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Two hundred years ago, Benjamin Franklin, whose birthday is this month, inaugurated his belief that Printer's Ink had a great bearing upon merchandising. He bought the Pennsylvania Gazette, and incorporated, for that early period in American history, some original and successful ideas on advertising.

Today, Printer's Ink is the flowing gold of retail merchandising . . . if it is used advisedly. Newspaper advertising, in the proper medium, and correctly planned, will build the smallest businesses into largest ones.

This newspaper enjoys leadership in effective advertising. It is due to our tremendous library of facts on profitable merchandising and advertising methods . . . . . and in addition, to our ever-increasing circulation, which makes this paper the outstanding and leading a dvertising medium in Scurry County.

## FOR FURTHER PARTICULARS,

PHONE THE ADVERTISING MANAGER OF

## The Scurry County Times-Signal <br> Phone 47

## SOCdETY .

Mesdames hamlett ant
TAYLOR GIVE TEA
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Youngsters Play Safely, Happily,
Sheltered From Winter's Blasts
$\begin{aligned} & \text { with the biggest embezzement in } \\ & \text { the history of American banking. } \\ & \text { What they dlsposed of totalled } 83 \text {.- }\end{aligned}$
$\begin{aligned} & \text { with the } \\ & \text { the his } \\ & \text { What the } \\ & \text { 592.000. } \\ & \text { We }\end{aligned}$
$\begin{aligned} & \text { We take glory in the action of } \\ & \text { Wesident Charles } \mathrm{S} \text {. Mott, who }\end{aligned}$
$\begin{aligned} & \text { Wesident Charles } \mathrm{s} \text {. Mott, who } \\ & \text { vent down into his pocket to the } \\ & \mathrm{m} \text { of } \$ 2.500,000 \text {, which he placed }\end{aligned}$
$\begin{aligned} & \text { in the bank as a "guarantee against } \\ & \text { possible loss from the detacations., } \\ & \text { His betion is as remarkable as the } \\ & \text { thett of the }\end{aligned}$
$\begin{aligned} & \text { thett of the emplomees ( but for an an } \\ & \text { entirely different reason. }\end{aligned}$
$\begin{aligned} & \text { The Times-Signal editor has the } \\ & \text { poll tax situation out of our mind, }\end{aligned}$
$\begin{aligned} & \text { for we went over to sheriff Brown- } \\ & \text { felds office Saturday and plunked } \\ & \text { the old money down for Mrs. Smith }\end{aligned}$
$\begin{aligned} & \text { and ourselves so that we mave noth- } \\ & \text { ling to worry about now, insofar as } \\ & \text { voting for our }\end{aligned}$
$\qquad$

## Title Abstracts

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Phooct 198

## Check these features <br> in the semsational mew CHEVIROLET SEX



The sensational value of the Greatest Chevrolet in Chevrolet History is based on definite points of superiority-which you can easily check for yourself. From its improved $\mathbf{5 0}$-horsepower six-cylinder valve-in-head engine, to its beautiful new bodies by Fisher-it sets a new standard of quality for the low-price field.


A few of Chevrolet's extra-value features are listed on this page. Check them over carefully. Then come in and drive this car. It will take you only a few minutes to find out why it is causing more comment and winning more praise than any Chevrolet we have ever shown. For it is a finer Six in every way-yet it sells-

| BRONZE-BUSHIED PISTONS Thestronger, lighter pls-hish-drade bronze to provide smoother operation and longer life. |
| :---: |
|  |  |
|  |  |
|  |  | -at extremely

low prices!

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## Yoder-Anderson Motor Co.

Vancouver Island's Steelhe ads Test Angler's Skill to Utmost



SNYDER NATIONAL TARM LOAN ASSN

51/2\%


