



A PROGRESSIVE BANK

—Where Friendliness Prevails

THE public has a wide choice when selecting a bank. Many institutions are well equipped to handle any transaction, but beyond the mere routine of banking there are other important considerations. The right banking connection becomes a constructive factor in each individual life. It is a foundation stone in the structure of every successful business.

The steady growth of this bank is the result of satisfied patrons. It is possible to establish close relationships with our officers, and there is more friendliness and less formality than is usual. You are invited to use the complete service of this old progressive bank.

A BANK ACCOUNT
AT THE
Security Savings Bank
BOONE, IOWA

Is the "door" to better opportunity.

"OVER THIRTY-SEVEN YEARS OF SUCCESSFUL BANKING"

Attention—

Those who have advertised in our book have proven their interest in Boone High . . . let us show our appreciation by patronizing them.

Thank you...

The members of the 1930 Scroll Staff wish to thank the following people for their contributions to this book:

Charlene Battey	Sylvia Case
Miss Hansen	Jean Heaps
Jack Sandeen	Gene Thorngren
Miss Sievers	Mr. Fisher

A man who had just lost his wife said to a friend, who happened to be fresh from a reminder at home that he was very much married:

"I tell you, old man, it is hard to lose a wife."

"Hard!" said the henpecked husband. "Why, man it's impossible."

×—×

Morry R.—"I'm head over heels in work."

James M.—"What's your job?"

Morry—"Acrobat in a circus."

*If it is New
it is Here!*

AMERICAN
DRY GOODS CO.
BOONE, IOWA

*If it is Here
it is New!*

As you know, we have always tried to give our customers the best of everything in style and quality, and to do so at the lowest possible price obtainable. We invite your inspection of our newest arrivals.

Carter's Knit Underwear
Phoenix Silk Hose
Allen Silk Hosiery
Modart Corsets
Kickernicks
DeBevoise Brassieres
Warner Corsets

Caljer Coats
Kirsch Rods
Kenwood Blankets
Servisilk Umbrellas
Ekcomoor Coats
Scranton Curtains
McCall Patterns

CALENDAR—(Continued from page 101)

March 11—Lawrence Beckett elected Junior College basketball captain for next year. Yea Sid! Report cards out today. Happy day for some; not so happy for others.

March 13—Contestants for Music Contest entertain us in assembly. Boone loses to Ft. Dodge in an overtime game of the Sectional tournament.

March 15—Boone gets no firsts in Music Contest at Nevada.

March 17—Y's Co-Eds entertain Senior V's girls' basketball team.

March 18—Hi-Y-Ettes entertain boy friends. Miss Hoover from Ames talks to them on "Kidnapping." Fine time had by all.

March 19—Practice for the Sacred Concert begins.

March 20—Plans under way for annual Junior-Senior Scrap. Yea Seniors!!!

March 21—At last—Spring vacation!!

April 1—Seniors show what they wear around home—(and some things they don't wear)—on annual "Apron and Overall Day."

April 2—Bennie Oostebaun, All-American

football and basketball star, tells us about his athletic days at the University of Michigan.

April 3—Senior play cast announced.

April 4—Coe College Girls' Glee Club give us an idea of what good singing really is. Junior High Operetta, "The Tea House of Sing Lo" plays to a capacity house.

April 7—Freshman Junior College girls have a weiner roast at the Ledges.

April 10—Masque and Buskin present their assembly play, "Help Yourself."

April 21—The play cast of "Ile" goes to Des Moines to enter the Drake Play tournament.

April 25—Junior College entertains the students of Webster City Junior College here.

May 1-15—Junior-Senior Fight! Juniors as well as the dignified Seniors go for moonlight rides.

May 15—Hobo Day! The best fighters win and we're all friends once more.

May 23—Junior-Senior Reception. Every-

(Continued on page 108)

Right next to your education your good appearance is of the greatest importance

You'll find.....SOCIETY BRAND CLOTHES • MALLORY AND
STETSON HATS • MANHATTAN SHIRTS
AND CHENEY CRAVATS

always featured here in wide, new variety.....the sort of apparel
that will keep you looking your best at minimum costs.



J.C. PETERSEN CO.
CLOTHIERS
BOONE, IOWA

A Complete Line of
LEATHER GOODS

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OVERNIGHT BAGS :: LADIES' PURSES

BILLFOLDS

HOOD TIRES

HOOD TUBES

Opposite..

