oil Field

South Bend Well Drops After Flow BRECKENRIDGE. Reports from the oil section near South Bend received were that flush production in the Curtiss-Bracken well at the northwest edge of the field had dropped so low that the hole will be deepened and acidized.

MARKETS

difficult to see how it could be misunderstood. There are some other points to be noted in the amendment. It provides certain restrictions of its own. Nobody shall receive over \$15. monthly from the state.

Pension Agreement

such a law. The legislature has permission to do a number of things which it hasn't done. For example, the Constitution specifically authorized it to levy income taxes, but it has never done so.

Legal Records

Instruments Assn.—Perry I. Fox to J. H. Roberts, east half of blk. 3, NE quarter sec. 4, H&TCRy Co., five acres interest, see instrument 8852.

BASEBALL

Table for Texas League baseball standings, including teams like Beaumont, Houston, Dallas, etc.

AMERICAN LEAGUE

Table for American League baseball standings, including teams like New York, Boston, Cleveland, etc.

NATIONAL LEAGUE

Table for National League baseball standings, including teams like St. Louis, New York, Pittsburgh, etc.

FORT WORTH LIVESTOCK

Hogs, 800. Top butchers, 865; bulk good butchers, 845-855; mixed grades, 775-840; packing sows, 725 down.

FORT WORTH CASH GRAIN

Wheat—No. 1 hard, 108 1/2-112 1/2. Corn—No. 2 white, 86-87; No. 2 yellow, 78-80.

IMPORTANT SCHEDULE CHANGE EFFECTIVE MAY 17th

Advertisement for Texas Pacific Railway with logo and schedule details for various routes.

Advertisement for 'THIS CURIOUS WORLD' by William Ferguson, featuring a saw-fly and text about its life cycle.

News From 4-H Clubs of County

The Scranton 4-H club girls met April 27, at the Scranton school. The aprons were handed in, Cornelia Faye Stewart, assistant home demonstration agent, gave a demonstration on how to score the aprons. Mary Edna King's apron was scored the best by the club girls. Miss Stewart gave a demonstration on how to alter a slip pattern. A slip pattern was left with the wardrobe demonstrator and the garden demonstrator for the girls to use.

The following club girls were present: Johnnie Pearl Leveridge, Mary Edna King, Anna Bell Barron, Mary Lee Black, W. J. Ruth Ledbetter, Marie Simpson, Aura Lee Pittman, Dorothy Ben Ray, Alma Frances Shrader, Mildred Scott, Geneva Evans, Mildred Holland, Melba Dean Thompson, Margaret Maxwell, Lois Killough, Teresa Beebe, Madeline Beebe, Helen Rayward and the club sponsor, Miss Elizabeth Jobe.

The Colony girls' 4-H club met Tuesday, May 4, at 8:45 at the Colony school. The girls scored the finished aprons. Imogene Stuard's apron was scored the best. Cornelia Faye Stewart, assistant home demonstration agent, gave a demonstration on how to alter and cut a slip out. Slip patterns were left with the wardrobe and garden demonstrators.

The following girls were present: Mildred Harrell, Minnie Wanda Morton, Opal Holliman, Clara Jane Harmon, Chistene Akers, Jane Akers, Imogene Stuard, Jessie Morton, Norma Gene Hadley, Virginia Kubanks, Norma Ruth Crabb and Pearl Ridling. Lometa May and Ruth Jeanette Akers were visitors of the club.

The Romney 4-H club girls met at the Romney school, April 27, at 9 o'clock. The aprons were discussed. They will be finished by the next club meeting. The following club members were present: Georgia Mary Phar, Essie Lou Marsh, Edith Frye, Earlene Marsh and the club sponsor, Mary Alice Webb.

The Olden grammar 4-H club girls met Tuesday, May 5. The girls are working on their aprons and will have them finished by the next meeting day. Those present were: Violet Newell, Verda Jean Spurlen, Maxine James, Margaret Horn, Jean Marlow, Wanda Choate, Marcella Kullen, Joyce Hendrix, Sara Crawford, Wanda Neale, Sharrett, Ollie Marie Adams, Dorie Roberts, Janice Crossley, Marain Crawford, Jennie Betty Weeks, Opal Britt, Freddie Burke and the club sponsor, Mrs. Stragg.

