

"Building a City
Where a City
Belongs"

The Sudan News

Sudan's Slogan:
"Boost or Move"

VOLUME VII

SUDAN, LAMB COUNTY, TEXAS, THURSDAY, MAY 26,

NUMBER 45 1932

WE MAKE OUR OWN HARD TIMES

In his remarkably valuable book, "Men, Money and Mergers," published by the Mac-Millan Co., Dr. George L. Hoxie examines the depression, the various solutions offered for it, and shows conclusively that most of the paternalistic and socialistic remedies proposed are as hollow as drums.

The public brings hard times on itself. "Unless the average person pays as he goes," Dr. Hoxie writes, "unless business is conducted upon a virtual barter basis, with each paying for what he gets by giving what he has currently produced, a final crash is inevitable. The end comes when customers on the outer fringe have used up their saved capital and have mortgaged their earnings to the limit. Almost in a day, a considerable fraction of their buying stops. "Hard times are on."

As for the way out of the depression, Dr. Hoxie shows that the "assistance" of politicians and radical planners can only hinder a normal recovery. He says: "Individualism may be looked to with confidence for concrete advice respecting the best paths to pursue to more rapid and more equitable distribution of newly created wealth."

Dr. Hoxie's book is refreshing, coming as it does on the heels of a multitude of other works which, for the most part, attempt to show the need for a radical change in our system of government, and in government's relation to industry, to workers and to investors, without offering any practical substitute plan. The depression will pass—and if we are wise, it will leave us with knowledge that will enable us to prevent wild ups-and-downs in the business cycle in the future. Those interested in economic sanity rather than political radicalism will profit by Dr. Hoxie's book.

WELDER OF ALL WELDERS

On Saturday afternoon of last week while the News force was busy setting type for the West Texas Newsmen Farmer, a monthly magazine, being printed in this office, the operator jammed the machine and the result was a broken part which would have caused at least a four day delay and an outlay of cash of more than \$14.00, had it not been for L. J. King, expert welder and smith. The part was taken to Mr. King shop and

... SUCCESSFUL HOMEMAKING By RUTH MAVIS STONE

WAFFLE MOST VERSATILE OF FOOD DELICACIES

When in doubt, have waffles. The ingredients are staples on hand in every household. The uses of the waffle run the course of breakfast, lunch, the impromptu tea party, dinner or supper. There is no food more adaptable, none more variable in its uses, some quicker and easier of production, than the waffle.

The breakfast waffle is never wasted. Capacity reached, the batter that is left can be put away in the refrigerator, and used again at lunch or at the light supper in the evening, and, still better, at the impromptu afternoon tea.

Breakfast waffles are served with butter and sugar, or butter and syrup, with bacon or with sausage, depending on the likes and dislikes of the waffle-fed family. There are varieties in even the breakfast use of the useful waffle.

For lunch or the impromptu afternoon collation, jam or jelly or marmalade can be used instead of butter, and for creamed chicken or sea food, the waffle makes an ideal base at supper time. The useful waffle is adaptable to any circumstance or to any taste.

With self-rising flour the success of the waffle batter is never left to chance. There is no waste. Self-rising flour is economical of both time and expense, as can readily be seen by the following recipe:

Waffles.
3 cups self-rising flour 2 tbsps. melted fat
1 1/2 cups milk 2 eggs
2 tbsps. sugar

Directions: Sift and measure flour. Beat yolks with sugar and fat. Add milk. Then add liquid to and fold in egg white, beaten stiff but not dry. Let bake in hot waffle iron, from one-half to one minute, and turn.

SCHOOL BOARD MEETING MONDAY NIGHT

The School Board met Monday night and re-elected the following teachers: Supt. O. L. Davis; High School Principal, M. A. Smith; Grammar School Principal, H. A. Butts; Janitor, E. P. Jones; Mrs. Fisher Frank, S. H. Branch, Miss Tranthan, Miss Lewis, Mrs. A. K. Boyd, Miss White, Misses Mable and Clifford Shaffer, Mrs. May, Mrs. Dodger, Mrs. McKelvey and Mrs. Stone. New teachers elected: Mr. McElreath, Mr. Whittle, Miss Montonh, Miss Bobo, Miss Sikes, Miss Jones, and Miss Branch.

Ten of the bus drivers were re-elected, and the salaries reduced.

