

PENNEY'S NEW and Greater STORE

opens

Thursday, October 1st

Colorado, Texas: Doors Open at 9 A.M.

It Pays to Shop at Penney's!

The "Derby" Effect

Important in the "Eugenic" mode

\$2.98

Fine suede-finish FUR-FELT fashions these jaunty hats. And the feather trimmings give them a dashing note of color. New Fall shades.



It Pays to Shop at Penney's!

Now Ask For



Semi-Service SILK HOSF

No. 444

Mercerized top, sole and toe New Fall shades.

79c

Ladies' Hose

Picot top of silk and rayon A wonder value

25c



Black Dull Kid

Most unusual at this low price! It pays to shop at Penney's!

\$2.98

It Pays to Shop at Penney's!



Java Lizard Calf

All-over black-and-white Java ring lizard embossing. Penney's low price for such smartness—

\$3.98

36 inch **Fancy Outing** Excellent quality—a year ago 16c yard, now 10 yd.

Exceptional Values in

Girls' Coats

\$4.98

with matching berets

Smart coats—warm coats! For girls of 3 to 14 years. Carefully styled, warmly lined! Popular pile fabrics, monotone effects and other new dress and sports materials.

It Pays to Shop at Penney's!



Blankets 79c Each

70 x 80 Cotton Plaid Blankets, cut single. You have many uses for this type of blanket. All colors.



Part Wool Blankets \$2.98 Pair

72 x 84, 4 3/4 lb. weight. Attractive black plaid designs in assorted bedroom colors. Satcen ribbon bound.

THANK YOU!

We extend a cordial invitation to all the people of this community to attend the opening of our new and larger business home. Everything in the new store has been done to provide for your greater shopping comfort and improve our service to you. This new and greater store has been made possible by the consistent support of our host of friends in this community and its adjacent territory. To all we are deeply grateful! We shall do everything in our power to justify the confidence reposed in us. Let us welcome you to our new home! You will find it stocked throughout with fresh new merchandise of every kind. One quality of the old store remains: the same "homey" atmosphere, amid which old traditions of courtesy, service and savings prevail as before.

Tailored DRESSES— "Party" DRESSES—

Penney's has both styles

at

\$7.90

Satins—Canton
Crepes—Fluffy
Chiffons . . .

FEATURING all the smarter fashion details—the "different" sleeves—contrasting two-tone collars—the extra fitted hip-line—every style that's new!

Sizes for Misses and Women



It Pays to Shop at Penney's!



Men's Suits

\$24.75

Come in now—PENNEY'S offers greater clothing value than ever at lower prices. Fine quality worsteds—new season colorings—2-pants.



New Fall Styles
Felt Hats \$3.98

We call this one *Fortune*. The famous "Marathon" features and its modest price make it a splendid buy. Smart mixed colors.

Bright Fall
Neckwear

Colorful Fall ties that are sure to please.

49c

Men's Oxfords

Full stock—Very serviceable, and technically correct for the well-dressed man.

\$3.98

It Pays to Shop at Penney's!

Fall Selections of New Dress

Shirts

79c

Here are out of the ordinary values in men's dress shirts . . . finely finished and tailored to Penney's high standards. New patterns in stripes and figures . . . the materials are broadcloth and madras.

Men's and Young Men's

Trousers

New Fall Fabrics

\$2.98

A remarkable fall trouser value—expertly tailored from quality worsteds. A selection of new colorings—plain and striped.

It Pays to Shop at Penney's!



Slipover Sweaters \$1.98

Pure worsted slipovers in many smart colors and designs.

Why Pay More!

Horsehide Leather Vests

\$5.90

Yes, \$7.90 was the cost at Penney's only a year ago for the same warm, long-wearing garment! Nowhere else will you find its equal in quality at this new low price.

J. C. PENNEY CO. Inc.

THE BIG CHAIN STORE AND MANUFACTURER AND THE WHOLESALER

Following is a talk by A. W. Hughes, assistant to the President, J. C. Penney Company, at the Institute of Public Affairs, University of Virginia:

The past 10 to 12 years have witnessed sweeping and significant changes in the entire organization of our national facilities for moving manufactured products from their source to the ultimate consumer.

Readjustments have become necessary and all the processes of retailing for the purchase of the retail commodities to their ultimate sale over the counter have changed.

Under old conditions, the manufacturer made up his samples and showed them to the wholesaler or jobber. The wholesaler placed his order, and the work of the manufacturer, so far as selling was concerned, was completed. Under that process of selling the manufacturer did not feel the urge to change the styles in order to develop new buying interest on the part of the general public.

With the growth of the country and with the financial rewards which were promised by the success of established jobbing houses, came a period of rapid growth in the number of wholesalers.

Jobber salesmen for equivalent lines were engaged in hot competition all over the country. The hotel sample room became buying center of the country.

The start of Trade-mark advertising forced a new condition upon the jobber who, heretofore, had sold under his own label. As manufacturers, carrying on their own advertising and selling campaigns, began to feel a return in increased volume from this new and up-to-then almost untried selling effort, they sensed that the market would respond with gradually increasing interest to even minor changes in design and material.

The retailer found that he could keep his counters busy if he would keep his merchandise fresh, new, and in good style. The jobber found that he could not continue to build his lines a year ahead and successfully go on in the old manner.

Out of the attempt of the jobber to meet the new conditions in distribution and merchandising, brought about by significant changes in all forms of living, have come many forms of distribution.

Manufacturers, adopting national advertising as a means of creating more active distribution, set up their own distributing organization and sold directly to the retailer. Manufacturers in non-competitive lines have merged their sales activities, reducing materially the cost of selling.

