

















### A Journey To Far-Away Fairs

By RICHARD LAWSON

IN anticipating our annual Live-At-Home Fair, we find ourselves delighted by the prospects. We picture the commercial and recreational activities; the agricultural exhibits; the mechanical exhibits; the trade exhibits, and, no less important, the countless diversions.

Likewise, we find ourselves wondering as to the great fairs of other days and other lands. We wish that we might recapture the past, and visit, for example, the Sturbridge Fair of the early eighteenth century England, or the famed Nijni Novgorod Fair of the nineteenth century Russia. Perhaps wishing will do it. Perhaps the signs of an approaching fair will help us to transcend time and space; if only for today, of the moment.

**THE STURBRIDGE FAIR**

Not many miles from Cambridge in Merrie Old England, tenant farmers are busily removing last traces of corn from a fine, flat field, about half a mile square. They are working at top speed, as indeed they must, since it is August, 1723, and the Sturbridge Fair-keepers will soon have the legal right to trample the corn under foot and build their booths on this very field.

Now the tents and booths are being pitched. They are arranged in rows by the side. One street is called Cheap-side, being devoted exclusively to inexpensive shops. Most of the retailers are from London. They are goldsmiths, braziers, pewterers, turners, milliners, haberdashers, drapers, china shops, toy shops, brandy shops and eating houses.

In the center of the field is a big Square, where the larger booths stand. For no discoverable reason this is called the Duddery. Here the dealers have room to bring in their wagons, unladen and corn-trucks, and merchandise is piled high to the roofs of the shops.

**BOATS FROM LONDON**

The River Cam which bounds one side of the fair, is navigable between Ely and Cambridge; so it begins to bear a heavy traffic. Goods

are being shipped from all sections of England. There are also wharves, brought down from London on wagons, to provide a pleasant form of travel for lodgers in Cambridge.

Not only Cambridge, but every town in the neighborhood, is overflowing with the tremendous Fair population. Even the barns and stables have been promoted to the station of inns. Fifty London hackney coaches have been drafted into transport service.

The Fair-people themselves eat and sleep in their booths, which are generously intermingled with taverns, coffee houses and cook-shops. Also, they have the opportunity each morning of purchasing beef, mutton, fowls, bread, butter, cheese, eggs from the butchers and hazzlers who come from door to door.

**WOOL AND HOPS**

The wholesale business, chiefly transacted on paper, gathers momentum. In less than a week, a half million dollars' worth of woolen goods have been sold. Wholesalers in salt, groceries, iron and wire are flourishing. A thousand horse-bags of unfinished cotton wool have descended upon the Duddery. There is considerable trading in upholsterer's ware; tackings, sackings, blankets, rugs and quilts.

As soon as the woolen business draws to a close, attention is focused on the hops. They come, in vast quantities, from Essex, Kent and Surrey. They fill the major portion of the fair grounds. Paradoxically, the Fair is not located in the hop-growing area, but is the distribution center. Hops hold the stage magnificently. The price of hops in England is fixed only after it has been determined at Sturbridge Fair.

**THE GENTRY ARRIVES**

The wholesalers have, for the most part, completed their business. The retailers and entertainers come to the fore. The gentry has arrived for the last week of the Fair, in quest of amusements and bargains. The clowns and rope-dancers are receiving a shower of coins for their efforts. Music is being played. The street-cries, in various keys and with various inflections, are heard.

"Buy any wax or wafers?"  
 "Buy a rabbit, a rabbit."  
 "Fine writing ink."  
 "Oh, rare shoe."

"Crab, crab, any crab?"  
 "Buy my fat chickens?"

**AMUSEMENTS OF THE FAIR**

A ballad singer is bellowing a caveat against cut purses while a sly confederate is picking purses in the audience. There are puppet shows and plays and conjurers. Acrobats are performing much applauded feats. More street cries demand a hearing:

"Lily white vinegar."  
 "Fair lemons and oranges."  
 "Will you buy a mouse-trap or a rat-trap?"  
 "Turnips and carrots, oh!"  
 "Round and round, fivepence a pound, duke cherries."  
 "A new lovesong, only a penny apiece."  
 "Hot spiced gingerbread, smoking hot."

**TO OVERTHROW EVERYTHING**

The concluding day of the Sturbridge Fair is at hand. Today the Horse-Fair is held. The entire event draws to a finale amid the cheering

of the horse and foot races. The crowds dwindle. The Fair-keepers are feverishly engaged in taking down their booths, for tomorrow the tenant farmers will have the most legal right to overthrow everything and trample it under foot with their plows and carts.

The last cries of "Strawberries, scarlet strawberries!" and "Two bundles a penny" are lost in the confusion.

Standing on the Otkos, a terrace built by Czar Nicholas I, of Russia, one perceives an immense plain, rich with cultivated lands and studded with forests. It is slashed by the serpentine blue of the Volga. Below is the town of Nijni Novgorod, with its low-arched gates, its luxuriant foliage, its whitewashed towers and elegant residences.

It is 1865. The normal population of some 30,000 is swelling to a total of 200,000. The world's most

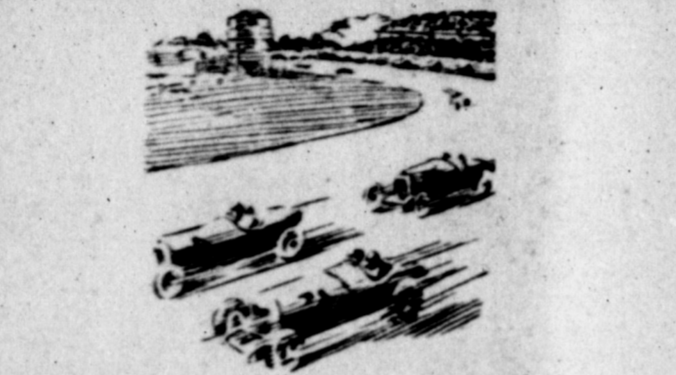


## The FAIR Is Also AT BERRY-FEE LUMBER CO.

North, South, East and West . . . spreads Berry-Fee's reputation for superior quality in building materials. Even if you have no present buying needs, you must not leave the Fair without visiting Berry Fee Lumber Company's booth.

AN INVITATION IS ALSO EXTENDED TO VISIT OUR YARD—LET US SHOW YOU "The Yard That Service Is Building"

BERRY-FEE LUMBER CO.



### AN INVITATION TO MOTORISTS

And this is where all thirsty autos of the Fair fill up on high grade gas, oil and water, and where you can call for prompt and efficient road service.

Our Service is well-known to residents of Mitchell County

Firestone One-Stop Station  
 Henry Vaught Phone 308



### "MORE POWER" We Say To Your Car

Fair visitors are invited to visit any Texaco Station during their visit to the Mitchell County Live-At-Home Fair and fill up with that best of all gasoline TEXACO—Then watch how constant the purr of your engine.

J. BROWN  
 Agent



"Where Do We Meet?"  
 —AT—  
 The Colorado Drug Co.  
 —OF COURSE—

The way foods taste after they have been prepared depends upon their ingredients—At our fountain you are assured of drinks prepared from ingredients that have been carefully selected and compounded.

## Protecting The Public



Ever conscious of our vital relation to the health of our community, we maintain the most exacting possible hygienic standards in the preparation of our dairy products.

Fair Visitors Will Be Welcome At Our Plant  
 COLORADO MILK COMPANY  
 Phone 20

**WELCOME FAIR VISITORS**

Whipkey Printing Company PUBLISHERS  
 Colorado Record

**COME ONE! COME ALL!**

Our most ambitious hopes have been fulfilled. Through the generosity of our citizenry, the cooperation of our merchants and farmers, and the splendid diligence of our committeemen, preparations for Mitchell County's greatest Fair have been completed.

We Open Our Gates To You

Confident that we have a world of profit and pleasure in store for all members of your family, we throw open the gates of our city, bid you enter, and shout a loud and sincere welcome.

CHAMBER of COMMERCE

**SOMETHING to REMEMBER**

After your very interesting and instructive visit to Mitchell County's Fair, it will be well to remember that you will soon need Baby Chicks. You can order now from D. M. Logan & Sons—your Hatchery and Feed Store, where quality prevails and the price is in line.

D. M. Logan & Sons  
 Feed and Fuel



# FAIR WEEK

## Officials Predict Bigger and Better Mitchell '31 Fair

With first day of annual Mitchell County Live-at-Home Fair nearing a close Thursday afternoon, officials of the association were expressing themselves as being entirely satisfied with every phase of the three-day exposition and were looking for one other than the realization of a new record insofar as both attendance and educational features are concerned.

