



WHEAT MEN MEET AT BAIRD AND SELECT OFFICERS FOR YEAR

At a meeting of the Board of Directors of the Callahan Wheat Production Control Association called together by County Agent Ross B. Jenkins the following officers were elected to serve until Saturday, July 7th, 1934.

N. M. (Buster) George, President, chairman of the Baird chapter.

L. R. Cole, Vice-president, chairman of the Pueblo Chapter.

Lee Payne, Secretary, committee-man of the Dressy chapter.

Bob Norrell, Treasurer of the First National Bank Baird.

The Allotment committee was chosen and have the responsibility of passing upon the correctness of the applications and of reporting and recommending action for any who violate any provisions of the association.

The committee is composed of: N. M. George, Chairman.

Sidney S. Harville, Vice-chairman and chairman of the Oplin Chapter.

Nelson A. Estes, Committeeman of the Clyde chapter.

Other members of the Board are: S. Olan Montgomery, Cross Plains chairman of the Dressy chapter.

Everett H. Williams, chairman of the Putnam chapter.

Claude Morse committeeman from the Oplin chapter.

The board drew up the budget and elected Mrs. J. H. Rhodes, who has served as secretary for the cotton campaign, as secretary for Mr. Lee Payne.

It was thought by the board, that more than 2 cents would be needed to carry on the expenses of the association from each allotment bushel. This will be about \$500.00.

More than 70 out of the government estimate of 77 wheat farmers have signed contracts to cut 15% of their acreage for the next two years.

The new cotton reduction program for the next year is understood to be run in the same manner as the wheat association. It is run by the farmers and for the farmers.

SUCCESS With Poultry

BY FULLER D. BAIRD

FEED FOR LAYING HENS

It is usual to classify feedstuffs as grain, grain by products, and protein, mineral and vitamin supplements.

Chickens are, primarily, grain eaters. In some localities corn is extensively used, while in others wheat is more economical. Wheat has more protein and ash than corn, while corn is considered to be more palatable and more easily digested.

Neither barley nor oats, are as palatable a corn or wheat, but they can be substituted for either one of them to at least 50%.

The principal grain by-products which are used in the poultry ration are wheat bran, wheat middlings, hominy feed, corn gluten meal and corn gluten feeds.

Wheat bran is used in the ration to supply protein and ash and seems to have a value which is out of proportion to its chemical analysis.

Wheat middlings are used extensively to supply heat and energy in poultry laying rations. Gluten meal and gluten feed are rich in protein and fat and can be used as high as 10% of the mash when corn meal does not make up a high proportion of the ration.

The usual protein supplement in the laying ration includes milk and milk byproducts, meat meal, meat and bone meal, fish scrap and soya bean meal. The protein from a milk source seems to have a special value for poultry feeding.

Vegetable protein feeds, when properly supplemented by minerals, will give equally good results with feeds

meat and bone meal or fish meal. of animal origin such as meat meal. Vegetable protein feeds are not, at the present time, considered to be equal to milk protein feeds, even if they are supplemented by minerals.

The nature and amount of the mineral supplement to a ration will depend upon the kind and quantity of other ingredients in the ration. Common mineral supplements to the average poultry laying ration are calcium carbonate from ground limestone or oyster shell, bone meal and

With the exception of vitamin D, the other vitamins are usually obtained from the common ingredients in the ration. Vitamin D is supplied by the ultra-violet rays of sunlight and by cod liver oil. Cod liver oil is the surest and most economical source of Vitamin D.

It is believed by some that grit is necessary to furnish a means of grinding the food in the gizzard. When grit is used, sharp granite grit is best

There's a shop in New York that specializes in nothing but space saving furniture. One attractive console measures about four feet by two and stands four feet high.

Met an old friend the other day who is a keen follower of baseball. For the tenth time he told me of a famous game played between the Chicago and Detroit American League teams back in 1922.

Armistice Day. 11th. KATY CUTS FARES. Illustration of a soldier and a woman.

only 60% OF ONE WAY FARE FOR THE ROUND TRIP BETWEEN POINTS IN TEXAS. TICKETS ON SALE NOVEMBER 9-10-11. RETURN LIMIT NOVEMBER 15. PULLMAN FARES REDUCED 25%

J. G. PERRY D. P. A. Cross Plains Texas. MKS. KATY SINCE

PROFESSIONAL CALENDAR Dr. J. H. McGowen DENTIST—X-RAY Office, Farmers National Bank Bldg.

Higginbotham Bros. & Company V. C. Walker, Mortician. Modern Funeral Home, Day and Night Ambulance Service.

FUNERAL NOTICES Funeral notices are something of which none of us wish to think, and as a result they are often forgotten with the funeral arrangements.

AT THE GAME Nothing is more attractive or comfortable than a new, form fitting, neatly tailored overcoat. JIM SETTLE'S DRY CLEANING PLANT "Buffaloes Beat Those Lions."

Hard Times Taught Many To S-A-V-E Fight hard times with READY CASH! Save money to buy the things you want. CITIZENS STATE BANK We Appreciate Your Confidence

Why Get Up Nights Make This 25c Test Lax the bladder as you would the bowels. Drive out impurities and excessive acids that cause irritation burning and frequent desire.

