

Knox County Herald

KNOX COUNTY HERALD FRIDAY JANUARY 23, 1931

NUMBER 29

AM FOR ZONE MKETING

ing is the program for the of the Missionary So- Methodist church which at the local ch rch on y of next week, January The program begins at My Life and Let it Be. Rochester Knox City, by Mrs. E. L. Seymour, by Mrs. C. Ran- response with aims for CHS, by J. C. Mass Seymour, by Reverend H. 2:20 to 1:10, will be served society. program continues in the as follows: Abilene, by Mrs. Nat G. Training Hour, conducted ent departments Study for 1931, Crowell, George Self We Paid Our Pledge in 1930, by Mrs. J. Frank Pelts Music, Seymour, by Miss where to send them, O. Campbell and District and Its Purpose Seymour, by Mrs. Morris

will be a discussion of un- rest at this meeting for the women of the church. It is at all these women, as well older, active members of the will attend the meeting. All of the church are especially attend.

DEMONSTRATION WORKS ENORMOUS FIGURES

summary of the Annual re- the Home Demonstration Knox county for 1930 as by Miss Grace Nelson, county demonstration agent, reveals that the club women canned number of foods for the year. Knox County there are one and ten 4-H club girls and and twenty five women in a regular work. Special a t has been given to home gar- poultry and to the preserva- vegetables and meats, due to e of this type of work in the farm family "live at

members report the follow- and vegetables canned in 7282 quarts valued, accord- government prize \$5,921.85. rves and jelly 3155 quarts at \$462.40. and relishes 2439 quarts at \$1219.50. canned 8539 quarts valued 3.40.

report is from club women large part of the canning the county is not reported. merchants sold 25,800 tin 1930.

COLORED WEDDING

January 13 Gracie Jenkins Mary Lee Pillers motored home where they were mar- Polly Henri, who reported cing, stated the newly weds welcome home and that the good luck, happiness and cheer is hoped for them.

TO BE LIKE RUSSIANS NEED MORE BRAINS LESS WHISKERS

Don't Leave All the Work to Uncle Sam

By Albert T. Reid



TEXAS COTTON CO-OPERATIVE MEETING WELL ATTENDED

On Friday, January 9th Mr. T. N. Carswell, Secretary and Manager of the Abilene C. of C. as well as a worker and booster for the Texas Cotton Co-operative Marketing Association, and West Texas in general, spoke to approximately 85 interested attentive farmers and merchants, about 65 of whom were members of the Association.

Mr. Carswell gave an interesting outline of the Association's method of handling cotton turned to it, and of what it hopes to accomplish. He stressed the fact that every member fills a very important place in the Association, which can render the maximum service to cotton growers, only, by receiving the continued splendid co-operation of its members. He urged the farmers to reduce their cotton acreage another 15 to 25 per cent during the coming year, pointing out that another large crop together with the unusually large carryover and the world's inability to buy, would mean another crop at prices lower than the cost of production.

Mr. H. C. Pondrom, manager of the Stamford branch of the Association, and Mr. J. C. Watson, secretary of the Stamford C. of C. accompanied Mr. Carswell to Knox City for the meeting.

JUNIOR EPWORTH LEAGUE ELECTS OFFICERS

At a meeting of the members of the Junior Epworth League Tuesday afternoon in the home of Mrs. M. M. Ward, officers for the year were elected. They are as follows: President, Juanita Hammock Vice President, Mary Helen Evans Secretary, Billie Bess Benedict Treasurer, Marian Clonts Chairman of Program committee, Eilena Fayne White

The next meeting of this league will be on Thursday afternoon at four All boys and girls from the ages 8 to 13 are invited and expected to come.

PROGRAM

- Junior League, January 29
- Silent prayer
- Scripture lesson, by Marian Clonts
- Memory verse, by Billie Bess Benedict
- Song
- Talks by Juniors
- 1. What is Obedience, by Mary Helen Evans
- 2. Obedience and Love, by Ruth McGee
- 3. Early training is necessary, by Claudie Sue Maseley
- 4. Learning From Our Parents, by Juanita Hammock
- Song
- Sentence Prayers
- Benediction

Mother Farmer

Last Thursday, January the 8th, God sent the death angel and took Mother Farmer home to Heaven after an illness of almost two years. The funeral service was held in the home and carried out as Mrs. Farmer had planned it herself. The following lines were written by her, and at her request, were read by Reverend Tucker, pastor of the Presbyterian church at Rule, who conducted the services.

"Mrs. Sarah Louise Monahan was born near West Point Mississippi on March 11, 1852, was married to Judson P. Farmer at Booneville September 10th, 1873. To this union were born five sons all of whom are living. Read 23rd Psalm: sing "Nearer My God to Thee".

Mrs. Farmer was converted at the age of eighteen and joined the Presbyterian church where she remained and lived a concentrated christian until God called for her to come home.

The deceased came with her husband and children from Mississippi to San Marcus Texas, from San Marcus they moved to Albany where they remained only a few years and in 1885 they settled in the northwest corner of Haskell county. There were no towns in this section of west Texas then, only a few small villages here and there.

On May the 23rd 1888 Mr. Farmer died in the pioneer home where they had settled just three years before, leaving his wife and five boys to work out the problems of a pioneer life alone and provide for themselves food, shelter and clothing without the aid of a husband or father. This they did under the direction of an all wise God.