These men and women who during the past few weeks have labored so faithfully and well to organize rural and town communities into one cooperating unit to lend every support to the fair, declared that such a victory had already been achieved.

Colorado, Loraine, Westbrook and other communities of the county are here, each assuming the slogan "It is our fair," with such strong emphasis as to blend the entire three days' program into one big family affair.

Visitors here Thursday, were agreed that this is the most constructive fair program ever arranged in the county.

## MINISTER HARVEY ON SCHOOL OPENING BILL

Minister Jim Harvey of Church of Christ, delivered an address at program opening the Rogers school Monday morning. Jim Greene of the chamber of commerce, was another visiting speaker.

Horn's Chapel was another rural school to open Monday morning. A number of the rural schools, delayed in beginning work, due to need of children in the cotton harvest, will be opening regular sessions during the next few weeks.

## Feed Grinders on the Farm Are Time Savers and Money Makers for Operator

By HENRY FIELD

In The Semi-Weekly Farm News—More than 90 per cent of Texas farms will this year feed more livestock, including cattle and hogs, than last year, according to a survey recently made in 200 counties. This is part of the very definite trend toward making the farm self-sustaining and of depending on more than one crop, which has set in since the price of cotton began to decline.

Added to this is the announced intention of many farmers in West and Central Texas counties to finish off more lambs this winter and spring than ever before.

The barns of Texas and adjoining States are in many cases filled to capacity with feed stuffs. Not only was a larger acreage than usual planted to feed crops, but a bumper crop has resulted in corn, wheat, oats and other grains and sorghums.

In normal years there is always the question in given cases whether it will pay to feed stock over winter as a money-making enterprise. But this year, with great quantities of feed on hand and no very satisfactory market for it, farmers are convinced that there is no way out which promises a profit but to run this feed through livestock.

Because of the inefficiency of animal bodies in converting feed into flesh, many times as many pounds must be run through an animal as will appear as meat when the animal is weighed for slaughter. It takes something like ten pounds of corn to make one pound of pork, and probably several times as many pounds of roughage to make one pound of beef. This last is true not only because roughage has less nutriment in it than corn, but also because much of it is wasted in the way it is commonly fed.

It is here that a feed grinder comes in so handy on the farm. When roughage has been run thru a grinder it is in a condition to feed with the very minimum of waste and has the maximum digestibility. Also it can then be combined in any desired proportion with ground corn, oats, grain sorghum or cotton seed. In such a condition it can be fed in troughs anywhere and will be relished by the animals for which it has been prepared. Being palatable, more of it will be eaten and this means more flesh will be put on.

Europeans have long recognized the value of fodder as feed for animals. It was formerly a fairly general custom in the Southwest to gather corn fodder in the fields just as the roasting ears began to harden. But this practice has almost been discontinued because it was argued that whatever was gained by gathering fodder was lost from the maturing grain. Personally, I have always suspected that hot summer weather had something to do with the practice being dropped.

But by the use of feed grinders one can wait until the ears are fully mature and the corn leaves are drying. Then the fodder and ears can be run through the grinder, either separately or together. The same practice can be followed with grain sorghums, saccharine sorghums, peanuts, unthreshed wheat, oat, barley and rye. This feed can be recombined later according to formulas. Savings in the feed value have been variously estimated at from 25 to 33 per cent.

In addition to the saving in feed, the expense of hauling the threshed or otherwise partly prepared feed to market is eliminated. And the farmer does not have to haul back such of this feed as he needs, paying a profit on it by the pound when he has sold by the ton. It is more logical and cheaper to buy a small grinder and move it to the farm than to haul feed—that is, such parts of it as are salable—to market.

Modern grinders cut, grind and if desired, mix feed, making a balanced feed in a short time for cattle, sheep, hogs or poultry out of material much of which would otherwise be lost. All that is necessary is to feed the grain and roughage in at one end of the mill and sack the ground feed which pours out the other.

That the grinding of feed is a long and arduous task is a mistaken idea. The highly efficient machines now on the market will do the work quickly and without any great effort on the farmer's part.

Tests have shown that the cost of grinding feed on the farm to be very small. The first cost of a good feed grinder is not large enough to be burdensome, especially since they can be had in any size desired. It is always well, however, to buy a machine full large.

rells, also of Midland, visited Mr. and Mrs. Copeland. Mrs. Sorrells is a former Miss Copeland.

Mrs. Williams had as her guest her daughter Mrs. R. H. DeLaney and Mr. DeLaney of Colorado, last Sunday.

Misses Ina Mae Lenzy and Pearl Venus spent Sunday evening with the latter's grandparents, Mr. and Mrs. Tiller.

Mr. and Mrs. Henry Bassham spent Sunday with Mr. and Mrs. L. L. Bassham.

We are glad that Mrs. Pritchett, who had a major operation, is able to come out to her sister's, Mrs. Henderson's, and will soon be able to return to her home.

Mr. and Mrs. H. W. Hart and H. W. Jr., of Sterling City, and Miss Bernice Hart who is in Simmons University, visited Mr. and Mrs. R. P. Adams.

The little 18-months-old daughter of Mr. and Mrs. E. R. Venus received injuries to her left arm Sunday afternoon. The injuries were treated by a physician and she is now doing nicely.

There was a larger crowd at the Bible school Sunday afternoon and we hope that this interest will increase. Bro. Reid brought a very inspiring message.

Everybody be present for Sunday school at Payne at 10 a. m., and Bible school at Seven Wells at 3 p. m., after which Bro. J. D. Harvey of the Colorado Church of Christ will bring a message.

Dr. Dave Bridgford, Colorado dental surgeon, has no occasion to cry hard times nor depression, insofar as the necessities of life are concerned. He purchased a barrel of groceries for the meager price of twenty-five cents during queen contest auction sale Saturday night.

The sale was directed by Roy Hester. He was assisted in the ballyhooing by Jim Greene and Sam Wulfjen. A total of \$17.80 was realized from sale of the groceries, donated by Colorado merchants.

The plan was that each bidder, offering whatever he elected for the barrel and contents, paid off right then and there. Another bidder would raise the ante a quarter or half dollar and then pay off. This kind of bidding was continued until promptly at 9 o'clock, when a halt was ordered. Dr. Bridgford was the last person to offer his bid of twenty-five cents and received the supply of groceries.

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### CANTRILL WAS OFFICIAL AT MIDLAND GRID GAME

"Big Jim" Cantrell acted as an official at the Big Spring-Midland conference football game played on the Midland field Friday afternoon. The former Wolf mentor is considered among the best football officials in West Texas.

Blank Books at the Record Office.

## SEVEN WELLS NEWS NOTES

R. P. ADAMS, Reporter.

This is the month of much frolic, chasing the old witch, watching the black cats with their "fuzzy wuzzy" tails, and the lighted jack-o'-lanterns, and eating pumpkin pie and apples. We enjoy these things during the month of October, but most especially the 31st. We have not begun our Halloween fun, but we hear of their forthcoming. Some of the Sunday school classes are to have a party to celebrate the "Eve of All Hallows."

We are about convinced that fall is here, even though September has gone and the October days are now passing by. But we are thankful for the beautiful sunshine with its warmth. It is fine on the cotton that has not been gathered.

October has brought one interesting affair, and that is the marriage of Mr. L. L. Bassham and Mrs. Ella Bell of San Antonio. They were married October 11 and arrived at home last Wednesday. We welcome Mrs. Bassham into our community and hope them a happy successful life.

Mr. and Mrs. R. C. Click had as their guest relatives from Loraine over the week-end.

Mr. and Mrs. Gene Bassham of Big Spring were guests of Mr. and Mrs. Lanier Bassham Sunday.

Miss Grace Copeland who is in school at Midland spent the week-end with her parents, Mr. and Mrs. Copeland. Mr. and Mrs. Ernest Sor-

# FAIR WEEK

## BLUE RIBBON WINNER

<p>Now ask for</p>  <p>Gaymode Full-Fashioned</p> <p><b>Sheer SILK HOSE</b> No. 460</p> <p>Picot top... silk plated French heel and cradle foot. Latest shades.</p> <p><b>79c</b></p>	<p>Now Ask For</p>  <p>Gaymode Full-Fashioned</p> <p><b>Semi-Service SILK HOSE</b> No. 446</p> <p>Silk to top. Plated heel, sole and toe... narrow French heel... curved cradle foot.</p> <p><b>98c</b></p>	<p>Now ask for</p>  <p>Gaymode Full-Fashioned</p> <p><b>Sheer SILK HOSE</b> No. 448</p> <p>ALL SILK with smart dull finish and picot top.</p> <p>Early this year, \$1.49 Now <b>\$1.29</b></p>
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We especially invite you to visit our Booth at the Fair

**J. C. Penney Co. Inc.**  
DEPARTMENT STORE

## A JOURNEY TO FAR-AWAY FAIRS

(Continued from Page 2)

extravagant fair, originated in 1366, is about to open.

