



THE REPORTER-TELEGRAM

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LABELS OF OUR BELIEFS CHANGED IN VALUE

The labels which we use to describe various human activities—such words as "radical," "conservative," "progressive," and so on—are useful things, since they serve to classify intangibles in a handy, card-index manner.

The interesting thing about them, however, is the fact that their value changes from year to year without our knowing it. President Roosevelt's address to Congress is an example.

Half a dozen years ago this speech—calling, as it did, for a network of old age pensions, unemployment insurance schemes, collective use of certain natural resources, and the addition of 3,500,000 men to the federal payroll—would have sent shivers up and down some millions of honest American backs.

Coming when it did, it was rather generally accepted as a "middle of the road" venture. Many people even saw in it a swing toward the right.

The old labels which we attached to such projects a few years ago have lost their meaning; and that has happened simply because we have moved out from under them.

Consider another example: The recent campaign speech of Premier R. B. Bennett of Canada, which called for "an end to the reckless exploitation of human resources and the trafficking in the health and happiness of Canadian citizens."

Premier Bennett's program, in its essentials, seems to be more or less a duplication of President Roosevelt's. It calls for unemployment insurance, a revamped old age pension plan, insurance against sickness and accident, new income tax laws to correct unequal distribution of wealth, and a system of minimum wage and maximum hour laws for labor.

Now the point, right here, is not whether the voters of Canada give Mr. Bennett a mandate to put this scheme into effect, or retire him and give someone else a chance. It is the simple fact that a Canadian premier, like an American president, has advanced a program which would have seemed startlingly radical if it had been suggested as recently as 1928.

What has happened, of course, is that our viewpoint has changed under the impact of the blows dealt by the depression. We no longer look at things as we used to; and before we pin any more labels on new proposals, we would do well to examine the labels carefully and see if they mean the same things that they used to mean.

We have simply moved out from under our favorite figures of speech.

PENALTY ON SIZE

One of the sorry tendencies of pre-depression days was the effort of large companies to become larger, to merge with allied interests and with competitors, to grow and spread until, as the Insull Empire did, to threaten stockholders and the public generally with overwhelming disaster.

Very little, if anything, has yet been done to avert such a calamity. Only the lack of funds, the depression itself, has succeeded in slowing up this process.

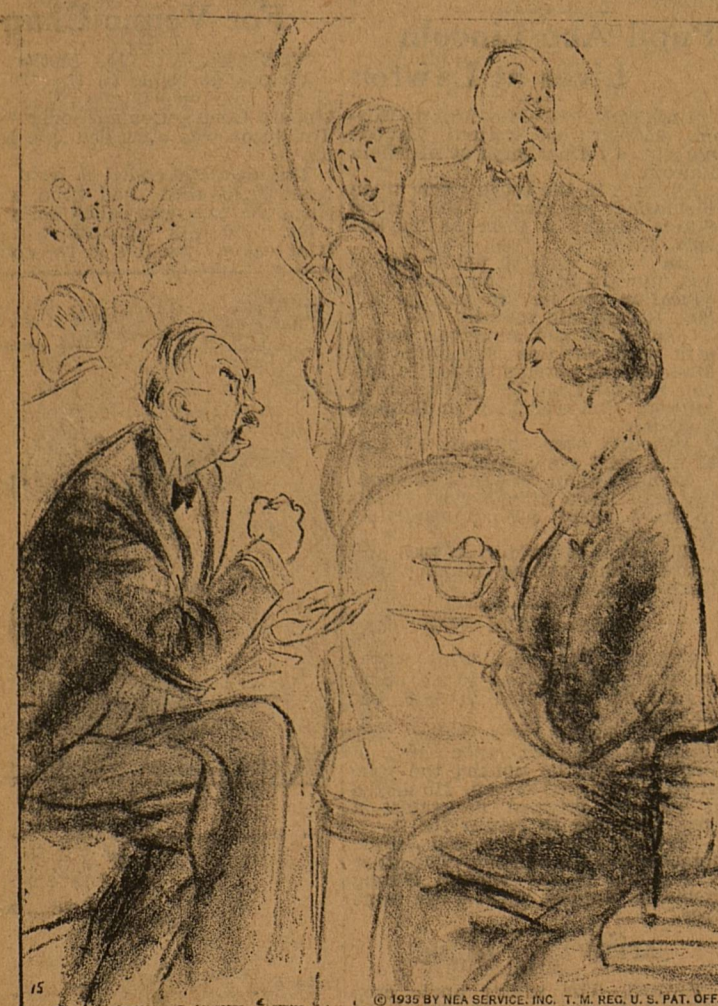
But now Senator Wheeler of Montana promises a measure that may save American business millions of dollars in losses, may spread the profits of industry among more businesses of the same type, and prevent a single crash of immense proportions.

