

THE KNOX COUNTY HERALD

VOLUME 30 Knox City, Knox County, Texas, Thursday, December 22, 1932 NUMBER 18

MERCHANTS USE HERALD FOR EXTENDING CHRISTMAS GREETINGS

Carry out an old custom with the Knox County Herald, we will not issue a paper next week but will take the week off for Christmas holidays. This issue of the paper is the last to be published in the year 1932, so the merchants of Knox City are taking this opportunity of thanking the people for the business extended in the past year and wishing for them a Merry Christmas and a happy and prosperous new year.

As the paper goes to press everybody is making plans for a big Christmas, and we hope that you all have a merry one.

Like many of the other people, the editor has been ill for the past week with the flu, and is just able to be up around home as this is written. In his absence Mr. and Mrs. H. B. Sweeney have assisted the editor's wife in putting out the paper, for which we thank them. We are sure we will be able to be back on the job by time for the first issue in January.

So we'll see you again the first week in January.

MRS. JOHN A. SMITH GIVES TURKEY DINNER

Twenty-seven guests were present Sunday when Mrs. John A. Smith served a turkey dinner to friends and relatives at her home east of Knox City.

The dinner was served buffet style and the guests helped themselves to delicacies. Those present were: Mr. and Mrs. Bill Smith, Mr. and Mrs. Holt Moseley and daughter, Mr. and Mrs. J. W. Smith, John Elbert Smith, Reeder Smith, Mr. and Mrs. J. A. Wilson and family, Roy Smith and family, Mr. and Mrs. Lloyd Davis and son, Mr. and Mrs. Hobb Smith of Rochester, and Mr. and Mrs. Lee Smith.

Little Lloyd Leslie Davis was sick last week with bronchitis, but we are glad that he is much improved now.

YOUNG PEOPLE TO SING CHAROLS

Mrs. E. Q. Warren announced Tuesday that the young people of the town would sing Christmas Charols Sunday morning, December 25th, beginning at four o'clock.

Mrs. Warren states that this Charoling is being sponsored by the Choral Club but that every young person of the town is invited to assist in this singing.

It is requested of the young people that all people wishing them to sing at their homes, to place a light in the window.

Following the singing, the young people will gather at the Methodist church where they will be served doughnuts and coffee.

METHODIST CHURCH ANNOUNCEMENTS

The Reverend J. H. Sharp announced Tuesday that the program for the Methodist church for Sunday, December 25th would begin with the serving of doughnuts and coffee to the Choral singers which will begin between seven and eight o'clock.

Sunday School will begin at ten o'clock and the preaching service at eleven.

At twelve fifteen the "Feast of the Family" will begin which will be a Christmas dinner for all members of the church and those who care to join them. A short program will follow the social hour, after which program the crowd will return to their respective homes with no other service for the day.

KNOX CITY NOW HAS A LAUNDRY

We call your attention to this week to the fact that Knox City has a home laundry, it is owned and operated by Mr. O. M. McChristal and located in the Knox City Hotel building. Read his advertisement in this issue of the Herald.

Rule Boasts of School To Smallest Baby Dismiss Friday

Rule, from time memorial has been known as the biggest little town in the world. Now the town can boast of the smallest biggest little baby in the world. The happy parents of this tiny tot are John and Carrie Barrett, colored. The baby arrived about five weeks ago while they were visiting in Galveston, and weighed the stupendous amount of only one pound. The baby's clothes were too large for the infant, and the rag doll was tripped off its clothing and put on the infant. The baby was fed, not the natural way, but with a medicine dropper. The baby was carried to the Houston clinic and pronounced perfect and sound. It seems to be thriving on a diet of orange juice and milk and at the age of five weeks weighs 2 1/2 pounds.

When interviewed by a Review reporter the father said that he was very proud of the infant, even if he did think the Lord had cheated him in sending to his home such a small infant. The father weighs 175 pounds and the infant's mother "tips" the scales at 215 pounds. John also said that he gussed the depression, or Hooverism was responsible for the smallness of the baby. The baby Bettie Joe, seems to be a favorite, as most of the citizenship have gone to look at the tiny little tot. And when the mother exhibits this small wee bit of humanity her smile broadens and her mother lullaby croons are just as sweet as if the baby was as large as the normal child.