In various sections of the country special types of jobbing houses have been set up confining their activities to definite territories, eliminating long and expensive selling trips, curtailing advertising expense and contacting closely with local trade demands.

So-called voluntary chains, combining the processes of jobbing and retailing, are serving satisfactorily to meet the demands for reduced distribution costs in some lines of retailing.

Groups of department stores by pooling their buying and merchandising efforts, and dealing directly with factories and mills, have succeeded in many instances in cutting the cost of getting merchandise to the ultimate consumer. Some of these methods have met with distinct success; some have met with failure.

There is still a great deal of work ahead before the most economically sound method of operation is finally reached. It may be necessary to vary methods employed in some lines from those employed in others. In the long run, the form of distributing agency which serves best to keep excess expense out of the costs of getting merchandise from the factory to the retail counter will be the one which will survive.

It has sometimes been said that the chain stores were instrumental factors in the gradual change from the older form of jobber distribution to the newer form which maintains a direct contact between the retailer and the manufacturer.

The chain store has sometimes been accused of contributing to the reduction in volume of business done by jobbers. Inasmuch as chain stores do only about 15 per cent of the gross retail business of the country, this statement can hardly be looked upon as bearing seriously on the jobber.

Style has been one great factor in building up our manufacturing and producing centers to achievements which even the most optimistic of us would not have anticipated when the present movement first made its start. It cannot be said that the present system of merchandising with direct contact between manufacturer and retailer has not been without certain great benefits. The very force of the spirit of competition which is being developed by this speeding up of retail purchases carried out under modern conditions, is, in the long run, the great factor of safety so far as the retail customer is concerned.

Sentimental attachment for methods of the past can play no part in what is going on in the present any more than sentimental attachment for the old bustle prints of 1880 should be accepted as a reason for women resuming the use of bustles today.

Even the steps which we have already taken, toward speeding up our own distributing facilities to keep pace with the growth of demand have not answered all the questions for the future.

Every day, we are being called upon to add still further to the rate of speed with which we can serve the public: to eliminate to a still greater degree any possible waste motion between the source of supply and the package in the customer's hand.

Along the way we find that other established methods of doing business will be antiquated. After all, success in business cannot be measured by what pleases the manufacturer or the wholesaler, or the retailer. Success in retail selling is entirely a matter of the pleasure of the customer.

The conditions we are facing today, as they relate to methods for distributing merchandise, are the conditions which have been made inevitable through our own realization that today's tempo of living is one which demands the utmost economy of time and effort in translating the newest in design, material, or manufacture construction into the item in the customer's hand.

PENNEY'S NEW and Greater STORE opens

Thursday, October 1st
Colorado, Texas: Doors Open at 9 A.M.

It Pays to Shop at Penney's!

The "Derby" Effect

Important in the "Eugenic" mode

\$2.98

Fine suede-finish FUR FELT fashions these jaunty hats. And the feather trimmings give them a dashing note of color. New Fall shades.



It Pays to Shop at Penney's!

Now Ask For



Semi-Service SILK HOSF.
No. 444

Mergerized top, sole and toe. New Fall shades.

79c

Ladies' Hose

Picot top of silk and rayon. A wonder value

25c



Black Dull Kid
Most unusual at this low price!
It pays to shop at Penney's!

\$2.98

It Pays to Shop at Penney's!



Java Lizard Calf

All-over black-and-white Java ring lizard embossing. Penney's low price for such smartness.

\$3.98

36 inch **Fancy Outing**
Excellent quality—a year ago 15c yard, now **10 yd.**

Exceptional Values in

Girls' Coats

\$4.98

with matching berets

Smart coats—warm coats! For girls of 3 to 14 years. Carefully styled, warmly lined! Popular pile fabrics, monotone effects and other new dress and sports materials.

It Pays to Shop at Penney's!



Blankets
79c Each

70 x 80 Cotton Plaid Blankets, cut single. You have many uses for this type of blanket. All colors.



Part Wool Blankets
\$2.98 Pair

72 x 84, 4 1/4 lb. weight. Attractive block plaid designs in assorted bedroom colors. Satcen ribbon bound.

THANK YOU!

We extend a cordial invitation to all the people of this community to attend the opening of our new and larger business home. Everything in the new store has been done to provide for your greater shopping comfort and improve our service to you. This new and greater store has been made possible by the consistent support of our host of friends in this community and its adjacent territory. To all we are deeply grateful! We shall do everything in our power to justify the confidence reposed in us. Let us welcome you to our new home! You will find it stocked throughout with fresh new merchandise of every kind. One quality of the old store remains: the same "homey" atmosphere, amid which old traditions of courtesy, service and savings prevail as before.

Tailored DRESSES— "Party" DRESSES—

Penney's has both styles

at

\$7.90

Satins—Canton
Crepes—Fluffy
Chiffons . . .

FEATURING all the smarter fashion details—the "different" sleeves—contrasting two-tone collars—the extra fitted hip-line—every style that's new!

Sizes for Misses and Women



It Pays to Shop at Penney's!



Men's Suits

\$24.75

Come in now—PENNEY'S offers greater clothing value than ever at lower prices. Fine quality worsteds—new season colorings—2-pants.



New Fall Styles **Felt Hats**
\$3.98

We call this one Fortune. The famous "Marathon" features and its modest price make it a splendid buy. Smart mixed colors.

Bright Fall Neckwear

Colorful Fall ties that are sure to please.

49c

Men's Oxfords

Full stock—Very serviceable, and technically correct for the well-dressed man.

\$3.98

It Pays to Shop at Penney's!

Fall Selections of New Dress

Shirts

79c

Here are out of the ordinary values in men's dress shirts . . . finely finished and tailored to Penney's high standards. New patterns in stripes and figures . . . the materials are broadcloth and madras.

