

# OBSERVATIONS

## COLEMAN COX

I had the pleasure recently in Los Angeles, of spending considerable time over a period of several days, "gossiping" with Coleman Cox, an acquaintance of most Rotarians who have attended any of the district conventions, and one of the most distinguished personalities of the west.

I was greatly interested in the story of his life, lived mostly in San Francisco. He told how, as an advertising solicitor and reporter on one of the San Francisco dailies, he followed the customary drinking habits of those days until he found himself literally "in the gutter." However, stinging under the rebuff and abuse heaped upon him by an old friend from whom he attempted to mooch a dime, his pride was aroused and he began a determined fight to "come back and show them."

The fight was long and difficult. None had confidence in him after his long career of drunkenness. Fortunately at a critical point in his fight he met the girl who afterward he made his wife and who is still his guiding star.

For more than 23 years Coleman Cox has not taken a drop of intoxicating liquor. But he has achieved a mental stimulus through personal success which comes to but few men.

Coleman Cox is best known for his authorship and publication of a series of ten small books consisting mostly of helpful and humorous maxims of business. Millions of those books have been sold and they are constantly increasing in popularity. I am told that the four thousand Woolworth stores in the United States and Canada have recently placed the Coleman Cox publications on sale and expect to sell two or three, possibly five million copies, this year.

The author has also signed up for appearance in pictures and also has a contract for appearance over one of the national broadcast systems.

Coleman Cox is one of those delightful personalities, all too rare, with whom it is a pleasure to associate. He has a delightful speaking voice, a fund of sparkling anecdote unsurpassed, and a genial, friendly quality which endears him to all.

So I am pleased to have renewed my former slight acquaintanceship with one whom I regard as one of the nation's most distinguished, versatile and delightful personalities.

## 4th Celebrated At McFarland Ranch

The MacFarland ranch, Indian Springs, was the scene of a rousing celebration of the Fourth of July. About 175 visitors spent the day there and enjoyed picnics under the big cotton-woods, swimming in the reservoir, baseball games and other athletic sports.

The celebration closed in the evening with a vaudeville show at which an unusual display of talent was discovered.

Wife: "Dear, I've set my heart on a Rolls Royce."

Hubby: "Yes? Well, that's the only part of your anatomy that'll ever set on one."

**BANK BOOK**  
**SAVINGS ACCOUNT**  
THE THOUGHTFUL GIVE NO WORDS BUT DO

**SAVE**

**DEFINITELY**

SO MANY people make the mistake of saving without a **DEFINITE** objective. They lack the incentive to continue their laudable plan of saving. Make it a point to set a goal, either of a fixed amount to be saved within a given time, or plan some future purchase that will necessitate the saving of a fixed amount.

**for VACATION**

**for a HOME**

**for a NEW CAR**

**for EDUCATION**

# First State Bank

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