—Rule Review

The Knox City school will dismiss Thursday for the Christmas season, taking up classes again Tuesday following Christmas Day on Sunday. This gives only two holidays for the Christmas season, however, this number is sufficient, considering all conditions.

Without a doubt the school children are disappointed in not being granted some seven days for holidays but the Knox City school board has exercised sound judgement in granting only the two days.

Union Grove School

Mrs. E. F. Branton stated Monday that the Union Grove School is dismissing school Friday for the Christmas season and taking up classes again Tuesday. This gives Union Grove only one holiday.

Sun Set School

The Sun Set school was dismissed this week but not for Christmas Holidays. So many pupils were out of school because of the flu that authorities deemed it profitable to dismiss school. It will doubtless begin again on Monday January the second.

O'Brien School

Authorities stated Tuesday that the O'Brien school is dismissing Wednesday for the Holidays to begin again on Monday, January the second.

It was also stated that Mr. T. H. Cunningham, superintendent of the O'Brien school, is ill and unable to be at his duties this week.

GINS REPORT 17,500 BALES THIS SEASON

Reports from the four gins of Knox City Wednesday morning made a total of 17,500 bales of cotton ginned thus far for the crop of 1932. This is the largest crop ever ginned in Knox City and the total is fulfilling the crop prophecy of many citizens of the town and community.

The various gin men of the city are differing slightly in their opinions of the time needed for the remainder of the crop to be gathered. While some are of the opinion that the cotton will practically be in by the first of the year, others are of the opinion that it will take two months yet to gather in the scraping.

It is generally believed that near 1000 bales are yet to be ginned, which being the case, Knox City will gin better than 18,000 bales from the crop of 1932.

CARD OF THANKS

We wish to express our sincere appreciation to our good friends in Knox City for the lovely shower given us recently, following the destruction of our home in Rule by fire. Words cannot express the feeling of our hearts for this sweet remembrance. It is our prayer that God's richest blessings will be yours throughout these days and months of hardship.

May we take this opportunity to wish you each a very Merry Christmas and a joyous, prosperous New Year.

Mrs. Doc Roscoe and family

Hospital Notes

Patients in the Knox County Hospital this week include Paul White of Rule, Mrs. Fred Redder of Rhineland, Wiley Bean of Rochester, Mrs. A. N. Hughes of Seymour, Mrs. Roland Peemster of Vera, Mrs. Felix KKeith and infant son of this city, Miss Stella Rex of O'Brien, Ned Goodrich of Munday, Q. E. Byrd of Rochester, Mrs. Williams of Truscott, Mrs. Ray of Munday and Mrs. Gattis of Munday.

Miss Olga Goodrich of Benjamin was dismissed Monday and returned to her home. Mrs. Frank Herring of this city was dismissed last Wednesday.

SISTER TO LOCAL WOMAN IS BURIED

Mrs. Jim Brooks Cowan, sister to Mrs. J. T. May of this city, was buried in Rule Sunday morning, services being conducted from the First Baptist church. The Reverend King, pastor of the Rule Baptist church, assisted by the Methodist pastor of Rule, Brother O. L. Dennis Baptist pastor of Rochester and Brother J. H. Sharp Methodist pastor of Knox City, conducted the funeral services.

The esteem in which Mrs. Cowan was held by her relatives and many friends was pronounced in the many beautiful floral offerings. She was laid to rest in a manner worthy of the beautiful life she had lived and the fine son whom she left to the sad husband and father. The son James Elbert, was two weeks old at the death of his mother.

Mrs. Jim Brooks Cowan was born in Rule Texas in 1909. She was the daughter of Mr. and Mrs. W. T. Norman. At the early age of 13 years she was converted and joined the Baptist church. On June 18, 1928 she was married to Mr. Cowan. On Saturday, December 3, 1932 this union was blessed in the arrival of a son, James Elbert.

