

Once Again Texas Utilities Company Reduces Its Rates

MANY TAKE ADVANTAGE OF NEWS SUBSCRIPTION OFFER

Peas, Corn, Cucumbers, Melons and Many Other Varieties of Garden Produce were Brought in Saturday and Exchanged for a Year's Subscription to The News. What Have You to Trade?

We still have several names that we want included on the Sudan News circulation list. Several came in last Saturday and took advantage of our trading proposition, but we need still more. What have you that you are not needing? If it is something to eat, bring it to the News office and we will allow you more than a fair price in exchange for the Sudan News.

Do You Want Your Subscription Extended?

Will your subscription expire next Spring when there is not much money in circulation? Why not come in now and date up for two or three years—on this same offer?

No matter whether it is a new or renewal subscription, this offer still holds good. We must eat, and you need to keep abreast with the times by way of your home paper.

Remember, two weeks have been set aside for this offer, so take advantage of it at once and be listed as one of our subscribers. You may take the News for any length of time—six months on up to a lifetime. We want you though, today.

Only Speculators Should Steal Wheat

The sheriff's office early last Saturday morning apprehended a youth giving the name of Delma Youkum of Mangum, Oklahoma, for an alleged theft of wheat from the Glenn Williams farm across the state line in New Mexico.

Youkum is reported to have driven the 180 bushel load of wheat here for sale. Officers here had received notice to watch for the wheat and took him in charge when he came to town. He was turned over to New Mexico authorities.—Frona Star.

L. R. Wood Back In Business

The many customers of the Woods Dry Goods Company will be glad to know that Mr. Wood has purchased the Kanes Dry Goods stock at Littlefield and is moving it to Sudan. He will be located in the Higginbotham building, next door to Saunders' Variety Store.

Mr. and Mrs. Wood have been engaged in business here for a number of years, having handled both dry goods and groceries.

ROGER BABSON SEES BETTER DAYS AHEAD

"Statistics today point to another period of prosperity, regardless of what happens to the stock market just as three years ago they pointed to the present depression," declared Roger W. Babson, "king of American business forecasters," at a meeting of the Advertising Federation of America, in New York City, "I am willing to stake my reputation," said Mr. Babson, "that although the change will be in the right direction."

Mr. Babson urged newspaper men to spread this good news before their readers. He added a postscript: "Go back home and tell your local merchants this is the time to advertise and give their customers an opportunity to benefit from present low prices. Those who take your advice will be so well pleased they'll cut out those 1931 advertisements and frame them."

Payne Moves Back to Sudan

F. Z. Payne, who several weeks ago took over the agency for the Continental Oil Company here, this week moved Mrs. Payne and the children back to Sudan from their home in Lubbock.

We are glad to see Mr. and Mrs. Payne back with us. They are fine folks and have been missed in school, social and church activities, always taking an active part in any move for the betterment of their town and community.

To Buy Cotton

Mr. and Mrs. R. A. Briscoe and J. W. Briscoe joined at Quanah by Dan Welch have gone to Walnut Springs to buy cotton until the season opens here. They plan to buy in three towns, Walnut Springs, Morgan and Kopperel—these towns being some five or six miles apart.

Visiting in Ft. Worth

Clint Dyer and sister, Mrs. Neal Briscoe, left last Thursday for Fort Worth where they will spend a few days with their parents, Mr. and Mrs. B. F. Dyer. Going down, they spent the night with an aunt in Wichita.

Grandma Damon Sick

Dr. G. A. Foote reports the serious illness of Grandma Damon this week. Grandma has been in ill health for some time but is worse than she has been for some time, according to reports.

Appendix Operation

Yvette six year old daughter of Mr. and Mrs. Lonnie Whitmore, was carried to the Lubbock Sanitarium Friday night for an operation for appendicitis.

Mr. and Mrs. Whitmore reside 20 miles west of town and Mr. Whitmore is a brother of Mrs. Chas. Wiseman's.

F. M. SHELTON OPERATED ON AT CLOVIS: NOT EXPECTED TO LIVE

Word was brought to Mrs. F. M. Shelton Thursday morning that her husband was in a hospital at Clovis, N. M. in a critical condition. His appendix had ruptured, and the physicians there gave slight encouragement as to the chance for recovery. Mrs. Shelton left immediately to join her husband, and Messrs. "Shorty" Davis, A. K. Boyd, and Brown left later that afternoon.

Mr. Shelton was operated on Friday morning, and since that time has been barely alive. Conflicting reports were received Tuesday as to his condition. Friends came from Clovis with the word that he was weaker, and not expected to last but a few hours longer. Other called the Sanitarium and were assured that Mr. Shelton was stronger than Monday night.

Mrs. Shelton and children are still residing here but Mr. Shelton has been in Clovis and other parts of New Mexico for the past year, getting such work as he could with his truck.

Mr. and Mrs. Huber have charge of the singing at the Baptist revival. Mrs. Huber is the pianist and Mr. Huber is leading the singing. Both have splendid voices and are adding much to the revival.

Three Business Houses Rented In Two Days

Business may not be on the upward trend in most places, but it certainly is in Sudan. At least it is in the fact that three new merchants this week have added to our list of business firms.

At least this is true if rumors that have been going the rounds have any ground. It is a fact that L. R. Wood will open a dry goods store in the Higginbotham building, and we have it on good authority, though not from the two merchants themselves, that two others will enter the dry goods business here. One in the G. C. Holden building and the other in the townsite building, formerly occupied by Harry Wilson of Everybody's.

The report is that both these gentlemen are now at market. However, as neither gentleman could be reached for an interview, we are unable to verify these rumors.

John Briscoe Taken Home

John Briscoe, who has been in Lubbock Sanitarium for treatment since his car wreck several weeks ago, was dismissed from that institution the latter part of last week and allowed to return to his home in Amherst.

It was stated that the arm is in no danger now, though it must be dressed each morning. The swelling has gone down considerably, and the flesh has quit wasting away.

While Mr. Briscoe is still suffering physicians stated this was due to the knitting of the bones that were broken.

From the I. O. O. F. Orphanage

The following letter carries the explanation as to why the Orphanage will not come here this year. According to Mr. Moore, it would have taken more than one hundred dollars to have brought them on here from Sweetwater, and the face of present conditions, this was an impossibility.

Office of I. O. O. F. W. & O. HOME - CORSICANA AND ENNIS - Ross G. Harris, Superintendent - CORSICANA TEXAS - August 18, 1931

Mr. John M. Moore, Sudan, Texas

Dear Brother Moore: We are, indeed, sorry that we can not be with you this year. Owing to the depression this year, we knew that it would be hard for you to have us as we were not coming near there. Nevertheless, we hoped that you could find a way to make it possible for us to come.

The kids are very disappointed that they do not get to come for they knew that they would have a good time. They were all "thrilled to death" at the thought of getting out on a ranch. There are very few who have ever been on a ranch and they as well as all the others wanted to go out there and maybe stay if the cows and horses did not get after them and run them off the ranch.

The kids all call Sudan the "good place" and knew that they would have a better time this year than last year. I assure you that we are all looking forward to our trip with you.

We will be in Sweetwater on the twenty-fifth and will be more than pleased to have you come over there if it is possible. Come and bring everyone else sible.

That will come or make them come so that we can see them all and thank them for wanting us this year.

Assuring you that it would have been more than a great pleasure to be with you and with wishes to you and all the people of Sudan, I am,

Fraternally yours, Ross G. Harris Superintendent of the I. O. O. F. and O. Home.

Mr. and Mrs. Jess A. Gladman and family and Mr. and Mrs. Will Hembree, all of Dimmit, spent Sunday her the guests of Mr. and Mrs. G. L. Musick.

ANNUAL LAMB COUNTY FEEDER'S SHORT COURSE AT AMHERST THURSDAY AND FRIDAY

Farmers From all Over the Country Are Expected to be Present, Hear Talks on Feeding and Kindred Problems: P. E. Boesen Will Give a Talk Based on Actual Experience

The second annual Feeders' Short Course to be held Thursday and Friday at Amherst will be attended by the majority of Lamb County farmers and a good representation from adjoining counties of those who have stated they planned to attend make the course.