C. H. IVEY DEAD

Mr. C. H. Ivey, age 57, was found dead in the field near his home, Friday May 20 about the noon hour.

Mr. Ivey complained of feeling bad earlier in the morning before going to work, and when his wife noticed the team standing for sometime, went out to investigate, and found Mr. Ivey dead.

Funeral services were held Sunday afternoon at 4:00 at the Friendship church by the Pastor, Rev. McMicken, and interment was made in the Sudan cemetery.

Mr. Ivey's two sons from Houston were present for the funeral besides other relatives and friends from a distance.

Joe Foster was attending to business matters in Lubbock Monday.

RATLIFF BABY DEAD

The small son of Mr. and Mrs. A. T. Ratliff, who reside 4 miles north of town, died Monday, May 23 in the Lubbock Sanitarium.

While playing in the yard the baby swallowed plum seed, cane seed and other foreign substances. It was brought to town on Saturday afternoon and the physician advised an X-Ray examination, which revealed an intussusception of the bowels; an operation followed immediately, but the child only lived a short time after the operation.

Funeral services were conducted by the Rev. Cole at the home and interment was made in the Sudan Cemetery.

We extend our sympathy to Mr. and Mrs. Ratliff in the loss of their only child.

SOCIAL FUNCTION

One of the nicest social functions of the season, was a party given by Mr. and Mrs. Ruel Mitchell at their lovely home, honoring the faculty of the Sudan schools.

Games of bridge were played, high score going to Miss Faye Foote and Mr. Cheser, and low score to Miss Lewis and Mr. Pertell.

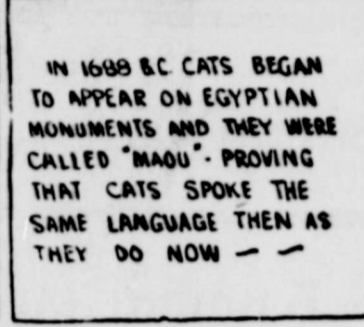
An added attraction of the party was the singing by LeRoy Patterson, from Lubbock. LeRoy is an K. F. Y. O. artist and his singing was greatly enjoyed.

Delicious refreshments of angel food cake and ice cream was served to the following guests: Dr. and Mrs. G. A. Foot, Mr. and Mrs. Marvin McLarty, Mrs. Stone, Misses Foot, White, Reeves, Lewis, Weatherford, Gentry; Messrs. Branch, Purtell, Thrush, Bartlett, Cheser.

Tom Salem, who has been visiting his sister at Tyler came for a visit with his brother, Joe T. Salem and family, and will assist in the store for a few days.

After looking it over Mr. King said, "I believe that I can weld it." That was enough for us and we turned it over to him and in less than an hour our linotype was put back into operation. And the cost was so small that we're not going to mention it here. But we want to thank Mr. King for the good work and the big saving of time and money he was able to make for us. Not many welders in this section would have tackled the job for it was a delicate piece of welding.

ODD—BUT TRUE



WORRY—THE DRIVER'S BANE

Mental lapses are a far more important cause of automobile accidents than is commonly believed. While the reports of accidents may give physical causes, such as reckless driving wrong side of the road, cutting in, etc., those may only be symptoms of a disturbed mental state, asserts Dr. H. J. Stack of the National Bureau of Casualty and Surety Underwriters, who says:

"Extreme hurry or worry causing intense preoccupation, fatigue, elation, or excitement, or slowed down reaction as a result of the indulgence in alcohol or other narcotics may be behind an accident. Many of these mental conditions are within our control." He suggests the following precautions as preventatives:

1. Take a short rest or let someone else drive the car when you have been driving for a long period at night.
2. Be especially alert when hurrying to work so that you can keep your mind on your driving.
3. The best place for the confirmed back-seat driver is at home.
4. Don't day dream driving a car or crossing the street.
5. Control your temper. If the traffic officer calls you down, probably you deserve it.
6. If you have a superiority complex, forget it when you get behind the steering wheel.
7. Don't become a speed maniac. This mental disorder is serious and contagious. A serious accident seems to be the only cure for its victims.

TO THE TAXPAYERS AND OTHERS OF LAMB COUNTY

I take this method of introducing myself to those of you whom I have not met, and announcing myself as candidate for Sheriff of Lamb county to you, and all of my old acquaintances.