OUR HONOR ROLL Those, who have taken advantage of the Review's big bargain offer to renew and subscribe for the paper another year are shown hereunder. Alvie Cavanaugh, Route 2; Lloyd Havens, Rt. 1; Howard Coburn, City; L. O. Payne, Route 1; S. O. Cavanaugh, Route 2; J. L. Cavanaugh, Route 2; Wilbur Stacy, City; E. A. Calhoun, City; V. C. Walker, City; Joe Lilly, Nimrod, Rt. 2; W. C. Hargrove, City; Mrs. H. A. Young, City; J. W. Jordan, City, Rt. 2; Obe McClain, Nimrod; Mrs. E. J. Turner, Spangenburg; Mrs. Ame Flocke, N. M.; Bud Harpole, City; Elmer Vestal, City; C. V. Ramsey, City; Charlie Stone, Cross Cut; Ted R. Smith, City; E. S. Neeb, City; Cleve Callaway, City; T. Y. Woody, City; L. A. Warren, Rt 1; W. M. Smith, Cross Plains; C. B. Webb, Nimrod; Mrs. Alice Acker, N. M.; Lon Haley, City; T. C. Thorn, Paintrock; W. B. Baldwin, City; B. B. Bond, City; Dr. C. A. Voyles, City; O. T. Laws, City; Freddy Thate, Burkett; Emerald Smith, City; Chas. Neeb, City; J. F. Kelly, City; Paul V. Harrell, City; F. B. McGary, City; W. T. Wilson, City; A. Ogilvy, City; Mrs. Rose McNeal, City; J. A. Hooper, Cross Plains; S. M. Buatt Cross Plains; H. D. Lawrence, Echo; W. P. Armstrong, Nimrod; J. C. Breeding, Alice Texas; Mrs. W. B. Gunn, Pioneer; Chester Glover, McCamey; J. G. Weiler, City; Nat Williams, Cross Plains; A. L. Roberts, Abilene; J. B. Huntington, Pioneer; L. C. Cash, Pioneer; A. C. Fore, Pioneer; Ira Davenport, Pioneer; B. H. Freeland, Cottonwood; J. Walter Jones, Cross Plains; R. E. Longbotham, Cross Plains; George Lamar, Cross Plains; Lewis Norman, Cross Plains; T. J. Harris, Nimrod Rt 2; Loran Barr, Austin; A. O. Pethtel, City Rt 1; George Clifton, City Rt 1; W. T. Hughes, Cross Cut; G. C. Hendrix, Pioneer; H. H. Bond, Route Two; J. C. Freeman, Route 2; C. D. Baird, Dressy; M. F. Dill, Route 1; J. T. Riggs, Route 1; T. E. Baum, City; Elmer Oneal, Cottonwood; John Moore, Cottonwood; John Holder, Cisco, Rt. 2; P. T. Jones, Star Route; Mrs. Laura Jones, City; Mr. Martin Jones, City; Mrs. F. A. Lane, City; W. M. Franke, Rt 2; W. E. Browning, Pioneer; Arlie Brown, City; J. G. Saunders, City; Jodie Huntington, City; M. F. Ray, City; Jesse McAdams, City; L. W. Renfro, Route 1; A. G. Foster, City; C. H. Reed, City; A. H. McCord, City; J. D. Conlee, City; Vernon Spencer, City, Rt 1; J. G. Aiken, City; Mack B. Bingham, Cal; Walker Hargrove, City; Dr. J. H. McGowen, City; H. T. Sihooley, City; T. T. Nidhols, City; S. C. Sipes, City; C. I. Powell, City; H. B. Edington, City; J. E. Pittman, City; Clarine Barnaby, Denton; W. O. Spencer, Route 1; Mrs. E. C. Austin, Route 1; George Baum, Rt. 1; Walter Westerman Cross Plains; Waldo Wilbern, Kilgore; Mrs. Deoma Trilitt Brownwood; F. F. Champion, City Rt. 1; W. E. Lusk, Nimrod; P. Smith, Cross Plains; Charlie Smith, Cross Plains; W. T. Austin, Anson; W. M. Carey, Merkel; J. F. Ferguson, Merkel; Alvin Smith, Weslaco; Andy Smith, Weslaco; J. M. Tubbs, Star Route; Jeff Coffey, Cottonwood; Flem Johnson, Dressy; N. L. Long, Dressy; V. A. Underwood, Cross Plains; Mrs. Leo Tyler, Clyde; Loreta Loving, Commerce; A. H. Plummer, Cross Cut; A. J. Biell, Cross Cut; T. S. Chambers, Cross Cut; Ott Peavy, Cottonwood; Mrs. L. E. Newton, Cross Cut; W. L. Byrd, Cross Cut; M. A. Jones, Forsan

No. 1637 OFFICIAL STATEMENT OF FINANCIAL CONDITION OF CITIZENS STATE BANK at Cross Plains, State of Texas, at the close of business on the 25th day of October, 1933, published in the Cross Plains Review, a newspaper printed and published at Cross Plains, State of Texas, on the 10th day of November, 1933. RESOURCES Loans and discounts, on personal or collateral security \$49,558.82; Loans secured by real estate NONE; Overdrafts NONE; Acceptance of other banks NONE; Securities of U. S., Liberty Bonds 3,000.00; Other bonds and stocks owned NONE; Customers' bond held for safekeeping 100.00; Banking House 8,232.00; Furniture and Fixture 4,429.70; Real Estate owned, other than banking house 5,517.40; Cash in bank 9,242.37; Due from approved reserve agents 14,379.48; Due from other banks and bankers, subject to check on demand NONE; Interest in Depositors' Guaranty Fund NONE; Assessment Depositors' Guaranty Fund NONE; Other Resources Bill's of Exchange secured by Cotton 3,794.55; TOTAL \$98,254.12. LIABILITIES Capital Stock \$25,000.00; Surplus Fund 2,500.00; Undivided Profits, net 1,121.95; Dividends unpaid NONE; Due to banks and bankers, subject to check NONE; Individual Deposits subject to check, including time deposits due in 30 days 69,532.17; State Funds on Deposit NONE; Time Certificates of Deposit NONE; Cashier's Checks Outstanding NONE; Bill Payable 100.00; Rediscounts NONE; Customers' Bonds deposited for safekeeping 100.00; Other Liabilities NONE; TOTAL \$98,254.12. STATE OF TEXAS, County of Callahan. We, Jno Barr, as President, and C. C. Neeb, as Cashier of said bank, each of us, do solemnly swear that the above statement is true to the best of our knowledge and belief. JOHN BARR, President; C. C. NEEB, Cashier. Subscribed and sworn to before me this 4th day of November, A. D. 1933. CORRECT—ATTEST: S. C. Barr, Porter J. Davis, B. B. Bond, Directors. Taylor Bond, Notary Public, Callahan County, Texas.

CREE and COMPANY MANUFACTURERS OF DRILLING AND FISHING TOOLS FOR OIL AND GAS WELLS. Repairing of Machinery of All Kinds. Pipe Cutting and Threading. TELEPHONE 220 P. O. BOX 86

Battery Charging A Good Rental Furnished. Get our special prices on Batteries before buying a new Battery. All Batteries and battery repair fully guaranteed. Delivery service free. Garrett Motor Co.