County agents from Hockley, Bailey, Castro, Hale, Lubbock, Dawson and Lynn counties have signified their intentions of coming and bringing with them a good delegation from each of their counties.

The short course will last two days. On the first days a series of talks on feeding and other relative problems will be given. Some visits have been planned to near-by feeding plants. On the second day a tour will be made over the county, visiting various feeding lots and talking with various farmer-feeders and bankers. The short course will be held in the high school building.

Speakers include: P. E. Boesen, Sudan banker-feeder who has been feeding in Lamb County for a decade; A. L. Smith, College Station, livestock specialist of Texas A. and M. college extension service; John Jones, head of the experimental feeding in the state; D. Burns, field representative Texas Cottonseed Oil Mill association; Frank P. Holland, editor Farm and Ranch and president of the Texas Feeder-Breeder association; A. G. Magee, Lubbock, farm management survey leader; John C. Barnes, representative of the Federal Farm Bureau and secretary of the Texas Livestock Marketing association and Sterling C. Evans district county agent leader.

LAMB COUNTY FAIR TO BE HELD 10, 11, and 12 AT AMHERST

Directors Say This Will be the Biggest and Best Fair Lamb County Has Ever Had. More and Better Exhibits Promised.

The Lamb County Celebration and Fair will be held in Amherst the 10th, 11th and 12th of September, according to information just received from the Publicity Committee. The directors inform us that the exhibits will be better, attractions more various and the fair more interesting than ever before in the history of Lamb County.

The entertainment committee is working with all their might while. On the list of amusements you find a rodeo program to make all attractions worth wrestling, boxing, football, baseball, races, carnival attractions—in fact everything that will interest young or old. Nothing has been omitted.

In order to make this a county wide affair with no one group bearing all the financial strain the following plan has been adapted:

A small fee of 50c to all adults and 25c for all children up to 15 years of age. BUT, to all persons entering a creditable exhibit, a free pass for Thursday and Friday will be given.

This half dollar entitles you each afternoon no admittance charge at the gates.

Newspaper Cleanings

From the State-Line Tribune We See That a substantial reduction has been made in the wages to be paid by the county to all road workers at a recent meeting of the Commissioners Court of Parmer County. The rate for dragging roads was reduced from 30c per running mile to 25c; single laborers will receive \$2 a day instead of \$3; a man and one team will draw \$3 instead of \$5; and a man with four horses will receive \$5 instead of \$7. The cut became effective Monday, August 17th.

The Hockley County Herald informs us That a baseball tourney is this week being held at Levelland and that prizes totaling \$200 have been donated by various business men of that city. There is to be two games ago.

Notice

If "A Reader" will kindly send in her name, we will be glad to publish the article. It is an inflexible rule with the News to never publish an anonymous article no matter how deserving it may be.

Anyone can see the logic in such a rule, but if the lady, (we presume it is a lady from the hand-writing), will please make known her identity, we shall be glad to accommodate her.

The name of anyone furnishing an article or a news item is never used unless that person grants us permission to do so. But we must know the author before it can appear in our columns.

Move to Muleshoe

Mr. and Mrs. D. L. Butts have returned to their home in Muleshoe after making this their home address for more than a year. Mr. and Mrs. Butts own an attractive farm on the edge of Muleshoe, and will reside there for the coming year.

H. C. Esmonds has accepted a position with the State Highway Department under Mr. Butts and will move his family here from Muleshoe within the next few days.

Back From Market

Both McLarty Dry Goods and Alderson's have been represented at the Dallas markets the past week. Both buyers, Mrs. McLarty and Mr. Alderson bought heavily of fall and winter merchandise in preparation for the coming season, and are daily receiving new and attractive merchandise.

Mr. Alderson spent all of last week in a combination business and pleasure trip. Mrs. Alderson's mother lives near Dallas and the family spent quite a little time there.

Mrs. McLarty made hers simply a business trip and was gone only a few days.

Try News Ads For Results

Have you lost something—want to buy something or have something to sell? If you have, the Sudan News will get you results. It may be a want-ad, or then again it may be a display ad. In either case, the News is equally as efficient.

Last week Mr. W. H. Anders advertised in the News for his hound dog that had disappeared, and offered a suitable reward for its recovery or information leading to its recovery.

Monday, just after dinner, here came Oscar Serratt, asking for a copy of week's News. He had heard that a man was advertising for a lost hound and he had one he thought answered the description exactly.

Dwain Kennedy Is Appointed Mgr. 'M' System

Dwain Kennedy, who was connected with the Littlefield 'M' System store previous to going to Tahoka two months ago, has returned to this city as manager of the M System store here.

He succeeds E. K. Hufstедler, who has severed his connection with the M System to become associated with his father, E. K. Hufstедler Sr., in the implement business. His father is engaged in the implement business in Lubbock, Plainview and Hale Center, and "E. K." is now living in Plainview.

Mr. Kennedy first came to Littlefield two years ago from Sudan where he was connected with the M System for three years. He went to Tahoka two months ago, and operated the M System store in that city until coming to Littlefield to take charge of the local store—Lamb County Leader.

FREE CONSULTATION

Until further notice I will be in Sudan on Wednesdays and Saturdays from 8 a. m. to 2 p. m. instead of every day. Appointments may be made on these days.

Rest of the time in Muleshoe. Dr. Albert S. Craver, D. C. CHIROPRACTIC

The Tenth Voluntary Reduction in Electric Service Costs Since the Company Began Its Operations in 1925

Judge I. R. Kelso has just returned to his home in St. Louis, but before he left this part of the country, he lifted a load from the shoulders of residents of Sudan and other towns on the Plains.

This was accomplished by a substantial reduction on the electric service to the municipalities and school systems. The saving thus acquired runs from 33 per cent to 73 per cent, with the schools receiving the greatest reduction.

Under the old plan street lights ran \$294.00; at the new rate it will figure \$147.00—a saving of \$147.00 or fifty per cent.

Our Bull Pup Says Shaken by Earthquake

It seems that more than us have been wishing that an ordinance might be passed prohibiting the sweeping of paper and other trash out the back doors of the business houses and the circulation of circulars throughout the city limits.

It seems that others besides us are growing weary of a main street covered with circulars torn and scattered helter-skelter. We still insist this would be a good move, and we are hoping that the city dads will take it upon themselves ere many moons have rolled by to establish such an ordinance.

The busy house-wife will find her work interrupted more than once these next few days with a rap-rap at the door and a stranger inquiring if she would care for some nice apples, peaches, etc.

The home people are all right. It is their town, and if they wish to make a house-to-house canvass with their wares we regard it their business strictly.

But these fellows that blow in and blow out equally as soon, paying nothing for the town in which they do business, do nothing towards supporting the schools and churches are hardly entitled to our few pennies, according to our way of thinking. Let him peddle his wares in his town, and give our farmers a chance to make these dollars or our home merchant the opportunity to sell the town folks.

And the stinger is usually there. These strangers that come straggling in usually are selling the culls and inferior fruit and regular prices. More often than not, the housewife will find that she was badly fooled in her purchases. But then it is too late, and the peddler has gone to another town to try his luck. Such is the way of the world.

Installing Public Scales

Mrs. Cora Woffard Public Weigher for this precinct is this week having some new public scales installed. The new scales will be located near those that have been in use for the last few years, and are modern, up-to-date scales.

Installs Gasoline Pump

Roy Cowan of the Sudan Produce installed a gasoline pump the latter part of last week and is now ready not only to buy your produce but to sell you gasoline while you wait for your produce to be weighed and bought. This is an added convenience. He is handling the Phillips '66' line of gasoline and motor oils.

Mrs. W. J. Carter and family and Mrs. Carter's daughter, Mrs. J. Husbenet, and her baby of Rollins, Wyoming, left Monday to spend a few days in Levelland with Miss Opal Carter.

Purchase Sudan Cafe

The latter part of last week Joe Sturgis and T. C. Florence purchased the Sudan Cafe from Veach Payne. The cafe has been completely redecorated and repainted and it sure does look spic and span.

Joe Sturgis, who has been away from Sudan for the past few months, formerly ran Choe's Coffee Shop. He is well known here in the restaurant business.

