

# KANSAS FARMER

MAIL & BREEZE

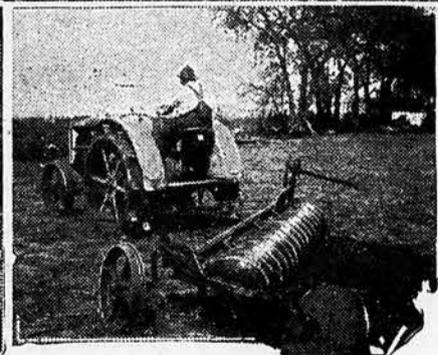
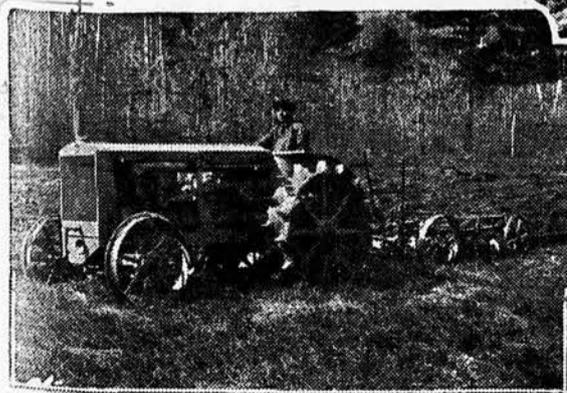
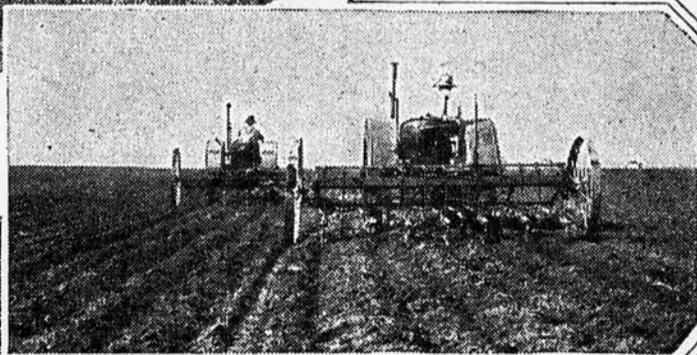
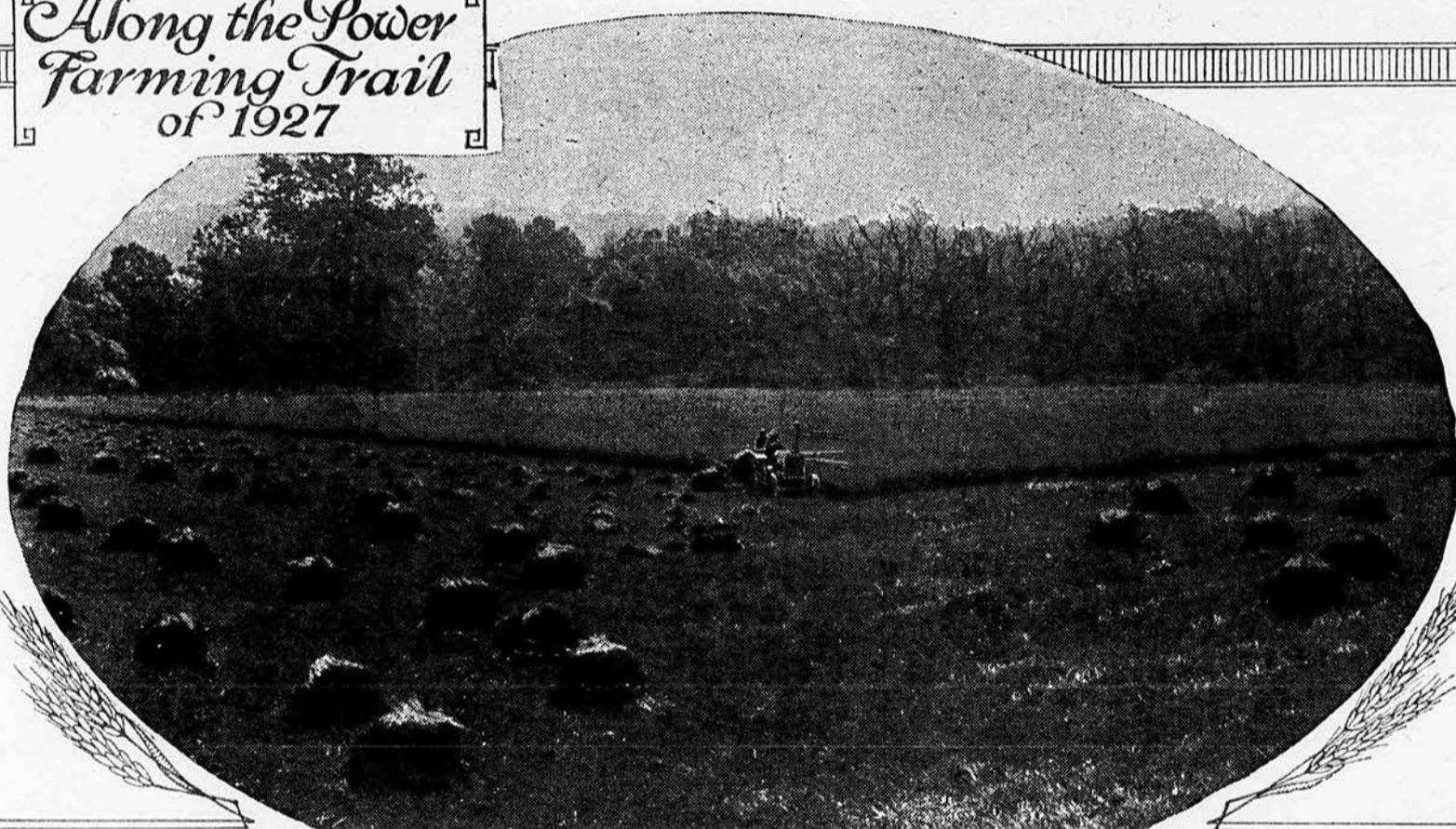
Volume 65

