



# TEXAS AND TEXANS

BY WILL H. MAYES

## East Texas Optimism

The spirit of optimism prevailing throughout East Texas is in marked contrast with the feeling that existed two or three years ago, or before the organization of the East Texas Chamber of Commerce. Perhaps the same feeling was there then, but it lacked co-ordination, and it was the possession of the few rather than of many. About one man in every ten entertained a vague dream that East Texas would in time overcome its lassitude and become thoroughly awakened to its possibilities. The rest were either despondent or thought East Texas was "getting along well enough, thank you." It is true that there were some exceptional communities and a number of thrifty towns and enterprising small cities where these conditions did not exist—where there was hearty co-operation in purely local affairs. But these could not by themselves do much toward a sectional upbuilding, and knowing this they did not try. Almost in a spirit of desperation the scattered East Texas enthusiasts, and the progressive communities and towns, stimulated by the success of the West Texas Chamber of Commerce in unifying the West Texas people, got together some two years ago and organized the East Texas Chamber of Commerce. The splendid result is evident everywhere.

## People Have Changed

Time enough has not elapsed since the work of the East Texas Chamber of Commerce was organized to bring about much change in the appearance of either the towns or the country. The traveller passing hurriedly through might conclude that it is the same old East Texas. The change is in the people themselves, in their attitude toward life and especially toward their own communities, their neighbors and the necessity for standing together and working unitedly and hard for the good of all. The people themselves may not have noticed this change in themselves. We scarcely realize the progress we make in a few years. But those who see us only occasionally are quick to notice either growth or deterioration. East Texas men and women as a whole have something within themselves that either did not exist a few years ago, or that was smothered under inaction. It is hopefulness, accompanied by determination—a desire for greater achievement—a pride in letting others know that East Texas is coming into its own.

## Selfishness Passing

One East Texan with whom I talked a few minutes at Longview when the editors stopped there on the way to their convention at Texarkana, said: "East Texans are now seeing that we have been too selfish and self-centered; we haven't looked far enough beyond our own little farms to study the possibilities of improving our own conditions and at the same time helping the other fellows. Perhaps it has been because we have been making a living so easily that we haven't thought it necessary, but we have at last found that even if life has been easy it hasn't been as full as it might have been if we had been more active in our own interests and in neighborliness. We have never been unfriendly to the highest development of our section, but just indifferent—that is most of us have been."

No one is optimistic enough to hope that selfishness will ever entirely die, but there is something in organized and united effort for community, sectional and state upbuilding that helps to make us "love our neighbors as ourselves" in a peculiar



## WE DO PLUMBING REPAIRS

Leaky faucets, clogged drains—we repair all such promptly, thoroughly and at moderate cost.

LET US ESTIMATE ON THE NEW JOB

We shall be glad to submit bids on any new work you may require.

ALL WORK GUARANTEED

MAIN PLUMBING CO.  
Phone 126

C. V. MAIN, Manager  
P. B. SPRADLING, Plumber  
West Side Main Spearman

ly striking way—a way that reacts in our own development.

## Longview Home

The Texas Press Association had a part in dedicating the new \$30,000 home of the East Texas Chamber of Commerce, which was donated to the organization by the citizens of Longview to secure for Longview the permanent home. Many chamber of commerce secretaries from East Texas were there by invitation, as were many other citizens of all parts of East Texas. All rejoiced with the Association in having such a splendid home and with Longview in thus attesting its confidence in the future of the organization. There was no jealousy evident. The home is regarded as an East Texas and not a Longview achievement. It is the home of the new spirit that exists in East Texas. Its beautiful architecture typifies the awakening of all East Texas.

## Most Notable Movement

Diversification of a kind that enables East Texas to live at home is perhaps the most notable recent change in East Texas. It is no longer a "cotton country" exclusively, nor is corn the only crop, as it once was. The East Texas farmer is now growing more different kinds of crops than he knew of a few years ago—and best of all perhaps, he is turning to dairying and poultry and hog raising as farm side-lines. Dairying has been made profitable by the help of the local chambers of commerce, assisted by the parent organization, in building creameries, cheese factories and other milk products

plants that furnish ready and satisfactory prices for milk and butter fat. And dairying is helping the farmer to make greater profits from hogs and poultry. It is also aiding in building up much depleted soil.

## Farm Buildings Better

East Texas farm buildings "aint what they used to be." Improve conditions on East Texas farms are rapidly being shown in improved homes and other farm buildings. Painted farm buildings are seen all along the roads. Shrubbery and flowers, gardens, orchards are noticed everywhere. Good roads are glimpsed near the railroads, automobiles may be seen at almost every home, and radio aerials attest the desire for wider information. The people evidently live in comfort. They travel. They enjoy life. The country is again catching up with the towns in the matter of comfortable living conditions.

## People Much Alike

What has been written here has not been with a purpose of boosting East Texas, but it has been to let you see something of the changes as I have noticed them and to show that the spirit now prevailing in that part of Texas is pretty much the same spirit that is found all over the State, I find it wherever I go and set forth in the press from all sections. We read much of financial depression in the Northern and Eastern States. Of course people have financial difficulties everywhere, but in no part of Texas are such conditions general. Texas is unusually prosperous. Its people are living better than they have ever lived, and whether a Texan's home is in East, West, North or Central Texas, he is likely to think that his is the "garden spot" of the State. He should think so, for after all it isn't so much where one lives as how he lives that makes for happiness and contentment.

**Knowing Each Other**  
To my mind the greatest accomplishment of both the local and regional chambers of commerce in Texas has been in bringing the people to knowing each other better, in acquainting one section with another, town people with country people, rich with poor, and showing us that we are all built pretty much out of the same material.

## CONCESSION SPACE AT TRI-STATE FAIR ON SALE

Concession space of all kinds to the great free Tri-State Fair, September 22 to 29, is now being reserved through R. T. "Bob" Emmett, secretary-manager of the organization, 308 1/2 Polk Street, Amarillo, Texas. With an estimated attendance of more than 300,000 persons as a result of the free gate this year there is a mad scramble for concessions. Dance pavilions, novelty stands, ice cream, sandwich rights, miniature railways, vaudeville and amusement are available. It is believed by conservative business men that the big free exposition offers unusual business opportunities to persons interested in concessions. Rates and blue prints of the ground may be had by application to Mr. Emmett.

## Swat the Rooster!

### SELL INFERTILE EGGS THIS SUMMER

The eggs will be fertile for two or three weeks after you dispose of the roosters, so Swat Him NOW. Infertile eggs will keep three times as long as fertile eggs, and all eggs must be candled thru the summer.

EXIT ROOSTER—pen him up, eat him, or sell him—NOW!!

## SNIDER PRODUCE

Cream, Eggs, Poultry, Hides and Furs

## Just Received

New line of SILK DRESSES in printed chiffons, crepes, tub and sport silks. Ranging in price from \$6.75 to \$16.50.

New line of sport, milan straw and dress flops. And new felts in pastel shades.

Also newest in footwear.

## 1 Cent Table

will be found stamped good, ribbons, spool silk, coats cotton, buttons, braid and other numerous articles. Customers purchasing first item will be offered second item for one cent.

Spearman Dry Goods Co.  
The Store of Better Values

## Kirk Battery and Electrical SHOP

Across Street South from Morton Garage SPEARMAN



Your battery is the life-giving impulse in your car. It deserves the best care and attention—a detail that need never worry you—PROVIDING you have it serviced by the right kind of service station.