Men's and Young Men's

Trousers

New Fall Fabrics

\$2.98

A remarkable fall trouser value—expertly tailored from quality worsteds. A selection of new colorings—plain and striped.

It Pays to Shop at Penney's!



Slipover Sweaters
\$1.98

Pure worsted slipovers in many smart colors and designs.

Why Pay More!

Horsehide Leather Vests

\$5.90

Yes, \$7.90 was the cost at Penney's only a year ago for the same warm, long-wearing garment! Nowhere else will you find its equal in quality at this new low price.

J. C. PENNEY CO. Inc.

THE BIG CHAIN STORE AND MANUFACTURER AND THE WHOLESALER

Following is a talk by A. W. Hughes, assistant to the President, J. C. Penney Company, at the Institute of Public Affairs, University of Virginia:

The past 10 to 12 years have witnessed sweeping and significant changes in the entire organization of our national facilities for moving manufactured products from their source to the ultimate consumer.

Readjustments have become necessary and all the processes of retailing for the purchase of the retail commodities to their ultimate sale over the counter have changed.

Under old conditions, the manufacturer made up his samples and showed them to the wholesaler or jobber. The wholesaler placed his order, and the work of the manufacturer, so far as selling was concerned, was completed. Under that process of selling the manufacturer did not feel the urge to change the styles in order to develop new buying interest on the part of the general public.

With the growth of the country and with the financial rewards which were promised by the success of established jobbing houses, came a period of rapid growth in the number of wholesalers.

Jobber salesmen for equivalent lines were engaged in hot competition all over the country. The hotel sample room became buying center of the country.

The start of Trade-mark advertising forced a new condition upon the jobber who, heretofore, had sold under his own label. As manufacturers, carrying on their own advertising and selling campaigns, began to feel a return in increased volume from this new and up-to-then almost untried selling effort, they sensed that the market would respond with gradually increasing interest to even minor changes in design and material.

The retailer found that he could keep his counters busy if he would keep his merchandise fresh, new, and in good style. The jobber found that he could not continue to build his lines a year ahead and successfully go on in the old manner.

Out of the attempt of the jobber to meet the new conditions in distribution and merchandising, brought about by significant changes in all forms of living, have come many forms of distribution.

Manufacturers, adopting national advertising as a means of creating more active distribution, set up their own distributing organization and sold directly to the retailer. Manufacturers in non-competitive lines have merged their sales activities, reducing materially the cost of selling.

In various sections of the country special types of jobbing houses have been set up confining their activities to definite territories, eliminating long and expensive selling trips, curtailing advertising expense and contacting closely with local trade demands.

So-called voluntary chains, combining the processes of jobbing and retailing, are serving satisfactorily to meet the demands for reduced distribution costs in some lines of retailing.

Groups of department stores by pooling their buying and merchandising efforts, and dealing directly with factories and mills, have succeeded in many instances in cutting the cost of getting merchandise to the ultimate consumer. Some of these methods have met with distinct success; some have met with failure.

There is still a great deal of work ahead before the most economically sound method of operation is finally reached. It may be necessary to vary methods employed in some lines from those employed in others. In the long run, the form of distributing agency which serves best to keep excess expense out of the costs of getting merchandise from the factory to the retail counter will be the one which will survive.

It has sometimes been said that the chain stores were instrumental factors in the gradual change from the older form of jobber distribution to the newer form which maintains a direct contact between the retailer and the manufacturer.

The chain store has sometimes been accused of contributing to the reduction in volume of business done by jobbers. Inasmuch as chain stores do only about 15 per cent of the gross retail business of the country, this statement can hardly be looked upon as bearing seriously on the jobber.

Style has been one great factor in building up our manufacturing and producing centers to achievements which even the most optimistic of us would not have anticipated when the present movement first made its start. It cannot be said that the present system of merchandising with direct contact between manufacturer and retailer has not been without certain great benefits. The very force of the spirit of competition which is being developed by this speeding up of retail purchases carried out under modern conditions, is, in the long run, the great factor of safety so far as the retail customer is concerned.

Sentimental attachment for methods of the past can play no part in what is going on in the present any more than sentimental attachment for the old bustle prints of 1880 should be accepted as a reason for women resuming the use of bustles today.

Even the steps which we have already taken, toward speeding up our own distributing facilities to keep pace with the growth of demand have not answered all the questions for the future.

Every day, we are being called upon to add still further to the rate of speed with which we can serve the public; to eliminate to a still greater degree any possible waste motion between the source of supply and the package in the customer's hand.

Along the way we find that other established methods of doing business will be antiquated. After all, success in business cannot be measured by what pleases the manufacturer or the wholesaler, or the retailer. Success in retail selling is entirely a matter of the pleasure of the customer.

The conditions we are facing today, as they relate to methods for distributing merchandise, are the conditions which have been made inevitable through our own realization that today's tempo of living is one which demands the utmost economy of time and effort in translating the newest in design, material, or manufacture construction into the item in the customer's hand.

OUTSTANDING BARGAINS FOR FRIDAY AND SATURDAY

SEE THESE VALUES AND YOU'LL TAKE THEM HOME. BRAND NEW, SEASONABLE FALL GOODS, BOUGHT AT THE LOWEST PRICES IN MANY YEARS, PASSED ON TO YOU TO MEET THIS YEAR'S CONDITIONS.