September 10, 1927



Number 37

*Along the Power  
Farming Trail  
of 1927*



# The Public Is the Judge

The steady growth of the Standard Oil Company (Indiana) proclaims the approval of a keen judge—the public.

The public is the final judge of any product. A judge that is keen—and shrewd—and fair.

A product may be lauded to the skies in advertisements, but if the claims are false or exaggerated the public will find it out and pronounce a convicting verdict—by not buying the product.

The public has never been disappointed in Standard Oil Company (Indiana) products. Men have learned that the very name of this Company is a guarantee of quality. They have learned to trust in its reputation, to depend on its integrity.

It has been the pleasure of the public that the Standard Oil Company (Indiana) should grow in size and strength and capacity to serve. The growing demand for its products has made its expansion necessary.

Many men have been customers of the Standard Oil Company (Indiana) from its beginning and they write in to tell of their experiences with its products and its service.

The letters received from its customers are the best advertisements for this Company that could be written. They are true accounts of its products in actual use—records of how they have been tested and found good under all sorts of conditions.

The following quotation is from a letter written by the Garden City Produce Co. of Garden City, Missouri.

“We are mighty proud of the fact that we are in even a small way associated with the Standard Oil Company. In selling goods we have always sold with the guarantee of satisfaction or money back. In the selling of your line we know that *your* guarantee stands back of us.

“Our dealings with the personnel of the Standard Oil Company, from Kansas City managers on down have proved to us that they are a fine lot to deal with and that each one is actually interested in selling the public something they need and really want.”

The phrasing of the last sentence is significant. “Each one is actually *interested* in selling the public something they need and really want.”

Because employes of the Standard Oil Company (Indiana) are personally interested, they have been able to make its creed of service a recognized reality.

Instances of unusual service rendered by employes are constantly being brought to the attention of the Company by letters of appreciation and praise.

