

# Knox County Herald

BUILD KNOX CITY, TOO.

KNOX CITY, TEXAS, FRIDAY, NOVEMBER 1, 1929

NUMBER 21

## PURPOSES OF CONGRESS OF AND PARENT ASSOCIATIONS

father-love and all that childhood in home life, to raise the standard of parenthood, to bring systematic effort to this end of parent-teacher cooperation with public schools.

efficiency of their service to the community.

and women to a responsibility for conduct of childhood.

with regulation as educational, economic standards of Texas.

and enduringly independent citizens.

al ideals of marriage and its sanctity.

gress of Mothers Associations is to the State that for child-welfare.

builders of human life in truth town.

olders. While the are promoting for the purpose of education, we are

which will let desirable citizen-

schools and city life, are the concentrated effort

influence that the selection of a

der, holier purchase a human being than for the

Horace Mann.

THANKS

my most grateful friends for effort spoken and rendered during and illness.

with his great like trials is

T. Hardberger

the Knox City resumed their "The Life and

J. B. Nelson, the first four

entertainment also a study

each Tuesday 9 o'clock. The

and community and take part

class is taught will read Bible

ing.

PS QUARTET

the lovers of community have

V. O. Stamps, they will

Friday Wednesday the 6th, at O.

Church. This of Kitts Brothers

will to the this is the best

have been to of the country.

## Kennel Makes Its First Appearance

The first issue of the Kennel, the Knox City School paper, reached the Herald office last Friday. Upon reading the paper through we learned the editors offered apologies for the first two papers saying that it was far short of what they hoped to make the paper this year.

Well, one of the outstanding, if not the largest requirement of a school news sheet, is to be newsworthy. The Kennel last week showed up well in this respect.

Editors of the Kennel this year are Dennie White, Charley Rice and Ruth Hammock; Assistant editor, Joe Watson and reporters are Wynne Edwards, Loretta Branton, Joe Watson, Charley Rice, Dennis White and Claydene Hoge.

### Seniors Organize

The Kennel gave the report of the Senior Class. The class organized with the following officers:

- Boyd Kelly, President
- Lola Frossard, Vice President
- Pauline Benton, Secy-Treasurer
- Clydene Hoge, Reporter
- Mrs. Finley Spencer
- Mrs. E. Q. Warren, Class Mother
- Mrs. T. S. Edwards, 1st lieutenant
- Mrs. W. E. Benedict, 2nd lieutenant

Among the other interesting items given in the Kennel were two mentions given from the primary and intermediate grades. The highest average for the first six weeks of school in the second grade was made by Glen Huntsman.

The fifth grade pupils who made an average of 90 or more for the first six weeks of school were Lora Jean Propps, Horace Moore, Price Timmer, Mary Leon Hoge and River seal Waldrip.

### POPULAR YOUNG LADY GIVES PARTY

Miss Lena Karriker a popular young lady of Knox City, a former student of Knox City High School, entertained her friends with a party last Friday night. Several games were played and enjoyed by all. She served a plate lunch consisting of sandwiches, olives, cake and hot chocolate. Those winning prizes were Bernice Roney and Lola Frossard. Those present were: Pauline Benton, Loyd Waldrip, Mary Ferguson, Vern Henry, Cora Darr, Jack Wilson, Bernice Roney, Lynn Waldrip, Opal Branton, Richard Heigh, Ruth Hammock, Charles McBeth, Lola Howard Elliott, Davis Stoker, Everitt Fason, Hazel Jones, Bill White, Charley Rex, Weldon La Duke, Bill Huntsman and W. R. Stevens.

## Sunday School Class Entertained

Miss Elma White entertained the members of her Sunday School class Monday night with a party. The class is composed of girls twelve years of age. Each member of the class was allowed to invite a guest and the total number present Monday night was twenty-three. Indoor games were enjoyed during the evening. A collation of cakes and apples was served.

### COTTON CROP 3735 BALES BEHIND LAST YEAR

The report received from the department of commerce at Gore showed the cotton crop of Knox County to be 9,796 bales ginned up to October 18th as compared with 13,441 bales ginned to this date last year. These figures show the county to be 3735 bales behind that ginned at this date last year.

Mrs. Curtis Wilcox spent the week end with relatives in Merkel.

Mr. R. K. Shaver is reported ill this week.

Mrs. J. W. English and children spent Sunday in Lubbock.

Mrs. J. D. Cook of Knox City is visiting relatives in Denton.

Paul Hoge was ill Monday and unable to attend school.