Mr. Florence, who formerly ran the Sudan Bakery has been in Fortales, New Mexico for the past few years engaged in the automobile business.

We are glad to see these home boys back in business here and hope for them the best kind of a success.

The City Pumping had been costing \$986.00. The new schedule places it at \$664.00 with a saving of \$322.00, or 33 per cent. Electric service for the school had run \$240.00, but under the new rate it will only figure \$63.02; a saving of \$177.91, or seventy-three per cent. The total savings for Sudan will be \$646.91.

Sudan is greatly appreciative of the kindness of Mr. Kelso and his company in having the interest of this section so much at heart. This is a substantial reduction and is the more appreciated because it was voluntarily given.

Many Climb Out of Bed Excitedly and Take a Look Under Beds for Imaginary Burglars, Rats or Dogs

For the first time in the history of the Plains, an earthquake was felt Sunday morning. Sudan is not alone in feeling this new sensation. The tremor reached as far as San Antonio and El Paso. In many cities considerable damage was done to buildings. Here the jarring was barely perceptible feeling more like a steady shaking. The tremor lasted some fifty seconds, according to reports.

Personally we were so busy sleeping along about that time, that we are unable to give it a very accurate description.

Listen, Subscribers!

Have you a neighbor who has been borrowing your copy of the Sudan News, even before you have time to read it? If so, tip him off to the fact that he can trade his surplus produce in at more than market price for a subscription to the Sudan News for as many years as he cares to subscribe.

Or do you have a friend that you would like to send the paper to? Then, take advantage of this offer, and make a present of the News to your friends.

Wants Your Cream

Don Boyles is this week running a small advertisement calling your attention to the fact that he is in the market for your cream and is paying the highest cash prices.

Mr. Boyles is located at the Gulf Filing Station on the State Highway and is a Beatrice Cream Buyer.

Reverend J. W. Watkins, who has been conducting a revival at the Methodist Church last Monday for his home in Lubbock.

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SUDAN COUNTY HAS PLENTY FOR WINTER

Amarillo News-Globe Aug. 19 "We will have plenty to eat in the Sudan country this winter," said V. C. Nelson former mayor of Sudan, in Amarillo yesterday.

"We have the best crops in history and the farmers are canning almost everything, several of them already have canned beef for this winter and with a big supply of vegetables and fruit we are all fixed.

"Don't worry about the Sudan country, we are in fine shape as far as plenty to eat is concerned."

IMPROVED UNIFORM INTERNATIONAL

SUNDAY SCHOOL LESSON

REV. F. R. FITZGERALD, D. D.
Member of Faculty, Moody Bible Institute, Chicago, Ill.
(© 1931, Western Newspaper Union)

Lesson for August 23

A GOSPEL FOR ALL MEN

LESSON TEXT—Acts 10:1-11:18.
GOLDEN TEXT—For there is no difference between the Jew and the Greek; for the same Lord over all is rich unto all that call upon him.
PRIMARY TOPIC—The Gospel for Everybody.
JUNIOR TOPIC—The Gospel for Everybody.
INTERMEDIATE AND SENIOR TOPIC—First Steps in World Brotherhood.
YOUNG PEOPLE AND ADULT TOPIC—The Gospel for All Men.

In the lesson for August 2 we saw the mission program of the church broadened to include the Samaritans. We see in this lesson the program still widening and embracing the Gentiles. The conversion of Cornelius illustrates the breaking down of "the middle wall of partition" (Eph. 2:14).

1. Cornelius (10:1, 2).
I. His official position (v. 1). He was a Roman officer over a company of one hundred soldiers.

2. His character (v. 2). A devout, pious man. b. A praying man. c. A charitable man.

II. The Supernatural Preparation for the Transition of the Gospel to the Gentiles (10:3-16).
1. Two visions were given (vv. 3-16). (a). The vision of Cornelius (vv. 3-8). While engaged in prayer an angel of God announced that his prayer and aims had come before God as a memorial and instructed him to send to Joppa for Peter who would tell him what to do. (b). The vision of Peter (vv. 9-16). This took place while Peter was praying (v. 9). He saw a certain vessel containing clean and unclean animals let down from heaven, and heard the command, "Rise, Peter, kill and eat." This vision indicated that both Jews and Gentiles were accepted on high.

2. A messenger sent from Cornelius (vv. 17-22). Peter was greatly perplexed over what he had seen, but not for long, for messengers from Cornelius made inquiry at the gate for him. The Spirit instructed Peter of the matter and bade him go, nothing doubting.

3. The meeting of Cornelius and Peter (vv. 23-33). (a). Peter took six witnesses along (v. 23). He had the good judgment to know that on a matter of so great importance he must have witnesses. (b). Cornelius waiting for Peter (v. 24). He had such confidence in God's instruction that he called together his kinsmen and friends to be ready on Peter's arrival. (c). Cornelius about to worship Peter (v. 25, 26). Peter repudiated his act and protested that he himself was but a man. (d). The reciprocal explanation (vv. 27-33). Peter explained to him how God had taken from him his Jewish prejudice and asked why Cornelius had sent for him. Cornelius explained that God had instructed him to send for Peter.

III. Peter's Sermon (vv. 34-43).
1. The introduction (vv. 34, 35). He showed that God is no respecter of persons but that in every nation those that fear God and work righteousness are accepted of him. This does not mean that Cornelius was already in a state of grace, and therefore saved, but that he was eligible to hear the gospel and accept the terms of salvation.

2. His discourse (vv. 36-43). In the discourse he touches briefly upon the mission of Jesus, showing that by means of his baptism and the anointing of the Holy Spirit he was qualified for his work as mediator. He then exhibited the work of Christ: (a). In his life (vv. 36-38). He went about doing good, even casting out demons as a proof that God was with him. (b). In his death (v. 39). The just suffered for the unjust that he might bring us to God (I Pet. 3:18). (c). In his resurrection (vv. 40, 41). God raised him up the third day, according to the Scriptures. (d). His Son (Rom. 1:4) and that his sacrificial work was satisfactory (Rom. 4:25). In this discourse is set forth: (1) The basis of salvation—the crucifixion of Christ. (2) The scope of salvation—whosoever believeth in him. (3) The method of appropriating salvation—believing on him.

IV. The Holy Spirit Poured Out (vv. 44-48).
This was a new Pentecost. As the gospel was entering upon its widest mission, the Spirit came in new power.

V. Peter Vindicates His Ministry to the Gentiles (11:1-18).
Being called to account for having visited and eaten with Gentiles, Peter rehearsed the whole story showing how God had set his seal upon the work by the miraculous gift of the Spirit.

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

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.

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

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 In Sudan, Texas

H. H. Weimhold Editor
\$2.00 PER YEAR, IN ADVANCE

Belongs to the Farmer

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

The small town belongs to the farmer. It exists mainly, if not entirely, to serve him. It is the place he goes for a loaf of bread or a loan at the bank. It is here, usually, that he attends a lodge meeting or a chicken pie supper. If the farmer never wanted a loaf of bread or a chicken pie supper, there would never be any town. There might be a filling station and a hot dog stand for the convenience of travelers, but it would not be a town. Time was, in the days of mud roads and plow-horse travel that we were more or less bound to the small village nearby. Now we can take it or leave it. If we choose we can truck our grain and stock to city and we can go to the city for our clothes, food and entertainment. We hold the power of life and death over the little local town. If we neglect it, it must surely starve to death, for it has no means of self-support. A few small towns have so died, but that most of them remains shows we still want them. We may pretend to think lightly of that town, but still we want a location for our churches, lodges and high schools. We still want a place close at hand where we can find a doctor, a druggist, a veterinarian, a bail of twine or a provisions store. The sort of mercantile we find in our town are the sort we support with our patronage. If we make a policy of dealing only with the man who carries a goodly assortment of dependable articles he will stay in business and prosper, and as he prospers he will naturally offer better assortments and better service. So with the kind of lawyers, doctors and dentists. In a city, farmers may not have much influence on the character of business and professional men, but in the little town patronage is the controlling influence. The little town is more than a convenience for buying everyday supplies. It is more than a break station in case of a broken leg or broken bumper. It is the community center where social life of the farm people finds its most natural and most potent expression. The casual contacts of people mingling with one another as they go about their errands are what bind a community with a character all its own. Quite apart from any formal organization, the community spirit that centers in the farmers' town is the fundamental unit in agricultural life of our country. Our little town represents us as do our red barns and tall silos. It is our responsibility and our opportunity. We can select its business and professional people almost as we cull our flocks and herds, retaining those we want and eliminating those who

do not measure up to our standards. We can influence its citizenship by choosing the doorways we enter and the counters over which we buy our goods. The little town is ours and it will be what we make it.

