

"Building a City
Where a City
Belongs"

VOLUME VII

The Sudan News

SUDAN, LAMB COUNTY, TEXAS, THURSDAY, JULY 2, 1931

Sudan's Slogan:
"Boost or Move"

NUMBER 1

Attend Dollar Day Sales In Sudan Friday, July 3rd, Big Boxing Exhibition, Other Amusements, Free To All

WE APOLOGIZE

Every now and then something comes along and makes it necessary for us to take off our hats and say "We're sorry." This is one of those times.

Last week we printed a list of those merchants who had agreed to close the Fourth. In some way, we hardly know how it did happen, we left Charlie Nichols name off. It just happened that he was the first grocery we carried the proposition to, and he signed it after a careful deliberation.

Then we went up and left him out altogether. We meant no offense, but it happened just the same.

HONORS GUEST FROM STAMFORD

Mrs. Marjorie Alderson entertained last Friday evening with a delightful party honoring her guests, Miss Theres White, of Stamford. Several games of bridge, "42", hearts and pollyanna were enjoyed.

Refreshments, consisting of sandwiches, potato chips, pickles, cake and lemonade were served to the following guests: Misses Margaret Emma Calhoun, Rhoda Ormand, Sarah Hendricks, Messrs Joe Carter, Ledger Lam, Regan Ormand, Bernice Brothers, Winifred Wells, Rodney Nichols, Eldon Nichols, Harry Wood; the honoree and hostess.

SUDAN H. D. CLUB

The Sudan Home Demonstration club met Friday, June 13th, at the home of Mrs. R. H. Shaffer with ten members and six visitors.

Plans are under way to send a delegate to the Short Course at A. and M. College. Subject of the lesson for this meeting was "Music Appreciation." Miss Mashburn gave several classical numbers on the portable.

The dress contest will be at 7:30 Saturday June 17th, and each club in the county is supposed to be present at this time.

The lesson for Friday, July 3rd will be "Health and Sanitation." The Friendship and James Club are invited to meet with us at that time.

The club will meet at the Church of Christ and a doctor, dentist and a trained nurse will be on the program. Don't fail to come.—Reporter.

HAVE YOU FORGOTTEN?

That Saturday is July the Fourth and stores everywhere, practically, will be closed. Get your trading done Friday. And here's a gentle suggestion. Come to Sudan and attend the Dollar Day Sales. There will be more cents in your dollars if you spend them in this town, especially on Dollar Day.

SOD HOUSE NEWS

Mr. and Mrs. L. M. Stine and Mrs. Kathlene Williams and sons have returned from a two weeks' visit with relatives in Knox County. They report that the crops in that country about the same as here, only that they are needing rain.

The young people of the community were entertained with a play party at Amherst Saturday night.

Mr. and Mrs. Loy Medlar and children, of Fieldton, spent Saturday night and Sunday with Mr. and Mrs. C. N. Stine.

Mr. and Mrs. Sherrill, of Amherst, spent Sunday with Mr. and Mrs. W. H. Priddy.

Rugens, 18 months old baby of Mr. and Mrs. Templeton, happened to a serious accident a few days ago. Members of the family heard him crying and ran to him to find that one tooth was knocked out and four others loosened and a deep cut on the lip. They were unable to tell how the accident happened.

Sam Florence arrived here Saturday from Slaton.

There was a singing in the Morgan home Sunday evening that was greatly enjoyed by all present.

H. D. Dutton and son, of Knox City, were week-end guests in the home of L. M. Stine.

The Sod House H. D. Club was well represented at the Dress Contest in Olton Saturday.

Gus, White and friend, both of San Marcos, spent the week-end with Mr. and Mrs. R. —Reporter, Crin and son have returned from Mineral Wells.

A GENTLE REMINDER

Those green placards scattered throughout the larger stores announce the fact that they will be closed July Fourth BUT that DOLLAR DAY will be here Friday. For your benefit, we again print the list of those merchants who signed an agreement with each other to remain closed.

Saunders Variety Store
Alderson's
Altman Dry Goods
McLarty Dry Goods
Radio Shop
R. E. Doss Cash Grocery
Nichols Grocery and Market
A. Stuart
"M" System, Marvin McLarty
Higginbotham Bartlett Co.
Whaley Lumber Company
Foxworth-Galbraith Lumber Co.

VISITS NEWS OFFICE

J. H. (Henry) Damron of Circleback, dropped in at the News office the latter part of last week for a most enjoyable visit. Mr. Damron, who is raising quite a bit of wheat, says that it is looking fine all through that section, and that he plans to hold most of his until prices take a different swing.

We enjoyed our visit with Mr. Damron and hope he favors us again in the near future.

SURPRISE MRS. HENDRICKS

At a recent meeting of the Methodist Missionary Society, Mrs. A. V. Hendricks was most agreeably surprised to learn that the purpose of that meeting was to quilt out two of her quilts. It was found that the linings, bats, and thread and Mrs. Hendricks had the pieces tops.

Everyone enjoyed a most pleasant social gathering and the honoree expressed herself as delighted to have two quilts ready for cold weather.

JUST A REMINDER

That we are falling in line with the other boys and are offering you Dollar Day bargains. Get your neighbor who is not now a subscriber of the News and come to the office next Friday, Dollar Day. Both of you can go on the subscription list for one year, fifty-two issues for only one dollar. This offer is good only in Sudan's Trade Territory, and is not applicable on a renewal.

Don't forget, two new one-year subscriptions for the price of a six month's subscriptions ordinarily.

MANY ATTEND ROUND-UP

The Summer Round-Up that was staged at the school Monday morning was well attended by scores of mothers bringing with them their children that are entering school for the first time this coming September.

A thorough examination was given each child, and the results were very satisfying to both Miss Reichter, district nurse, and the public at large.

The next meeting of the health council will be July 25th. At this time there will be a Child Health Conference from 1:30 to 3:30 and an adult class from 3:30 to 4:30.

Watch this paper for further information regarding the work of this splendid body.

HART CAMP H. D. CLUB

The Hart Camp Home Demonstration Club held its regular meeting June 15th with twenty one members present. There were four new members at this meeting, making a total of ten new members received since the first meeting. The club now has a total enrollment of thirty-four.

The program for the afternoon centered around "Music Appreciation." Miss Mashburn, County Home Demonstration agent, gave some interesting talks on how music originated and the different types of songs and music. The life of Paderewski was also briefly given. Several selections played on the portable were enjoyed by the club.

The clothing contest was also discussed at this time. Several members stated they were making dresses to enter.

The time of meeting has been changed from the first and third to the second and fourth. These changes and see what the old prices she is offering on needed merchandise.

ARE YOU COMING?

To the Fourth of July celebration at Sudan on July Third? There was some talk of throwing a real spread down here. Barbecue, "in" everything. But that cost lots of money, and money sorter scarce down where we've been living.

After all, we were just trying to plan something that you'd like. Then we remembered that you were just as hard hit as any of us, and we decided to use part of that money on offering you Dollar Day specials. So while we may be selling some things under cost of production, that's just our way of saying "Fourth of July!"

But there is going to be amusement, too. All of you who enjoy boxing bouts, will get quite a thrill out of seeing Jack Doss and his sparring partner. You know Jack Doss is almost a home boy. He is a nephew of R. E. Doss and a brother to the Star Route Mail carrier.

The entertainment committee refuses to tell us just what else they have stored up. All they'll say is that its going to be lots of fun.

Won't you come and help us celebrate?

MORTON NEWS

Mr. and Mrs. A. J. Anderson left Friday for an extended visit in Guthrie.