See You Saw it in The Herald



Join

America's answer to humanity's challenge

## Former Knox City Girl Has Twins Girls

Mr. and Mrs. L. B. Rhodes of Wichita Falls are the proud parents of new twin girls, Peggy Lee and Betty Joe arrived the 24th and weighed 6 pounds 13 ounces and 6 pounds 3 ounces respectively.

Mrs. Rhodes was a Knox City girl having graduated from the Knox City High School. She is well known and her many friends will be glad to learn of the twins. Mrs. Rhodes and both the babies are doing well. Mr. and Mrs. A. J. Gore and Mrs. Lee Roy Melton and Roy Jean Gore left Wednesday for Wichita Falls to see the new babies. Mr. and Mrs. Gore are Mrs. Rhodes parents. Mr. Gore will remain in Wichita for a couple of weeks.

### BY, HOW CORRECT

He: Why does the stork stand on one leg?  
She: I don't know.  
He: Why, if he lifted it, he'd fall down.—Pale Meal, Par's.

### IMPOSSIBLE

"If you won't marry me I'll blow my brains out."  
"Oh, Henry, how could you."—

SEE YOU AT CHURCH SUNDAY

## "Football Meeting"

Representatives from Rochester, Thorpe and Knox City met in a joint meeting at the Methodist Church in Knox City last Thursday night. It was called a "Football Meeting" and members were seated in football formation. Among the interesting numbers of the program were a talk, "Keeping Fit" by Reverend Hibbert, Good Sportsmanship by Luther Greer, Team Work Earl McNeil and "What Can We do to Encourage Clean Athletics" by the various presidents.

Talks made by the backfield men applied their subject to the daily lives of Christian Young People and also compared them with the game football.

After an interesting program every one went to the basement of the church where an hour was spent in playing games. Following refreshments of sandwiches, punch and cake were served.

Mrs. E. O. Jamison has as her guest Miss Hickey from California.

J. H. Lanier and family of Crowell were visiting his mother, Mrs. B. T. Lanier, the last of the week.

Mrs. E. H. Slotts has a new town sedan which she bought from Warren Brothers.

## Luncheon Club Has Interesting Meeting

### DAM COMMITTEE APPOINTED

The Luncheon Club met Tuesday at the Sanitary Cafe a chicken luncheon was greatly enjoyed by the fifteen members present.

Much interest an enthusiasm was displayed Tuesday in the discussions of the hour. At a previous meeting it was suggested by someone that the center street lights in Knox City be disposed of. A committee was appointed to serve on this matter and after investigation and a view of the city without the center lights, it was unanimously decided to keep the lights and with probably the addition of two more, one to the east and one to the west.

The question of paving highway fifty one, as has been for a number of months, brought several reports from the road representatives, Mr. Fritzell, and valuable discussions from others present.

Dr. T. S. Edwards was present Tuesday and he presented the matter of working toward the erection of a dam west of the city after which talk he received a hearty applause of approval from all present. Following several other comments on the subject, the president, Mr. Wall appointed a standing water conservation or dam project committee of Dr. Edwards as chairman and Mr. Jamison and Mr. G. D. McCarty.

Brother J. A. Lawdermilk of Abilene was numbered among those those present Tuesday. He gave a short talk in which he spoke his appreciation of Knox City and the Chamber of Commerce in its interest in the community business projects. Reverend S. N. Sollday was also present and made an interesting talk.

Mr. Jamison was appointed chairman for the next luncheon to be assisted by Mr. H. M. Warren and Brother Sollday.

### MRS. J. H. EDWARDS CLAIMED BY DEATH

#### Knox City Relatives Attend Funeral

The Keck Brothers Service Station and the Edwards Self Service Grocery were closed Tuesday and most of the day Wednesday in the death of Mrs. J. H. Edwards, relative of those managing the two firms. Mrs. Edwards lived at Goree. She was born in 1873 and died Tuesday, October 28th. Interment was made in the Goree Cemetery.

Mrs. Edwards has three living children and three grand children. She was an aunt of Mr. and Mrs. C. H. Keck and Mr. and Mrs. S. T. Williams of Knox City. Both families attended the funeral services Wednesday.

### KANSAS'S 8 GOOD COWS EQUAL TO 28 POOR COWS

Clay Center, Kansas.—Lester C. Roenigk finds that eight "good" milk cows equal twenty-eight "average" ones. His conclusion was reached this way: Each of his eight cows last year produced an average of 13,875 pounds of milk, containing 5,017 pounds of butter fat. This was the highest herd production ever established in Kansas. Each one of his cows netted \$191.19 over cost. In contrast an "average" cow, selected from a neighboring herd, produced 144.6 pounds of butter fat in the same period. Her owners' net profit was \$47.67. Roenigk would have needed more than twenty-eight such cows to equal the production from his eight or thirty-two to equal his profit.