Over near the library on Fifth Avenue a street vendor attracts attention with the young puppies he offers for sale. Since the mother is presumably still in the dog equivalent of the maternity ward, the vendor displays the reputed father to indicate what grand dogs the puppies will be when they grow up—We shouldn't be surprised if some day he would test the gullibility of buyers with a Great Dane alongside of the pups that

look suspiciously like Boston Bulls. \*\*\*\*\* One of the best "blind dates" we ever had was arranged by telegram. It read, "Dorothy arriving four fifty Tuesday afternoon meet you information stand Grand Central station wearing brown coat green flower and answers to whistle of last phrase of Auld Lang Syne."—and so romance was born.

### NOTICE OF SALE

The State of Texas  
County of Callahan,  
Citizens State Bank,  
VS.  
E. J. Benton and Benton Motor Company.  
In the District Court of Callahan County, Texas.

Whereas, by virtue of an execution issued out of The District Court of Callahan County, Texas, in a judgment rendered in said Court on the 2nd day of October, 1933, in favor of Citizens State Bank, Cross Plains, Texas, and against E. J. Benton and Benton Motor Company, No. 7713 on the docket of said court, I did, on the 9th day of November, 1933, at 1 P. M. o'clock, levy upon the following described tracts and parcels of land, situated in the County of Callahan and State of Texas, and belonging to the E. J. Benton, to-wit, Lot No. 12, in Block No. 53 in Central Addition to the Town of Cross Plains, Texas, and Lots No. 17 and 18, in Block No. 37, in Central Addition to the Town of Cross Plains, Texas; and on the 5th day of December, 1933, being the first Tuesday of said month, between the hours of 10 o'clock A. M. and 4 o'clock P. M. on said day, at the courthouse door of said county I will offer for sale and sell at public auction, for cash, all the right title and interest of the said E. J. Benton in and to said property.

Dated at Cross Plains, Texas, this the 9th day of November, 1933.

R. L. EDWARDS,  
Sheriff of Callahan County, Texas.

Mrs. Charles Lindbergh



Mrs. Charles A. Lindbergh, wife of the noted Lone Eagle, who is now enroute home with her flying husband after hopping the Atlantic, prizes this picture, taken as they landed and she was received by Soviet officials at Leningrad Russia.

Mr. and Mrs. H. R. Rich were in Wichita Falls first of this week, they were called to the bedside of her brother.

Billie Mac Adams spent the week end in Baird with relatives.

Flues and stove pipe made to order. J. E. Henkel



### WALKING ALONE

WHEN last we caught a glimpse of the people following Jesus they were cheering his name beside the lake, seeking to force him to be their king. He eluded them and retired into the mountain to think and pray. It must have been a dramatic moment when he reappeared. Only a single "Yes" was needed and they would have lifted him on their shoulders and borne him in triumph to the city gates.

Hushed and expectant they waited for his answer—and what an answer! "I am not come to restore the kingdom to Jerusalem," he cried. "Mine is a spiritual mission; I am the bread of life. You have cheered me because I fed you in the wilderness, but I tell you now that what I have come to give you is myself that by knowing me you may know your Father."

They could not have been more stunned if he had struck their leaders across the face. What did he mean by this senseless mysticism, this talk about "the bread of life?" Hadn't they seen him heal the sick and conquer the Pharisees in debate—were not these signs that he was the leader, so long promised, who would rout the Romans and restore the throne of David?

"The Jews therefore murmured concerning him, because he said 'I am the bread that came down from Heaven.'" It was sacrilege or nonsense, one or the other. Gentiles might continue to follow him, if they chose, but his company was clearly no place for a self-respecting Jew.

Silently the cautious people slipped away, and afterward denied that they had ever had anything to do with him. Those who were more daring, or devoted continued with him through the rest of the week, and on the Sabbath crowded into the synagogue where they knew that he would speak.

The days had given him time to reconsider and compose his thoughts; perhaps now he would make a reasonable reply to their hopes. But there was no compromise. Again he repeated his seemingly senseless talk about the "bread of life."

And then the note of tragedy. "Upon this many of his disciples went back and walked with him no more."

The tide had turned: Jesus realized it clearly though the disciples could not. At every opportunity he sought to build up in them an increased sense of their responsibilities. He must "go into Jerusalem," he told them, "and suffer many things of the elders and chief priests and scribes, and be killed"

## Price List

STOVE DEPARTMENT	
Wood Heaters	1.50 to 5.00
Gas Heaters	.50 to 4.00
Oil Heaters	2.00 to 3.50
Wood Cook Stoves	5.00 to 12.50
Wood Ranges	10.00 to 27.50
Oil Cook Stoves	5.00 to 12.50
Gas Cook Stoves	2.50 to 7.50
Gas Ranges	10.00 to 18.50
Sewing Machines	7.50 to 22.50
Separators	7.50 to 12.50
FURNITURE DEPT.	
Beds & Springs	.50 to 2.50
Dressers	3.50 to 10.00
Duo Folds	10.00 to 15.00
Library Tables	1.50 to 4.50
Dining Tables	4.50 to 8.00
Rockers	1.00 to 5.00
Baby Beds	2.50 to 7.50
Phonographs	2.50 to 12.50

We buy, sell and trade.  
Tin Shop in connection.  
Repairing and upholstering

## J.E. Henkel

Good Used Furniture, Etc.  
Cross Plains, Texas.

## Double-Quick Relief

Demand and Get



## GENUINE BAYER ASPIRIN

BECAUSE of a unique process in manufacture, Genuine Bayer Aspirin Tablets are made to disintegrate—or dissolve—INSTANTLY you take them. Thus they start to work instantly. Start "taking hold" of even a severe headache, neuralgia, neuritis or rheumatic pain a few minutes after taking.

And they provide SAFE relief—for Genuine BAYER ASPIRIN does not harm the heart. So if you want QUICK and SAFE relief see that you get the real Bayer article. Look for the Bayer cross on every tablet as shown above and for the words GENUINE BAYER ASPIRIN on every bottle or package you buy.

Member N. R. A.

