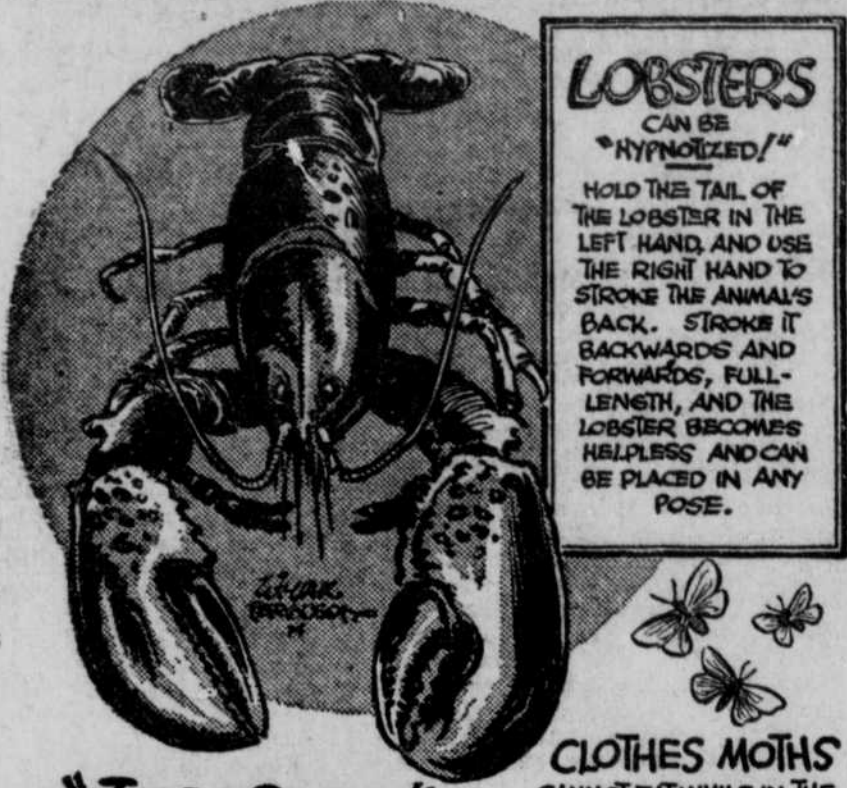


— THIS CURIOUS WORLD —

**"The Stolen Church"**

At Lake Windermere, B.C., when a railroad moved its divisional point from DONALD, a town in the COLUMBIA RIVER valley, all the inhabitants moved out. A group who moved to LAKE WINDERMERE GOT SO LONESOME FOR THEIR OLD CHURCH BUILDING THAT THEY RETURNED ONE NIGHT AND STOLE IT.

CLOTHES MOTHS
CANNOT EAT WHILE IN THE FLYING STAGE. THEIR MOUTH-PARTS ARE PUT TOGETHER IMPERFECTLY.



Lobsters, when under the hypnotic effect caused by having their backs rubbed, can be placed in most ridiculous positions and will remain motionless for periods of from five to 20 minutes. They can even be stood upon their heads... the two great claws and the back forming a tripod support.

Clothes moths damage clothing only while in the larval stage, but the winged moths are unwelcome house guests, for it is they that lay the eggs which later hatch out as larvae.

"All God's Chillun Want Things"

BY HENRY T. EWALD,
President, Ewald-Campbell Company, Detroit.

Amid all the pessimism over business conditions, there is one hidden but powerful force at work which will carry America upward again as surely as the seasons unroll: The growing human wants and needs for products of all kinds.

We have had a three-year slump in consumer buying—and therefore a three-year rise in potential demand—because there is no real "saturation point" in human desire. It runs strongly today all through life, from the small boy calling for a radio set to world leaders seeking a solution to politico-economic problems which affect the buying power of millions. "All God's chillun want things!"

The volume of pent-up demand may be measured by the following record of consumer purchases in four typical industries during 1931 compared, not with 1929, but with the more normal year of 1926:

- 1—America's investment in food products during 1931 was 1½ billion dollars less than in 1926.
- 2—In men's and boys' clothing, expenditures were less than half those of five years ago.
- 3—In residential building, last year's record was less than a third that of 1926.
- 4—And in the automobile industry, always looked upon as an index of consumer buying, orders were less by a million and a quarter cars than the record of 1926.