Having lived in this county 19 years, four years of which I had the honor of serving the people as sheriff and Tax Collector, I can furnish sworn affidavit from the Commissioner's Court, I went out of this office with a record that is a above reproach.

We realize that this time we are facing situations that have never before occurred, and it becomes the duty of each individual to do our share, and if elected I shall exert every effort to reduce and run this office at the minimum.

Thanking you in advance for every consideration and earnestly soliciting your vote, I am,
Very respectfully,
E. G. Courtnay

BLUE BONNET H. D. CLUB

About fifty women gathered in the home of Mrs. C. E. Toney last Wednesday. They were Blue Bonnet and Ruby Club women. After business Mrs. Ben J. McGee instructed the ladies how to make cheese by the improved method. She attended the school for cheese making in Littlefield not long ago.

Mrs. G. A. Benefield gave some notes on the improved method of rug making. She attended the rug making school in Amherst some time ago.

Miss Mashburn gave us a lot of wonderful information on the care of beds and instructed us how to buy when buying beds and bedding. The ladies assembled in one room around a bed, then she demonstrated how to make a bed properly, for day or for night, how to air the bed. She stressed the importance of sleeping between sheets instead of between blankets. Not only from the standpoint of sanitation and less work and expense in laundering but how much warmer you keep how and why. Then a woman was put in bed and she demonstrated how to turn a mattress and change the bed linens and never remove the sick patient. The patient was turned in bed also. A number of ideas and suggestions were given in regards to bedding. The meeting adjourned and the hostess with joint hostess Mrs. Raymond Carpenter served lemonade and cake which was very refreshing. As the guests were leaving Mrs. Toney and Miss Mashburn took them around the yard and showed how flowers, tree, vines, garden, etc. were put in such places. Mrs. Toney is yard demonstrator for the Ruby Club. Mrs. A. Jones and Mrs. W. P. Davis are wardrobe demonstrators for the Blue Bonnet club.

Our next meeting will be June 1 in the home of Mrs. E. L. Schavojska. The subject being kitchen equipment needed. Mrs. Ben J. McGee and Mrs. Jones will attend training school and be prepared to give us a lot of information on that subject. Be present.—Reporter.

BLUE BONNET LOCALS

J. D. Parkhill of Cuervo, N. M. visited in the home of his daughter Mrs. M. C. Clure last Sunday.

Little L. A. Fraye and Clentan McClure have recovered from the measles and mumps.

Miss Mashburn and Mrs. Ben J. McGee from Amherst were dinner guests of Mrs. Charlie Crawford last Thursday. With Mrs. Crawford they visited the Sunshine club and later in the evening visited in the home of Mrs. Edgar Wright.

Mrs. Johnnie Graham, from Amherst and Mrs. Spire from Littlefield spent the day with Mr. and Mrs. C. R. Terrell last Thursday.

Mr. and Mrs. Rudie Kasse-roler from Littlefield visited in C. M. Crawford home last Sunday.

Mr. and Mrs. C. R. Terrell were in Littlefield last Thursday.

WILL HANDLE POULTRY AND STOCK FEEDS

The Sudan Produce, located back of M System, added a complete line of Manamar Poultry and stock feeds and have on display one of the finest lines of baby chick feeds to be found. Users of Manamar poultry and baby chick feeds find that Manamar poultry and baby chick feeds give wonderful results in avoiding loss and also in making growth in young stock. For egg production it is also well recommended by many egg producers.

Mr. Teal, the manager, invites you to give this feed a test and if not satisfactory he will return the purchase price.

Miss Thelma Snodgrass left the first of the week for Fort Sumner, where she will visit her parents for several weeks.

Our next meeting will be June 1 in the home of Mrs. E. L. Schavojska. The subject being kitchen equipment needed. Mrs. Ben J. McGee and Mrs. Jones will attend training school and be prepared to give us a lot of information on that subject. Be present.—Reporter.

FINE SINGING CANARIES

To make room for our young birds we will sell about 50 singers at a special price.

Lots of canary females also to sell at a special price.

A few young rabbits and 1000 baby chicks for sale.

Eight or ten milk cows. Good ones, and one or more registered Poland china sows.

THE SUDAN NEWS

TO THE SUPPORT
of YOUR
COMMUNITY

TOWN and COUNTY

Mr. and Mrs. Joe Covington, Mrs. J. B. Findley and Mrs. W. A. Clemens motored to Lubbock Monday and Mrs. Covington underwent an operation for the removal of her tonsils.

