

We are equipped to repair all makes of cars. Ashcroft Chevrolet Co. Bert Huntsman and his wife were here a few days this week.

Knox County Herald

Oldest Paper in Knox County
PUBLISHED WEEKLY

Mrs. H. B. Sweeney, Editor
H. B. Sweeney, Publisher
One Year \$1.50
Six Months .75

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SUNDAY, MAY 10

This is the day that we come to pay tribute to Mother.

Her office as "Mother" is the greatest and therefore the most responsible office occupied by any earthly being. Her's is the work of exercising daily, yes, hourly that most glorious virtue, which includes all others, called LOVE.

Love is not only the greatest thing in the world but is also the greatest in the universe of God. In Heaven itself, love is supreme, for "God is Love". This being true, the person who has most of love is most like him.

The love of mothers is the crowning glory of humanity.

The love of God, as expressed in His Son, is the crowning glory of both heaven and earth, both time and eternity, both human and divine.

The most effective way in which man can conceive of the infinite love of God is to realize that His is ten thousand times as great as even the love of a mother. It will be conceded by all that mothers have more affection and deeper love than other of God's creation. Thus it is they seem to be most like him.

This conclusion appears to have the approval of the creator, for it is unto the hands of mothers that He has confided the care of little children.

So faithful is this mother love, as transforming in power, so glorious its heroic and self-sacrificing impulsion, that it could come from no other than the Fount of Love.

In proportion to the importance of one's vocation and duties are one's responsibilities, always. This being true, no other human being's responsibility is so great as that of a mother. Bringing into the world a child giving it sustenance and training for living the right life, is beyond all question the greatest work, and therefore the greatest responsibility, that it is possible for any one to be charged with.

This fact makes a mother's example of tremendous importance. It is of many times greater importance, because of its influence upon the life and character of a child, than that of all other sources. Her influence is for both time and eternity.

Her son may become profligate, dissipated, criminal, sordid, hopelessly smothered in sin and shame, but she still loves him. Although she may see in him the ignoble man, she clasps him again to her bosom in love and sees the innocent, pure, sweet baby that God gave her.

World history, while composed for the most part, of records telling of the deeds of man, has nevertheless running through the entire fabric the golden threads of love and self-sacrifice of noble, heroic motherhood.

Thus we see that even a short meditation upon the heart-motive, theme of mother, increases our reverence for all mothers, intensifies our love for them, magnifies our respect for them and causes us to glorify Motherhood.

Mother! In her response humanity's greatest love, its greatest asset, in her rests largely the hope of mankind. By her the cross of Christ is upheld and Christianity magnified and God glorified. Without her, we would languish, society decay and tenderness and loving kindness disappear from the earth.

Her name is graven by the finger of God upon the table of every heart. Her lullabies are sweeter than the songs of the Choir invisible. No flower is so fragile yet indurable as her tenderness. Earth's richest jewels are dear when we think of placing them in a crown for her brow.

She is best loved by little children most respected by men and most honored by God.

She it is who has been honored by God above all other human beings in that He made her Mother of His Son.

In all the experiences of life—war or peace, in sickness or health, in prosperity or adversity, in poverty or wealth, in circumstances of stress and tenderness, in conditions of fear and calamity—Mother's love and heroism, her self-denial and sacrifice, her fidelity to duty and adherence to principle, are an inspiration, a comfort, a benediction.

No sacrifice is too great, no suffering too intense, no grief too poignant, for Mother to endure without a murmur for her child.

Next to God, whom the Apostle says is Love, she certainly loves best. Mother love is deeper than depth, wider than width, more enduring than time.

"Behold thy Mother".

One would judge from the number of fish brought in by Knox City fisherman last Friday, Saturday and probably even Sunday, that some one else caught all the big ones before our representatives arrived at the lake.

Benjamin lake fishermen returned as they went, only probably a little in need of sleep.

Several men went to Lake Kemp where, it is reported, they met with success.

Well, the editor did not get off fishing Saturday as we had planned, and since we have already been warned about "fish stories" we won't tell the one we had in mind.