"Down—down—down" has run the gloomy song of consumer purchases during these past few years. But meanwhile "up—up—up!" has run the cheerful song of potential demand. With more than 43 millions of our people still gainfully employed—with our gross income greater than that of all Europe combined—with "Our Poor Little Rich Country" still rich in many ways even today—there need be little doubt as to what will eventually happen. Now "The Depression," if you will—later "The Deluge" of pent-up buying unloosed.

Business organizations, large and small, will participate in the rewards in direct proportion to their courage, preparedness and sustained selling and advertising effort.

Make no mistake about it, the volume and the kind of advertising which individual businesses do or fail to do today will have an inevitable effect upon the fortunes of those businesses both now and later. Advertising can and will win results for good products in the present market and still greater results in the future. The vital need is for good advertising—definitely geared to the mood and manners of today—well planned, well directed, well sustained, that it may create a strong identity and an indelible preference for the particular product.

America has only begun to live, to aspire, to achieve. The business contest may not seem overly exciting at the moment, but the facts show that "all God's chillun want things."

Who will rule our various industries when this pent-up demand breaks—old champions or new?

"The time has come, the Walrus said, to talk of many things—Of shoes—of ships—of sealing wax—of cabbages and kings."

Confidence Freezers.
From an address by Claude G. Bowers.

The truth is that the president's "statements" so far revive the memory of the misleading statements issued by the White House and the treasury and the department of commerce, first creating the impression that there were sound values behind the crazy market prices during the maddest and second in belittling the state of unemployment even to the juggling of the census figures. These present statements

cannot restore confidence, since confidence has been lost in his administration.

Red Hot Mamma
Things were rather strained between the two sweethearts. "But, George, darling," she said, "I do love you still. You cannot imagine how warm my love for you is."

"Oh, but I do, all right," he returned. "I've always noticed how my money burns when I'm near you."

phone company will not raise the rates, and gives a bond to cover any damage which may arise from its operation in the 10 years.

LEMARS MAN IN

INFANTRY RESERVE
Washington, D. C. — (Special) — The war department has announced that Glen Howard Earnest of Lemars has accepted appointment as a first lieutenant in the infantry reserve of the officers reserve corps of the army.

WOMEN RAID ROCKY FARMS

Kansas City—(UP)—Farmers in the vicinity are looking for a new kind of relief.

City women looking for stones for their rock gardens have precipitated the latest crisis.

Not a pasture fence or an old spring house is safe if some woman sees a rock that looks desirable, the farmers say.

One Jackson county orchardist went to the city for a day. When he returned he found his stone fence torn down, and the neighbor's cows had eaten the shoots from his young apple trees.

Another man, who likes to sit on an oddly-shaped rock and watch the rippling creek flow by, went out and found the stone was gone. Every rock with a big hole in it, or with some funny shape of any kind, is fair prey.

For a while they tried to scare the women off by advertising the rocks for sale. Many an extra dollar was made this way, and the farmer had the chance to choose the rocks he cared to sell.

But lots of the garden fans can't see any sense in paying good money for worthless stones—because they can't see why a stone fence is valuable, though the same rocks are worth a lot around a tiny goldfish pond—so they don't patronize the farms that have "commercialized" their stones.

Only one farmer is admittedly ahead so far. He looked up from a far field and saw a truck deep in his apple orchard. Without attracting any attention, he closed the gate, and put a lock on it.

Then he called the deputy sheriff down the road. The woman directing the operations of the truck paid for the stones it hauled away, and she paid plenty.

Texas Woman Sheriff Second "Carrie Nation"

Huntsville, Tex. — (UP) — Mrs. Lela May Speer, self-styled "Carrie Nation of Walker county," claims she is the only sheriff in Texas who does not wear a badge, or who has a former sheriff for a husband.

Mrs. Speer, mother of three children, has been sheriff since last February by appointment of the county commissioners after her husband had been convicted of taking excess fees.

Though badgeless, she is definitely not gunless. She carries a .45 automatic pistol, and says she would not hesitate to use it.

She hates bootleggers worse than any other law violators, and has made a hobby of raiding stills and speakeasies.

On a recent raid, single-handed, she seized 14 gallons of whiskey and several hundred bottles of beer.

UNEMPLOYED, ATTENTION.

In shelter now for animals, To make pup's pathways smoother, A man's employed throughout the night— His moniker, dog-soother.

When Fido fights the phantom fleas, And threshes 'round in bed, This maid nurse to the dreamer speeds.