In 1906 Mrs. Farmer bought a farm just west of Knox City, where she moved and lived until 1919 when she moved to Knox City. In 1929 Mrs. Farmer received an injury, from a fall, that resulted in her death January the 8th. She was confined to her room since she received the injury and has suffered continually; however, she bore her suffering patiently. She loved her family and friends and even in her suffering, got great joy and much happiness and comfort in the ecstant visits of her boys, and friends. She remarked on one occasion that there was one consolation she received from her sickness, was that it brought her boys home often, where she could have the pleasure of seeing them and having them with her in her home. She loved her Bible, it was her great-

est comfort. She read it daily as long as she was able to read, and when she was unable to read herself, she asked Mrs. Turner to read to her. In this respect and many others, Mrs. Turner was a source of help and comfort to Mrs. Farmer. It was Mrs. Farmer's profound faith in God that helped her to surmount and overcome the difficulties of life; and it was her belief in and appreciation of her Savior that made her look forward to the end of the way with great joy, when she could see Him face to face, and be free from pain forever.

Though she will be missed by all, yet we know that heaven is richer and more real to us, for one more hand will be there to clasp ours and welcome us into the portals of Glory.

She leaves five sons who mourn her going. They are O.B. and C. H. Farmer of Dumas, Texas; C. J. Farmer of Memphis, Texas; S. G. Farmer of Seymour Texas; and H. M. Farmer of Knox City. At host of friends whose lives were blessed by having known this good woman will ever remember her useful life and seek to emulate her example, share with those loved ones in their deep sorrow.

According to our own selfish thinking we cannot understand why our prayers are not always answered, yes we bless God that He permitted Mrs. Farmer to be with us 78 years, more than the three score and ten allotted man. God in His infinite wisdom knew what was best for her, and took her home from a world of suffering and sorrow to an eternal home in heaven where there will be no more sickness, pain or death "and God shall wipe away all tears from their eyes; and there shall be no more death, neither sorrow, nor crying, neither shall there be any more pain." God is entitled to the best and has a right to take from us the sweetest jewels to make brighter and more beautiful the Heavenly Garden. Thus we bow in humble submission to the will of our Heavenly Father "who doeth all things well".

To the loved ones we say "sorrow not as those who have no hope" for we know we shall meet her again in the glory world there to be one great family of God. May God's richest blessings be upon the sorrowing ones and teach us to be more submissive to His Holy will.

Written by request
C. B. Stovall

Mr. and Mrs. P. B. Brooch Jr. and Munday were in Knox City Friday of last week for medical treatment.

PARENT-TEACHER MEETING HAS HUGE ATTENDANCE

Program Enlightening

There was a huge attendance at the meeting of the Parent-Teacher Association Tuesday night, the annual Mother and Dad meeting for this year. In fact, the attendance at this meeting was the largest of any meeting during the current year and decidedly more than the similar annual meeting of last year. The school auditorium was full.

Smiles spread on the faces of the audience when the curtain raised and revealed a pickney band seated circular on the stage. This was the Rythm Band and under the direction of Mrs. Warren, the children gave two fine numbers.

One of the main speakers for the evening, Mrs. Creighton of Wichita Falls, was introduced by the president of the local Parent-Teacher organization, Mrs. T. S. Edwards, and a most valuable and interesting discussion followed. Mrs. Creighton is president of the 13th district of the Parent-Teacher Association and is acquainted, in every detail, of the aims and workings of the organization. She emphasized the fact that this is an organization not to be played with. Its purpose is to build character and the mental education. It is to help children to gain a vision and ideals. It is necessary to work with the parent and through the home in order to secure these ideals for the children, which in itself, said Mrs. Creighton, explains our reason for working for parent education. It is the aim of the State organization to secure a department of Parent education in every State University which will give the young men and women a chance to study the problems of parenthood.

No profession, said Mrs. Creighton, is entered into so ignorantly, so blindly, as the profession of home making and the rearing of children. This facts shows that we as parents never do all the things that we should do for our children. The Parent-Teacher-Association is an organization whose primary or complete interests is the child. Every study and accomplishment is for the child. And too, the speaker further emphasized, this organization is not just for the mothers, it is also for the fathers, rearing children is "not Ma's job alone but Pa's also".

A play, honoring th natal days of generals Lee and Jackson, was next presented by the sixth and seventh grades. This entertainment was well arranged and given. It accomplished two aims. First it brought to the memory of the parents present the facts concerning the three wars so affecting the American people, and second, it showed a portion of the worthwhile accomplishments of our boys and girls.

Mr. Creighton, the second visiting speaker, was introduced gave to the crowd a most interesting twenty minutes or more. Being head of the department of boys scouts in Wichita Falls, Mr. Creighton is thoroughly interested in boys. His five 3's to th boys were Straight, Strong, Spry, Study and Square. His discussion developed these five in the life of the real boy and man. The key to his discussion for the fathers in the audience was the fact that to know the real boy, the Dad must be in harmony, in sympathy with th boy, there must exist an understanding between the two.

Mr. Creighton gave the latter part of his time to the entertainment of the crowd. (Dr. Edwards and Mr. Press Clarke are pretty good at putting their hats on and taking them off again and rising and sitting at the same time.)

The concluding number on the program was a talk by Mr. Roy Smith, secretary and treasurer of the school board. Mr. Smith emphasized the fact the the primary interest of the citizens of Knox City as well as the state and the nation, is not the many business houses and cotton patches, but the boys and girls.