Read Everywhere
Folks you wouldn't dream of reading the advertisements. How far an advertising message will be heard is amazing.

Recently a lady in New York wrote in to inquire why a local firm did not advertise in the Advocate last month, after it had advertised consistently for six or eight months. She wondered why the advertisement stopped. Had the firm gone out of business or didn't it have a message for its customers? These are questions the public may be asking about your business if it is not represented in our advertising columns.

For people everywhere have come to know that advertising is useful, money-saving information. That's why folks look upon the merchant who advertises as progressive a real live-wire, and an asset to his town and community. Everybody reads the ads.—Wauchoula (Fa) Advocate.

"Honor Thy Parents"

After a child has passed the age of 21, he is not amenable to his parents, provided he is making his own living; but no child under 21, or who is supported by his parents, or visiting his parents, has any right to indulge in questionable amusements that do not meet with the parents' approbation. Just a little thought on the part of the young person will show this to be only fair play. Every young person since the world began, passed through the age when he thought his parents old-fashioned and non-progressive, but as time goes on they all learn that there are age-old customs that do not change and there are things apparently innocent in themselves that cannot be safely indulged in; and the parents' wishes should be respected, at least as long as they are under obligation to their parents.—McLean News.

Encouraging Local Industries

Arizona is a state that believes in protecting and encouraging its major industries. When it recently let a contract for automobile license plates it specified that they were to be made of Arizona copper.

It may be said that a few thousand license plates won't make much of a dent in the

copper surplus. But the principle behind the specification is a good one. Every state should do what it can, to stimulate local industries and payrolls.

The whole west could with profit adopt policies which in many instances would tend to increase the use of silver, copper, lead and zinc with resulting increase in mining payrolls and purchases. Now is the time to do it.

May Be Preaching, But—

If you work for a man in heaven's name work for him. If he pays wages that supply your bread and butter, work for him, speak well of him, think well of him, stand by him, and stand by the institution he represents. I think if I worked for a man, I would work for him. I would not work for him a part of his time, but all of his time; I would give him an undivided service or none. If put to a pinch, an ounce of loyalty is worth a pound of cleverness. If you must vilify, condemn and eternally disparage, why resign your position, and when you are outside damn to you heart's content. But I pray you, so long as you are part of an institution, do not condemn it. Not that you will injure the institution—not that—but when you disparage the concern of which you are a part, you disparage yourself. And don't forget "I forgot" won't do in business. Be loyal. Don't bite the hand that feeds you.—Inland Printer.

Phice and Value

Price and value are two very different terms. Price is what something costs you. Value is what it is worth to you. For example—the price the subscriber pays for telephone service is fixed by cost of rendering service. The value of the telephone is unlimited. It depends on the use the subscriber makes of it. A single telephone call may be worth a hundred or a thousand dollars to him. The lack of a telephone in time of need might cost him a friend, a job, even his life. We make telephone service as cheap as we can. It is the subscriber's privilege to make it worth much more than it costs.—Mouth Piece.

A Bargain

The farmer owned fields on each side of the golf links. It so happened that he was taking a short cut from one to another when the club's worst member was addressing his ball. The worst member wagged his driver to and fro for several minutes, missed four swings, and finally hit the ball about a dozen feet. Then he glanced up and saw the farmer.

"I say," he protested, "only golfers are allowed on this course, you know."

The farmer nodded "I know it," he replied. "But I won't say nuthin' if you don't."

When Willie Starts To School

When Willie starts to school with two or three decayed teeth, a diseased tonsil or two, underweight, a nose full of adenoids, defective vision, and an ear-

WORK CLOTHES

of the BETTER Quality at a LOWER Price!

You could pay more but you couldn't get any finer work clothes.

Look at these values offered below:

Overalls and Jumpers, per garment \$1.15

Work Shirts 69c to 89c

Work Trousers 79c to \$1.49

Men's B. V. D's. 39c

Leather Faced Canvas Gloves 29c

WATCH OUR WINDOW FOR GROCERY SPECIALS

ALTMAN

DRY GOODS & GROCERIES

HI-WAY GARAGE
Carylde Daniel, Prop.

Clothes Wringers Are Used to Shell Peas

Home demonstration club women of Dodsonville, Texas have found a new use for clothes wringers. They are employing this well known household article as a time-saving device in their canning program for shelling black-eyed peas. A cloth or board fastened to the top of the wringer prevents peas flying up out of reach and forces them into a tub below. Peas may be fed into the wringer rapidly, and are shelled as fast as the rollers turn.

Bullfrog Kills Cats

Boise City, Oklahoma—A cat-killing bullfrog was caught in the act of taking its third feline prey on a farm near here recently.

The discovery solved the mysterious death of two cats that previously had been pulled beneath the surface of a dirt irrigation reservoir on the farm of R. J. French, wheat grower. The cats either had attempted to catch fish in the tank or to get the monster bullfrog, which the aged farm hand who solved the mystery reported to be of the frying size variety

Electric Screen Kills Flies

A really up-to-date fight against flies is on at the Kansas City stockyards, and thousands of the summer pests are being electrocuted every hour.

The electrically charged screen doors of the hotel turned the flies into "lightning bugs," as they hit the screen, sizzled and dropped. The porter has been kept busy since the installation of the device sweeping away the dead flies.—Castro County News.

Hogs Pay \$1 for Wheat

Dimmitt—Wheat fed to hogs this spring brought \$1 per bushel to O. C. Axtell, Castro county demonstrator living in Sumner outside community. By feeding to 71 hogs in a self feeder in which were placed tubs and which were placed in a market cottonseed meal a market was found for 884 bushels of ground wheat. The hogs gained 1 1/2 pounds daily for the 140-day feeding period. The original cost for these 10-pound ribs was \$373.20; the cost of 660 pounds of cottonseed meal and 950 pounds of tankage was \$42.20; and the final selling price was \$1299.40, leaving \$883.60 for wheat and labor.—Southwest Plainsman.

Zones

A boy asked to write an essay on the zones handed in this commendable effort: The world is divided into 2 zones, the male and the female. The male zone is temperate, in-temperate or drunk. The female zone is frigid, torrid or horrid.

A Believe It or Not—it takes 40 cars of wheat to buy one car of cream. It looks like the old cow has come into her own. If people will only figure it out a bit—they will find the "Cow, Sow and Hen" will put Castro county on the map.—Castro County News.

DR. G. A. FOOTE

PHYSICIAN and SURGEON
GLASSES FITTED
Office phone 45
Residence Phone 33
Office At Sudan Drug

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

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"CAN I HELP YOU IN ANY WAY?"



THAT'S THE CONOCO MAN'S FRIENDLY OFFER TO MOTOR TRAVELERS

THE Conoco service station man's interest in you is not merely a matter of gasoline and motor oil.

He wants to make your motor trip more pleasant. Supplying air, water and cleaning the windshield are regular services. But that isn't all . . .

His station . . . like all other Conoco stations . . . is a field outpost of the Conoco Travel Bureau. This Bureau, with its thousands of field branches, is the Nation's foremost free travel service for motorists. This year the Conoco Travel Bureau will furnish detailed motor tour plans to over 50,000 motorists. These plans include Conoco Passports, marked maps, illustrated literature and a wealth of special information for each individual trip.

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- are cheerfully offered *motor travelers by Conoco service station men:
- Local Road Information
- Conoco Road Maps
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- Assistance in Obtaining Supplies or Repairs
- Information on Nearby Points of Interest

*There is no charge for these services

service station men. These men will gladly furnish information on local roads, accurate road maps, tell you the best places to camp, swim, golf or fish, advise you on hotels or tourist camps, giving you the rates and an idea of the facilities offered, check your packages, forward your mail and telegrams, help you to locate the best sources of supply for any purchases or repairs.