OTTO BRAKLOW

*Hotel
Holst*

MAKING PROGRESS

Nothing you can do will be more helpful to your present or future progress than to make a resolution to bank regularly a fixed portion of your income. A bank account here will help pave the way to your future success.

FIRST NATIONAL BANK
BOONE, IOWA

H. N. STREIT

H. J. HAGEDORN



TELEPHONE
NO. 106

FIRESTONE TIRES
CAR WASHING, GREASING, GASOLINE, TIRE REPAIRING

CORNER
7th & BOONE

WOMEN'S WEAR

OF

DISTINCTION



An air of refinement and good taste....a picture of charm, of distinction....that is the feeling of every woman for her clothes.

Our forty-five years of successful merchandising is your guarantee that your purchases from RIEKENBERG'S will give you just that certain feeling.

We offer such prominent lines as....Wayne Knit Hosiery - Munsingwear - Redfern - Rothmoor - Shagmoor Coats - Sun Beam - Nelly Don Wash Dresses Janet Walker - Beauty Maid - Graceline Dresses Whitall Rugs - Armstrong Linoleum - Gold Seal Congoleum Rugs - Gossard and Kabo Corsets - Everfast Prints - Skinner's Silks - Quaker Nets and Curtains and many other well known advertised lines.

Dry Goods
Ready-to-
Wear

The Riekenberg Co.

BOONE, IOWA

Rugs, Linole-
ums, Millinery
Shades

Watches - Diamonds - Jewelry

.....AT.....

Hook Jewelry and Optical Co.
Phone 561W

Let your next pair of shoes be

Enna Jetticks

\$5.00 - - \$6.00

Petersen-Hedlund Shoe Co.

Your Memory Books *at HEWITT'S*

707 STORY

The wife and daughter of Colonel Berry, camp commander, came to the gate after taps and demanded admission.

The sentry objected.

"But, my dear man, you don't understand," expostulated the older woman. "We are the Berry's."

"I don't care if you're the cat's whiskers," replied the sentry. "You can't get in at this hour."

Mr. Longnecker in Biology class—Some of the girls in B. H. S. are like flowers in spring, putting on their bright colored dresses to attract the insects.

X—X

OF COURSE HE WON.

Mr. Van Ness: "I'm offering a prize to the laziest man in school and I think you will win."

Drew: "All right, roll me over and put it in my pocket."

MERCHANT & JONES
Real Estate, Loans, Insurance
Houses for Sale

721 1/2 Story St., Boone, Iowa

INSURANCE
IN ALL ITS BRANCHES
HOUGHTON & THORSON

Phone 48 Rooms 4 and 5, City Trust & Savings Bank

WE SELL REAL ESTATE, TOO

OUR NEW LOCATION

Will be 1016 SEVENTH ST.

(1 1/2 Blocks East of Story St.) LOOK US UP FOR

EVERYTHING ELECTRICAL

H. L. TILLSON :-: TEL. 113

CALENDAR—(Continued from page 104)

one appears in their best bib and tucker.

May 26—Senior Assembly.

Week of May 27—May Fete. The suspense is over as to who is May Queen.

May 29—Senior Class presents the mystery play, "At 9:45."

June 1—Baccalaureate Sermon.

June 3—Junior College gives an assembly as a graduating gift to us.

June 5—Graduation! Our high school days are over and with regret we leave Boone High.

"What are you taking for your cold?"
"Make me an offer."

×—×

Rule—"I wonder why we lost the game with that Indian team?"

Olson—"Those guys have been making baskets since the year 1,000."

×—×

Kind Old Party: "I hear you buried your wife yesterday, Mr. Knapp."

"Vell, mein Gott, I had to. She vuz dead."

R. E. GUNN, M. D.
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First Nat'l Bank Bldg.
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Office Phone 121

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DENTIST
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DR. F. STEWART HOGAN
DENTIST
First Nat'l Bldg.
Office Phone 535

A. B. DEERING, M. D.
Phones: Residence 58, Office 51
Security Bank Bldg.

DR. R. B. ALLENDER
DENTIST
302 First Nat'l Bldg.
Office Phone 244

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Boone, Iowa

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& WHITAKER
Physicians' Building
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Plumbing and Heating



Torrid Zone Warm Air Heaters

Sanitary Plumbing

Water Softeners

PHONE 368



811 ALLEN ST.

Higgins—"Is it easier to learn golf than motoring?"