### THE NIJNI NOVGOROD FAIR

Outside of the town is the fair site, on a triangular flat formed by the joining of the rivers Volga and Oka. In that the soil is of swampy nature, a complex drainage system has been developed. The plain is covered with many feet of gravel and clean sand. In the middle is an enormous market place, divided by lanes into sixty-four square groups of permanent stone buildings, most of them two-story warehouses, with verandahs. Here are twenty-five hundred stores, each with a small chamber for the merchant.

The Fair streets, from thirty to forty feet wide, resemble those of a

Bazaar in Cairo. Some are lined with trees. Others have splendid arcades, supported in front by wrought iron columns. There the trading is well sheltered in all weather.

### MANY STEAMERS IN RIVER

The rivers present the amazing site of steamers that number at least 500, and of medieval-looking barges that come from the farthest corners of the Russian Empire. The masts form a veritable wall. These ships have brought merchandise from every quarter of the globe. Some of them have been several years in the coming. The cargoes are being discharged by huge-muscled Tartars.

What a conglomerate of goods and nationalities is to be seen in this scope of seven square miles! One entire side is occupied by the Chinese market, a pavilion of Chinese architecture, principally devoted to Tea and the brilliant silk and shawl designs. Along the wharves are gi-

gantc pyramids of wicker-covered tea chests.

### WILD HORSE HIDES

Beyond the stone buildings are the wooden booths of the wild-appearing Siberian tribes. They sell furs and pelts, including the precious mouse-colored hides of the wild horse. The Armenians offer rugs and beads. Wines from the Caucasus are displayed.

French women, attracting purchasers as much through their beauty as through their wares, hold forth charmingly on the excellence of their gloves, handkerchiefs, ribbons and hats. The English are here with broadcloth. Then there are the dark skinned and obese Bokharians, the Georgians, Persians, Hindus, Poles and Germans.

Whipkey Printing Company can furnish anything needed in way of office supplies.

# \$1,500.00 In Prizes

## Can You Answer These Questions?

1. How many counties are there in Texas?
2. What is the largest county in Texas?
3. What is the Texas State tree?  
What is the Texas State flower?  
What is the Texas State bird?
4. Name two Texans who have served in the President's Cabinet?

## Dallas News Texas Question Box Contest

THE DALLAS MORNING NEWS.

Dallas, Texas

I am interested in knowing the nature of your contest, "The Texas Question Box." Please mail me questionnaire containing twenty questions, including the four as above.

Name ..... P.O. ....

R. F. D. .... State .....

The Dallas Morning News



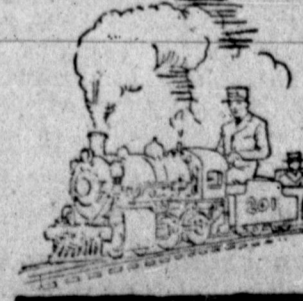
# FAIR WEEK

Judge C. C. Thompson, President Chas. A. Kyle, V-Pres.  
J. Riordan, Secty. Roy E. Warren, Treas.

## THE Colorado Feed Milling Co.

Wholesale and Retail  
FLOUR, GRAIN, HAY, FEED AND SALT  
WELCOMES EVERYONE TO COLORADO

VISIT OUR BOOTH AT THE FAIR



RAINFALL FOR COLORADO FOR LAST 20 YEARS

Table showing rainfall data for Colorado from 1910 to 1931, including monthly and annual totals.

COTTON GINNED IN MITCHELL COUNTY PAST 12 YEARS

Table showing cotton ginning statistics for Mitchell County from 1919 to 1930.

COLORADO RECORD

Colorado—Where The West Is "At"
Our Motto: "Keep Boasting"
Official Paper of Colorado and Mitchell County

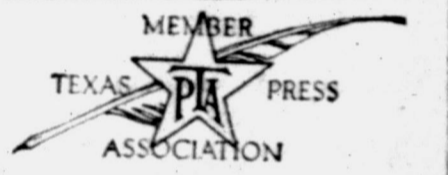
Published in Colorado, Texas, 126 Walnut Street, one door north of the post office, and entered as second class mail matter under the Act of Congress of March, 1879 by the WHIPKEY PRINTING CO. F. B. WHIPKEY, W. W. WHIPKEY, Owners

Member Texas Press Association, West Texas Press Assn, National Editorial Assn, West Texas Chamber of Commerce, Colorado Chamber of Commerce, Colorado Junction Club, Colorado Lions Club.

Subscription Rates: One Year (in Advance) \$1.50, One Year (Out of County) \$2.00

Advertising Rate, straight per inch—40c Classified Advertising Cash when Inserted. No Want Ads Taken Over Telephone

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We are on the



The All Year Highway

ALL EYES ON TEXAS

(From The Dallas News)
What is considered to be the greatest concerted effort ever undertaken in the South to aid in the stabilization of economic conditions and restoration of general business will be launched simultaneously Tuesday in all important cotton States.

Texas has taken the lead in this movement and on Tuesday the Texas Bankers' Association will meet in Dallas with every assurance that it will subscribe its part of the necessary financial support.

It should not be overlooked that the Federal Farm Board agrees to withhold from market for practically two years, until July 31, 1933, its stabilization and other cotton held by the co-operatives on which it has advanced loans, consisting of approximately 3,500,000 bales, provided a sufficient number of States enact cotton acreage reduction laws similar to that of Texas.

Efforts of the Federal Government, the co-operatives and Southern banks, synchronized with the setting up of a \$500,000,000 credit corporation urged by President Herbert Hoover, may be regarded as evidence that the country as a whole has begun a concerted drive to effect economic recovery.

The eyes of the Nation Tuesday will be on Texas and the South.

MANUFACTURING CRIMINALS

The United States has made an unenviable record in promoting the "manufacture of criminals on mass-production basis.

It has not done this, of course, with malice aforethought. But it has been done so far as results are concerned, through the institution which is supposed to promote security and stability—the law.

Individual liberties have been abrogated while passing through a veritable orgy of law-making. Red tape and ponderous judicial machine have been created that allow the real law-breakers to often escape



MASTER OF HIMSELF

Shakespeare says: "There is a divinity that shapes our ends, rough-hew them how we will." But no one should refuse to do his part of this very important matter.

THOUGHTS IN SOLITUDE

As I sit in my lonely room and think, I recall that a writer once said, "Into the 'solitary places' men go when they have serious problems to deal with, when they want to meditate on thoughts that partake of the sublime or profound."

DO YOU READ THE BIBLE

It is my contention that the...

GAS TAX JEOPARDIZED

"There were 15 bills in the last legislature attempting to tinker with the gasoline tax, some proposing an increase, says Hon. Arthur H. Breed, president pro tem of California State senate.

BIG SPRING GRIDMEN WILL WORRY MUSTANG TEAM, CANTRILL SAYS

Big Spring is going to give Sweetwater plenty to worry about before this District 4, Conference A football contest is a thing of history, in the opinion of "Big Jim" Cantrill, former mentor of the Wolves and among the popular grid officials in West Texas.

MANUFACTURING CRIMINALS

It is to be hoped that his statement will find an echo in every State. The greatest enemies of a successful gasoline tax are those who seek to increase it to excessive levels, or to use gas tax funds for purposes other than highway work.

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GUN AT YORKTOWN

About five o'clock on the afternoon of October 9, 1871, General George Washington stood in the American works before Yorktown. In his hand was a smoldering fuse with which he was to fire the first American gun in the bombardment of the town where Lord Cornwallis had taken post.

Men are too much concerned about the "things of this world" to give much time to those of the next. And this is just what the adversary wants them to do. He wants them busy, but not with study of the Bible. In fact, it warns about everything that man should give attention to, and his sufferings are largely due to the fact that he either hasn't studied the Bible enough to know of these warnings, or else goes along headstrong and willful, ignoring or defying them.

How charged with punishment the scroll! I am the master of my fate, I am the captain of my soul.