Wherever you may go, on a long trip or a short one, you'll find every Conoco man your well-informed friend. We cordially invite you to make full use of these services.



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CONTINENTAL OIL BLDG., DENVER, COLORADO
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OUR MOTTO:
PURITY--Accuracy--Service



HEART OF THE NORTH

BY WILLIAM BYRON MOWERY

THE STORY

CHAPTER I—Six bandits came aboard the steamer, Midnight Sun, while she is tied to the bank of the Mackenzie. Father Claverly and the other passengers on the boat are amazed at the sight of bandits. This Great Waterways country, a thousand miles north of Edmonton, Jimmy Montgomery has been a year with the Canadian Mounted, draws his gun in the face of the covering rifles and fires upon the ruffians. He is shot through the heart by a hit across the chest and set away with gold dust and choice peltry.

CHAPTER II—Corporal Bill Hardcock brings the news of the crime to Sergeant Alan Baker at the Mounted Police post at Fort Endurance. After a brief dispute over the blame with the superior, Inspector Haskell, Alan starts out after the bandits in the big police launch with the corporal and four constables.

CHAPTER III—Reaching the Midnight Sun, they stop long enough for Alan to hear her and consult witnesses of the crime. Alan asks the skipper to put Jimmy Montgomery's orphaned daughter, the old daughter of 41 Fort Endurance and leave her in the care of Alan's fiancée, Elizabeth Spaulding. At the MacMillan trading post on the Big Alooska, Joyce MacMillan is alone, awaiting the return of her father from a fur-buying trip. She is thrilled when the police launch ties up there for the night and she has not seen Alan Baker for months. Secretly she had hoped to marry him then, she was stunned by the news of his engagement to Elizabeth. She is happy to see her father from the police launch and the planned marriage is not definitely certain.

CHAPTER IV—Larry Young, one of Alan's active enemies, discovers MacMillan's fur shed a bale of pelts stolen from the Midnight Sun. The evidence is incriminating and he strongly that Alan is compelled to tell Joyce. She hotly defends her father, Alan, and is expelled up the Big Alooska. Compelled by Haskell's foolish orders to divide the party, Alan fails to capture the bandits. The police expedition returns to Fort Endurance with Larry badly wounded.

CHAPTER V—Haskell, who is Alan's active enemy, blames Alan for the failure and orders his demotion in the ranks. He fails to demote Alan to split the police party. He returns to the Midnight Sun, the second expedition against the bandits. Seeing only one way now to go after the bandits and clear Joyce's name, Alan buys out the evidence, and Alan buys out the evidence. Haskell gives Alan his release on condition that he signs a paper to the effect that Haskell did not give the order to split the expedition.

Alan turned again to her. "If it won't be imposing, Joyce, will you give us a bite to eat and some coffee?"

Imposing—an hour of his company, setting a meal for him, learning the truth of his relations with Elizabeth! But she merely nodded and invited the patrol up to the trading store.

Ahead of the men the two of them went up the path together, Alan shielding her from the brush overgrowing the trail; and as they went he told her briefly of the robbery, the murder, the escape up the Alooska.

The news fairly stunned Joyce as it had him when Bill reported. And with her there was an added reason, a reason that struck her with sudden fear. Before Alan finished, she was grasping his arm in trembling fright.

"My dad! He's on northeast, up river—up there somewhere! He's bringing down some furs. Alan! what if he runs into these men?"

"Good Lord!" Alan breathed to himself. "If they meet Dave, they're not the kind to let any body go past alive and report their whereabouts!"

For Joyce's sake he tried to lie convincingly. "They may not meet him at all, Joyce. And if they do, why, they'd hardly shoot a man down wantonly. If for no other reason, it doesn't pay. They've got charges enough against them as it is. And they won't rob him; their canoes are riding heavy now."

He saw that his lie succeeded with Joyce, for she began questioning him about the details of the robbery, wondering who these six strangers could be, and giving him some valuable information about the water stages on up the Alooska.

They went on back to the kitchen, and Joyce set about getting a meal for six tired hungry men. As he set extra plates and cups on the table, Alan asked himself: "Isn't she wondering why I haven't been here for so long? I'd think she would wonder at least why I stopped helping her about Dave. But she hasn't mentioned it; she must not have missed my help much. It was pretty shabby of me to stop like that, even if it is." He recalled how Elizabeth, jealous of the comradeship between him and Joyce, had asked him to let Bill attend to any patrol work up the Big Alooska. Elizabeth's references to "that MacMillan girl" had antagonized him at times. They seemed positively cruel, considering the hard lines Joyce was in.

A question from the girl broke into his thoughts. "When are you and Elizabeth going to be married, Alan?"

Her question, or rather the way she asked it, hurt Alan, for some reason he could not exactly word. Her voice was so very casual, as though she had not even a friend's interest in his marriage. Could it be possible that he and Joyce, once so intimate and so near to each other that they had spoken of chil-

dren and a life together, were now casually discussing his marriage to another girl?

He said, "We haven't—we're—we don't exactly know yet."

There was a pause. A swift color had flown into Joyce's cheeks; a little feverishly she was repeating those surprising words: "He doesn't know yet, he doesn't know yet? Does that mean—mean he's doubtful if it will ever be?"

"But it'll be this summer, I suppose," she questioned, poking at the stove and still not looking at Alan.

"I don't know. Yes, I guess so, Joyce." That was all she said. Instantly, "Elizabeth wants me to get out of the Mounted!"

Joyce gasped. Out of the Mounted—she could not imagine such a thing. The work was a part of Alan. What would he do without it? What would her Fort Endurance do without him?

She said, "But Alan! What would you turn to? The Mounted has been your work—"

"Well, I've got the offer of a job down in Victoria. It's pretty good as far as money goes. And Elizabeth would like it there. I haven't exactly decided. It's a big step to take."

Those few reluctant sentences were a revelation to Joyce, like a white light shining upon something which had been dark to her. Alan didn't want to go! Elizabeth was trying to force him. She wanted to live in a city; she wanted the things which that salary would bring her; she was using Alan to get what she wanted. But she and Alan were not of one mind!

Alan really loved her, devotedly and passionately, would he be so reluctant, would he allow anything on earth to come between them? Joyce dared not ask him anything further then; he might add a word that would destroy this new-born hope. But a burst of thoughts were running wild through her.

"Suppose he doesn't yield to Elizabeth! Suppose he won't go! Then she won't marry him! She'll throw him over her back! That's what she'll surely do. Bill says she and Haskell are together half the time Alan's away from Endurance. Isn't that the reason—she's not sure of Alan yielding; and if she can't have her way with him she'd like to be an inspector's wife!"

With swift unerring insight Joyce saw the all-crucial question: Would Alan get out of the Mounted? She was still uncertain what he truly felt for Elizabeth, but from his own lips she had learned one thing which an hour ago she had scarcely dared hope could be true. The marriage was not sure; it might never be!

In her abjectness she whispered to herself: "I don't care if he does like her, I don't, I don't care! If she throws him over, then we'll be friends again, then he'll come here to me again; and then—after that..."

CHAPTER IV

Rifles in the Prow.

DURING the meal, as Joyce sat at the head of the table pouring coffee and watching a pair of biscuits in the stove, Alan kept studying her, wondering how any girl could stand the isolation and poverty and lonely battle she was enduring. Two whole years here, two years out of her young womanhood, the choice time of her life, sacrificed at this isolated trading post, giving up everything that a girl holds dear! She was too fine to be leading a life like this. She ought to get out of it. There was a limit to her bravery and spirited strength.

As the men were pushing back their chairs and reaching for pipes, he felt some one prodding him with a boot under the table. Looking up, he saw Larry elevate an eyebrow at him.

"Wants to talk with me alone," Alan surmised; and he gave Larry a slight nod. To the other men he said rather sharply: "You men, put away your pipes and police up these dishes. Don't leave a stack like this for Joyce. Bill, you see to that."