Mr. and Mrs. Jack Caldwell and sons, Nell and Garry, Mrs. Lem Shipman, Misses Jackie Shipman and June Davis, Messrs. Jarvis Walden and Bill Jagers motored to Monument Sunday afternoon. After swimming for a time, they enjoyed a lunch and then returned to Morton.

Miss Jewell Jagers, of Lubbock, spent the week-end with home folks.

Mrs. Lem Shipman and daughter, Jackie, motored to Lubbock Monday and brought back with them Miss Bodee Dreanen. Miss Dreanen has been in the Lubbock Sanitarium for the past two weeks, but is doing nicely now, having stood the trip home in fine shape.

A crowd motored to Monument Dam last Saturday and enjoyed swimming. Afterwards they had lunch consisting of sandwiches, iced tea, fruit and cookies. Among those present were Messames Tom Standerfer, Jack Henderson, Carmelita Nicholson; Misses Bessie Scott, Beth Morrow, June Davis, Jackie Shipman and Pet Cook.

M. M. Scott, accompanied by his small daughter Velma, left for the harvest fields Monday.

Hugh Gainer and son, of Amherst, moved their tractor and other farming implements down Thursday to work his place south of town.

Sheriff Tom Standerfer and wife spent Saturday night and Sunday in Plainview with relatives.

Linesmen were in Morton Saturday removing the switchboard from the telephone office. They expect to be here some time as they are installing a different system.

Mrs. Clyde Swindle and sister, Miss Sarah Norris, of Lehman, were Morton visitors Saturday.

Miss Juanita Pierce, of Sudan, spent last week in Morton with friends.

Mrs. Brown of Levelland, is visiting Mrs. Willie McCollach.—Reporter.

FORGET YOUR WORRIES

Forget your worries for one day and join the merry-makers July 4—it will help you face the problems of July 5 with clearer mental vision.—Amarillo News.

May we suggest that you celebrate it on the third at Sudan? The stores will all be opened and will offer you many bargains on everyday necessities during their Dollar Day. And there'll be plenty of good amusement that will help you forget your worries.

C. H. MATTHEWS DIES

Word has just been received here of the death of C. H. Matthews in a hospital at Houston last Saturday. Mr. Matthews resided in the Blue Bonnet Community until a short time ago when he was carried to Houston for medical attention.

Miss Margaret Earl is suffering from a severe cold in the left ankle.



AN EDITORIAL

In 1776 the first thing people thought of doing to announce their future independence was to let out shouts of joy . . . ring all the bells in town . . . make so much noise that no one could be found who had not heard the tidings. Then they got to work to assure political liberty.

We should be doing the same thing today for a different reason. Over two years of dull, stupid business is too long . . . too much. We announce our future independence . . . let the welkin ring . . . let no one fail to hear . . . WE RENOUNCE DEFESSION . . . and now let's get to work, in the spirit of '76, to assure future economic liberty.

Fourth of July Proclamation

Saturday we celebrate the one hundred and fifty-fifth birthday of the oldest Republic in existence—the United States of America.

One hundred and fifty-five years ago there was peace and harmony throughout the small Republic. Every American was linked together in the close bond of friendship—bound together for one purpose—to win their Independence from the Mother Country.

Today there is too much friction among us all. We are fighting—not the enemy, but ourselves. Each is striving for his own personal gain and is losing sight of the true American's standard.

Let us break away from such selfish motives. Let us live and work in harmony for the betterment of our Town and Country. "United we stand; divided we fall."

Saturday is a legal holiday throughout all the states and territories of the United States. It should be fitfully observed by all Americans.

I call upon you to display the American flag on that day and give a few minutes to thought and meditation upon the problems that confront our nation today.

I. G. Morrow, Mayor.

FRIENDSHIP NEWS

Nell Webb left Tuesday for the wheat fields to work thru the harvest season.

Jessie Horn and son, of Chickasha, Oklahoma are spending a few days in the W. H. Horn home.

Mr. and Mrs. Rollins entertained the young folks of the community with a party Saturday evening.

Mr. and Mrs. E. N. Ray and children spent Sunday in Portales with Mr. Ray's parents and other relatives.

Misses Audra Faye Thompson and Alta Mae Hicks took their Sunday School classes on a picnic at Alkali Lake Sunday.

Mrs. H. G. Boyles and small children, accompanied by Mr. and Mrs. J. D. Gillmore and daughter are visiting in Turkey this week.

Mr. W. H. Horn seems to be greatly improved at the present.

Mrs. M. J. Moncrief is suffering from a slight illness this week.—Reporter.

Mrs. J. R. Dean and daughters, Margaret and Katherine, returned Thursday from a visit with Mrs. Dean's parents in Topeka, Kansas. Her mother who has been in ill health for months, is still in poor health. Saturday the Deans left for Ruidoso to spend the balance of the summer.

Mrs. J. E. Dryden returned the latter part of last week from a visit with Mrs. C. Shuler. The week-end in Clovis, N. M.

IF YOU CELEBRATE THE FOURTH

If you are planning to spend the Fourth somewhere and are undecided just where it will be, we suggest that you turn to another page in this issue of the News and read the quarter page advertisement sent out by Plainview.

Ten tons of beef have been prepared for the guests, there is a nigger ball game, wrestling matches, Josh Lee, dance, fireworks. In fact that city is supplying most any kind of amusement that could be desired. Read their display advertisement and see for yourself what they offer.

DID YOU KNOW?

That Sudan is planning your accepting her invitation to come to her big Dollar Day sales on Friday, July Third? And that she is celebrating the Fourth of July on that day and that she needs you here to help her?

You'll not disappoint her, will you? Then come to Sudan on the Third and let's paint the old town. Big free boxing exhibitions, contests, and what have you. We're having lots of fun here that day.

BLUEBONNET H. D. CLUB

The Bluebonnet Home Demonstration club met June 25th with 21 members and 7 visitors present. The president called the house to order, and the business matters were quickly disposed of.

Plans were made for several members to attend the county dress contest at Olton, and ways were provided for all who wished to attend.

H. C. Crawford, of this community, placed on her club, wof. Ruidoso, dress entry. H. H. Haney, of this community, was elected as vice-president to fill the vacancy caused by Mrs. C. H. Matthews with drawing from the club to go to Houston with her husband who entered a hospital there for treatment.

Word has just been received of the death of Mr. Matthews at Houston last Saturday. The club extends to Mrs. Matthews their sincerest sympathy.

One new member was received at this time—Mrs. Curtis Chisholm. Miss Mashburn was present for a lesson discussion of Music Appreciation.

Charlie Rhea Crawford gave a reading at the social hour that was greatly enjoyed. Mrs. A. C. Martin, as hostess, served cake and ice cream.

The club meets the third Wednesday in July with the Amherst club for a lesson on members are especially urged to attend this meeting.—Reporter.

ATTENTION, EARTH READERS

We regret very much that it is not possible to include in this issue the regular quota of Earth News. As we stated last week, we leave early Wednesday for Ft. Sill, and the paper must be out before we leave. Just as the press started grinding we are holding them up now while we get this notice in. Any other time Tuesday would have been plenty early. However, we'll include this in next week's issue and give you lots to read.—Editor.

But here's good news for you. There will be a Baby Show at Earth Saturday, July Fourth. There will be a regular program, also, but this is the main attraction. The judge will be one who is competent, fair and impartial. Come.—Reporter.

From the Muleshoe Journal we see that members of the American Legion at that city are planning a picnic for the Fourth of July at Horseshoe Bend.

Dr. W. H. Ford returned the latter part of last week from Arkansas City, Kansas, where he visited his daughter, Mrs. Simmons. The doctor was accompanied home by his grand son, Ford Simmons, who will visit here.