The Kokomo 4-H club girls met at the Kokomo school, May 6. The club girls all had their aprons finished and they scored them. Lily Hagar's apron was scored best by the girls. Cornelia Faye Stewart, assistant home demonstration agent, altered and placed the slip pattern on Phyllis Jean Donaldson and Lilly Dell Hagers' material, showing the girls how to cut them out. The following club girls were present: Lily Dell Hagar, Verna Eaves, Verda Eaves, Louise Eaves, Billie Timmons, Jean Mangum, Neva Caudle, Mary Morris, and the club sponsor, Mrs. L. R. Higginbottom. Mrs. Eaves was a visitor of our club.—Reporter.

\$54,000,000 is Paid On Insurance In Effect Few Months

NEW YORK—During 1935 over 78,800 first-year death claims for a total of \$54,000,000 were paid by American life insurance companies, according to a tabulation issued this week by the "Weekly Underwriter," insurance newspaper. These are only the claims paid on the lives of those who died before their life insurance policies were less than a year old.

This is an average of 260 claims totaling over \$180,000 for each business day on persons who had taken out new insurance during the previous 12 months. They were in good health at the time of examination or they would not have been insured, yet accidents and sudden illnesses took a toll of nearly 80,000 persons, involving insurance of over 54 million dollars.

"This is even more significant when it is realized that one in each 25 persons who died last year owned a policy that was not yet a year old," says the "Weekly Underwriter."


Closely linked with this fact is the report by the publication that one in each 35 persons who died last year had dropped a policy during the previous 12 months, representing millions of dollars lost to their families through dropping the insurance just a few months before death.

CITY'S DRIVERS ON GUARD SALT LAKE CITY, Utah—Visitors without pay face city employees who are in wrecks with city automobiles, under a ruling made by Mayor E. B. Erwin. The schedule is: first wreck, one week suspension; second wreck, 30 days; third wreck, indefinite suspension.


27 Shopping Days in May 27 Opportunities To Save at Wards



Men's Shirts and Shorts
Regularly 19c quality **15c** ea.
Full cut, fancy pattern broadcloth shirts. No binding or discomfort. Rib knit shorts.



Flashlight Cells
3c
Regularly 5c
Dated to insure freshness! Wax top! Value!




Gallon Camp Jug
1.29
Reg. \$1.39
Holds heat or cold for many hours! For many uses!



3 Rolls Toilet Paper
Reg. 15c **13c**
Soft, absorbent! 1000-sheet rolls!



35-lb. Roll Roofing
1.00
Smooth surface. Felt, asphalt! Covers 100 sq. ft.



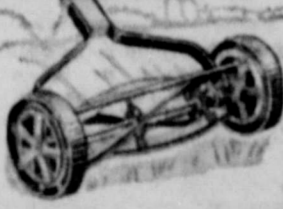
1/2-inch Manila Rope
2c ft.
Pure manila, water proofed! Hard twisted! Save!



Garden Cultivator
3.69
5 different attachments! 24-inch wheel! Sturdy! Value!



Pint Size Vacuum Bottle
79c
Reg. 89c
Made by famous maker! Rust-proof!




Well Built, Smooth Running Lawn Mower
Exceptional **5.45**
Value at
4 Keen-edged blades of tool steel. 8-in. wheels. Self-adjusting ball bearings. Save at Wards.

One of the 6 most expensive refrigerators to build... yet you

1936 WARD REFRIGERATOR

Save up to 40%!

It costs Wards that much less to sell! Compare



8 1/2 Cu. Ft. Deluxe

17495

\$5 DOWN, \$9 MONTHLY
Small Carrying Charge
A Verified \$250 Value!

- 19 sq. ft. Shelf area, 128 Cubes, 13 1/4 lbs. ice.
- Standards of Quality
- Built to the Highest
- Gives Complete, All Purpose Refrigeration
- Incorporates Every Worth-While Feature
- Super-Insulated, All Steel Welded Cabinet
- Plus-Powered, Twin Cylinder Compressor

Other Models as Low as \$5 Down and \$5 Monthly

Sale of Floor Samples and Used Electric Refrigerators **89.95** and up

FABRIC
The thing for Summer!

98c

In the first place, it's cool. In the second place, it's smart with cotton frills. And in the third place, it's inexpensive in this white fabric sandal. Need we say more? Sizes 3 to 8. C.