Miss Annie Lynch was accompanied to Lubbock by friends Tuesday, where she took the train for Tyler and will visit with her sister several weeks.

G. D. Sharrock is able to be at his place of business after several days illness with a severe case of acute indigestion.

Mrs. Jack McLarty and two children are visiting Mrs. D. R. McLarty and family, and her brother-in-law, Marvin and family.

Mrs. R. E. Duckworth received a message Tuesday stating that Mr. Duckworth was ill. She with Mr. and Mrs. A. K. Boyd immediately left for Seymour where Mr. Duckworth accompanied several of the business men of Sudan on a fishing trip to Lake Kemp. A message received from Mrs. Duckworth, upon her arrival there, advised that Mr. Duckworth was suffering from a nervous breakdown. His many friends in this community are sorry to hear this, and hope that he will soon regain his health.

Mrs. Earl Ladd and Mrs. Melven Robertson spent Monday in Lubbock.

Chock Blanchard who has been connected with the Sharrock Tire Company until recently, has taken over the White Rose Cafe. Mr. Blanchard is an experienced cafe man, has been in that business a number of years in Sudan, and with his good wife to assist him, will be able to give the public the best of service in that line.

Born to Mr. and Mrs. C. R. Myers, 13 miles southwest of Sudan, on May 19th, twins—a girl weighing two pounds and a boy weighing three pounds. The babies were carried to Lubbock to be placed in the incubator, but were advised to bring them back home. The baby boy died Tuesday afternoon, but the little girl is still alive and will probably get along alright. The mother is getting along nicely.

Supt. O. L. Davis and family, and M. A. Smith left Wednesday for a short vacation, but will return about June 2nd, and open a Summer school, if a sufficient number are interested to justify teaching a summer school.

W. I. Cunningham of Llano county came the first part of the week to visit with his sister, Mrs. W. N. McNeely and family a few days. He was accompanied home Wednesday by Mrs. McNeely and daughter, Mary Will. Mr. Cunningham states that the gardens in that part of the country are fine, and brought along a nice supply of Irish potatoes, beans and other vegetables. Mr. McNeely's brother and his wife will stay with him while Mrs. McNeely is away.

Mr. and Mrs. J. R. Dean and two daughters, Margaret, and Kathrine, left the latter part of last week for Hot Springs New Mexico, where they will spend several weeks before going to Topeka, Kansas, where they

will visit Mrs. Dean's mother and other relatives.

Mr. and Mrs. C. L. McKinley and daughter, Frances Lou, will leave Sunday for Galveston and other points along the coast. They will be gone a week or more.

Frances and Forrest Weimhold, Ragen Ormand and a friend, motored over from Lubbock and spent the week-end with their respective parents. George Weimhold returned with them Sunday and will spend the week in Lubbock with the Robertson family and Mr. and Mrs. D. P. Keith, who resided in Sudan a year or more, and were neighbors to the Weimhold family, and now live near Lubbock.

Mrs. H. L. King of Littlefield, spent several days last week with Mr. and Mrs. C. L. McKinley, and Mrs. E. Lam and family, and Mrs. Hoag. Mrs. King is an old acquaintance of the two families.

PUBLIC INSTALLATION O. E. S.

On Tuesday evening, May 31, the O. E. S. will have public installation of officers. All Masons and their families and all members of the Stars families are invited. We urge all members to be present and on time. A nice program has been arranged and you will be shown a nice time.—Secretary.

L. E. Slate accompanied his son, Crosby, and Walter Wayne Wilkins to Carlsbad, New Mexico, where the boys will work in the Cavern.

Joe McClellan and niece of Amarillo spent Sunday with Mr. and Mrs. L. E. Slate.

Mrs. C. A. Vereen is in Amherst this week caring for Mrs. C. A. Duffy who has a fine baby girl, born Wednesday night.

... SUCCESSFUL HOMEMAKING By RUTH MAVIS STONE

STANDARD COOKIE RECIPE SPEEDS UP THE BAKING

No homemaker knows how easy it is to make cookies until she has used self-rising flour. By using this flour, time is saved because the baking powder and salt have already been added to the flour in right proportions, which makes for dependability.

The woman who uses self-rising flour for her cookies, pastry, cakes, and biscuits never has to apologize for her products, for they are always of the same excellent quality.