Senator Wheeler's bill, if passed, would put a graduated tax on corporations; the larger the capitalization, the higher the tax. With such a penalty on hugeness, probably business will find some workable means at which its operations will be both safe and profitable.

The world, says a scientist, is slowly being depleted of its oxygen, but can't we stave off disaster by muzzling some of our political windjammers?

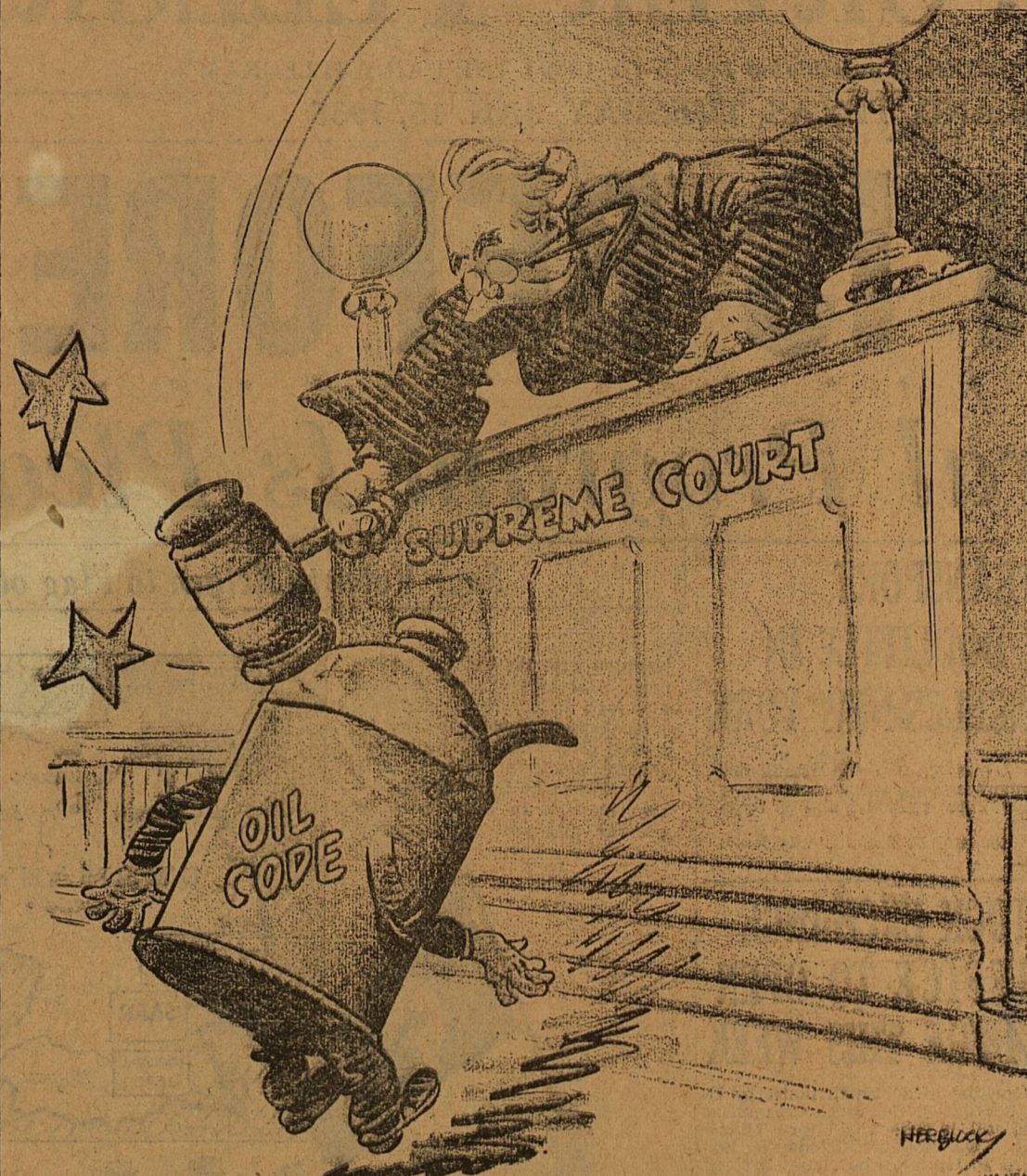
With Dillinger out of the way, many policemen suddenly will discover that their cars will go faster when they're pursuing suspicious characters.