Wheeler—"One's just as difficult as the other. When you learn golf you don't hit anything. When you learn motoring you hit everything."

X—X

Evelyn—"George, you remind me of an airplane."

George—"Because I'm a high flyer?"

Evelyn—"No, because you're no good on earth."

Employer—"What! Are you back here? Didn't you read that letter I gave you?"

Jennings—"Yes, sir. Inside it said, 'you are dismissed'; outside it said, 'please return in five days'."

X—X

Teacher, (trying to explain the word "thief")—"Now Wendell, if I put my hand in your pocket and take out a dime, what would I be?"

W. Gunn—"A magician!"

City Trust & Savings Bank

BOONE, IOWA

Founded in 1872

upon a policy of conservatism and a desire to be helpful to worthy individuals and enterprises; this policy is still consistently maintained.

Price Tells
Quality Sells

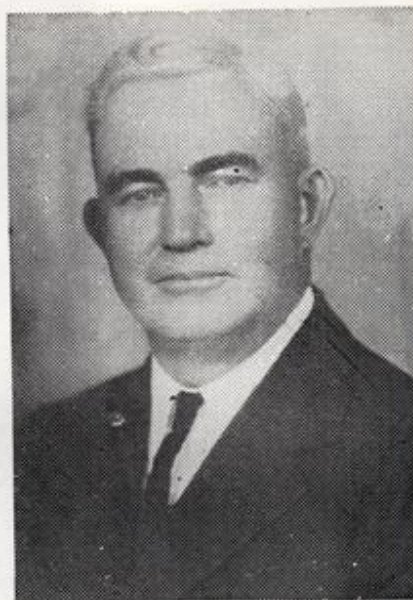


at the

Leader Grocery &
Market Co.

Boone Square Deal
Grocery & Market

The Quality Store
Grocery & Meats



The Man That Broke Prices of Glasses in Boone. I use the same system and materials that other optometrists use. Just a difference in price. It's a square deal you want. It's a square deal you get.

J. E. NUTT, Optometrist

723 1/2 Story St., Boone, over Miller Drug Store

MAUCK DRUG STORE

822 STORY STREET

Everything in Drugs, Toiletries, Wall Paper
and Paints

Remember BoysThe Eyes of Lovely Women rest on Well-Groomed Men

Blue eyes---brown eyes---grey eyes---bright eyes---
are all on men smartly dressed. You are assured of
being correctly attired if you select your clothes of us.

Olmsted

Good Clothes for Men and Boys

Smart Shoes



*To wish you a future bright and glad,
With happy days like those you've had;
And good luck bringing to your door
The good things you are hoping for!*



E. S. Lainson

Boone's Photographer

SPURGEON'S THRIFT STORE

713 Story St., Boone, Iowa

DRY GOODS : READY-TO-WEAR : MILLINERY

Not just price alone, but price backed by quality

Master: "What's all that scuffling going on in the kitchen, Mary?"

Mary: "Well—er—sir, I'm sorry, sir, but the policeman tried to kiss me."

Master: "Oh, I see. You forcibly objected."

Mary: "Er—no, sir. The postman did."

X—X

Old Timer—"When I was your age I thought nothing of walking ten miles to school."

Modern Boy—"I don't think much of it either."

Porter—"Miss, yo' train's coming."

Passenger—"My man, why do you say 'your train' when you know that the train belongs to the company?"

Porter—"Dunno, Miss. Why do yo' say 'mah man' when yo' knows Ah belongs to mah wife?"

X—X

"Uncle, make a noise like a frog."

"Why?" asked the man.

"Cause when I ask daddy for anything he says: 'Wait 'till your uncle croaks'."

FOR SPRING

When you review our Spring Displays you'll note grace, freedom and simplicity of style, which, after all, is real beauty in footwear.....Here, too, you'll see the spirit of true modernism, expressed in terms of today as well as tomorrow.

"BUILT ON QUALITY, GROWING ON SERVICE"

CANIER'S

*Good Luck....and
God Speed....you seniors*

OTIS LUMBER CO.

Holcomb Printing Co.

Quality Printing

This book is the product of our shop.
Judge for yourself as to its quality.