Another Fifty Dozen of those famous Silk Hose that every woman in the county is familiar with—New Fall colors—
69c
 HERE'S A SENSATION!
 Ladies' fine gauge Bloomers—the kind you formerly paid \$1.00 for—A special at
39c

Beautiful Fast Color Cretonnes
 Per Yard
9c
 A Beautiful Group of Ladies' Fall Hats—
 Remember, no last year's styles
89c

In Our Men's Department Where Every Item Is a Bargain
BUCK OVERALLS—Blue and Striped
95c
Men's and Boy's Knitted Undershirts
15c
Men's Freidman & Shelby Scout Shoes
Every Pair Guaranteed
\$1.29
Youths and Men's Blue Duck Trousers
89c

West Texas Dry Goods Company

WORK OF STATE HEALTH DEPARTMENT NURSE HAS MORE COOPERATION NOW

Miss Catherine Vavra Makes Visit To Colorado On Last Wednesday

The people of Mitchell county, for a time lax in support tendered the State department of public health in campaign to safeguard against disease, are lending support to the work with greater interest daily, reported Miss Catherine Vavra, nurse representing the department, who was in Colorado Wednesday.

Miss Vavra was on her way to Loraine, where she conducted final meeting of the health club there Wednesday afternoon. Women who had completed tests and attended unit chapter meetings at Loraine regularly were awarded certificates.

The Loraine chapter has been one of the most active since the department inaugurated its program of work in the county several weeks ago.

The final class meeting at Iatan is to be held on Monday, October 12, beginning at 2 p. m. Miss Vavra was complimentary of the interest manifested by people of that community.

Beginning October 13th, she is to open a special lecture school for the high school girls and women of Westbrook. The girls are to attend at 10 o'clock in the morning and the women at 2 o'clock in the afternoon. She cordially invites all interested to attend the course.

"I am well pleased with the co-

operation our work is now receiving in Mitchell county," was the statement of Miss Vavra, Wednesday, giving expression to an optimistic feeling that a few weeks ago she could not consistently do. Colorado, especially, during first weeks of the department's health campaign, was lax and did very little to assure success of the program. A few club women, however, determined to carry on and now the program is being well received.

Tuesday of next week the nurse will superintend inspection of grade children in the Colorado schools. She is to receive full cooperation of the school board, local physicians and club women in this work.

"We are completing plans for a health exhibit at the Live-at-Home Fair here in October," Miss Vavra stated. Miss Scott of the Root Hospital will be in charge of the exhibit.

DEL RIO LIONS CLUB CONDEMNNS NEWSPAPER

DEL RIO, Texas, Sept. 24.—The Del Rio Lions Club has adopted a resolution condemning the Del Rio Evening News for "continuing to mention in its columns that the Rev. R. W. Anderson, alleged preacher, addressed the Lions club and then went out and started to writing rubber checks."

Anderson faces charges on the alleged offenses. The club said Anderson came with a member and only spoke for a few minutes and that it felt the paper should "not attempt to cast reflection upon an organization that stands for the best interests of the community."

The paper's advertising manager, a member of the club, moved the adoption of the resolution.

Office Supplies. Whipkey Pig. Co.

Many of The Legislators Voting For Cotton Bill Doubtful of Its Effect

The legislature has accomplished the purpose for which it was called into extraordinary session by ordaining, in the manner prescribed by the Constitution, that next year and the year following no one may plant to cotton more than 30 per cent of the area he had in cultivation in the immediately preceding years, respectively.

Yet the happiness which ordinarily attends the discharge of a duty can hardly be said to have rewarded most of those who by their votes have accomplished the purpose of the session. Though the statute has been enacted in meticulous conformity with constitutional procedure, there are many members who feel that the homage rendered to the Constitution by the manner of the act is equaled by the affront done to it by the substance of the act. Added to this misgiving, there is a doubt in the minds of many whether public good will come of their act and, indeed, a fear that it is fraught with larger possibilities of harm than of benefit.

Yet the votes of these men were not cast unconsciously. Many of them feel that the situation confronted them with an emergency which, if it does not quite justify the act they have written into the statute book, excuses them for hazy-headedness in the experiment to which it commits the economic interests of the State. Though it is one which emphasizes their misgiving, they get comfort out of the reflection that a certain opportunity to undo what they did Monday will come in only a little more than a year, and that hence, if they have committed a blunder, it will be repairable before it can have disastrous consequences. Also, they get comfort from feeling that they have hearkened to the demand of the farmers, at least, according to the best of their uncertain knowledge and belief.

But that comfort is not unalloyed. Some of them are not sure of the agitation and the propaganda out of which this legislation has come expressed the desire of a majority of the farmers of the State. And some of them are wondering whether the particular statute they have enacted will satisfy a majority of that minority which made itself vocal.

And so, adding the dissatisfaction of those who desired no legislation whatever to that of those who demanded prohibition of cotton growing rather than a restriction on it, they get a sum of possible discontent which may be dangerous politically next year. They are abundantly aware that the expectation of higher prices which they have fostered in enacting this statute may be disappointed, and of that disappointment, regarded by many as a certainty, they are fearful of being the victims. And so it is, for these and other reasons, that the happiness which usually attends the performance of duty does not reward many, and perhaps most, of those members of the legislature who have accomplished the purpose that called them into extraordinary session. They are hoping that they will be judged by their motive rather than by their work.

The House Monday passed the bill offered by Mr. Hubbard and Mr. Sanders to enlarge the freedom of the Automatic Tax Board in fixing the rate of the property tax for this and the next fiscal year. But before doing so, it amended it by striking out the stipulation that 60c should be the maximum of the rate for those two years. Some thought that it had been rendered innocuous by that amendment. But that is not the case. The law, as it stands, requires the board, in estimating the probable yield of other levies than that on property, to consider the yield of special taxes for the last

half of the preceding calendar year and the first half of the succeeding calendar year, and add to the sum whatever percentage of increase it deems probable during the fiscal year for which the property tax rate is to be fixed.