That Prest-O-Lite sign above our door is your guarantee of courteous, conscientious service—no matter what make of battery is in your car—because the Prest-O-Lite service organization has been hand-picked for the quality of the service it renders.

## Gent's Furnishings



SHIRTS  
TIES  
SOCKS  
STRAW HATS  
TRACK PANTS  
ATHLETIC PANTS

These lines in the latest, most up-to-date Summer Weights and Styles.

## A LARGE STOCK OF MEN'S WORK SHOES

The market on men's work shoes has advanced from 25c to 75c per pair. We have a complete stock at the old prices.

## W. L. Russell

Dry Goods and Groceries  
PHONES: Dry Goods, 3r 78 Groceries, 2r 78. On Main Spearman



For Economical Transportation



## A Car for all the family to enjoy—the Coach only \$585



The Touring \$495  
The Coach \$585  
The Coupe \$595  
The 4-door Sedan \$675  
The Convertible Sport Cabriolet \$695  
The Imperial Landau \$715  
Utility Truck (Chassis Only) \$495  
Light Delivery (Chassis Only) \$375  
All prices f. o. b. Flint, Michigan.  
Check Chevrolet Delivered Prices. They include the low handling and financing charges available.

Revealing in its beautiful bodies by Fisher the comfort, style and elegance that women all admire . . . offering the drive, dash and stamina that men demand in an automobile . . . and so easy and safe to handle that every mile at the wheel is a pleasure—the Bigger and Better Chevrolet is bringing a new measure of motoring enjoyment to thousands of families.

Providing the roominess, comfort and roadability of a 107-inch wheelbase . . . equipped with powerful, non-locking 4-wheel brakes . . . and with its worm-and-gear steering mechanism fitted with ball bearings throughout—it is everywhere acclaimed the world's most luxurious low-priced automobile!

There are seven beautiful models. Come in and inspect them today.

Removal of War Tax Lowers Delivered Prices!  
**McClellan Chevrolet Co.**  
SPEARMAN, TEXAS  
QUALITY AT LOW COST

# The PROFIT is in the Last Few Bushels

Act Fast to Save It

The profit in your ripening crop lies in the last few bushels. Getting them is what makes a big wheat year for you. With the Nichols & Shepard Combine—the greatest grain-saving Combine built—you can do it—this year.



## Saves More Grain

There's one big reason why you should harvest your crop with this Combine. It saves more grain. Field tests prove that it sends a higher percentage of grain to the wagon box than any other combine built.

## Threshes Like the Red River Special Thresher

For this is the Combine that threshes like the Red River Special Thresher. The famous Big Cylinder, the biggest found in any combine, and the Man Behind the Gun—an exclusive Nichols & Shepard feature—represents the most effective way to get the grain from the straw.

This combination, the greatest threshing combination ever devised, is found only in the quality-built Nichols & Shepard Combine.

## Saves Its Cost

The additional grain that the Nichols & Shepard Combine will get from the straw has often amounted to as much as 2 to 3 bushels per acre in a moderate crop. You can harvest thin stands profitably, and will quickly save the entire cost of the Combine by the profit it rolls up on big acreages. Read what owners say.

## Power for All Conditions—All Day Long

The Nichols & Shepard Combine with a 40-horse power engine on the 15 foot cut, a 50 horse power engine on the 20 foot cut, has power to get the grain under all conditions. It saves the grain better, no matter whether it's down and full of weeds, or whether it is thick, upstanding grain that goes over the 50 bushel an-acre mark. The Nichols & Shepard has the power to get it, and to thresh it clean while cutting a full swath—all day long. Read what owners say.

## Low Repair Bills

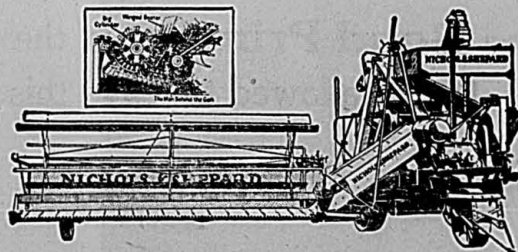
Low Repair Cost means more than the money involved. It also means that this Combine is ready to run every day, that no harvesting time is lost in tinkering and repairing. Read what owners say:

The Nichols & Shepard Combine is ready to run and to keep on running season after season. It is ready to run for you this year, and to pay for itself in your grain that it saves.

This is the Combine that you need for your crop this year. It is sold and serviced in your community. See your dealer today.

## This is the combine that has:

- The Big 12 Bar Cylinder, the heaviest found in any combine.
- The Man Behind the Gun, found only in this Combine.
- Balance—whether the grain tank is full or empty.
- Hyatt, Timpken or Ball Bearing at every main bearing point—32 in all.
- Alemite-Zerk Lubrication so that no harvesting time is lost in oiling up.
- Armco Ingot Iron—the greatest rust-resisting metal—in all sheet metal parts.
- Weatherproof Fibre Pulleys on main Belt Drives.
- High Speed Roller Chain on all important Chain Drives.
- A Sturdy Hot Riveted Main Frame with Big Wheels that Stand Up.
- Bridge Truss Construction that will last. The only one that has them all.



**SOMETHING I NEVER HAD HAPPEN BEFORE**  
 I harvested 500 acres of wheat and averaged 42 2-3 acres per day, and pulled my 15 ft. Nichols & Shepard Combine satisfactorily with a John Deere tractor. The motor on the Combine furnished power enough so that I could cut a full 15ft. swath under all conditions, and I had any heavy straw.  
 But one thing I never want to tell you and that is I never owned or saw any Combine that would save and clean the wheat like the Nichols & Shepard.  
 My total cost for repairs this season was 11c and that was my own fault. While the average cost for repairs on the Combine I formerly owned was \$38.00 per day. Although I never needed a service man, yet he came around frequently to see how I was getting along, and that was something I never had happen before.  
 Claude Young.

**SAVED TWICE AS MUCH**  
 Pond Creek, Oklahoma,  
 Nov. 24, 1927.  
 I am writing in regard to our Nichols & Shepard Combine, 15 foot cut, which we purchased last spring and can surely say it is one of the best on the market.  
 We cut about 520 acres with it in this season and can say it was the cheapest harvest we ever had.  
 We cut for a neighbor who had had two different machines cutting before us, where they only got 3 bushels per acre we got nearly six bushels.  
 As for the cleaning of the grain there are none better.  
 On account of dew every morning we couldn't begin work until 9:30 or 10 o'clock, and on account of long straw which was down and tangled we had to go slow but at that we averaged about 25 to 30 acres per day.  
 R. C. HAMILTON.

**IN THE LONG RUN**  
 Canadian, Texas,  
 October 19, 1927.  
 We have run our twenty foot Nichols & Shepard Combine one season now. Cut twelve hundred acres of short light wheat, some of it very weedy, and had but one stop. The sickle bar was picking up dirt lots of the time. Threshing and cleaning was extra good considering the condition of grain. It pulled light, as our tractor used only a little over half the fuel it did in '26 pulling another make. The first cost of a Nichols & Shepard Combine is not cheap, but ours looks like it would take years to tell how really cheap they are in the long run.  
 CHAS. G. ROBBINS.