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crash into some houses in Yorktown. If Captain Samuel Graham of the Seventy-sixth Regiment, whose station was directly in the line of fire, was not mistaken as to the particular discharge he refers to in his 'Memoirs,' this first shot was singularly fatal. A party of officers from the Seventy-sixth were then at dinner in a neighboring building. The British Commissary-Gen. Perkins was with them. One of the officers was an old Scotch lieutenant, who, when the allies first invested the place, was heard to soliloquize as he buckled on his sword: 'Come on, Maister Washington. I'm unco glad to see you. I've been offered money for your commission, but I could na think of gangin' home without sight of you. Come on! Poor fellow! Washington fell on him in a way that was quite unexpected, for that first ball struck and wounded him terribly. It also wounded quarter-master and adjutant of the Seventy-sixth, and killed the commissary-general.'

The siege of Yorktown, which began in all seriousness with this shot, culminated one of the most brilliant military maneuvers in history. It will be remembered that only a few weeks before, General Washington was on the Hudson preparing to attack New York in the event General

GUN AT YORKTOWN

Clinton should send troops to Cornwallis or further south. In midst of these plans, the commander-in-chief received word that DeGrasse was sailing for the Chesapeake with a powerful fleet and a land force.

The precision with which each unit in this campaign performed its assignment is remarkable. DeGrasse, commander of the French fleet, arrived at the appointed time, which was something of a feat in those days of sailing vessels so dependent upon the weather. The handicaps

Big Spring Truck Driver Chaged In Oklahoma Murder

Murder charges were filed Monday at Lawton, Oklahoma, against Ed Meeks of Big Spring, following a Sunday motor car accident in which one man was killed and another injured.

S. H. Morgan, Lawton, who was hitch-hiking from Texas to his home was killed and a companion who named Rochester, N. Y., as his home, injured when a truck Meeks was driving overturned.

Filing Cabinets and Fire-Proof Safes, for your home or office, meet any size, painted to match your furniture. Whipkey Printing Co.

Advertisement for Texas Electric Service Company featuring a 1/3 OFF on all appliances. Includes illustrations of various household appliances like a toaster, coffee maker, and vacuum cleaner.

# GEORGE WASHINGTON Reminiscences of His Life and Heroic Exploits

## WHEN GENERAL BURGOYNE SURRENDERED

One hundred and fifty-four years ago, on the 17th of October, occurred the surrender of General Burgoyne and his British army at Saratoga, New York. It happened in the year 1777, before our present National government was formally established. As it was one of the critical turning points that decided the success of the Revolution, it is worth thinking about in any year. Next year it will be doubly worth recalling, in honor of the man we celebrate in 1932, on the Two Hundredth Anniversary of his birth—George Washington.

the late Senator Henry Cabot Lodge has put the case in a single striking line: "The Revolution had been saved at Trenton; it was established at Saratoga."

Every good American remembers something of what the school history books taught him about Burgoyne and Saratoga, but it has taken the careful searchings of more recent historians to see that event as the great hinge on which our entire national history turned. It has been left for such authorities as Lodge, for example, to make clear George Washington's part in the winning of that pivotal victory.

Our textbooks taught us that Saratoga was fought in the heart of

New York State, while Washington was watching Howe at Philadelphia, the assumption being that Saratoga was a stroke of good fortune by which he benefitted but in which he played no personal part.

The United States George Washington Bicentennial Commission now points out that Washington saw in a flash the danger of Burgoyne's thrust toward the Hudson River, and did his utmost to block it. Washington knew that once the British had command of the Hudson, they would cut the Revolutionary states in two. In that case the war might be lost. Like a hawk he watched the army of Howe at the southern end of the Hudson, and must have been overjoyed when he saw it strike for Philadelphia, instead of moving up the river to connect with Burgoyne. It was Washington's part to pin Howe where he was in Philadelphia. But it was not Washington's part to allow Burgoyne to capture the north without resistance.

The labor that brought the downfall of Burgoyne was accomplished by General Washington. He carried on a furious correspondence with the governors of the New England and northern States, with an appeal for militia. His letters to General Schuyler, then in command of the northern Continental troops, disclose the same shrewd plans: on Washington's part. At the critical moment, Congress decided to place General Gates in command, in place of General Schuyler, but the ground for success had already been prepared by Washington. Besides, General Washington sent some of his own much needed troops under Arnold and Morgan to assist in stopping the British.

Precisely as the Commander-in-

Chief had reckoned, the people of the northern wilderness rose against the British invader, and at Saratoga General Gates had for once sufficient forces animated by a determined spirit. We know the result. Burgoyne, hemmed in, was taken with his entire army. The victory heartened the Americans to renewed efforts, dismayed the British, and led to political effects that pointed straight to Yorktown and the surrender of another and the most important of the British armies.

For Saratoga proved to the world the fighting spirit of the Americans, their ability to win. It was Saratoga and the surrender of Burgoyne that brought in France on the American side, with just the support that was needed. It is true that four more years of discouragement and fighting and delay lay between Saratoga and the successful stroke at Yorktown; but, had there been no Saratoga, there might have been no Yorktown, no victory there, and no United States.

That is the importance of the surrender at Saratoga in American history, and why we should give it grateful thought on October 17, the anniversary of the day on which it occurred. Next year we doubly owe it commemoration when the entire nation devotes itself to a nine-months' celebration in Washington's honor. As a victory of his own planning and preparation, it plays its part among his achievements in the founding of our country and merits our gratitude and thanksgiving.

### TEXAS AND PACIFIC TO OFFER REDUCED FARES

The Texas and Pacific Railway announces that many reduced round trip fares have been arranged for, to be effective during the autumn, winter and for the ensuing spring and summer months.

A round-trip fare of one and one-third will apply locally in Texas, Louisiana, and between those States daily until December 31.

A week-end rate on basis of one fare plus 25c will apply on Fridays, Saturdays and Sundays, good to return Mondays, between all points in Texas and Louisiana. In other words, just pay one fare and 25c additional to make a round-trip to any point in Texas or Louisiana for the week-end.

Summer-tourist fares to the Pacific Coast for the 1932 season will be on the same basis as was effective in 1931, and those fares will be utilized by those attending the many conventions to be held in the west next year, the principal ones being the Shrine in San Francisco, Lions' International in Los Angeles, Rotary International in Seattle, the Elks in Los Angeles, and the big Olympic games in Los Angeles.

### SEVEN WELLS SCHOOL NEWS

We are disappointed not to put on a play at the fair. The trustees and patrons think it would be too hard on the children, who are having to pick cotton, to come to practice, and we do not want to add to their burdens.

Mrs. L. L. Bassham visited the school Monday and entered her little girl, Lucille, as a pupil. Lucille is a desirable pupil and Mrs. Bassham is an intelligent, enthusiastic patron. With all our hearts we welcome them both to our school community.

It would almost be a calamity to us to have a cold norther. The coal bin is empty since we killed all the rattlesnakes that were in it.

Mr. and Mrs. A. A. Thomas of Lubbock, A. D. Webb, and Roy Tid-

### Restless, could not sleep

"THERE were days when I felt like I could not get my work done. I would get so nervous and 'trembly' I would have to lie down. I was very restless, and could not sleep at night.

My mother advised me to take Cardui, and I certainly am glad she did. It is the first thing that seemed to give me any strength. I felt better after the first bottle. I kept it up and am now feeling fine."—Mrs. T. R. Gibson, Fort Payne, Ala.

# Good Foundations

GO FAR BELOW THE SURFACE

To every strong institution, as to every enduring structure, there is much more than appears to the casual observer. There is a foundation rooted deep under the surface. In this Bank this foundation consists of great resources, of a loyal, highly equipped personnel, of long, varied experience, of sound policy.

You Account, Personal or Commercial Is Invited

## Colorado National Bank IN COLORADO, TEXAS

### OFFICERS AND DIRECTORS

R. H. LOONEY, Chairman of Board; J. M. THOMAS, Vice Chairman; JOE H. SMOOT, President; C. M. ADAMS, Vice President; C. H. EARNEST, Vice President; C. H. LASKY, Vice President; G. B. SLATON, Cashier; H. E. GRANTLAND, Assistant Cashier; CHAS. V. MOESER, Assistant Cashier.

## BURTON-LINGO COMPANY

LUMBER and WIRE

See Us About Your Next Bill of Lumber  
We Can Save You Some Money

COLORADO, TEXAS

You are invited  
to visit

COLORADO MOTOR COMPANY'S

# FORD SHOW

at the Fair

Friday and Saturday, Oct. 23-24, 7 p. m.

Many unusual features planned  
for your entertainment---don't  
miss them! There are special ex-  
hibits, interesting motion pic-  
tures, etc.---Everything free!