GENUINE BAYER ASPIRIN DOES NOT HARM THE HEART

# FOOTBALL

## Albany

VS

## Cross Plains

### CROSS PLAINS HIGH SCHOOL ATHLETIC FIELD

# 2:30 Saturday Nov. 11th.

## District Championship Game

## Admission

Ward School Students - 15 c

High School Students - 25c

Adults - 35c

### PIONEER

Pioneer P. T. A. will hold their next program meeting on November 14. The subjects to be discussed are "Hero's and Hero Worship" by Gus Snodgrass and "School Essentials" by Mrs. Owens. Children, Mrs. Davenport's room will complete the evening's entertainment. All school patrons and friends of the community are requested to attend.

### New York

A city-bred New Yorker returning from reforestation camp in Yellowstone National Park: "They told us we was going to work in a park. All I saw was a forest."

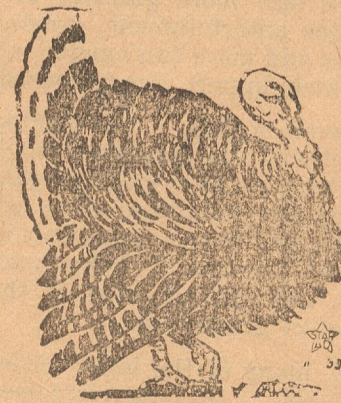
Most sensible is the roof-top landing field suggested here recently. Two architects and a builder suggest us-

ing space over the Hudson River docks. With space for steamships below the landing field would be 200 feet above the docks, 3,000 feet long and 800 feet wide. The project would be a combined shipping, rail and airplane center.

Hotel men of New York are beginning to wonder how they are going to store fine wines in the event of prohibition repeal. The newer hotels have modern basements that rarely have that deep earth atmosphere we associate with the word "cellar".

The Devine Creamery has doubled its vat capacity and is now producing 1,000 pounds of cheese daily and paying from \$250 to \$400 a day to dairymen of that section.

Sherman Manufacturing Co., Sherman, added a new full crew to its textile plant as a result of increased business. Approximately 100 men and women were put to work.



## TURKEYS

Will begin Moving within the next few days and usual we will be in the market offering top prices for your Turkeys.

BAUM'S PRODUCE COMPANY

## TURKEY RAISERS

Jones Produce Company opened Turkey Market last Saturday at 12c. This may be too low and it may be too high, but it is 2 cents a pound more than was offered for the same birds in Cisco.

Bring us your Turkeys and feel certain that you will get all the Market justifies. See us before you sell.

JONES PRODUCE COMPANY

The Cross Plains Review

FRIDAY OF EACH WEEK
JACK SCOTT — EDITOR
Entered as second class mail matter at the Post-office at Cross Plains, Texas, April 2, 1909, under act of March 3, 1879.

Telephone Number — 114
NOTICE TO PUBLIC

Any erroneous reflection upon the character, standing or reputation of any person, will gladly be corrected if brought to the attention of the editor personally at the office, Eighth Street, Cross Plains, Texas.

SUBSCRIPTION RATES
One year in trade territory — \$1.50
One year elsewhere — \$2.00
Payable in advance.



The Review is an independent Democratic newspaper, supporting what it believes to be right and opposing what it believes to be wrong, regardless of party politics, publishing the news fairly and impartially at all times.

The Right Kind Of A Business

In every town or city there are two kinds of business concerns. There are those who sell merchandise—for a substantial profit—and figuratively take all the community has to offer but give nothing to return.

Then there is another kind of business concern. Those, that play a vital part in the merchandising scheme of things but then have time to participate in civic enterprises and public improvements. It is largely through the efforts of this group that our civilization has advanced to its elevated stage and our world is a fit place to live.

There is an institution serving Cross Plains which rightly and justly falls into the latter class and is due a word of commendation for their untiring efforts in a progressive direction. We have reference to the M.K.&T. railroad.

The Katy is in a sense directly responsible for the fact that Cross Plains is today a thriving town of 1,500 instead of a hamlet of less than 300, as was the case before the line came here.

The Katy is perhaps the largest taxpayer into city and school coffers. It maintains a number of employees in Cross Plains and is vitally interested in the upbuilding of this section, a fact that is evidenced daily.

The personnel of the M.K.&T. organization is a large network of employees, but each individual from the President Mr. Cahill, down, has time to solicit business for the company and assist shippers and passengers in arranging routes and schedules.

It is with pleasure that we join in the Katy's campaign for increased business and urge all other public spirited, Cross Plains loving people to do likewise. "Onward with Mr. Cahill".

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Birthday Strin
The Review congratulates the following this week upon the occasion of the anniversaries of their birthdays.
Mrs. C. V. Ramsey, Fri Nov 10
Mrs Lewis Helms, Mon Nov 13
J. E. Henkel, Mon Nov 13
C. W. Brigner, Thurs. Nov. 9
C. W. Freeman, Fri Nov 10
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Cross Plains population increased more than 100 percent from the census of 1920 until that of 1930.

New Braunfels textile mills have added twenty-five employees to their payrolls in preparation for operation under the new N. R. A. code adopted by the textile industry.

Is The Small Town Passing ?

Fifteen to 25 years ago, in bad road days the smaller towns over Texas did flourishing business. Then, with the advent of good roads and the novelty and efficiency of the automobile, the business of many of the small towns began to dwindle and some of them have almost passed out of business existence.

Yet, we are still people with the same or better average rate of human intelligence and about as good as we ever were—still spending most of what we make for the things we need and want. The old free credit business in the main has changed to either a thirty-day or cash business. We go on getting along better or worse—some that were better are now worse and some that were worse are now better—and many of the old patrons of the "old day" store have passed on and a "new day" generation have taken their places, are making the money and spending it.

So, we know generally what has happened to the business of many of the smaller towns, but the big question is what brought it about and will the business return again; will the small town return to its normal or radius function or has its business gone elsewhere never to return?

Business left the smaller town largely for three reasons: first, the new method of transportation with good roads made roamers, so to speak, out of our people. They went to the larger trading centers, primarily because it was easy and they wanted to go some place—to move to some new place, not because prices as a rule were lower, but there was more excitement, more people, and everybody else was going. Second, the larger trading centers afforded a variety of style and quality, a greater "Circus Day" event more hilarity, more entertainment, more fun, and both the young and the old liked it and always have. Third, the merchants of the larger trading centers advertised, told the smaller town folks all about their bargains of price, style and fitness to a greater degree than ever before, and the smaller town folks liked that. Then what happened? The small town store, losing its business, ceased to carry what the people wanted—reduced its stocks and simply surrendered, so to speak, saying that this town is through for good and the auto and good roads have ruined this town and my business. Some of the better small town merchants went to the larger trade centers, and the county seat town raised the same complaint in part, saying their customers with autos and good roads had gone on to the cities where still more glamour and greater entertainment, greater stores and more fun existed, all of which, in part, has happened.