The thousands of letters from customers received by the Standard Oil Company (Indiana) help to strengthen the friendly ties that bind it to the people whom it serves and to deepen its sense of responsibility to them. This Company strives constantly to be ever worthier of the approval of its final judge—the public.



## Standard Oil Company

(Indiana)

General Office: Standard Oil Building  
910 So. Michigan Avenue, Chicago



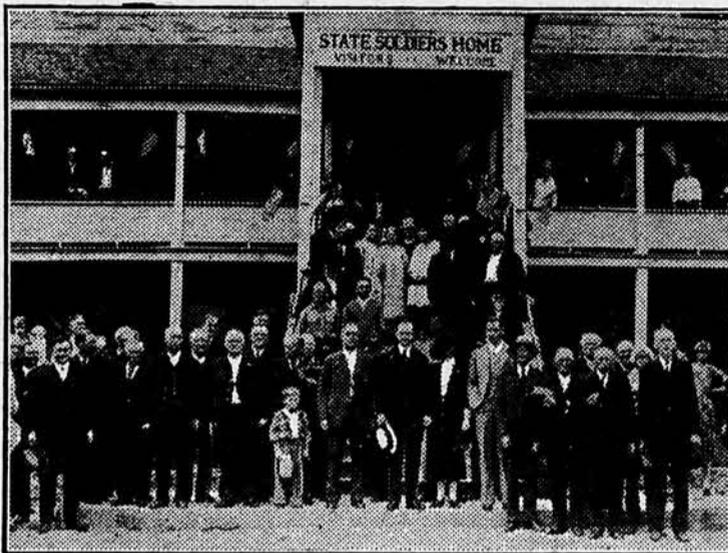




# World Events in Pictures



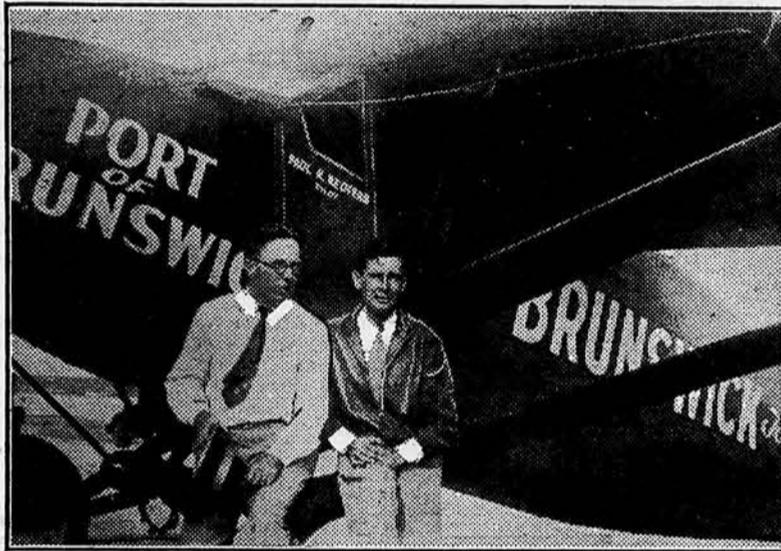
Sweden's Swimming Champions: Arne Borg Holds the World's Record for the Half Mile, 10 Minutes and 28.8 Seconds. Miss Brita Hazelius Has Broken Many Women's Records