It is stated that a "May the first fish tale" will be accepted by most any one before that of the lady editor. And we don't feel so bad at that, for we realize our inability at this art as compared with some people. Take for instance, that person who occupies the "no loans here today" chair at the Citizens State Bank.

We don't think that Mr. Bobbles has walked out with his fishing pole yet; but when he does?

Miss Ruth Short, a Knox City girl, was elected to represent her school, Sul Ross, at Alpine, at the annual convention of the Texas Intercollegiate Press Association held this year at Nacogdoches. Miss Short is editor and chief of the Sky Line at Sul Ross, as valued much as a girl student by the entire faculty of Sul Ross.

The convention at Nacogdoches convened on Thursday April the 21st and was concluded Saturday May the 2nd. Miss Short reports that she enjoyed the convention very much.

Dr. Frizzell, Mercer Armstrong, J.

M. Averitt and O. L. Jamison proved winner in an insurance contest Wednesday night with the whales in the Benjamin lake. The boys just naturally froze the fish out.

BREEZY-POINT

"Breezy-Point" the Camp Fire Girls' play given last Thursday night was fine. The play was specially selected for the girls by their committee.

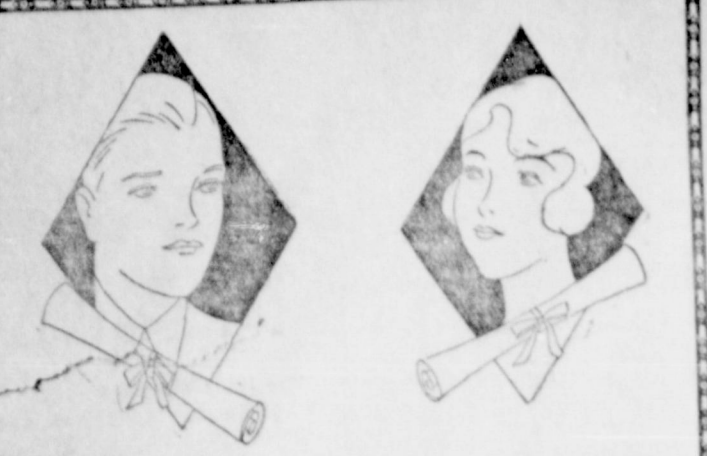
Mrs. Henry Jones. The character and story development were developed that one seeing the play was led to believe it was written just for the girls who gave it.

Although the attendance was small those who were present enjoyed the play to the utmost.

O. L. Jamison, S. M. Clonts, H. Clonts and Albert Frazier attended the district Hardware Association meeting in Seymour Thursday night.

CHAS. LEROY TEAGUE
POST
No. 229 Knox City
Meets 2nd and 4th Monday nights in each month
A. B. Lowrey, Commander
Roy Smith, Adjutant.

FOUR
Mrs. O. L. Jamison
weekend
Worth.
A good
at the
Baptist
Mr. and
Crowell
and Mrs. W.
replied "What
the reply.
fire insur-
as he reach-
ation form.
life insurance.
Johnson ex-
assurance.
times in do
One leaf is for
faith.
And one is for



Gifts for the Graduate

Do not fail to remember that the lively boy and girl have been diligent in striving through to graduation and their achievements are worthy of notice.

This year calls for practical gifts. Gifts in personal apparel are not only practical but are today most appreciated by young people. We make a few suggestions.

- | | |
|--------------------|---------------------|
| For the Boy | For the Girl |
| Ties | Hose |
| Belt | Brassiere |
| Shirt | Bloomers |
| Socks | Step-ins |
| Silk Underwear | Vanities |
| Handkerchiefs | Handkerchiefs |

Let us help you select your gifts.

BRYANT-LINK

FORD BRAKES ARE UNUSUALLY EFFECTIVE

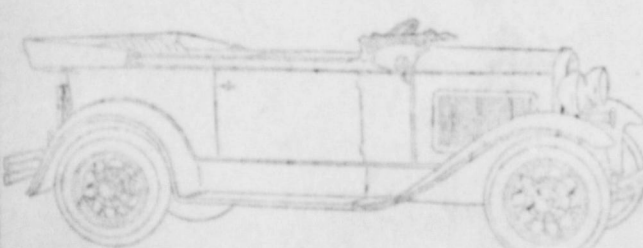
Reliability and safety due to simple design and careful construction

ONE OF the first things you will notice when you drive the Ford is the quick, effective action of its four-wheel brakes.