Side Glances . . . . . by Clark



"William, I warned you that Mrs. Boggs would be too much for you in an argument."

This Fellow Is Pretty Good at Cracking Down, Too



The Town Quack

(Reserves the right to "quack" about everything with taking a stand on anything.)
A gallery of photos left by crooners and other visitors.
Come and see us!
The great person is he who knows evil, but does not practice it. A person who knows no evil is not entitled to a great deal of credit for being good.

Foreign Statesman

Word puzzle section with horizontal and vertical clues and a crossword grid.

SOCIETY

With the Church Groups

The four churches, Methodist, Baptist, Presbyterian and First Christian, which hold missionary society meetings weekly, met in their respective circles in the homes of members Monday afternoon. Meetings of the Baptist circles were occupied with service work. Methodist circles elected circle officers for the year. Presbyterian circles and the Rijnhart circle of the First Christian church held program meetings.

FEMININE FANCIES

We've been reading an article by Paul Harrison, New York writer, which retails the temperamental eccentricities of various well-known stage people. He tells us of more than one case where persons who had no noticeable temperamental traits developed them (or had them invented by an agent) because such things were supposed to make good publicity.

Jim Soper Is Honored at Party On Sixth Birthday

Honoring her son, Jim, on his sixth birthday, Mrs. E. B. Soper entertained with a party at her home Saturday afternoon.

Announcements

Wednesday: The Play Readers club will meet at the home of Mrs. R. D. Scruggs, 605 N. Pecos, Wednesday afternoon at 3:30. Mrs. Bryan Henderson will be hostess and Mrs. J. Howard Hodge will read "Yellow Jack."
The Midweek club will meet with Mrs. Allan Hargrave, 213 South I street, Wednesday afternoon at 2:30.

A MONEY SAVING OPPORTUNITY TO YOU:

Mr. Property Owner, if you could save money in your business you would be interested. Here's an opportunity to save your County money, thereby saving yourself money as a citizen.

Bookkeeping Equipment

Loose-leaf equipment, bound books, ledgers, cash books, day books, columnar books, order books. Wide price range. WEST TEXAS OFFICE SUPPLY Phone 95

Be Kind TO YOUR WATCH

Advertisement for watch repair featuring an image of a watch and text: 'Have It CLEANED and OILED Regularly. All Repair Work Guaranteed. King's Jewelry Scharbauer Hotel Bldg.'

Advertisement for J. B. (Rocky) Ford featuring the text: 'If... It's Across the Street Across the Tracks Across the State Across the Nation LET ME MOVE YOU! J. B. (ROCKY) FORD Bonded & Insured Steel Vans Midland 400 PHONES Odessa 124'

**THIS CURIOUS WORLD** By William Ferguson



**A SLOTH**  
AS LARGE AS AN ELEPHANT ONCE LIVED IN THE UNITED STATES

THE UNITED STATES GOVERNMENT USES 300,000 YARDS OF ACTUAL RED TAPE EVERY YEAR, FOR TYING UP DOCUMENTS, ETC.

**KENTUCKY BLUE GRASS**  
CAME FROM EUROPE, ... NOT KENTUCKY!

**BOOTS AND HER BUDDIES**

MISS CORA... WHAT KIND OF A JOB DOES YO FIGGAH MISS BOOTS WOULD BE GOOD AT?