During its regular session the legislature, by way of increasing revenues levied on the sale of cigarettes, and on the production of cement, and also increased the levy on the production of sulphur. But those levies have only lately become effective and their probable productivity could not be taken into account under the rule which the existing law imposes on the Automatic Tax Board. Hence, while the bill which the House passed Monday does not, as amended, fix the maximum of the property tax rate, as it proposed to do when introduced, it does allow the board to take into consideration the prospective yield of these new levies during the current fiscal year and as a result, the levy on property will be less than it would have been had the bill not been passed.

Price of Bread Is Issue, Bill Murray Tells Kansas Folk

The price of bread and butter—not the legality of beer—is the question American voters must answer in the 1932 presidential campaign, Governor Bill Murray of Oklahoma said Monday in an address at Hutchinson, Kansas.

"Ask the average politician about unemployment and a solution to the economic depression and what does he say?" Governor Murray asked.

"He begins talking about the return of light wines and beer and the five-day week."

"It's more important to us to be able to buy a square meal and have a surplus than to know where we can buy a drink."

Economic conditions will be worse next year if Congress and the next President don't do the right thing, he predicted.

A large part of Governor Murray's address was given to a discussion of the Federal banking system. "At least one-third of the members of the regional banking boards should be producers, oil men, farmers, coal operators; another third should be manufacturers; the other third should be exporters and importers," he said.

"ADVENTURES IN AFRICA" IS TO BE SEEN SATURDAY

Last Saturday the Palace Theatre here showed No. 12 of "Adventures in Africa," and those who saw it were so enthusiastic in approval of the scenes that requests for more could not be ignored. Therefore, another of the series will be shown here Saturday of this week.

The fight between a lion and a hyena in last week's picture was as realistic as any African scene ever shown here. Be sure and see this picture next Saturday if you care for wild life.

BURROUGHS ADDING MACHINE RIBBONS

The Record office has just received shipment of the best adding machine ribbons that can be purchased, made especially for heavy work.

Country Abounds In Doves Hunters Of Colorado Say

The excellent grain crops are considerably responsible for the large number of doves to be found this season. The game birds are said to abound everywhere.

Local hunters claim that there are more of these birds in Mitchell county than for many years. It is apparent that they frequent the countryside south of the Texas & Pacific railway more than in north part of the county, but this rule does not apply to the country contiguous to the Colorado river northwest from Colorado.

Mitchell county hunters are to have more quail as their quarry this year than ordinarily, too, reports brought into Colorado show. Coveys of these game birds are to be found in every part of the country. Another rush afield with dog and gun is anticipated with opening of the quail season.

Duck, too, is making appearance in many parts of the county. Water holes are being frequented by these migratory birds in large numbers. With the plenteous grain to feed upon they will be fat when the season opens.

Abundant Feed Is Material Help To Dairying In Texas

Of all farming activities in Texas this season it appears that dairy farming is the most stable in spite of comparatively low prices for the dairy products. From Washington comes the statement that per capita consumption of butter, cheese, condensed and evaporated milk is increasing despite reduced consumer purchasing power. Texas farmers are holding on to their milk cows and heifers, having plenty of feed and grain for the fall and winter and in many instances good pasture.

It is likely that farmers will sow a large acreage to oats and wheat this fall to provide ample pasturage for live stock.

To make for greater stability of livestock raising the first of a number of Breeder-Feeder Exchanges was organized at San Angelo last week to insure mutually profitable contracts between the feeder and the breeder supervised by experts. It is expected that this movement will spread to other sections of the State. Beef cattle and calves and feeder lambs at low prices will be finished with cheap feeds and grain to insure a higher market value for the latter than if sold at grain or feed market prices. Quality products are to be produced and sold on their merit.

The Texas 1930 census figures are now completed and can be obtained from Washington in bulletin form. They show that of the 30,634,370 acres of crops harvested 16,813,568 were in cotton, or approximately 55 per cent. Since then cotton has been reduced about 8 per cent and wheat has increased substantially.

Most striking has been the reduction of horses and hogs, the former showing a reduction of 229,320 head since 1920 and the latter about 665,000 head. In view of the plentiful feed supplies these animals are very likely to show an increase in the next few years.

Big Spring service clubs conduct inspection tours through the industrial plants of the city, and among other things members learn how oil is refined, electricity is made, locomotives are repaired, and ice manufactured.

Colorado Schools to Consider Texas Tech Extension Work, Wilkins States

C. A. Wilkins, principal of Colorado high school, stated recently that the extension service being offered West Texas schools by the Texas Technological College at Lubbock.

Wilkins outlined, has been proven entirely practical in other schools of the Western portion of Texas.

Commenting upon this work, the Lubbock Avalanche for Sunday morning says:

"If the mountain will not come to Mahomet, Mahomet will go to the mountain," runs the old eastern adage and paraphrased it might read, "if the boys and girls cannot go to college, the college will go to the boys and girls."

This may be exemplified in West Texas if the plans of Sweetwater and Snyder school men to have first year college taught to students in these towns materialize.

"We were asked if we could give freshman work to classes in other towns," J. E. McDonald, director of the extension service, explained. "After the committee of the faculty in charge of this department had considered the proposal, we decided it could be accomplished."

"We will offer first year required subjects, such as English, government, mathematics and history. We also will teach education, if there is enough demand for it."

"Every class will last three hours, say from 5 to 8 p. m. Actual class sessions will be about two and a half hours, as there will be a number of things to be done. The difference between this type of work and that in the regular class in college is that the extension work is all at one time while in college it is spread over several sessions."