They are unusually safe and reliable because they are mechanical, internal expanding, with all braking surfaces fully enclosed. This prevents mud, water, sand, etc., from getting between the hand and drum and interfering with brake action.

Other outstanding features of the Ford are the Triplex shatter-proof glass windshield, four Hondaile double-acting hydraulic shock absorbers, aluminum pistons, torque-tube drive, more than twenty ball and roller bearings, Rustless Steel, reliability, economy, and long life.

You save when you buy the Ford and you save every mile you drive.



THE FORD DE LUXE PRAETON

THIRTEEN BODY TYPES

\$430 to \$630

(F. o. b. Detroit, plus freight and delivery. Bumpers and spare tire extra at low cost. You can purchase a Ford on economical terms through the Authorized Ford Finance Plans of the Universal Credit Company.)



Friday and Sat. Specials

Sugar, Pure Cane	20 lb	1.00
Green Beans, Fresh Stock	3 pounds	.25
New Potatoes, per lb.		.40
Compound, Swift Jewell	8 lb. Pail	.80
Pinto Beans, No. 1	10 lbs	3.75
	Colorados	100 lbs
Meal, Pearl	10 lb Sack	.25
Cheese, per pound		.19
Spuds, per peck		.20
Milk, Popular Brands	Small Cans 6 for	
	Large Cans 3 for	
Coffee, Maxwell House	3 lb. can	.85
Salmon, Chum, tall cans		.10
Flour,	48 lbs.	Big 4
	48 lbs.	Oriole
	24-lbs.	Oriole

(We expect to have plenty of Tomato Plants Sat.)
J. M. Edwards Self Serv Store

Sarah Roberts and son John spending this week in Haskell.

Janie Smith spent the past weekend in Rochester.

Mr. and Mrs. M. C. Keck of Seymour and Mrs. M. P. Savage of Plain view spent Monday here with Mr. and Mrs. C. H. Keck.

J. M. Edwards of Seymour was in Knox City Tuesday on business.

Doc Rose spent Tuesday in Seymour.

We are glad to state that Mr. and Mrs. John Smith now have a telephone. Daisy Dean will be glad to have her friends call. Number 59.

Now Laugh

Laugh and the World Laughs With You
Weep and You Weep Alone

Mary S: I wonder what causes the flight of time.

Liba D: It is probably urged on by the spur of the moment.

It was customary for the congregation to repeat the 23rd Psalm in unison, but invariably Mrs. Spofford would keep about a dozen words ahead all the rest. "Who," asked a visitor of an old church member one Sunday, "was the lady who has already by still waters while the rest of us were lying down in green pastures."

Husband: From the glimpse I had of her this morning, I rather like our new cook. There seems to be plenty of go about her.

Wife: Yes; she's gone.

Grape: "What happened that you didn't go on the Zeppelin flight around the world?"

Vine: "Too expensive—my bank-roll wouldn't stand the Graf."

"Why Snoots, how did you come to get those holes in your umbrella?"

"I made them myself, Auntie, so could see when it stopped raining."

Mrs. Neadore: "How much a week do you pay your maid?"

Mrs. Hiram O'Zan: "Really, I can't say I always pay them by the hour. They never stay a week."

Mr. and Mrs. Joe Withrow moved to Truscott. Joe will work in the tailor shop there.

Miss Lucille Williams of Munday spent the weekend here with Mrs. M. D. Metts.

Mrs. Vernon Bridges was hostess to the Bridge Club Tuesday afternoon.

Mr. and Mrs. R. B. Easton are the proud parents of a fine baby girl who arrived on Sunday.

Mr. and Mrs. E. F. Acker left Tuesday for Mineral Wells for a stay of two weeks.

When you start by riding, driving and bus with Otto at the Ashcroft Chevrolet Company.

H. M. Warren and family and E. Ball and family spent Sunday afternoon in Haskell.

Mr. and Mrs. C. H. Keck had as their guests Sunday Mr. and Mrs. Frank Keck of Seymour and Mr. and Mrs. Ogle Robinson of Rochester.