Here you may see and examine all the many beautiful new Ford cars.  
You will be shown how they are made. You can ride in them, without  
any obligation to buy. In addition to a talking motion picture of a trip  
through the Ford Rouge Plant, there are special exhibits of unusual  
interest. You are cordially invited to attend.

Colorado Motor Co.  
COLORADO, TEXAS  
PHONE 407

well, with their families of Big Spring, visited their parents, the Webbs, over the week-end.

T. J. Robinson and family visited Mrs. Robinson's brother, Tom Horn, Sunday.

We have been studying about Thomas A. Edison this week. Below is the best theme written about him in our English class, written before his death:

### THOMAS A. EDISON

Edison is one of the very few men who devoted all their lives to inventions. I believe he is the greatest man in the world, because he has been the most useful man. He has often been called the most useful citizen of the world.

His birthplace was Milan, Ohio, but he spent the most of his boyhood in Port Huron, Michigan, where he got a job on the Grand Trunk Railroad as a "butch."

He got an old printing press and made a printing office in one end of an old box car, on the combined passenger and freight train. He called his paper the Grand Trunk Herald. It contained much that was of interest to the railroad men. He had three hundred subscribers.

He published another paper called Paul Pry, and put something personal in it about a man who got so angry he gave Edison a good ducking. He lost interest in the paper and quit publishing it.

Edison was working down the railway one day and saw the two-year-old son of the station agent standing on the track. A freight train was coming toward him. Edison threw down his papers and with a flying leap seized the little boy and cleared the track. The baggage master saw the act and thought they would both be killed. When the station agent heard of this, he wanted to reward Edison, but he was poor and had nothing to offer him. So he told Edison that if he would stop by a few times a week he would teach him telegraphy. This pleased Edison very much. He could not be satisfied with just knowing how, so he made a small telegraph machine of his own. He had it tried out and it worked well.

The work of Edison includes so many great inventions, it is impossible to point out anyone as the greatest. When Edison works it is sometimes necessary for someone to tell him that he must eat and sleep. The number of Edison's patents are more than 2,500, about 1,400 registered in the United States and nearly 1,200 in other countries. His laboratories and factories are in Orange, New Jersey, a few miles west of New York City.

When he dies the whole nation should mourn. If he took with him the things he has given us, the whole world would be in darkness. Moving picture shows would close. Mov-phones would suffer a handicap, and telegraphy would be crude, while wireless and radio would probably be an experiment. There would be no phonograph to cheer the family around the home, and we would still be paying a high price for rubber.

It is impossible to tell how great and how useful he has been to us.

### MITCHELL COUNTY WELL REPRESENTED THIS YEAR AT JOHN TARLETON

STEPHENVILLE, Texas, Oct. 20. Mitchell county is represented by ten students in John Tarleton Agricultural College this fall. The college has a total enrollment of 805, with students from 11 Texas counties and from Oklahoma, Mississippi, North Carolina and Cuba.

Those from Mitchell county are: Louciana L. Comer, Otto VanZandt, Sherrod Smith, Edgar Leonard Burrows, Marvin Majors, John E. Smith and James Radford Venable, all of Colorado; Charles William Spikes, Bennett of Loraine.

### Iatan Inklings

#### THE STAFF

Editor-in-Chief Ruby Gatliff  
Senior Reporter Steve Kirby  
Junior Reporter Agatha Harris  
Soph Reporter Edith Fisher  
Girls Sports Rena Harris  
Boys Sports Jodie Barker  
Community Reporter Louise Jones  
7th Grade Reporter Oneta Knowles

#### Community News

E. B. Gregson, Sr. and Miss Edna Gregson made a business trip to Lynn county Friday.

Mr. and Mrs. D. I. Phillips entertained with a bridge party Friday evening. Everyone reported a delightful time.

Mr. and Mrs. Mack Fisher attended church in Cuthbert Sunday. Weldon Conaway visited in Iatan Friday afternoon.

Misses Rozelle and Laura McKenney, and Rex McKenney spent the week-end in Iatan, visiting their parents, Mr. and Mrs. Terrell McKenney.

The Parent-Teachers' Association will meet Wednesday night, October 31. Everyone urged to attend.

Mr. and Mrs. Rufus Fowler and Miss Bera Fowler of Coahoma were guests of Mr. and Mrs. W. C. Gatliff last Sunday.

Mr. and Mrs. Leon Smith visited relatives in Coahoma Sunday.

Mr. and Mrs. C. E. Sutphen were guests of Mr. and Mrs. Andrew Sutphen of Ackerly, Sunday.

Earl Shrum and Bill Fowler made a business trip to San Angelo Saturday.

The Iatan students took examinations Wednesday and Thursday. Those on the honor roll for the past six weeks were: "A" Roll—Steve Kirby, Perry

Barker, Baby Ruth McQuerry, Cozaree Walker, Catherine McKenney. "B" Roll—Jodie Barker, Lily Bell Metts, Louise Jones, Woodrow Cherry, Oneta Knowles, Juanita McKenney, Arthur Barker, Mary McKenney, Maudean Self, Bazell McQuerry, Helen Hahn, Gary Tate, Rufus Jackson, John Lloyd Ruddick.

#### Eleventh Grade News

The educational exhibit of Iatan High school at the Mitchell County Live-at-Home Fair will include 11th grade work from all classes. Students and teachers are cooperating to make this year's exhibit better than the last.

Josie Oliver joined the eleventh grade Monday, and although six weeks have passed since school opened, she expects to make good use of her future time.

Josie Oliver visited relatives in Knott last week-end.

#### Tenth Grade News

Agatha Harris, who has been absent from school for several weeks, is back again and we are glad to have her.

Lily Bell Metts spent Sunday in the home of Mr. and Mrs. Walter Smith of Coahoma.

#### Ninth Grade News

The Ninth grade students took examinations Wednesday and Thursday, and all did fine.

Edith Fisher is visiting relatives in Lee county.

Rena Harris has been ill this week.

UNDERWOOD Portable Typewriter in handsome case. Guaranteed to do everything the big machine will do. Double-shift, Standard keyboard. See and demonstrate the machine at the RecerJ office. Sold on credit. Whipkey Printing Co.

Typewriters and Typewriter Ribbons at Whipkey Printing Company.



COLORADO AREA RED AND WHITE GROCERY STORES OPEN FRIDAY

ANSWERING THE QUESTION, WHAT IS RED AND WHITE?

By H. O. WOOTEN, President Wooten Grocery Co. The Red and White plan is union of the independent manufacturers, wholesalers, and retailers banded together in a co-operative way to market grocery products to the consuming public.

ially, is prorated among the members at a small unit cost. Members are kept posted on market conditions through bulletin service from the supply house. It owns and controls the most complete line of grocery products and sundries in America.

The Red and White plan recognizes the wide public acceptance of the corporation multiple methods and it therefore uses many of the popular features which these stores capitalize. The Red and White organization is building around only high class expert merchandisers.

Its controlled products are made by only high class manufacturers who are also a part of this great co-operative enterprise. Last, but not least, it contemplates a new confidence between the manufacturer, wholesaler and retailer, who recognize that these three agencies of distribution are not antagonistic but one and a part of a whole.

HAS RED AND WHITE WEST TEXAS FRANCHISE



H. O. WOOTEN PIONEER WHOLESALE GROCER OF WEST TEXAS

Introducing Red and White Grocers

There may not be any new grocery stores listed in Colorado, Loraine and Cuthbert this week, but there are some of the leading merchants of those communities who have joined the Red and White plan of selling merchandise and are formally being presented under an entirely new role.

GROCCERS JOIN HANDS IN MODERN SYSTEM OF BUYING AND SELLING MERCHANDISE

Colorado Area is Added to West Texas Territory Served by Wooten

Friday and Saturday, Red and White independent home-owned grocery stores in the Colorado area will open their doors to the public as members of the great Red and White Stores, marking the entry of this nationally known grocery and market service in this immediate section.

WE ROAST IT, OTHERS PRAISE IT, IS MOTTO OF COFFEE PACKERS

"We roast it, others praise it," is a motto that has been made nationally famous by makers of H. & H. Coffee, long recognized as a high grade product of unvarying quality. All Red and White Stores in Texas are handling it as one of their leading sellers.