"We believe that students in Sweetwater can accomplish as much as they would in college classes, in a little longer time. Only one class each week for a subject will be taught."

Mr. McDonald explained that instructors in the subjects could arrange their Lubbock work so as to be able to leave here in plenty of time to reach Sweetwater before time to start class work. It takes about three hours to drive there. After the close of the session the instructor would be able to reach home before midnight.

The committee decided on a minimum of 36 students for such a class. Tuition would be \$10 a term for each subject or \$50 a term for the five required subjects. This is a total of \$150 a year.

"There are many high school

graduates who could get the \$50 a term tuition, but who could not raise enough money to pay for board and room away from home," Mr. McDonald pointed out. "The advantage is that these students could stay at home and not have to pay any board."

"Students could even continue their work, thus learning while earning and holding their job. I was told by B. H. McLain, city superintendent of Sweetwater, that more than 200 graduates of the last two graduating classes have not been able to attend college."

Mr. McDonald said that Supt. C. Wedgeworth of Snyder had discussed the same proposition with him and that he understood the Snyder school authorities were giving consideration to the plan.



Going by Greyhound to any city, National Park or playground in America, you'll enjoy fresh breezes—restful reclining chairs—and the knowledge of dollars saved! Just a few of hundreds of savings:

- ABILENE \$ 2.05
- FORT WORTH 6.85
- EL PASO 10.85
- BIG SPRING 1.10

TERMINAL HOTEL COLORADO
 Phone 555

SOUTHLAND GREYHOUND Lines

Pritchett & Shelton

177 — TWO TELEPHONES — 61

SPECIALS FOR FRIDAY AND SATURDAY

- ARMOUR'S VIENNA SAUSAGE, 3 Cans 20c
- ARMOUR'S POTTED MEAT, 10 Cans 25c
- Just the thing for School Lunches
- ACORN SHORTENING—8 Pounds 72c
- 4 Pounds 38c
- BROWN'S CRACKERS—3 Pound Box 32c
- LUNA SOAP—10 Bars 25c
- TOMATOES, No. 2—6 Cans 45c
- No. 1—10 Cans 50c
- SALMON, 3 Cans 28c
- M. J. B. COFFEE—2 Pounds 73c
- 1 Pound 38c
- SUNBRITE CLEANSER—2 Cans 10c
- SMOKED BACON, Per Pound 17c
- K. C. BAKING POWDER, 25c Size 21c
- FOLGER'S COFFEE—2 Pounds 73c
- 1 Pound 38c

You know the quality

Anybody can sell you canned foods—We carry a complete line of Fresh Fruits and Vegetables at all times.

USE YOUR TELEPHONE—WE DELIVER

Kiker & Son

Funeral Directors
 First Door East of City Hall
 22 PHONE DAY AND NIGHT 22
AMBULANCE
 Efficient — Courteous — Economical

Bowl for a Healthful Recreation COLORADO RECREATION

Across From Colorado Hotel
 M. E. CARTER ARLIE TAYLOR

26TH YEAR—NUMBER 51

COLORADO, TEXAS, FRIDAY, SEPTEMBER 25, 1931

WHIPKEY PRINTING CO.

KEEP OFF BONDS IF YOU DO NOT MEAN TO PAY, IS SUGGESTION OF MAHON

District Attorney Is Speaker At Lions Club Here Friday at Noon

"Keep off of bonds if you do not assume to pay the obligation," is the suggestion of District Attorney Geo. H. Mahon to any citizen who would place his signature as surety on such a legal instrument.

Mr. Mahon, delivering weekly service talk at the Lions Club Friday, outlined that there could be no difference as between the responsibility of that obligation and any other business pledge.

"As the district attorney it becomes my duty to prosecute cases coming up for hearing before the district court," he stated.

Mahon stated that violation of the mortgaged property laws came in for second place as to the number of cases reported to his department.

The attorney made it plain that he did favor spending the State's money in prosecuting cases in which there was strong probability that no conviction could be obtained.

He is not in favor of the grand juries voting bills of indictment in cases wherein there is a reasonable doubt that evidence sufficient to convict may be developed.

"Why I Should Be Entitled to Lions Club Free Scholarship in the Colorado School of Fine Arts," was subject discussed briefly by Joe Pond and Jimmie Logan.

Paul Powers, manager of wholesale department, Humble Oil & Refining Company, was elected to membership in the club.

CHURCH SERVICES TO BEGIN EARLIER NOW

Evening services at Colorado churches are to begin at 7:45 o'clock effective next Sunday, according to announcement made last Sunday night at the tabernacle.

These services have started at 8 o'clock during the past several weeks.

STANTON EDITOR, WIFE VISIT COLORADO FRIDAY

Mr. and Mrs. J. E. Kelley of Stanton were in Colorado Friday to witness their Bison herd run over the Wolves to take a 25 to 7 victory in the season's inaugural game.

Charter Obtained For Colorado Aid Insurance Ass'n

Dale Warren and L. W. Sandusky returned Sunday night from Austin where they had gone to file articles of incorporation of the Colorado Mutual Aid Association with the Secretary of State.

Warren, formerly of Abilene, recently purchased the association from W. W. Porter and has reorganized the corporation. He stated Monday that the company was ready to do business.

Officers are to be maintained in the Colorado National Bank building. Speaking for himself and family, Mr. Warren declared they were much pleased to become identified with Colorado and that they planned making their permanent home here.

FUNERAL SERVICES HELD FRIDAY FOR GEO. ADAMS PIONEER TEXAS RESIDENT

Deceased Had Lived In This County 30 Years; Burial At Teeville

Funeral services for George F. Adams, 71, pioneer Texas citizen, were held Friday afternoon at 4 o'clock at the Rogers school house.