For Sale:—One good Remington typewriter. A bargain for some one. Also a good Atwater Kent battery Radio. Huges Radio Shop.

High-Low in Texas



Rev. J. W. Holt, chaplain of the Texas House of Representatives, is 76 inches, and Charlie Lockhart state treasurer, 46 inches.

BEAUTIFICATION CONTEST UNDER WAY

Entry Blank In By June 1

Authorities sponsoring the Home and Lawn Beautification Contest for Knox City are beginning this week to accept entries in the contest. Elsewhere in this paper is the entry blank which must be filled out and mailed, or given in person, to the contest chairman, Mrs. A. B. Reese.

Cash prizes are being offered in the contest this year, and as is seen in the entry blank, the prizes are listed along with the articles to be entered.

Decide upon your entry either this or next week, fill out the blank and send it to Mrs. Reese.

Mr. and Mrs. E. L. Huntsman went to Snyder over the weekend.

Mr. and Mrs. Charley Massey and children spent the past weekend in Seymour.

20 bushels second year Georgia Half and Half Cotton Seed for sale. J. S. Clarke

Otto Lawson attended a meeting of the Firestone dealers in Wichita Falls Tuesday.

Mr. and Mrs. Clarence Woodford of Truscott were guests of Mr. and Mrs. E. C. Campsey Saturday.

Mr. and Mrs. S. A. Norris and daughter of Haskell spent Saturday night and Sunday here with Mr. and Mrs. Holt Moseley.

Good 50 foot water hose, with connections, guaranteed for two years, only \$3.75. W. A. Smith Service Station.

Texas Theatre

FRIDAY AND SATURDAY
May 8 and 9

"THE PAINTED DESERT"
With Bill Boyd, Helen Twelvetrees and William Farnum
Also Comedy

WEDNESDAY AND THURSDAY
May 12 and 14

Robert Montgomery and Constance Bennett
In
"THE EASIEST WAY"

also
"THE ROUNDUP"
an M. G. M. Novelty with Dorothy Sebastian and George J. Arliss

We give the best and quickest tire service. Ashcroft Chevrolet Co.

For Sale:—Qualla Cotton Seed State Tested one year from Petigreed Certified, 85 cents per bushel or will swap for prime milling seed.
Huntsman Gin Co.

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

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

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

BAYER ASPIRIN is always SAFE



Beware of Imitations

GENUINE Bayer Aspirin, the kind that doctors prescribe and millions of users have proven safe for over thirty years, can easily be identified by the name Bayer and the word genuine as above.

Genuine Bayer Aspirin is safe and sure; it is always the same. It has the unqualified endorsement of physicians and druggists everywhere. It does not depress the heart, and no harmful effects follow its use.

Bayer Aspirin is the universal antidote for pains of all kinds.
Headaches, Colds, Sore Throat, Rheumatism, Toothache, Neuritis, Neuralgia, Lumbago, Toothache.
Aspirin is the trademark of Bayer manufacture of monoacetic acid ester of salicylic acid.

spend but SAVE

Buy sensibly, buy normally. But do not spend all your income. Put a portion aside each month. That is the golden mean between the waster and the miser -- a duty to yourself and your family.

The First National Bank
Knox City, Texas

tweet, tweet, tweet!

GOES PICCOLO PETE

If you want to catch the attention of prospective buyers with cleverly arranged printed matter then our commercial printing department can serve you effectively and at minimum expense. Letterheads, circulars, statements, posters, cards, envelopes, and programs are our specialty. We supply illustrations, layouts and copy without extra cost. Let us assist you on your next order.

"Where Good Printing is a Habit"

Knox County Herald

CONOCO

We don't sell Germ-Processed Oil on claims...we just show you the test results, figured out in fractions...

ITS comfortable to know that the oil you are using will result in gasoline and oil economies. A prominent southwestern bus line (name on request) wanted to know. They put Germ-Processed Motor Oil to the test in a 25-passenger bus. Competent engineers checked every detail of operating cost and maintenance during 7,488 miles of regular passenger service, comparing the results with an equal test of the competing oil.