Congratulations-- TO THE RED & WHITE STORES. We wish to congratulate you independent merchants upon completion of your Red and White organization in this district and predict for you a wonderful success. We are very proud of the fact that the Red and White organization in West Texas has decided to feature exclusively Cakes and Crackers by YOUR SUPREME BAKERS. Look for them. Good luck and good flavor will reward your search for oven products bearing this Four Leaf Clover. THE MERCHANTS BISCUIT COMPANY OF TEXAS. "YOUR SUPREME BAKERS" 154 Locust Street Abilene, Texas

Interiors Transformed

Transformation of the interiors of several member stores has been going on for the past several weeks, and with the formal opening Friday every store will be uniformly presented in the general color scheme of red and white.

The Plan

Briefly, the Red and White plan is a union of independent manufacturers, wholesalers and retailers, banded together in a cooperative way to market grocery products to the consuming public. The plan is credited by economists as the most economical method of food distribution yet devised.

EXECUTIVE GROUP TO DIRECT UNIT POLICIES

Each unit is a separate and distinct organization in so far as carrying out the plan as laid down by the national organization in Red and White stores. This executive committee is composed of six retail merchant members who are elected by their fellow merchants. They control the organization in all respects, they pass on prospective members, pass on all advertising, confer with the supply house on all merchandising suggestions, instruct the jobber and pass on all outside arrangements that are made for the dealers for items that are not handled by their supply house, such as candy, fancy vegetables, meats, sundries, etc.

Unitedly  
Operated

*The* **RED & WHITE** *Stores*

Independently  
Owned

Members of This District of West Texas' Greatest Food Organization Invite You to Attend Their

**Formal Opening**

Friday and Saturday, October 23 and 24

SEE OPPOSITE PAGE FOR OPENING DAY PRICES IN EFFECT AT ALL THESE STORES

**All Featuring Nationally Advertised Food Products**

Friday, October 23 will be Grocery Emancipation Day for Colorado Area housewives and their husbands! It will mark the opening of the Red and White Association Stores in this territory. It will inaugurate a new era of grocery economy and satisfaction. It will be a Gala Day! Visit one or more Red and White Stores Friday and Saturday. Bargains galore! Quality foods.

**Here's What Red and White Stores Will Do For You:**

The Red and White Stores are a nation-wide Association of independently owned grocery stores. Each store, although a unit of the Association, is owned by the man who manages it. He is interested in your neighborhood, your charities, your churches, your schools. His profits are re-invested in your community. He is a home-town man, and he has no connection with outside capital. Through his affiliation with the huge Red and White Association he is enabled to take advantage of the low prices offered through large scale buying. He purchases for less and sells to you for less. His prices are as low as any other store in the country—but his store is an independent, home-owned institution. He will work for you and his home town. He will give you the best quality foods at the lowest prices. He will give you the same courteous service you have been accustomed to. He does not pay any royalty or fees to anybody for the use of a name, franchise or other benefits.

**RED AND WHITE STORES**

**in COLORADO AREA**

COLORADO . . .

S. H. Bedford Grocery  
Coker & Hull

J. A. Pickens Grocery  
And Market

Pritchett & Shelton

B. M. Moore Grocery  
And Service Station

CUTHBERT . . .

P. G. Fuller

LORAINE . . .

W. J. Coon

**THE RED & WHITE STORES**

DO . . . .

—Save you money on every purchase by passing on to you the savings effected by one of the greatest buying powers in America—the Red and White Association.

—Offer you the same courteous service that all Independent Grocers have always extended to you.

—Spend their profits in West Texas. They are all vitally interested in the advancement of their communities and the welfare of the citizenry.

DONT . . . .

—Pay any royalty or fees of any kind to anybody for the use of a name, franchise or any other benefit.

—Sacrifice quality in food-stuffs in order to give you the lowest available prices. Every item sold in every Red and White Store is guaranteed first class, high grade merchandise.

OUR SINCEREST

**THANKS**

TO ALL THOSE WHO HAVE PARTICIPATED IN OUR GRAND FORMAL OPENING

We are indeed grateful for the cooperation given us in the hurried days in our preparation to open, and we take this method to express our thanks for your aid.

Especially do we thank the many concerns who so kindly contributed to making this newspaper section possible. With your assistance we are able to tell the housewives of the surrounding territory the wonderful service we offer as well as to advise them of your splendid services and merchandise.

Again, we thank you.

**RED & WHITE STORES**

**--Two Big Bargain Days--**

Friday and Saturday--See Other Page



# GRAND FORMAL OPENING

of the Colorado Area of

The **RED & WHITE** Stores

FRIDAY-SATURDAY, OCT. 23-24

HOME OWNED AND INDEPENDENTLY OPERATED

Bringing to You the Greatest Economy in High Grade Foods!

The Red and White Stores are a nation-wide association of independently owned grocery stores. Each store, though a unit of the association, is owned by the man who runs it. He is a home town man and invests in your churches, your schools, your charities, your civic affairs, and he is interested in your neighborhood. His profits are re-invested in your community. He is a West Texan and has no connection with outside capital. Not one penny of Red and White Stores is owned by anyone outside. Every store is positively home owned and home operated.

Through his affiliation with the Red and White Association of more than 20,000 manufacturers, wholesalers and retailers he is enabled to take advantage of the low prices offered through large scale buying. He buys for less and sells to you for less. His prices are as low as any other store in the county—but his store is an independent, home-owned institution. There are eleven Red and White units in West Texas, consisting of over 95 Red and White Stores, all operating without any change of policy whatever, except offering you foods at lower prices.

PATRONIZE RED AND WHITE STORES—THEY MARK A NEW ERA IN THE GROCERY BUSINESS AND MARK PROGRESS OF ALL WEST TEXAS

## Grand Opening Prices for Colorado Unit--October 23 and 24

SUGAR		RED & WHITE FLOUR		MEAT	
RED & WHITE EXTRA SPECIAL		RED & WHITE EXTRA SPECIAL		RED & WHITE EXTRA SPECIAL	
PURE CANE 10 POUND SACK	49c	WHY BUY CHEAPER FLOUR WHEN YOU CAN BUY THE BEST FOR ONLY	48 lb. Sack 95c 24 lb. Sack 49c	DRY SALT JOWLS FINE FOR BOILING— PER POUND	7½c
<b>Soap</b> RED AND WHITE LAUNDRY SOAP 9 BARS FOR	25c	<b>WESSON OIL</b> PINT SIZE EACH—	25c	<b>Soap</b> WHITE KING GRANULATED A 25c SELLER FOR	19c
<b>Dynshine</b> BARTON'S ALL COLORS—EACH	19c	<b>CABBAGE</b> NICE FIRM HEADS PER POUND	2½c	<b>K. C.</b> BAKING POWDER 25c SIZE FOR	18c
<b>Spuds</b> NO. 1 WHITE 10 POUNDS	14c	<b>Peas</b> SWEET WRINKLE NO. 2 CANS 3 FOR	29c	<b>BRAN FLAKES</b> RED and WHITE THE BETTER BRAN FLAKES 2 PACKAGES for	19c
<b>TOMATOES</b> STANDARD NO. 2 CANS 3 FOR	20c	<b>WEINERS</b> PER POUND	11c	<b>Oats</b> BLUE AND WHITE WITH PREMIUM LARGE SIZE	19c
<b>Milk</b> RED AND WHITE EVAP- ORATED—"IT WHIPS" SMALL SIZE 5 CANS FOR	15c	<b>Yams</b> BEST GRADE 10 POUNDS FOR	19c	<b>Salad Wafers</b> Baked By "Your Supreme Bakers" 2 Pound Package	25c
<b>PINEAPPLE</b> SWEET TREAT SLICED—NO. 1 FLATS 3 CANS FOR	29c	<b>Bacon</b> STERLING SLICED CELLOPHANE WRAPPED PER POUND	19c	<b>Griddle Wafers</b> "These Dainty Sugar Wafers" Per Pound	25c
<b>Corn</b> Extra Standard NO. 2 CANS 3 FOR	29c	<b>APPLES</b> WINESAP—FANCY NICE SIZE—2 DOZEN FOR	25c	We Reserve the Right to Limit Quantities	

All Red and White Merchandise Tested and Approved by Good Housekeeping Magazine



Look for This Sign--A  
Guarantee of  
High Quality Foodstuff



Look for This Sign--A  
Guarantee of  
High Quality Foodstuff



**HIGH GRADE  
COFFEE**

# Red and White Coffee

"THE NATION'S FINEST!"

Just try a cup and  
you'll be convinced

Sold by all

**THE RED & WHITE STORES**

"It's  
Vacuum  
Packed"

## CONGRATULATIONS

to the Red and White  
Stores on their  
opening today

**McKenney Importing Corporation**  
Chicago, Ill.



## Better Breakfasts

There are lots of advertisements and also philosophers which tell you just exactly how to start the day right, but the common experience of humanity has demonstrated that the best way to start it is with a good breakfast. This doesn't necessarily mean an expensive breakfast, but it does mean a breakfast to the planning of which some thought has been given instead of serving the same old breakfast day after day.