It pays to have one standard cookie recipe which can be varied from one baking time to the next. This makes for ease and quickness in baking. Such a standard cookie recipe is as follows:

Standard Cookie Recipe With Variations.
1/2 cup fat 2 cups self-rising flour
1/2 cup sugar 1/2 cup milk
1 egg 1 1/2 tsp. flavoring

The following flavoring may be used:
Grated Orange or Coconut
Lemon Peel Pecans
Peanut Butter Walnuts
Vanilla

NEW DISCOVERY REACHES CAUSE OF STOMACH GAS

Dr. Carl found that poisons in the UPPER bowel cause stomach gas. His simple remedy Aderika washes out the upper bowel, bring out all gas. Ramby's Pharmacy

THE DOLLARS YOU SPEND IN NEIGHBORING TOWNS BECOME HELPLESS

TO THE SUPPORT of YOUR COMMUNITY

You will find the cheapest prices at 'M' System - The average family spends more money for food than for any other expense -- If you really want to save compare our Prices

FLOUR EVERLITE 48 pounds **94c**

PICKLES	Sour Quart	17c	FRESH VEGETABLES	
Peanut Butter	5 pound pail	49c	LETTUCE	Large 3 for 25c
COFFEE	SCHILLING'S 2 lbs.	63c	Cucumbers	per lb. 9c
SOAP	White King 3 Bars	19c	SQUASH	per lb. 4c
			Green Beans	per lb. 5c
			New Potatoes	lb. 5c
			Carrots	per bunch 5c
			Onions	white burmuda lb. 41-2c

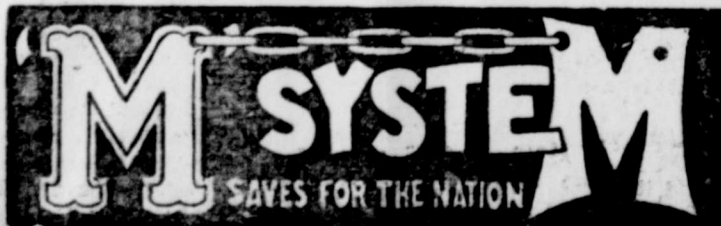
ORANGES Small and juicy per dozen **15c**

SOAP BOB WHITE 10 bars for **19c**

LAOF MEAT	lb.	15c	CHEESE	Longhorn lb.	20c
SAUSAGE	Pound	15c	GOOD STEAK	lb.	15c

MATCHES Winner per Carton 6 Boxes **15c**

LARD Armour's 4 lbs. **34c**

SUDAN, TEXAS  SUDAN, TEXAS

THE SUDAN NEWS

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Reading Notices, Obituaries, Card of Thanks, Resolutions of Respect, Etc., 10c per line.

POLITICAL ANNOUNCEMENTS

The Sudan News is authorized to announce the following persons as candidates for offices under which their names appear, subject to the action of the Democratic Primary July 23rd, 1932.

FOR COUNTY JUDGE—
A. H. McGavock.
Simon D. Hay

FOR COUNTY CLERK—
F. Z. (Zeb) Payne, Sudan.
J. W. (Jake) Hopping, Littlefield.
Stanley A. Doss
Mrs. W. W. Gillette

FOR SHERIFF—
A. A. Anderson, Littlefield.
J. L. (Len) Irvin
Bob Miller.
E. G. Courtney

FOR TREASURER—
Miss Bessie Bellomy,
Second Term.

FOR TAX COLLECTOR—
Gaston Patterson,
Second Term.
A. L. Porter
T. L. (Tom) Matthews

COMMISSIONER PRECINCT 2—
C. A. Daniel. Re-election.

PUBLIC WEIGHER PRCT. 5—
F. M. Shelton.

FOR DISTRICT ATTORNEY 64 JUDICIAL DISTRICT
Meade F. Griffin

FOR STATE SENATE
A. P. Duggan
Littlefield

FOR COUNTY ATTORNEY—
Walker Barton
J. E. (Bert) Dryden

FOR TAX ASSESSOR—
Roy Gilbert

JAY BARRIE MOVES UP—
—By Jim Crow—

You know how it goes—the straight man says "Can you play the violin?" And the comedian says "I guess so." And the straight man says "What do you mean, you guess so?" And then the comedian says "Well, I haven't tried it yet." It was like that with Jay Barrie—only it was singing. He heard some fellows singing and he guessed he'd be pretty good at that, and he was. First crack, Slim Martin gave him a nice spot as vocalist with the orchestra at Pantages Hollywood Theater. Tsk, tsk!—how that boy could sing "Good-night, Sweetheart," or maybe "Auf Wiedersehen!" Not a great voice, by any means, but a fresh and pleasant voice, youthful and clear as a bell. He was a hit.