Elsie M. Lawrence Funeral Home

DIGNIFIED, EFFICIENT SERVICE

728 Linn St., BOONE, IOWA

STRAND THEATRE

HOME OF R.C.A. PHOTOPHONE
THE BEST SOUND IN TOWN

ALL THE BIG PICTURES WILL BE SHOWN HERE

ALWAYS 10c & 25c ALWAYS

Every Friday is 1c Day: Children 10c, 2 for 11c; Adults 25c, 2 for 26c



Graduation and Receptions

These are big events and require clothes that are not just ordinary clothes, but clothes with the right fit, the right style and the right pattern.

We know that you will be pleased with the line we have to show you. You will like the pattern, you will like the style and you will especially like the fit. We pay special attention to fit.

Hats, Shirts and Furnishings of the kind that young men like.

WE ASK YOU TO LOOK

H. T. Cook Clothing Co.

It turned out to be "the prettiest frock at the party".

Everybody said it.

And why not? How could they know that just a few days before, this same freshly fascinating frock was one of the most forlorn wisps of chiffon that ever drooped over a hanger?

We mean it was just plain *wilted*.

But how could *they* know it?

For on the night of the party, that chiffon was as caressing as a spring breeze---soft as moonlight seen through mist---it was a *fairy* frock---fresh, new, *perfect*! The prettiest frock at the party.

It is remarkable, isn't it, what a modern Dry Cleaner can do for a seemingly hopeless gown?

It's a good plan to make Dry Cleaning a regular part of the household routine---like ordering the groceries or sending out the laundry. Many thousands of women do it.

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DRY CLEAN THEM OFTENER

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GOOD CLOTHES
for **GOOD YOUNG MEN**

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GROCERIES AND MEATS

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Clothing - Shoes and Furnishings

PEOPLES CLOTHING STORE

803 EIGHTH ST.

Sanders Motor Company

Dodge Brothers
Motor Cars, Trucks, Buses
and Motor Coaches

527 Story St.
Phone 145

Dependable Used Cars

AS THEY WERE. (See page 126.)

- A. Greta and Fern.
- B. We don't need to be told who this is. Lorraine Johnson, of course.
- C. Ray is still shooting arrows, only now it's into hearts.
- D. What was the joke, Mary.
- E. Freeda had her "come hither" eyes, even at this early age.
- F. Wasn't Mary Louise J. a wide-awake little girl, though.
- G. Our demure Mary, a few years back.
- H. Two little maids (Irene and Ruth) all dressed up for church.
- I. Babes in the wood, Farr and Jane.
- J. Farr's first "No Man".
- K. Puppets and Pups, (the puppets are Virginia and Dean).

A NATION-WIDE
INSTITUTION-
J.C. PENNEY CO.

THE STORE WITH A COMMUNITY SPIRIT

The J. C. Penney Co. is national in scope of operation, but local in service. To see how much can be put into a community, rather than how much can be taken out, is the aim of every unit of this organization. Every J. C. Penney Co. manager is a booster for his town. His home is here, his interests are here. It is his town. He belongs to local organizations and takes active part in movements for civic betterment.

*Every dollar you spend at home is
a booster for your own home town*

For Something New
...in...
Ice Cream or Cold Drinks

...try...
"We Lead — **CANDYLAND** Others follow"



The End of a Hike



At Nicolet



"Smile Please"



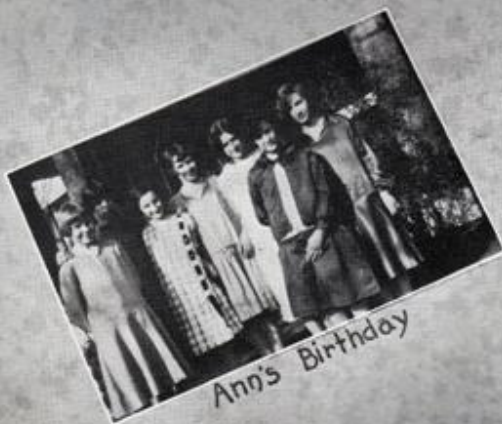
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Sat. P.M.