**The Red River Special Line for 1928**  
 Combine  
 15' Cut  
 20' Cut  
 Tractor Type  
**Tractors**  
 N & S  
 Latest Built  
 20-35  
 20-40  
**Threshers**  
 22x36  
 28x46  
 30x52  
 32x56  
 36x60  
**Nichols & Shepard**  
 Corn  
 Picker  
 Husker  
**Nichols & Shepard**  
 Steam  
 Engines

**NICHOLS & SHEPARD COMBINE**  
 COMPANY

**McNABB LAND COMPANY**  
 SPEARMAN, TEXAS

The Greatest Grain Saving Combine Built

**The SPEARMAN REPORTER**  
Successor to the Hansford Headlight  
PUBLISHED EVERY THURSDAY  
NUNN-WARREN PUBLISHING Co.,  
INC., Publishers  
ORAN KELLY  
Editor and Manager  
Telephone No. 10

**\$2.00 PER YEAR IN ADVANCE**

Entered as second class matter  
November 21, 1919, at the post office  
at Spearman, Texas, under the act  
of March 3, 1879.

**ADVERTISING RATES:** — Flat  
rate for plates, 35 cents per inch.  
If composition is required, 5 cents  
per inch additional.  
Reading notices, 10 cents per line.  
Want ads, 2 cents per word per in-  
sertion; three times, 5 cents per  
word.

MEMBER  
**TEXAS PRESS  
ASSOCIATION**

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CURTIS DOUGLASS

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S. A. FOWLER  
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For County and District Clerk  
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J. E. WOMBLE  
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ALVINO RICHARDSON  
For Tax Assessor  
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MRS. J. H. BUCHANAN  
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For Treasurer  
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For Commissioner Precinct No. 1:  
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For Commissioner Precinct No. 2:  
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J. R. KIRK  
JOE CLOSE

In becoming the owners of the  
Spearman Reporter, which we regard  
as one of the best weekly newspapers  
in the Panhandle of Texas, the Nunn-  
Warren Publishing Co. feels that it  
is entering a well developed field and  
one also that has unlimited prospects.

As most of the readers of the Re-  
porter know, the Nunn-Warren Pub-  
lishing Co. owns a number of news-  
papers in the Panhandle-Plains. This  
firm is composed of J. L. Nunn,  
Amarillo, president; J. E. Nunn,  
Amarillo, vice president, and David  
M. Warren, Pampa, secretary-treas-  
urer and general manager, and about  
30 co-workers. Ownership of these  
newspapers is vested solely in the of-  
ficers and co-workers.

The Nunn-Warren Co. owns the  
Berger Daily Herald; Hutchinson  
County Herald, Stinnett; Pampa  
Daily News; Pampa News, weekly;  
Panhandle Herald, semi-weekly;  
Skellytown-Roxana News; Briscoe  
County News, Silverton; Quitaque  
Post, and Castro County News,  
Demmit. The Nunn-Warren-Story  
Publishing Co. owns the Childress  
Daily Index and the Childress Post,  
weekly.

It is a pleasure to state that ar-  
rangements have been made for Oran  
Kelly, publisher of the Reporter for  
the past ten years, to remain as editor  
and manager. The public can be  
assured that the Reporter will con-  
tinue to be the aggressive paper it  
has been in the past with increasing  
zeal in behalf of Spearman and  
Hansford County.

Some improvements will be made  
in a short time and more machinery  
will be added. These improvements  
will be made in order that the Re-  
porter can serve still better the peo-  
ple of this section.

The high esteem in which Mr.  
Kelly is held in this community and  
by the newspaper fraternity as a  
whole is another reason why the new  
firm feels fortunate in becoming as-  
sociated with him. The Panhandle  
Press Association showed its regard  
for Mr. Kelly by electing him presi-  
dent and he has just completed a  
year's term in that office.

Just as the Reporter in the past  
has stood up for the best interests  
of this community, so will it con-  
tinue. The management and owner-  
ship trust that the relations during  
the future years will be most cordial.  
NUNN-WARREN PUBLISHING CO.

The writer regrets very much to  
part with the sole ownership of the  
Spearman Reporter. For more than  
ten years, eleven years in November,  
to be exact, we have piloted the busi-  
ness, a part of the time through  
some rather dull seasons, but never  
discouraged, and always having the  
utmost confidence in the future of  
Spearman and the Spearman coun-  
try. Our regret at giving up the  
ownership of the Reporter is mostly  
sentimental, of course. We shall  
continue to be with the paper, and  
in the same capacity as in the  
past.

The Reporter has enjoyed a  
healthy growth for the past eleven  
years, and is now in a position to  
grow more rapidly, becoming more  
and more useful to the town and  
country, than ever before. We have  
some great plans for the future,  
though the general policies of the  
paper will not be materially changed.  
We are making the change in owner-  
ship merely to strengthen the insti-  
tution, that it may more fully and  
satisfactorily serve Spearman and  
Hansford county in particular and  
the entire north plains country in  
general.

We want to thank the business in-  
terests of Spearman and elsewhere,  
our subscribers and friends every-  
where, for the patronage they have  
so freely given—a patronage that  
has enabled the Reporter to grow  
every week a little stronger for the  
past eleven years. But greater than  
this is the loyalty of the people of  
this section to their home paper. The  
latter is one of the most important  
things which make newspapering  
really worth while.

We want you to get acquainted  
with Mr. Warren and Mr. Nunn.  
They, too, have faith in Spearman  
and the north plains, and show it by  
spending their money here. Let us  
continue to grow, to build and to de-  
velop until the north plains reaches  
the point at which, due to her un-  
limited natural resources, she will  
rank among the richest sections of  
the middle west.  
Let's go!

Spearman's blocks of paved streets  
are now "paying out." Our friends  
and customers, kin-folks, tourists—  
everybody—motors through or to  
this town and the cars are not  
"stuck" on Main street. Progressive,  
fightin' Spearman; move here.

**JEWELER**

I am now located in Spearman, in  
the offices of Judge Fowler, next  
door to the postoffice building, and  
am ready to do all kinds of jewelry  
work. Thirty years experience; all  
work guaranteed. I also repair Vic-  
trolas, sewing machines, etc. 26tf.  
N. M. BALDWIN, Jeweler.

Remington Portable Typewriter  
for sale at the Reporter office.

**WHEN THE WHEAT  
LOOKS GOOD IN TEXAS**

When the wheat looks good in Texas  
And the prospects all are fine,  
There's a general stir in business;  
Folks are busy all the time.

Oh, they say, you'll need a tractor,  
And you'll need a combine, too,  
And of course, you'll need a new car  
Your old one will never do.

Then you'll need a truck for hauling  
And for marketing your wheat,  
And, "Dear sir, you should buy this  
one,  
For you'll find it can't be beat."

Oh, they'll run the wheels off one car  
Selling implements galore;  
Later when they come collecting,  
They'll run wheels of of two more.

It's funny how they swarm in  
When the wheat is looking good.  
"Madame, you should buy this  
washer;  
Really now, you know you should."

"Then your stove is getting worn  
out,  
And you really need more light.  
Now just let us sell you this one;  
You'll find it quite all right."

"Books and papers you are needing,  
Magazines that you should try.  
If you have not cash, we'd take some  
Eggs or chickens we could fry.

