

Knox County Herald

BUILDING
CITY, 1940.

CLASS ASK ABOUT MEMBERS

The Herald is pleased to announce that the membership drive is now in progress. We are looking for new members to help us in our work. If you are interested, please contact the office at 123 Main Street, Knoxville, Tennessee. We will be glad to provide you with all the information you need.

DRIVE AT OCTOBER

The drive at October is a time of great activity. We are working hard to complete our projects and reach our goals. It is a time of great achievement and we are proud of what we have accomplished. We will continue to work hard and strive for excellence in everything we do.

SSINGING CONVENTION

The singing convention was a great success. We had a large number of participants and a very enjoyable time. The singing was excellent and we were all in good luck. We will be glad to have you back next year for another great convention.

LINGBROOK CLUB REAR

The Lingbrook Club is a very active and successful organization. We are proud of what we have accomplished and we are looking forward to the future. We will continue to work hard and strive for excellence in everything we do.

CHURCH DIRECTORY

CHURCH DIRECTORY
This directory lists the members of the various churches in the community. It is a valuable resource for those who are looking for a church to attend or who are interested in the activities of the churches. The directory is available for free to all members of the community.

Hospital Notes

The hospital is a busy place. There are many patients and a lot of work to be done. The staff is working hard to provide the best care possible for all our patients. We are proud of what we have accomplished and we are looking forward to the future.

JUNIOR EPWORTH LEAGUE PROGRAM

The Junior Epworth League is a very active and successful organization. We are proud of what we have accomplished and we are looking forward to the future. We will continue to work hard and strive for excellence in everything we do.

TO VISITORS

Visitors are always welcome. We are glad to have you here and we will do our best to make your stay as enjoyable as possible. We will provide you with all the information you need and we will be glad to answer any questions you may have.



Find the best foods for your
Dinner at
and Benedict
and Market

Ballheaded Tires

In every newspaper you will read many stories of fatal accidents due to slippery streets and "Ballheaded tires". Lives are lost, crippled for life. But many motorist does not get the lesson until it is too late. Don't take a chance equip with Flat Tred Mohawks.

Pennant Service Station

SATISFACTION—ECONOMY—LONG SERVICE
WE SELL ALL MAKE OILS AND GAS

A Good Bank Balance Is Ever a Reason for Being Thankful
The First National Bank
Knox City, Tenn.

Why Worry About the WEATHER?



RED CHAIN Feeds get the EGGS more EGGS when prices are highest!

In cold weather when hens fed on "cheap" feeds are having, making eggs scarce and prices high, the poultryman who can get the eggs makes his largest profit. RED CHAIN Egg Mash gets the eggs—plenty of eggs—all the year round. But this is the season of largest profits; by all means, feed it now!

RED CHAIN Egg Mash will produce more eggs and larger profits for you than any other feed you can buy, or mix yourself. Prove it—on your own flock!



City Feed Store

Knox County Herald

PUBLISHED WEEKLY
Mrs. H. B. Sweeney, Editor
H. B. Sweeney, Publisher

Entered in the Postoffice at Knox City, Texas for transmission through the mails as second class matter.

One Year1.50
Six Months75

America's Foremost Holiday
Of all holidays observed in America, none is so distinctly American as Thanksgiving.

It is a Legacy of the Pilgrims cherished because of the romance and traditions that surround it.

The origin of the day we now celebrate must be attributed to Governor Bradford of Plymouth.

After landing in 1620 the Pilgrims suffered many privations for a year until the seed they had planted grew in abundance—in answer to their prayers. To celebrate their thankfulness they invited neighboring Indians to a Thanksgiving feast. The festival lasted nearly a week, and included entertainment in the form of athletic exhibitions of prowess.

For many years thereafter the Pilgrims celebrated a certain day of the year as Thanksgiving Day—no particular day of the year was set aside, however.

October 3, 1789 Washington issued a proclamation appointing Thursday, November 26, 1789, as a day of general thanksgiving.

In 1864 Lincoln issued a proclamation to the effect that the last Thursday in November should be observed as Thanksgiving Day. This has since always been observed.

SHOPPING DRAWBACKS

More and more residents of our smaller towns and rural communities are coming to realize that even though the auto has provided them with a quick means of reaching the big city stores, there are still many drawbacks to doing their shopping there.