Dr. and Mrs. Emory moved this week from the home of Mrs. J. V. Jones to the Harrison duplex.

Mrs. R. D. Green of E. Belle spent the week end here with her sister, Mrs. M. A. Reide.

Mrs. R. J. Milford and daughter and Miss Opal Bredburry spent Tuesday in Abilene.

We are glad to state Mrs. Joe Watkins is a new subscriber to the Herald this week.

SEE YOU AT CHURCH SUNDAY

## Tag Day Nets Good Profit

### P-T-A GETS 38 NEW MEMBERS

Cooperation Makes for Success

Saturday was Tag Day for the Parent-Teacher-Association and the profits were good.

The P-T-A wishes to thank all those who purchased tags from the girls Saturday. The proceeds of this drive netted 38 new members and \$31.65 in money. We now have 61 paid up members. The money derived from this sale will go toward play ground equipment for the school.

The association also wishes to thank Mrs. Cash and the girl scouts who sold tags; also thank Mr. and Mrs. Sweeney who donated the tags. Cooperation is the key note of success.

### Play Selected

The committee to select a play for the P-T-A, of which Mrs. Press Clark was chairman, has selected the play and the books have been ordered. Rehearsing will begin as soon as the books arrive. The play, "The Poor Married Man" is a farce comedy in three acts and will furnish an evening of laughter for those who see it. Plan now to be numbered among those to enjoy "The Poor Married Man."

### Schools Work For County Nurse

A committee from Benjamin met a committee from Knox City and a representative from the National Red Cross headquarters last Saturday for the purpose of formulating plans for the Annual Red Cross Roll Call. The funds derived from this call will be used to provide a county nurse. Watch the Herald for further announcements.

—P-T-A Reporter

### MISS REEDER MEMBER OF "FROGETTS"

Miss MARGARET Reeder of Knox City, a freshman in Texas Christian University here, has been made a member of the "Frogettes," organization for freshman girls living in Jarvis Hall at T. C. U.

The purpose of the organization is to promote school spirit among the new girls, to aid in fostering school traditions, and to provide social contacts among the members.

Fifty-eight girls are members of the Frogettes this year. Miss Doris Sellers of Hico has been elected president, Miss Jeanne Horsley of El Paso, vice-president, and Miss Dorothy Elliott of Memphis, secretary.

## MISSIONARY SOCIETY MEETS WITH MRS. HUNTSMAN

The Methodist Missionary Society met Monday with Mrs. Huntsman. The concluding chapter of the book "What Next in Home Missions" was presented and proved to be very interesting. Following, Mrs. Huntsman served a delicious plate collation.

The Society will begin the Week of Prayer program next Monday at a meeting at the church with Mrs. C. C. Hoge as leader.

A man was taken ill and his wife hurried him to the hospital.

Has he got pajamas said the matron, as she arranged for his admission.

"Pajamas!" exclaimed the wife. "I dunno what it is, but he's got a awful pain in the stomachick." The Ool pull Magazine.

Man's fortune depends on how he invests his money; his character on how he invests his time. The wisest of all investments is that of time spent in self-improvement.

### A BARE SUGGESTION

Flapper: And next week I'm out to Paris to get my clothes.  
Grandmother: Yes, yes, I wondered where you'd left them. Tit-Bits.

### OPTIMIST VS. PESSIMIST

Pessimist: "Every bone in my body aches."  
Optimist: "Then you ought to be



Mr. Dale Orsburn sold his portion of the Club Cafe to his partner, Roy Crawford, and has moved to the plains. He left Knox City last Saturday for Lubbock.

Say You Saw It In The Herald  
Mr. and Mrs. J. A. Rutledge of Montario California are visiting in Knox City this week. They are combining business with pleasure and visiting Mr. and Mrs. Joe Smith.

### Knox County Herald

PUBLISHED WEEKLY  
Mrs. H. B. Sweeney, Editor  
H. B. Sweeney, Publisher  
Entered in the Postoffice at Knox City, Texas for transmission through the mails as second class matter.  
One Year .....1.50  
Six Months .....75  
Sunday Troublesome, Soviet Abolishes It.