Paved streets, big lighted streets big fire departments, all of which we like, must be paid for by merchants and other taxpayers and have a direct bearing on the expense of doing business, and are reflected in the prices of goods sold.

So, many of the larger cities are now over-merchandised with an ever-increasing overhead cost of doing business; and, too, haven't the purchasers

about finished their "joy riding" and now ready to come back home? If merchants will invite them back with "up-to-now" modern stocks and modern methods of doing business, fun and entertainment, won't the same auto that carried them away bring them back? And can't they come back over the same good roads they went away over? The purchasers have begun to learn that it takes money to run an auto 20 to 100 miles, let alone wear and tear. He has begun to learn that high city taxes and high costs of doing business are also placed on the price ticket of the article he buys. He has also begun to learn that there is not now nearly so much advantage with the quantity buyers as there used to be. The buyer is now an educated buyer. The radio, the newspapers and the merchants themselves have taught him a lot more about merchandise than he ever knew before. So, hasn't all of this created a new opportunity for the smaller town merchant of equal merchandising ability and with equal or proportionately equal capital?

We are running over many green fields looking for greener ones. The capable smaller town merchant has many basic advantages in cost of doing business. He is closer to and understands the wants and necessities of his trade territory. The question of small and quick deliveries is now solved. He sits close to the seat of our fundamental purchasing power. If he is a merchandiser he can sell the best quality at as low a price as that article can be profitably sold anywhere. To illustrate that the small town has not gone, though many would-be merchants have passed on and out:

According to statistics compiled by the U. S. Department of Commerce, 30.2 per cent of the merchandise bought at retail by the people of the United States was bought in towns and hamlets of 10,000 and less. Doesn't this surprise you when you take into consideration the thousands of large trading centers of 10,000 and over in the United States? After all, it's the masses that are doing the great majority of our buying.

Enterprising merchants and business men built most all the towns and cities of this country. This same type, that is the New Day, up-to-date, wide-awake merchants and business men, can rebuild them and will, for there is opportunity there and men seek opportunity and dare the world for it.

But don't forget that we are all scientific now. Just anybody is not a merchant any more than just anyone is a doctor or a preacher or a lawyer, whereas in former days, anyone that had enough money to buy a few goods and offer them for sale to the public was a merchant. That was usually for only a short time.

So, the country town has not passed, but as the country rights its economic wrongs, sees the light of a sounder economic day, the smaller town will perform its sound economic function by serving those that it is best equipped to serve in every line, just as the cities serve, and not until then will we reach our maximum of a well-balanced prosperity, for it takes prosperous hamlets, prosperous towns and prosperous cities to make up a well balanced prosperous country.

Think This Over

More debts are paid in times of depression than in the hey day of prosperity.

It is no compliment to say that a man is honest; as much is expected of every person.

The fact that advertising pays is evidenced by the population million which now inhabit the boundaries of Texas. The first settlers were attracted to the Lone Star State by advertisements run in Eastern papers by Stephen F. Austin.



NO SUCCESS WITHOUT SINCERITY

SINCERITY glistened like sunshine through every sentence Jesus uttered; sincerity is the third essential. Many wealthy men have purchased newspapers with the idea of advancing their personal fortunes, or bringing about some political action in which they have a private interest. Such newspapers almost invariably fail. No matter how much money is spent on them, no matter how zealously the secret of their ownership is guarded, the readers are conscious that something is wrong. They feel that the voice of the editor is not his own. The public has a sixth sense for detecting insincerity; they know instinctively when words ring true.

It was the way Jesus looked at men, and the life he led among them that gave his words transforming power. What he was and what he said were one and the same thing. Nobody could stand at his side for even a minute without being persuaded that here was a man who loved people and considered even the humblest of them worthy of the best he had to give.

There is no superstition more deadening to a writer than the idea that he can "write down" to his readers. No man was ever big enough to build an enduring success on the basis of insincerity; but many comparatively small men, like Peter the Hermit or Billy Sunday, fired with conviction, have been able to create and sustain a very considerable influence.

Jesus was notably tolerant of almost all kinds of sinners. He liked the companionship of the rough and ready folk who were entirely outside the churches; he was tender toward unfortunate women; he had a special fondness for James and John whose ungovernable tempers had given them the title of "Sons of Thunder"; he forgave the weakness of Peter who denied him; and was not resentful at the unbelief of his near relatives and his native town.

But for one sin he had no mercy. He denounced the insincerity of the Pharisees in phrases which sting like the lash of a whip. They thought they had a first mortgage on the Kingdom of Heaven, and he told them scornfully that only those who become like little children have any chance of entering in.

Little children know no pretense. They are startlingly frank. They look at the world through clear eyes and say only what they think. No writer, no orator, no salesman exercises any large dominion in the world unless he can humble himself and partake of their nature.

"Though I speak with the tongues of men and of angels and have not love, I am become as sounding brass or a tinkling sycmbal," wrote Saint Paul.

Much brass has been sounded and many cymbals tinkled in the name of advertising; but the advertisements which persuade people to act are written by men who have an abiding respect for the intelligence of their readers, and a deep sincerity regarding the merits of the goods they have to sell.

WANT ADS

FOR SALE

A three room house, shingled roof, two small porches, in good repair and easily moved. Mrs. Walter Wagner

FOR SALE: Registered yearling Rhone Durham Bull. L. O. Payne

For rent: Best apartment in town. Mrs. Cora Anderson 3tp

For rent: Trailer especially suitable for hauling stock. GARRETT MOTOR CO.

—WANTED—

For trade: five milk cows that I will trade for dry stock.

Two 200 barrel steel storage tanks. Suitable for stock water. Also water well drilling. W. B. Varner Cottonwood, Texas

For sale: A good milk cow reasonable. Mrs. Cora Anderson 2tp

FOR SALE

Three good work teams, 6 head of milk cows, 2 houses and lots. See Mrs. A. F. Tate, Cross Plains

FOR SALE

A nice piano at a reasonable price. Less than one third of original cost. Mrs. C. L. Barnaby.