Mr. Smith gave a summary of the expenses of the local school and the means of financing the same. The school taxes are due now and should be, as far as it is possible, be paid now.

MUST PAY CAR LICENSE BY MIDNIGHT FEBRUARY 1

We have an opinion from the Hon. Rice M. Tilley, First Assistant Attorney General advising us as follows:

The last day that a motor vehicle may be lawfully operated that has not been registered for the new year is midnight of February 1st. On the morning of February 2nd any one operating a motor vehicle that has not been registered for the current year is subject to arrest and if the vehicle has been operated during the month of January without being registered, the owner is not only subject to arrest on February 2nd but must pay a penalty of 20 percent of the registration fee.

The above is taken from a letter written by L. G. Phares, Chief State Highway Patrol.

MISS CARLYLE SURPRISED WITH PARTY

Miss Rubye Carlyle was delightfully surprised with a party last Thursday night given by Miss Mary Reeder and her mother, honoring the birthday of Miss Carlyle. The evening was spent playing Bridge following which refreshments of salad, olives, potato chips, buttered rolls, coffee with whipped cream and mints were served. Those present were as follows:

Miss Moorhouse, and Horace Benedict, Miss Cooner and Ulric Lea, Miss Lowrey and Olvis Ham, Miss Casse and Anell Waldrip, Miss Carlyle and Henry Arledge and Miss Reeder and Bunyon Cooner.

20 LADIES GATHER AT CHURCH FOR QUILTING

Monday the ladies of the Methodist Missionary Society met at the church in all day quilting the quilts to be sent to the Methodist orphanage. Twenty six ladies was the total number present for the day, twenty five being there at one time. Six quilts were completed for shipment, two of which, however, were made and quilted by two groups of two and three in rooms where it was impossible for the ladies to go to the church. This made the number of women interested and at work in the quilting total even more.

The next meeting of the Society will be Monday of next week in a social in the home of Mrs. E. L. Huntsman.

SWIFT GIN CATCHES FIRE

Wednesday the Swift Gin caught fire, that is a bale of holes in the cotton room did. The same was extinguished by the local fire department with little damage to the gin.

somewhat knocked the "Joy out of living" as the concluding number for the program but it is well that such was the arrangement. Knox City should be proud of the fact that there has a citizen who is vitally enough interested in the schools to present the subject as it is. Although his remarks were probably a little less cheerful than those of the speakers preceding, Mr. Smith is to be commended for his talk. The only objection that could possible be found is the fact that not enough parents heard his talk.

MICKIE SAYS

WE HATE TO SEEM UNBOLING, BUT REALLY WE AIN'T GOT ROOM FOR STUDIES POEMS OR OTHER LITERARY CONTRIBUTIONS SO WE HADTA REFUSE THEM - THEIRS OUT OF OUR LINE



The Fox boys spent Sunday in Crowell.
Henry Hamner is reported ill this week.
R. A. Shaver of Rochester was in Knox City Wednesday.
13 plate National batteries for \$7.50 Ashcroft Chevrolet
Mrs. Mullins of Rochester was in Knox City on business Saturday.
Mrs. Ray Willis was hostess to the 42 club Friday afternoon of last week.



Repairing "Model A" CLUTCHES

If your "Model A" Ford engine races and the car doesn't pick up speed, or the clutch pedal adjustment is used up, it indicates clutch wear. We can quickly install a new clutch plate, restoring your car's performance "the way you like it."

Knox City Motor Co.

Mrs. Gentry, mother of Mrs. Sam White, is reported ill this week.

Mr. and Mrs. J. R. Bradberry moved recently to the C. J. Reese place where they will farm.

Mack Sweeney and Mr. Olliver were in Benjamin Monday paying their taxes.

Miss Lena Karriker returned home Wednesday from Abilene where she visited friends.

S. P. Kenny and Tom Bolin went to Lubbock Tuesday on business, returning home Wednesday.

Mrs. G. L. Ard and son of Brownwood spent Friday and Saturday here with her sister, Mrs. C. A. Hull.

Mrs. Frank Moore of Abilene made a business visit in Knox City Saturday and Monday.

Have received a fresh shipment of every ready B. batteries. Also have full stock of radio tubes, Ashcroft.

Casey Jones made a trip to Anson Monday. We wonder why he stopped in Rochester.

Texas Theatre

FRIDAY AND SATURDAY
January 23rd and 24th
"THE LION AND THE LAMB"

With Walter Byron, Raymond Hatton and Carmel Myers
also
3rd episode of

"THE INDIANS ARE COMING"

WEDNESDAY AND THURSDAY
January 28th and 29th
HOOT GIBSON

in
"COURTIN' WILDCATS"

also comedy

When people have hardships they begin talking about how much they have to be thankful for, but in prosperity they never think of it.

Mrs. John Stevenson left Knox City Friday for her home in Gasoline Texas after visiting her father, Pete Moody.

Mrs. John Wood of Anson returned to her home this week after visiting her brother, Mr. and Mrs. George Stubbs.

Mr. and Mrs. V. C. Dulaney of Haskell were here last Saturday night to see Mr. and Mrs. Jess Hitchcock.

Mr. and Mrs. Horace Finley and little daughter spent Saturday night in the home of Mr. and Mrs. Charlie Dowling.

We want more watch and jewelry repair. Bring them, we guarantee they will run and give good service. McEvoy, the Jeweler

Mrs. Sarah Roberts returned Tuesday from Stamford where she was called to see her daughter who is ill.