The Higher Heel is new in Men's Oxfords

Heels may be going up on men's shoes but Wards price stays down. The popular trouser crease style. White nubuck. 6-11. Boys' White Shoes, \$1.98

2.98



Cool summer sports SANDALS

79c

Priced so that you can have two pairs for less than \$2. Adjustable snap buckles. Crepe type rubber soles. Duck, in all white or with contrasting trimming. 11 to 2, 2 1/2-8.



All America says 'Hats Off' to Wards

\$1 Sailor Straws

Thrift-minded men salute them as the season's hat values! They're made of good quality materials, the kind you usually find in \$1.49 hats. They've got workmanship and looks that you seldom find under \$1.49. Perforated under the band for ventilation.



NOT JUST A BED
NOT JUST A SPRING
NOT JUST A MATTRESS

BUT ALL THREE FOR ONLY 18.88



Without a doubt one of the best offers we've ever made! You save \$3—that's good, but it's even better when you consider that this is a direct savings on Wards regular low prices which saves you money to begin with! There'll be a big demand for this outfit—come early!

Save ON COVERALL

House Paint

A low priced, long-lasting, good quality paint. Galvos covers 30 sq. ft. 2 coats.

Semi-Gloss Paint	Qt.	85c	2.89 GAL.
Floor and Trim Varnish	Qt.	55c	
Coverall House Paint	Qt.	59c	

IN 5-GAL. CANS



MY PRESSURE COOKER PAID FOR ITSELF THE FIRST MONTH!

12 QUART Pressure Cooker

Saves \$5 your fuel bill! Cooks in 1/2 the usual time! Can fruits and vegetables in season when they are cheap—by pressure—the only safe way! Completely equipped!

Polished cast aluminum; Safety design. 12-qt. **13.45** Complete



Reduced!
Hear the Political Conventions!

12-Tube Radio

69.95

Wards famous, luxurious world-range Airline, at a price that you can afford. Thrill to its high fidelity and tremendous power. Metal tubes! Instant dial, with 118 U. S. stations listed. Licensed by RCA and Hazeltine. Don't miss this saving!

Twin Speaker AUTO RADIO

29.95
\$3 DOWN, \$5 Monthly, Small Carrying Charge. With Single Speaker **24.95**

Identical to \$60 models. No engine noise. Illuminated dial. Built rugged. Save!

Wards' World's Largest Retailer of Radios



Week End Specials in Wards Auto Supply Dept. AT REDUCED PRICES

TUBE PATCH KIT **14c**
Reg. 19c. 72 sq. inches material. 2 tubes of cement. Buffer.

BOX END WRENCHES Set of 5 **1.89**
Reg. \$2.19. All drop forged. Chrome Vanadium steel.

Supreme Quality Brake Lining **13c** ft.
1 1/2"x3-32
1 1/2"x3-16 Reg. 17c—12c ft.
1 1/2"x3-14 Reg. 20c—14c ft.
1 1/2"x3-12 Reg. 24c—20c ft.

Flexible molded. None better—at any price. Tougher, longer wearing.

TILLOTSON Carburetors

MORE PEP AND POWER

Reg. Price \$3.69 **3.29**
For Ford A
For Chev. 6 Reg. \$5.59 **4.38**
Larger Cars. Reg. \$6.65 **5.39**



Get Wards Prices before You Buy Any Tire

LIBERAL TRADE-IN ALLOWANCE

Riverside prices are as much as 22 1/2% lower than any other first quality tire! Trade in your old tires for Riverside and get additional savings!

Convenient Payments May Be Arranged

Get Up to 28% More Mileage!

Riversides give up to 28% more mileage than any other first quality tire... proved by actual road tests! That means you get one free mile in five you drive! Riverside tires "pay dividends!"

GUARANTEED
Against everything that can happen to a tire in service—without limit!

America's Best Low Priced Tire!

Wards Rambler 4.75

Far ahead of any tire in its price class for construction and performance! Guaranteed satisfactory service!

4.40-21 size **4.40**

All Ward Tires Mounted Free!

1.50-20	\$2.85
1.60-21	3.25
1.75-20	3.70
1.80-19	3.95
1.90-20	4.15
1.95-18	4.60



FOLLY and FAREWELL

By Marie Blizard
© 1936 NEA Service, Inc.

