## THE WEATHER  <br> Withita mailn ©imes <br> HOME <br> EDITION

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BEPORT GERMMAN OLRGANIIE GENEFAL ARE BEMOVED FROM CONVENTION PLAN STRIKE AT HERNE NEW MEXIOO MINE IS SPECIAL ORIEEF
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Postpone Date To Celebrate Passage West College Bill

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WICHITA DAILY TIMES, MONDAY, FEBRUARY 12, 1923


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Top off your meals with WRIGLEY'S and dive your stomach a lift.
It aids didestion-it provides the "bit of sweet" in beneficial form
Helps to cleanse the teeth and keep them healthy.
WRIGLEY'S pays very big dividends on a very
small investment. small investment.
It's the beat chewind dum that can be made and it it in eiood condition.

WE SELL WRIGLEY'S GOODNER WHOLESALE GROCER CO.


BREAD

Peoples Bakery
immediate advantage over other mills now in
operation. It is the only gingham mill in Texas. peration. You are offered an opportunity to profit by his enterprise. The earnings of this mill ar going to be paid to somebody. Why not you?
The coupon below will bring you full details. Mail it-Now!

LTHOUGH Texas produces considerably
more than One-fourth of All Cotton raised than one-half of one per cent of that Cotton Our-

We send our Cotton North and East, and pay then includes freight both ways and a profit
Let's mill it inurselve

We have the raw material at hand. We have
cheaper labor than the East. We have the proper power facilities. And a year 'round market for The P
Tiow Braunfels, Texas Merchants' Mill No. 1 at
completed and will be devoted to the manufacture
of "Blue Bonnet" Ginghams. Cheap water power
aid modern improved machinery will give it an

Let's micle it ourselves!


$\%$ TIMES' MAGAZINE AND WOMAN'S PAGE ©

Girl Reserve Conference Closes
With Beautiful Tea at Mrs. Silk's



3um


Color, Movement, Life! They're My Art-Girl


$\cdots$

 Program Tuesday


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## Fruit Cake



Remember

| $\cdots$ | 边 |
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The 14th of February is St. Valentine's Day


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WICHITA DAILY TIMES






17-Year Valentino Mus Mend His Ways or Pay $\$ 100$ City Judge Rules GOVEMOR PIMCHOT
 PUBLLC NEEESGAE ISCUSSED BY KIWWNS CLUB

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 INOILPROOLCTION SHOW LAST WEEK $E+E^{2}=$$E=\square$ ROOF GADCENAID GYMMASULM TOEE |WELKS' BULLDMG




# ALTHENEWS OEAD THEPORTSNETHETIME 



THIS WAS WRITTEN BY A WOMAN

## MAGIC NAMES

$T$ HE influence of advertising is apparent in ev ery turn of my daily life. I find I cannot disregard it. It is always with me guiding me in my pleasures and in my duties, telling me what I should eat wear, and use and what shoudl buy for my family I find that there is on the tip of my tongue a multi tude of names the men tion of which will bring from some shelf nearly everything that I can use in my daily life and in the daily life of my family. In every instance that name means a very defi nite promise and assur ance of something sub stantial and which will make me feel completely satisfied about having ex changed my money for it Let me say a few things which these names-these old friends of the newspaper and magazine pages-mean to me.
They mean good taste For certainly I desire to do
the thing that I believe discriminating people have judged best.
They mean convenience describe the thing I want. describe the thing 1 want Even the most intimate articles may be purchased wince the advertisers have
sin given us handy names.
They mean assurance in shopping. There is no in decision. Even before I enter the shop I know what I want to buy.
And certainly they mean satisfaction. For the ad vertiser whose product is not good cannot continue to advertise. The fact that I have seen a name repeated over and over again assures me that it stands for a product o quality. In speaking that name to the clerk I know I am asking for the best.
I am a more judicious shopper because I buy ad vertised goods. I patron ize the shop that sells them.

Published by the Wichita Daily Times in co-operation with The American Association of Advertising Agencies

$\square$

| Camels, Chesterfields, Lucky Strikes, |
| :--- |
| Fatima, Piedmont, Picayune, Home Run, |
| "and Clowns. |
| 2 Packages ..........25c |
| Per Carton ...........25 |
| NOBLE GRAY'S NEWS STAND |
| Lobby First National Bank Building |

Professional Directory

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WICHITA DAILY TIMES，MONDAY，FEBRUARY 12， 1928

LIGHT SHOWEAHERE ERILY MONOX AS wirillfy wis

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Woman Operates Trash Wagon to Provide For 6 Little Ones in Shack

Get at the Real Cause－Take
Dr．Edwards＇Olive Tablets







 Skin Ablaze with Eczema Constant Itching Almost
Unbearable！



s．s．s．


CHARACTER LARGELYMOLDED BY READING SAYS PASTOR IN PLEA FOR USE OF GOOD LITERATURE


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## STOMCH UPSE ？

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Sensible Thriftiness
Abraham Lincoln，born 114 years ago
today，early in life learned the value today，earl
of money．
He was an example of sensible thrifti－
ness；his sense of values helped him ness；his sense of values heiped him
through many a trying crisis in both
public and private life． public and private life．
A bank account is a first step toward
learning the uses of money．
The First National Bank


Today Is the Birthday of Abraham Lincoln


## for Valentine＇s Day！

IS Your wife stil your SWEETHEART？ port togest t Weaneatay，orbeter yet reach down your receiver now and dial

## Flowerphone 3300

## Wichita Floral <br> Company



## Make Your Money Work for You

Every dollar you deposit in this bank works for you．
$\$ 1.00$ starts an account－Begin this week

STATE TRUST COMPANY
First National Bank Bldg．