E. Lam returned from several days work in the wheat fields.

Jack Doss returned from Portales on Saturday morning. He was accompanied by his wife and Mrs. W. A. Johnson.

Merchants of Sudan are inviting you to come to Sudan

and be their guests next Friday, July Third. On that day Sudan will celebrate the glorious Fourth of July by offering you some splendid Boxing Exhibitions. Jack Doss, the former state Champion of the Junior Welter-Weights, will be the main attraction. Just who his opponent will be remains to be seen. We have every assurance, however, that it will be someone capable of holding up his end of the bout. There will be other boxers, too, that will amuse you. The entertainment committee is hard at work planning for your amusement here on that day.

The merchants are busy, too

preparing for your arrival. They are offering you bargains unheard of before in this city on Dollar Day. They are stretching your dollars for you until they have lost all shape. The dollars are flattened out, from such a tremendous buying power. You need merchandise, and the merchants need to sell their stock. Then come and get together here next Friday and get a taste of quality merchandise at the lowest possible prices. Don't forget that the leading stores will be closed all day Saturday, July Fourth. Do your trading Friday while it is Dollar Day.

WINS A B CERTIFICATES

(Crowded Out Last Week) Mrs. G. A. Foote and Mrs. W. A. Peachy rather distinguished themselves at the O. E. S. School of Instruction at Slaton Saturday, June 20th. Both these ladies brought home with them the A and B certificates. All the others went over from the local chapter won a B. All report a wonderful time. There were 29 different chapters represented.

Those going from here were Mesdames G. A. Foote, W. A. Peachy, G. G. Hazel, Clint Dyer, A. C. Finley and Miss Lucile Askew.

LEAVE FOR FORT SILL

Joe Carter, Winifred Wells, Bernice Brothers, J. W. Weldon and Forrest Weimhold left early Wednesday morning for the Citizens Military Training Camp at Fort Sill, Oklahoma. They were accompanied by Editor and Mrs. H. H. Weimhold, who will return the latter part of the week.

The boys expect to be gone thirty days.

CIRCLEBACK NEWS

A large crowd enjoyed a picnic at the sandhills near Muleshoe last Friday evening. Everyone carried their lunch, and reported a splendid time.

Evered Cole, of Sudan, and Mrs. J. E. Perkins spent Saturday with Mr. and Mrs. C. C. Call.

Misses Vera Patton and Grace Min, of Rails, spent the week-end here with Miss Patton's brother, Alva Patton, and family. They were accompanied back to Rails by the Patton's who will remain there for a week's visit.

Mr. and Mrs. C. E. Holley and daughter, Mrs. Ernest Hammock and children Cecil Elmore and Larry were guest in the Elmore home last Sunday.

Mr. and Mrs. O. D. Cobb and daughter Lucille and Mr. and Mrs. E. J. McCallum were Sunday guests of Mr. and Mrs. Jimmie Lee.

Mr. and Mrs. W. C. Nail were shopping in Sudan Saturday. There was a large crowd at Church and Sunday School Sunday.

Mr. R. E. Lewis was shopping in Sudan Monday.—Reporter.

LUMM'S CHAPEL H. H. CLUB

Mr. C. E. Holley was hostess Wednesday, June 24th, to the regular semi-monthly meeting of the Lumm's Chapel Home Demonstration club. Mrs. Pierce, president presided over the meeting.

The topic for the afternoon was taken from the Study Book and was on Recreation. Each member answered roll call by name her most enjoyable recreation.

Most of the afternoon was given over to a round table discussion of plans for the County Fair.

The next meeting will be held July 1st at Lumm's Chapel Church.—Reporter.

Mrs. W. I. Wilkins, L. E. Slate, baby Slate, John Smith, Jones, Rex Hammock, and the Wilkins spent Monday in Amarillo.

L. E. Slate and son, Crosby, returned Friday from Ruidoso where they spent several days with Mr. Slate who is there for his health.

C. M. Farnoux has returned from a visit in Dallas with relatives. Mr. Farnoux and Mrs. Farnoux accompanied him to Sudan Friday.

Miss Bertha Vera friend, of Amarillo, was shopping in Sudan Friday.

LET'S BOOST THE BIBLE SCHOOL

Had you stopped to think just what the Vacation Bible School will mean for your boy or girl? Public school is over for the summer and the children are restless and eager for something with which to employ their minds. Unless something is provided for them, they'll rustle it and it may not be just the form of amusement that you'd like to see them enjoy.

With this in mind, the Methodist Church is sponsoring a Vacation Bible School for the next two weeks that should prove of real benefit to those who attend and to the parents also. They can rest assured that their children are in capable hands and that what they learn will be of real benefit.

The school opens with a musical program; then they will be entertained with Bible stories for a few minutes. This is followed by a period of directed activity. The boys will make toys and those things that are dear to a boy's heart while the girls will fashion articles of interest to girls.

This is not an attempt to influence the boys and girls. It is simply an attempt to teach them Bible stories and keep their minds occupied with wholesome activities. It is deserving of the support of every parent in Sudan. Or of anyone else interested in the boys and girls of today.

Already the children are showing a keen interest in the school. It is now up to the parents to encourage this interest and see that their children are there to receive the benefit of the school.

Don't forget that the merchants of this city are practically unanimous in signing up to close next Saturday for July the Fourth. This means back doors as well as front doors, and most of the merchants will leave early Saturday morning. So come in town Friday, see the big fight and other forms of amusement and get your shopping done. Remember, it's Sudan's Dollar Day!

BLUEBONNET NEWS

Mr. and Mrs. J. M. Vining enjoyed a "Home Coming Day" last Sunday when all their children, scattered over various Texas towns, came in to enjoy a few hours together.

Miss Mavis Terrell spent Friday night with her sister, Mrs. J. T. Graham, of Amherst.

Mrs. C. T. Pierce and daughter, Mary Thresa, of Menard, are visiting Mrs. Pierce's parents, Mr. and Mrs. J. M. Vining.

Misses W. E. Logan, W. P. Eaves, J. H. Bradley, G. W. Bellfield, Chas Crawford and Miss Mavis Terrell attended Council Meeting at Olton last Saturday and also attended the County Dress Contest. Mrs. Chas Crawford, this community, won fifth place on her entry.—Reporter.

Geo. McAdams and son, Claude, left Monday morning in response to a telegram stating that his mother, who lives at Bellview, was not expected to live.

Walter Patterson is on the sick list this week.

Mrs. A. K. Boyd, who is attending the summer term of the Texas Tech, spent the week-end here with Mr. Boyd.

Miss Bertha Vera friend, of Amarillo, was shopping in Sudan Friday.

THE SUDAN NEWS

Entered as second class mail matter July 2, 1925, at the Postoffice at Sudan, Texas, under the Act of March 3, 1879.

Published every Thursday by H. H. Weimhold & Son At Its Office, Sudan, Texas H. H. Weimhold, Editor

\$2.00 PER YEAR, IN ADVANCE

PRESS CRITICS

Next to advice, criticism is the cheapest thing in the world and used most freely by the cheapest persons. The man who complains most loudly about the shortcomings of the press is generally one who borrows his neighbor's newspaper never advertises, and if he has a printing job sends out of town for it.—E. F. Clipson in the McLean News.

The humor of English political campaign speeches, at its best, is unsurpassed. When the late John Morley had finished an oration by requesting his hearers to vote for him, a man jumped up and shouted angrily, "I'd rather vote for the devil!" "Quite so," returned the unruffled statesman, "but in case your friend declines to run, may I not then count upon your support?"—Exchange.