When the test ended it was found that Conoco Germ-Processed Motor Oil had reduced oil consumption by 15% and had lowered gasoline consumption by 14.5%.

Such economies are also possible in your car. And there are other advantages which soon become evident to the user of Conoco Germ-Processed Motor Oil, each proved by authoritative tests. Your own test-through-use will be most convincing. Have your crankcase filled today with Conoco Germ-Processed Motor Oil at the nearest sign of the Conoco Red Triangle. All grades 55¢ per quart.

Travel with a Conoco Passport... send an outline of your proposed motor trip or let us help plan your trip. Get a Conoco passport, individually marked maps and other travel helps... all FREE! More than thirty thousand motorists used this service in the season just passed.

CONOCO TRAVEL BUREAU - Denver, Colorado.

CONOCO GERM PROCESSED PARAFFIN BASE MOTOR OIL

PINKY DINKY

PINKY KNOWS A BETTER "PURTEND"

By Terry Gilkinson

PINKY EAT ALL SPINACH ITS FOR YOU.

AW NO, MOM! I DON'T LIKE SPINACH!

WELL DEAR, JUST PRETEND YOU LIKE IT!

NO MOM! I'LL JUST PRETEND I'M EATING IT.

Pinky Dinky JINGLES

TRINKLE, TWINKLE LITTLE STAR
IN THE MOVIES THERE YOU ARE
AND TO SEE YOU EVERY DAY
I'D GO,
IF I OWNED A MOTION PICTURE SHOW!

Facts About Hoover Dam

THE WORLD'S LARGEST IRRIGATION STRUCTURE

By Dr. Elwood Meade
Commissioner, Bureau of Reclamation

The first impression of the Boulder Canyon project is size. About every dimension is a superlative. The dam will be 730 feet high, nearly twice the height of any dam yet built. It will be 550 feet thick at the base. The All American Canal, which will carry the stored water to irrigators in Imperial Valley will be 200 feet wide, 22 feet deep, and carry 15,000 cubic feet of water per second. This canal has to pass through a wind-swept ridge of shifting sand where the excavation will be more than 200 feet deep. The aqueduct that is to carry water to Los Angeles and surrounding cities, will be more than 200 miles long, and will carry 1,500 cubic feet of water per second, which will have to be lifted 1,200 feet in order to cross the Sierra Divide. The aqueduct will cost more than \$200,000,000.

The lake about the dam will be 115 miles long, 532 feet deep, and will hold 39,500,000 acre-feet of water, enough to cover the State of New York to the depth of one foot. It will be the largest artificial reservoir in the world more than 11 times the capacity of the Elephant Butte Reservoir in New Mexico and 12 times that of the Aswan reservoir in Egypt. The reservoir is given across provisions because the turbulent Colorado River has to be controlled and because the water needs of the South west are great and varied. The reservoir must be large enough to hold the greatest flood. The flow below the dam must be regulated. No floods to break the levees and menace the homes, but always water enough to irrigate 2,000,000 acres of land and meet the requirements of many millions in cities.

Into this reservoir there will be dropped each year 100,000 acre feet of mud. It has been made large enough to hold the deposit for two centuries without interference with its use as a regulator.

The canyon walls at the water level of the river are only 100 feet apart. The velocity of the river's flow through this bottleneck is about 70 feet a second. The upper cofferdam which turns the river into the tunnels will be 30 feet high, and when the river is diverted 1,000,000 cubic yards of mud and gravel will have to be taken out of this space between the two cofferdams to uncover the rock on which the dam will rest.

Let me quote from the Engineering-News Record: "It is the most advanced, the boldest and most thoroughly studied hydraulic enterprise in engineering history. With 5,000,000 cubic yards of concrete, 30,000 tons of structural steel, and over 70 miles of grouting holes, with rock tunnels ranging from 50 to 70 feet in diameter, and 2,000 tons of steel in use, the structure that is to be set in the path of the turbulent Colorado in a sheer walled narrow gorge at the bottom of an inaccessible desert canyon in the remotest region of the United States constitutes a work ranking with the greatest ever attempted by human hands."

Power for construction is to be furnished by the Southern Sierras Power Company, which will carry it 215 miles.