### Plenty of Fruit

Here is a suggestion for a breakfast which is almost sure to make you start the day in a cheerful mood:

- Morning Eye-Opener
- Shredded Wheat With Raisins
- Prunes and Cream
- Raisin Toast
- Raised Doughnuts
- Hot Beverage

To make the Morning Eye-Opener combine the contents of a 16-oz. can of grapefruit juice with one cup of orange juice and two tablespoons of lemon juice, and pour into a glass jar. Let stand over night in the refrigerator. Shake well before serving. This will make four sherbet cupsful.

The canned prunes should be left in the refrigerator over night then poured, in the morning, over the shredded wheat which has been crisped in the oven. Whole cream, half and half, or part evaporated milk can be used with this.

The hot beverage can be coffee, chocolate or tea, whichever you prefer. The point about this breakfast is that there is plenty of fruit in it, and sufficient nourishment to keep you feeling comfortable until time for lunch.

# H AND H Coffee

IS SOLD  
AND RECOMMENDED  
BY ALL

**RED AND WHITE  
STORES IN TEXAS**



"We Roast It—"

Others Praise It"

and a lot of fun out of being in business. "We are the heads of our own businesses, live in the community which we serve, not on them, pay taxes, take our parts in local affairs, are a tangible part of the community personnel and our money is spent

with our neighboring dealers. Our whole organization is composed of men who are interested in the welfare of the community and are rendering the community a better service in the distribution of food. "Group buying has more than justified its existence with us."

## NEW SELLING SYSTEM USED BY R. AND W. IN COLORADO UNIT

Turnover Greatly Increased  
With Use of Modern  
Methods

"Group buying is the modern way of successful merchandising. We used to make deliveries with horses

and wagons; we use trucks now and that's the reason we are members of the Red and White stores. We don't want a horse and wagon store! Our business has always made money, and we have figured that we are counted among the successful retail grocers of our city. Competition, however, has become keener and sharper, and when we looked around and saw that the chain stores were doing a lively business, we decided we might just as well add some of that volume to our own business. So we got together with other independent grocers like ourselves and provide a buying power that exceeded even the greatest chains," wrote a

Red and White grocer in Amarillo. "We buy all our goods from one wholesale house. There is no time wasted giving orders to half a dozen jobber's salesmen. Instead of five or six big trucks coming around, one truck brings it all. Everybody profits from such an elimination of waste. Our volume means something to the jobber. He realizes that he must have a complete stock all the time, and we have never been disappointed, for not only do we get everything that we want, but we also get it much cheaper than formerly. "The completed volume of all the other members of the Red and

White organization in this and in other cities of the United States naturally produced low prices. We give concessions to customers who buy in case lots, so imagine the concessions a manufacturer is in a position to give if his product goes into several thousand stores.

"We buy for turnover. Our system demonstrated how this could be done the best, so now we do business on a much larger stock, always have fresh goods for our customers, our buying power gives us a good profit at popular prices, and our total volume has increased steadily. Many of our members have cut their stocks in half, and are doing a much larger business. We are not sold a thing, we buy the things we want in small quantities. When deals come along we buy at the deal price in as small amounts as we desire. It does not make any difference whether we buy 'cut price leaders' or our own high quality label—our wholesaler is there to supply us with what we want, not what he wants us to take. That's just one of the many reasons why we would never buy from more than one wholesaler again.

### Customer Attention

"Customers like to have individual attention from the owner of the store: Personal service means a lot in developing a big business. Our customers now receive the utmost in personal service, for we devote to them the time we used to spend ordering from salesmen, checking invoices and checking shipments from four or five houses. Besides this, we have time to see that our clerks are giving proper service and that deliveries are prompt and accurate. Little things count.

"Accurate accounting records did not mean much to a grocer a few years ago, but the grocer that stays in business has got to know what it costs to do business, what his turnover is, where the leaks are. We can check these things under the group buying system, for trained men help us to find the leaks, and raise our profits. The experiences and averaged records of all stores are a very material help to each individual owner. We can watch our collections closer now, and when we have slow accounts we turn them over to the collection department, with the result that our accounts are in better shape now than before.

"Yet we own our store, control it, and make all the profits. The wholesaler uses his own capital to furnish us goods, and we furnish our own capital to run our own business. All the extra profits coming from the increased efficiency go to us. In addition, we buy practically every other item associated with the retail grocery business at a distinct saving and our members in the country buy general store items on a similar basis. General store merchants have had the same success with their entire stock that we had with groceries.

"We have a uniform store sign which is just the same in New York as it is in Minnesota, Oregon, Toronto, Winnipeg, or Vancouver. Our membership has never cost us one cent, no fees of any kind, no charge for a sign, no stock. We have our own executive committee through which the membership expresses its policies and activities. Our wholesaler works with us very closely and we are furnished market information and prices just as jobbers' salesmen are.

"In other words, it is a purely cooperative system organized on an international basis and the advantages it gives to the individual retail merchant mean greater profits



... like this  
makes the whole  
day joyful

A cup of good hot coffee first thing in the morning starts the day off right—wakes you up—makes you feel like facing your task with a smile.

Housewives who appreciate the value of serving good coffee insist on Morning Joy Coffee. This wonderful blend of choice coffees from the world's producing regions is scientifically roasted and vacuum packed in one of the finest coffee roasting plants in the country. The delicate aromas and flavors, which reveal the difference between Morning Joy Coffee and ordinary coffee, are preserved until it reaches your table. Why be satisfied with ordinary coffee, when you can get Morning Joy coffee? Ask your grocer.

"Truly the  
Aristocrat  
of Coffees"

NEW ORLEANS COFFEE COMPANY, Ltd.  
New Orleans, Louisiana

# Morning Joy Coffee

# CONGRATULATIONS TO

**THE RED & WHITE STORES**

On Their Opening This Friday and Saturday  
in the  
MITCHELL COUNTY TERRITORY

In conformity with their policy of handling the best products, they will supply the following well-known brands of Cordage which are a guarantee of superior quality.

"REY" WHITE SISAL BINDER TWINE  
(Both Style Balls)

"REY" WHITE CUBAN BOLT ROPE

"CROWN" PURE UNOILED SISAL ROPE

Manufactured by

## Matanzas Cordage Co.

Matanzas, Cuba

U. S. OFFICE  
80 MAIDEN LANE  
NEW YORK, N. Y.



**What's  
your idea of  
FRESH  
COFFEE  
?**

**Is it coffee that is  
packed and stored in  
cans which are sup-  
posed to keep it fresh  
for weeks and months?  
..Or is it the same as..**

**Our idea of  
FRESH  
COFFEE**

**Which is coffee that  
is never stored (even  
one day)--but is de-  
livered to your gro-  
cer by fast trucks as  
soon as it is roasted.**



**Duncan's  
Admiration  
COFFEE  
is always  
OVEN  
FRESH**

There is no substitute for freshness. Nor is it possible for true freshness to be canned. That is why *Admiration* Coffee is rushed by fast trucks direct to your grocer fresh from the roasting ovens. That is why **NO SINGLE CAN OF ADMIRATION COFFEE IS EVER STORED!** Why is *Admiration* Texas' favorite and fastest selling high-grade coffee? Simply because no other coffee equals it in freshness, flavor, aroma and uniform cup quality. Ask your grocer.

**DUNCAN COFFEE COMPANY**  
"An All-Texas Institution"

**H. O. Wooten's Life Story Reads  
Today Like Typical Pioneer History**

**Established a Wholesale Grocery  
On Borrowed Capital With  
No Kind of Collateral**

"Howace, why don't you go into business?" President J. P. Massey of the brand new Farmers and Merchants Bank asked of a 23-year-old grocery broker as they talked on a street corner in the struggling West Texas village called Abilene. That was in the early summer of 1890.

"Because I don't have the money," the young son of a pioneer replied.

"The town needs more business. I'll let you have the money," said the banker, who until a few months before had been a farmer exclusively.

"I'll think it over," the young man answered.

Horace Wooten did think it over and as a result of that conversation took \$2,000 in borrowed capital, established a grain business in Abilene and began slowly to build the fortune which has made the name of H. O. Wooten known throughout the Southwest.