Casually going outside a few moments later, he glanced around and saw Larry waiting for him a dozen yards away, over near the storage shed. Sauntering across, he asked quietly:

"What's up now, Larry?"

Larry flipped his cigarette aside, "Come in here with me, Alan. I want to show you something."

Producing a pocket flash, he played a yellow shaft upon a pack of furs on a low shelf.

"Alan, you see that wolf skin they're wrapped in? That's what caught my eye. It's a Yukon animal, probably from the Kayukuk headwaters in the Endicott mountains. It made me curious, so I pried into the pack and saw these dark otter. They came from the Yukon, too. I thought to myself, 'There's no wolf or otter like them in Dave MacMillan's trading territory.' But say, Alan, look—(hold the flash a minute)—look here." Larry pulled out several of the rich, dark-cleaving otter pelts and rolled back the fur at the broad end. "Take a good look at them blue stamp marks."

Alan bent closely and he sudden-

Sod House News

ly gasped: "Good Lord! They're L. & H. furs! What're they doing here. Larry—in Dave MacMillan's possession?"

"Stolen! What else? What's more to us, Alan, I checked on them serial numbers, and this bunch is one of the packs stolen from the Midnight Sun!" He added slowly: "Maybe we don't know yet who these six strangers are, but now we sure'n h—I know who's directing 'em!"

In low tones, there in the darkness, they talked the situation over. Larry finally asked: "You're going to arrest him, Alan? An accomplice that way, even if he didn't have a hand in the actual killing, they'll give him the limit. It'll be h—I on Joyce."

Alan stirred. His voice was torn with pain. "I don't know what I'll do. But I'll have to do something about it."

After a little silence he directed: "Larry, you go down and relieve Ped. Don't tell these other men anything about this yet."

When Larry had gone, Alan left the musty-smelling shed, and walked up along the side of the trading hall to Joyce's window. As he came, he purposely cracked a stick, he had a glimpse of her whole room. Its furniture was a dresser, a chair originally straight but with a pair of rockers fitted to it, a sheet-iron stove with wood-box against the wall, and a bed which he knew had been, but Joyce had somehow lifted the bleak room almost to cheeriness. There were birchbark creeds of great-spurred violets and Arctic primulas and alder's-tongue on the dresser, some of which he had seen above a wolf-rug across the foot of the bed, and on the dresser a picture of himself, of her former employer down in Ottawa, of her dad and mother.

She had heard him and turned toward the window and recognized him in the weak light.

He said: "Joyce, I've got to talk with you. Maybe you'd better come out here where we'll be alone."

She stepped to the window. As Alan helped her down, trying to say lightly, "It's unwise, Joyce, to come through a window that way," he felt the hard bulge of that little bulging automatic pressed against him. At least his gift was still protection to her.

He suggested: "Let's go a little farther away, Joyce. I don't want that long-haired Whipple overhearing this."

Rather aimlessly, he led her a stone-toss west of the storage shed to a little clear place in the spruces. Trying to prepare her in some measure, he told her of Larry going to the shed, happening to notice a strange pack of furs, examining them, seeing the L. & H. marks and the serial numbers. He hesitated a moment then, with Joyce frowning perplexedly at those strange furs being in the shed; but there was no mercy possible now, and he took the final step.

"Joyce, I hate myself for telling you this. But you've got to know. Those furs in your father's shed are one of the packs stolen from the Midnight Sun."

"Stolen? From the Midnight Sun? But Alan! What—what's it doing here?"

"This afternoon while you were asleep, Joyce, your father, or else one of these bandits, put the furs in there. That pack is—it must be his share in the arrangement. Joyce, your father is somehow connected with these bandits."

(To be continued next week.)

THE PLAINVIEW FLORAL
"Say it with Flowers"
Plainview, Texas
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Consult US and
Have Money

When you have money to INVEST come in and we will gladly give you the benefit of our long experience in financial matters.

SAFETY is the first thing to think of when making investments.



Sod House News

Mrs. M. M. White, who is in the Lubbock Sanitarium, is not doing so well at this writing we hope she will recover and soon be back home again.

Mr. and Mrs. A. L. Dutton and sons of Knox City are visiting Mrs. Duttons parents, Mr. and Mrs. L. M. Stine.

Mrs. Charlie Webb is visiting relatives and friends at Roaring Springs.

Mr. Clyde Morgan and Leon Hardwick are home again after several weeks vacation.

Mr. and Mrs. W. L. Mitchell and daughters of Lubbock spent several days in the C. N. Stine home. One of Mr. Mark Boozers sons is visiting him this week.

Mr. and Mrs. Clint Wright were Littlefield visitors Monday.

Mrs. E. B. Leitch, of Knox City, is a guest of Mrs. L. N. Stine this week.

Master Delton Peniberton of O'donnell is visiting his cousin, Truman Stine this week.

Mr. and Mrs. Jim Templeton are home from a two weeks vacation in East Texas where they have been visiting Mr. Templeton's father.—Reporter.

Friendship News

Melvin Scoggin returned Thursday from Hereford where he has been at work for some time.

W. E. Gregory and Earl Testerman left Sunday for Tennessee. Mr. Gregory having just received word of the death of his father.

Mrs. Cecil Hobbs spent the latter part of last week in Yellow House Canyon with her sister, Mrs. C. F. Carico.

Isabelle Dunlap, of Amherst, spent the latter part of last week here with Zeala Thompson.

Mr. and Mrs. Arthur Rankin and children, of Amherst spent the week-end in the John A. Webb home.

Clovie Couche, of Como, is the guest of his cousin, Leo Thompson.

Mr. Jackson, of Paul's Valley, Oklahoma, is visiting in the Mevin Roberts home this week.

Mr. and Mrs. W. B. Fowler and their aunt, Mrs. Matthews of Mississippi are visiting in the W. T. Fowler home.

Mr. and Mrs. Charlie Alexander received a telegram Sunday night saying that their daughter, Miss Ethel, was seriously ill.

BARRON & LADD

GENERAL
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PHONE 25
SUDAN, TEXAS

C. H. Nichols

GROCERY and MARKET

THE WAY to Beauty During FALL Season

PERMANENT WAVES
Frederic \$6.50
Croquinole \$5.00
Shampoo and Finger Wave75
Henna \$1.00
Manicure50
Arch25
Facials \$1.00

MRS. GUY SHARROCK at the Grace Beauty Shoppe

O. E. S. t oEntertain

The Sudan chapter of the Eastern Star will observe Festival Day Monday evening, August 31st with an appropriate program, followed by a nice supper.

All members will be notified as to their part on the program. It is also urged that each member make it a special point to be present.—Mrs. Lella Gibbs, Sec'y.

Ladies Bible Class

There were nine members present Tuesday afternoon to enjoy a very interesting lesson on the first sermon.

Special topics were discussed by Mrs. D. L. Morrow, Mrs. Bill Briscoe and Mrs. J. B. Foster. The lesson for next week will be "Obedience." Visitors Welcome.—Reporter.

WE NOW HAVE GAS AND OIL FOR YOUR CONVENIENCE. DON'T FORGET THAT WE PAY HIGHEST CASH PRICES FOR NOT ONLY CREAM BUT ALL KINDS OF PRODUCE. Sudan Produce. Roy Cowan, Manager.

Free Consultation

Muleshoe Rest of the time Files successfully treated with our Ointment, Surgery or Pain. No detention from work.

NOT DRUGS NOT SURGERY

Chiropractic and Physio-Therapy

Dr. Albert S. Craver CHIROPRACTIC MULESHOE and SUDAN

SUDAN HOTEL 8 a. m. to 2 p. m., Wednesday and Saturday.

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your partner

in the building of Sudan and West Texas.

What affects Sudan and West Texas affects us all... your problems are our problems... your successes are our successes... as good partners we work together for the good of all.

Many of us pioneered in West Texas, casting our lot in this section when communities were few and far between. And, in the spirit of pioneering, we go shoulder to shoulder at this time, proud of the land which we have had a part in developing... and knowing our faith has been well founded.

The unlimited supply of dependable electric service enjoyed by the people of Sudan and Lamb County, and throughout all sections which we serve, is a vision of many years ago, which is being fulfilled to a greater and greater extent as the days, the weeks, and the years roll by.