The old jubilee song promised that "Every Day'll Be Sunday By and By." But it appears to have been a mistake. The Soviet has ruled that there ain't going to be no Sunday now or ever.

The new Russian calendar has a five-day week. One-fifth of the population takes one day off from work, the second fifth the next day off and so on.

No one day is a weekly day of rest for all the population.

The object of the new calendar is to blot out the memory of the traditional sabbath and to discourage the idea of going to church.

Churchgoing is shockingly immoral according to Bolshevik standards.

So the seven-day week goes to the scrap heap along with freedom of speech, of conscience and of the press.

The Communists are intent not only on making over human institutions but human nature itself.

They have now officially declared there is no God and are building colleges to teach the demondable stuff.

#### Eleven Good Gun-Rules

The rules issued by the state conservation department for the prevention of hunting accidents are the digest of experience and common sense.

They deserve as wide a circulation as possible now, before men take to the field and wood. The rules printed on the back of the syllabus of game laws issued by the department are as follows:

"Never carry loaded guns in automobiles or other vehicles.

"When afield hunting birds, keep abreast of and know the exact location of your companion.

"In loading never point a gun in the direction of your companion.

"In climbing over stone walls and fences, first break or unload your gun.

"A bird quartering to the right in the vicinity of your hunting companion should never be fired on by a hunter on the extreme left and vice versa.

"Never leave loaded gun standing against a tree or lying on the ground where a dog may get at it.

"Always keep your gun pointed away from your companions when you stop to talk.

"In handing a gun to a person for inspection, be sure it is unloaded.

"Never shoot in the direction of your companions because you consider yourself a good marksman. You are taking a dangerous chance.

"Carry a gun pointed down to the left. If you shoot left-handed, walk at the extreme right of the party.

"At all times be careful."

Mr. J. E. Clarke, postmaster, made his semi-annual inspection of the two routes here Tuesday and Wednesday. After his return Wednesday morning he stated that both routes were in fine condition.

## Used Cars

I have a nice selection of good used cars for sale displayed at the Hi-Way Garage. See these cars before you buy.

Travis Pannell



The Best Meats are at  
Benedict and Benedict  
Grocery and Market

## Farm Loans

If you have anything you want to trade for improved land on the plains or any real estate to trade, buy, or sell, see us.

Keny-Wiltbanks & Jamison



The Cost of Hiring  
Seen Pays for the Tools

About every home there are many odd jobs, some of them neglected until they are costly, just from the lack of a few tools with which to make repairs. A complete outfit of needed tools may be purchased at a reasonable price.

Knox City Hardware Co.  
Hardware, Chinaware, Harness, Implements



WHEN you start at sudden noises, worry over trifles, can't bear the noise that children make, feel irritable and blue—ten to one it's your nerves.

Don't wait until your overwrought nerves have kept you awake half the night and paved the way for another miserable day. Take two teaspoonfuls of Dr. Miles' Nervine and enjoy the relief that follow. Take two more before you go to bed. Sleep—and wake up ready for the day's duties or pleasures.

Dr. Miles' Nervine is now made in two forms—Liquid and Effervescent Tablet. Both are the same therapeutically.

Liquid or Effervescent Tablets at all drug stores.

Price \$1.00



### FOR SALE

Fine Jersey Bull, Blyth's Gay Lad No. 268522 solid color 3 years old August 6th 1929 at my farm 2 and one half miles east of Knox City. Blyth's Gay Lad come in with the bull circle shipment from Ohio in February 1928, he has calves to show his production. I want to dispose of him at once and would like to see him retained in the community, see me at home or in Knox City J. P. Hester.

Get the most for your produce at the City Feed Store.

Let us drain your crank case and refill it with Quaker State Motor oil which will save your battery during the winter months. Ashcroft Chevrolet Company.

Washing done at my home on Tuesdays and Thursdays at reasonable prices. I am also still ironing.

Mrs. Walter Herring

For Sale: Helmer Kitchen Cabinet at a bargain. Phone 107.

Mrs. A. E. Propps

Good grade of stove pipe and a number of heaters at Ward's Second Hand. Just received a shipment of that good Arkansas Sorghum.

We have a full line of car mats to keep the cold wind out of your car. Ashcroft Chevrolet Company.

Highest prices are paid for produce at the City Feed Store.

Say You Saw It In The Herald

Notice  
Dr. S. M. Pruitt  
Chiropractor  
Masseur

Located 3 blocks North of First National Bank at Mrs. Pope's residence.