Why, they run the women crazy,  
Always calling come and buy,

And the men can't work for talking  
To the agents wise and sly.

Then of course, there's hail insurance  
They would sell if they could,  
And the merchants even say "Mis-  
ter"

When the wheat is looking good.

Then we can't forget the preachers  
Who say a tenth belongs to God.  
Oh, let's not forget the giver  
When our wheat is looking good.  
—Nova Schubert.

**A GOOD PLACE TO LIVE**

Work for and with your home  
town. Beautify it. Make it more at-  
tractive. Help make it the kind of a  
town that you really want to live in.

The best advertisement of your  
business is the town you live in if it's  
the kind of a town it should be.

Towns get reputations as well as  
men. Repetition makes reputation.  
Make your town's reputation one  
that will attract favorable attention.  
It will thus draw people and where  
people come there is prosperity.

Help rid Boise City of one eyesore  
after another. Clean up vacant lots  
and plant them to gardens. Make a  
cluttered up yard a disgrace and an  
unpainted house a reproach. Cut out  
the weeds, clean the streets and  
fix the sidewalks. Be fair to your  
public officials and pay your taxes  
without grumbling so that they may  
give the best service possible back to  
you.

Make public opinion too hot for  
those who knock, refuse to cooperate



**Put it Safely Away**

When you get your pay, put it safely away until you reach this bank.  
Then you can put it away in safety until you need it. This bank  
welcomes new accounts. Come in and get acquainted.

**FIRST NATIONAL BANK, Spearman**

"SECURITY—RELIABILITY—COURTESY"

**Good Printing  
Pays**

And Good Printing is the only kind  
that is allowed to leave this office

{ Some men and some business  
houses have only two speeds--  
dead slow and stop }

**Spearman Reporter**

Commercial Printing

Main Street

Phone 10

for general good and who will not  
help.

Our town should be one where  
folks are friends, where progressiv-  
ness is appreciated, where good roads  
make it accessible, where proper  
sanitary methods are conducive to  
healthfulness, where attractiveness is  
considered an asset, where education  
fits for the future, where recreations  
are plentiful for all, where govern-  
ment is efficient and popular, where  
living conditions are good, where the  
helping hand is extended to the un-  
fortunate, where employment is  
plentiful, where investments are  
sound, where intolerance is unknown,  
and church spires point the way to  
heaven.

That is the kind of a home town  
we want!—Cimarron County News.

**MOVIES AT HOME  
ARE PRACTICAL**

Being a movie actor in your own  
front or back yard, is now a possi-  
bility because amateur moving pic-  
ture cameras are being used in mak-  
ing home movies.

All children are familiar with  
cameras that take "snap shots."



The Panhandle's  
Largest Furniture  
Store

20 MONTHS TO PAY  
**Green Bros Co**  
COMPLETE HOUSE FURNISHING  
Amarillo, Texas

Well, that was not possible once upon  
a time because only the profes-  
sional photographers knew how to  
take pictures and develop them.

So it was with the moving picture  
up until within the last year or two.  
Now dad can go down town and buy  
his own moving picture camera and  
films. After that he can go home  
and start grinding the crank and mix  
up his family in a movie. Children  
show great aptitude and cleverness  
in arranging scenes for the new home  
moving pictures. It all seems rather  
strange to both parents and children,  
but whenever there is a lot of fun  
in any pastime or educational move-  
ment the people all over the country  
start in promptly to learn all about  
it. It does not take long to educate  
the American public into the use of  
its new found mechanical and sci-  
entific tools.

The home movies are so new that  
information with regard to them is  
just beginning to appear, but it will  
not be long before the manufacturers  
of cameras and films will be able to  
tell everyone how to manipulate the  
machinery and make their own plays  
and views.

**SWIFT CREAM  
STATION**

On Elevator Row  
Spearman

Bring us your cream. We  
will appreciate your  
business and will en-  
deavor to render you a  
real service.

MRS. L. C. WEAVER,  
Manager  
2511p.

**Reduced Prices**

ON AWNINGS and ACCESSORIES  
Equip your car for hot weather at a saving cost.

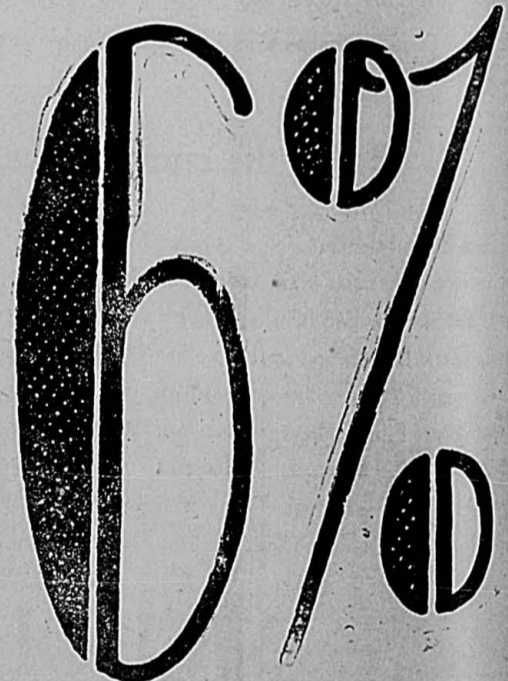
Don't be troubled with blowouts during the harvest rush or on your  
vacation. Buy a new set of Goodyear tires now.

ALADDIN FIELD BAGS

McCLELLAN CHEVROLET COMPANY

NORTH MAIN

SPEARMAN



**Farm and Ranch  
LOANS**

LONG TERMS :—: PROMPT ACTION

If interested call, and we will be glad to go into details  
—Plenty of money.

**McLain & McLain**

Misses Mildred Ward, Lucile Beck and Audrey Ward visited Amarillo the latter part of last week.

Mrs. M. B. Wright is entertaining a guest for the summer, her sister E. F. Peacock of Long Beach, California.

J. J. Deaner of Okmulgee, Oklahoma, is here this week looking after farming and ranching interests, Hansford county.

A. Laird of Chillicothe, Texas, arrived here this week and is making arrangements to take care of his 100 acre wheat crop.

Born, on Friday June 1, to Mr. and Mrs. Tim Minton of the New Hope community, a fine nine and one-half pound daughter.

H. B. Towe of the McNabb Land Company of Spearman came in the first of the week with a party of buyers from Oklahoma.

June is the month of weddings. Let your home town newspaper, The Reporter, print your wedding announcements. Inquire for prices.

C. W. Case, general manager of the Nichols and Shepard Credit Department, is here this week from Little Creek, Michigan, looking after the interests of his firm.

Mr. and Mrs. T. C. Roper and the baby of Perryton, and Mr. and Mrs. Earl Jackson and the children visited Amarillo the latter part of the week, returning early Monday morning.

Judge L. Gough of Amarillo was elected president of the Texas Wheat Growers Association for a sixth term recently. Members of the board include C. W. E. Bergner, Texas; C. H. V. Earl, Follett, and E. L. Simmons, Miami.

SALESMAN, with car wanted, one who is willing to work six days a week on salary and commission. Must be a live wire, otherwise, don't apply. Experience unnecessary. See V. L. NICHOLS, Spearman, Texas.

Misses Lillie Hazelwood and Iola Gay returned Sunday from New Mexico, where they visited with relatives and friends for the past two weeks. Clyde Hazelwood met the young ladies in Amarillo and they motored home Sunday night, through the mud.