This project, like that of the Panama, has a climate. The summer wind sweeps over the gorge from the desert feels like a blast from a furnace. How to overcome this and provide for the health of workers has had much attention. At the rim of the gorge, where much of the work must be done, there is neither soil, grass, nor trees. The sun beats down on a

broken surface of lava rocks. At midday they can not be touched with the naked hand. It is bad enough as a place for men at work. It is no place for a boarding house or a sleeping porch. Comfortable living conditions had to be found elsewhere, and these are found on the summit of the Divide, 5 miles from the dam—Boulder City, Nevada, just across the Arizona line, laid out by S. R. DeBoer, a noted city planner. The Bureau of Reclamation will spend \$2,000,000 to make Boulder City a comfortable place for workers. A paved highway connects Boulder City with the dam. It is expected that another highway soon will be built on the east side of the river to connect the dam with Kingman, Arizona.

Let us now consider how the money that is to go into this enterprise is to be repaid. This had careful attention from Congress. The law requires the Secretary of the Interior to enter into contracts which in the secretary's opinion, will return all the money spent on the dam with a 1 per cent interest within 50 years, and all the money spent on the All-American Canal in 40 years without interest. Contracts approved by the Attorney General, have been made for repayment of the money spent on the dam. It will come from the water supplied cities and towns, and from power already contracted.

The power plant will generate 50,000 kilowatt-hours of power with an unexpected but large amount of seasonal power to be sold during the periods of high water in the river. The price of firm power is 3.43 mills a kilowatt-hour, and 0.65 of a mill for each kilowatt-hour of seasonal power. The power and water income from the contracts already signed will in 20 years bring an income of \$27,750,000. Of this, the United States will receive \$22,750,000 to repay money advanced, with interest. Arizona and Nevada will receive \$11,215,000. Operation and maintenance will absorb \$10,170,000 and there will be a surplus of \$66,650,000 which will be the net profit of the Government for going into this enterprise, to be disposed of as Congress may hereafter direct.

In the Southwest water is gold. These great sums of money have caused the arid states to recognize the value of flowing water. It is giving rise to a political and economic struggle, and individuals have a changeable over its control. States, communities, property rights in water. The first reaction of the upper states to this enterprise was to oppose it. They said that the Government dam and reservoir would create vested rights that would enable users of the water to interfere with later development of irrigation on the upper part of the river. To overcome that objection representatives of each of the seven end states and of the United States met and under the guidance of President Hoover, then Secretary of Commerce, formed a compact which created a new water law for the arid region. The compact divides the stream into two sections, and allows 7,500,000 acre-feet a year to each section; 1,000,000 acre-feet is left for subsequent distribution. That deals with 16,000,000 acre-feet which is the average annual flow of the river. Later on the 7,500,000 acre-feet allocated to the lower section was divided between Nevada, California, and Arizona, and representatives of the four upper states are working on a division of their 7,500,000 acre-feet share. These rights so allocated are perpetual. They set aside the doctrine of riparian rights and the doctrine of prior appropriation which had hitherto governed the division and use of streams. Six of the seven states and the United States ratified the compact. Arizona has not done so, but has brought suit in the United States Supreme Court, claiming an ownership in the river.

Notwithstanding the suit in the United States Supreme Court, work is going forward steadily. Congress in 1929 appropriated \$10,540,000 and the present appropriation bill carries an additional \$12,000,000. The contract for the dam and tunnels will involve close to \$50,000,000 and will be one of the largest ever let in this country. The tunnels are to be finished in two years, the dam in six and one-half years. Consider its magnitude it has very few elements of uncertainty for the contractor. The Government is to buy and furnish cement and structural steel; the contractor therefore assumes no risk from fluctuations of prices. The four tunnels which will carry the river past the dam during its construction have been so thoroughly prospected by means of diamond

drill cores that contractors know to kind of material to be removed.

The cofferdam is the one hazardous feature of the project. It is to be built according to plans provided by the Reclamation Bureau, and when so built all subsequent hazards of its failure or being overtopped by floods are assumed by the Government. The power machinery is to be provided by the contractors for power. Owing to its size it will be something of a problem to install it, but some of the contractors have for a year been studying the situation and already have designed their equipment. It will have the highest towers of any work ever undertaken and the overhead cables will lift 30 to 40 tons.