AS TO THE AMENDMENTS

Texas citizens are going to be asked to vote for some more tinkering with the State constitution. Instead of having a constitutional convention and going carefully into the various changes which time and conditions have made advisable, the voters are being continually asked to approve amendments, many of which are of much less consequence than changes which undoubtedly would be proposed by a non-political convention—if there be such a thing as a convention unbiased by politics. The one amendment that should be by a means have had precedence was voted down. It was the resolution to do away with the fee system and the refusal of the legislature to submit it indicates very plainly how much more our lawmakers are interested in the politicians than they are in the people. There is merit in the amendments that will be submitted, but the two which would effect savings for the ordinary citizen will probably meet with considerable opposition. The politicians will not want the offices of county assessor and county tax collector commingled. That would mean two markets and fifty-four office holders out of job.

It is also expected that the amendment which would exempt from state taxes all one-steads up to three thousand dollars in value will be not only contested. Other amendments are: To limit participation in bond election to those who have rendered property for taxation; to empower the legislature to establish a ten-year limitation on consequent tax computations; to change the method by which property sold for taxes may be redeemed; to permit retired officers of the army and navy to hold public office; to authorize the legislature to make an appropriation for the Texas centennial celebration.

There are two amendments which will correct errors of our

missions in amendments previously passed and they have to do with the investment of the university's permanent fund and the voting of seawall bonds by Gulf coast cities. All of these amendments will be published in due time and Texas voters should familiarize themselves with the changes proposed. Since they will not be voted on until the next general election, there is plenty of time to study them.—Southwest Plain-sman.

WELL, HE REPORTED

Newcastle, Pa., June 13.—Thirty years ago Dominico Terrate registered for the army draft and then went on about his business, waiting for the return of his registration card and the call to arms. He received it just recently from the draft board, two miles from his home. When he reported for duty, officials assured him the war was over.—Lubbock Avalanche.

ON TEXAS FARMS

(By W. H. Darrow, Extension Service Editor)

There has never been a time when more care was needed in making up livestock rations. When prices are high, errors in judgment may only shrink profits, but right now anything short of skillful feeding turns slight profits into losses. Good farmers are worth watching these days.

By feeding it to five pigs, Fred Wolter, DeWitt county demonstrator, made a market of 90c a bushel for 20 bushels of corn that was worth only 50c a bushel on the local market. County agent says it took \$2 worth of home mixed protein supplement to balance the corn the whole feed in self feeders. Figs sold for 7c per pound at the farm.

Turning to the Plains, Frank Seals of Hartley county has gotten 88c per bushel for wheat fed to pigs. Skim milk valued at 4c per gallon balanced the ration and the hogs figured seven cents per pound. Demonstrators up there show it still pays to feed wheat to hogs, even at the low prices hogs are bringing.

A man in Erath county cleared \$23.92 above feed cost in April on five young cows that produced 145 pounds of butterfat for the month. He is R. R. Farmer, dairy herd demonstrator, working with the county agent, and he got his profit on an 18-cent butterfat by feeding little else but kennegh pasture to his cows. He had a total feed bill of \$10.8, including one per cow per month for pasture.

THE DANGER OF WAITING

(A worthwhile editorial selected by the National Editorial Association.)

Life can play four jokes on people some times. In a large middle-western city there was a grocer who worked very hard and saved his money religiously so that his old age would be provided for. For fifty years he stuck to his grocery store. He worked and saved too hard to have very much fun, but he was looking forward to the day when he could retire. Then he would

have had money to do the things that get the most out of advertising rates. And just when he had reached a nice home, he died. "Now," said the grocer's son, "I am going to do as my father did and all we can do is wait until he has reached old age, and we would accuse the grocer of straining too hard for an ironic effect."

But life takes queer twists that are not permitted to good fiction. It all happened precisely as it is described here; and all we can do is admit that there are times when wisdom and prudence are horribly confounded.

As a matter of fact, the sort of thing happens fairly often—in a little different way. Not many people who have prepared for a career are prepared to taste their reward, of course, but they get cheated by the time they have forgotten how to play. They find that the empty hours are depressing because they do not know what to do with them. They find themselves feeling that they have been put upon the shelf, and they grow older in 12 months.

Perhaps we aren't meant to be too cautious. Deferring one's happiness to the end, when one will have time and the means to take it, is risky. For most of us that gilded tomorrow will never dawn. If we don't get our happiness along the way, we shall never get it at all.

That is a lesson worth learning. The real joy of living is not something that can be banked and drawn on at some future date. It has to be taken from day to day. It is compounded usually of many little experiences. The haze of an autumn afternoon over a flaming woodland; the ceiling smile of a child, nesting in one's arms for a fairy tale; the smell of a clear wind on one's trudge along a beach by blue water; the sudden revelation of tenderness in the eyes of a loved one; the brief, washing strain of a bit of music—of such things is a satisfactory life fabricated. You cannot postpone them, you cannot wait for them. You must get them as you go along, or you will miss them entirely.

ONE FEATHER—NO NEED

Remember the old story of the Indian who heard about feather beds and decided he would try one? He took one feather, laid it on a pillow, and slept on it all night. In the morning he woke up with a crick in his back and growled: "White man say feather bed 'sap soft. White man big fool."

Some retail merchants advertise like that. They run an advertisement once or twice and because they do not note a big increase in business say that advertising is not good for them.

One feather is all right but it takes more than one to make a feather bed.

The same principle applies to advertising. If intelligently planned and used, satisfaction and profitable returns are certain.—Muleshoe Journal.

TOWN ENTERPRISES

We have known towns to spend hundreds of thousands of dollars for enterprises of doubtful worth that would not advance one-tenth the sum to improve the local newspaper. Business interests will submit without a murmur to excessive taxation, but will protest vigorously against an increase in advertising rates. It is hu-

man institutions do the most for the people that get the most out of advertising rates. We should say that it depends upon the value to the advertiser, a matter which varies in the case of different publications. Circulation is important, but is not everything. A two-dollar rate for a specified circulation in one publication might be cheap, whereas a thirty-cent rate for the same circulation in another publication might be dear. No rate is excessive which results in satisfactory returns to the advertisers.—E. F. Clipson in the McLean News.

KIDDING A GUY ALONG

We have never had a grain of sympathy for the person who kides a guy along in other words, we believe in coming out with the truth, no matter how it may sound and trust to a certain amount of tact if there is a possibility that it will be understood. Kidding a guy along never takes one very far. In other words, to be abominably deceitful and try to tell a person he or she is the cream of the earth one minute and laugh at their backs the next seems to be highly inconsistent and entirely unnecessary.

One reason there are so many misunderstandings continually going the rounds is due to the fact that most people are wont to take the easiest way out of difficult situations. We never like to hurt anyone by what we say, be it written or oral. At the same time, we believe frankness is a curative for many ills and we are willing to risk an injury rather than be two-faced. After all, few people are fooled for long at a time by any phase of the highly developed art of kidding. Downright honesty without equivocations pays the biggest dividends every time, we have found.—Memphis Democrat.

THE FARMER'S PRAYER

Lord, I am only a farmer. Thou knowest that when wheat was \$2 per bushel and I had flour and sugar in the house and cakes and pies and everything, I voted, for a change, for Hoover. Thou knowest that I wear a Hoover badge and was faithful in all things to O. P. Evans. Thou knowest that I believed in the dawn of a new day.

That wool would advance in price that I would get \$3.00 for wheat and 20 cents for pork.

Lord, two years have gone, never to return. I am still too poor to buy necessities and I still wear the Hoover badge on the seat of my overalls.

Oh, Lord, I am thankful for one thing—that Hoover has been able to make the Jack rabbit taste good in the summer time. I pray that Thou wilt keep the rabbits replenished so that I shall not go hungry and that I may use the hides for clothing.

