

## THE FAMILY NEXT DOOR




There will be a program
Throckmortwon Tuesday evening
7.15. February
7.15. February 21 stay. Mrening a R L
Kincaid of Crowell, president of the Kincaid of Crowell. president of the
13th district will be the principal
speaker. All units should be repren speaker. All units should be repre-
sented.


## "A $\$ 10$ Gold-piece -for Sale Cheap"

Not so long ago, an interesting experiment was made, to test the "sales-resistance" of the public. Several men paced the down-town streets of a large city, hawking their wares. And the wares, believe it or not. were ten dollar gold pieces--offered for sale at a dollar. No one bought; the price was reduced to fifty cents; finally to a quarter . . , still no sales!

Only after this experiment appeared as news in the papers did those who turned down the bargain gold become convinced of their mistake. They doubted the evidence of their own senses when they were offered something for nothing, but they believed in the opportunity they'd lost when the newspapers told them the story.

In the papers that you read, you are offered a parallel opportunity-equally genuine, and sponsored by people of proven responsibility. What! You've never seen it? Stop for a minute and think. This newspaper cost you a trifle-which you gladly pald to learn what's happening in the world, to reed about people and evente. But there's other news here of vital importance to you-about thinge and arolees, about automobiles, clothing, food, household waresabout all those things which you pay money for, to live.

The advertisements! Your newspaper-pennies buy this news too. If you read the advertisements, let them show you how, where, what and when to buy; they will save you dollars ... and put money in your pocket just as surely as if you purchased a bargain gold-piece.

## IMPORTANT

When you ask for a product by name, as a result of advertising, do not accept a substitute-substitutes are offered not as a service to you, but for other reasong.
ODD-BUT TRUE
㓡



## A Penny In Your Hand

What was your first adventure as a customer before the world? Possibly as a very tiny tot $\ldots$ with a penny in your fist, and your nose flattened against a show window. Long you debated with yourself-cocoanut strips, or licorice pellets, or chocolate soldiers? It was serious business, for you and the storekeeper.

But he put his best values before you, and in the end everybody was happy-you, because you'd made a satisfactory purchase; he, because he'd made a satisfied customer.

In that transaction blossomed a buying acumen which no doubt has helped to serve you ever since. Likewise, the aim-to-please policy of that storekeeper is to this very day the golden rule of successful merchants and manufacturers. Read any of their advertisements and see. Could they afford to spend money for advertising space and then disappoint you? Of course not. The goods they advertise are their best offerings. They count on them to win both your immediate and your continued patronage.

When there's something you need or want--or might want if attractively made known to you-clutch your pennies and greenbacks in either hand; study the advertisements in this paper, and surely youll be guided in the direction that leads to the most for your money.

County Judges of Sate Notifed
Mast Be Patient About Roads As Money I Not Available At Austin

## Free Swap Ads

 W. N. Kimney HeatNarroe Eneaje in
Nent - Herident


BEGINNNG FEB. 17th, FOR ONE WEEK

MEAL 10 lbs .17 c 20 lbs .25 c SALMON Tall Can
DRIED APPIE CHIPS pound $7 c$ cooo as ary ziontis
ENGLISHFPEAS an 10 : PORKK men BEANS blace 5

FRIDAY andSATURDAY ONTY vons con unger
SUGAR 25 C. CothBe $\$ 109$
Hyenermidiot PHON US YOUR ORDJTS PHONE 79

