## VOL. XXII 8 PAGES THIS WEEK CROSS PLAINS, TEXAS, $\begin{gathered}\text { "When The One Great Scorer Comes To Write Against Your Namé } \\ \text { He Writes Not If You Won or Lost But How You llayed The Game' }\end{gathered}$ FRIDAY, JUNE 3,1932 5c PER COPY No. 9



## ASK ADITTSHALL BE GVIVNUNTOYOU-

Henry Ford once let a contract for the purchase of a large quantity of steel. Several weeks later a close friend, who was also in the steel business, approached Mr. Ford saying, "Why didn't you let me have that order Henry."
"You never asked me for it John", was the automobile magnate's reply.

How true that situation is today. We merchants frequently take too much for granted. We sometimes assume that our friends will trade with us, even though they are never asked.

To approach a friend personally, regularly, may leave the impression that we are interested primarily in his patronage, rather than his association. The solution to the problem is:

A constant advertisement reminder goes into the homes of our friends and invites their trade in a very formal, specific manner. It indicates that our business is being run in a competent fashion and that our prices and merchandise are in line with competition.
Bruce Barton once said, "Reputation is repitition".
Continually repeating your weekly adverising message will as surely bring results as will the constant drop of water wear away the hardest stone. Plan your adverising budget. Prepare your ads. Build them in a fashion attractive to the eye and spiced with values, then watch the agreeable results.

The Review has current mat services to suppliment your ad with pictures, illustrations or practically any type of attention compellers that you may especially prefer. Two advertising men are at the constant disposal of Cross Plains merchants to assist or suggest in the planning of adverising.

Just call the Review for "Glen" or "Jack" and we'll not only hurry down to help you with the ad but we'll have a big fat nickel cigar to let you smoke, if we happen to be prosperous that day.

USE YOUR HOME PAPER
THE CROSS PLAMS REVIEV

## MAN MADE THTTOWN <br> 6y RUBY M. AYRES <br> 

Twelfth Instalment Diana, a young English girl, in love

vith Dennis Waterman, a martied undergoes a nervous collapse and is sent to the country to recuperate under the care of Dr. Donald Rathbone, who ives near the cottage where she stays. She finds herself falling in love with | $\begin{array}{c}\text { the doctor, but still } \\ \text { trying to hold } \\ \text { Linda, Dennis' }\end{array}$ |
| :---: | :---: | wife, tells her that she offered Dennis a divorce but he would not accepr it; he would have felt compelled to marry

Diana. Diana' love for Dector RathDiana. Diana' love for Doctor Rathbone is tempered by jealousy of a
woman named Rosalie, who lives in woman named Rosalie, who lives in
the doctor's house. A last Rathbone the doctor's house. A last Rathbone
finds that he is deeply in love with Diana, but he confesses to her that Now go on with the story "I was terribly sorry for her, to and perhaps-flattered hould think anything of me, but
did not love her, Diana, and we wer just friends until-until I got an
appointment abroad. When I told her about it she-it was the first time nything really definite was spoken
between us. Perhaps I wasn't very hrave, or perhaps I didn't really care
for her sufficiently well, but I tried to show her how impossible it was-
that I conld not-There is no nee o tell you every detail, and God knows I am not blaming her any more than edge she told her husband that she divorce her-He refused. had always neglected seeing how
her-Ther
after a short time after a short time, she left hin
Diana-if you knew how hard it is He broke off agitatedly, but Dian
lid not speak, and after a moment went on, again. agreed to take her away. We thought
it would force her husband to divorce
her- She was so different in tlonse her- She was so different in thins
days, gay and reckless, never count ing the cost of anything-only iivin
for the moment- Then-the nigh hefore we were to have gone sue was
nearly killed in a motor accident
she was driviug her own car and she was alone she was unconscicu:
for days, and when she recoveredShe recognized me, as she still recos nizes me, but only as an affectionat
child might, and that is all. The rest, life, is gone from her.
$\qquad$ he had nobody else who cared or who remember that he laughed in my fa and he said to me, Well, you've go on paying for the rest of your lif It seems that he was rightand Mrs. Farmer came to look after -and I married her, Diana. You see, was ever free I would. I gave my There was always a thought in tre back of my mind that perhaps some
day she might get better-and know ! I didn't tell anybody-it wasn"t anyways 'Miss Rosalie' to Mrs. Farmer
and Hobson-and to the rest of the household. But she is my wife, Diana.
though I-we -we've gether as man and wife. pidly quixotic, but I was-fond of her and besides-I had given my word always happy-asking nothing except that people are kind to her. She made very little difference to my life one
way or the other till-till I met you, -Even then I thought it and done. that I should be the ome to go on-
suffering. You uffering. You seemed so much
younger than $I$ feel-I never imagined