I am glad, Oh Lord, that Thou hast prospered the great trucking systems and that also the railroads have been able to keep their high freight rates and my corn will not pay the expenses for husking.

I pray that Thou wilt continue to uphold Wall street, that Big Business will be able to collect the year's interest on the funds of my own bank account for it is a rightful cause. Teach me to pray: Our father, who are in Washington, Hoover be thy name, his kingdom come, his will be done even to denying drought, suffering relief and beating the soldier boys out of their bonus. Give each our daily corn bread that Hoover tried to make us eat for two years and that Harding had us eating in three months. Lead us not into temptation to vote for a Democratic president. For Hoover has all the power, Wall Street all the money, Rockefeller the oil, the manufacturers all the protection and I have patched overalls, forever and ever. AMEN.—Exchange.

FRIENDSHIP H. D. CLUB

The Home Demonstration club met Friday, June 26th, for their regular meeting. There were eighteen members and one visitor present.

The lesson was "Music Appreciation" and Miss Mashburn played several selections on the portable, giving a brief sketch of the composers' lives.

Messdames Dennington, Russ and Roberts entered dresses in the contest at Otton.

The next meeting will be Friday night, July 10th, at the Church. The meeting begins at eight o'clock, and the subject will be "Health and Sanitation." We will try to have for that meeting several good speakers that will make this meeting interesting to everyone. The subject is one that should be of special interest to parents, teachers and children.

GOOD TIMES ARE COMING

It takes no gift of prophesy to foresee that in the long run the economic hardships of the present year will prove to have been among the most fertile in American history. In diverse ways the country is making a fresh examination of itself, its problems and its aspirations. People are substituting work and thrift for speculations.

"We are beginning to look at common problems from the other man's point of view," says William L. Cheney, editor of Collier's Weekly, in a summary of the Lessons of Adversity. "Not because we are the more virtuous or unselfish than before, but because we realize that in no other way can we arrive at rational solutions."

The Smoot-Hawley Act has thus compelled Americans to think about the tariff with minds less prejudiced than ever before. Because times have been hard, they have learned that foreign trade is a two-way street, and that if a nation won't buy, it can't sell.

"As a nation we have comprehended more of the essential facts of world trade in the last twelve months than in any previous decade of our national existence," declares Mr. Cheney. "We shall do well to act upon what we have learned. We have drifted long enough. Never has leadership had a better chance. As our problems are grave, so, too, is our opportunity great for an advance from all directions."

In many ways the necessities of the times seem to be driving Americans to confront conditions and to think about policies which they preferred to ignore or to accept without question so long as conditions were easy. Andrew Mellon is quoted by Collier's as saying: "We still have much to learn in the maintenance of production on an even keel and the achievement of a process of orderly and broad distribution of products and services."

Apparently it is just becoming evident that the United States cannot have orderly distribution and economic anarchy at the same time. People must learn to cooperate if they are to prosper.—Industrial Record.

W. H. FORD, M. D.
Phone, Office and Residence, 11

FOR SALE—40 Turkey Coops.
\$2.00 each. Sudan News.

Fine lot of young canary birds; Harts Mountain, gould finches. See Mrs. H. H. Weimhold, Sudan, Texas.

14x16 house for sale. Just what you need for 100 laying hens. At the News office.

Nice two pound fryers for sale. See Forrest Weimhold.

For Sale—Several tons of bright maize heads at my barn. Hugh Brewster, Sudan, Texas. Absolute guarantee to keep mice and lice out of chicken houses for 12 months. For sale at the News Office and Briscoe Coal and Feed Yard.

LUBBOCK SANITARIUM & CLINIC

Dr. J. T. Krueger Surgery and Consultation
Dr. J. T. Hutchinson Eye, Ear, Nose and Throat
Dr. M. C. Overton Diseases of Children
Dr. J. P. Lattimore General Medicine
Dr. F. B. Malone Eye, Ear, Nose and Throat
Dr. J. H. Skiles Surgery
Dr. H. C. Maxwell General Medicine
Dr. R. L. Powers Obstetrics and General Medicine
Dr. B. J. Roberts Urology and General Medicine
Dr. Jerome H. Smith X-Ray and Laboratory

C. E. Hunt J. H. Felton Superintendent Business Mgr

A chartered training school for nurses is conducted in connection with the sanitarium.

THE PLAINVIEW FLORAL
"Say it with Flowers"

Plainview and Otton
W. H. Lindsey
FUNERAL HOME
Day and Night phone 6
206 Eighth Street
Ambulance Service

BARRON & LADD
INSURANCE
BONDS
AUTO LOANS

Let us insure your cars and trucks. We can furnish all insurance asked by the Railroad Commission on your truck.

PHONE 25

Let an **EXPERT** Fix Your Car!

Conscientious workmanship is the only kind we know anything about. We have the experience and the equipment to do the work right. Trust your repairs to us. We'll satisfy you and save you money.

HI-WAY GARAGE
Carlisle Daniel, Prop.

Church of Christ
Sunday School 10:00 a. m.
Communion 11:00 a. m.
Singing 8:30 p. m.
Reverend Garner preaches every fourth Sunday.

BILLS & HAZEL
Attorneys At Law
Littlefield — Sudan

Albert S. Carver, D. C.
CHIROPRACTOR
Muleshoe Texas
Piles treated without the use of knife and no delay from work.

A. L. STRINGER
I have a painless treatment for External Cancers.
Cancers
2123-18th Street, Lubbock, Tex.

DR. C. C. STARLING
Dentist
Office in Higginbotham-Bartlett Bldg. Sudan Texas

DR. G. A. FOOTE
PHYSICIAN and SURGEON
GLASSES FITTED
Office phone 45
Residence Phone 33
Office At Sudan Drug

SUDAN DAIRY

All cows T. B. tested
De Laval Magnetic Milker

Milked in Concrete Barn

You can whip our cream

Buy For ECONOMY

Buy your dry goods and groceries at our sale during this money saving event. It will be economy in the long run. Tissue Gingham, Fancy Colors, 50c value, now 19c

Rayon Taffeta, \$1.15 values, now 49c

SCHILLING COFFEE

4 lbs., regular \$1.75 value, now \$1.39
2 lbs., regular 90c value, now 70c
1 lb., regular 45c, now 39c
5 lbs. Top Liner Coffee \$1.00
White Swan Mince Meat, per pkg. 5c
Van Camp Catsup, per bottle 15c
Toilet Paper, 3 rolls, 16c
Red Arrow Bohemian Malt 20c
Soda, 3 pkgs. 19c
Macaroni, 4 boxes, 20c
Armours Peanut Butter, 40c glass, now 17c

Altman Dry Goods and Groceries



Travel with Success Have Money

Keep on the Right Track and travel to Success! Success is just as easy to have as FAILURE. If you only THINK success and set your mind on gaining it. The first step toward success is SAVING YOUR MONEY.

START SAVING REGULARLY NOW We Welcome YOUR Banking Business

First National Bank
Home of the Thrifty
SUDAN, TEXAS

LIGHT POWER ICE

Texas Utilities Co.
R. E. McCASKILL, Manager
Sudan, Texas

Draughon's College

Training is the difference between a job at poor pay and a position with opportunities. "Proof of Positions" shows how we can train and place you in a minimum of time and expense. Mail Coupon today to nearest office, Dallas, Wichita Falls, Abilene, or Lubbock, and find out about the big opportunities in business.

Name _____

P. O. _____

ALL READY TO HANDLE YOUR WHEAT

We pay highest market price and will render service to wheat farmers every day or night during wheat harvest. No waiting at our elevator.