A Farmerette



Ann's Birthday



Mermaids

STANDARD PRINTING COMPANY

COMMERCIAL AND SOCIETY PRINTING
NEWEST STYLES.....MODERN TYPE DESIGNS

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Paints, Toys, Toilet Soaps, Suit Cases, Sporting Goods, Express Wagons
Lawn Mowers, Candies, Lamps, Jewelry, Notions, Novelties

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Prescription Druggists

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Phone 34

715 Story Street
Phone 38

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ESTHER WALDMAN

OTTO KELLUM

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We adjust our own losses and pay them by draft direct from this office.

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Beautiful Footwear for Young Folks

We save you money. Come in and see the new pumps---just arrived---
\$5.00 and up. Young men's oxfords---the snappiest
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"BOONE'S LEADING SHOE STORE"

Electricity — Gas

As in your school days, these servants will continue to serve
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**Iowa Railway and
Light Corporation**

The WINCHESTER STORE

Is here to serve you with

**Hardware, Sporting Goods, Stoves
and House Furnishings**

The CRARY HARDWARE CO. Phone 24
Story, Cor. 7th

We appreciate your patronage

Booth Sandwich Shop

331 Sixth St. : Phone 356

For All Occasions



PEERLESS



. Quality Ice Cream

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Can you rebuild and provide for your family in case your savings of a lifetime are lost by fire or wind? Can you meet liabilities in automobile accidents? Can you meet your obligations if you get sick or hurt? YES, you can rebuild, you can meet your liabilities in automobile accidents and your obligations during sickness if you insure in this old, reliable agency that gives you the best protection for any kind of insurance.

Anything Worth Having Is Worth Protecting

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Sheet Music, Magazines, Newspapers,
Book Rental Library, Greeting Cards,
Candy, Magazine Subscriptions, Maps,
Touring Information.

RIALTO·THEATRE·BUILDING

Hostess—"It looks like a storm; you had better stay for dinner."

Jackson—"Oh, thanks, but I don't think it's bad enough for that."

X—X

Vi—"Do you think it's unlucky to postpone a wedding?"

Bill—"Not if you keep on doing it."

X—X

Waffles—"I hear you rode on the cow-catcher of a locomotive once. I bet you were scared."

Sorghum—"You bet. I didn't know what minute I was going to be hit by an auto."

Mrs. Talker—"Henry, you were talking in your sleep last night."

Mr.—"Oh, was I? Sorry to have interrupted you."

X—X

"What is the matter, darling?" asked Mrs. Smith, when her small son came to her in tears.

"Papa was hanging a picture and it fell on his toe," responded the child between sobs.

"But that is nothing to cry about," replied Mrs. Smith cheerily, "you should have laughed at that."

"I did," said the boy.

GRAHAM'S

Department Stores

DRY GOODS :: READY-TO-WEAR

PHONE 197

QUALITY AND PRICE

Are two vital things to look for when buying furniture

WE HAVE BOTH

"Buy it in Boone"
PEOPLES FURNITURE STORE
WE SELL FOR LESS

Star Clothing Co.

Complete line of

Clothing, Shoes, and Furnishings for the Entire Family

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The BOONE STATE BANK

BOONE, IOWA



Capital and Surplus \$130,000.00



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REAL ESTATE & INSURANCE
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A Complete Modern
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ATTORNEY-AT-LAW
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Ambulance Service
Boone, Iowa

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OSTEOPATHIC PHYSICIAN
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ROYAL SHOE SHOP
AND SHINING PARLOR
Hats Cleaned and Blocked
While You Wait

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General Practice and Surgery
Electrical Treatments
Electro-Therapeutics
401-2-3 First Nat'l Bldg.
Res. Phone 899 Office 344

Patronize Our
Advertisers



AS THEY WERE

(See Key on page 118)

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Phone 150

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Boone National Building
Phone 129

MARVIN D. CARTWRIGHT
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Boone, Iowa

BAKER, DORAN & BOONE
ATTORNEYS-AT-LAW
Boone, Iowa

F. W. GANOE
LAWYER
Boone Nat'l Building

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CARL V. BATTEY, Manager

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ESTATE AND INSURANCE
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Real Estate, Loans, Insurance
and Bonds
We put the real in real estate,
sure in insurance and
low in loans
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Phones 1048R1-1048R2
Calls Answered Day or Night
Ambulance Service at
All Hours

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Are given you here with
an unconditional guaran-
tee of satisfaction at the
lowest possible cost

C. E. McNEIL CO.

Our heartiest congratulations
is extended to the class of 1930,
whose patronage we have enjoy-
ed.....we

THANK YOU
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EXERCISE and PLAY

....the....