I'M SURE I DON'T KNOW, OPAL... ALTHO I THINK BOOTS WOULD MAKE GOOD AT ALMOST ANYTHING!

YES, M. AH RECKONS DAT'S SO! DID YO HEAR WHAT MISTAH BUB SAID LAST NIGHT?

NO WHAT DID HE SAY?

HE SAID HE THOUGHT, SHE'D MAKE A GRAND FILIN' CLERK.

I DON'T UNDERSTAND.

OH, HE SAID MISS BOOTS HAD HAD SO MUCH EXPERIENCE PUTTIN' DE **FELLAS** BACK IN THEAH PLACES... THAT BOY!

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**Opal Gets a Laugh!**

By MARTIN

**WASH TUBBS**

TELEGRAPH WIRES CARRY THE NEWS OF WASH'S AND EASY'S ESCAPE.

**\$5,000 REWARD OFFERED FOR CAPTURE, DEAD OR ALIVE. BULGARIAN ARMY MOVES TO BLOCK ALL HIGHWAYS.**

**Heading for the Border!**

MEANWHILE, WASH AND EASY CHANGE FROM HORSE AND WAGON TO SPEEDY ARMY TRUCK, DESERT HIGHWAYS FOR OPEN FIELDS.

WHEE! STEP ON YER. WE'LL MAKE THE BORDER, PODNER, OR BUST.

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By CRANE

**ALLEY OOP**

HERE COMES YER FRUIT, Ooola! CATCH IT.

MAKE YOURSELF COMFORTABLE — IM GOIN' ON UP AN' HAVE A LOOK 'ROUND!

**A Disturbing View!**

HOYKAWOW! LOOKIT TH' DINOSAURS!

HEY, Ooola!

WHAT IS IT, ALLEY?

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By HAMLIN

**SALESMAN SAM**

MY MAW SENT ME DOWN TA BUY A TOOTH BRUSH! DUGGUNIT, I GUESS SHE'S GONNA MAKE ME USE IT!

NOW, JEST A MINUTE, SONNY, LET'S SEE YA SMILE!

COAT FOR RENT SEE YOUR BROKER

FOUR IN HAND CHECKTIES CHEIN HAND \$26 '98

GEN'S SOFT SHIRTS AT STIFF PRICES

FOUNTAIN PEN FILLING STATION

IT'S NO USE, SAM!

JEST AS I THOUGHT! WHEN YA SMILE, YA SHOW YER TEETH, AN' WHEN YA SHOW YER TEETH, AN' THEY'RE PEARLY WHITE, YA LOOK BETTER, DON'TCHA?

YEAH, BUT YA WON'T KETCH ME SMILIN'—NOT WHEN I GOTTA USE A DERN OL' TOOTH BRUSH!

AN', IF I DON'T SMILE, AN' SHOW MY TEETH, WHAT'S TH' USE OF USIN' ONE?

FOOT BRUSHES FOR SALES

PAT. MEDICINE FOOD FOR MIKE, TOO!

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By SMALL

**FRECKLES AND HIS FRIENDS**

HELLO, CHIEF! I'VE FOUND OUR MAN, ALL RIGHT! HE'S A CHUBBY LITTLE GEEZER, WITH VERY THICK GLASSES, AND A SKULL TO MATCH!!

HE VERY FOOLISHLY INSERTED AN AD IN A LOCAL PAPER, ADVERTISING SOME LOST CARTRIDGES! THAT'S HOW I GOT HIM!!

BETTER SEND A CAR DOWN AND PICK HIM UP! WE'RE AT THE NEWSPAPER OFFICE... NOPE... I COULDN'T GET HIM TO TALK!

I TOLD HIM ABOUT THE ENGINE CREW BEING SHOT, AND HE COULDN'T TAKE IT... PASSED RIGHT OUT OF THE PICTURE!

NO, HE'S NOT STALLING! HE'S OUT SO COLD WE COULD ALMOST HANDLE HIM WITH A PAIR OF ICE TONGS! SEE YOU LATER, CHIEF!!