Mrs. Cowan is survived by her husband and her parents, four sisters and three brothers. Among the sisters are Mrs. J. T. May and Miss Lucy Norman of this city. Another relative of this city is Miss Johanne Cowan, Nurse in the Knox County Hospital.

Mr. Cowan is a former business man of Rule, now farming a short distance from that city.

Mrs. Cowan was a graduate of the Rule high school and leaves, in addition to immediate relatives, a host of friends who mourn in her absence.

The Balard family were somewhat grieved Monday in the death of their very clever little dog Sunday night. She had pneumonia.

Ed Shaver and family visited in Abilene Monday.

Mrs. S. E. Youngblood was hostess to the 42 club on Friday afternoon December 16th. The guest list included club members and a few invited guests.

Decorations were attractive Christmas motifs, the color scheme of red and green being cleverly carried out in refreshments.

KNOX COUNTY HAS HAD WONDERFUL BLESSINGS DURING THE YEAR 1932

TO ALL MY FRIENDS IN KNOX CITY AND COMMUNITY

It would be almost, impossible to send a personal message to all my kind friends and fellow-workers, in Knox City and community, so I take this method, through the courtesy of the Herald to send to all of you my Christmas greetings and words of gratitude for all the kindness shown me, and for the fine spirit of cooperation throughout the year.

Christmas, with its tender memories, anticipated joys and beautiful expressions of love and good will, has come again to take full possession of our hearts. The spirit of unselfishness, love and friendship, traverses the earth.

This is the season when songs seem sweeter, friendship dearer and home ties stronger. Of all the times of the year this is the time when the highest thoughts and the useful service finds expression. Verily, "the air is full of music and the day is full of God."

I cannot adequately express all the good things I am wishing for you at this glad season, but I do want you to know that I am thinking of you, and praying that the sunshine of peace shall flood your soul—and life's sublimest happiness shall be your portion.

Please be assured that every token of God's favor upon you will make my own heart rejoice the more.

With abiding affections,
Claude B. Stovall, Baptist pastor.

The many friends here of Mr. Dave Eiland of Munday were saddened this past week in the death of Mr. Eiland. Mr. Eiland was around 55 years of age and owned and managed the Eiland Drug Store of Munday. Funeral services were held Sunday and interment was made in the Munday Cemetery.

The three smallest children of Brother and Sister J. H. Sharp are confined to their beds with the flu.

Another Yuletide season is at hand and ere the passing of another week the people of this earth will be again celebrating that great event that revolutionized the trend of thought and activity upon this universe—the birth of Jesus Christ.

We usually approach this time with a spirit of merriment and happiness. It was a joyous occasion, when the world was given a Saviour. And it is still a joyous occasion when many material and physical blessings which have come to us during the year drawing to a close, with a great deal of profit and satisfaction.

Knox County has been wonderfully blessed in the year 1932. The largest crop of cotton and feed in the history of the county was gathered here this year. Not only that, but the most ideal fall for gathering that has ever been known has been the fall of 1932. The past two weeks of cold and moisture-giving weather is a boon to the crop for 1933. Farmers are starting the new year with their cellars full of canned goods and large flocks of poultry on hand.

There have been more hogs killed in this territory during the last season of cold weather than possibly any other period of this nature. There have been approximately six carloads of turkeys shipped from here this fall and still plenty remain for raising and eating in the future.

The people have enjoyed reasonable good health and business has been plentiful, so let us enter the new year with a new determination, to do more and help each other more during the coming twelve months.

HYDE FINISHES 26th YEAR AS ROUTE CARRIER

W. W. Hyde finished his 26th year as carrier on route one from Knox City post office. Mr. Hyde is well and doing fine; however, he states that the majority of the people on route one are ill.

As We Celebrate

The Birth of our Savior

On Christmas Day

We cannot refrain also from telling our friends and customers how much we appreciate the business given us and the many kindnesses they have shown us during the old year fast passing. And we extend to you and yours fondest wishes for

A Merry Christmas and a Happy and Prosperous New Year

Farmers Gin Company

Allow Us

To extend to you Best Wishes for

A Merry Christmas

and a

Happy and Prosperous New Year

And THANK YOU for the business given us in

1932

Cotton Growers Cooperative Gin Co

Our Christmas Is Not Complete

Without extending to you our sincere thanks for the splendid business given us during the past year and wishing for you a Merry Christmas and many blessings during the year.