RESULTS GUARANTEED

Phone 57 for Appointments

DR. AMMONS  
Dentist

Specializing in Pyorrhea  
and X-Ray Diagnosis

Located in National  
Bank Building

MUNDAY, TEXAS

T. S. Edwards, M. D.  
Surgery and diseases  
of women



Get your permanent now for

\$5.00

All work is guaranteed at

Mrs. Joe Watkins  
Beauty Shop

## Car Owners No

We are in the filling station and business to serve you. All repairs is guaranteed, there being an experienced mechanic in charge.

Our battery work on rebuilding recharging gives you a battery and at a minimum cost.

## Hi-Way Garage



Modish, Always---  
Moderately Priced, Ever

The very definite advantages of moderate price is ever evident in store's display of new garments. Right now we are featuring a range of newest mid-season modes the price is amazingly low.

### Month End Sale

Continues through Saturday

Ladies Cotton Ribbed  
Hose

19c pair

Ladies Wool  
Heather Mix

choice 39c

9-4 Unbleached Sheet-  
ing good quality

29c yard

Men's Over-  
240 weight white  
Duck Blue De

99 cent

Jumpers to m

Pretty New Fall Prints  
All Fast Colors

19 to 25c

Ladies Rayon

3 pair \$1.00

We have a very complete stock of Mens and Bootes Leather Jackets and Sweaters for the tire family priced in keeping with the price of this store. See them before you buy.

H. E. Wall

The House of Values

### A Battery That Gives Service.

We have batteries with a 12 month guarantee that sell for only \$8.75. These batteries give service and are equal to other higher priced batteries. It pays to investigate. Let us show you one of these.

We have gas and oil and always give quick, courteous service.

Russell Boyd Filling Station



**NOW!**  
*True Inspiration  
 of your  
 Spirit!*

**Come Here Regularly!**

Let us show you the latest in  
 and the most advanced in  
 the world. It is the only one  
 that has been tested and  
 "tested" and is the only one  
 that has been tested and is the only one  
 that has been tested and is the only one

**Knox City Motor Co.**

*Why Worry About the*  
**EATHER?**



**EGG CHAIN Feeds get the EGGS**  
 when prices are highest!

When prices are low, you buy eggs. When prices are high, you sell eggs. The only way to get the most out of your eggs is to sell them when prices are high. EGG CHAIN Feeds get the eggs when prices are highest!



**City Feed Store**

**We Recommend**  
**Lincoln's**  
**Paints and Varnishes**

**L. C. Woolridge Lumber Co.**

**Specials**

As long as the present stock last

- 30 x 3 1-2 Reg. Marco. \$6.50
- 30 x 3 1-2 10 percent oversize Marco. \$6.95
- 30 x 3 1-2 Regular Mohawk 8.50
- 28 x 4.75 Mohawk 9.95

the above is all guaranteed merchandise  
**ennant Service Station**  
 SATISFACTION—ECONOMY—LONG SERVICE  
 WHOLESALE RETAIL GAS AND OIL

**CHURCH DIRECTORY**

**METHODIST EPISCOPAL CHURCH**  
 Pastor: Rev. J. W. ...  
 Sunday School: 10:00 A.M.  
 Prayer: 7:30 A.M.

**BAPTIST CHURCH**  
 Pastor: Rev. ...  
 Sunday School: 10:00 A.M.  
 Prayer: 7:30 A.M.

**SPECIAL SERVICES**  
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**CHURCH OF CHRIST**  
 Sunday School: 10:00 A.M.  
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When In Knox City Make  
 Your Home At

**Sanitary Cafe**

J. R. BRADBERRY, Prop.

**Is This Your Car Number?**

848-888

Come to our filling station and get  
 10 Gallons of  
 THE NEW AND BETTER  
 Texaco Gas Free

Second Prize Number  
 12-888

Gets one gallon oil free  
 Buy your gas here and watch our  
 ad each week

**Jack Bros. Service Station**

**WANTED**

5 or 10 pounds of  
**CLEAN RAGS**

Please answer this ad and  
 bring in some rags.  
 We need them **BADLY.**

**Herald Office**



### Why Advertise?

The busy advertising manager is unable to answer the question which is asked by local merchants as to why there is any necessity of advertising.

The Inland Bulletin has compiled the various objectives of advertising and the percentage to be allotted to each.

Institutional advertising—to make the store name mean something to the public, as well as to make it well liked—10 per cent.

General publicity—to keep the

store name before the public as often and as many ways as possible, and with the least possible cost—10 per cent.

Background and Authority—to attach importance to the name of the store, making the name echo authority, dramatizing the store—10 per cent.