So closely linked with West Texas, it is our greatest pleasure to give to our patrons the reductions in electric service costs which are made possible with the continual development of our great network of facilities for the furnishing of light and power.

With the granting of special concessions in electric service costs to the City of Sudan and the Sudan Independent School District, effective as of August 1st of this year, 10 rate reductions have been made since the local electric plant was acquired by our company in the early part of 1925. Two reductions in the price of ice have been made.

As your partner in the building of Sudan, Lamb County and West Texas, we go forward, ever watchful for new opportunities to serve you as a true and loyal partner.

Texas... Utilities.. Company

QUALITY MEATS

We stress quality in our meats and foodstuffs because anyone can match prices...but to supply quality foods at low price is another thing...and this we think, is the secret of our large trade.

THE WAY to Beauty During FALL Season

PERMANENT WAVES
Frederic \$6.50
Croquinole \$5.00
Shampoo and Finger Wave75
Henna \$1.00
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MRS. GUY SHARROCK at the Grace Beauty Shoppe

ANNOUNCEMENT

We have purchased the Sudan Cafe and are now ready for your business.

We have just finished decorating and painting.

Your patronage will be greatly appreciated.

SUDAN CAFE

Joe Sturgis T. C. Florence

Now You Can Afford The Sudan News

No longer can you afford to be without the Sudan News. The price is down, and cash is not needed to become a subscriber. Until further notice we are holding the subscription price at \$1.00 for twelve months—fifty-two issues—less than 2 cents an issue.

If you don't have the money, bring us something to eat, coffee, chicken feed, and we'll put you on the list for as many years as you have coming. There is no time limit to this offer—you may subscribe for one year, five years, twelve years, or a life time. But it may be a long time before the price will be this reasonable again or before we offer to trade for your surplus produce.

Take a look around your place. See what you have that is going to waste and trade that to us for a year's subscription. Read the advertisement on another page for prices and further details.

Hart Camp H. D. Club

The regular meeting of the Hart Camp Home Demonstration club was held Monday, August 10th, with eleven old members and two new members present. Miss Mashburn, our county agent, was present.

The county fair to be at this meeting. "Bugger Red" Wilson, accompanied by Tom Pardon, left Sunday for a few days visit in Fort Worth.

Messrs. Walter and Henry Damon returned last week from Mexico with a load of prunes and apples.

Mr. and Mrs. Alva Patton and Mrs. Patton's sister and cousin plan to leave within the next few days for a visit in the mountains of Mexico.

Drew Lewis, of Lubbock, is spending a few days here with his wife and son.

Mr. and Mrs. Dave Stovall and daughter, of Muleshoe spent Sunday here with Mrs. Stovall's mother, Mrs. Nancy Garner.

Mrs. Garber of Longview, spent Sunday here with Mr. and Mrs. J. E. Perkins.—Reporter.

Friendship H. D. Club

Friendship Home Demonstration club met at the church Friday, August 14th, with nineteen members present to discuss the club products for the County Fair.

Mrs. H. C. Dennington gave a short talk on the Short Course that she recently attended.

Mmes. Byrd and Scoggin were appointed to attend the watermelon rind demonstration at Amherst August 26th.

The next meeting of this club will be held the 28th and the subject will be "Preservation and Crystallization." Everyone welcome.—Reporter.

Farmers "Digging In"

As you travel about over the Southwest this year, you are impressed by the number of farmers who have taken relief in their own hands. You can sense a determination to meet the present conditions of over-production with hard work and sound farming principles. There is no agency which can replace the land as the ultimate source of those things which needs for sustenance. And farmers generally are going "back to the land" for relief. They are planting large gardens, they are raising feedstuffs, they are broadening their work to include livestock and poultry. They have made up their minds, apparently, to dig in on the land until this storm of economic chaos blows itself out. The land itself is the farmer's chief asset and largest capital. The use to which he puts his land determines the success or failure of his farming business. Like any other business, it should first be made to yield a living for the owner and his help in this instance for the farmer, his family and his livestock. That more and more farmers are adopting such sound business principles in their operations is an encouraging sign for the future.—Exchange.

Bluebonnet News

Mr. and Mrs. R. M. Bowman and daughter, of Randlette, Oklahoma, visited in the A. F. Wilson home last week. Mr. Bowman is Mrs. Wilson's brother, and seems greatly interested in this country. Mr. Wilson's mother also accompanied them and will spend several weeks here with her son. Mrs. Wilson is 84 years old, but she enjoyed the trip out here and made it fine.

Robert Wilson, who has been visiting in Oklahoma, returned to his home last week.

Mr. and Mrs. C. M. Crawford have returned from a visit in Dallas. Mr. Crawford brought with him two hives of bees.

Mr. and Mrs. L. R. Perkins of Paducah, are the guests of Mr. and Mrs. Curtis Chisholm.

Mr. and Mrs. Roy Starnes, of Dallas, and Mrs. Dave Cole and daughter of Denton, were guests in the C. M. Crawford home last Saturday.

The Bluebonnet Club will meet with Mrs. E. L. Schovaksha on the 27th. Bring your sandwiches and melons. The 28th the club will entertain their husbands at the home of Mrs. McGee at Amherst.

Dr. and Mrs. George Hubbard and Mr. and Mrs. Prouell of Amherst spent Sunday evening with Mr. and Mrs. C. M. Crawford.

Doyle Terrell, is expected to return any day from Arkansas, bringing with him his bride.—Reporter.

CIRCLEBACK NEWS

We are very well pleased with the Baptist revival that has just come to a close, with Reverend Lofton doing the splendid preaching. There were ten baptised Sunday, one joined by letter and two from Sudan. Mr. and Mrs. Serratt, professed their faith. We are rejoicing over these additions to our church and wish to express our appreciation to Rev. Lofton for his splendid work.

Prayer meeting will be held every Wednesday night at the Circleback Baptist Church. Everyone is given a cordial invitation to come.

"Grandma" Damon has been very ill for the last few days and seems to be gradually sinking. All her children have been summoned to her bedside. We sincerely hope that Grandma may yet find strength to rally and recover from this attack.

Miss Margaret Stovall, who has been visiting with her grand parents, Mr. and Mrs. W. M. Hant, has returned to her home in Levelland.

"Bugger Red" Wilson, accompanied by Tom Pardon, left Sunday for a few days visit in Fort Worth.

Messrs. Walter and Henry Damon returned last week from Mexico with a load of prunes and apples.

Mr. and Mrs. Alva Patton and Mrs. Patton's sister and cousin plan to leave within the next few days for a visit in the mountains of Mexico.

Drew Lewis, of Lubbock, is spending a few days here with his wife and son.

Mr. and Mrs. Dave Stovall and daughter, of Muleshoe spent Sunday here with Mrs. Stovall's mother, Mrs. Nancy Garner.

Mrs. Garber of Longview, spent Sunday here with Mr. and Mrs. J. E. Perkins.—Reporter.

MORTON NEWS

Mr. and Mrs. Reece Roe, of Montrose, Colorado, left last Thursday for their home. They have been visiting Mrs. Roe's father Mr. Wade Davis.

Messrs. M. M. Scott, Charlie Crane and Dick Springer of Lampasas went to Pueblo, Colorado Tuesday and returned Friday.

Mr. Strickland was a business visitor in Biedsoe Tuesday.

Ted Crosser is back in Morton again being gone about two months. He has been in Oklahoma and other parts.

Charles Maier and Mutt Blanchard of Biedsoe were in Morton Wednesday.

Mrs. Radio Hooper and two sisters, of Big Springs, are visiting in the Hooper home. Mrs. Hooper has been visiting her parents at Big Springs for some time. Her sisters expect to return Friday.

Sheriff Tom Standefer and wife attended the ball game at Levelland Thursday. The game was between the court house men of Morton and those of Levelland.

Buck Standefer was in Morton Thursday. He has been a way for some time and we are glad to see him back.

Bob Springer, of Lampasas, is here visiting his daughter, Mrs. M. M. Scott. He arrived here Thursday. Mrs. Springer, who has been here the past two weeks, will return to Lampasas with him.