| ppy-perplexed-that you didn't derstand why I should seem so-kind-" <br> CHAPTER XVIII | "Like what, Diana?" <br> My heart-isn't that what you called me? <br> 'You are my heart.' |
| :---: | :---: |
| He stopped speaking, and Diana id faintly: | She leaned her cheek against his soulder, and his arm tightened a lit- |
| You mean that-She - Rosali | , |
| Like sweet bells jangled-out ne," Rathbone quoted grimly. | emo |
| Diana closed her eyes | She shook her head. |
| There was a little id again.: | 1 mom |
| Perhaps-some day-when we | when you kissed me." |
| th quite old-I shall wonder-if | "I ought not to have kissed |
| u have forgotten me. Do you think a | She laughed at that; she felt that |
| W will, Donald? | gr |
| I shall never cease to think of -and love you," | great a sadness to come between "Why not?" she asked. Why |
| "But you'll send me away from you | if you love me?' |
| -all the same. I know that's what | She tumed round, lifting her face |
| pain. | But he would not. |
| What else is there for me to do | got to face facts, Diana. |
| na?" | We've got to realize that |
| could see you | ng-like |
| Not | of stone. We've got to make up our minds that the only possible thing |
| es? | is to say good-bye. |
| said if you didn't. Ill do anything | She gave a little |
| want me to do, if only | "Don't do that, Diana. Don't ery |
| it doesn't mean I shall never see you | for Gorl's sake-I can't stand it. |
| any more-We could just go on- | I'm to blame for all this-I ought |



> man. 4 Corner Loveless. $5-$ The Baham. Bible Ou
unday, June 5 th, $\dot{7}: 00 \mathrm{p}$ Sresenting the Topic-Lois McCord.
1-The Touchstone of Social LifeMrs. Russell Dennis.
$\qquad$
$\qquad$
$\qquad$ Loveless.

Quiz-Evelyn Demis.

## FOR HIRE

## Garrett Motor Company.

## It Helps Your CREDIT

When you see a man paying his bills by check, your estimation of him is instinctively greater-and it is the same with others when they get a check from you in payment of a bill. They feel that you are worthy of the trust extended you because you have shown your business foresight by having a checking account.

Keeping a Checking Account With This Bank

## Is Your Stove Sick?

## JUNK IT AND INSTALL GiAS

GAS IS THE MOST SATISF ACTORY FUEL ON THE MARKET TODAY
-It is cleanest
-It is safe and dependable
It provides even heat
-It is always ready, day or night
-It is economical in cost
USE GiAS-- IT IS YOUR TUEL

## Southwest Gas Co.

## Children's Bedtime Story <br> By Norris Chambers

The Paradise Beyond SERIES No. 11
 gionlesis tocanctit

To The Voters of 42nd.
Judicial District

## Let's Trade---

Beginning Saturday I will allow one cent above the market price for poultry and eggis, on cleaning, pressing or on new suits. Anything in trade.

Bring us your produce and take advantage of this offer, made for the first time in this section.

This is not merely a Saturday affair but the proposition holds for any day in
the week.

## JII SETTIES DRY CIIEANIIG <br> "ENEMY TO DIRT" <br> PHONE - 27

## Rowden <br> by mike and ike




 WEUUM
-WANTED-
Will pay five cents per pound for
white cotton rags. Do not. need more
than 25 or 30 pounds. Will buy from
first person to answer this ad, provid-
ed rags are suitable.
The Cross Plains Review.
FOR SALE
Panther Neats Foot Oil
75c per gallon SHOP


## "Always 1089"



Jackson Abstract Company
BAIRD, TEXAS

Paul V. Harrell
cross plains, texas
F. E. Mitchell

Attorney-at-Law

Bank Building

Dr. J. H. McGowen
DENTIST-X-RAY Office, Farmers National

Bank Blag.

Chiropractors
LONGBOTHAM
LONGEOTHAM

## arver Graduates

OR.I. M. HOW ARD

Stomach and Intestinal Disasas. State Bank
"Still Lending" That cheap $51 / 2$ long time
money on farms and ranches in Callahan, Jones, Taylo and Shackeiford Counties o
line farms. Place plication now.

## LIBERTY

WHERE SOUND SOUNDS
BEST
Now Showing
BUCK JONES
WHHF CITTNG
SHARTAF?

WIIL Rolifirs "BUSIIESS AND PLEASURE'

TRACTION in the center-big, husky blocks of rubber-keen-edged-deep-slotted at an angle which means grip and stop! Millions know the superior safety of the All-Weather Tread-a bis reason why more people ride o

Cash Pruices . . . Sensational Bargains? G(1) yeas Spectway

Hi-Way Service Station
D. C. Pratt Prop.

Goodyear Zeppelin Tubes puncture seal Tubes Saveannoyingstops for punctures RED-bLACK heavy duty tubes

D. U. Prati Rop.