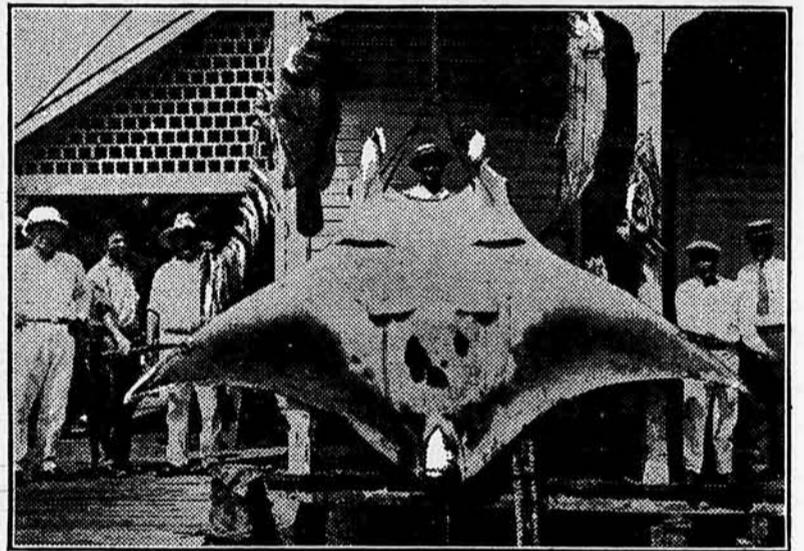
President Coolidge, Mrs. Coolidge and John Coolidge, Who is With His Parents While They Are on Their Summer Vacation at Hot Springs, S. D., Visited the State Soldiers' Home Located There a Few Days Ago. They Were Received With Enthusiasm by the Men Who Knew "Squads Right" in Days Gone By



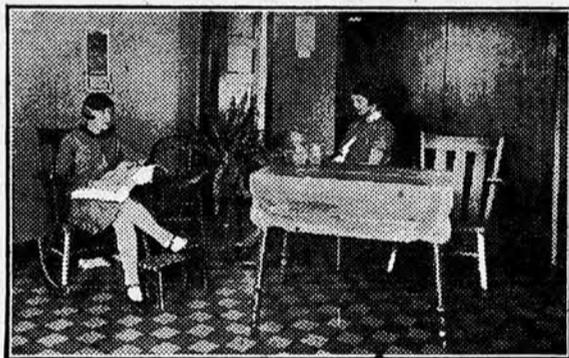
In the World of Fashion; This Reversible Cloak From Japan is the Latest in Fall Wear; it May be Worn on Either Side; One is Black and the Other is More Showy



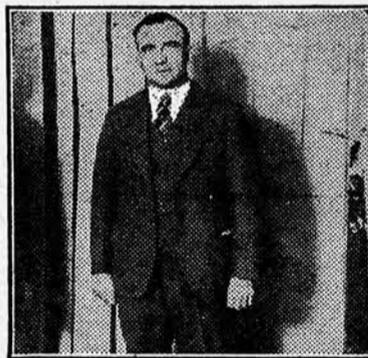
Here is Paul Varner, the Chairman of the Committee in Charge of the Georgia to Brazil Non-Stop Flight, With Paul R. Redfern, Who Was the Pilot of the "Port of Brunswick," Which Winged Its Way Out Into the Mists of the Atlantic Ocean and Never Was Heard of Again After That Fateful Day



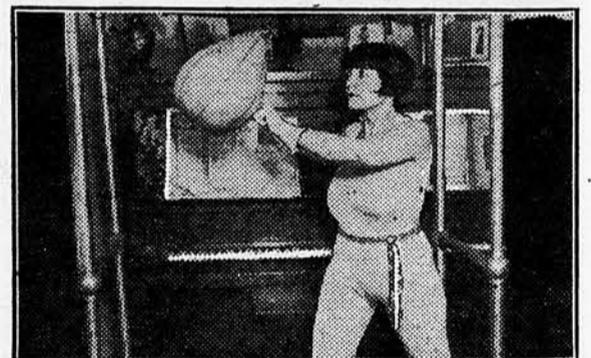
Here is the Kind of a Fish Which Weighs 3,500 Pounds, That the Folks Catch in Florida; This is Part of the Catch of 13,375 Pounds Made in 8 Hours Recently by the Daytona Beach Fishing Club. This Fish Was Harpooned and Subdued Only After a Terrific Struggle, Which Was a Real Battle Even for the Skillful Game Fisherman Involved