Fashion Information—to do the retailer's share of making the public want better, newer and more stylish things, by keeping before them the latest trends—15 per cent.

Merchandising News—to sell merchandise with honest and real salesmanship, deserving a profit because it serves—30 per cent.

6. Price Feature—to promote bargain events, and occasional fast turn overs of special purchases—15 per cent.

7. Clearance—to create or find a market for left-overs, slow moving stock, broken lines, etc.—10 per cent.

The above is a lesson in advertising to any merchant, but it should also teach the advertising manager of a newspaper the proportion with which a merchant should appropriate his advertising budget to secure the maximum results. And if the merchant is going to continue to advertise, and to increase his advertising budget.

Mr. and Mrs. Billock of Sweet water spent Sunday night in the home of Mr. and Mrs. A. J. Gore.

We are glad to state that Mr. J. T. Humphries is numbered among the new subscribers to the Herald this week.

Misses Mary Reeder and Ruth Short spent the week end with Margaret Reeder and others in Fort Worth.

Mr. and Mrs. R. A. Shaver and Mr. and Mrs. J. J. O'Brien of Oklahoma were called to Knox City Monday to see Mr. Shaver O'Brien's father, Mr. I. who was seriously ill.

Get better service by buying genuine Chevrolet at the Ashcroft Chevrolet.

SEE YOU AT CHURCH



W. C. ROUNTREE, M. D.

If you have any of the following symptoms, I have the remedy no matter what your trouble has been diagnosed. Nervousness, stomach trouble, loss of weight, loss of sleep, sore mouth, pains in the back and shoulders, peculiar swimming in the head, frothy bile phlegm in throat, passing mucous from the bowels, especially after taking purgative, burning feet, brown, rough or yellow skin, burning or itching skin, rash on the hands, face and arms resembling sunburn, habitual constipation, (sometimes alternating with diarrhoea) copper or metallic taste, skin sensitive to sunheat, forgetfulness, despondency and thoughts that you might lose your mind, gums a fiery red and falling away from the teeth, general weakness without energy.

If you have these symptoms and have taken all kinds of medicine and still don't feel better, I especially want you to write for my booklet. Mrs. J. B. Massey, of Odessa, Texas, Box 877, whose picture appears here writes: I wish to thank you very much for restoring my health from one of the most dreadful, miserable diseases that anyone can have. I was in bad health for several years, under care of Doctors for three years. I do not think I could have lived much longer. I am in better health today than for several years. I weigh more than I ever did in my life. I believe I am rid of an awful disease that the other Doctors failed to cure. FOR FREE DIAGNOSIS AND LITERATURE WRITE: W. C. ROUNTREE, M. D., AUSTIN, TEXAS



MRS. J. B. MASSEY

### Ex-Sheriff Charles A. Holcomb Out With Facts

PROMINENT LUBBOCK MAN SAYS MONEY COULD NOT BUY THE GOOD ORGATONE HAS DONE HIM

"Money could not buy the good Orgatone has done me, and I gladly recommend it for what it has done in my case," said Honorable Charles A. Holcomb, Ex-Sheriff of Lubbock County, Texas.

"Mr. Holcomb is unquestionably not only one of the best known but one of the most popular men that ever held office in Texas. Mr. Holcomb's friends persuaded him to make the race for sheriff, to which he was easily elected. He served the people of Lubbock county in this important office four consecutive years. At the expiration of his term Mr. Holcomb returned to private life. He cast his lot among the people of Lubbock, and is now owner of the Ideal Tailors located at 204 Main Street and one of the foremost citizens of that place.

"I was in a run-down condition," continued Mr. Holcomb, and had no appetite at all. I could hardly sleep at night, and never felt like getting up in the mornings. I was so tired, I had the worst form of indigestion, suffered all the time with gas on the stomach, and was continually belching up undigested food. I would sometimes bloat and swell up like nervousness and pains in my stomach. I was poisoned, and suffered with each of the worst sort, and nothing seemed to help me, except in a temporary way. I just can't tell you how I did suffer for the past ten years, and up to the time I began taking Orgatone a few weeks ago.

"When I read the testimonials of some who had been relieved of troubles like mine I just felt like I couldn't make a mistake by taking Orgatone, and it has done even more for me than I expected. I began to feel better after taking the first few doses, and am just finishing my first bottle, and I'm a different man already.