The problem of parking is the most general one. With thousands of city car owners clamoring for parking places the outsider finds it next to impossible to find a place for his car. If it is stored in a garage or parking lot there is a charge of from 25c to 75c. Then, too, there is always the danger of violating a parking law or traffic ordinance, and perhaps paying out in the shape of a fine as much as he would have spent in shopping. Again, if you keep fretting and worrying for fear you'll leave the car a few minutes overtime and find a tag on it when you do finally get back to it.

Those are but a few of the many drawbacks faced by those who shop in the city. But they are unknown here in Knox City, and will be for many years to come. For that reason the wise resident of the smaller or rural district steers clear of the big city as much as possible and does business with his home merchants.

He has learned that in doing so he can save time, money, annoyance, possible arrest and fine—and still maintain the friendship of his neighbors who are engaged in business at home.

FOR SALE:—Illinois refrigerator, practically new, and reasonably priced; also white bathroom gas stove.
H. N. Soliday.

FOR SALE:—Large coal stove, fine for business house. Is a bargain, better hurry.
Herald Office

Say You Saw It In The

T. S. Edwards,
Surgery and d
of women

DR. O. J. EME
Practice of Medicine
Surgery
Farmer's State Bank
Telephone
Office 108 Resid
Knox City, -:-

Hear It in Your Home



Complete
\$124.20

Let us deliver it to your home. Plug it in on your lighting current and it tells its own story and listens to its special reception, look at the drink in its full beauty, let it become part of your home, you will never want leave.

Hughes Radio Show

Judge for Yourself

Then—judge for yourself. Listen to music instead of gales arguments. Let your ears, and your common sense, convince you. And, if you doubt your ears; if you suspect your senses deceive you; if Victor Radio seems too good to be true, remember that it bears the Victor trade-mark. Remember that it embodies Victor's time-tested and time-proven standards of material, of workmanship, of quality throughout. Remember that it is the proudest achievement of Victor's thirty years of pioneering and leadership in sound-reproduction and you won't go wrong. Let us demonstrate the Victor in your home.

ORIENT DRUG STORE

The *Bevall* Store

6th Annual BARGAIN RATE OFF

For Mail Subscriptions

This is another tremendous value. The Dallas Morning News, daily and Sunday, 365 days, mailed to your address at a substantial saving. The regular rate is \$10.00 a year for only **\$7.45**

To those who do not desire the big Sunday edition during this campaign we will mail the daily edition only at a reduced rate. Regular \$5 a year, **\$5.95**

The Dallas Morning News

Supreme in Texas

Frizzell's Drug Store

Fill out these blanks and hand your subscription to the in your city.

The Dallas News, Dallas, Texas.
Herewith my remittance of \$ to cover cost of to the Dallas Morning News (daily and Sunday) (daily one year.

Name

P. O.

R. F. D. or Street State

This rate is good for subscriptions only in the states of Oklahoma, Arkansas, Louisiana and New Mexico and GOOD ONLY UNTIL DECEMBER 1st, 1929

"She took her husband unawares

...and learned a lot!"

Mrs. Kirk's husband wasn't expecting her back from Fort Worth until Sunday morning, but she came home on Saturday night.

"I'll surprise them," she told herself, slipping her key into the latch and entering the house quietly.

Savory odors came from the kitchen and she heard voices behind the closed door.

"Yes, sir; your mother's the best cook on earth," she heard her husband saying to her son, "but, my boy, she certainly doesn't make good coffee. She's such a dear, good woman, though, that I have never liked to tell her so."

"Well, it's good that we found out about this White Swan Coffee and laid in a good supply while she was gone, Dad," her boy said. "I think she'll notice the improvement."

Mrs. Kirk was 'a good sport' and a wise woman. She slipped back to the front door again, slammed it and shouted, "Look who's here!"

Mr. Kirk and his son raced to meet her and immediately after the embraces were exchanged, she said, "By the way, I ran across the most wonderful coffee in Fort Worth. It's called White Swan and..."

Yes, indeed—a wise woman!

No matter which member of the family may have introduced White Swan Coffee—or by what means—the enthusiastic praise for its tempting aroma and satisfying flavor is always unanimous.

To develop its natural goodness, more than a half century of experience is brought



WHITE SWAN COFFEE



"I'll surprise them," she told herself.

to the science of roasting and the art

of blending—each playing its important part in achieving that uniform, delicious flavor which has made White Swan so popular wherever it is served.

