







## PAMPA NEWS SOLD TO TWO CALIFORNIANS

Gilmore Nunn, Olin  
Hinkle Going to  
Kentucky

PAMPA, May 30—Sale of the Pampa Daily News and KPDN, its radio station, the latter subject to approval of the F. C. C., was announced today by J. Lindsey Nunn of Amarillo and Gilmore N. Nunn of Pampa, the owners.

The purchasers are R. C. Hoiles of Santa Ana, Calif., and his son, Clarence Hoiles, who are associated in the publishing of the Santa Ana Register, the Telegraph-Forum at Bucyrus, Ohio, and the News-Journal at Clovis, N. M.

Replacing Gilmore N. Nunn as general manager of The News is James Lyons of Canton, Ohio, who also is financially interested in the Pampa properties under the new ownership. Mr. Lyons will assume control of the newspaper and radio station Monday.

### Bought Kentucky Paper

The Nunnas recently purchased the Lexington Herald at Lexington, Ky., and radio station WLAP, subject to approval of the F. C. C., in the same city. Gilmore Nunn will shortly leave Pampa to become publisher and general manager of the Kentucky properties. His father, J. Lindsay Nunn, will continue to handle his interests in Texas and New Mexico, remaining in Amarillo.

The only other change will be in the editorship of the Pampa paper. Olin E. Hinkle, editor of the Pampa News since it became a daily, March 10, 1927, will go to Lexington, June 15 to become managing editor of The Herald. He will be succeeded at Pampa by Tex DeWeese, former editor of the Times-Herald at Lorain, Ohio, and now telegraph editor of the Register at Santa Ana. Tom R. Underwood, for 20 years associated with the Lexington paper, is continuing as editor-in-chief of the Herald.

### Own Other Papers

The new owners of the Pampa Daily News have long been identified with newspaper publishing. R. C. Hoiles formerly published the Times-Herald at Lorain, Ohio, and The News at Mansfield, Ohio. He will continue to live at Santa Ana. Clarence Hoiles made his start in the business by selling papers at Alliance, Ohio. Later he was manager of the Telegraph-Forum at Bucyrus, Ohio. At present he is manager of The Register at Santa Ana.

The Pampa News was started April 6, 1907, by L. L. Ladd, then of Miami, and edited by J. M. Smith. Both men are now residents of Pampa. Smith bought the paper after a few months and, with his son, Joe Smith, operated it until 1926, when the publication was sold to J. Lindsey Nunn and David M. Warren, who had launched the Nunn-Warren Publishing Company.

Gilmore Nunn is president of the Pampa Board of City Development, president of the West Texas district of Young Democratic Clubs, and prominent in various other business and political groups. He was born in Amarillo, where he was graduated by Amarillo High School. He later finished at Washington and Lee University at Lexington, Va.

### Active In City

Olin Hinkle was graduated at West Texas State Teachers College at Canyon and later at the University of Missouri. He is president of the Pampa Lions Club and active in many Pampa organizations. In 1933, he received the "Most Distinguished Service" award given by the Junior Chamber of Commerce.

In going to Lexington, a town of some sixty thousand, in the famous blue grass country, the Nunnas are returning to their old home community. Dr. J. E. Nunn and Lindsay Nunn moved to Amarillo in 1905-04 from Kentucky where Lindsay Nunn returned in 1907 to marry Miss Bettie Nunnely of Georgetown.

## Fischer Demands Old Age Pensions Be Paid in Full

TYLER, June 4—F. W. Fischer of Tyler who is running for governor of Texas on the platform of paying old age pensions in full, is spreading his philosophy of taxing natural resources from one end of the state to the other.

"A new source of revenue means a new deal for Texas," he says. He thinks prosperity can be returned through taking the tax off of land and putting it on oil, gas, sulphur, etc. This new source of revenue would provide means of helping schools, highways, the agricultural interests and the Texas consumers of gasoline who are now having to pay a tax of 4 cents a gallon.

Fischer, an oil attorney who gained fame as a constitutional lawyer in the legal squabbles over the East Texas oil field, dealt the first death blow to NIRA when the United States Supreme Court upheld his contention

The Lexington Herald is the only morning paper of general circulation in Central Kentucky, where for two-thirds of a century, it has been a power. Its circulation is more than 20,000 and it is housed in a five story downtown building, owned and used exclusively by the paper.

against Section 9 (c) the oil provision of the NIRA.

Fischer was born in West Virginia, spent his boyhood riding bronchos in southwestern Oklahoma, and later studied law on the farm.

## Thompson Opens Drive for State Railroad Office

ALVORD, Tex. May 30—Candidates for public office who promise to "upset the established order, to wreck and tear down what has been built up over the years," threaten the security of all Texans, Chairman Ernest O. Thompson of the Texas Railroad Commission asserted this afternoon as he opened his campaign for re-election.

Addressing a home-coming crowd in the town where he was born, Colonel Thompson urged a continuation of the constructive, conservative policies in government regulation of industry built up over the past four years.

"It is a time," he said, "for experience in the regulation of the state's key industries; not for experiment on the part of those whose only qualification is a desire to hold public office."

Read the Want Ads.

### DID SOME WALKING

J. C. Jordan, who is farming out near the Terra Blanca Draw, was in town last Thursday following one of the hard rains in that locality, which filled the draw to the highest stage it has been for many years, and stated that the flood had caused him considerable walking.

Finding that the water had carried away a part of his pasture fence and allowed his cows to wander at large, he set out to find them and in his search for them was obliged to wade the creek a number of times, and when he had finally rounded his stock up at home, he calculated that he had walked not less than eight miles.

Feeling that he was still good for some more walking, he decided that he would like to know how Mrs. Jordan and the children were getting along, who are still living here in town, he just started out and walked into town and then returned home, which journey completed a total of thirty miles for the day. Not such a bad day's walk for one man at a time when most people will get in a car to ride just merely a couple or three blocks.

Miss Ruby Newman, who has been attending Junior College in Amarillo the past term, visited friends and relatives here last week before returning to her home at Abilene.

# A MESSAGE

## TO EVERY MERCHANT

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- 1.—Sell more goods.
- 2.—Create favorable impressions—build public good will.
- 3.—Create a demand for goods people would not otherwise desire.
- 4.—Sell the public on values, offered by your store.
- 5.—Increase public respect for the value of the store to the community.
- 6.—Educate public to new styles and kinds and classes of merchandise which can be had at your store, also to new uses of merchandise.
- 7.—Inform public where merchandise they have heard or read about can be secured.
- 8.—Protect your customers from buying inferior or old style goods.
- 9.—Establish leadership for your store in your retail field. Keeping your store constantly before readers will make them think of yours as the leading store in your field.
- 10.—Keep down new competition.
- 11.—Enable you to reach new families not now customers of the store.
- 12.—Keep your old customers sold on your store and
- 13.—Draw trade to your town instead of letting it slip away to rival towns.
- 14.—Keep your sales people informed of merchandise and store's policy.
- 15.—Decrease operating costs and overhead through increased volume.

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