Knox City Dry Goods & Gro.

The Red and White Store WORDS CANNOT EXPRESS

How much joy and prosperity we wish for you on this Christmas and throughout the year 1933. Nor can we tell you how much we appreciate your business and friendship during the past year.

Davis Cash Grocery

Mrs. Victor Pyeatt and Mrs. J. Silman entertained the night Bridge Club in the home of Mrs. Silman on the evening of December the 16th. Following the games delicious refreshments were served.

WANTED—Reliable man age 25 to 50 to supply established demand for Rawleigh Products in Haskell county, also City of Munday. Other good localities available. Company furnishes everything but the car. Good profits for hustlers. Write the W. T. Rawleigh Company, Memphis, Tenn., or see me, Wm. E. Watkins, Munday, Texas. 15-5te

POSITIVELY No More wood hauling from the Hugh Rogers holdings, west of the Brazos, beginning at Red Bluff and going up river to the old Shoal crossing. We have run a Pilely Wigly wood yard as long as we can. Roy Lanter, manager. 16-5tpd

Miss Maurine Ables of Vernon Texas was in the city Monday.

W. E. Stephens is ill with the flu.

Mrs. H. Moseley and daughter spent Wednesday night of last week with Mrs. Moseley's sister Mrs. S. A. Norris in Haskell.

Mrs. S. H. Bohannon and daughter will spend Christmas in Chillicothe with her son J. L. who is attending school there.

The Knox City girls attending C. I. A. have arrived home for the Holidays and received a hearty welcome from all citizens.

Report has been received at the Herald office that James E. Walker of this city was married last week to a young lady from Crosbyton.

Mr. and Mrs. H. B. Sweeney and son will leave Thursday for Thornton to spend the Christmas holidays with Mr. Sweeney's mother.

Mr. and Mrs. Sam Smith plan to leave the week-end for Dallas to spend the holidays.

Mrs. T. P. Frizzell Jr. Mrs. O. L. Jamison and Miss Claydene Hoge spent the past weekend in Wichita Falls with friends and relatives.

Mr. and Mrs. Jimmie Silman had as their guests Sunday Mr. and Mrs. George Saem and Mr. S. Wade all of Munday.

HOLIDAY

Did you know that every day you can get a beautiful lasting oil steam permanent at the low price of \$1.00 and \$2.00. Work guaranteed, experienced operators. Mrs. Bohannons residence, block north of Knox County Hospital. A splendid Christmas gift. Call Mrs. Mason each Tuesday, at Rule, Texas.

Mr. and Mrs. Grady Dickerson and Phillis Gene of Los Angeles California are spending the Christmas holidays with her mother Mrs. S. L. Powell.

If You Are Interested In The Care of Your Eyes

We can supply you with glasses at any price you want to pay.

Third Quality Kryptok Bifocals "for near and far" in Shell Frames as low as \$6.00 complete.

Lenses and Frames of Standard Quality at the lowest possible price.

A complete office equipment for a through eye examination.

J. D. Kethley Optometrist
Munday, Texas

Twice That

When you have thought of all the good things which come to you this Christmas double them and that will be our wish for you in this Merry Christmas greeting.

Knox City Motor Company

NOW OPEN Knox City Laundry

We do all kinds of laundry work, at reasonable prices and guarantee to please.

Quick service regardless of the weather. We call for and deliver. Located in Knox City Hotel Bldg.

TELEPHONE 30

O. M. McChristial, Mgr.
"Let Us Do Your Washing"

"Merry Christmas . . ."

At this season of the year—when all West Texas is radiating the old pioneer Christmas spirit of "Good Will Toward Men"—it is this company's privilege to extend to its many friends and customers the sincere Christmas Greetings of its hundreds of loyal employees.

