

**TEXAS RANCHMAN
COINS NEW WORD**

ORIGIN OF "MAVERICK"

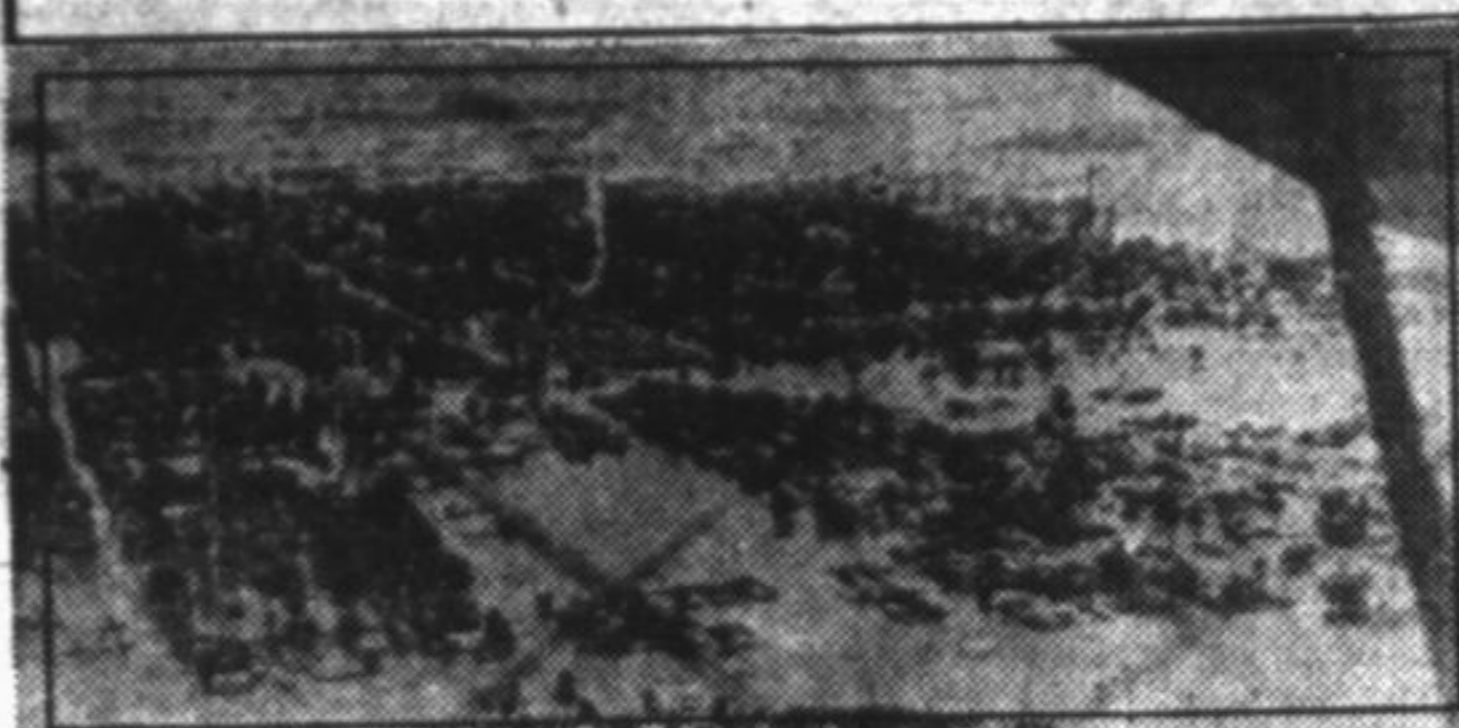
Unbranded Cattle So Called Because Man of That Name First to Run Them; on Island

J. S. Maverick, the owner of Sunshine ranch, near San Antonio, Tex., is the only farmer in the country who can boast that his cows have won their way into separate recognition in the dictionary. Webster's, under "maverick," says: "From Samuel Maverick, a Texas cattle owner, who did not brand his cattle, his ranch being on an island; therefore, an unbranded animal, especially a motherless calf, formerly customarily claimed by the first one branding it."