Lost, a pair of glasses, between White House Lumber Company yard and my home in west Spearman. Finder will please return to White House Lumber Company and receive \$5.00 reward.

C. E. GILCHRIST.

Carl Clawson, who lives 20 miles north of Spearman, and his father of Kansas, were in town Tuesday, buying land through the McNabb Land Co. They have a fine wheat crop on their farm north of town and are buying more Hansford county farm land.

Mrs. A. F. Barkley, Miss Reba Barkley and Miss Lorene Morton went to Dalhart Tuesday for a visit with friends and relatives. They expect to return Wednesday, accompanied by Miss Virginia Barkley, who is returning from Denton, where she is a student in C. I. A.

The Barrett Brothers of Illinois were here this week looking over the country with a view of buying land and settling here. They will probably induce several other families to come here from Illinois to buy land and establish homes. McNabb Land Company representatives are showing them about.

Word was received by relatives here the first of the week, from the Scott & White sanitarium at Temple, that little Miss Madeline Fox has successfully withstood an operation and was doing nicely. Mr. and Mrs. Wilbur Fox will return to their home here with Madeline within a short time.

Mr. and Mrs. Clark, Miss Opal Cline and Gene Cline were visitors to Guymon last Wednesday.

J. A. Ward and son Jewel, were in town Tuesday morning looking after business matters.

We now have the New International "Six-Speed Special" ready for delivery. Spearman Hardware.

Miss Floradane Dodd came from Borger last Wednesday, and was a guest of Miss Opal Cline until Friday.

Mr. and Mrs. June Balentine were in Tuesday from their ranch home on the Palo Duro, attending to business matters.

Don't wait about placing your order for a new "Six-Speed Special" International Truck at the Spearman Hardware.

TYPEWRITER RIBBONS for sale at the Reporter office. Remington portable and visible, Oliver, Royal, L. C. Smith and Underwood ribbons carried in stock.

Bob Thompson, a brother of Mrs. H. G. Hastings, arrived from Amarillo the latter part of last week and is assisting with the work at the Hastings Drug.

Elmo Maize returned the latter part of last week from Lubbock where he has been attending Texas Tech. the past term and will spend the holidays at his home here.

Geo. W. McMurry and Mr. and Mrs. Geo. McMurry and baby left on Thursday of last week for Wink, Texas, where they will visit several days in the home of Allen McMurry.

Wayne Haley came from Perryton last Wednesday and, accompanied by Mr. and Mrs. Allen King of Spearman, motored to Canyon to attend the graduating exercises at West Texas State Teachers College.

Just what you will need during the harvest season, the new International Truck, "Six-Speed Special." Place your order at the Spearman Hardware.

Mrs. Walter Wilmet and daughters, Misses Juanita and Agnes, and little son Ernest, returned Tuesday from a weeks visit with relatives and friends at Lockney and Lubbock. Miss Orne McClellan, who has been attending school at Texas Tech. at Lubbock, returned home with them for a visit.

Misses Maudie and Merle Holt and Miss Helen Blanton and Ora Holt came from Canyon last Saturday and spent the week end at the Holt home. The young ladies returned to Canyon Wednesday to enroll for the summer term at W. T. S. T. C. but Ora will spend his summer vacation at his home in the Holt community.

**HEY THERE**—Call Cone's Radiator Service, Perryton, for expert radiator repair work and fender straightening.

Mrs. Fred Twyman and little daughter Peggie Jane returned Tuesday from Kingman, Kansas, where they have been visiting in the home of her parents the past two weeks.

Harold Bort, brother of Ralph Bort, arrived here from Colorado Springs where he has been attending Colorado College, Monday. He will spend his vacation here this summer.

**LOGIC**

He had been rescued from drowning by the most heroic work. He was unconscious but finally revived sufficiently to recognize those around him.

"How does it seem to be so near death?" a friend asked.

"Oh, I knew I wasn't dead," replied the rescued one.

"How could you tell?"

"I was hungry and my feet were cold."

"From which you inferred what?"

"Well, I knew that if I was in Heaven I wouldn't be hungry and if I was in Hell my feet wouldn't be cold."

**NOTICE OF SALE OF AUTOMOBILE**

Whereas, the undersigned, a garageman, has for the last 60 days and prior thereto, retained in his possession certain personal property, to-wit:

One Ford Speedster, Motor No. 3616672, license No., none, belonging to unknown parties, and stored with the undersigned for storage and repair, now amounting to the approximate sum of \$60.80.

Now, therefore, notice is hereby given that after the expiration of twenty days from date, to-wit: on the 25th day of June, 1928, between the hours of 10 a. m. and 4 p. m., I shall proceed to sell said property at my place of business, at lower end of Main street, west side, Spearman, Texas, the place where, owing to the nature of said property, is the most convenient to exhibit to prospective purchasers, following the manner of execution, and apply the proceeds to the payment of my said charges, and turn over the balance to the first entitled thereto.

Witness my hand this 2nd day of June, 1928.

R. W. MORTON, Garageman, Spearman, Texas.

**NOTICE OF SALE OF AUTOMOBILE**

Whereas, the undersigned, a garageman, has for the last 60 days and prior thereto, retained in his possession certain personal property, to-wit:

One Ford Runabout, motor No. 12317434, license No. 105735, Texas, belonging to unknown parties, and stored with the undersigned for storage and repairs, now amounting to the approximate sum of \$134.83.

Now, therefore, notice is hereby given that after the expiration of twenty days from this date, to-wit: on the 25th day of June, 1928, between the hours of 10 a. m. and 4 p. m., I shall proceed to sell said property at my place of business, at the lower end of Main street, west side, Spearman, Texas, the place where, owing to the nature of said property, is the most convenient to exhibit to prospective purchasers, following the manner of execution, and apply the proceeds to the payment of my said charges, and turn over the balance to the first entitled thereto.

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Witness my hand this 2nd day of June, 1928.

R. W. MORTON, Garageman, Spearman, Texas.

**Your Photo**

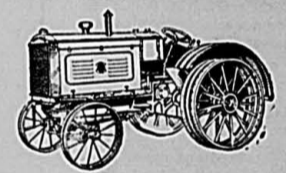
5 for 25c  
10 for 50c  
15 for 65c  
25 for \$1.00

Postal Cards  
\$1.25 Per Dozen

SATURDAY, JUNE 9TH  
is last day we make pictures in Spearman.

**Hollywood Studio**  
First Door South of Bakery  
Spearman, Texas

**Equip Your Farm with**



**ROCK ISLAND**  
Farm Machinery, Implements and Tools

—We can furnish you anything you need from a Claw Hammer to a Tractor.

<b>Tractors</b>	<b>Plows</b>
Model FA, 25-40, pulls a ten disc sod plow, or a 12-foot 20-disc one-way.	Sanders Cylinder Disc Plows; special shaped plow-discs, grued gang-beam—a big improvement on late models.
Model F, 18-35. See this tractor pull seven disc plows.	No. 810, with ten discs, cuts 6 feet.
Model B, 15-25. Specially made for the small farmer. Will pull a 15-foot combine.	No. 815, with 15 discs, cuts 9 feet.
These three models are now being successfully used in Hansford county	No. 820, 20 discs, cuts 12 feet.

A car load of Rock Island Lister Drills will be received within the next few weeks.