By controlling every step in its preparation, the Waples Platter Company—importer, roaster, packer and distributor—makes certain that every sealed tin of White Swan reaches you with its full appetizing quality kept intact.

White Swan Coffee always comes to you fresh. After roasting and packing, distribution is promptly made to its 10,000 dealers—all within convenient shipping distance of one or more of the 22 strategically located Waples Platter Houses. Fleets of motor trucks operate over a network of routes, making regular deliveries from all the units of this institution of the Southwest.

Now, and whenever you need a fresh supply, White Swan Coffee is available at your grocer's freshly packed in one and three pound cans.

FREE—Expert advice and time-tested recipes

Perhaps the custard separates in baking—part thick and part watery. Or you may have trouble with some other dish your family likes. Write to Waples Platter Better Cooking Bureau, Waples Platter Co., Fort Worth, Texas. Expert advice and time-tested recipes sent FREE.

Appreciation Sale



CHEPPEDALE NO. 419

- 110 Full Enamel D. A. Range—1 No. 510 Ray Glo Heater, \$69.00 Value **FREE**
- 116 Semi-Enamel D. A. Range—1 No. 211 Brilliant Fire, \$31.50 Value **FREE**
- 121 Chambers Range—1 No. 1412 Brilliant Fire, \$32.50 Value **FREE**
- 141 Chambers Range—1 No. 10-24 Guardian Insert, \$38.00 value **FREE**
- 162 Estate Range, Blue, Red, Green—1 No. 2612 Brilliant Fire, \$19.50 value **FREE**
- 162 Estate Range, Gray—1 No. 14 White Wall Heater, \$15.00 value **FREE**
- 161 Estate Range, White—1 No. 2606 Brilliant Fire, \$10.50 value **FREE**
- 140 Estate Range—1 No. 3616 Princess Heater \$12.50 Value **FREE**
- 164 Clark Jewel, Full Enamel—1 No. 2606 Brilliant Fire, \$10.50 Value **FREE**
- 162 Clark Jewel, Semi-Enamel—1 No. 2716 Crown Heater, \$8.50 Value **FREE**
- 167 Clark Jewel, Semi Enamel—1 No. 622 Delmar Heater, \$15.00 Value **FREE**
- 134 Buck's Full Enamel Range—No. 14-24 Guardian Insert, \$50.00 Value **FREE**
- 14 Buck's Full Enamel Range—1 No. 910 Ray Glo Heater, \$38.00 Value **FREE**
- 145 Gal. Ruud Autoho Water Heater—1 NO. 210 Ray Glo Heater, \$59.00 Val. **FREE**
- 130 Gal. Ruud Auto hot Water Heater—1 No. 210 Glo Heater, \$59.00 Val. **FREE**
- 120 Gal. Ruud Autohot Water Heater—1 No. 14 Gr. Wall Heater, 15.00 Val. **FREE**
- 141 American Ace Water Heater—1 No. 211 Brilliant Fire, \$31.50 Val. **FREE**
- 131 American Ace Water Heater—1 No. 2614 Brilliant Fire, \$24.50 Val. **FREE**
- 13 20 Gal. Triumph—1 No. 2614 Brilliant Fire \$24.50 Value **FREE**

Munday Gas Co.

A. & P.'S ADVERTISING 95 PER CENT IN NEWSPAPERS

How it estimates the value of different kinds of advertising is shown in the distribution of its \$6,990,000 advertising appropriation by the A. & P. Co., whose 15,000 retail stores recently set a new peak for annual business at a billion and half dollars.

It spent \$50,000 in magazines, \$280,000 for radio and \$5,670,000 in newspapers.

Since 1925 the company's advertising bills have gone up at the rate of \$1,000,000 a year and since 1925 it has been doubled.

What makes the chain stores a successful advertising.

We are the only dealers selling Quaker State Oil in Knox City. Ashcroft Chevrolet Company.

2,800 bundles of extra good Higgs for sale 3 miles east then 4 mile north of city.

Mrs. J. L. Davis

We have special prices on tires and tubes for the next few days. Call and inquire about the prices. Ashcroft Chevrolet Company.

T. P. Reeder of Crowell was a guest in the home of his mother, Mrs. M. A. Reeder one day last week.

Mr. A. A. Nicholson was called out of town Tuesday to be with his mother who is reported seriously ill.