Horace Wooten was the first son, but the second child, in a family of six children. He was born June 15, 1865, in Tyler, Smith county, Texas. There he went to school until he was 12 years old. Misfortune overtook his father and he left the school to set type—from the old-style hand-set type cases used in those days—for L. M. Green, publisher of the Tyler Courier. He was "printer's devil" for two years when his father decided to transplant his family in the "new" land of West Texas—there to try to recoup his fortune.

Horace was 14 years old when his father loaded the family and their possessions into a wagon and started for "the promised land." After several weeks on the road, the Wootens arrived at Buffalo Gap on October 17, 1879. Indians had been on rumpages the year before in the wild country they crossed, but the red men were quiet then and did not molest the group.

Soon after their arrival the elder Wooten bought land five or six miles southwest of Abilene. Horace put in six years on that land, worked with his father at the back-breaking, man-building labor of building fences, clearing out the soil for cultivation.

With his family—always first in his thoughts and plans—well situated on a tillable, cleared farm, young Wooten indulged his yearning for a knowledge of business, going back to Tyler to "learn." That was in the fall of 1886, a few months after he had become of age.

After six months in the business school, Wooten took his only "job" he ever had as a man. For something more than a year, then, he held down a job as bookkeeper for H. Freeman, a merchant.

Remembering the beauty of life in West Texas, and especially the charms of Miss Ella Hunt, whom he had known at Buffalo Gap, Wooten returned to Taylor county and was married to Miss Hunt on October 17, 1889, on a ranch near Bradshaw.

Faced with the responsibility of establishing a new family, Wooten moved to Abilene and began selling groceries to merchants in and around Abilene. He sold the goods from a St. Louis house, on a commission

basis. In that business he had a living, without the necessity of having capital, until 1890.

**Borrows First Capital**

After his conversation with Massey, the banker-farmer who had known him and his father on the farm for several years, Wooten then studied the business possibilities of Abilene. He found the farmers and ranchers were buying large quantities of feed for their stock.

Wooten borrowed the \$2,000 from the bank on his signature—and with out collateral. With that money he rented a building and bought grain. The grain he sold to the farmers who were opening up the country but who had not put enough land into cultivation to raise their own feedstuffs. During the first year he paid the bank, lived and had a net profit of \$600.

Business grew better as more and more people settled in West Texas. Soon there were two Wooten grain houses in Abilene, one north and the other south of the T. & P. railway tracks. For several years there was no competition, and the young business man built up the volume of trade. In eight years of hard work and thrifty living he accumulated \$10,000.

Believing that Abilene would become the distributing center for West Texas on the Texas & Pacific west of Fort Worth, Mr. Wooten backed his judgment by abandoning the grain business and going into the wholesale grocery business. The business was established October 1, 1898.

During the last 30 years Mr. Wooten has made many investments outside the grocery business. He has owned farms, ranches; was for six years a director of the Federal Reserve Bank of Dallas; he was one of the organizers and is now vice president and traffic manager of the Roscoe, Snyder & Pacific Railroad; he was one of the prime movers in the building of McMurry College in Abilene and was first chairman of the school's board of trustees; he has been directly interested in the agricultural, oil and business development of West Texas.

H. O. Wooten is the head of a family of five children and nine grandchildren. He is proud of his family and makes all of his plans with their interests considered first. He and Mrs. Wooten have had six children, but a son, Ollie, died several years ago. The other children are Mrs. Ina Wooten Jones and Mrs. Ona Wooten Lee of Abilene; Horace W. Wooten of Crystal City; Mrs. W. S. Thomas, Denver Colo., and Sterling H. Wooten of Abilene.

A year ago he completed the big Wooten Hotel in Abilene, one of the tallest buildings in the State.

**COMET RICE BEING  
FEATURED BY STORES  
IN RED AND WHITE**

Comet rice has long been recognized as a standard of the housewives of this section, according to grocers in the Red and White unit of the Colorado area. The manufacturers, in giving their advertisement to *The Record*, declare that their product needs no introduction to the "kitchen bosses" of Texas. Comet Rice has been seen on the

**READ RECORD WANT ADS—THEY PAY DIVIDENDS**

**We Eat With Our Eyes**



**T**HE above heading is a fact, not just a trite saying. When food attractive in color is set before us, the sight of it stimulates and increases the flow of the appetite gastric juices and increases its quantity in preparation to receive and digest the food we are about to eat. Hence the expression: "It makes my mouth water." No less an authority than W. R. M. Wharton of the Food & Drug Administration of the United States Department of Agriculture made this statement recently in a radio talk.

"Nature," he said, "has tinted our natural foods with all the colors of the rainbow, and we have formed the habit, through the ages, of associating various flavors with the colors of products. Take, for example, blackberries as we see them on the bush. If they are black, we know without tasting them that they are ripe and luscious. If they are red, we know that they are unripe and sour. These things we know by experience, and this experience is infallible. You probably have never seen peas colored blue, nor macaroni colored red."

**Color in Canned Foods**

That is the reason why more and more canned foods are now put up in those sanitary enamel lined cans which preserve the hues of highly colored fruits and vegetables much better than the ordinary containers. The shining interiors of these cans not only present a tempting appearance themselves, but provide contents that conform to the housewife's ideas of what colors the foods should be.

**Congratulations  
AND  
Best Wishes**

To the Colorado Group of

**THE RED & WHITE STORES**

You Will Find on Their Shelves

**"OUR DARLING"**

**Fancy Country  
Gentleman Corn**

It Comes Up to Their Standard--And  
Your Expectations!

**The Illinois Canning Co.**

HOPESTOWN, ILLINOIS

**UNIT BOARDS TO  
SUPERVISE RED AND  
WHITE OPERATIONS**

Associated Stores Name The  
Executive Committee  
For Purchases

Associated Red and White Stores, of which several units are in operation in West Texas, with the new ones of the Colorado area swinging into action Friday, do their buying and effect the group arrangements:

pantry shelves of West Texas for many years, and the unchanging quality assures its continued popularity.

The Red and White stores have placed their approval on the quality and goodness of Comet Rice.

Put up in sanitary packages of convenient size, Comet Rice will keep fresh and clean for days after opening. Many palatable dishes may be made with little trouble to the cook.

Both varieties—white rice and brown rice—are guaranteed by the manufacturers to be of first quality. Grocers are authorized to make proper adjustment on all purchases of the Comet rice people.

through a series of advisory boards, or executive committees.

Each "area," having its executive committee, is coincident with the territory served by the local branch house of the H. O. Wooten Grocery Company, holding the franchise for a territory comprising nearly one-third of the area of Texas, together with a portion of Western Oklahoma and Eastern New Mexico.

**Several Units Opened**

Wichita Falls' 32 stores, Lubbock's 57, and San Angelo's 39 opened on May 1, Lubbock taking in the New Mexico territory. Remaining areas in which stores have been opened are at Stamford, Big Spring, Quanah, and Coleman. Stores are also to be opened at Sweetwater, Memphis, Spur, and Frederick, Oklahoma, and each of these towns has a Wooten branch house.

What is the executive committee? What is the function? R. C. George gave the following explanation:

"Each Red and White unit is a separate and distinct organization in so far as carrying out the plan as laid down by the National organization. This executive committee is composed of six retail merchant members who are elected by their fellow merchants. They control the organization in all respects; they pass on prospective members, pass on all advertising, confer with the supply house on all merchandising suggestions, instruct the jobber and pass on all outside arrangements that are made for the dealers for

items that are not handled by their supply house, such as candy, fancy vegetables, meats, sundries, etc. The six merchants contribute their services free of charge and appreciate and realize the confidence imposed on them."

**GLADIOLA FLOUR HAS  
STOOD TEST OF YEARS  
IN SOUTHWEST HOMES**

Red and White stores in this area are handling the famous Gladiola Flour, manufactured by the Pant Milling Company of Sherman, Texas. People of Texas have been using this unusual brand of flour for many years. Its quality has stood the test of years, being used in every instance where flour has been required in the making of menus for thousands of homes.

Pant Milling Company is one of the largest concerns of its kind in the State. Growth commensurate with the merits of its products has been enjoyed by the mill. That Gladiola Flour has not yet reached its peak in Texas is attested by the fact that sales of this popular brand continue to increase from year to year.

Housewives of this area who have not given Gladiola Flour a thorough trial are invited to experience a new sensation in the kitchen with this popular brand. Ask for Gladiola at your favorite Red and White store.

You will find in

**THE RED & WHITE STORES**

**COMET WHITE RICE  
COMET BROWN RICE**

Comet Rice needs no introduction to the housewives of this section. It is sold by all grocers and its quality is unsurpassed!