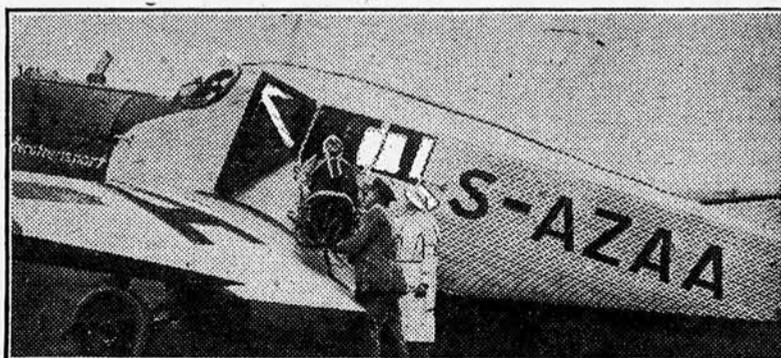
H. A. Clark of Bostonia, Calif., Has Started a National Chain of Automobile Camps to be Set a Two-Days' Drive Apart; These Two Young Ladies Are Enjoying All the Comforts of a Living Room While They Are on a Tour Over the Country



E. R. Case Was Elected President of the American Prison Association at Its 57th Annual Meeting Recently, Which Was Held at Tacoma, Wash.



Vina-Jeanne La Mar, the Undefeated Feminine Bantamweight Champion of the World, Keeps in Trim by Punching the Bag in Her Apartment in New York City, Which Also Serves as Her Training Quarters; She is Willing to Box Any Women



A Flying Ambulance for the Isolated Inhabitants of Lapland, in Northern Sweden, Was Donated by Oscar H. Hirsch of Stockholm, on His Birthday, to the Swedish Red Cross. The Aerial Ambulance Will Carry Patients From the Frozen Wastes to the Military Hospital at Boden, the Chief Stronghold on the Edge of the Arctic Zone



The Only Fire Department in the Country in Which Women Serve as the Brave "Fire Laddies" is in Silver Springs, a Little Town Just Outside of Washington, D. C. The Ladies' Fire Fighting is Not Merely Show; They Actually Put Out Fires, as Witness This Motor Car Being "Put Out" by Chief (Mrs.) W. J. Brannan and Her Firefighters





# Certainly Hills Bros Coffee tastes better—it's roasted a few pounds at a time

*A few pounds at a time!* That's the secret of Hills Bros.' exclusive process of Controlled Roasting. Every particle of the famous blend of fine coffee is roasted evenly. Such an exact process has made it possible for Hills Bros. to set an unattainable standard of uniform deliciousness in coffee.

In addition to creating the utmost in flavor, Hills Bros. save all of it for you by packing their coffee in vacuum. Not until you open the vacuum can is there the slightest chance for a wisp of the aroma or a bit of the flavor to escape.

Wherever you go in the West, you'll find Hills Bros. Coffee the favorite. Buy it at your store. That famous trade-mark, the Arab, is on every can—a guarantee that the coffee is the genuine Hills Bros.—the product of Controlled Roasting. Mail the coupon now for a free copy of "The Art of Entertaining." It tells how to make a perfect cup of coffee.



*Hills Bros. roast their coffee as a good cook makes doughnuts.*

She cooks doughnuts a few at a time in the hot fat so as not to lower the temperature. Hills Bros. roast only a few pounds of coffee at a time and thereby bring every pound to uniform perfection.

## HILLS BROS COFFEE



*Fresh from the original vacuum pack. Easily opened with a key.*

HILLS BROS., Dept. KF  
2525 Southwest Boulevard, Kansas City, Mo.  
Gentlemen:

Send me your booklet, "The Art of Entertaining," free of charge.

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

"THE ART OF ENTERTAINING"















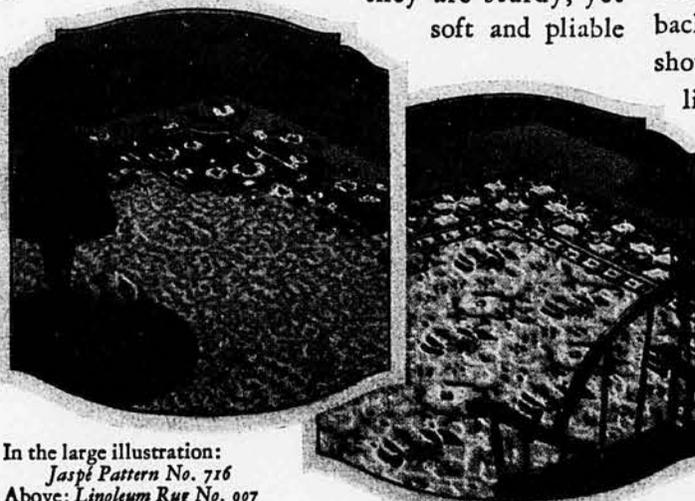
*Genuine Cork Linoleum Rugs*  
in NEW-DIFFERENT-PRETTIER Patterns



