# The flitulay ©inus 

## BISHOP HOLT SPEAKS HERE

LAST MONDAY Governor Endorses Program Of Texas Pouitrymen
Methodist Bishop No
Touring Churches Touring Churches Of Conference

Cage Tourney Opens Friday


 Soil Program Checks $\begin{gathered}\text { Play in the second annual AAU } \\ \text { Tourrament, sensor ob Mudy } \\ \text { Coard County }\end{gathered}$ Man Is


TICKETS FOR
C. OF C. BANQUET
Six New Scout Suits Are Issued
 For Banquet Her
On March 7th


Uniforms Awarded To couts Who Pa
Local Tests

Matched With
LLcal Boys For
Monday Night

Youth's Crusade Rally Is Held At
Fight Fans Assured of Bet ween
Good Card; Seymour
Negro To Fight


35 Enrolled In


Aberdeen-Angus Calf Wins Over Hereford To Wichita Falls Ten Best Calves To Be
Entered in District Competition

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| Knox County Resident |  |  |
| Passes Away |  | No Jail Breatr |
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The Munday Times, Thursday, February 23, 1939

## EDITORIAL PAGE

"What a Man Does For Himself Dies With HimWhat He Does For His Community Lives On and On"
who owns a company


PHÓNE 105

F $\because 33=$


## A.C.C., Abilene To Be Host For Bible Lecture


$\substack{\text { Serviee } \\ \text { That Pleases! } \\ \text { E-L LAUNDRY }}$


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I'D RATHER PAY ALL MY BLLLS BY CHECK!

## - That's what every

 woman says who has opened a checking account at the First National B ank in and convenient, and you never have to worry about ready cash in your pocketbook. Besides, it's much safer to have acheckbook at your disposal than to have a lot of money lying around the house. See us for further information

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Home Furniture

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Insurance ..
. Sones \& Erland


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Acting Lauded-

Miss Russell And Pate Meinzer Are
Wed In Haskell




## Mecthodist M. in the home Members

## Dingus, Miss Baker, Mrs. Red Leathers




## AMATEUR BOXING MUNDAY-OLNEY

At Munday School Gym MONDAY NICHT, FEB. 27

## FEATURE BOUT

Battling Ball vs. L. C. Thompson Seymour

Rochester


## HOW MUCH

## Does Advertising Cost?

NOT LONG AGO we heard a house-to-house salesman tell a prospect: "I can sell you this gadget 25 per cent cheaper because my firm doesn't advertise."

HOW MÚCH DOES ADVERTISING ACUALLY COST? As a customer every day in your life, you are entitled o know. AUTOMOBILES are extensively advertised. But only $3^{1 / 2}$ per cent of the selling price of a car goes for advertising, or about $\$ 17$ on a $\$ 500.00$ machine. Before arge-scale advertising, you paid $\$ 1,000$ for a car not so good.

COFFEE, canned foods, soft drinks, etc., have large advertising budgets. Only $51 / 2$ per cent of the selling cost, or one-half cent on a 10 -cent can, is used for promotional advertising. The average retail store spends from 1 per cent to 4 per cent on advertising. That costs you from 1 o 4 cents on a dollar purchase.

## - $\quad \rightarrow$

IS IT worth your while to pay this much for the knowedge that advertising gives you? And do you think the extensively advertised products would be possible without the volume production that is entirely dependent on advertising?

Newspaper Advertising Pays YOU Dividends!
THE MUNDAY TIMES






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