For Sale: Registered Herford bulls; one five years old and a yearling. Also, several fine Spring calves. H. Elliott Bryant

SCHOOL TIME

Means

SHOE TIME

No phase of a school child's clothing is as important as the shoes. Badly worn, leaky shoes mean ill health and absent days from classrooms.

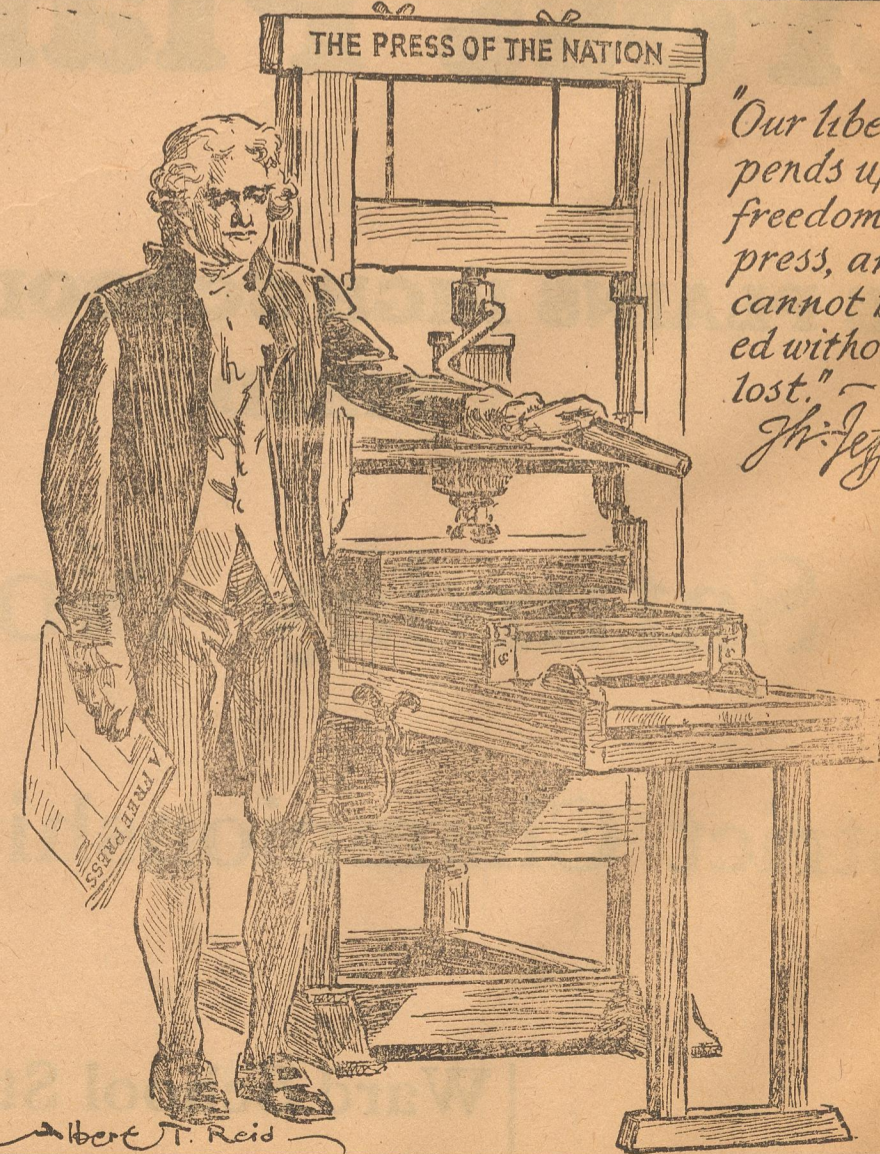
Timely repairs at Gautney's will not only be an insurance on your child's health but will result in a material saving in the long run.

GAUTNEY'S SHOE SHOP

Mention Review Ads When Buying

The Guardian of Liberty

By Albert T. Reid



"Our liberty depends upon the freedom of the press, and that cannot be limited without being lost."
Jh. Jefferson

© 1933 Albert T. Reid

Renew Your REVIEW Subscription During Bargain Days

# Bargain Day Is Here On Your Home Paper

**Renew For Another Year At The Reduced Price Of \$1.00  
During This Annual Bargain Offer**

## THE REVIEW'S BIG ANNUAL SUBSCRIPTION OFFER OF \$1.00 A YEAR !!!

*To any point within 50 miles of Cross Plains, we now offer the Cross Plains Review for one year for only \$1.00 To points more than 50 miles \$1.50.*

**RENEW OR SUBSCRIBE AT ONCE -----SAVE ONE THIRD**

A straight message from your paper . . . . .

Everything that goes into the publishing of a newspaper has advanced in price, yet the Review is offered to you at the old time rate. And next year we PROMISE you the best weekly newspaper in the history of Cross Plains. Night and day our plans are being laid to make a more complete news coverage of this section and its happenings. We ask your help in two ways: first, during this subscription campaign get some friend to subscribe for the Review, renew for yourself and let's build up the circulation of our home paper to the largest in this section. Second, anytime you know of any 'spot news' that you believe the Review does not, telephone or write immediately.

It takes the cooperation of an entire community to build up a successful newspaper. We have always cooperated with you and now ask you to lend us your wholehearted support. A good newspaper reflects credit upon the trade territory that it serves.

We have carried many subscribers past due on our books for the past few years, not mentioning the matter because we felt that they wanted the paper and were not in condition to pay. But now, we must urge our delinquents to take care of these back accounts.

*Remember the \$1.00 Special And Renew During the Campaign.*

**Your Home Town Paper Brings To You News Covered By  
No Other Publication. Read It Every Week.**

# The Cross Plains Review

# Social Activities

## TOMMIE KATE MAYES IS JUST US CLUB HOSTESS

Miss Tommie Kate Mayes honored members of the 'Just Us Bridge Club' when she entertained with a bridge party Thursday night of last week. Miss Cheryl Lutgens won high score. Refreshments consisting of tuna fish sandwiches, olives, cookies and hot tea were served to club members and Misses Ernestine Sipes and Melba Mitchell.