I sleep like a log now, and eat just any and everything I want with out the slightest discomfort afterward. I am glad to endorse Orgatone because it does the work and I'm telling you, I never felt better in my life than I do since taking Orgatone. I am willing for you to publish my statement and if anyone wants to talk to me in person about it, is wonderful medicine they can see me either at my place of business Ideal Tailors 204 Main Street or my residence 504 Avenue M, where I will be glad to tell them my experience with this great medicine.

Genuine Orgatone may be bought in Knox City, at the ORINET DRUG STORE.

The Deepwater plant of the Houston Lighting and Power Company is the largest single generating unit in Texas. It is rated at 100,000 kilowatts.

J. T. Humphries and family left last Friday for Floydada where they visited relatives. They returned home in the early part of the week. Mrs. W. C. Newsome, daughter of Mr. and Mrs. Humphries, returned home with them.

Who Wants a Beautiful Piano At a Bargain?

We have in this vicinity a beautiful new upright piano with duet bench to match, also a high grade player with bench and nice selection of music on. Unlike other reship will sell either of these at a bargain. Terms if desired. Address at once, Brooks Mays & Co., The Reliable Piano House, Dallas, Texas.

SEE YOU AT CHURCH SUNDAY

## Rexall's Original 1c sale

WHAT IS A REXALL ONE CENT SALE?

It is a sale which you purchase two identical articles, paying the standard price for one and only one cent for the other. For example, The standard price of Kleenex Dental Creme is 50 cents. During this sale you may buy two tubes for 51 cents, and thus save 49 cents. Every article on this sale is a high quality guaranteed product being sold all-year-round at the standard price. No limit buy all you want. Remember, this sale lasts three days only, Thursday, Friday and Saturday.

A PROFIT-SHARING METHOD OF ADVERTISING

This sale has been developed by the United Drug Co. as an advertising plan. Rather than spend large sums of money in other ways to convince you of the merit of these goods, they are spending it on this sale in permitting us to sell you two full size packages of high quality merchandise for the price of one, plus one cent. It costs money to get new customers, but the sacrifice in profit is justified, because we know these will please you.

October 7 8-9  
ORIENT DRUG STORE

The Rexall Store

## GOOD YEAR

The Price May Be Duplicated but the QUALITY NEVER

We will demonstrate and prove to you, before you buy, the superiority in both tread and carcass which, year after year, causes millions more people to ride on Good-year tires. Goodyear builds nearly one-third of the world's total tire output, the reason you get superiority at ordinary tire prices in Goodyear Tires.

The Electric Filling Station



### In Honor of Our Brave Boys Both Living and Dead

Again it is Armistice Day and we stop to honor in a fitting manner those brave lads who gave their all that we might enjoy our freedom. Is it but fitting that each and every one bow his head in reverent prayer . . . a token that we do remember them and what they gave for us.

First National Bank

## Bryant-Link Company

is now having an Extra Special Sale on Silk



One lot of Silk flat crepes, Silk crepes, Rice crepes that are all heavy and all are guaranteed fast to washing. All are 40 in. wide in colors rose, blue, pink, tan, red and almost any color that you would like for.

Black satins are offered in this sale. The regular price these crepes are \$1.95 to \$2.25 Your choice of color and yardage only \$1.49

One lot of \$2.25 \$2.50 and \$3.25 Silk Crepes. The colors shown are supposed to be good. On Sale for only the yard \$1.95

Velvets, Velvets, Velvets!  
Color, rose, blue, and tan  
Extra special, the yard \$2.49

Thanksgiving will soon be here why wait longer to buy that dress or our coats range in price from \$3.75 to \$89.50. One lot of beautiful dresses for Saturday only \$13.95 Another lot for New shipment of fast colored wash dresses only \$1.95 See our Felt Hats.

Bryant-Link Company  
Knox City's Leading Department Store



### Why Advertise?

Every happy advertising manager is anxious to answer the question: "Why advertise?" by local merchants as long as there is any necessity of advertising.

The Inland Bulletin has compiled a list of seven objectives of advertising which also percentage to be allowed:

1. Institutional advertising—to make the store name mean something to the public, as well as to make it well liked—10 per cent.
2. General publicity—to keep the store name before the public and as many ways with the least possible cost.
3. Background and Authority—to attach importance to the name of the store, making the name echo authority, dramatizing the store—10 per cent.
4. Fashion Information—to do the retailers' share of making the public want better, newer and more stylish things, by keeping before them the latest trends—15 per cent.
5. Merchandising News—to sell merchandise with honest and real salesmanship, deserving a profit—10 per cent.

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W. C. ROUNTREE, M. D.