Throughout 1932, as in previous years, progressive cities, towns and communities in this "Land of Opportunity" have been served efficiently with dependable and inexpensive transmission line electric service from the three major generating stations of the West Texas Utilities Co.

Hundreds of farms, ranches and small communities also are served over the modern high tension transmission line system which, more than 2,500 miles in length, interlaces this vast empire.

To this progressive citizenry—with which the West Texas Utilities Company has at all times worked hand in hand for the greater development of West Texas—this company extends cordial Season's Greetings and best wishes for a Happy and Prosperous New Year.

West Texas Utilities Company

A Debt Is Due

We approach that Yuletide Season when we can sum up the Blessings we have enjoyed throughout the year. We have been pleased with many friends, and we want to acknowledge here our debt of gratitude which we owe for the splendid business given us during 1932, and express our sincere appreciation for same. May you have a Merry Christmas and a Happy and prosperous New Year is the wish of

Malouf Dry Goods Co.

A. Weinbaum's Christmas Greetings

A Merry Christmas and a Happy and Prosperous New Year

Make your friends and relatives happy by buying your Christmas gifts from us.

Hundreds of useful presents at exceptionally low prices.

Just received a delayed shipment of black and brown suede gloves.

Give us an opportunity to serve you.

A. Weinbaum's
Next to Fox Grocery

FORMER KNOX CITY GIRL WEDS

Of interest to Knox City people is news received this week of the marriage of Miss Kathlyn Veasey of O'Donnell to Mr. Glenn Everett, also of O'Donnell, the ceremony being performed at Lovington, New Mexico on December 19, Reverend Beauchamp, pastor of the Baptist church, read the ceremony.

The bride is the younger daughter

R. C. EDWARDS
Dental Surgeon
Knox City, Texas

DR. T. P. FRIZZELL
Physician and Surgeon
Knox City, Texas

of Mr. and Mrs. V. H. Veasey, former residents of Knox City. She began her school career, which closed with her graduation this spring, in the local public schools, and is well known among a wide circle of friends. The groom is the son of Mr. and Mrs. J. V. Everett of O'Donnell, and was also a member of the graduating class of 1932.

This week's issue of The O'Donnell Index says: "The marriage came as the culmination of a high school romance of several years' standing, and was not altogether unexpected by the many friends of the couple. They were accompanied to Lovington by Miss Hazel Dark and Mr. Howard Tredway.

"The bride wore a black and white vogue ensemble with harmonizing accessories.

"Mr. Everett is employed at the Corner Drug store here, and they will continue to make their home in O'Donnell."

Mrs. C. B. Teague is ill this week.

Loe English and Earl Clements were Monday visitors.

Freeman Smith has the flu this week.

John Hyde and Jack Wilson arrived home this week from Tech.

Mr. and Mrs. W. E. Benedict were Wichita visitors Monday.

Mr. and Mrs. Ross Quaintance of Amarillo are here for the holidays with her mother Mrs. Hobson.

Miss Virginia Lowrey left here Sunday for Clayton New Mexico for a stay of a few weeks.

Report is received this week that Robert Panell is suffering with the flu this week.

J. C. Reader is ill with the flu this week.

All Barber work is correctly done at O. D. Reid's Shop

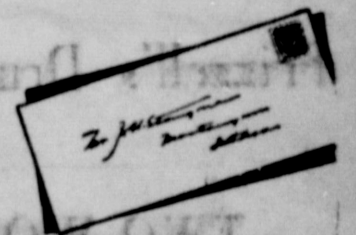
Fresh Bread Daily at the Knox City Bakery

First class barber work done at the City Barber Shop

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

Phone 100
Sweet milk, sweet cream, butter.
Whipping cream or butter milk
Knox City Dairy

For less than it costs to mail a letter



... you can cook breakfast, lunch and dinner with natural gas. Having at each meal a variety of different things that would please the family and heap praise upon mother. It costs less than a third of a cent per person to cook a meal with natural gas. It saves you time and energy as well as money.