Mrs. J. B. Knox and Mrs. Wade Davis were visitors in Littlefield last Saturday. Miss Dixie Ellen Gill is visiting her sister, Mrs. Laura Wal-

ker, in Levelland this week. Mr. and Mrs. Jack Jones left last Saturday for a ten day visit in San Saba County.

Mr. and Mrs. C. M. Alexander and small daughter Carroll and Misses Bessie and Mutt Scott attended the baseball tournament Sunday near Lubbock.

Mr. and Mrs. W. F. Coats and daughter, of Vernon, are here visiting in the Oscar Coats' home.

Mr. and Mrs. A. W. Cook, of Sudan, are visiting in the W. W. Cook home.—Reporter.

TOWN and COUNTY

Mr. and Mrs. H. C. Esmonds and son Clyde, of Muleshoe, were in town Wednesday.

Bill McGlamorey was a Muleshoe visitor Wednesday.

Ross Newton, former agriculture teacher here, was back in town last week visiting with old friends.

Ray Harvey, accompanied by small daughter, all of Fort Worth, are visiting their parents, Mr. and Mrs. John Harvey.

Joe Covington left Wednesday for Commerce, and is expected to return the latter part of the week.

Mr. and Mrs. C. P. Graves and small daughters, Johnna and Bonnie, of Hollis, Oklahoma, spent several days of last week with Mr. Graves' sister, Mrs. N. M. Little and family.

Mr. and Mrs. Will Ford and children have returned from a visit of several weeks with friends and relatives in Paris.

Imogene Briscoe, daughter of Mr. and Mrs. Bill Briscoe, has returned from a visit in Floyd with her grandmother, Mrs. J. M. Miller.

Miss Gladys Barnett was a Levelland visitor Monday.

Mr. and Mrs. Don Boyles have returned from a visit in Anadarko, Oklahoma, with Mrs. Boyles' parents Mr. and Mrs. Callahan.

Mr. Allan Smith who has been seriously ill for the past few weeks, is reported to be improving.

Mr. and Mrs. Grif Kennedy have as their guests this week his mother, brother and sister, of Paris.

Miss Ollie Tackey, of Oklahoma, spent Saturday night with Miss Lucile Askew.

Mrs. C. L. McKinley and daughter, Frances Lou, plan to leave Thursday for a visit in Amarillo.

Mrs. L. D. Tipton and Mrs. C. E. Locke, of Muleshoe, spent Wednesday with Mr. and Mrs. C. L. McKinley.

S. A. Saunders left Wednesday for Fort. On his return he will be accompanied by Mrs. Saunders' parents, Mr. and Mrs. J. H. Campbell.

We carry a full and complete line of fruit jars, cans and all accessories. Get our prices. Saunders Variety Store. 81c

Miss Yvonne Campbell is spending the week in Slaton with her sister, Mrs. Fred Stevens.

Mr. and Mrs. J. R. Dean and daughters Margaret and Katherine, have returned to Ruidoso for the balance of this month.

J. H. Furneaux returned to his home in Dallas Thursday after spending several days here with relatives. Mr. and Mrs. C. M. Furneaux and son accompanied him to Farwell.

Mrs. Humphries and children, Lois and Sonny, of Clovis, N. M. arrived Thursday for a visit with Mrs. Humphries' father, E. P. Wilson, and sister, Miss Sue Wilson. Mrs. Humphries and son returned home Saturday but Lois remained for the week.

Misses Lillie Mae, Ida Ruth and Catherine Carruth, Charlie Carruth and Mrs. John Davis and son Harlan, spent the week-end in Medicine Mound with their sister, Mrs. Gus Bellamy and family. Miss Ida Ruth will spend this week in Medicine Mound.

Mrs. Veach Payne and son left Thursday for Commerce to join Mr. Payne who had gone on several days ago to accept a position with a company there. Joe Sturgis, of Stanley, N. M. has charge of the cafe.

Mrs. J. C. Barron and Miss Annie Jewell Shuttlesworth were shopping in Lubbock Monday.

Reverend C. H. Ledger and wife have returned to their home in Moran after a few days spent here with Mrs. Ledger's sister Mrs. Jenkins.

It's canning time and Saunderson's Variety Store is carrying a full and complete line of canning equipment at prices that suit the thriftest housewife. 81c

Mr. and Mrs. Harold Williams and son have returned to their home in Fort Worth after spending a few days here with Mr. Williams' sister, Mrs. A. V. Hendricks, and family.

A Stuart was in Littlefield Tuesday afternoon.

Sheriff Bob Crim and wife went to Abilene Saturday in the interest of the county, returning home Sunday.

James Bartlett, of the Higginbotham-Bartlett Company has returned from a vacation spent in various parts of Colorado.

Mrs. Bert Dryden, of Olton, was in town Tuesday afternoon visiting Mrs. Fudge Farris.

The son of Mr. and Mrs. W. W. Scott is reported to be doing as well as could be expected, though still running temperature. This is the 23rd day for him to have had typhoid.

Mr. and Mrs. Elmer Shockley, living fifteen miles west of town, are the parents of a baby boy born the 13th.

Mr. and Mrs. R. E. Duckworth and Miss Fay Focle were in Lubbock Tuesday.

Chas. A. Guy Elected Pre. of Press Ass'n.

Fifty West Texas newspaper men, members of the West Texas Press Association met in Lubbock last Friday and Saturday for the fifth annual convention of that association.

Chas. A. Guy publisher of the Lubbock Journal and Avalanche, was elected as president of the organization and Big Springs secured the convention for next year. El Paso was also putting in strong bids for the '32 meeting.

It was planned to attempt to consolidate the Heart of Texas Press Association and the Panhandle Press Association with that of the West Texas Association, making one giant organization cover the same territory as does the West Texas Chamber of Commerce. Negotiations will begin at once for this purpose.

Lubbock proved a royal hostess to the convention members, giving the visitors a banquet, luncheon, dance and automobile tour.

Parker Prouty business manager of the Lubbock Avalanche and Journal, won the Golf tournament and received a desk clock as a trophy—Bill Parker of the Olmstead-Kirk Paper company putting up the trophy.

Several hundred of the best rabbits in West Texas will be entered in the rabbit department of the Panhandle South Plains Fair Sept. 23 to Oct. 3 inclusive, according to Garnet Reeves, publicity manager of the Lubbock Chamber of Commerce.

Prizes and ribbons will be awarded on the following classifications: senior buck, senior doe six to eight month buck and doe, junior buck, junior doe, doe and litter, best buck in show, best doe in show, best fur rabbit and best doe and litter.

"The show will be held under and governed by the latest revised official show rules of the American Rabbit and Cavy Breeder's Association. All awards will be strictly in accordance with the American Standard of Perfection," states Mr. Reeves.

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Cull! The Slacker Hen to Reduce Feed Costs

Asserting that this summer is one in which poultrymen can ill afford to harbor non-layers in their flocks Prof. W. C. Thompson, poultry husbandman at the New Jersey Agricultural Experiment Station strongly urges the regular culling of poultry flocks at two-week intervals.

"Watch for signs of early molting," he advises "and for the return of yellow pigment in the beaks and shanks. Watch also for a tendency of the combs and head parts to become dry, withered, and a less brilliant red in color. Birds showing these signs of non-production should be removed from the flock and sold as poultry meat."—Poultry Press.

For Next Two Weeks

We Will Pay

50c a Bushel For Wheat

\$1.00 for a 5 lb. Hen

\$1 for 5 doz. Fresh Eggs

Bring us two bushels of wheat, a five pound hen or five dozen fresh eggs on ANY DAY within the next two weeks and in exchange we will send THE SUDAN NEWS to any address within this territory for the next 12 months.

If you have neither the wheat, nor the hen nor the eggs, bring us a DOLLAR'S worth of fresh vegetables.

WHAT THE NEWS OFFERS

1. Four complete stories within a period of twelve months by standard authors.—Should you buy these books, they would cost you not less than \$6.00.
2. The International Sunday School Lesson. No matter if you lose you quarterly, save the NEWS and study the lesson there.
3. Crop situations throughout this section.
4. Special correspondent from your community.
5. All local news and developments in detail.
6. An occasional editorial mixed with red pepper!

The Sudan News