| Local NRA Groups | CO |
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| Map Full Campaign |  |




# A Mie WOMMAN'S Page 出 

Mrs. Cunningham Mrs. Cunningham



TO SNYDER MILK PURCHASERS



## THERED W WHITESNOES

Specials for
Fri. and Sat.
August 18-19

Nine Real \& White Stores
SUGAR
JOWLS
Pinto Beans
Mayonnaise
SYRUP
SOAP
RICE
Permolel
RAISINS
COFIEE
Post Toasties
Marshmallows
Spinach CORN
Pineapple Cocoanut Grape Nuts
WE RESERVE THE RIGHT TO LIMIT QUANTITIES
III
RED\& WIIIIE




EDITORIAL OF THE WEEK


CURRENT COMMENT
$\square$


## The Open Road

SUPPOSE you came suddenly upon two roads. One straight, well-trodden . . . the other thin and twisting off into undergrowth. If you didn't want to arrive at any place in particular, you might choose the latter. But not otherwise.

Before you, as buyer, run two roads. One is the road of knowledge of an advertised product. Thous ands use it. There's no mystery about it, no doubting, nothing hidden. It leads the way definitely to a fountain pen, a floor wax, a tooth-paste that will give you satisfaction. When you use an advertisement, you use an open road.

When you don't use advertisements, you go the doubtful road. You have only hazy knowledge of the product ahead. No trade-mark or name to depend up on guides you. The result may or may not be worth the effort. You don't know.

Read the advertisements. Anything widely adver tised . . . breakfast food, hammer, hair tonic . . . has proved itself good by advertising.

ADVERTISEMENTS PUT YOU ON THE
OPEN ROAD TO SATISFACTION



## Thursday, August 17, 1933.

## Additional Community Correspondence from Rural Communities



| MRS. IRA RILEY | aches Surdom | SCHOOL BUDGET |  |  |
| :---: | :---: | :---: | :---: | :---: |
| SSES SIUNDAY |  | H | Exact Copy | elief Amendment |
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| monerso the nowr her he |  |  |  | eary to pays the inetrat and |
|  |  | that little difficulty will be in setting the final figure |  | er |
|  |  |  |  |  |
|  |  | 15,000 pounds of mills daily, it will |  |  |

## Everybody's Coming!

 SNYDER Saturday
## -for the OPENING -of the-



POPULAR VARIETY STORE


There'll Be a' CROWD, ALL RIGHT,
So come early and avoid the big rush!

## WE ARE (1) Dinmistse

The "New Deal" Will Work! with We are opening this Brand New Store,
mosphere, be. re. res and its up-to-date believe propperity is
gradually being restored to our people.
and We believe that the residents of Scurry
and adjoining counties will want and do want
a complete stock of seasonable merchandise
from which to choose their needs. We have
what they want!
plies, Notions, Light Hardware, Kitchen Sup-
mandies, Jewelry, Clothing, and
many other eavery-day needs will be found here
in profusion.
one Chalk Brown, who is widely known as
comothe most courteous, hospitable and ac-
commodating salesmen in these parts, will be
manager of the Popular Variety Store. He He
invites you to come in and have a look, whether
you are a housewife, a cowhand, a farmer or a


WE DO OUR PART THE BLUE EAGLE Flies in This Store

Plenty of SALESPEOPLE Ready to Serve You!

Advertising Always Pays Dividends!






 $2 t$ was ad
stand
stand
street corn
sin


Plenty of Youngsters
Expected to Report Coach Moore In Expected to Report
For Workouts. $\quad$ Coaching School Held At Lubbock

## Trio of Diamond

Battles Featured In Sport Circles