If you have any of the following symptoms, I have the remedy, no matter what your trouble has been diagnosed. Nervousness, stomach trouble, loss of weight, loss of sleep, sore mouth, pains in the back and shoulders, peculiar swimming in the head, frothy like phlegm in throat, passing mucous from the bowels, especially after taking purgative, burning feet, brown, rough or yellow skin, burning or itching skin, rash on the hands, face and arms resembling sunburn, habitual constipation, (sometimes alternating with diarrhoea) copper or metallic taste, skin sensitive to sunheat, forgetfulness, dependency and thoughts that you might lose your mind, gums a fiery red and falling away from the teeth, general weakness with loss of energy.

If you have these symptoms and have taken all kinds of medicine and still don't feel better, I especially want you to write for my booklet.

Mrs. J. B. Massey of Odessa, Texas, Box 112, whose picture appears here writes: "I wish to thank you very much for restoring my health from one of the most dreadful, miserable diseases that anyone can have. I was in bad health for several years, under care of Doctors for three years. I do not think I could have lived much longer. I am in better health today than for several years, which more than I ever did in my life. I believe I am rid of an awful disease that the other Doctors failed to cure. **SEND FREE DIAGNOSIS AND LITERATURE TO:** W. C. ROUNTREE, M. D., AUSTIN, TEXAS."



MRS. J. B. MASSEY

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The Electric Filling Station

6. Clearance—to create or find a market for left-overs, slow moving stock, broken lines, etc.—10 per cent.

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The above is a lesson in advertising to any merchant, but it should also teach the advertising manager of a newspaper the proportion with which a merchant should appropriate his advertising budget to secure the maximum results. And if the store gets a maximum of results the merchant is going to continue to advertise, and to increase his advertising budget.

### Ex-Sheriff Charles A. Holcomb Out With Facts

PROMINENT LUBBOCK MAN SAYS MONEY COULD NOT BUY THE GOOD ORGATONE HAS DONE HIM

"Money could not buy the good Orgatone has done me, and I gladly recommend it for what it has done in my case," said Honorable Charles A. Holcomb, Ex-Sheriff of Lubbock County, Texas.

"Mr. Holcomb is unquestionably not only one of the best known but one of the most popular men that ever held office in Texas. Mr. Holcomb's friends persuaded him to make the race for sheriff, to which he was easily elected. He served the people of Lubbock county in this important office four consecutive years. At the expiration of his term Mr. Holcomb returned to private life. He cast his lot among the people of Lubbock, and is now owner of the Ideal Tailors located at 304 Main Street and one of the foremost citizens of that place.

"I was in a run-down condition," continued Mr. Holcomb, and had no appetite at all. I could hardly sleep at night, and never felt like getting up in the mornings. I was so tired, I had the worst form of indigestion, suffered all the time with gas on the stomach, and was continually belching up undigested food. I would sometimes bloat and swell up like nervousness and pains in my stomach. I was poisoned, and suffered with each of the worst sort, and nothing seemed to help me, except in a temporary way. I just can't tell you how I did suffer for the past ten years, and up to the time I began taking Orgatone a few weeks ago.

"When I read the testimonials of some who had been relieved of troubles like mine I just felt like I couldn't make a mistake by taking Orgatone, and it has done even more for me than I expected. I began to feel better after taking the first few doses, and am just finishing my first bottle, and I'm a different man already.

I sleep like a log now, and eat just any and everything I want with out the slightest discomfort afterward. I am glad to endorse Orgatone because it does the work and I'm telling you, I never fit better in my life than I do since taking Orgatone. I am willing for you to publish my statement and if anyone wants to talk to me in person about this wonderful medicine they can see me either at my place of business Ideal Tailors 304 Main Street or my residence 504 Avenue M, where I will be glad to tell them my experience with this great medicine.

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SEE YOU AT CHURCH SUNDAY

Mr. and Mrs. Billock of Sweet water spent Sunday night in the home of Mr. and Mrs. A. J. Gore.

Misses Mary Reeder and Ruth Short spent the week end with Margaret Reeder and others in Fort Worth.

We are glad to state that Mr. J. T. Humphries is numbered among the new subscribers to the Herald this week.

Mr. and Mrs. R. A. Shaver and Mr. and Mrs. J. J. O'Brien of Oklahoma were called to Knox City Monday to see Mr. Shaver's father, Mr. R. O'Brien who was seriously ill.

Get better service from by buying genuine Chevrolet at the Ashcroft Chevrolet.

SEE YOU AT CHURCH



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