That was about a year ago. And already Jay Barrie has got his big chance. He said today that he has been signed to be featured vocalist at the Ambassador's Coconut Grove. This is his last week singing for Boulevard theater-goers. "How," said the interviewer, "did you become a success?" Jay Barrie looked puzzled and inclined an ear. "What was that?" he asked. "How did you get a start?" "Oh!—Slim Martin." "Yes, but where did you sing before you went to Pantages?" "I didn't." "Where did you come from?" "Austin Texas." "Didn't you sing somewhere in Austin?" "No. You see, I came over

from Texas right after I got out of high school—I went to high school at Brownsville—and started looking for a job in California. Of course, I didn't find one, and things got pretty tough.

"Then one day I heard some of these fellows singing over the radio and I thought, gee whiz, I believe I could be as good as that. So I got a tryout at Pantages and Slim Martin picked me out of a bunch. Then this Coconut Grove thing came along. I figure it's my big break. I get to sing over the radio over there you know."

So that's how Mrs. Barrie's boy got his start. He's about 19 now. He's a very small party, but nicely put together. He looks quite a bit like James Cagney but he can't look as tough as Cagney can. He smiles a lot—not too much, though.

He hates to leave Pantages. Slim Martin, the orchestra leader, is such a good guy, and Bill Thomas, the press agent, is such a good guy, and lot of other fellows named Brown and Smith and the like are such good guys. He has never had a lesson in

singing. He's going to take lessons while he's at the Coconut Grove, to see if he can get really good.

Are you listenin'—Crosby, Columbo and Vallee? The above item was published in a California paper recently and sent to Mrs. D. R. McLarty by her son for publication in the News.

IS PROPERTY CONFISCATION APPROACHING?

Throughout the land there is growing talk of "tax strikes". Many property owners are simply unable to pay the exorbitant levies demanded.

We are gradually approaching a time when it will be cheaper to tear down many buildings, thus creating unimproved properties, or allow the property to be taken over by the state, than to pay taxes.

Is it any wonder that the best minds of the country are regarding the tax problem as the most serious, most far-reaching and most menacing issue the people now face?

SILVER AFFECTS US ALL
It is true that the silver problem is of international moment. And it is likewise true that it makes itself felt in every home, every business, every community.

The astounding drop in the value of silver has imperiled the purchasing power of half the world and has given our foreign trade, and that of other countries, a terrific blow. It has thrown thousands of men out of work because silver mines are unable to operate at a profit. It has confused the monetary standards of the world.

Here is a problem demanding the assistance and thought of the world's best minds—and a problem, the solution of which will be the direct economic benefit of all.

VACATION COMING

"In spite of the beneficial effect of the remedial measures already taken, and the gradual improvement in fundamental conditions, fear and alarm prevail in the country because of events in Washington which have greatly disturbed the public mind," says President Hoover.—Los Angeles Times.

"Overworked Congressmen should cheer up. Many of them will be granted two-year vacations by the voters next November."—Portland, Oregon, News-Telegram.

HOW GERMAN TREATMENT STOPS CONSTIPATION

Acting on BOTH upper and lower bowel, the German remedy Aderlika stops constipation. It brings out the poisons which cause gas bloating and bad sleep. Ramby's Pharmacy.

Your Druggist is more than a merchant. His professional services cost you no more and you need it even buying patent medicine. We protect our reputation as well as your health.

THE SUDAN DRUG

GARDEN THEATRE
FRIDAY and SATURDAY
John Gilbert and Leila Hyams "Jean Hersholt" "Lewis Stone" and "Audrey Smith"
IN "PHANTOM OF PARIS"
One reel Musical Novelty and Strange as it seems Novelty



About Time For Lots of Renewals to

The Sudan News

Many Subscriptions were put on our List Last year in exchange for Vegetables, Hens' Fryers, Eggs Etc. These Subscriptions will soon expire and We are renewing our offer again this year, So if you want to renew your Subscription bring us any kind of Produce and same will be accepted as Cash for Subscriptions to

The Sudan News



ICE!