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LIGHT RUNNING---CLEAN CUTTING LAWN MOWERS

If the old lawn mower pushes hard, doesn't do a good job, come down and pick out a nice, new, light running, clean cutting ECLIPSE.

\$7.50 to \$26.00

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Cleaning—Pressing—Dyeing—Repairing

AMES Sheldon-Munn
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BOONE 825 Allen Street
Phone 765



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CAPITAL \$50,000.00

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Make Your Dreams Come True—

Start A Savings Account Today!



Fort Dodge, Des Moines & Southern Railroad Company

Always ready and willing to serve you.

Freight and passenger service that will build up the community.

Passenger trains arrive at and depart from Boone for Des Moines, Iowa, daily at 8:10 a. m.; 11:40 a. m.; 5:10 p. m.; 8:40 p. m. Leave Boone for Fort Dodge, Iowa, daily at 8:00 a. m.; 11:30 a. m.; 5:00 p. m.; 8:30 p. m.

Call us for passenger schedules to all points in the United States, Canada, or Mexico, also abroad. Through tickets sold and sleeping car reservations made with our connections to all points in the country.

Try Our Freight Service

Our Rate Department will be glad to quote you rates to or from all points. We have rates and connections with all trunk lines operating through Iowa.

Merchandise loaded at Des Moines or Fort Dodge today is delivered at your door tomorrow morning by 7:00 o'clock.

Our officers and employees all live in your community, making the largest local industry you have.—Patronize your home industries.

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Ticket Office Telephone 164

Travel via Motor Coach

Beauty, luxury, and safety are pleasingly combined in Fort Dodge Line Buses. Many unique travel features are making this method of transportation extremely popular. You can conclusively determine how well this service fits your needs. Simply judge same in the light of essentials—for its ability to serve your transportation requirements at surprisingly low costs.

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PHIL KELSEY, Supt.
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Crary Motor & Implement Co.

{ CHEVROLET } **Sales and Service**

A Six in the Price Range of a Four

GOODRICH TIRES

TELEPHONE No. 50

Pat—"Say, Mike, did yez hear about that big fiddler dying? He thought so much of his violin he had it buried with him."

Mike—"No, yez don't mane it? It's a blame good thing he didn't play the piano."

X—X

Critical Customer—"Really, Mr. Smithers, you get dearer and dearer every day!"

Grocer—"Not so loud, ma'am. My wife's very jealous!"

Angry Customer: "Hey, I've found a tack in this doughnut!"

Waiter: "Why, the ambitious little thing! It must think it's a tire!"

X—X

"Don't cry little boy. You'll get your reward in the end."

"S'pose so. That's where I allus do get it."

X—X

"My good man, you had better take the trolley car home."

"Sh! No! Sh! My wife wouldn't let me—hic—keep it in the house."

ERICKSON &
DELCO
BATTERIES

BOONE STORAGE
ERICKSON
BATTERY CO.

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RADIO and
SUPPLIES

Specialized Electrical and Battery Service

Factory Representative for all Standard
Electrical Car Equipment

Boone

PHONE 499

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Radios, Auto Supplies, Tires and
Tubes....Vulcanizing, Camping
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For your parties, lunches and
Fountain Service

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ICE refrigeration robs neither flavor nor the precious juices from the foods it preserves.

ICE, and ICE alone, provides a safe temperature combined with the correct balance of moisture in household refrigerators....and the correct moisture is necessary for the preservation of the flavor and juices in most all foods.

This problem of correct humidity is an important one... one that has cost the cold storage industry fabulous sums.

Cold storage establishments refrigerate foods by passing cold brine, or other refrigerating mediums through pipes in the storage rooms.

These tubes, being thus made colder than the surrounding objects, collect moisture which is deposited on the coils in the form of "frost".

The moisture that forms this frost comes from the air in the storage room, until the air is dry. It then comes from the foods that are in storage. Foods thus robbed of their juices soon become shriveled, dry and less palatable.

Science has found means of replacing moisture in the air of large cold storage rooms, but ICE, and ice alone, gives the proper balance of "wetness" and "dryness" in household refrigerators.