Sudan Grain & Elevator Company
Sudan, Texas

A FENCE 1,139 MILES LONG

The longest fence in the world stretches more than 1,139 miles across Western Australia. It is not, as might be supposed, a barrier to mark the boundary line between two commonwealths, or to keep herds of cattle from wandering from their grazing grounds. It is known as the No. 1 Rabbit Fence, and its purpose is to protect the citizens and crops in that part of the world from being overrun with the rodents.

The fence is made of strong, fine mesh wire and is topped by several strands of barbed wire. It is six feet high, to prevent the rabbits from jumping over it.

In Australia the rabbit, which furnishes pleasant sport for hunters in several sections of this country, is a troublesome and expensive pest. In time of drought hundreds of rabbits migrate to sections where water and vegetation are plentiful. They sweep across the country in great armies, which are kept from overrunning the country by the famous 1,139-mile fence and others like it.

The rodents run madly along the wire barriers until they are emaciated and exhausted. The dead bodies of the animals are sometimes piled high against the fences for fifty miles.

In spite of the high death rate, the rabbits are still the worst of Australian pests because they are such prolific breeders. For every hundred thousand that die, another hundred thousand are born. Every doe gives birth to from four to seven rabbits every nine weeks, and their daughters begin to breed regularly when they are nine weeks old.

Mounted men constantly patrol this great stretch of fence to keep it rabbit-proof and to watch for the approach of migrating armies of the creatures. —Exchange.

OIL TEST NEAR LEHMAN

The Penn Oil Company, according to a drilling contract made several months ago, will begin the drilling of another oil test near Lehman not later than August 1.

The location selected is four and one-half miles west and one and one-half miles south of the town of Lehman, and is almost north of the ones made within the past two years by the Continental Oil Company. Oil and gas was encountered in both of these wells, but under the present conditions the volume was thought to be too small to make their present development profitable.

This will make the fourth test to be made in that locality and the findings have been such that encouragement has been given the oil companies that an oil pool exists in that section. The derricks are still standing over the three wells that have been drilled, which has given some weight to the rumor that the owners would make further effort to bring them in should conditions in the oil industry change to the extent that deep pumping could be done.

The new well is to go down on the Dick Slaughter lands, which adjoin the Scrape-Out pasture, in which the Continental wells were drilled. The other test was made near Morton.—Hockley County Herald.

LITTLEFIELD HAS NEW WELL

A new six-inch cylinder pump has been installed by the city at the north well, increasing the city's water supply 40 gallons per minute, according to an announcement by Homer Hall, commissioner.

The installation of the new pump gives a total of 175 gallons per minute from the city's three wells.—Lamb County Leader.

THE CHURCH PLEDGE

Too bad! The man who never makes a pledge cannot have a telephone. For the company will not put the phone in unless he agrees to pay the bill. The same is true with the electric lights, water, groceries and everything in our homes. He cannot be married, for he would need to make vows to get married. He cannot own property, for he will need to make a pledge to pay taxes. He cannot be a citizen of the U. S. for he will need to pledge his support to the government. Yes, you do believe in making pledges, but when it comes to the Lord's work, you are just hard up for excuses, and this is the only one you could think of on short notice. Make your pledge to the church budget, and then pay it in full. It will do you good and bring honor to our Lord. No pledge as a rule means no pay. Be honest with yourself.—Selected.

UNCLE MOSE CAME THRU

A party of New Yorkers were hunting in his piney woods of Georgia and had as an attendant an old negro named Uncle Mose. One of the party, a young man, was suffering from a severe sprain in the left ankle.

Mose bent, remarked to him: "Uncle Mose, the indentations of the terra firma in this vicinity render traveling in a vehicular conveyance without springs decidedly objectionable anatomically. Don't you think so?"

Uncle Mose scratched his left ear for a moment and replied with a slow shake of his woolly head:

"Mistah Gawge, the uxuberance of y' words am beyon'mah jurisdiction."—Selected.

A gentleman slipped on the stair of the subway and started gliding to the bottom. Half way down he collided with a lady knocking her off her feet and the two continued the journey together. After they had reached the bottom, the lady, still dazed, continued to sit upon the man's chest. Looking up at her politely, he finally said, "Mamam, I'm sorry, but this is as far as I go."—Exchange.

CANNED FRUITS

By Ruby Mashburn

1. Preparation of fruit for cooking. Puncture cherries, figs, apricots, etc. with a silver fork. Peel peaches, peaches, core or pit and cut in halves. Cut pineapple in rings as for canning or use the canned product. Fruit for canning must be firm ripe, but not soft. Canned fruits may be used instead of the fresh.

2. Fresh fruit is used, cooked in water until tender. Avoid boiling the fruit. Place the cooked fruit in a pan or a stoneware crock or some other convenient vessel.

3. Prepare a syrup of 1 cup corn syrup and 2 cups water. Heat to boiling and pour on prepared fruit. Leave 24 hours.

4. After 24 hours pour off the syrup and add 4 cups add 1-2 cup of sugar. Heat to boiling and pour back on fruit.

5. At intervals of 24 hours repeat this process, adding 1-2 cup of sugar to each 4 cups of syrup. The syrup becomes very thick and of about the consistency of thick honey. Then leave the fruit in this syrup for about a week.

6. Remove the fruit and drain. Place it on a coarse galvanized wire. Allow to drain and allow to dry for about a week in a room where a wind or draught can strike it.

7. Pack in pasteboard or wicker boxes or open jars. Do not use sealed containers or the fruit will mold.

STRAWBERRY PRESERVES

1. Berries should be graded and washed in a large colander before removing the stems. Removing the stems before washing allows the berries to soak up the water, thus making them "mushy." The colander allows the water to pour through the berries, washing and removing grit. It also prevents bruising.

2. An extra heavy aluminum kettle is better for making preserves. This gives an even heat, and allows rapid cooking without scorching.

3. Stir the berries while cooking as gently as possible to prevent breaking the fruit.

4. Skim berries before removing from the fire, using a silver tablespoon.

5. If berries contain enough pectin to jelly, it will be impossible for them to plump overnight as most recipes require. Watch product carefully after removing from the fire and pack before the jelly stage is reached.

6. Pack berries carefully, filling the jar. Avoid too much sugar but fill jar to the brim. Release air bubbles with a wooden paddle.

7. Pack berries in jar just before jelly stage is reached, or when syrup is thick enough to hold fruit in place. If the product is packed in the jar while the syrup is hot, the fruit will rise to the top. If it is packed too cold when the jelly stage has been reached, the jelly will break and it is impossible to remove all air bubbles.

8. Cook small quantities of berries to prevent crushing and darkening of fruit.

9. Hot paraffin should be poured over the top of fruit 1/2 inch in thickness, before sealing.

10. Wipe off any excess fruit juice from rim of jar before sealing.

11. Wash and polish outside of jar before labeling and storing.

STRAWBERRY PRESERVES (First Method)

1 quart Sugar
1-2 quarts Strawberries (Never double the recipe)
Wash and grade the strawberries into two classes—large and medium sized. If there are any very ripe berries these may be used for making jam. After the berries have been thoroughly washed in the colander, wash in the colander with pages and see what splashing she is offering on her merchandise.

let water run over them lightly to remove any dirt.

Place layers of berries and sugar alternately in an enamel-lined or extra heavy aluminum kettle. Heat slowly and stir gently until the sugar melts. Cook very rapidly from 15 to 20 minutes or until the syrup sheets from the spoon.

Remove any skim with a silver spoon. Allow to cool; when cool and before jelly stage is reached, pack the fruit in jars. Wipe surplus fruit or syrup from the jars. Seal.