Sunset Reflections

4-H Club Girls

The 4-H club girls met in their first regular meeting January 14, with Miss Nelson in charge.

The house was called to order by the president and an interesting meeting was enjoyed by everyone. Miss Nelson gave all new members instructions and gave all old members help on their home projects. Some of the girls are to study gardening, some are to study poultry for their home project.

We are expecting great work from our club. We want each girl to get to work in earnest and to try "to to work in earnest and to try "to to

Freshmen
The freshmen have just completed the difficult six-week's tests.

Our English class is preparing to take up the study of Literature and Life. We believe that this will prove an interesting study.

We have a new pupil in our class, Herman Reeves. He was a former student of Welnett.

Sophomores
The Sophomores are glad that the six-week's examinations are over, but they may not be very glad to see their report cards.

Some of the members of our class are not coming to school. We hope that they will be with us again soon.

an you imagine: Dolly tall and fat; George five feet tall; Hughlan unable to solve a geometry proposition, even if it should be difficult; Arnold with straight blond hair?

Juniors
The Juniors are breathing easier since the terrible tests have passed.

We are glad to welcome into our class two new members, Lola Mae Lawrence and Ruby Reeves. Ruby has been attending school at Welnett and we feel sure they have lost no good pupil.

Several members of our class attended a birthday party given for Melvin Strickland, at his home Tuesday evening. Everyone reported an enjoyable time.

The basket ball girls are retouching over their new suits, which have just been received, and the girls are now ready to play.

Mr. and Mrs. Dan Withrow of Monday moved Tuesday here to the Withrow hotel.

We are glad to make the correction as to the new location of Chester Elliott. He is in Levelland.

Mrs. E. O. Jamison returned home Tuesday from Seymour after visiting there several days with relatives.

Mr. and Mrs. T. P. Roeder and son, Tom Junior, of Crowell spent Sunday here with his mother, Mrs. M. A. Roeder.

Mr. and Mrs. J. E. Clarke and children spent the weekend with relatives in Dallas. They report having an unusually good time.

Mrs. John White and her brother, W. W. Robinson, received a telegram Monday morning stating their father was not expected to live. The two left immediately for Hico.

Lost, One general balloon, 6 ply, five on rim, west of Knox City and O'Brien, Pinder please return. Reward offered.

Dr. O. J. Emery
The question of organizing the Boy Scouts in Knox City will be discussed among the men at the next meeting of the luncheon club. This will be Tuesday of next week.

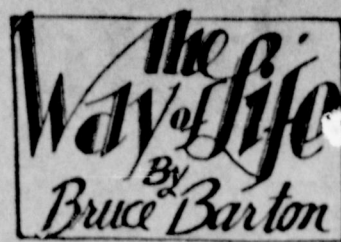
Small Boy: (To visitor) "Have you got a wife?"

Visitor: "No sonny, I haven't."

Small Boy: "Then who tells you what to do?"

G. D. McCarty, H. M. Warren and Fred Warren spent Sunday in Leona where they visited V. G. Martin. Mr. Martin just recently underwent an operation but is doing nicely now.

The Presiding Elder of the Methodist church, Reverend Glover, preached a very good sermon at the local church Sunday morning. He also held the first quarterly conference in the afternoon.



WHAT DOES YOUR BUTCHER SAY

One day last winter I was riding with the gentleman who runs a lively stable and provides food and shelter for my horse. It was some weeks after the stock market unpleasantry.

"How is business?" I asked him. He answered that he had never known it to be worse. "Only a few of our horses are saddles horses," he said. "The others are owned by the butchers and bakers and candlestick makers who supply the fashionable people on Park and Fifth Avenues. And do you know that those little merchants can't collect enough even to pay my oats bills? It is terrible."

A little later I was repeating the conversation to a friend who makes his home in a fashionable suburb. He has ample means but, compared with some of the multi-millionaires whose estates are in the same community, he is comparatively poor.

He told me that he had been protesting mildly to the butcher about the steady increase in his meat bills. "I do not understand," he said, "I always pay promptly on the first of the month. We do not eat extravagantly, and yet our meat seems to cost us more all the time."

"The butcher confessed that the price was high. He shrugged his shoulders helplessly. "What am I to do?" You and the other people of moderate means are the only ones who pay your bills. The rich men on my lists keep me waiting for six months or even a year. Everybody's meat costs more in consequence."

I suppose the percentage of four-flushers in the Park Avenue district and in the New York suburbs is very high. There must be thousands of families struggling to "keep up with the Joneses". But all over the country the same thing occurs to a greater or less degree. It is due not merely to the fact that people are living beyond their means. Much of it is due to the fact that the price of meat is higher than it used to be.

I used to be a great believer in reforms, I enrolled in Causes and supported high grade Candidates, and was generally loud and vigorous.

In my old age I have come to feel that most of our troubles would be warded away if we would only be just reasonably courteous and decent to one another.

Mr. and Mrs. Ceel Coates have moved to the Bradberry home.

Little Miss Marilyn Edwards enjoyed her eleventh birthday Sunday with a dinner, her special guests being her aunt and cousin, Mrs. Bailey and daughter of Wichita Falls, and little Miss Florence Wilson.

The two quilts which were completed at the quilting given last Wednesday by the Baptist Missionary Union in the home of Mrs. W. D. Lea were presented by the Union to Mrs. Claud Stovall.