By BLOSSEN

**OUT OUR WAY**

YES—I'VE GONE IN FOR TRAPPING! THIS IS MY FIRST CATCH—A BIG COYOTE, AND A BOB CAT.

BARNBY AN' MRS. YORK STOPPED BY THIS MAWNIN' ALOOKIN' FER THEH BIG POLICE DOG AN' HER PRIZE MALTESE CAT. THER VERY UPSET, TH' DOG HAS TOOK DOZENS O' PRIZES, AN' TH' CAT IS WUTH A SMALL FORTUNE.

TH' YORKS DIDN' GO BY HERE, AN' THEY DON'T OWN NO POLICE DOG, NOR THEY AIN'T GOT NO PRIZE CATS—AND YOU AIN'T FUNNY!


**By WILLIAMS**

**OUR BOARDING HOUSE**

QUIT BLATTING THAT HORN, AND LISTEN TO ME! I HAVE ENOUGH TO DO, FEEDING THE SQUIRRELS IN THIS CAGE, WITHOUT THAT COLONEL FRIEND OF YOURS DROPPING AN ANCHOR IN HERE AT DINNER TIME! I DON'T MIND HIM COMING HERE TO CHEW THE RAG, SO LONG AS IT ISN'T A NAPKIN!

UM—M—AH—YOU MEAN COLONEL WAGHORN? WHY, M'DEAR—THE GENTLEMAN IS A CELEBRATED GOURMET—YES, A FAMOUS EPICURE! AH—YOU KNOW—ONE WHO APPRECIATES DELICIOUS VIANDS, SUCH AS YOUR COOKING! HE SAID IT SURPASSES THAT OF THE GREAT CHEFS OF THE WORLD!

By AHREN



FUNNY BONE

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BETTER FLAG HIM DOWN, MAJOR!

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**CLASSIFIED ADVERTISING**

**RATES AND INFORMATION**

CASH must accompany all orders for classified ads, with a specified number of days for each to be inserted.

CLASSIFIEDS will be accepted until 12 noon on week days and 6 p. m. Saturday for Sunday issues.

PROPER classification of advertisements will be done in the office of The Reporter-Telegram.

ERRORS appearing in classified ads will be corrected without charge by notice given immediately after the first insertion.

**RATES:**  
2¢ a word a day.  
3¢ a word two days.  
4¢ a word three days.  
**MINIMUM charges:**  
1 day 25¢.  
2 days 50¢.  
3 days 60¢.

FURTHER information will be given gladly by calling 77.

**15—Miscellaneous**

BUSINESS lady desires room and board in refined private home; also garage; wish to partly furnish my bedroom. Details address P. O. Box 1346, Shreveport, La. 264-3

**MATTRESS RENOVATING**

One-day service; also, new mattresses. Phone 451.

**FURNITURE HOSPITAL**

**ROSES**  
5 2-year old plants \$1.50  
General Line of Nursery Stock on West Highway  
R. O. WALKER

**Political Announcements**

Subject to the action of the City election April 2, 1935.

For City Marshal:  
W. P. (BUD) ESTES  
LEE HAYNES (Second Term)  
PERRY WYRICK  
A. J. (ANDY) NORWOOD

**GRADE "A" Milk From**

**100% TUBERCULIN TESTED COWS**

PHONE 9000  
**SCRUGGS DAIRY**

**11—Employment**

MEN—WOMEN, 18-53; \$105-175 month; steady government jobs; exams scheduled now; get list jobs, full details free; valuable sample Pergande Institute coaching lessons included; write today sure. P. O. Box 14, Midland, Texas. 263-4

**PIBBLE'S FLOWERS**

For All Occasions  
Phone 1083  
1200A West Wall  
O. M. Pulliam, Mgr.

**SPECIAL MONDAY-TUESDAY-WEDNESDAY-THURSDAY Shampoo & Set 35¢**

Special Permanent \$1.50

**LLANO BEAUTY SHOP**  
Phone 273

**January Specials**

Permanent Waves \$1.95  
Others \$2.50 up to \$6.50

**Our Beauty Shop**  
Phone 822