And pats him on the head. When Bruno bays the callow moon, And seems upon the brink Of melancholy madness, then The soother brings a drink.

When Bosco dreams the chase is on, And lustily gives yell, This pooch attendant hot foot's up And whispers, "All is well!"

If in adjoining tier of flats This soother did his stuff, He'd more than earn his nightly wage— That spot would sure be tough.

—Sam Page.

WEIMAR'S FAREWELL

Weimar's Letter in the London Times May 2, 1832

The grand duke appointed Monday last for the celebration of Goethe's funeral obsequies. His corpse was laid on a couch, overlaid with black velvet, in a spacious apartment, lined with sable trapping and resplendent with wax lights. Here it remained, exposed to the sorrowful inspection of the public at large during the entire forenoon of that day. The body itself lay on its couch in the center of the apartment, resting upon pillows of white satin; a wreath of fresh laurel encircled the head, and a Roman toga, likewise of satin, was tastefully disposed around the corpse. Multitudes came from far and near to bid him a last farewell. The coffin was removed at 5 o'clock in the afternoon, in order that it might be borne to the destination assigned to it by the late grand duke, his enlightened and unflinching patron—namely, by the side of Schiller, in the sepulcher of the grand-ducal family. Upon its removal, the corpse was placed in the grand-ducal hearse of state, which was drawn by four horses and surrounded by the members of the cabinet and household, and those of our learned and scientific modes, part of the clergy and their assistants, military men, and in short, almost every respectable inhabitant of Weimar following on foot behind. Amongst this throng of mourners were students of Jena with roses attached to their sable scarfs.

PLAN OWN MOVIES

Moscow—Soviet Union is planning to commence mass production of movies in Russia "along Hollywood lines," according to recent information. It is planned to construct a plant near this city and organize a studio which films using Russian actors would be turned out. Two raw film plants are now producing thousands of feet of film daily.

Egyptians, over 2,000 years ago, hatched chickens in ovens heated with straw.

Who Said VALUES?**You can't beat these!**

RIGHT now, Goodyear is building the best tires that ever came from the world's largest rubber factory.

Right now, you can get the lowest tire prices ever featured before a July 4th holiday.

This statement is true, even though the prices shown here include the new U. S. tax.

Read them and be convinced. These prices buy Goodyear Speedways—the tires that have been making

ing such a sensation in this low-price year.

They're real Superwrist Balloons—built to Goodyear standards—marked with the Goodyear name and house flag—with the extra mileage of Goodyear balanced construction.

When you look at these big, husky, stout and sturdy Goodyears you'll certainly say to yourself:

"Why buy any second-choice tire when FIRST-CHOICE costs no more?"

SPEEDWAY

Full oversize—4-40-21 Ford

\$3.88
Each
In pairs

\$3.98 per single tire

Full Oversize—5-00-19 Chrysler Dodge Nash

\$5.24
Each
In pairs

\$5.38 per single tire

Full Oversize—4-50-21 Ford Chevrolet

\$4.25
Each
In pairs

\$4.38 per single tire

Full Oversize—5-00-20 Essex Nash

\$5.33
Each
In pairs

\$5.49 per single tire

Full Oversize—4-50-20 Chevrolet

\$4.21
Each
In pairs

\$4.32 per single tire

Full Oversize—5-25-21 Buick Dodge Nash

\$6.46
Each
In pairs

\$6.64 per single tire

Full Oversize—4-75-19 Ford Chevrolet Plymouth

\$5.00
Each
In pairs

\$5.14 per single tire

Full Oversize 30 x 3½ Reg. Cl. Ford—Model T

\$3.67
Each
In pairs

\$3.76 per single tire

**PATHFINDER****SIX "PLIES?"**

You can count six layers of cord here, but the first two under the tread in this tire (or in any so-called "six-ply" tire built this way) do not run from head to head. Some tire-makers count these as "plies," but they are really "breaker strips," so we call them that

4-75-19 **\$6.84**
Each
In pairs

\$7.03 Single tire

6-00-18 HD **\$11.47**
Each
In pairs

\$11.82 Single tire

5-50-18 **\$8.99**
Each
In pairs

\$9.27 Single tire

6-00-20 **\$11.79**
Each
In pairs

\$12.15 Single tire

5-50-19 **\$9.14**
Each
In pairs

\$9.41 Single tire

6-50-19 HD **\$13.24**
Each
In pairs

\$13.65 Single tire

HEAVY DUTY TRUCK TIRES

Size **\$12.55**
Each
In pairs

\$12.93 Single tire

Size **\$16.51**
Each
In pairs

\$17.04 Single tire

Size **\$28.64**
Each
In pairs

\$29.36 Single tire

Size **\$28.31**
Each
In pairs

\$29.42 Single tire

Size **\$40.30**
Each
In pairs

\$41.35 Single tire

Size **\$39.19**
Each
In pairs

\$40.40 Single tire



SEE YOUR LOCAL DEALER FOR THESE VALUES!

