## THE FOARD COUNTY NEWS <br> AND CROWELL INDEX

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## hospital notes

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uts More Prevalent
Wheat During Past Season Than Usual


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## ans that the stiking smut ois Play with Team Here Thursday, August 13 <br> Thursday, August 13 Wichita, Augut 6 -Lefty Lang. ford, one of the greatest girl basebal players ever produced in the state of

Crowell in Even








## Great Girl Athlete to

DEATH AUG. 1

Thalia and Rochester Now Tied in Playoff For First Half Crown=
$\underset{\substack{\text { Rod Minteof Thation } \\ \text { Now Ad dition to } \\ \text { Fort }}}{ }$ MRS. W. E. PIGG Worth Baseball Club
$\qquad$
S CLAIMED BY

coowle. rome cownrr, tex
ONLY 2 WEES
LEFT TO DECIDE
PRIZE WINNERS



## how's this, wheat farmers--35 <br> PER BUSHE

## in trade for the Foard County News?

## DON'T STOP: Mifiv you haik fiov ITS

So evenly have the honors been divided up to the present time in the
big prize campaign that it depends almost entirely upon the individual ef forts of each candidate during the remaining few weeks as to who will finish with flying colors and be acclaimed the winners of the highest honors and biggest prizes. If you halt for a moment; if you weaken for a single day; or if you overlook one opportunity to better your chances t
win. you are taking a desperate hazard of losing the big prizes that ar Hin. you are taking a desperate hazard of losing the big prizes that Candidates, the First Period is history. If, you did not accomplish
your aim during that time, it is up to vou to work all the harder now. If your aim during that time, it is up to you to work all the harder now. If
you are in the lead now, try and stay there-if not, do your best to get you are there. You can't win by watching the others.
And the friends of each candidate who are reading this have promised a subscription "later on." The campaign has passed the stage where a promise means anything., If a drowning man calls for a rope, you don't
say "wait until next week." When a hungry man begs for food, you don't say "wait until next week." When a hungry man begs for food, you don't
say "See me on pay day." When a candidate in this race asks for a subscription, promises have an empty sound unless you back them up with the old check book.

From Now Until the
Finish Is When 100
Percent Efficiency
Counts!

And remember, Candidates, the battle is on. The race is for that onderful automoble, worth $\$ 727.00$, and at this stage where the leaden will soon be pulling away. You can be one of the leaders. It is in you to be a leader. In every person living lies dormant Salesmanship to malt this newspaper read in every home in this part of the country and surf. ounding territory, has started now in real earnest. Unles prizes and the or everything that is in us, we are un
Candidates, show your mettle and work hard for those subscriptions the longer the term, the better. Don't let it be said that there is one laggard in this list of candidates. If THIS batte is not Fought ang Just as in this campaign, so it is with LIFE. Nothing is easy. Nothing hat is considered great was ever easy to put across. The idlers, the rifters, the wishers and others of like tribe, will not win aign and will not be winners of the better things of life.
Put your shoulders to the wheel and let's show everyo put this campaign over big. Be a winner, not a wisher.
how about it subscribers?

When one of the faithful workers for your home paper has called on you for help in the campaign which you You'll have to see my wife, she attends to all that ort of things-
"Come around and see me just before close-" well in advance, no-"
read -" "I'd like to help you but I haven't any money-but-"Id give you the subscription if I knew you'd win.
-if you have given an excuse, any of the above or others, instead of a subscription, are you treating your
friends right? You are either for them or against them. The time has come when good wishes, kind words, excuses or promises mean nothing more than that you have turned your back on a friend. If you want to see your favorite win, you must say it with subscriptions:
DON"T WAIT-EXTEND YOUR SUBSCRIPTION THIS PERIOD-GIVE HELP AT THE TIME IT WILL COUNT MOST:

## on the homestretch!

Beginning of Third Period Finds "Weekly Payroll"
Running Closely-Any Worker Can Win
Miss Lou Dell Green lead at the close of the First Period, with
others closely in behind and threatening to crash into the lead
Any "Weekly Payroll" worker that halts now for a single mo-
ment, or is satisfied with small results, might as well begin figur. ing on a basis of $20 \%$ commission for their efforts, for they surely
will not be among the big prize winners on August 22


## mr . reader--

Don't Wait Until Your Subscription Expires

## -BUT RENEN II NOU!


#### Abstract

Listen. Subscribers, if you have a favorite in this campaign, why not help them win a wonderful prize? If your subscription is paid up, but only has a few months to run, why not extend it, so that credits will be given to your friend-and let them win a prize. You probably have been a reader of the Foard County News for years, and will continue to be one, so if you hand one of our energetic workers a subscription, we just extend in that much farther upon our books. There is no need to wait for the subscription to expire, but renew TODAI

Our Slogan is, "Everybody Extend Their Subscrip: cion One Year from Date," and your subscription, with few more, may be the necessary amount to put your friend over the top, and make you their friend for life. The workers want to know who their friends are, the REAL FRIENDS, who will help them with a substantia subscription.