**Rock Island Cream Separators**  
SOLD ON MONTHLY PAYMENTS

**McNabb Land Co.**  
Spearman      Gruver      Morse

**Build Right--**  
the first time  
with dependable  
materials



Every home owner knows it pays to build with good materials. The slight extra cost is more than overcome by the greatly reduced repair upkeep bills.

If you are intending to build or remodel, be guided by the experience of others. Select materials intelligently—and carefully. Test and compare. Make each product prove its superiority. It is our business to know dependable materials and make recommendations for their use. Let our experience help you plan your work. There is no obligation, of course.

**WOODMANSE WINDMILLS**  
TRUE TAG PAINT IS BEST—100 PER CENT PURE

**Pickering Lumber Co.**  
Plan Books at Your Disposal      H. L. DUMAS, Mgr. Spearman

**It Took a Year to Make it!**


The World has been waiting for another big Picture by King Vidor, the man who made "THE BIG PARADE"

It is here now—a fascinating cross-section of life

**THE SWEEPING POWER. BLENDING OF LAUGHTER AND TEARS, SURGING ROMANCE THAT MOVED THE WORLD IN THE "BIG PARADE" ARE IN "THE CROWD"**

**KING VIDOR'S**  
Production

**THE CROWD**



at the

**REX Theatre**

SPEARMAN, WEDNESDAY, THURSDAY, FRIDAY  
JUNE 6, 7 and 8

Our Motto: "BIG PICTURES AT SMALL PRICES."  
ADMISSION ..... 10c and 40c

Also OUR GANG in "THE OLD WALLOP" and PATHE NEWS

# THE BULL CIRCLE TURNS EVERY MODEST DAIRY INTO A PUREBRED FARM

By Arthur L. Carnahan of the Borger News.

A NEW WORD was added to the dairyman's vocabulary in the autumn of 1923 when the first bull circle was organized. During more than four years of growth the plan has extended from its starting point in a moderate sized Texas county seat until it is known across the continent. Many look upon it as the greatest modern achievement in dairy cattle breeding.

Formerly a purebred dairy herd on the average farm was beyond contemplation. The bull circle system not only contemplates this unthinkable ambition, but is rapidly achieving it. The miraculous result in milk production that follows a rich infusion of purebred blood in a dairy herd is admitted. But to get anywhere, this purebred blood must flow freely and richly through the veins of the average cow in the average herd on the average dairy farm. To this end, the bull circle is making seven-league strides.

Purebred dairy stock is now within the reach of any group of three, four or five responsible farmers, however limited in means, through the instrumentality of the bull circle. As a result, hundreds of modest dairy farms have a purebred bull at the head of every herd, with many registered cows.

## System Revolutionary

Even with no registered cows, and only the common herd to work on, this revolutionary system grades up the herd rapidly, because five cross-breeds from a purebred sire will produce a 31-32 purebred calf; and the contract of the bull circle is so binding that no less achievement than this can be reached when the system is adopted.

The bull circle consists of three, four or five members who jointly own three, four or five purebred registered bulls. Five make the ideal number. Three are the minimum to work out the financing and economics. The members may live ten or fifteen miles apart without hindrance.

One bull is placed with each member, where he is kept for two years and then moved to the herd of another member. No other bulls are permitted to enter the herds. The home of each bull is designated by an executive committee of five, two elected from among the members every two years and three consisting of agricultural experts, probably the county agricultural agent, a staff member of the State Agricultural College and the secretary of the State Breeders Association. One of them usually has been the organizer of the circle, made the preliminary financial arrangement at the local bank and negotiated the purchase of the bulls. He works as a public servant, in the interest of the industry, without cost to the members.

## Method of Rotation

At the end of two years the circle begins to rotate, by moving the bulls to new homes among the members, and this is repeated every two years, so that after ten years each animal has spent two years in the herd of each member. Since this is about the potential life of a bull, the five-member circle is the ideal form. Insurance is carried, and in case of death a young bull of the same quality replaces the one that was lost. In case of sterility the membership contract calls for an assessment to buy a new bull. This makes the circle perpetual.

The executive committee is supreme in authority and directs the rotation of the circle on a definitely scientific program, following the laws of line-breeding and in-breeding for making allocations. When female stock has been bought from the parent farm that furnished the bulls, that factor receives due consideration.

The financing of a bull circle is simple and comparatively easy. For use as herd sires in a circle, the choicest yearlings out of blue-ribbon ancestry can be bought in blocks of five at \$300 each, or a total of \$1,500 for a circle.

## Banks Help in Project

Almost any local bank will carry three-quarters or two-thirds of this cost for responsible dairymen in the vicinity. Thus the members of the circle are required to pay in cash only \$75 or \$100 each. If the members are well known a mortgage often is not required, only a promissory note. The notes are signed separately and individually, and are paid off the same way.

This financing is arranged by the agricultural advisor who organized the circle, in co-operation with the members. The bank will readily take his judgment on the value of the bulls, because it is his business as an expert to know; and the integrity of the breeding farm from which they were bought is also evidence of their worth. With the strict regulations under which a bull circle operates,

## The West Texas State Teachers College Canyon, Texas

A standard Class A College, recognized through the United States.

Summer session opens June 5, 1928, and closes August 24. Students may enter June 5 or July 16. Courses lead to degrees and certificates.

For information, write—

D. A. SHIRLEY, Registrar.

with full safeguards against loss, disinterested expert supervision over the property, and the community being enriched by the system, these loans are gilt-edged.

The bulls are bought usually at 10 to 14 months old, in a group, from one breeding farm of established reputation, the bulk sale and the great advertising value inducing the breeder to sell his highest quality stock at bargain prices.

This bargain-hunting and the selection of the animals are carried on by the agricultural advisor responsible for the organization, and who is well qualified to deal with the breeders. This service costs nothing, yet it is the most expert that can be found. No farmer could pretend to compete with it either in judgment or in trading.

"Salesmanship" Needed Through the "salesmanship" of these advisors, the breeders have become thoroughly "sold" on the idea.

They are growing eager to get their blue-ribbon stock into bull circles. This means that the best-bred bulls on the American continent can be bought in blocks of three or five, as sires for bull circle herds, at prices that ordinary mortals must pay for inferior stock.

Thus the dairy farmer, through the instrumentality of the circles, are able to own herd sires that before were only within the reach of wealthy fancy breeders.

One of the most important advantages to a breeder in selling his bred-in-the-purple stock in quantity as herd sires for bull circles is the outlet created thereby for registered female stock. The inspiration that comes with the ownership of a registered purebred bull of the best pedigree is infectious, and a dairyman no sooner has this kind of an animal on his place than he begins to think of matching him with a matron of similar purple ancestry.

Thus every bull circle member is a potential buyer of registered purebred cows; and, in fact, there has never yet been a circle formed in western Texas that did not within a year begin to buy females from the same breeding farm that furnished the males, or from other farms of equally high repute.

## All Male Calves Inspected

Under the contract between the members, all male calves sired by their bulls and born of unregistered cows, either inside or outside of their own herds, must be castrated within ten days. Any member of the executive committee is authorized, over the signatures of the members, and the owners of the cows, to perform this surgery. To that extent the propagation of any other than purebred bulls is stopped, and only bulls that are eligible for registration can be produced by circle members.