We have moved to the Clark building adjoining the Club Cafe Postoffice Barber Shop, Earl Eads manager.

Mrs. Ethel Lee P. Pool, County School Superintendent will be out of her office in Benjamin on November the 28th, 29th and 30 to attend the State Teacher Association in Dallas.

Mrs. Cassie and daughter, Alta spent the week end in Abilene. They are planning on spending the Thanksgiving holidays in Dallas where Miss Alta will attend the State Teachers Association.

Drive by and buy Orient Master Gas for Winter Driving. Ashcroft Chevrolet Company.

For Rent: 2-3 acres well improved. Good pasture and well located. J. E. Clarke

This is to certify that Dr. Pruitt of Knox City Texas has treated me with chiropractic and massage treatment for hay-fever and asthma and I feel like I am permanently cured of it because I have never been bothered with it since I have taken a course of these treatments. Signed Mrs. Clyde Cobb

Get your permanent wave now for Christmas. LaMur and Eugene waves given at Mrs. Joe Watkins Beauty Shop.

DR. T. P. FRIZZELL
Physician and Surgeon
First State Bank Building
Knox City, Texas

DR. AMMONS
Dentist

Specializing in Pyorrhea and X-Ray Diagnosis
Located in National Bank Building
MUNDAY, TEXAS



When You First Feel a Cold

Simple home remedies, promptly used when a cold first starts, often prevent a serious spell of sickness. Every home should have a supply of these remedies for preventive use.

Frizzell's Drug Store

Specials for Fri. & Saturday

Will have a Sale and demonstration on M. J. B. Coffee Saturday. Will give "Free" 1-2 pound can of M. J. B. with each 3 pound can.

Coffee, M. J. B.	1 pound can	53c
	3 pound can	\$1.49
Flour,	Oriole Every Sack Guaranteed	\$1.75
	48 pound Sack	
MEAL,	24 pound sack	69c
Tomatoes,	No. 2 cans	10c
Syrup,	Pure Ribbon Cane, per gallon	\$1.00
Peanut Butter,	Armour's 5 lb. pail	85c
Oysters,	5 ounce cans	16c
Hot	Tamales Ratliff's per can	12 1-2c
Milk,	Armour's or Carnation, Baby size	5c
	Large size	10c
Vienna	Sausage, Armour's per can	9c
	3 cans	25c
Corn,	No. 2 cans, Fancy Country Gentleman	15c
	No. 2 cans Standard	11c
Cocoa, Hershey's,	1-2 pound can	16c
	1 pound can	29c
Baking Powders,	Calumet 1 pound can	26c
	K. C. 50c size	39c

J. M. Edwards Self Service STORE

BATTERY SPECIAL

We are offering a very special price on batteries. Is good until stock is sold out. It is worth investigating. Come in

Russell Boyd Service Station



Buck BRAND
WORK CLOTHES
FIT AND WEAR



H. E. WALL

Farm Loans

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

Keny-Wiltbanks & Jamison

"I'M ONLY TOO GLAD TO ADD MORE PRAISE"

"I WAS JUST DOWN AND OUT BUT ORGATONE HAS BUILT ME UP AND I HAVE GAINED TEN POUNDS," SAYS SAN ANGELO MAN.

Many are testifying to the great benefits they have received from the premiere preparation, Orgatone, and many more will have cause as its merits as the master remedy become established here in San Angelo and vicinity.

Among those who have tested the value of Orgatone and who are glad to praise it for its merits is R. L. Taylor, of 409, N. Howard, San Angelo. Mr. Taylor is well known in this section and is a painter.

"I have suffered for twelve years with indigestion, stomach and become so bad I could hardly eat anything and didn't have an appetite for any kind of food. Gas formed on my stomach and crowded my heart and seemed to press against my chest until I could hardly get my breath. I also felt bloated and puffed up and had terrible headaches. I was just in general rundown condition, was going down hill and needed something to build me up and give me much needed strength and energy.

"Orgatone had helped so many people and they were so loud in their praise of it I decided to try it and want to say that I can now eat three meals a day and enjoy them, no longer do I have gas condition or indigestion and all of my organs seem to be all right in every way. My stomach and kidneys don't give me any more trouble and I have gained ten pounds in weight. Orgatone has certainly helped me a lot and I am glad to tell everybody about it for I know it will do them good."