## CONTRACT BRIDGE CLUB MEETS AT LOWE HOME

A newly organized contract bridge club met for the first time Tuesday afternoon at the home of Mrs. Bill Lowe. With eight members present. Mrs. Jesse McAdams won high score. Refreshments of candy, pumpkin pie, topped with whipped cream and coffee were served to the following members Mesdames: Fred Cutbirth, Tommie Holden, Wilbur Wright, C. G. Morris, Jesse McAdams, J. H. McGowen, and Ben Garner.

## MRS. B. W. WEBB UNDERGOES OPERATION AT SANTA ANNA

Mrs. B. W. Webb underwent an operation for appendicitis at the Sealy hospital, Santa Anna, Monday. Reports from the bedside Thursday were to the effect that she is convalescing normally.

## FRANK MEDFORDS HONOR FRIENDS TUESDAY NIGHT

Mr. and Mrs. Frank Medford were hostesses to friends Tuesday night when they entertained with a bridge party at their apartment in the W. A. Huckaby home. A pink and green color scheme was carried out in tallies and refreshments. The color note was repeated with baskets of pink dahlias arranged about the rooms, where forty-two was played. A refreshment plate consisting of chicken salad sandwiches, olives, potato chips, angel food and hot chocolate was passed to the following guests: Messers and Mesdames Porter J. Davis, Cy Elliott, Spurlin Freeman, E. E. Thate, Jack Lacy, W. A. Huckaby; Miss Mabel Jones and Dave Lee.

Mr. and Mrs. Ed Baum and Granny Goodman were called to the latter's son, John Goodman, in Wichita Falls last Sunday. He had been seriously burned.

A. Wooten and Lieut. Carter of Abilene were in Cross Plains Sunday.

Mrs. Edwin Baum, Jr. and Miss Blix Pittman visited in Brownwood Saturday. Miss Wilma Pratt returned with them Sunday.

Mr. and Mrs. Chase Adams and Mrs. Sam Long visited in Abilene Friday and Saturday of last week.

Mr. and Mrs. G. A. Chappel, of Baird, visited her sister, Mrs. E. O. Adams, here Sunday.

J. R. Rudd, of the Comanche Chief newspaper, was a Cross Plains visitor Tuesday.

Mrs. Lee Thompson returned to her home here last week after a two weeks visit with relatives in Taylor.

J. Walter Jones was a business visitor in Brownwood Tuesday.

R. B. McGowen transacted business in Brownwood Tuesday.

Mr. and Mrs. C. R. Cook visited in Brownwood Monday.

E. O. Adams made a business trip to Lamesa Tuesday.

## NEW YORK

One of the most direct and unflinching pieces of advertising seen in many months is the flamboyant sign outside a Broadway dance hall. In large letters it poses the question, "Lonesome?" Then naming the dance hall it is described like this:

The Bachelors' Rendezvous  
(Also married men)  
100 HOSTESSES

## MISS KRELL ENTERTAINS "ACE OF CLUBS" GROUP

Members of the 'Ace of Clubs' bridge group were entertained by Miss Edna Krell Thursday night at the home of Dr. Mary Shelman. A yellow and white color scheme was carried out in decorations and refreshments. Miss Mary Massa, member of the club, who moved to San Antonio last week, was honored with a handkerchief shower by the group of friends.

Refreshments consisting of pineapple salad, angel food cake and punch were served to club members and Mrs. Fred Cutbirth.

## "FAREWELL PICNIC" IS TRIBUTE TO MARY MASSA

Miss Mary Massa was complimented with a picnic supper Wednesday evening of last week by friends when they met at the Bryant lake north of town. A bonfire was built, over which bacon and eggs, potatoes, toast and coffee prepared. The honoree was presented with a box of hose as a gift of friends. Those attending the affair other than honoree were: Messers and Mesdames Fred Cutbirth, Bill Lowe, Nat Williams, Jack Scott, Edwin Baum Jr., Dr. and Mrs. J. H. McGowen; Mesdames C. I. Powell, Clyde Sims. Out of town guests were: Dr. McFarland, Oakie Lewis, Miss Wilma Pratt, and Mr. and Mrs. C. D. Anderson, all of Brownwood.

## MRS. WILBURN WRIGHT IS HOSTESS TO CLUB

Mrs. Wilburn Wright was hostess to members of the Thursday Bridge Club last week when she entertained at her home in the north part of town. Roses were used in decorations. Mrs. Joe Weiler won high score. Refreshments consisting of sandwiches, individual pecan pies, and tea were served to club members.

Leonard Davidson, student in Simmons University, Abilene, visited his parents Mr. and Mrs. O. L. Davidson here over the week end.

Mrs. Bill Neeb has returned to her home here after a visit with her son, Eli Neeb, in Abilene.

Mr. and Mrs. C. L. Barnaby and children moved to Waco last week. They formerly resided there.

Mr. and Mrs. W. C. Wilkinson moved to Moran Wednesday where he will be employed with the M.K.&T. railroad as station agent.

Mr. and Mrs. Gus Hart, of Big Spring, visited her parents, Mr. and Mrs. C. C. Westerman, here over the week end.

Mrs. Geo. Scott, Mrs. Carmen Wright, and Mrs. W. C. Wilkinson visited in Coleman Tuesday.

Mrs. Robert Cunningham left Sunday for Spur, where she will visit with her sister, Mrs. Oran McClure.

Ralph Nance of Cisco visited friends here over the week end.

A building management here shows moving pictures of the apartments and conveniences of the "city-within-the-city," then takes them to the prospective tenant personally to inspect the type of apartment in which he is interested. They avoid loss of time and effort.

The Schmidt Canning Co. plant at San Benito, during the rush tomato season, paid growers \$400 a day and maintained a payroll of \$1,000 a week.

An Omaha, Neb., man has secured option on a 70-acre site just east of Fort Worth with the announced intention of establishing thereon a \$1,000,000 brewery.

Altho production in Southern pine mills for August was slightly below that of July, it was 53 per cent above that of August, 1932. The same was true of Texas textile mills, according to the University Bureau of Business Research, August figures falling below those of July but being 33 per cent ahead of August, 1932, in consumption of cotton.

