## Guvetuater Kaily 路parter




## Classified Section



ARMY ANDLOCAIS PLAY WEDNESDAY

## 


$\qquad$
FOR RENT-Three unfurnisher



ANY $\begin{gathered}\text { N Wanting Madame Est } \\ \text { d }\end{gathered}$ Mrs, Reece B. Walker. $\quad 1215 \mathrm{dd}$ POR SALE-On easy terms op trad
for city property, 160 acres with acres of growing crops Balance in in
grass. Three surface tanks full of water, Improvements fair. Address R
Aus Wright, Sweet water. Texas. 117t HOTEL SAVOY e'ntng room re pen
ed. Boarders wan's
197

Pave with Vitrified brick brick. It is not an experiment. For particulars write
to Thurber Brick Co.. Ft. Worth, Tex
as SAIESMAN, Agents Advertise. Sell
 INLAY HEMSTITCHING -special price of 10 cents a yard natl July 15 .
Satisfaction guarantee. The Frock
Shop. Phone 214. Residence 554,124 de WANTED-Clean unstarched cotton
rags for cleaning machinery at once. For sale One Jersey milk cow
with calf at a bargain, Dation Moore WANTED Newsboys to set paper
won the streets. Apply at the Report NOTICE-Party who borrowed th
col box from garage to apply at

 your candy. Experience unnecessary,
Good pay, Men. Women, House ot Can
dymakers, 19 Walnut t . Philad
$\frac{\text { Pa. } 12612 \mathrm{tde}}{\text { PROMOTER TO TRIAL. }}$

ELECTRIFIED CHICKENS? What he called an "intensifile.
chicken house." was described recent. Dy pere the Royal Society or Arts in
London by T. Trite Baker. Following
is a biter resume of the . from the Ilusume of the deseripted London News:
on the
 dopastec chicken house. This was elem
tenathod the current being applied to
ten minutes during every hour of the
ten chickens died, a anortaily of 155
cease as compared with a mortally
der ordinary conduit her months nay be as high as 50 per
cent. The electrified chickens. wooer
ceady for the market in five weeks in


 Mr. and Mrs. Herbert Pittman, Mr.
and Mrs. Pit Pitman of Fico are here
tisitnre their aunt, Mrs.


 Lis.
 Was answered with topics. Rot Mission
nary interest Mrs. outhit talked on
Missionary training in Sunday
Min Missionary training in Sunday School
work. "Our Pryyleges. formed the the
subject of an Interesting talk by Mra
W Wigging.
Mrs. MeLaurin talked interestingly of "Our Texas Mexican Missions,
The story of the "Mexicans in Sweet.
water" was full of lin
 hern and teach his was eager
lear thru
Christianity, many expressed a wis
that a way might be opened to ed that a way might be opened to ed
cate him. She said that the ec
Mexicans as a class were anxious
 tact wit.
Christ.
wine When the program was ended and
the discussions closed. the hostess the discussions closed. the hostess
served her aust ad delicious the
course whit homemade cake.


TO MICHIGAN AND WISCONSIN RESORTS
also direct to
the beautiful
virginia amd carob. LINA MOLNTANS
and other
attractive
points in

Lowest Rates In Years

LET US HELP YOU plan that THIS SUMMER
W. W. GiBSON
mes. w. w. GIBson,
Assistant Ticket Agent.


## Buy your Tires

 where you see Tins SicsThe Goodrich Tire sign on a dealer's store is worth money to you. It is more than a guide-it is a guaranty. It says: "Here is a dealer who knows the value of the one-quality standard of Goodrich. Here is a store run by a man who believes in building permanent business through genuinely good service. Here is a place that you can depend upon-a place that gives you full value in return for every dollar spent."

Buy your tires where you see the Goodrich Tire sign. It means satisfaction in every transaction.
the b. f. goodrich rubber company Akron, Ohio
$\qquad$


J. I. PA $\quad$ I E

DAY PHONE A4. $\quad$ NIGHT PHONE ©.-S.

## Warning!

City Lake is open to the public. In order that tho pubite may have the fullest possitlo benefit from this
Park, all rowdytem, or disorderly conduct of any kind is strictly prohiblied. Any violation of the taws of good co
duct by anyone on the premises will be punished to th

The Park wilt be under close observation at all times
and the cooperation of the public will be appreciated in keeping it a place where all may have full benefit without
annoyance.

By W. R. (BUCK) JOHNSON,
Chief Of Police.


## Is Money Ever "Spent" for Advertising

A young and energetic executive took hold of a fine old retail business in New York.
"What this business needs," he told himself, "is a place in the mind of the public.'
And deliberately he set out to sarifie the greater volume of his profits and invest the sacrifice into the building of goodwill.
He did. And to this old business, advertising was the breath of life.
For six months had not passed before the business had grown so that the
advertising cost was a smaller percentage than ever it had been, and, because of a larger volume, the shop effected economies and gave far superior service.
That was five years ago. Today a certain percentage is spent, or supposed to be spent, for advertising. But as fast as the appropriation is spent, the more the business increases; and the more that the business increases, the smaller the percentage becomes.
Is money ever "spent" for adyertising?