THE LEADER CAN ACCOMPLISH



WHAT OTHERS DARE NOT TRY

CHEVROLET PRESENTS A NEW SIX

Longer • Larger • Faster • Smoother • New in Styling • More Economical • And Featuring Fisher No-Draft Ventilation

THIS is Chevrolet Week throughout America. And the new car that millions have been watching and waiting for—the latest product of the world's leading builder of automobiles—is now on display: the New Chevrolet Six—at a new scale of low prices. Front, side, rear—inside, outside—everything about this new car is *advanced, improved, exciting*. Longer wheelbase makes it the biggest automobile in today's low-price field. The latest principle of car design, "Aer-Stream" styling, gives it a totally different, *ultra-modern* appearance. The new Fisher bodies are larger, witer—faultlessly streamlined—swung lower to the road—and offer the first basic improvement in travel comfort in over ten years: *Fisher No-Draft Ventilation*. Chevrolet performance in every gear is faster, flashier, more brilliant. The *time-proved* six-cylinder

engine is more powerful as well as *more economical*. Improved Free Wheeling is combined with a "silent second" Syncro-Mesh gear-shift. Chevrolet engineers have developed a remarkable new invention that wins a complete victory over vibration: *The Cushion-Balanced Engine Mounting*. And as far as prices are concerned, several models now sell at the lowest figures in Chevrolet history. Chevrolet is able to do all this because Chevrolet has the advantage of being the world's largest builder of cars for 4 out of the past 6 years. Chevrolet builds cars in greater volume—buys materials in greater quantities—does everything on a *bigger, more economical* scale. Hence, Chevrolet is in a position to provide a *better* car at a *better* price than could possibly issue from any other source. *The leader can accomplish what others dare not try!*

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN

AT A NEW SCALE OF LOW PRICES

SPORT ROADSTER \$485 -- COUPE \$495 -- COACH \$515
PHAETON \$515 -- SPORT COUPE \$535 -- SEDAN \$565 -- CABRIOLET \$565

All prices f. o. b. Flint, Michigan. Special equipment extra. Low delivered prices and easy G. M. A. C. terms

NOW ON DISPLAY AT CHEVROLET YOUR CHEVROLET DEALER'S

A GENERAL MOTORS VALUE

Ashcroft Chevrolet Company
Knox City, Texas

Stamford and



Western Gas Co.

Merry Christmas

From All Of Us To

GOOD CHEER

We extend our Christmas greetings both to the friends we have and to the friends we shall yet meet. May all things go well with you this Yuletide, and good cheer to each and every one!

White Mercantile Co.

OUR FRIENDS

We are saying it in person to all you that we have the pleasure of meeting—and to be sure that we not missed any of our friends, we say it here to you, personally: "A Merry Christmas."

Frizzell's Drug Store

TWO WORDS

"Merry Christmas." These two words have behind them all of our good wishes for you good wishes for your future, and our gratitude for your many kindnesses to us in the past.

Orient Drug Store

PRICELESS ASSETS

Our most priceless assets are your friendship and good will. We take this occasion to wish you a Merry Christmas and hope for the continuance of pleasant relations with you.

First National Bank



Every One Of You

OUR WISHES

May cheer and good fellowship prevail for you this Christmas. May our hearts ever be lighted with the beacon of loyalty which has let us call ourselves your friends.

Teague Cafe

APPRECIATION

No words can convey the depth and sincerity of our greeting when we say "Merry Christmas" to all of you. We hope that all your hopes are fulfilled in 1933.

Jamison-Clonts Co.

ONE AND ALL

It is my hope that the patronage I have enjoyed during the year has been justified in my service to my friends. I thank you and wish you all the happiness of the season.

Sinclair Refining Co.

Ancil Waldrip, Agt.

MERRY CHRISTMAS and Happy New Years

It is with great pleasure that we take this opportunity to thank all of our friends and customers who have, through their loyal support, made this year for us a very successful one.

We hope to serve you and wish you all a very, very successful NEW YEAR.

J. M. Edwards Self Service Store
Mr. and Mrs. C. H. Keck

Christmas Wreaths

To you and yours. Our heartiest Christmas Greetings. May this indeed be a season of happiness and joy for all of our loyal friends in the community.