## BURKETT

Something 'most all would please:  
A basket full of colored scraps  
For wintry days like these!  
Colors blending  
Never ending  
That shade will hardly do!  
Combine these now—the finished block?  
A symphony in blue!  
Cold winds blowing  
Is it snowing?  
Oh not that they would mind!  
Nor pause to think "If winter comes"  
Can spring be far behind?  
Needle plying  
Fingers flying  
To hurriedly get through  
The wedding Ring, "The Rainbow Trail,"  
So many they'd like to do!  
The whole admiring  
The work inspiring  
As a lilting song uplifts  
A useful pleasant pastime  
This one of piecing quilts!

The play "Fingerprints" will be given at Cross Plains High School auditorium Friday night, November 10th. The characters parts were mentioned in last weeks Review. The play presented at Burkett Opera House last Friday night had much favorable comment. It is a two hour, ten character play—four men and six girls. There will be musical readings between acts. The admission will be 10c for students, adults 15c, the proceeds to help build classrooms for the Methodist Church here.

Annie Merrel Walker and Lee Gray were married Sunday.

Mrs. Luke Westerman and Bobbie Lee, Mrs. J. C. Morris of Santa Anna, Dorothy Wesley, Oleta Thate, Juanita Strickland and Mildred Newton were Sunday dinner guests of the Elmer Hendersons.

Virgie Moore returned home from Doole this week.

Harshel Gray was a Burkett visitor from Friday until Sunday evening.

Allie Pearl Burkett was given a shower Monday evening by the Bryant girls, about twenty five women were present.

## COTTONWOOD

Mr. Clifton Borden of Lamesa visited his parents Mr. and Mrs. G. N. Borden Saturday and Sunday.

Lewis Nordyke of Stephenville visited homefolks last week end.

Mrs. Mark Foster of Slaton visited her parents, Mr. and Mrs. E. B. Whitehorn Monday.

B. H. Freeland and S. B. Strahan made a business trip to West Texas last week end.

Clarence Nordyke of Putnam was a visitor in our town Saturday.

Fred Brownlee of Stephenville visited his mother, Mrs. M. A. Brownlee last Tuesday.

Bill Russell of Rowden visited his mother, Mrs. Dora Russell last week.

Mr. Miles Hardy is on the sick list this week.

Prof. Varner is still improving, he returned home Wednesday.

## DRESSY

### DRESSY SCHOOL HONOR ROLL FOR THE FIRST MONTH

Second grade:

Ruby Pearl Pinkston 90

Fifth grade:

Helen McKinney 90

Evelyn Pethel 97

Glenn Payne 90

W. C. Pinkston 91

Sixth grade:

Fred Khitts 92

Seventh grade:

Dorothy Johnson 90

Eight grade:

Jonnie Mae Swafford 96

GAS HEATERS Regulated, relined with Asbestos wool and enameled.

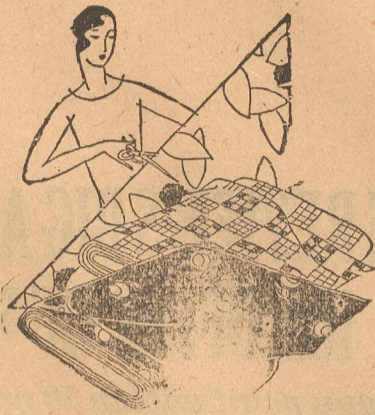
J. E. Menkel

### MAN'S HEART STOPPED STOMACH GAS CAUSE

W. L. Adams was bloated so with gas that his heart often missed beats after eating. Adlerika rid him of all gas, and now he eats anything and feels fine. Sold by Sims Drug Co.

# COTTON Fabrics for Fall

**SALE EXTRA ORDINARY**  
ON SEASONABLE COTTON FABRICS MUCH  
UNDER -- PRICED



OFFERING  
**WULLY TWEEDS**

A NEW COTTON SUITING—  
In beautiful new fall patterns of stripes—plain and criss-cross plaids. 36-inches wide—and very much under priced at per yard—  
**15c**

**SALE OPENS**  
**FRIDAY NOV. 10**  
**At 8 A. M.**

For Retail Only - - No Limit While Material Lasts

## Here's The Story of A Lucky Purchase

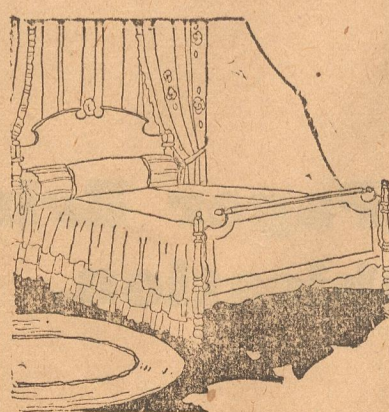
Expert knowledge of values by our buyer—Money on the barrel head—for many thousand yards of this material—played a big part in securing the price.

A MERCHANDISE BUYING RECORD—  
WE PASS THE SAVINGS ON TO YOU

Over a period of more than 50 years in some locations the Higginbotham stores have been selling dry-goods, whereas, in other locations they have been selling dry-goods for only about two months. We are sincere in our belief that Wully Crepe constitutes one of the greatest offerings in piece goods in the history of Higginbothams business. We say this even though we were in business when calicos were selling at 3c a yard. We found a manufacturer who had bought these Wully Crepes at a very low price. We bought them at a very low price, we now offer them to you at a very low price. Wully Crepe, full 36-inches wide, vate colors, absolutely fast, in plaids and stripes, in background brown, black, wine, navy and green. On display in our windows Wednesday, November the eighth.—On sale Friday, November the 10th, at **15c**



YOU'LL WONDER HOW IT CAN BE DONE—SEEING IS BELIEVING—AND YOU'LL WANT SEVERAL PATTERNS WHEN YOU SEE THIS LOVELY MATERIAL SELLING—THINK OF IT—A FULL DRESS PATTERN FOR 60c—OR AT PER YD.—ONLY **15c**



BED FROM OUR 4-PIECE SUITE PRICED AT \$37.50

## OTHER DEPARTMENTS

Join In Price Concessions

You'll find interesting offerings from other sections:—Ready-to-Wear—Men's Wear—Shoes—Furniture—Hardware—all down the line there's pleasing Savings on Quality Merchandise.

We Invite Your Repeated Visits

During the Season.

# Higginbotham Bros. and Co.

Cross Plains, (A Safe Place To Trade) Texas.