The designing engineer of the Boulder Canyon project is known to his associates as Jack Salvage. He has in succession designed the four highest dams in the world: Hoover Dam is simply another step in his progress.

All I can say is a dam big dam.



Remembering the demand for fine boxed candies on Mother's Day this year, we have made special effort this year to surpass all previous efforts—by ordering the most tempting packages of sweetmeats for Mother's Day giving. We think we have succeeded. We ask you only to see our windows and come in and judge for yourself. Mother's Day Candies in one, and two pound packages—our very best grades of candies.

MOTHER'S DAY MAY 10

CANDY FOR MOTHER

Orient Drug Store

VACATION RATES

The Crazy Water Hotel at Mineral Wells, Texas, announce very low rates for those who desire a real health vacation.

Excellent room with outside exposure, ceiling fans, circulating ice water and private bath as low as **\$1.50 per day**

Other good rooms as low as **\$1.00**

You can be a guest of this magnificent Hotel, built at a cost of approximately a million dollars, as cheap as you can stay at home.

Come on to the crazy Water Hotel, Mineral Wells, Tex. "Where America Drinks Its Way to Health"

For Further Information Write or Wire

Crazy Water Hotel Company

Mineral Wells, Texas

Attention! ... Mr. Cotton Farmer

Please read every word of this message it will mean money to you

We want to help you with your problems this season. We want to cooperate with you in your endeavor to raise a better and more profitable cotton crop this year than you have ever raised before.

There has been, as you know, a lot of newspaper editorials throughout the State during the past few years on diversification. They have told you that you can't make money in raising cotton and have urged upon you to plant your acreage in more profitable crops—well, have you done it and are you any better off? We don't think so. It is true that the average cotton farmer has not made

any money in the past few years, but it is also true that the corn and wheat farmer has suffered a like fate—all due to circumstances—all due to conditions. So why not try planting better cottonseed and raise quality cotton for the market. Please do not understand this that we are against diversification, for we are not—it is not our meaning or our desire to create the impression that we are not in accord with diversifying acreage on the farm. We do not urge you to plant more acreage in cotton than you have in the past, but

BETTER COTTON.

IT IS A WELL KNOWN FACT THAT THERE HAS BEEN MORE MONEY MADE BY THE FARMER IN THE RAISING OF COTTON THAN ANY OTHER CROP ON THE FARM.

What are you going to do with your cotton acreage this year? A great deal depends on you, Mr. Farmer, as to whether you will reap a harvest of profitable dollars on this year's cotton crop or not, and that's the object of this message which we urge you to read and carefully digest. Here's our proposition.

We Want to Make a Trade With You

You Getting the Best End of the Trade

THE QUESTION ARISES IN YOUR MIND AS YOU READ THE ABOVE HEADING "WHERE'S THE CATCH? WHAT HAS THIS GIN GOT TO SELL ME? WHAT INTEREST HAVE THEY IN MY WELFARE?"

Here are the answers to these queries. First, there is no catch in this proposition whatsoever. Our cards are on the table face up and the only interest we have in yours and the good there will come out of your accepting our suggestions. We are not making this proposition with any thought in mind of making money off of you. The interest we have in your welfare is that of every citizen in the Southwest, and that is to help the cotton farmer. On this trade we want to make with you, we are honest in our belief that you are really getting the best end of it and we believe that you will agree with us after you have read our entire proposition, WHICH REQUIRES NO MONEY—Here it is:

ONE.

We will trade you one bushel of State Certified A. D. Mebane Estate Cottonseed for three bushels of your prime gin run cottonseed. There are no strings to the proposition. It is a straight trade. NO CASH.

TWO.

We have placed one car of A. D. Mebane seed here and another car is on the way. If you do not have gin run seed for trade you may purchase the A. D. Mebane seed from us at \$1.50 per bushel. DON'T HESITATE. ACT NOW.



The **YELLOW PENCIL** with the **RED BAND**

EAGLE PENCIL CO.

MIKADO

Benjamin Gin Company

Benjamin, Texas

Joe White
Mgr.
Benjamin