Oklahoma Banker Been Using Crazy for Twenty-Five

I have been coming to you for the past twenty-five years for your Crazy Water has done for me I want everyone to know.

When I get to feeling tired and rundown I come to Mineral for a period of rest and recreation and always leave your town feeling perfect physically.

I cannot endorse your Water strongly, for I have seen over a hundred of the last twenty five years remarkable results obtained by afflicted people, who came to the entire world knew what Crazy Water would do for them, it certainly be a blessing.

J. B. Charles, Pres. State National Bank, Stroud, Oklahoma

The new million dollar Crazy Water at Mineral Wells, Texas, is an entire block of ground. It is a fire-proof and complete in every detail. It is natural to this would be expensive to stop at magnificent Hotel; yet, you can enjoy its genuine hospitality, good service and receive the benefit of Crazy Mineral Water Treatment very reasonable rates. Write for full and complete information.

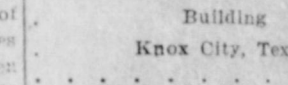
Advertisement

R. C. EDWARDS
Dental Surgeon
West end Farmers State Bank Building
Knox City, Texas

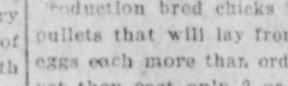
Baby Chick

Production bred chicks will produce pullets that will lay from 26 to 30 eggs each more than ordinary egg yet they cost only 2 or 3 cents a chick more. Try our chicks this fall and see the difference this fall in your egg production. White Legh, Barred Rocks Rhode Island Red.

O. DAVIS POULTRY BREEDERS
FARM RULE, TEXAS



The YELLOW PENCIL with the RED BAND
EAGLE PENCIL CO.
MIKADO



WHAT DR. CALDWELL LEARNED IN 47 YEARS PRACTICE

A physician watched the results of continuing for 47 years, and believed that no matter how careful people are of their diet, diet and exercise, constipation may occur from time to time. Of great importance, then, is how to treat it when it comes. Dr. Caldwell always was in favor of getting as close to nature as possible. Hence his remedy for constipation, known as Dr. Caldwell's Syrup Pepsin, is a mild vegetable compound. It can not harm the system and is not habit forming. Syrup Pepsin is pleasant-tasting, and youngsters love it.

Dr. Caldwell did not approve of drastic physics and purges. He did not believe they were good for anybody's system. In a practice of 47 years he never saw any reason for their use when Syrup Pepsin will empty the bowels just as promptly.

Do not let a day go by without a bowel movement. Do not sit and hope, but go to the nearest druggist and get one of the generous bottles of Dr. Caldwell's Syrup Pepsin, or write "Syrup Pepsin," Dept. 88, Monticello, Illinois for free trial bottle.

Friday and Sat. Specials

"Just unloaded a Fresh Car of Flour and Meal"

Flour, Every Sack Oriole 48 lbs. 1.35
Guaranteed White Rose 48 lbs. 1.15

Meal, 10 pound Sack .29
24 pound Sack .59

Sugar, pure cane 25 lbs 1.45

Dry Salt Jowls, per pound .12 1-2

Soap, P. & G. or Crystal White 10 Bars .38

Cocoanut, Bulk per lb. .25

Green Beans, no. 2 each .11

Tomatoes, No. 1 cans 4 for .25
Medium can 3 for .25

Baking Powders, K C 25 cent size .21
50 cent size .39

Rice Comet, 2 lb. pkg. .21

Cocoa Hersheys, 1-2 pound .15
1 pound .29

Potted Meat, Armour's per can .4
per dozen .43

J. M. Edwards Self Serv Store

GOOCH'S



15% more for your money

is always

Good!

RELIEF

from Headaches, Colds and Sore Throat, Neuritis, Neuralgia

Don't be a chronic sufferer from headaches, or any other pain. There is hardly an ache or pain Bayer Aspirin tablets cannot relieve, and they are a great comfort to women who suffer periodically. They are always to be relied upon for breaking up colds.

It may be only a simple headache, or it may be neuralgia or neuritis, Rheumatism, Lumbago, Bayer Aspirin is still the sensible thing to take. You're certain it's Bayer you're taking. It does not hurt the heart. Get the genuine tablets, in this familiar package.



SAFE

BEWARE OF IMITATIONS

County Herald

Published Weekly

Editor Sweeney

Publisher Sweeney

Subscription Price 1.50

Advertising Rates 75

Postoffice at Knoxville for transportation of mails as second class

MY HUSBAND

My husband is a publisher, operator, printer, and other wise janitor of the County Herald, and in the husband of the writer.

He is the fullest of life, and surprised to the fullest of life last week with a party of his birthday.

He is a man who is respected, a man who has learned how to live, who of himself hath elected the best that is in him to give.

Both as a husband and father a man and a manager too. There's no one on earth would go to a father

Some kind little action to do. So here's to a prince of Good Fellows!

Let's sing him that old fashioned lay

In a chorus of lather-lunged bellows "Many Happy Returns of the Day"

We shouldn't lose faith in people On an average they are just about as good as we are.

Heary Honey Boy and Sassafras over WFAA each week day morning from 7:00 to 7:15 a. m. They are the Star Tire Changers. Star Tires in Knoxville are handled at Ashcroft Chevrolet Company.

Smith, Mr. and Mrs. John Smith, Mr. and Mrs. Holt Moseley, Mack his mother and wife Mrs. J. A. Sweeney and the writer. The guests presented Mack a box of nice cigars.