Open Early and Late



100 pounds	60c
50 pounds	30c
25 pounds	15c

Always at your SERVICE a Fair and Square deal to all.

We will appreciate an opportunity to render you SERVICE.

Sudan Produce & Ice

Back of 'M' System Phone 85

MANAMAR FEEDS

for Poultry, Cattle, Hogs, Sheep and all kinds of livestock.

Chicks Grow Rapidly -- Losses Nil
Testimonial of Albert Abie--

"As to my test of Manamar, I never in all of my chick raising experience saw any feed eaten so fast, or chicks grow so rapidly and improve so much. I am not kidding—it's the stuff and Mrs. Abie is getting ready to brood in the neighborhood of five to ten thousand chicks—these chicks will be fed the MANAMAR Ration from start to finish. The loss in chicks has been almost nil since we started the MANAMAR Ration and that alone will more than pay for the feed I purchased from you."

We can supply you with hundreds of testimonials like the one above from people who have been successful with the feeding of Manamar to baby chicks, laying hens and growing stock.

Our aim is to supply the people of this territory with the very best poultry feeds that can be obtained and after carefully considering feeds we have settled on the Manamar feeds.

One customer placed 1000 baby chicks on our feeds and says so far he is well pleased with the results he is getting.

SUDAN PRODUCE

Back of 'M' System Phone 85

HOMESPUN : SENSE : ETHICS OF BANKING

By MELVIN A. TRAYLOR
President
First National Bank, Chicago



We must not take unfair advantage of our competitors. It is entirely proper for us by legitimate means to obtain all the business that we can, but in doing so we ought to do nothing that will injure our competitors and that will in any way aid to destroy the confidence which the banks must repose in each other and which the community at large must repose in the banks as a whole if we are going to thrive, and remember always we cannot thrive separately. We shall either all thrive together or all suffer disaster.

Sentiment in Banking

No sentiment in banking? When you recall just one day's activity at your desk—what were the problems you considered? Did they apply solely to the cold-blooded conduct of the affairs of your bank, weighing, measuring, analyzing, valuing securities, extending credit, driving the best bargains possible, having in mind only the material return from your day's labor? Certainly such is not the case. I recall many days—happy days, too—in my experience in a very small country bank, in which I am sure not one-tenth of my time was given to the real consideration of the financial returns to my institution.

Open Markets

I believe in an open market for the actual purchase and sale both of commodities and securities. But so long as the actual rate for credit in this country swings up and down according to the demand for funds for speculative purposes, little influenced by central or other banking policy, then something is wrong somewhere. Moreover, if business is influenced—as is almost universally charged—by the state of public mind; and if the state of public mind is influenced, as in recent years it most certainly has been, to run the scale from extreme optimism to extreme pessimism according to the characters on a ticker tape, then something is wrong with the public mind, or the conduct of the forces back of the tape. Those responsible must provide the answer.

HOMESPUN : SENSE : ETHICS OF BANKING

By MELVIN A. TRAYLOR
President
First National Bank, Chicago



The function of a bank is, after all, a quasi-public one, and the banker who has no regard for the ultimate prosperity of his customers and his community will be very quickly condemned by the common sense of the latter, and will ultimately destroy not merely his own reputation but also bring about the downfall of his community.

In other words, the prosperity of a bank is founded upon the prosperity of the community and country in which it is situated.

Banker in Strategic Position

The banker has always held a strategic position in the business world, and obviously the first requisite necessary is that the banker shall be honest. I do not mean with "honest" merely that he should be honest to the extent that he would not embezzle funds or swindle his customers and clients. The honesty to which I refer must be of a much higher and greater type.

He must be willing to forego momentary advantages because in the long run the specific action may bring harm to his customers or possibly to business generally.

Sentiment in Business

Sentiment in business? Yes, there is nothing else. What is it that prompts agitation for reforms in every avenue of life? Why is it we are interested in better agriculture, better roads, better schools, better community life? It is sentiment; it is affection; it is pride; it is sense of duty.

It is faith, confidence, hope, the intangible that forms the very woof and warp of modern business, and nowhere in so large a degree is this true as in banking, and in no sphere of banking to so great an extent as in the country bank.

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