Following rites at the school building, members of the Colorado Masonic bodies, of which deceased was a member, took charge of the remains and burial was in the Teeville cemetery with Masonic honors.

Mr. Adams died from a stroke of paralysis that first effected him on September 8.

He had made his home in Mitchell county thirty years. For many years he had lived in the McKenzie community, several miles southwest from Colorado, but during recent years had made his home in the Rogers community.

Mr. Adams was born in West Virginia but came to Texas when a youth 14 years of age.

EARL BUCHANAN HOME AFTER MARINE 'TERM'

Earl Buchanan, son of Mr. and Mrs. D. L. Buchanan, has returned home after completing a "hitch" of four years' service in the U. S. Marine corps.

William and Elaine Harrod, grandchildren of Mr. and Mrs. Buchanan, are here from Hico for a visit in the Buchanan home.

STANTON'S BUFFALO HERD TAKE EASY VICTORY FROM WOLF SQUAD HERE FRIDAY

Reserve Force and Heavier Weight of Visitors Make for Wins

The Stanton bison herd outplayed Colorado Friday to "take victory from the Wolves in first game played by the locals this season. The score was 25 to 7.

During first few minutes of play it was apparent that fans were to be entertained with an exhibition of fast and spectacular football. Both squads crashed through line of the enemy to register touchdowns within a few seconds after the opening whistle.

Stanton received the ball and completed a pass to gain 30 yards. Successive forward gains through the line carried the pigskin over. They failed to place kick for the extra point.

Colorado came back fighting hard. A pass, Viles to Stagner, netted a gain of 25 yards. In the next play Viles made a spectacular end run to carry the ball within six yards of the scoring line.

But there was no more of that kind of football during remainder of the first and all through the second quarter. The teams played to an even match, with no appreciable gains made by either.

Colorado came into play at beginning of second half to threaten defeat of the visitors by a heavier scoring record than was chalked up for the first half.

The visitors, bent upon taking victory and with a strong reserve to draw from, began to overwhelm the locals. Colorado was outplayed during remainder of the game.

The Buffalo herd scored twice in the third and once in the fourth periods, but only kicked for the extra point one time.

The visitors were considerably heavier than Hardy Pearce's squad. Strong reserve strength in the buffalo camp further added to resources of the team.

During the second period Stanton intercepted more passes than Colorado completed. Stanton was better on manipulating passes but the Colorado boys led throughout the game in punting ability.

DISTRICT SEED AND FEED COLLECTIONS TO BE MADE THROUGH OFFICES IN CITY

Six West Texas Counties Are Embraced in Colorado District Area

The Federal government has opened offices in Colorado through which feed and seed collections in six West Texas counties are to be handled.

The district office was located at Colorado in view of the central location of this city.

The announced plan of Betterton's program of work calls for him to spend one day of each week in each county. He has announced his schedule as follows: Mondays at Snyder, Tuesdays at Gail, Wednesdays at Lamesa, Thursdays at Stanton, Fridays at Big Spring and Saturdays at Colorado.

Mr. and Mrs. W. C. Davis and little son made a trip to Big Spring Sunday afternoon.

S. W. Ramsey of Westbrook was in Colorado Tuesday afternoon.

Free Movie With Sound Shows The Ford Auto Plant

A sound motion picture graphically portraying the story of the Ford Motor Company and its widespread activities will be exhibited free of charge in a special Ford exhibit to be held at the Colorado Motor Company plant, beginning Monday, September 28, and continuing through Tuesday, Sept. 29.

The picture, entitled "A Tour Through the Ford Factory," will show the gathering of raw materials, their arrival at the Rouge Plant in Dearborn, Mich., and the numerous interesting stages through which they pass in the process of making Ford cars and trucks.

While an unseen voice explains each scene, the audience is taken on a tour of the plant, through the great blast furnace building where ore is converted into iron; into the open hearth building where the iron becomes steel and is poured, a white hot liquid, into moulds; into the blooming mill where the steel ingots are made into bars; and into the rolling mill in which the long bars of white hot steel are reduced to definite sizes.

The picture shows also the manufacture of glass in an endless unbroken strip, a process developed by Ford engineers; the machine shops in which parts for the car are manufactured; the pressed steel building with its gigantic presses; and the coke ovens and other units in which by-products are recovered to the extent of millions of dollars annually.

Throughout the picture one sees literally miles and miles of conveyors carrying new arrival materials into the plant, others taking parts from one building to another, and, of course, the final assembly line, that famous conveyor on which the parts are put together to form the completed car.

In addition to the picture, there will be a representative line of Ford cars and trucks and display boards containing car and truck parts.

Yom Kippur, Jewish Day of Atonement, Is Observed Here

Yom Kippur, the Jewish "Day of Atonement," which began at 6 o'clock Sunday evening and continued to the same time Monday, was generally observed by Colorado citizens of that faith.

Yom Kippur is the holiest day in the Jewish calendar. It is observed by Jews throughout the world by complete rest from all labor, by fasting, by sincere repentance of all sins committed and Divine worship of the highest simplicity.

On this day the Jew renews his covenant with his Creator and contemplates a life which finds its highest expression in a human comradeship consecrated to the causes of human betterment.

Colorado Youth Makes Matador Team at Lubbock

LUBBOCK, Texas, Sept. 23.—Pete Smith of Colorado will appear in the Texas Tech line-up here when the varsity unofficially opens the 1931 season against the freshmen.

The following week Tech battles the Canyon Teachers' College "Buffaloes" on the local gridiron.

Smith, a 175 pounder, will play in the backfield for the Matadors.