The story of the Maverick family is told in Farm and Fireside by J. S. Maverick, grandson of the original Samuel. The family has a brand now. They don't stamp it on the cow, however, but on the bottle.

"Some times I wonder what my grandfather would say if he could see me here producing certified milk on a little piece of land right in the heart of the old cattle country," writes the grandson. "In his day you could walk pretty well the whole 130 miles from San Antonio to the Mexican border without getting off his land. All we own now is 86 acres, but we have put Mexicans into milking suits and are producing certified milk at a profit of 5 1/2 cents a quart. That's better than producing unbranded steers, the former product of the ranch that put the word Maverick into the dictionary."

Nation to Relief of Mississippi Homeless



Herbert Hoover
More than 300 dead and 200,000 homeless are in the Mississippi, Missouri and Ohio valleys as waters recede on the most destructive river-flood the nation has ever known. Secretary of Interior Herbert Hoover has been assigned by the President to personally direct all relief work as the nation contributes funds. Upper photo is an airplane view of Greenville, Miss., under 20 foot of water. Lower photo a typical tent city which now dot the highlands, St. Louis to New Orleans.

**FEWER STATIONS
RADIO SOLUTION**

PROBE SHOWS NECESSITY

Early Report of Findings of Commission Indicate That Number of Broadcasters Must Be Cut

Summing up the testimony given thus far at the Federal Radio commission hearings to find a solution of the present radio situation, Commissioner O. H. Caldwell announces that it all leads to one conclusion — that the "number of stations has got to be cut down."

He states all other "avenues of escape" for the commission have been closed by almost unanimous opposition to revising the existing physical layout for radio-casting. "You have

opposed the expansion of the broadcast band," he states, "and also opposed the reduction of frequency separation between wavelengths."

Importance of Power
"You also have stressed the importance of power, and stations which apply for increased power must realize that they are tying up a large section of the country on one wavelength. You also have generally advised against the division of time between stations."

Operate Short Periods
Information now in the hands of the Federal Radio commission, said Commissioner Caldwell, at the hearings is to the effect that at the present time about 25 per cent of the radio-casting stations are operating for less than one hour a day, 40 per cent are operating less than two hours a day, and 65 per cent are operating

less than three hours a day. He said that these figures might have to be revised later, but this is indicated by the reports which the commission has at this time.

**AGED WAUCONDA MAN
AND 2 OTHERS KILLED**

Disastrous Auto Collision Near Elgin Monday Results In Fatalities

Theodore Worts, 90 year old resident of Wauconda, was killed near Elgin Monday when a machine in which he was riding with his son, Jacob Worts of Elgin, collided with another car coming from the opposite direction, containing Mrs. Elizabeth Hanson, her daughter, Mrs. Cavanaugh, and C. D. Roberts, all of Chicago. Mrs. Hanson and Mr. Worts' son Jacob were also killed as a result of the crash.

Mellon's food for thought is good for Princeton professors.

Why

**Firestone
Dealers**



Serve You Better and Save You Money

WE know tires—how to select the best—how to help you take care of them, and get the most out of them. We sell Firestone Gum-Dipped Tires and Tubes—also Oldfield Tires and Tubes.

Both Firestone and Oldfield Tires are scientifically designed and manufactured by The Firestone Tire and Rubber Co. Mr. Harvey S. Firestone is President and active head of the Company and under his management many

outstanding developments and improvements for economy, safety and comfort in tires have been made. He is the acknowledged leader in lowering tire costs and fought almost a lone battle to secure lower crude rubber prices from a foreign monopoly. He has saved, and is saving, millions of dollars every year for car owners.

Through the Firestone policy of selling and distributing direct to dealers through 148 Factory Branches and Warehouses, we receive fresh, clean stocks of tires of the highest quality at prices which are the lowest in the history of the industry, and we pass these advantages in quality and low price on to our customers.

BUY NOW!