HOW often have you wished for a rug like this: pretty enough for the most tastefully furnished room, yet inexpensive . . . easy to keep clean, yet without that "hardness" sometimes associated with smooth-surface rugs.

Now you may have just such a rug. The new Armstrong's Jaspé Rugs are made of the same genuine linoleum with the lustrous wax finish that has made Armstrong's Jaspé Linoleum Floors so popular. They have the same wonderful wearing qualities, too, for the beautiful Jaspé graining runs right through to the burlap back—it can't "wear off." A light damp-mopping cleans the surface, an occasional waxing or polishing with a soft cloth or pad restores its wonderful lustre.

In rich blues, greens, grays, rose, tan, and taupe, with handsomely decorated borders, these new Armstrong Rugs offer unusual opportunities for home beautifying at little cost. Place one of them in any room in the house, and you have the be-



In the large illustration:  
Jaspé Pattern No. 716  
Above: Linoleum Rug No. 907  
At the Right: Inlaid Rug No. 1040

Now you may have a smooth-surface rug with a lovely wax finish!

ginning of a charming color scheme. For bedrooms, dining-room, living-room, playroom or sewing room, there is nothing more suitable or practicable as a floor covering.

Properly waxed and cared for, Armstrong's Jaspé Rugs always look fresh and inviting. Because they are made of genuine cork linoleum, they are sturdy, yet soft and pliable

and quiet to the tread. You may roll them and move them from room to room as often as you please . . . yet these rugs do lie flat on the floor.

When you buy a smooth-surface rug, bear in mind that these new Jaspé rugs are made only in genuine Armstrong's Linoleum, identified by the Circle A trade-mark stamped on the burlap back. Ask the salesman in the local store to show you the new Armstrong Rugs of Jaspé linoleum. If he hasn't the new patterns in stock he can get them for you.

"RUGS OF PRACTICAL BEAUTY"

This handsome booklet illustrates the new patterns beautifully in color. It will be sent to you free if you address your request to Armstrong Cork Company, Linoleum Division, 1019 Jackson Street, Lancaster, Pennsylvania.

Armstrong's Linoleum Rugs

they wear and  wear and wear

Look for the CIRCLE A trade-mark on the burlap back.



My crowd  
all  
smoke P. A.

THAT doesn't mean I smoke it because the rest of the fellows do. I've got ideas of my own. If you pinned me down to reasons, I'd say I smoke Prince Albert *because I like it!* That's reason enough for me. But if you want details, I'll give them to you.

First of all, P. A. is delightfully fragrant. When you open the tidy red tin and that aroma bursts upon the air, you can hardly wait to taste such tobacco in your pipe. The smoke itself

makes good on the advance notices broadcast by the fragrance.

Cool as an alarm-clock doing its stuff. Sweet as the recollection that you have the day off. Mild as the congratulations of the defeated candidate. So mild, in fact, that it never bites the tongue or parches the throat. Yet with plenty of rich, satisfying tobacco-body.

I don't know what brand you're smoking now, but I *do* know what

you'll be smoking "from now on" when you try this cool, long-burning tobacco I've been telling you about. If you want to get the most out of your pipe, pack it with P. A. That's *my* advice.

P. A. is sold everywhere in tidy red tins, pound and half-pound tin humidors, and pound crystal-glass humidors with sponge-moistener top. And always with every bit of bite and parch removed by the Prince Albert process.



# PRINCE ALBERT

—no other tobacco is like it!