Warren Brothers

---AND CHEERIO

Wreaths hang at every window,
Candles twinkle in the night,
May your home resound with laughter,
And your Yuletide days be bright.

City Tailor Shop

FELLOWSHIP

Trying days are but testing times and friendship proves itself when man smiles through and pauses to speed a cherry, happy thought on its way. Our thought to you today is Merry Christmas and many more of them.

City Feed Store

CHRISTMAS JOY

Breaking clouds, departing gloom,
Rays of sunshine ask for room,
Patient waiting, through the years,
Dispels our doubts, allays our tears,
Depression days are nearly done,
Our fight with fear will soon be won.
Each day our load is lighter grown,
Each day our friends are better known.
To man and woman, girl and boy,
We send full measure of Christmas joy,
With wishes for a glad New Year,
To all and sundry, far and near.

Citizens State Bank

ON ITS WAY

In the traditional spirit of Christmas, we pause to sing out a Merry Cheerio, and thank one and all for their liberal patronage during the year now ending.

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Next to Fox Grocery

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Dental Surgeon
Knox City, Texas

DR. T. P. FRIZZELL
Physician and Surgeon
Knox City, Texas

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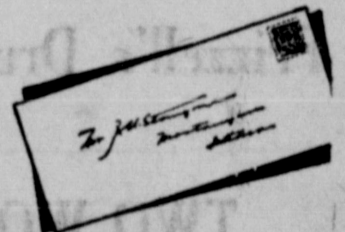
Fresh Bread Daily
at the
Knox City Bakery

First class barber work done at the City Barber Shop

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

Phone 100.
Sweet milk, sweet cream, butter.
Whipping cream or butter milk
Knox City Dairy

For less than it costs to mail a letter



... you can cook breakfast, lunch and dinner with natural gas. Having at each meal a variety of different things that would please the family and heap praise upon mother. It costs less than a third of a cent per person to cook a meal with natural gas. It saves you time and energy as well as money.

THE LEADER CAN ACCOMPLISH

WHAT OTHERS DARE NOT TRY



CHEVROLET PRESENTS A NEW SIX

Longer • Larger • Faster • Smoother • New in Styling • More Economical • And Featuring Fisher No-Draft Ventilation

THIS is Chevrolet Week throughout America. And the new car that millions have been watching and waiting for—the latest product of the world's leading builder of automobiles—is now on display: the New Chevrolet Six—at a new scale of low prices. Front, side, rear—inside, outside—everything about this new car is *advanced, improved, exciting*. Longer wheelbase makes it the biggest automobile in today's low-price field. The latest principle of car design, "Aer-Stream" styling, gives it a totally different, *ultra-modern* appearance. The new Fisher bodies are larger, wider—faultlessly streamlined—swung lower to the road—and offer the first basic improvement in travel comfort in over ten years: *Fisher No-Draft Ventilation*. Chevrolet performance in every gear is faster, flashier, more brilliant. The *time-proved* six-cylinder

engine is more powerful as well as *more economical*. Improved Free Wheeling is combined with a "silent second" Syncro-Mesh gear-shift. Chevrolet engineers have developed a remarkable new invention that wins a complete victory over vibration: *The Cushion-Balanced Engine Mounting*. And as far as prices are concerned, several models now sell at the lowest figures in Chevrolet history. Chevrolet is able to do all this because Chevrolet has the advantage of being the world's largest builder of cars for 4 out of the past 6 years. Chevrolet builds cars in greater volume—buys materials in greater quantities—does everything on a bigger, *more economical* scale. Hence, Chevrolet is in a position to provide a *better* car at a *better* price than could possibly issue from any other source. *The leader can accomplish what others dare not try!*

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN

AT A NEW SCALE OF LOW PRICES

SPORT ROADSTER \$485 -- COUPE \$495 -- COACH \$515
PHAETON \$515 -- SPORT COUPE \$535 -- SEDAN \$565 -- CABRIOLET \$565

All prices f. o. b. Flint, Michigan. Special equipment extra. Low delivered prices and easy G. M. A. C. terms

NOW ON DISPLAY AT CHEVROLET YOUR CHEVROLET DEALER'S

A GENERAL MOTORS VALUE

Ashcroft Chevrolet Company
Knox City, Texas

Stamford and



Western Gas Co

...for the splendid...
 on us during the past year and wish-
 ing for you a Merry Christmas and
 many blessings during the year.