BEGIN HERE TODAY
LINDA ROELINE, 25, pretty, is informant penitent by the sudden death of her father.
PETER GARDNER, newspaper reporter, helps her get a job writing society news. Linda is in love with DIX CARTER, but he goes shagging to study singing. When Peter asks Linda to marry him she agrees, but postpones the wedding.
HONEY HARMON, film star, comes to Newtown, making a "personal appearance" tour, and has a second wife who is a beauty. Later Linda goes to Hollywood and, by expressing ideas that are really Peter's, acquires a reputation for being able to discover news stories. Soon she is a celebrity.
DIX CARTER comes to Hollywood to get into films as an actor. Linda tries to help him. To please Dix, she invites HAMIL THORNE, director, to her home though she dislikes and distrusts Thorne.
Peter Gardner writes a successful play and comes to Hollywood. Linda sees him and they quarrel.
Thorne drives her to a mountain resort where the company is to begin work next day. Arrive. They find the place deserted. NOW GO ON WITH THE STORY
CHAPTER XX
It wasn't only the night that made Linda shiver, though it was bitterly cold, penetrating even the warm softness of her coat. Looking at the dark cabins and the figure of Basil Thorne, bending over his motor, she shivered again.
"So horribly sorry," she said, plucking at his sleeve. "I've made a dreadful mistake. When I got home late tonight my maid told me there were telephone messages but I was in such a hurry to get out, I didn't look at them. They must have told me there was a change of plans. I can't tell you how sorry I am about having you drive me so far to no purpose. As you said, they must have been unable to get here."
Thorne was tinkering with some mechanical gadget. "I'm sorry, too, Linda. Sorry for you, because it looks as though we aren't going to be able to get out of here. This feed line is disconnected some way. I don't know the first thing about engines or their make-up, but it doesn't look to me as though I could do anything about it."
Linda was getting a little desperate. "Basil, we've got to get out. We can't stay here all night!"
He lowered the hood and looked about him. "It might have been worse. At least there are cabins. We shivered. "Sure is cold in these mountains at night."
"Can't you do something?" she pleaded.
"Not a thing with the car. I'm afraid. We might walk, but it must be nearly 30 miles to the last house, and there are mountain lions in these parts."
He drew her toward him in a kind, big brotherly embrace. "What would a little ribbon clerk do if she found herself in a situation like this with a prize-

fighter?" he asked.
Linda permitted herself a very small smile. "I don't think she'd fight," she said. "But she might ask him what he thought it best to do."
"Theezy showing a lot of sense for a ribbon clerk," he answered. "Now the point is, what would he say?"
"If he were a gentleman he wouldn't ask her to walk home. He would find shelter for her, and just because I'm a director and not a prize-fighter doesn't mean that I can't do the same. What about these cabins?"
"I'll take the one with the roses climbing over the door," Linda said with a gasp; she did not feel.
"We're all out of roses, but would an orchid bush interest you?" he asked, leading her to the nearest of the broken-down cabins. With a flashlight, they studied its exterior. It was not inviting. The windows were broken. Through the gaps that had been windows they saw the filth and debris within. Linda shivered and drew into the warm arms about her.
"I'll sit in the car while you find two habitable cabins," she told him.
He was gone 10 minutes and it seemed an hour.
"There's only one," he reported, "with windows, bunks, a fair amount of cleanliness and a hearth. May I share it with you?"
SOMEWHERE in the outer darkness a penetrating wall broke the silence while he waited for her answer. Frightened, she drew close to him. "You may," she said. "We'll stay up all night and talk about movies."
"I used to be a boy scout," he said, among other nonsensical things, as he gathered twigs and started a fire. It was cold in the cabin, but gradually it grew warmer and Thorne's eyes grew heavy with want of sleep. They talked and talked. Later Linda couldn't remember what they talked about.
They were hungry, too, as the night wore on. The last thing Linda remembered before waking in the cold, dark dawn was wishing she had some food.
She stirred in her sleep because she was cold. Her muscles were stiff. Her crepe frock was rumpled and crushed. By the early, wavering light she saw that it was nearly 5 in the morning. She didn't remember going to sleep, and opened her eyes wider and wider to find herself on a blanket-covered wooden bunk, her own coat thrown over her and Thorne's coat across her stockings feet. Across the room in the grey light she could make out the lines of Thorne's sleeping figure. So she had gone to sleep and he had tucked her away! That