Genuine Orgatone may be bought in Knox City at the Orient Drug Store.

FOR SALE—Four mules, ages five and six years and one horse, plows and bundle feed.

Mrs. M. D. Compton, O'Brien, Tex.

L. P. Bennett of Plains Texas is here visiting the Benedict family.

Mrs. G. T. Hadberger spent last week in Abilene and Winters with relatives.

Mrs. J. J. Perry of Fort Worth spent the first of the week with her son, Mike Perry.

J. V. Jones has a new Ford coupe and Mrs. Joe Turner has a new two door sedan.

Misses Grace Orsborn and Miss Griffith spent Monday afternoon in Munday.

Mr. and Mrs. Mike Perry will move the last of the week or the first of next to McLain Texas.

J. E. Clarke Jr. of Levelland is spending the week here with his parents, M. and Mrs. J. E. Clarke.

Mrs. Lela Pyeatt of Amarillo is visiting her son, Mr. and Mrs. Victor Pyeatt.

Mrs. C. L. Mays of Munday was the guest of Mrs. P. B. Baker Tuesday.

Mr. John Roberts spent the past week end with his mother, Mrs. Sarah F. Roberts in Haskell.

New and most modern equipment

C. A. Quade
D. C. Ph. C.
CHIROPRACTOR

Office Residence 7 blocks East First National Bank Building.
Knox City, Texas

Notice
Dr. S. M. Pruitt
Chiropractor
Masseur

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

RESULTS GUARANTEED
Phone 57 for Appointments


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

Anti-Freeze

Get your Anti-freeze of radiator hold here. We have both. Also have ton Tires.

All shop work is under supervision of "HEAVY CAGLE".


Hi-Way Garage



Slippery Driving Ahead!

Get rid of those smooth, slippery easily punctured tires now. easily can apply safe new G years-Pathfinders, All Weather or Double Eagles at reasonable prices. Come in for a free inspection. You'll like these tires better than any other tire.

The Electric Filling Station



Valuable Service

The most valuable feature of electric light and power is SERVICE.

SERVICE not only is that of placing a certain amount of electrical energy at the disposal of its customers; it is planning and building strong, aggressive and dependable electric power facilities so vital to the economic welfare of West Texas.

—This Company understands the significance of the responsibility which it bears to the people of this rapidly growing "Land of Opportunity." The ability of its cities and towns to grow industrially and commercially depends in a large measure upon the character of the electric power service which this Company renders.

—Looking to the future growth and development of this great land, the West Texas Utilities Company is ever building for the industrial and commercial needs of tomorrow.

—With three major generating stations, 15 auxiliary power plants and more than 2,000 miles of transmission lines, this Company places at the disposal of its customers an inexhaustible supply of electricity and a type of service not surpassed in the great metropolitan centers of the United States.

West Texas Utilities Company

Look Never Before In Past History and This Is Not a Sale But Cheaper, For Bryant-Link

Is going to sell men's and Young Men's Suits, one lot for 1/2 price. Some have two pair of pants just imagine a \$35.00 with two pair of trousers for only **\$17.50**

Remember One Half Price

OVERALLS—Tuf-Nuts, EXTRA Heavy and a regular \$2.50 quality now is your chance

Lee Overall the best a few pair to be closed out for only **\$1.00**

Hawk Brand Overall, Remember get them now for only **\$1.50**

Men's Work Shoes for only **\$1.50**

Unbleached Cotton Bats only **29c** roll

Sheeting 9-4 Bleached Limit 3 yards to Custom or the yard **20c**

One Lot of 32 in Gingham. This is a good Ging ham and comes in fancy and check pattern the yard **20c**

To the women and children who are in need of a Coat, Dress or Hat. We are offering quality coats from \$3.25 to \$45.00

One lot of ladies and Misses Silk Dresses going for the low price of \$5.00 each. Also one lot of dresses ranging in price from \$16.75 to \$25.00 going for \$12.50 each. \$7.00 each. All felt hats below cost. Come in and see these values and be convinced.

Bryant-Link Company

Knox City's Leading Department Store

YOUR HOME

A PLAY A BIG SUCCESS

HANDSOME SOME

The most complete on

the way of cooperative

that staged by the P

association last Wedne

the play "A Floor Ma

was a great success

past.

every ticket made for

sold. The house was

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Past-Teacher-Assoc

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Joe Watkins play

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