Here's to a prince of Good Fellows! A man EV'ry inch of the way! Whose genial smile is as mellow As the warmth of the sunshine in May.

Here's to a man among many! Regarded by all as a friend. From the chap who hasn't a penny To the fellow with oodles to spend!

Here's to a man who's respected! A man who has learned how to live Who, of himself hath elected The best that is in him to give.

Both as a husband and father A man and a manager too. There's no one on earth would go to a father

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ELECTRIC TERMS AMUSE HUMOROUS WRITER

Some wag has compiled a list of electrical terms in the following manner:

If she wants a date—Meter. If she comes to call—Receiver.

If she wants an escort—Conductor. If she wants to be an angel—Transformer.

If she proves your fears are wrong—Compensator.

If you think she is picking your pockets—Detector.

If she is slow to comprehend—Accelerator.

If she goes up in the air—Condenser.

If she wants chocolate—Feeder. If she is a poor cook—Discharger.

If she eats to much—Reducer. If she is wrong—Rectifier.

If her hands are cold—Heater. If she fumes and sputters—Insulator.

If she wants a vacation—Transmitter.

If she talks too long—Interruptor.

If she is narrow in her views—Amplifier.

If her way of thinking is not your corrector.

—West Texas Utility News

D. A. Phillips of Benjamin was in Knoxville Monday.

Mr. and Mrs. J. A. Wilson, Mr. J. W. Smith and Mrs. C. C. Hoge made a trip to Seymour last Thursday. Mrs. Wilson and Mrs. Hoge were completing arrangements for the program for the Zone Meeting of the Missionary, which program will be found elsewhere in this paper.

Side Lights

By Marvin Jones, Member of Congress From Texas

I am glad to note the activity of the "Buy It Made in Texas" movement.

No finer program for the development of the Southwest could be conceived. If every citizen of Texas could catch the spirit and follow it with action, it would mean more to our State than any other development plan that has been suggested.

If our merchants would feature Texas-made products in their show windows, it would stimulate interest. If Texas buyers would ask for Texas-made articles and buy them in all cases where quality is equal the movement would become irresistible.

Most of all our industries should undertake to make a superior product. Quality is a prime essential.

The program calls for team work. But it would pay in dividends, to farmer, laborer, merchant and manufacturer—in fact to the whole State.

Texas has not had such an opportunity since the days of the republic.

New England was for years the heart of our industrial life. But that industry is waning.

Texas, larger than all New England, is growing and building. She was infinitely more natural resources the raw materials out of which industrial wealth is builded.

Texas has timber, coal and iron. Texas has tremendous quantities of oil, natural gas and hydro-electric power.

Texas has more cotton, cotton seed and cotton seed oil than any other State in the Union.

Texas has the finest wheat lands in America.

Texas has a varied climate and a soil fertility that is unrivaled.

Properly utilized, her gas, coal and oil would mean a great advantage over New England in the form of cheap power to translate her raw products into the finished article.

This would be a boon to every Texan.

Texas factories now make boots, shoes, shirts, hosiery, cloth—in fact all kinds of clothing and cloth materials.

Texas factories now make a great variety of food products, as well as many other essentials of life.

I have just received through the A. & M. College a number of cans of meat and other food products prepared by the Floyd County Club women. No better quality can be found anywhere.

Texas people can meet the standard anywhere. And they must. Competition in the future will be sharp and keen. People will not continue to buy an inferior product.

Texas is on the way. Our industries have increased threefold in the last decade, according to the Department of Commerce.

The eyes of the Nation are upon Texas.

With incomparable resources, a varied soil, an unmatched climate and rich mineral wealth, if her citizenship will pull together, the future of our State is triumphantly secure.

Mr. and Mrs. L. P. Woodall of Knoxville are the proud parents of a new baby boy who arrived on the 14th.

Mr. and Mrs. Walter Neeres and family of Ruby spent part of last week here in the home of Mr. and Mrs. L. N. Bridges. They returned home Saturday. Mr. and Mrs. Bridges accompanying them. The latter returned home Monday.

Mrs. M. A. Rendon, Mrs. J. H. McLean, Mrs. J. P. Griffith, Mrs. Delia Short and Mrs. Hutton were guests of Mrs. J. A. Sweeney in the Mack Sweeney home last Friday afternoon. The elder Mrs. Sweeney left the following morning, Saturday for Fort Worth, where she is visiting her sister, before returning to her home in Thornton.

Wanted 10 Hens

I want ten heavy hens and am offering this exceptional opportunity to ten families who want to read the Herald.

I will trade to each of ten families a full one year subscription to the Herald for one heavy hen each.

This means now, not next month. Remember, only ten at this price.

Mrs. H. B. Sweeney

Can The Merchants "Afford" To ADVERTISE

The merchant who does not advertise usually says "I cannot afford to", yet he pays the advertising bills of merchants who advertise. Profits he would have made lost sales is what his competitor's advertising cost him.

Intelligent advertising pays for itself, gives an immediate extra profit and creates new business and larger profits afterwards. So it cost the merchant nothing--whether it costs not to advertise.

DO YOU AFFORD NOT TO ADVERTISE IN 1931?

Your own books and bank statement will answer this question quickly and conclusively.

Think it over! Knoxville County Herald



The New Country Side

The aim of electric service is to distribute power as widely as the uses for it are distributed.