"OUT OUR WAY" - - - - - By Williams



MYRA NORTH, Special Nurse - - By Thompson and Coll



ALLEY OOP - - - - - By Hamlin



Motorists Barely Missed as Boxcars Topple Over



This shattered heap of boxcars provided a new and astonishing peril for motorists when a New York-Chicago freight train of 24 cars was derailed on a Plymouth, Ind., viaduct. One boxcar landed exactly on the spot from which a motorist frantically backed away as he saw the train leave the rails. Four more cars crashed down on the opposite side of the trestle within six feet of other autos halted by a traffic light at the viaduct. No tramen were injured, though 1000 feet of track was torn up in the derailment.

Former Pancho Villa Aides Recall A Sweet Tooth, Romantic Heart and Lust for Killing Chinese His Fortes

FORMER PANCHO VILLA 18 de BY ROY J. FORREST, United Press Staff Correspondent
HOUSTON. — Pancho Villa, Mexico's notorious revolutionist, had a sweet tooth, an unexplained lust for killing Chinese, and a romantic heart.
But to Capt. Aurelio Reynosa and Lieut. Gustavo E. Ypina, one-time members of Villa's army, he was to Mexico as Gen. Sam Houston was to Texas—a great liberator.
Reynosa and Ypina, friends since they joined Villa in 1914 at Aguacalientes, hear three years each from bullet wounds—"medals" of past campaigns. Reynosa is now an ice man and Ypina a jeweler.
Memories of Mexico's Robin Hood have not been dimmed by the years since the revolution of 1914-1916 for Reynosa and Ypina, who believe Villa was one of their native country's greatest heroes.
"The Mexican people are just now beginning to appreciate what he did for them," Ypina said. "He was a great patriot. Some say he was just a bandit, but he was the only man in Mexico's history who disposed of two tyrants and then, with the power to become dictator,

Search For Ruins Near Rockwall Is Creating Interest

By United Press
DALLAS. — Search for the ruins of an ancient civilization has begun in Rockwall, a little town 25 miles north of Dallas. Rockwall was named because an old wall was found buried six feet underground near where the city stands.
"If the theory of R. F. Canup, Rockwall business man, is correct, an ancient buried city will be uncovered."
Undismayed by reports from a few geologists that the old wall is the work of nature, Canup stated he would continue his excavations until he finds the bottom of the wall—or the city.
Excavation of the wall has been under way for the past three months and has resulted in uncovering an eight-foot wall for a distance of 120 feet.
In the open cut along the wall, Canup found a large collection of fossils. Some were said to be bones of prehistoric animals.
"Many students of rock formation have told me that no natural

Castle in Spain

HORIZONTAL
1 Famous palace
2 Spain
3 Combs of rocks
13 Department
14 Tiding
15 Fruit
17 Door rug
18 Pat
19 Slick
20 Festival
21 Insight
22 Musical character
24 Affirmative
25 Decayed
26 Barley spikoleet
27 Beast's track
28 Musical note
29 Pabulous bird
30 Melted again
31 Cuckoo
32 Turf
33 To pack away
34 Mineral spring
36 Pronoun
38 Auction
39 Perfect pattern

ANSWER TO PREVIOUS PUZZLE
HERBERT HOOVER
JOEY ARE HOME
ART WIS
LIDLE TIE
L PAN NA
EH GAB AK
DOR TAME
C BUNTS DIALAN
E POIA PALAS
ORAL LINEN SIB
DONEE COT BASTI
ENGINEER RETIIE

19 To barter
20 11 story
21 12 Settlor
22 15 Bone
23 It was used
24 It has a
25 style of
26 architecture
27 Shrieks
28 Native metal
29 Beret
30 To bind
31 Was victorious
32 To scatter
33 Medicines
34 Rootstock
35 41 Hedgepede
36 To have on
37 Measure
38 Throe
39 At that time
40 Queen of
41 boveyn
42 Pettit
43 48
44 51
45 51
46 51

VERTICAL
52 Nether World
53 Inlet
54 Genus of plants
55 Silkworm
56 It was the
57 It is in
58 Kings' home
59 Last word of a prayer
60 Seamen's company
61 Narrative poem
62 High temper
63 Poker stake
64 Fractured
65 Awkward
66 Last word of a prayer
67 8
68 9
69 9
70 51
71 51
72 51

FRECKLES and HIS FRIENDS - By Blosser

SYLVESTER, WHAT GIVES YOU THE IDEA THAT YOU CAN ESTABLISH AN ALIBI THRU THE IDENTIFICATION OF A COIN?