**Gum-Dipped Tire Prices
Lowest in History**

**Note Low Prices on
Oldfield Tires**

Get the Most for Your Money

30x3 Fabric	\$ 5.85
30x3 1/2 Fabric	6.85
30x3 1/2 Cord	7.35
29x4.40 Cord	8.40
32x4 Cord	13.40
31x5.25 Cord	15.35
33x6.00 Cord	18.35

Oldfield Tubes are also priced very low

Made in the great economical Firestone Factories at Akron and carry the Standard Tire Warranty

Larson Bros.

Purnell & Wilson

Phone 1234 32 South First Street Cor. Park & St. Johns Aves. Telephones 164-1603

Haak's Auto Supply Co.

25 South Second Street Phone 391

Perfect—but Second



Laura Maurer, 17 of Boyertown, Pa., now takes second place in the national school contest, having attended school 11 years, 7 months and 14 days without having been absent or tardy. She graduates this spring. As previously announced three pupils are tied for first place with a record of 12 years.

**MAN'S LABOR WORTH
TWELVE CENTS DAILY**

When Reckoned on Basis of Electric Power, According to Engineer

Twelve cents per day is the exact value of a man's labor in terms of horsepower, according to figures worked out by Farm and Fireside in its May issue.

"A good husky man can develop about one-tenth of a horsepower," writes J. B. Davidson, farm engineering expert. "With horsepower at 15 cents an hour his value as a motor is about one and a half cents per hour. "Human labor in the form of horsepower is not worth much. Power and labor amount to from 40 to 80 per cents a day and feeds himself. A California farmer's use of power has given him a notable advantage over any other farmer in the world."

"In China a rice laborer gets 15 cents a day and feeds himself. A California farm laborer gets \$5 to \$6 a day and 'found.' Yet the California rice growers are each year exporting increasing amounts of rice to the Orient and underselling the yellow farmers. The Oriental labor is hand labor; the American is machine labor."

"Five Italian farm laborers with one horse get a farm production worth \$45 per man. An Iowa farmer, with an average of four horses per man, gets a production of \$595 per man."

"The possibilities of still larger results in American use of power are enormous. At present, 18 or 19 hours of labor are consumed in producing the average acre of Corn Belt corn up to harvesting. Yet there are many farmers who spend only three or four hours to grow an acre of corn. Within ten years, it will be possible for one man to take care of 160 acres of corn from plowing to harvest."

AIN'T FASHION GRAND?

There is a new color called "monkey-skin," and the fashion people hint in the Woman's Home Companion that they don't like the name. A mere man suggests that the brighter shades be called monkey shine.

FOREARMED

"A reference, Jane?" exclaimed the mistress. "Why, you have only just come."

"Yes," admitted Jane, "but you might not be wanting to give me one when I'm leaving, ma'am."

\$150⁰⁰
Includes all expenses
—railroad and Pullman fares, dining car meals, hotel bills, auto trips, etc. for

**Two wonderful weeks
in
Colorado**

Go as you please—a care free vacation—the utmost in comfort and recreation for your money. Famous Rocky Mountain Limited and other fast through trains daily from Chicago, La Salle St. Station [on the elevated loop].

Individual attention insures satisfaction.

Mail the Coupon



Rock Island Vacation Travel Service Bureau, 723 La Salle Street Station, Phone Wabash 3200, Chicago, Ill. Send me free literature and complete information concerning Colorado Inclusive Vacation Tours, all expenses prepaid.

Name _____
Address _____

**A
NEW CHAPTER
IN
DODGE BROTHERS
HISTORY**

Today a new page turns in Dodge Brothers history—a new chapter opens—expressing a vigorous new forward-looking spirit in the administration of Dodge Brothers, Inc.

A NEW MOTOR!

A remarkable step forward in engineering accomplishment.

A striking answer to those who have measured performance in terms of cylinders.

A masterpiece of simplicity, smoothness and silence.

20% more miles per gallon!

15% more power!

20% faster acceleration!

Pick-up, get-away and get-there!

New standard gear-shift transmission—new silent-action clutch—balloon-geared steering unit and 24 other important new features.

Smart new lines and colors to celebrate the event.

A. G. McPherson

Highland Park

Phones 120-121

Also a New Type—The Convertible Cabriolet with Rumble Seat—Now Ready