Movement of power replaces movement of things as electricity is delivered to small communities and to an ever-increasing number of farms. The transmission line seeks out the user and delivers electric power to speed the job.

The increasing manufacturing activities of small communities is a reflection of this widespread distribution of electric power.

The West Texas Utilities Company makes available to the many prosperous cities, towns and communities of West Texas 100,000 horsepower of electric energy—distributed over more than 2,500 miles of high tension transmission lines.

West Texas Utilities Company

By Terry Gilkison

DINKY

PINKY ISN'T THE ONLY ONE

AW, GOE, APPLE - S - SAV - SE - S - SE! BUNK!

AW - MOM SAYS I NEVER DO THE RIGHT THING - WHEN



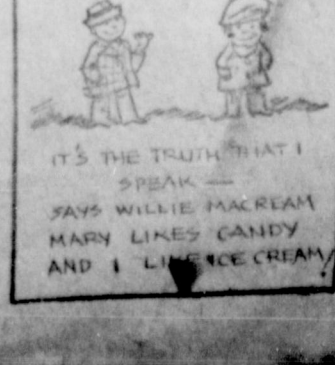
WELL, PINKY, MAYBE IT'S BECAUSE YOU HAVEN'T WILL POWER!



YEAH! I GOT WILL POWER ENOUGH, BUT I HAVEN'T GOT WON'T POWER ENOUGH!



Pinky Dinky Jingles



**Cleaning and Pressing
One Half Price**

Suits and Dresses Cleaned and Pressed at half price. All cleaning and pressing at half price.
Bring us your work.

**Press Clarke
The Tailor**

**CHEVROLET STILL BELIEVES IN
NEWSPAPER ADVERTISING**

Another aggressive advertising campaign, with newspaper display columns carrying the brunt of the attack, is promised for this year by R. E. White, advertising manager of the Chevrolet Motor Company.

Long one of the nation's leading advertisers, the Chevrolet organization lent its endorsement to the pulling power of the newspaper by using 6,700 dailies and weeklies to announce its new 1931 car in November, the largest newspaper schedule ever used by Chevrolet in one campaign since the inception of the company. This move was made despite sub-normal business conditions and the general slackened promotional activities of manufacturers in

**Purina
Startina**

Begin right. Don't take chances on the young chick. Purina Startina all mash. Starter are tested and tried. You don't experiment.

Purina Feeds insure faster growth. Prices this year are better than ever before.

Porter & White

and out of the automobile industry. "We made this move," Mr. White explained, "because we are in direct accord with the frequently expressed view that the only way to make bad business good and good business better is to put abnormal effort into your activities when you face sub-normal conditions."

"Not only did we carry the largest newspaper schedule we ever used, but we enlisted new forms of advertising to put our new car message across. Both the radio and the motion picture screen were added this year. Both are new media in our program and both were added because a manufacturer with a national market intensively cultivated cannot afford to overlook any new means of approach to that market."

"We are continuing to use the radio and the screen to supplement and buttress our newspaper campaigns just as we have used national magazines, outdoor boards, direct mail and other media for the same purpose."

"The newspaper, however, continues to form the backbone of our campaigns, and for the present will continue to do so. It, in the parlance of the gridiron, carries the ball and the rest run interference."

Why does Chevrolet sell more cars than any other make? Because they use more newspaper advertising than any other car.

Mr. and Mrs. W. E. Clouts and children and Mr. and Mrs. Joe Averitt called in Rochester Sunday.

Mr. and Mrs. Joe Withrow came home Friday from Gilliland to remain here.

Why don't you buy that violin? It's a fine one.
McEvoy, the Jeweler

Mrs. Press Clarke took suddenly ill Tuesday night and Wednesday was not able to be in the tailor shop.

J. W. Smith and E. O. Jamison were in Crowell Tuesday attending the meeting of the Drought Relief

WTUC PAYS \$420,000 IN TAXES FOR 1930 EMPLOYEES SALARIES FOR YEAR \$1,900,000

The West Texas Utilities company, in 1930 paid \$1,150 a day for taxes a total of \$420,000 being turned in to the coffers of the several governments.

Contributing to the support of more than 1,300 families in West Texas, the company last year paid salaries and wages to its employees at the rate of \$5,200 a day, or a total for the year of \$1,900,000 to local employees.

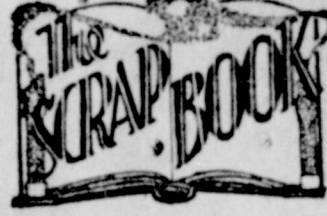
For new construction and expansion the company during 1930 invested an additional \$4,500,000 for facilities to provide adequate service in advance of the requirement of this West Texas section.

Rates have been reduced from year to year and the volume of power load added to where the total electric service sold in 1930 was at an average rate of 2 1/4 cent per kilo watt hour, approximately one half of the average rate in 1927, the report stated. Residential rates have been reduced more than 25 per cent over the last four years—all of which was made possible through the closing down of a number of isolated plants and providing service through trunk transmission line network from three major generating stations together with other economies of group management and finances.

These are highlights in a report made to the president of the West Texas Utilities company yesterday by the statistical department.

In a message of department heads and district superintendents, Mr. Campbell, president of the West Texas Utilities company, declared the company will continue its program of construction and expansion.