Allow to stand overnight and process for 15 minutes in hot water keeping water just below the boiling point. Remove lid at once and pour hot paraffin over surface 1-16 inch thick. Seal at once.

Method Two

2 pounds strawberries
1-2 pounds sugar
1-2 cup berry juice
Wash, grade and stem the berries. Make a syrup of the sugar and juice and add the berries. Cook to 222 Fahrenheit or 105-1-2 Centigrade, or until the syrup is very thick. Cook quickly, pack into sterilized jars and seal. (See directions for packing and sealing in recipe one.)

DIRT FARMERS SHARE IN PROFITS OF SEED CERTIFICATION WORK

AUSTIN, Texas, June 16—Profits from the state's program of seed certification were distributed last year among more than 1,500 dirt farmers, in addition to the thousands of other farmers who have learned the advantages of planting a pure strain of seed.

This was shown in a compilation by R. V. Miller, chief of certification work in the department of agriculture. Seedsmen producing state certified cotton seed contract with farmers in their community to produce the seed, paying a bonus for the certified seed—averaging from \$5 to \$10 a ton. Some times the bonus is much more than this average, when special care is necessary for particular selections of cotton.

The compilation showed the thirty cotton seedmen contracted last season with 1,678 farmers, and that nearly a hundred other farmers were engaged in showing pure bred sorghums and small grain seeds.

The number of farmers producing certified seed under contract for individual breeders ranged from five to 350, with several breeders contracting with as many as 100 farmers.

Miller pointed out that many of the farmers obtained a bonus for their high grade cotton. Each of the communities where a certified seedman operates is a "standardized cotton" community in the making, in keeping with recommendations of specialists at A. & M. College and other cotton experts, who cite the advantages to a community of concentrating on cotton. Farmers of these communities, however, still have in many cases to work out marketing systems before they will obtain the maximum benefits under the uniform cotton plan.—State Dept. of Agriculture.

THE COMMUNITY TAX ?

Oakland, California, for the past decade has been exerting itself to encourage the development of industries within its borders. Like all sections of the country, this city has been struggling with a constantly increasing load of taxation.

Recognizing the seriousness of the present tax situation under which large cities have drawn heavily on their taxpayers' resources to make costly municipal improvements, the Oakland Post-Inquirer, in a feature editorial, says:

"Lower taxes will mean higher local prosperity.

"The people of this community are struggling under a tax burden much too heavy.

"This high tax load has reached a point where it threatens to handicap the development of the community. It is certainly a handicap to individual bank accounts.

"To decrease taxes would be a sure way to increase business; to stimulate building operations; to relieve unemployment.

"Lower taxes is the most important question confronting this community.

"Excessively high tax rates do mean in the end lower total income from taxes. They depreciate property values, they discourage new building, they frighten home owners, business men and industries away from a community. They cut down the amount and value of the property that can be taxed.

"Private business is finding ways to lower costs, fixed and otherwise, without lower efficiency, and in the end that may be the depression's great blessing in disguise for private business. Perhaps the same thing will be true of public business.

Miss Margaret Earl Gibb, suffering from a severe sprain in the left ankle.

every community. What every city, county and state needs is a smaller total tax collection from every taxpayer, not new methods of getting more taxes. Let tax funds come from increased business and not more taxes from less business.

MAKING GARDENS PRODUCE IN SUMMER

College Station—"It's not too dry to prolong the life of your garden into the hot summer months, even in droughty areas, if you have a spring, windmill or surface tank handy," says J. P. Rosborough, horticulturist in the Extension Service, Texas A. and M. College and United States Department of Agriculture. "With an available water supply it's not a matter of money but of a little extra labor to divert surplus water supply into the garden plot, and that it pays is given ample testimony by home demonstration garden demonstrators," he states.

Mr. Rosborough cites the garden of Mrs. Herbert Bossey of Ward Community in Haskell county as a demonstration of the fact that West Texas was not too dry for gardens last year. She produced more than 400 pounds of high quality vegetables worth \$243.33 from one-sixth of an acre by irrigating from a small tank. "Irrigation is not needed everywhere," he says, "but women in all parts of Texas are demonstrating that the nearer year 'round the garden is, the higher its value."

Sub-irrigation systems, especially those using lathe tiles, are coming into increased use in gardens in many sections of the State, and Mr. Rosborough recommends the installation of these systems at the end of the spring garden season in preparation for the planting of early fall gardens in August. The cost of a lathe tile system should be about \$7 for an average garden, he estimates, and cites Extension Service circular No. 274 for complete plans.

"These are instances of sub-irrigation systems in operation in East and South Texas but it is in West Texas that home demonstration agents have developed their greatest use," points out Mr. Rosborough. "Carson county home demonstration club women have recently installed the tiles of these trying to get them using same, saw lumber, clay tiles, or old iron pipes from near-by oil fields."

COTTON MAN URGES SUBSTITUTION OF COTTON FOR JUTE

Austin, Texas, June 15—In a letter to J. E. McDonald, commissioner of agriculture, the belief was expressed by W. J. Walker, cotton agency proprietor of New Orleans, that jute holds the "balance of power" in arriving at the price of cotton.

Walker cited figures from Leaville McCampbell, cotton manufacturer and selling agent of New York City, that to replace jute with cotton in its many uses as burlap bags and bagging would increase the consumption of American cotton in America by 1,599,000 bales a year.

"The farmer will have to start housecleaning at home, by covering his cotton with cotton bagging, by demanding his fertilizer sacked in cotton sacks, Walker declared. "Positively no success can be had in preaching increased use of cotton when the farmer uses jute.

"Cotton bagging and cotton sacks are available, and of the farmer will demand them, half the battle will be won.

"Just suppose that six years ago we had stopped importation of jute into this country, or had refrained from using it for any purpose. We would have consumed about nine million bales or more of cotton in that period, and there would be a cotton famine now instead of the largest surplus in the history of the south."

Walker is making a speaking tour in Mississippi, in company with J. C. Holton, commissioner of agriculture of that State.—State Department of Agriculture.

It is pretty easy to get folks to see that only local labor should be employed on work in the community, but the fact is sometimes lost sight of that trading at home is the same thing. The man who advocates home labor should consistently advocate trading with home folks, whether it be for dry goods or printing. There is no getting away from the fact that the home dollar is the one that counts.—McLean News.

ZOOLOGICAL

The small town merchant who said he did not need to advertise when times were good, now claims that he cannot afford it. He also belongs to the class of small merchants that are passing out of the picture and we wonder how he will get on. Mrs. Nuts, a good fisherman, was seen on the Brazos River near Mineral Wells. Mrs. Nuts, a good fisherman, was seen on the Brazos River near Mineral Wells. Mrs. Nuts, a good fisherman, was seen on the Brazos River near Mineral Wells.

Roger Babson, before the Advertising of America recently, says he is willing to stake his reputation based on 30 years experience that the depression has seen it worst. "As you go back home," said Mr. Babson, "tell your merchants that now is the time to advertise and give their customers an opportunity to benefit from present low prices. Some day those merchants who take your advice will be so pleased that they'll have their ads of 1931 cut out and framed." And Mr. Babson might have gone on and added that those who cut out their advertising during the depression will have hard sledding getting their business back to normal.—McLean News.

EXCLUSIVE FIELD

Excuse us if we devote a little space to boosting business—our own this time. We note that Vice-President Charles H. McHahn of a large Detroit bank, says that newspapers over all other advertising mediums in speed and action.

"A financial advertiser has assurance today that he can reach the literate population of any or all communities by advertising in the newspapers. You may not have listened to a radio today, nor have received any advertising by mail, but most of you will read the newspapers. Thus newspaper advertising duplicates the influence of all other advertising and touches, in addition, fields that are exclusively its own.—Welsler, Pennsylvania Post.