Substantial revenue is obtained by circle members from allowing the use of their bulls for service outside of their own herds, the fee going to the custodian of the bull. Records show in one instance more than half the cost of the bull defrayed during the first year in this way. If a member has a registered cow that brings a male calf this represents a value equal approximately to original cost of the bull; and if a member has three registered cows in his herd he should average at least one male calf yearly that is eligible for registration and worth around \$300.

If an offer is made to buy one of the bulls in a circle at a substantial profit he may be sold by consent of three-fourths of the members, to be replaced by a new bull, and the profit shared equally.

## "Double Four" System

"Double-four" systems consist of two four-member bull circles who make a complete rotation of each circle in eight years, and then exchange bulls and are prepared to start on another eight year rotation. In this way the full potential life of milk production in any of the bulls it is diffused among a large number of herds.

The joint ownership of four members extends to only four bulls, and the joint interest of the two circles consists only of an agreement to exchange bulls at the end of eight years. Such a "double-four" system founded early in 1927 at Hereford, Deaf Smith county, Texas, is typical of the quality of sires introduced into bull circles. The eight bulls ranged from eight to twenty months old when bought, and are the choicest registered stock available in Texas, all pedigreed from the famous "squonk" of 1927 at Hereford, Texas; Flowerdale Soquette's Fox, 20 months, third price at 1926 Dallas State fair; Flowerdale Pansy's Elf, 20 months; Flowerdale Elf's Gamboge, 14 months; Flowerdale Youth's Noble, 8 months; Flowerdale Elf's Prince, 8 months; Flowerdale You'll Do's Noble, 11 months.

## Supervised by Expert

The selection and supervision of these eight bulls is also typical. They were selected by Mr. D. T. Simons of Fort Worth, secretary of the Jersey Cattle Club of Texas, and were then passed upon and approved by the Texas Agricultural & Mechanical College, governed by rigid bylaws, and inspected by a college representative several times a year.

Mr. C. H. Alvord, at that time director of the State Extension Service of the College, made such an inspection recently, followed on his tour of the eight dairy farms by a cavalcade of interested and attentive neighbors from far and near.

At each farm he gave a practical talk on the quality points possessed by the bull under inspection; while he and other experts in the party pointed out merits and defects in the care that was being given the animal, and in dairy farming in general as conditions were observed. It was an intensive day of schooling in dairy farming and breeding, with an area 20 miles square as a laboratory, and language that everyone could understand.

Mr. Alvord described dairy farming as a manufacturing industry, with the cattle as a "feeding ma-

## Mr. Alvord Quoted

"In a store, a bank, or similar lines of business the profit is determined by the cost and selling price," he said. "But a manufacturing industry is a little different, because the efficiency of the machinery in producing output is a factor."

"In the dairy business the efficiency of the machine is speeded up by higher breeding; and thus, for the same expenditure of feed a larger production of milk and cream is obtained."

"A manufacturer does not hesitate to discard out-of-date machinery for new equipment that will give him a larger output at the same cost. This increased output may sometimes represent the difference between profit and loss."

"You are doing just that, when you improve the breed of your dairy herd. You are discarding an out-of-date feeding machine for a new one of the highest efficiency."

The first bull circle ever founded was at Tulia, Swisher county, Texas, and consisted of ten members, the circle progressing every year. But it was found by experience that five members and a two-year progression is more practical, involving only one-half as much investment.

The original Tulia circle contained a brilliant galaxy of famous young bulls. The net cost averaged less than \$265 each, or \$300 each including insurance. The progeny of each bull averaged about 20 heifer calves yearly. This circle has been offered \$1,000 in cash for each of two of its bulls and \$2,200 in trade for one of them, but the offers were all refused.

(Continued Next Week)

## MILK SHOULD BE SOURED RAPIDLY

Milk that has soured rapidly is superior for cooking purposes to that soured in a refrigerator or some other cool place, according to Miss Millie Pearson, home economics education, Oklahoma A. & M. College. Miss Pearson accounts for the superiority of milk soured quickly on the ground that the large amount of lactic acid developed under moderate temperatures and when a larger surface is exposed to the air keeps down the growth of putrefactive bacteria.

Sugar is the only nutrient lost in souring milk, Miss Pearson says. However, if, in using sour milk for cooking, the whey and curd are not thoroughly mixed, many of the valuable constituents are lost, and the texture of the product in which the milk is to be used will not be so fine after it has been cooked. Injury to the texture is especially evident in baked foods, if any of the whey is lost from the milk before using.

## Has Many Uses

There are a number of uses for sour milk in cooking, Miss Pearson says, one of the most common being in making corn bread, which may be made by the following recipe: Two cups of corn meal, half cup of flour one teaspoon salt, one and a half cups of sour milk and four table-spoons of melted fat.

Cottage cheese pies is another rather unique use for sour milk named by Miss Pearson. To make the pie shell for a cottage cheese pie, the same directions are followed as for making any cream pie. Cream cot-

tage cheese and mix with it sugar, if desired, or spices, such as cinnamon, nutmeg or mace, such in the crust. Bits of fresh or canned fruits may be added, and might be topped with meringue whipped cream. If fruit is added will partly supply the mineral in the whey.

We want the news. Phone 10.

## There's New Beauty in PAINT

# "RIP" The PAINTER

Interior Decorating House Painting Flat Work

Careful, painstaking work that will stand the test of time.

### E. C. Van Winkle Spearman

## MAGNETOS

### WE REPAIR ANY MAKE

The largest stock of Repair Parts carried by one House in Oklahoma. Send them by Parcel Post, we send them back the Same Day.

### ALL WORK GUARANTEED

We rewind and repair any motor, generator or magneto, Radio, or other Electrical Apparatus.

## SILVER'S

216-222 So. Indep.

Phone 2160 ENID, OKLA. 254.

## A Complete Line of Building Material



Everything needed for building your new buildings awaits your orders here. Furthermore, a comparison of prices will prove our prices are never high—our quality standard is ever high. Let us figure your bills for that new barn, new granary or new garage.

### Tulsa Rig, Reel and Mfg. Co.

#### HARRY BOWEN, Local Manager

Phone 89

West Spearman

Look for the Red Tag!

# USED CARS

"with an OK that counts"

- Motor
- Radiator
- Rear Axle
- Transmission
- Starting
- Lighting
- Ignition
- Battery
- Tires
- Upholstery
- Top
- Fenders
- Finish

**McClellan Chevrolet Company**  
NORTH MAIN  
QUALITY AT LOW COST

# CONOCO ETHYL

The YARDSTICK for COMPARING MOTOR FUELS

THE quickest way to appreciate the superiority of Conoco Ethyl Gasoline is by direct comparison. You know the results you get from ordinary gasoline. So the next time the tank is empty fill up with Conoco Ethyl and note particularly these outstanding points of superiority:

- No knocks.
- Smooth, even flow of power.
- Quicker acceleration.
- Greater speed and pulling power on the long, hard hills.
- Practically no vibration and no overheating of the motor.

Conoco Ethyl Gasoline is a combination of Conoco, the extra miles gasoline, and Ethyl brand of Anti-Knock compound—developed by General Motors. It is the standard—the yardstick for comparing motor fuels. A gasoline better than Conoco Ethyl has yet to be made.

Fill at the Conoco Ethyl pump.