"This property is not through growing and developing," said Mr. Campbell. "It is the history of West Texas that after every national business depression, there is quite an influx of people and an increase in development of the resources of this section. When we are through with this period of depression, we should have a number of years of prosperity. We have the opportunity, with our type of organization and our facilities, to make this one of the most outstanding properties from numerous standpoints of any property in the Middle West system."



"YES"

By Richard Doddridge Blackmore

They stood above the world,
In a world apart;
And she dropped her happy eyes,
And stilled the throbbing pulses
Of her happy heart.
And the moonlight fell above her,
Her secret to discover;
And the moonbeams kissed her hair:
As though no human lover
Had laid his kisses there.

Just the old, old story
Of light and shade,
Love like the opal tender,
Like it may be to vary—
May be to fade.
Just the old tender story,
Just a glimpse of morning glory
In an earthly Paradise,
With shadowy reflections
In a pair of sweet brown eyes.
Be proud to win!
Open to hold his image,
Shut under silken lashes,
Only to shut him in.
O glad eyes, look together,
For life's dark, stormy weather
Grows to a fairer thing
When young eyes look upon it
Through a slender wedding ring.

O. L. Jamison is in Dallas this week attending the Hardware Dealers Convention.

Guy Robinson and family are moving in next week to Seagraves, Texas where Guy will farm with his father.

Reverend Stovall is teaching a training course in Rochester this week, the studies being held in the evening.

Mrs. C. L. Bailey and daughter, Louise, of Wichita Falls spent the week end here with her sister, Mrs. T. S. Edwards.

Mr. and Mrs. Henry Harrison of the Gillespie community, newly weds, were guests of Mr. and Mrs. J. C. McGee Saturday night.

MRS. ROBBINS CLASS ENTERTAINED

The Sunday School class of Mrs. T. E. Robbins, which is composed of young people, was delightfully entertained Friday night of last week at the Baptist parsonage. In addition to the many play games enjoyed, the stringed orchestra furnished music during a portion of the evening. Those present totaled thirty-six members of the class and the married couples who furnished the music. Refreshments of sandwiches, olives, potato chips, cakes and hot chocolate were served.

Mrs. Vernon Bridges and Mrs. Denton Anderson entertained the bridge Club last Friday night in the home of Mrs. Youngblood.



**CHILDREN
CRY FOR IT—**

CHILDREN hate to take medicine as a rule, but every child loves the taste of Castoria. This pure vegetable preparation is just as good as it tastes; just as bland and just as harmless as the recipe reads.

When Baby's cry warns of colic, a few drops of Castoria have him soothed, asleep again in a jiffy. Nothing is more valuable in diarrhea. When coated tongue or bad breath tell of constipation, invoke its gentle aid to cleanse and regulate a child's bowels. In colds or children's diseases, you should use it to keep the system from clogging.

Castoria is sold in every drug store; the genuine always bears Chas. H. Fletcher's signature.



Little John H. Darnell had as his guest over the weekend his cousin, Billie Brookerson of Benjamin.

**666
LIQUID or TABLET
Cure Colds, Headaches Fever
666 SALVE
CURES BABY'S COLD**

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

Portable Corono typew condition. Nearly new only McEvoy, the Jeweler

**T. S. Edwards,
Surgery and diet
of women**

**DR. O. J. EMERSON
Practice of Medicine,
Surgery
Farmer's State Bank Bldg.
Telephone
Office 108 Residence
Knox City, Tex**



Aims

Bank service is indispensable for man or child in aims for success. For the child - - a saving bank by all means. It promotes the idea of thrift. Encourage it. For the man, we suggest that he familiarize himself with the many ways a bank can serve him.

Ours is a friendly bank and we will be glad to serve you.

**The First National Bank
Knox City, Texas**

**Does Your Ford Have A
Good "Piston Seal"?**

If ever you need a good "piston seal" in your engine, you need it in cold weather. Hard starting, oil dilution, excessive fuel consumption and a noisy engine often indicate that new pistons, pins and rings are necessary. Our facilities for this work on "Model A" Fords are unsurpassed. We'd like a chance to prove it.

Knox City Motor Company

Time Tells

A foolish man spends money and then tells all his friends about it.
The thrifty man saves his money and then his friends tell the world about it.
The moral is he who saves has all comforts and doesn't have to waste time in thinking up new alibis.

The Citizens State Bank

THE GREAT AMERICAN VALUE

At the National Automobile Shows

**Chevrolet wins
first place
for the fourth time**

First place at the National Automobile Shows—a position granted on the basis of annual sales volume—is again awarded to Chevrolet.

This is the fourth consecutive time that Chevrolet has achieved this honor. And the reason lies in the exceptional value which Chevrolet cars consistently provide.

This year, in its bigger and better Six, Chevrolet is offering an outstanding example of the value which has brought it such record success.

In fact, no previous Chevrolet car has ever represented such a high degree of quality and advancement, and sold at such low prices as today's Chevrolet Six.

New low prices

Roadster, \$475; Sport Roadster with rumble seat, \$495; Coach or Standard Five-Window Coupe, \$545; Phaeton, \$510; Standard Coupe, \$535; Sport Coupe (rumble seat), \$575; Standard Sedan, \$635; Special Sedan, \$650. Special equipment extra. Prices f. o. b. Flint, Michigan.

NEW CHEVROLET SIX

See your dealer below

Ashcroft Chevrolet Company
KNOX CITY, TEXAS

ALSO DEALERS IN CHEVROLET SIX-CYLINDER TRUCKS, 1200 to 2000, f. o. b. Flint, Michigan