Even restaurants, meat markets, and larger users of refrigeration have found that it is safer to use ICE refrigeration than to try, by artificial means, to maintain a safe humidity in their refrigerator cabinets. Many of them have returned to ICE entirely, because it preserves both the flavor and coloring of meats and other foods, as well as automatically providing the correct temperature at all times.

And ICE is CHEAP!

ICE—Luxury of both the Rich and the Poor—ICE

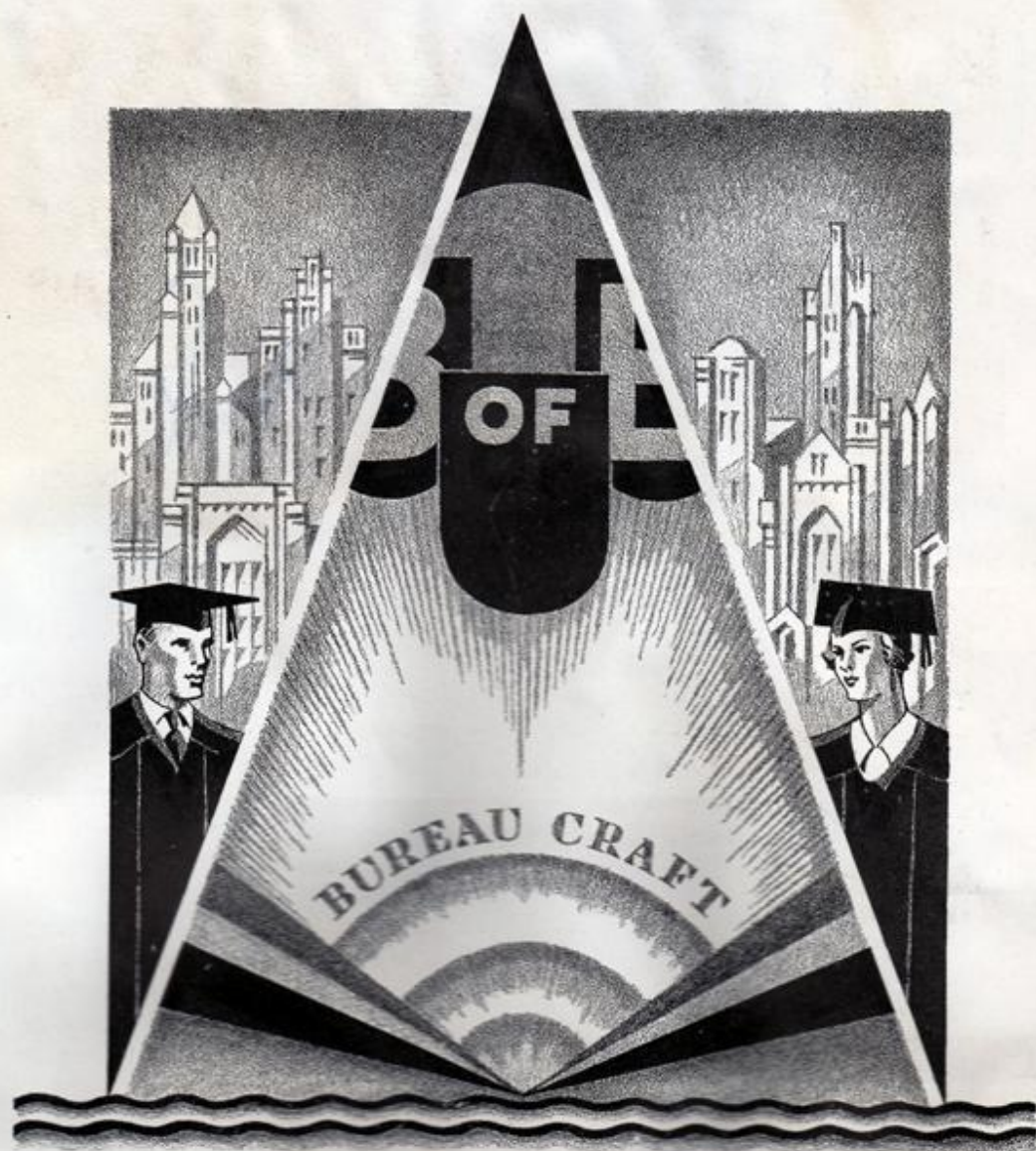
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