THE COIN I LEFT ON THE COUNTER, TO PAY FOR THE MEDICINE I TOOK, WAS A RARE COIN!

IT WAS ONE THAT MY GRANDFATHER GAVE ME FOR A KEEPSAKE! IT WAS THE ONLY MONEY WE HAD IN THE HOUSE!

HOW DO YOU EXPECT TO IDENTIFY IT?

THE COIN I LEFT, WAS DATED 1878...IF IT WAS AMONG THE ONES FOUND UNDER THE FLOOR, IT SHOULD PROVE MY INNOCENCE!!

NOTICE!
CHINA CUP AND SAUCER
OF LOVELY CLASSIC DESIGN IN EVERY PACKAGE OF
MOTHER'S OATS

formation could be as symmetrical or consistent in its direction around the town as this wall," Canup said. "Among the geologists who believe that the wall is man-made is Count De Prorok, who visited Rockwall 10 years ago and declared that it is certainly the work of man."
"The fact that the wall turns and makes a square corner leads me to believe that it is man-made masonry," he said. "Nature does not, as a rule, build corners in this fashion."
"If this is a natural well, we have found a most unusual break in it. It looks very much as if the opening we have discovered is the top of a door or window."
"I am going to continue the excavations until the limits of the opening are determined at least sufficiently to decide the difference of opinion as to whether the wall is natural formation or the work of prehistoric man."

Your Attention Please!

DOES IT PAY TO ADVERTISE?



Reprinted from Editor & Publisher, May 2, 1936

NATIONAL ADVERTISERS

CAN YOU UNDERSTAND THIS ONE?

There are sixty-five or more packaged teas on sale within a fifty mile radius of New York City. But the best-seller is the brand of a New York Wholesale Grocer.

The tea that dominates the New York Market is White Rose.

White Rose is first in sales in fully 80% of 30,000 stores. And it has 99% to 100% distribution, a record approached by few grocery items in most general use nationally.

Consistent Advertising

The first White Rose specialties were canned corn, tomatoes and peas, rolled oats, and cocoa. But in 1901 Seeman Brothers decided to adopt "a pay item to advertise and put sales effort back of."

Two hundred cases of black tea were imported from Ceylon, advertised in the newspapers as White Rose, and sold like hot cakes in a

**WHAT TEA IS
BEST-SELLER IN
NEW YORK CITY**

... and **WHY?**

ADVERTISERS EVERYWHERE

—are invited to remember that Quality, Service and Newspaper Advertising have always been and always will be the KEYS TO ANY and ALL Markets.

Consistent, well-planned advertising copy will be read in your daily newspaper . . . in the home, where it is a welcomed and invited guest.

But that is only half of the story. The friends and stockholders of Seeman Brothers, of whose White Rose Line of "choicest products of garden, orchard and sea" White Rose Tea is the Leader, are offering their congratulations upon a Fiftieth Anniversary made notable by net earnings and comparable to pre-depression years, and assets a million dollars greater on January 1, 1936, than on January 1, 1929.

Well Planned, Pays!

market that had previously known only the green teas of China and Japan.

And so White Rose Tea was born. And with it a policy of continuous advertising in newspapers, one to three times a week, that has continued in force for 35 years.

Quality, Service and Newspaper Advertising are the keys that opened the doors of the New York Market to White Rose.

ANOTHER REASON WHY THE NEWSPAPER IS THE BEST ADVERTISING MEDIUM

Practically every family subscribes to or buys one or more daily newspapers. There are 35,000,000 papers circulated every day in the United States. As there are 30,000,000 families, allowing for illiterates, every family reads, on the average, one and one-quarter papers a day! Because newspapers are influential, and a part of the daily life of every literate person—because they are read and believed—because they are timely—because they are local—and because they are complete—the newspaper is the best advertising medium.