BANKERS ADVISE SOUND

The advice of bankers is usually good. This from the American Magazine of recent date is worth consideration:

"No business in any town should allow a newspaper published in his town to go without his name and business being mentioned somewhere in its columns.

"This applies to all kinds of business and professional men. It does not mean that you should have a whole, a half, or even a quarter page ad in each issue of the paper, but your name should be mentioned, if you do not use more than a two line space.

"A stranger, picking up a newspaper should be able to tell what business institutions are represented in the town by looking at a paper. This is the best possible town advertiser.

"The man who does not advertise his business does an injustice to himself and his town. The life of a town depends upon the live, wide-awake and liberal advertising business man.

Celebrate July 4th In Plainview FREE BARBECUE DINNER

10 Tons of Beef to Feed 15,000 Guests

NIGGER BALL GAME WRESTLING MATCH
HUGE FIREWORKS DISPLAY
ATHLETIC CONTESTS

Big Parade Starts Program 10:30 a.m.

STORES OPEN ALL DAY

LEGION DANCE at NIGHT Josh Lee--Popular Humorist

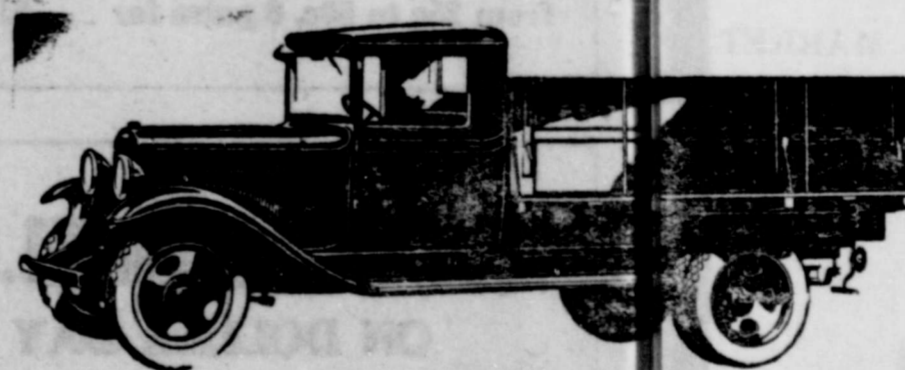
You sure want to hear JOSH LEE and his wise cracks Saturday Afternoon—it's FREE!

Many Other Attractions To Make Your Holiday Full of Fun and Enjoyment

BE PLAINVIEW'S GUEST ON JULY FOURTH

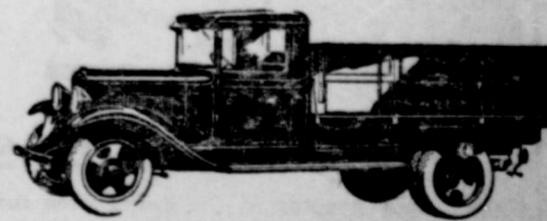
BUY NOW!!

DON'T WAIT--We have some choice used trucks on hand that are just what you need for Harvest--



1929 Chevrolet TRUCK with good Grain Bed, in good Condition.

1929 CHEVROLET TRUCK, Motor in A1 Condition, Looks Like a New one.



We also have a nice selection of used cars, at very attractive prices--Worth your careful consideration.

Valley Motor Compa

Sales CHEVROLET

Mrs. Nuts, a good fisherman, was seen on the Brazos River near Mineral Wells. Mrs. Nuts, a good fisherman, was seen on the Brazos River near Mineral Wells. Mrs. Nuts, a good fisherman, was seen on the Brazos River near Mineral Wells.

NEWS missions in appendme
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 If a novel
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This Is Station S-A-V-E!

- Announcing some extra special values for Dollar Day July 3rd.
- Choice of all ladies hats\$1.00
 - Wash Dresses, values to \$1.89\$1.00
 - 49c Silk Bloomers, 4 pairs\$1.00
 - No. 3 tub and galvanized pail, both for\$1.00
 - 12 bars soap, \$1.20, 6 nine-inch plates, all for\$1.00
 - 1 pr. Sox, 25c, 1 pr. supporters 25c, one tie 75c, all for\$1.00
 - Fly Spray, 65c value, two for\$1.00
 - No. 2 lamp and 3 chimneys\$1.00
 - Water pitcher and 12 glasses, \$1.55 value,\$1.00
- Many other items specially priced for this day.

Saunders Variety Store

Friday, July 3rd
Make YOUR Dollars
Cover More Ground!

Getting more for your money is easy on "Dollar Day." Just look at the items advertised on this page. You know what their regular prices are. Compare them! Then go to merchants who are cooperating in making this BIG SAVING possible to you. Show them you appreciate their efforts by stocking up on things you need, for weeks to come. It will be to your advantage.

CELEBRATE THE FOURTH AT SUDAN ON FRIDAY, JULY 3RD. BOXING EXHIBITIONS AND OTHER FORMS OF ENTERTAINMENT.



We Lead The Way ON DOLLAR DAY

- Children's Wash Dresses, fast color, ages 2 to 6 yr., 2 for\$1
- One lot Fast Color Ladies Housedresses, 2 for\$1
- Children's short socks, 5 pairs\$1
- Checked Gingham, Assorted colors, 6 yards for\$1
- One lot Ladies Silk, Full fashioned Allen A Hose, 2 pairs\$1
- One lot voiles, fast color, values 25c to 35c, 6 yds. for\$1
- Quilt Challies, 6 yds.,\$1

McMARTY'S



Roll 'Em In, Boys

You may take a guess at what our prices will be for Dollar Day. You already are well acquainted with our everyday low prices on quality merchandise. Then have a guess, and roll those Dollars in!



C. H. NICHOLS
 GROCERY and MEAT MARKET

Shop at Sudan July 3rd — Stores Closed July 4th.

ONE DOLLAR WILL CARRY YOU FAR---

- If spent in this store, especially on Dollar Day.
- Listed herewith are but a few of the truly exceptional values to be enjoyed.
- 1 lot Ladies High Heel Pumps and Straps, Blonde Blue and Black, Val. to \$2.50, Friday special\$2.00
 - Dainty, Flaxon and Batiste Prints, Values 35c to 50c per yard, 4 yards.....\$1.00

Children's anklets, Size 4 to 6, Val. from 25c to 50c, 6 pairs for\$1.00

Alderson's



HURRY FELLOWS!

With such unusual bargains as these. Everything you want—at prices that mean RUSH!—that's our way of making Dollar Day talk turkey to your pocketbook.

- 13 cans No. 2 Tomatoes\$1
- 6 Quarter-lb. cans Wapco Tea\$1
- 48 lbs Gold Crown Flour\$1

A. STUART

Groceries, Hardware, Furniture, Funeral Supplies



Off To Dollar Day Sales

And stopping at the Radio Shop first to buy

6

OKEH RECORDS FOR

\$1.00

The Radio Shop

F. E. Miller, Prop.
Sudan Grain &

Sudan, Texas

\$2.00 Value For \$1.00 ON DOLLAR DAY

Come To

THE NEWS OFFICE FRIDAY, JULY 3RD

and one dollar pays for two one-year subscriptions anywhere in this trade territory. This offer is good only here at the office, and must be sent to two new subscribers.

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MONEY TALKS!

And it will pay you to be here when the doors open. Enough bargains to last all day—but at the prices we've marked them we recommend you come early and make sure of YOURS!

R. E. DOSS
 CASH GROCERY

We'll Close July Fourth

but

You Would Be Surprised

What you can buy on July 3rd for a Dollar at

Higginbotham-Bartlett Co.