CONTINENTAL OIL COMPANY  
Producers, Refiners and Marketers of high-grade petroleum products in Arkansas, Colorado, Idaho, Kansas, Missouri, Montana, Nebraska, New Mexico, Oklahoma, Oregon, South Dakota, Texas, Utah, Washington and Wyoming.

# CONOCO ETHYL

extra knockless miles

**INTELLIGENCE TESTS ARE TRIED ON FLEAS**

Intelligence tests, temperaments and women's rights have been discovered as important in flea family life as they are in the life of humans.

Professor William Heckler, famous motor of the flea circus in this country, has discovered that in the matter of mentality, of sex difference and of preference for work the animals which yield him a rich harvest are not unlike in their disposition the thousands of persons who profess their antics annually.

In discussing his work with trainees Professor Heckler, in the American Magazine, points out that he must take account of all these things if he would be successful in training out well developed flea stars.

He has found, among other things, that the female flea is far easier to train than the male. She is not only more docile, but also larger and stronger.

In order to separate the intelligent fleas from the others he places several into a large glass bottle in which he plays a strong light. Fleas don't like heat but most of them continue to jump upward toward the light.

These few who stay down in the bottom of the bottle, where it is cool and get gumption," says Professor Heckler. "They've passed their first intelligence test."

In order to decide on his pets' temperament he harnesses them up, and watches which way they jump. It is then his business to suit their temperament so that they get the most out of every flea," he says.

It is Professor Heckler's contention that fleas are as different as man beings.

**TRASH DISTRIBUTORS**

A Marshall housewife phoned me yesterday: "Can't something be done to relieve the housekeepers of the nuisance of circulars and hand bills being scattered all over our porches and galleries? Not only do they scatter these papers all over the place, but twice today I answered my door bell to find a circular stuck under the door or behind the screen." I don't know what can be done about it.—Homer M. Price in Marshall News.

Little can be done about it except that is being done about it—indignant housewives throwing the litter in the incinerator without looking at thus denying the nuisance advertisers their hoped-for publicity. This country is now too far advanced to

be patient with wornout methods of advertising. There was a time when reading matter was so scarce that some attention was given to circulars thrown upon the family doorstep; that some interest was shown in the goods so advertised. But that time passed out with the ox cart and the auroch, the dodo and the gnoo. How not to win popularity for even a meritorious product is to litter porches and dooryards with hand bills. Legitimate, sincere advertising in even the best newspapers is expensive in comparison with the medium's value. The real successful, analytical advertisers know this, therefore they steer clear of scheme campaigns and wind-blown handouts. The newspaper comes to those who welcome it, therefore its contents are welcome. It comes as something paid for, therefore it receives attention and respect. State Press is not in the advertising business. But he is a consumer of goods, wares and merchandise, and he is no patron of those who scatter fly sheets on his premises.—State Press in Dallas News.

**WE BELIEVE IN THE HABIT OF SAVING**

- BECAUSE—**
1. It is the foundation of a strong character, in that it builds up self-denial, will power and self confidence.
  2. It promotes the growth of individual industry and responsibility.
  3. It calls for intelligence in spending, and results in scientific management of one's personal affairs.
  4. It develops fore-thought and removes one of the greatest causes for worry.
  5. It establishes for the thrifty person a reputation for intelligence, diligence and dependableness.
  6. It puts one in line for the best positions.
  7. It enables one to seize business opportunity when it comes.
  8. It secures greater and better planned pleasures.
  9. It makes one a benefactor to society, not a beneficiary.
  10. It issues national stability, prosperity and happiness.

Gray county has 157 cases docketed for the 84th district at Pampa next week with Judge Newton P. Willis presiding. Twenty-five criminal cases are on the docket.

Follett received its charter this week for a Lions Club with a large delegation of visitors. A. W. Kincaide is president of the club.

**THERE ISN'T TIME**

There isn't time in life—there isn't time. To fret about each petty ill or wrong! You'll find folks love you better when you smile; They do not want your frown, they want your song. And when folks love you better, all the world Grows brighter and more beautiful each day; The fret and worry of the "common task" Before a friend's warm smile will fade away. There isn't time to mope—there isn't time; If you should stop to weep about the rain, Your tear-dimmed eyes will miss the golden sun That comes so soon to kiss the world again. There isn't time for anger or strife Your bitter word a deadly thing may prove; There isn't time in life—there isn't time For anything but courage, hope and love! —Eileen Price Evans in "The Happy Mag."

**FACT VS. FICTION**

There is a general belief that electricity generated by water power is much cheaper than that produced by

steam plants, and that power sites, regardless of their distance from a market for electricity, are most important factors in social and industrial development.

It costs money to transmit electricity—several times as much as to generate it at a power site. This cost increases as the distance is lengthened over territory which uses no electric current. As some seventy-two per cent of the total water power resources of the nation lie west of the Mississippi river, while seventy-nine per cent of the requirements for power are east of that river, it is not difficult to understand the problems that are faced in the profitable transmission of electricity from some of our greatest water power resources to users of hydro-electric current.

The real question is, what is electricity going to cost at the end of the wire farthest removed from the water power site? Modern coal burning plants are daily making this a more serious question.

It is one thing to excite the people about developing their unused water powers and getting electricity "at cost." It takes a great deal more skill and intelligence to show them whether such isolated hydro-electric plants could furnish them electricity "at cost" at a price to compete with more centrally located fuel-burning plants.

The cost of electricity is now fifteen per cent below pre-war levels in actual money, and forty per cent

below when figured on a cost of living basis. The electric industry is making constant engineering improvements and providing electric service at progressively lower rates. Resulting savings are being passed on to the consumer.

**FROM 2 TO 200 FARMERS WHO SELL CREAM, QUITAQUE'S RECORD**

The little city of Quitaque is one of the greatest dairying sections of the state, considered from the number of farmers engaged in the enterprise in proportion to the farmer population. Orin Stark, the banker of Quitaque, told the writer a few days ago that a year ago there were only two of his customers selling cream. He said he could estimate now that 200 farmers of the Quitaque section were selling cream.

It should be remembered that Quitaque extends westward only to the ranch country and a rancher cannot be expected to be a dairy farmer. It extends north to the brakes, east half way to Flomot or Gasoline. In speaking of the extent of the territory we are considering it from the standpoint of the cream station.

Thus, the territory is very limited as to the number of farmers, yet 200 of them are dairying. They are being paid about \$36,000 per year for their cream and the merchants are profiting in a like sum. Quitaque will place three or four good Jersey sires in that territory this fall, to increase the individual production without increasing the number engaged in that field of endeavor.—Childress Post.

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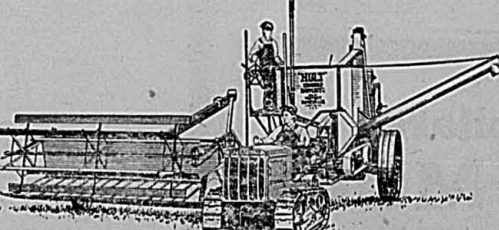
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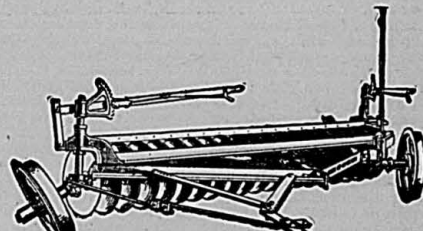
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