Knox City Dry Goods & Gro.

The Red and White Store WORDS CANNOT EXPRESS

How much joy and prosperi'ty we wish for you on this Christmas and throughout the year 1933. Nor can we tell you how much we appreciate your business and friendship during the past year.

Davis Cash Grocery

ty, also city of Munday. Other good localities available. Company furnishes everything but the car. Good profits for hustlers. Write the W. T. Rawleigh Company, Memphis, Tenn., or see me. Wm. E. Watkins, Munday, Texas. 15-5tc

POSITIVELY No More wood hauling from the Hugh Rogers holdings, west of the Brazos, beginning at Red Bluff and going up river to the old Shoal crossing. We have run a Piggly Wiggly wood yard as long as we can. Roy Lanter, manager. 16-8tpd

Mrs. H. H. Bokannan and daughter will spend Christmas in Chillicothe with her son J. L. who is attending school there.

The Knox City girls attending C. I. A. have arrived home for the Holidays and received a hearty welcome from all citizens.

Report has been received at the Herald office that James E. Walker of this city was married last week to a young lady from Crosbyton.

Mrs. T. P. Frizzell Jr. Mrs. O. L. Janson and Miss Claydene Hoge spent the past weekend in Wichita Falls with friends and relatives.

Mr. and Mrs. Jimmie Silman had as their guests Sunday Mr. and Mrs. George Saem and Mr. S. Wade all of Munday.

block north of Knox...
 tal. A splendid Christmas gift. Call Mrs. Mason each Tuesday, at Rule, Texas.

Mr. and Mrs. Grady Dickerson and Phillie Gene of Los Angeles California are spending the Christmas holidays with her mother Mrs. J. L. Powell.

Twice That

When you have thought of all the good things which come to you this Christmas—double them and that will be our wish for you in this Merry Christmas greeting.

Knox City Motor Company

If You Are Interested In The Care of Your Eyes

We can supply you with glasses at any price you want to pay.

Third Quality Kryptok Bifocals "for near and far" in Shell Frames as low as \$6.00 complete.

Lenses and Frames of Standard Quality at the lowest possible price.

A complete office equipment for a through eye examination.

J. D. Kethley Optometrist
 Munday, Texas



"Merry Christmas..."

At this season of the year—when all West Texas is radiating the old pioneer Christmas spirit of "Good Will Toward Men"—it is this company's privilege to extend to its many friends and customers the sincere Christmas Greetings of its hundreds of loyal employees.

Throughout 1932, as in previous years, progressive cities, towns and communities in this "Land of Opportunity" have been served efficiently with dependable and inexpensive transmission line electric service from the three major generating stations of the West Texas Utilities Co.

Hundreds of farms, ranches and small communities also are served over the modern high tension transmission line system which, more than 2,500 miles in length, interlaces this vast empire.

To this progressive citizenry—with which the West Texas Utilities Company has at all times worked hand in hand for the greater development of West Texas—this company extends cordial Season's Greetings and best wishes for a Happy and Prosperous New Year.

West Texas Utilities
 Company

NOW OPEN Knox City Laundry

We do all kinds of laundry work, at reasonable prices and guarantee to please.

Quick service regardless of the weather. We call for and deliver. Located in Knox City Hotel Bldg.

TELEPHONE 30

O. M. McChristial, Mgr.
 "Let Us Do Your Washing"

A Debt Is Due

We approach that Yuletide Season when we can sum up the Blessings we have enjoyed throughout the year. We have been pleased with many friends, and we want to acknowledge here our debt of gratitude which we owe for the splendid business given us during 1932, and express our sincere appreciation for same. May you have a Merry Christmas and a Happy and prosperous New Year is the wish of

Malouf Dry Goods Co.