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Audit Shows Books
Of Cemetery Assn.
Are In Good Shape


| Sun Comes Out For |
| :--- |
| WEDDING DA Y |
| Of the B. G. Barrows |

## Pinky Dinky






SUNDAY SCHOOL LESSON


## HEADACHES

 NEURITIS NEURALGIA, COLDSWhenever you have some nagging
ache or pain, take esome tablets
Bayer Aspirin. Relief is immediatel There's scarcely ever an acche or
pain that Bayer Aspirin won't relieve and net Bayer Aspirn a time when you can't
take it.
The tablets with the Bayer croses
are alwayw tafe. They don't depress
 spare you any pain or discomfort.
Just be erie to buy the genuine
Examine the package. Beware of
imitatione imitations.
Aspirin

## Aspirin is the trade-mark of Bayer manufacture of monoaceticacidester of salicylicacid.






## EXTRACTS

## From <br> "An Exercise For Business"

## Courtesy

COLLIER'S
The National Weekly
November 15th, 1930

There was never more money than there is today. Banks hold money, corporations hold money, the people hold money. That is the trouble, the money is held instead of circulated. A beautiful system of piping, a plentiful supply of fluid, but the whole business mechanism fails to function for want of the pumping power of publicity to tell the world about our better gods, lower prices and greater service . . . Advertising requires no prices and greater service . . Advertising requires no
novel mechanism. All the apparatus is available. Although it is capable of illimitable improvement, the fundamental principles of advertising are clearly established; its practice is a well-known art. The basic cause at which the jobless should shake their fists is not that too few mills are running but that too few advertising campaigns are running ...

By advertising I do not refer to "cheerio" copy proclaiming a non-existent prosperity, but advertising to sell existing products. Each business man, it seems to me, can best promote national welfare by up-building the business which he knows best-his own.

Not from any high-flown altruism but with their own skins at stake the public ought to give their mos effective support to advertisers of true mass production and mass consumption. Almost my first word on the subject was to limit true mass production and mass consumtpion to products of merit contributing to the lasting welfare of society, produced at maximum wages and sold at minimum prices. This means patronage of the best advertisers.

For advertising pays only as it pays the public. A consuming public that would not back up a program along these lines would be devoid of both social responsibility and intelligent self-interest.

Of course the country will eventually revive from the hard times of 1930 as it has from similar spells of the past. Let us not overlook, however, the new element in our latest depression; namely, the grief that attends mass production without mass consumption. Here is a novel factor and one that may yet prove to be of major importance. It may well temper any easy assumption that we shall pull through somehow if we trust to luck. I prefer to trust to giving good measure-and advertising.

As one who has studied business depression in life rather than in libraries, I see in current conditions the call for advertising. It is the way out from the present situation; it is our hope of making mass production our economic salvation instead of the dynamite that wrecks the works.

If you don't like such conditions as we have been going through, you need not grope for the way out. The exit is plainly marked. I urge the public to help speed up the circulation of money - and thus help themselves.



## Want Ads

Rates 2c per word for first insertion，le per ord for each additional week

## Agricultural News




## YOUR DOLLARS BUY MORE HER LET US PROVE IT！

 31b．can Maxwell House Co
$\mathbf{2 5}$ oz．K．C．Baking Powder．
$1 \mathbf{l b}$ Arm \＆Hammer Soda CANE SUGAR

## 3 lb．box Crackers

1 lb ．can Hershey Cocoa
Macaroni or Spaghetti，per pkg．
Tomatoes，No． 2 cans， 3 for
Corn，No． 2 Cans， 2 for
No． 2 Lamp Chimney
Gold Metal Oats
HIGH QUALITY－LOW PRICE－PROMPT，COU
THIS HOME－OWNED PROFIT

## L．L．HUDSON

＂Better Foods For Less＂

Dependable Shop Work
－That＇s the kind yon get here

## Hico <br> Penn Blair

Manager

## Fashion Reflections

## For

 ：SPRING：Sunday School 9：45 A．

Preaching 7：15 P．M． The Ideal Young Lady