## The latest

 greatest reason why
## NEST RAYLAND



CROWELL SERICE STATION
TELEPHONE 48


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## HEADACHES NEURITIS

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## GENERAL INSURANCE

FIRE, TORNADO and HAIL
also automobile loans

## LEO SPENCER

General Insurance and Loans
Phone No. 283
Office Postoffice Bldg

## Wheat

 30 Cents a BushelWheat is same as cash to us. Just bring a load to either of our elevators and we will allow you 30 cents per bushel in dry goods.

SHEF DRY GOODS COMPAMY




For Chicago's 1933 Exposition


One of the entrances to the medical exhibit in the Hall of Science of A Century of Progress-Chicago's 1933
Worid's Fair-construction of which has already com menced. Rising from colored terraces and decorated in menced. Rite, gray, red and gold, this 700 by 400 fooc structure
whill be a masterpiece of modernist architectural design.

## TAX MEASURES THE MAN

The man who is careful, keeps down expense
Who uses in business good common sense, May never be rich as they call men today, But he never misses to have tax to pay. The man who to business pays little heed, Keeps buying things he does not need, Is a man very likely who pays little tax He accumulates nothing; his methods are lax. The First State Bank would advise that the man Who pays no tax better change his plan

## THE FIRST STATE BANK

M. L. HUGHSTON, Vice President and Cashier LEE BLACK, Assistant Cashier

Classified Ads
$\qquad$
 CHURSHES SERMONETTE

SHOES REPAIRED Bring your shoe reparinge
us for good service. Done ublil CROWELL SHOE and TOP SHOP

## E. M. Leutwyla

1731 Fannin
VERNON, TEXAS

The City Shaving Parror
An Up-to-Date Shop
T. SCHLAGAL, Proprietor

## GROND WHEAT MXXED F Fin <br> An excellent and economical feed for dairy cows and poultry. <br> USE IT REGULARLY! <br> BELL MILL \& ELEVATOR CO.

Foard County News
Adding Machine Paper
Foard County News


## Only $\$ 1.19$

## KNOX COUNTY NEWS SPECIALS






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# rare visition yene Cure of rand Mrand and Mrs. W. W. Cure 



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enew Your Health by Purification
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THAT TODAYS ADEERTISNG will bring TOMORROTS SALES

GIVE your advertising the added inter

MEYER BOTH ILLUSTRATIONS
and the selling force of MEYER BOTH COPY HELPS

August Issue of Meyer Both
Advert ising
for Your Free Use Now Now.
IIIE FORXD COUNT NIIS

Items from Neighboring Communities FOARD CITY



 Mr and Mris. Cordis Henderson






INSURANCE

Mrs. A. E. Mclaughlin

## KODAK ONNERS

We are now finishing all Kodak work in the new Stipple Finish, with shaded border, at no extra charge

Try the Stipple Print on your next finishing order, and see its beauty.

This is something new for you.

## R. B. CIIFTON

ROWELL-VERNON HIGHWA
Remember-We will make you One Dozen photographs for One Dollar. This is cheaper than you can make Kodaks.
enan save you money on nalt
pain work and parts for your
ar and trueks.
Davis Wrecking Co.
East Side of Square

## 3

## Automatic Electric Cookery <br> Makes Cooking a Pleasure


meals at any convenient time, place them in perature Controls and let the Electric Maid tend the cooking. Then, you're free to spend our kitchen hours in more enjoyable and orth-while pursuit.

West Texas Utilities Company

Socterv
WISS FRANCES HILL HONORS
GUEST WITH PARTY FRIDAY

Mrs. Crews Appointed
Co. Audition Chairman


Building Material Paints, Wallpaper, Build-
er's Hardware, and Coal. Cicero Smith Lbr. Co. ACID
STOMACH

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## FoardCounty

 - NewsStill there are merchants who cut their advertising as soon as business becomes the least bit shaky, cut it in face of the fact everything illustrates beyond arguments that advertising is the only means through which they can draw customers to their stores.

The depression didn't bother G. W. Hill, president of the American Tobacco Company, a whole lot.

He increased his advertising, increased it to such an extent his company spent more for advertising during the year 1930 than any other concern had ever spent in one year for a like purpose.

And what was the result?
Read it and weep, you business men who cut your ad vertising to the ridiculous stage last year and are continuing the cut this year.

His advertising piled up a net income for the American Tobacco Company of 43 million dollars, which was an increase of more than 40 per cent over the preceding year, the best year in the company's history; a year when the country was prosperous.

The stockholders of the company were so well pleas ed with the management of Mr. Hill he was voted a salary for the year of approximately $\$ 2,283,000$.

The colder the iron becomes the harder the blacksmith hammers it.

The steeper the hill the more gas the motorist gives his auto.

The more severe the drouth the deeper the farmer cultivates.

The poorer the farm animals become the more the farmer feeds

The colder the weather the more coal is piled into the fire.

