

BUSINESS ADVISED TO GAIN GOODWILL WITH ADVERTISING

Pressing Need of American Industry is to Get Back Public's Friendship, Confidence, Gathering Told

MONT SPRING, Va., April 28.—(A.P.)—Mr. A. Batten, president of W. W. Ayer & Son, Inc., told the Association of National Advertisers that the immediate and pressing need of American business is to get back the public's confidence and confidence of the public through advertising.

SCOUTS ATTEND LIONS LUNCHEON

Twenty Boy Scouts of troop 8 were guests yesterday of the Lion club at its weekly luncheon-meeting in Valentine's cafe. The club is sponsor for the troop.

Attending with the scouts were Irving Beasley, Boy Scout executive; Dr. Charles Johnson, committee chairman; and Jack Thompson and Frank Hall, Jr., the troop's assistant scoutmasters.

J'VILLE RETAINS HEALTH SERVICE

Showing themselves to be one of the most progressive school boards in Jackson county in the field of health, members of Jacksonville's organization in regular meeting passed a resolution to continue the services of public health nurses for another year.

ARE YOU WEAK, NERVOUS?

If you get headaches with backache, headache or periodical pains, nervousness, irritability and the discomforts associated with functional disturbances, you need the tonic effect of Dr. Pierce's Favorite Prescription.

★ LAST CALL! LAST DAY! LAST CHANCE TO BUY Ward Week

WARD WEEK SPECIAL The Greatest Refrigerator Value We Ever Offered. More than 6 Cu. Ft. 1937 Model Fully Equipped. Large Family Size 104.95

WARD WEEK SPECIAL BEAUTIFY YOUR WINDOWS! Lovely New Spring Kitchen Curtains. Special for Ward Week 52c

WARD WEEK SPECIAL REDUCED FOR FIRST TIME America's Fastest Washer. New DeLuxe Electric 61.95

WARD WEEK SPECIAL Reduced! 8 Tubes! Ward Week 46.66

WARD WEEK SPECIAL Regularly 5.45! 9x12 Wardoleum Rugs 4.69

WARD WEEK SPECIAL \$90 WORTH OF RANGE! Reduced for Ward Week! 63.88

END OF SALE! SPECIALS FROM WARDS COMPLETE HARDWARE STORE

SENSATIONAL WARD WEEK BARGAIN LAWN MOWER 5.49

END-OF-SALE PAINT SPECIAL Dry Fast ENAMEL 98c

REG. 29c FOLDING CAMP STOOL. LONNY FRY BASEBALL GLOVE 1.33

WARD WEEK CUT PRICES ON RIVERSIDES! Not A "Price" Tire, But A Quality Long Mileage Leader.

CLOSET SEAT SALE 1.69

REG. 87c GALVANIZED LEAK-PROOF TUB. KITCHEN SINK 3.95

12 Month Battery 2.88

Motor Oil - 100% Pure Pennsylvania 11c

Beater & Bowl 49c

It's Ward Week at MONTGOMERY WARD

AT THESE SENSATIONAL SAVINGS! HURRY! ends Saturday

WARD WEEK Last day Specials. SALE! 38" "ECONOMY" MUSLIN! 8c

WARD WEEK SPECIAL 10c DRESS SOCKS. 50c Handbags. 39c

Sale Through Saturday! Chiffon Hose. Pure Silk! Full Fashioned! Picot Tops! 39c

BUY EVERYTHING YOU NEED DURING WARD WEEK—SAVE UP TO 40%

Nationwide Sale! Our Entire 21.75 Stock Included! Men's Suits 18.44

80c POLO SHIRTS. Gowns, Pajamas \$1 Value \$88c

Hand detailed Gowns 25c. "Aristo" Barettes. Remnants!

Whipcord Pants. Sale! Sheers! Petaldowns!

★ It's Ward Week at MONTGOMERY WARD

SQUAW LAKE OUTING IS ENJOYED BY 4-H BEAVER CREEK CLUB

—A day's outing at Squaw Lake, including picnicking, hiking and games, was the privilege of the 4-H club members of the Beaver Creek school who accompanied their leaders, Mr. and Mrs. Wallace Haskins, to the lake Sunday.

HEALTH WORKERS MEET ON MAY 25

"Have May 25th" is the advice issued this week by Miss Mildred Carlton, president of the Jackson County Public Health association, directed to all health-minded people.

GREATER OUTLET FOR FRUIT SEEN

General improvement in economic conditions is noted in a bulletin prepared for American Fruit Growers, Inc., by Gordon R. Green.

Weather

Northern California: Fair tonight but cloudy on extreme north coast.

WINDOW GLASS

We will window glass and will replace your broken windows reasonably. Trowbridge Contract Works.

JOHN LADE, Jr. LADE-DAVIS DRUG CO.

Jarmin's for Drugs at Authorized Dealer for GERKE'S MINERAL. It's Here Now!