MODERN RUSH NOT OBSERVED IN SPAIN**Peasant's Tempo That of the Mule and Donkey.**

The real Spain consists of all the land between the Pyrenees and Portugal, except Madrid, Barcelona, and perhaps one or two other towns. It is a land of vast plains, ending upon the horizon in great mountains dying down again far away into another vast plain. It is a land of the donkey and mule, of corn and vines and olives. The inhabitants are peasants who cultivate with immense assiduousness the great levels, and who terrace high up into the mountains in order to grow more corn and olives and oranges and almonds. . . . If he has money it goes into land rather than into the hands of bankers, brokers and jobbers, and so, although to the traveler from the railway-carriage window Spain appears to be a gigantic country very sparsely populated, the price of land is everywhere very high, amounting in some places to as much as \$500 an acre.

The life of these peasants and cultivators is bound to the land. Its "tempo" is that of the pace of the mules and donkeys, which, wherever you may be, are to be seen with their great packs, moving slowly across the plains, or up and down the mountainous tracks. In Spain, as everywhere else, it is the method of transport which determines how men shall live. . . .

The superficial vivacity and excitability of the southerner conceals the fact that the Spaniard lives slowly and meditatively. In a Spanish posada you sit after dinner round a wood fire with the innkeeper and his family, the "boots" and the carrier, and the conversation is only an interval between long silences in which everyone meditatively stares into the glowing embers. The Spaniard, in fact, belongs to a Europe which had not invented the steam engine, or rather, perhaps, he belongs, not to Europe at all, but to the East, where men talk quickly, but live slowly, cultivating their gardens and moving at the same pace as their camels or their bullock carts.—Leonard Woolf in "Essays."

Old Scottish Term

The term money musk is a derived spelling of "mony musk," which is the name of an old Scottish dance known as the Strathspey, which is believed to have originated during the Eighteenth century in the valley or strath of the Spey. "Mony musk" probably came from the town of that name in Scotland. There are many early Scotch tunes called after towns or places. In Scotch "mony" means many and occasionally means great. "Musk" means a confused heap or a term which is synonymous with our modern word for fog. It is very possible that the town is named because of the fogs appearing there. The term "money musk" as now used refers to the old dance, which is similar to the Virginia reel.—Washington Star.

Plan to Employ Poison to Fight Grasshoppers

With an unusually heavy infestation of grasshoppers believed likely this summer, the value of a new device developed by experts of the Department of Agriculture to poison the hoppers will be tested.

With weather conditions such as to facilitate the hatching of the myriads of hopper eggs laid last fall, the hopper menace will be really serious this year in Montana, Wyoming, Minnesota, Iowa, Colorado, the Dakotas and Nebraska, where more than 9,000,000 acres are infested.

The new devices developed to combat the hoppers are adaptations of the ordinary seeder and sower in common use on the farms in that area. The poison fed the hoppers is mixed with bran and fed in a very thin layer in strips 20 feet wide, which are laid in such a manner that there are no open ends. The bait is usually laid between six and ten in the morning on clear days, for it is then that the young hoppers feed the most.

With proper care given to the laying of poisoned bran, experts believe that the infestation of hoppers, however heavy, may be kept down without serious damage. Much diligent care is needed, however, to make the poisoning successful.

Sunflower Windbreak

A ton and a half of sunflower seed was planted east of San Benito, Texas, with the idea that the plants would serve as a windbreak and absorb excess moisture.

OUR BIG Department Store

The stores of our town, as a whole, are but the big department store of the metropolitan center. Collectively they offer every trading advantage enjoyed by the people of the large cities. The only difference is that all departments are not under one roof nor one ownership. The variety is here, the convenience is here, the reliability is here and you can always have plenty of time to investigate your purchases.

TAKE ADVANTAGE OF THE SERVICE OF OUR LOCAL MERCHANTS