OUR KEYNOTE:
"If There is Not a Way, Cut a Way."

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SHOUT THE FACTS AT THEM

BEROY E. Jordan has furnished the News with the following timely editorial from the Oil and Gas Journal which is well worth reading. It is time some one stepped in and investigated the investigators who are trying to disprace a most honorable industry:

are trying to disprace a most honorable industry:

"If you discover a fire in the attic you go right to
work fielding the fire where it is, in the attic.

"That is exactly what the oil industry should do;
it should set to work right in the very states where the
agitation against the industry is being fanned into
flames by the politicians. It should stamp them out
with the head of truth before they have a chance to
spread.

with the hear of truth beats they are spread.

For the opportunity is neglected and politicians are the corntrel that default to profit by misleading the profit by the states will my to wit votes and jobs in the same way the the industry is awale to life states interior it will carry it care studied to the people in these states where the eigenfurs are most active, challenging them, at once with the truth about the oil business, and stopping the few where it is started.

at once with the truth about the oil business, and stopping the fire where it is started.

"The oil bulderry, as The Oil and Gas Journal has shown, has an absolutely clear case, a case that needs only to be put refere any fair-minded men or wongmaner than a hearing and win confidence. Then, why he the educate resail the oil business and allow them to get away with it as they have been doing?

doing?

"In the past week all men have repeatedly told.

The Oil and Gas Johrmal that while they, of course knew the classifity of the charges leveled at the industry, they had no idea how good a case it really had until they saw it in likely and white.

"This can be easily understood. Oil men are too busy attending to their own business, too closely engaged in the actual finding, production and relining of cil. to have given much that to combating the political propagandless and setting themselves right with novalar colinion. with popular opinion.

"It was the recognition of the fact that led The "It was the recognition of the fact that fed the Oil and Gas Journal to undertake the preparation of the industry's answer in a form that would appeal to the public. The work called for not only a technical knowledge of the oil business but experience in the best methods of interesting and instructing the public.

"The only way to fight permicious propaganda is the plain truth plainly presented. The best case in the world may never get a popular hearing unless of-fered in a way the people can understand and in a manner that will attract, and hold their attention.

"The agitation against the oil industry has never been successfully challenged because oil men have been prone to disdain a reply to charges they knew contemptibly false.

"Of course, if the public hears only one side and that side is repeated often enough and loudly enough chance.

it is bound to be impressed with it. Especially so, if that side is fostered by long standing prejudice and is at the moment being featured in the news in every parameters in America.

is at the moment being featured in the news in every newspaper in America.

"But in this enlightened land, public opinion can be changed almost overnight if the other side of an issue is presented and is found to be more convincing. We 30 not have to go back very far in our history to recall, just such reversals of the tide of popular sentiment.

"Americans want to know. They are not afraid to change their minds. They have no foolish sensitiveness about correcting hasty judgments. They would rather be right than merely consistent. And they are ever ready to hear the other side of any issue to confirm or correct their opinions.

"When some politician or governor gets up to

when some politician or governor gets up to make sweeping assertions about a 'conspiracy to gouge the people' in the price of gasoline he should be confronted with 'the actual facts. He should not be permitted to cover up his lack of knowledge' of what he is talking about by a general demand for an investigation' at some future date. He should be ginned down, then and there, so the public can judge who is telling the truth.

"These fellows have been having the advantage of a monologue too long. Let us make it a debate

of a monologue too long. Let us make it a debate and show the people who has the best of the argu-

ment.

"Oil men are now in position to talk back to these politicians. The facts about the oil business, as presented in "The Oil Industry's Answer" cover every

resented in 'The Oil Industry's Answer' tover every ingle point in which the public is interested and are a complete rejoinder to all these political gatacks.

"Leading advertising agencies are already using this information—and it is being sent out by largely oil companies to their stockholders as knowledge of value and importance to everyone interested in oil. Associations of oil men can use it to great advantage in combating these agitators within their own states.

This—would be a most effective preliminary in the Control of the companies of the completing missing the completion movement. Squelching missing the completion movement. the 'On to Washington' movement. Squelching mis-tabon or malicipus criticism 'back home' would have a hirity corrective influence upon the statesmen at Washington.

"Prompt exposure of the absurdity of these astalks on the oil business is a duty owed to the public, to less than to the industry itself. The people should be shown the folly of showing these politicians to see the credit of the state and the taxpayers' cash in retence of compettion with those who serve the

melic the year round.

If the state can put its officials and employees
not the asseline business and trust to its power to
ax the people to cover losses what is to prevent it leting the same in applying shoes, paying rent or fur-dishing transportation? And where will that policy wontually land the taxpayer whose pocket will have a make good the deficit?

o make good the deficit?
"Things like these do not occur to the ordinary man when he listens to some glib politician telling him bow this or that business should be run. He needs to be shown. And the time and the place to show him is right at the moment and on the spot.

is right at the moment and on the spot.

"The oil industry now has it within its power to talt these slanders at the point of utterance. When a politician runs amuck shouting for an investigation of the oil business and government control shoot the focks at him. facts at him.

Now you have the gun and the ammunition

Better try something big and fail than sit tight

The golden rule always works if given a fair

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REPORT OF THE CONDITION OF

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The season's newest in Men's Oxfords, including Walk-Overs, \$4.00, \$5.00, \$6.00, \$8.50

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Hay.

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have been win form, near the Monday more road. A sure arrived. —Dr. James family home-April 7th, 195 brief illness of rief times services were

four o'clock. by a sister, I M

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