In the day's news, with President Roosevelt, with the baseball results, with the "doings" of Congress, with the happenings in Germany, comics, with the news of society, with cross-word puzzles, and everything

that appeals to the active and up-to-date American—the announcement of your product or name will find a ready association of quality and pertinence. A newspaper announcement gives you the opportunity of telling your story thoroughly and completely. You can show a picture of your product, you can diagram its uses—you can reason with the public. You can persuade—you can command—you can plead. In no other medium of advertising can you do as much, or sell as efficiently or as effectively.

A newspaper is "alive"—vital. Each issue vibrates with life and interest. A newspaper has elan which carries with enthusiasm to the reader all the matter included in its daily make-up. This gives force and animation to the advertisements in addition to their individual appeals.

Some of the Advantages of Newspaper Advertising

- SECTIONAL OR LOCAL**—Newspaper advertising is direct in that it covers a definite territory. You know exactly whom you can reach, and where they are located.
- TIMELINESS**—Newspaper advertising can be made to fit in with the calendar, or any scheme of events. As the paper comes out every day, the advertiser's message can be timed to suit certain occasions, buying moods, or to fit in with daily occurrences.
- CONCENTRATION**—In many cities or towns, one newspaper will give thorough advertising coverage. In some cities, it requires two or three. But the advantage of a newspaper is its completeness and thoroughness of coverage. If it has 50,000 circulation, advertisements placed in it offer a complete coverage for this many homes. A newspaper advertising campaign is thorough because it is complete.
- GOES INTO THE HOME**—The only way to get into some homes is with a newspaper advertisement. Many people will not read circular letters, or listen to the radio; but every intelligent person reads a newspaper. A newspaper takes the advertising message into the home—along with information and news of the day.
- READ IN LEISURE**—In the hurly-burly of life, every man and woman stops for a half-hour, or an hour to read a newspaper. Announcements that catch the eye in these moments of rest and leisure—if they are attractive—have a good chance of being read. It is the best time to get a message over. This message, by the way, is not "forced" on the reader, as ads in a moving picture theatre, circulars in your car, etc., and he can take it or leave it.
- GOOD ASSOCIATIONS**—Advertisements in a newspaper are among good associates. Not only is there the news of the World, but there are many quality products advertised, such as automobiles, cigarettes, foods, etc. Then there are the large department stores, and representative business concerns, and the trade names and products that have reputations. The ads of quality products reflect and suggest quality on all other ads in the same paper.
- PERMITS VARIED COPY TREATMENT**—Newspaper advertising allows full descriptions, and permits the use of persuasion, and argument, and "reason why" copy. Pictures and photographs—with great detail—diagrams and charts can be used—and the copy can be so dramatized that it will get attention, and "get over" the story.
- INEXPENSIVE**—On the whole, newspaper advertising is inexpensive. Campaigns can be carried on with comparatively small sums of money—that will "sell" a whole community.
- NEWSPAPER ADS ARE BELIEVED**—A newspaper will not intentionally allow misrepresentation in advertising. Most of the papers censor their ads, and protect their readers against fraudulent or mis-leading advertising. Newspapers are responsible institutions, and they have the confidence of the public. As a good business policy, they cannot afford to jeopardize that confidence.
- THE VALUE OF THE PRINTED WORD**—Few people understand the psychology of a printed statement. "Strange is the fascination of the printed page," says Bryce. The printed word, in itself, creates faith. Words can be best used to advantage in newspaper advertising.
- FLEXIBILITY OF SCHEDULE**—A newspaper is the only advertising medium that gives so much variety or flexibility in its schedule. The advertiser can use an inch ad today, or a page ad tomorrow. He can run all of his advertisements at Christmas time; or he can scatter them throughout the year. He does not have to make his schedule up for weeks and months ahead of time. He can start it at "a minute's notice."
- QUICK ACTION**—Newspaper advertising is direct. It gets quick action. Put an ad in today, and get results the same day, or the next day.
- ALLOWS EXPRESSION OF PERSONALITY**—In newspaper advertising, the personality of the advertiser can be developed. He can talk "straight from the shoulder," or "call a spade a spade." He can use humor. He can be individual.
- SURE TO BE SEEN**—Newspaper advertising is surer of being seen. Large ads will be seen by every reader. Small ones have, of course, a less chance, but, when run frequently, cannot be missed. Consistent advertising, well planned, pays!