Coach P. W. Cawthon and his assistants, Del Morgan and R. T. Smith, are starting their second campaign in charge of the Matadors.

SHELL MANAGER HOME FROM WESTERN TOUR

E. A. Dierdorff, district superintendent for the Shell Pipe Line Corporation, returned Sunday from Hobbs, New Mexico, and McCamey, where he had gone to confer with company officials at those stations.

MAYOR HUTCHINSON IN MEETING AT FT. WORTH

Mayor Homer L. Hutchinson left Thursday for Fort Worth, where he is attending the League of Texas Municipalities, in session at the Texas Hotel today.

FIGHT OF COLORADO MAN TO CREATE WEST TEXAS A-M COLLEGE RECALLED

State Superintendent Marrs Reviews Campaign In Lubbock Address

Campaign originated in April, 1916, with Dr. E. C. Coleman of Colorado as leader for location of an A. & M. College in West Texas, and the final victory realized to the area in location of the Texas Technological College at Lubbock, was recalled recently in an address delivered at Lubbock by S. M. N. Marrs, State superintendent of public instruction.

In the address Marrs gave "inside story" on location of the school at Lubbock. No reference was made to any West Texas citizen who figured in this campaign, but it is remembered here how that Dr. Coleman led the forces and that later, after the college had been created, this city was an applicant for location of the school.

Marrs was a member of the locating committee that selected Lubbock as a site for the "West Texas Agricultural and Mechanical College."

There were 35 cities of this region asking for the location. How the selection was made was never told publicly, Marrs said, until he told the story in address at Lubbock.

"We visited the 35 towns in 26 days, then went to a hotel room in Fort Worth to begin our deliberations," the superintendent said.

"We had been given a brief from each town, and had seen the sites each city offered. After deliberating for several hours I made a motion that each member of the committee write down the names of five cities he would be willing to support for the college site."

"The names were written on slips as ballots. When we had assembled them all we found 11 towns on the ballots, 24 having been eliminated. We eliminated five others a short time later when another member of the committee suggested that we each select three towns."

"We all felt that the new college should be located somewhere on the cap rock. The six towns now in the running included Snyder and Sweetwater off the caprock, and Lubbock and Plainview on the Plains. I have forgotten the other two."

"We went to lunch and returned to the room for further deliberation. Finally, Dr. W. B. Bizzell, now president of the University of Oklahoma, made a motion that Lubbock be selected."

SCHUYLER FARRIS, YOUNG BUSINESS MAN OF MERKEL DIES FROM HEART ATTACK

Burial at Loraine Cemetery Friday Afternoon At Five O'Clock

Schuyler Farris, son of Rev. and Mrs. G. C. Farris of Colorado and a brother of Chas. Farris and James Farris, also of this city, died in a Merkel sanitarium Thursday following a lingering illness from heart trouble.

Funeral services were conducted at the First Baptist church, Merkel, Friday afternoon at 2 o'clock, with the pastor, the Rev. T. J. King, officiating. Burial was in the Loraine cemetery at 5 o'clock.

Mr. Farris had been associated with the City Drug Store at Merkel for some time until a few months ago when he retired on account of ill health. He went to Merkel four years ago from Sweetwater.

Mr. Farris, suffering from chronic heart trouble and high blood pressure, had undergone an operation several months ago and was apparently improving.

He grew suddenly worse a few days ago and members of the family here were summoned to his bedside. He was born in Montague county but had spent the greater part of his life in this part of the State. He was married October 6, 1913, to Miss Maude Hallmark of Loraine. His widow and two young daughters, Audrey May and Hasseltine, survive.

In addition to his parents and two brothers who live here, one other brother, T. W. Farris of Sweetwater, survives.

Edwards Grizzell left Monday for Lubbock to re-enter Texas Tech as a junior in the school of electrical engineering.

Mr. and Mrs. L. Landau and family, the Berman families and Mr. and Mrs. Kirschum spent the Jewish holiday Monday in Sweetwater.

PIGGLY WIGGLY A HOME OWNED STORE THESE SPECIALS FOR FRIDAY - SATURDAY - MONDAY GRAPES CONCORD, 5 Pound basket, each .21 YAMS U. S. No. 1, 5 pounds .13 SPUDS IDAHO, No. 1, 10 pounds .17 BANANAS GOLDEN RIPE FRUIT, Dozen .12 COFFEE BRIGHT & EARLY, Ground Fresh, 1 lb. .21 BIRD SEED FRENCHS, 2 boxes .25 COMPOUND ARMOUR'S WHITE CLOUD, 8 pounds .69 FLOUR SHANEE'S BEST, 48 pound sack .94 Every Sack Guaranteed CAKES GRIDDLE WAFERS, 1 pound .33 WITH ONE BOX OF SALAD WAFERS FREE SOAP P. & G. or CRYSTAL WHITE, 10 bars .32 FLOUR GOLDEN CRUST, 48 pounds .76 Every Sack Guaranteed BACON DOLD'S, Sugar Cured, Sliced, pound .23 WEINERS GOOD WITH KRAUT—Pound .12 1/2 HAMS BEST QUALITY, SKINNED, HALF OR WHOLE, Pound .19 BACON DRY SALT, pound .13 STEAK HOME KILLED, BABY BEEF, HIND, QUARTER, T-BONE AND LOIN, POUND .19 VEAL LOAF GROUND VEAL, Pork Added, pound .14 PIGGLY WIGGLY Money Saved is Money Earned

Father did the washing... just ONCE! NEVER AGAIN! he declared. And what's more I don't want you doing it either, Mother! From now on we'll send our things to the laundry, where they make a business of washday! Clothes washed our way are cleaner and last longer. Colorado Laundry B's LAUNDRY

Laborers Were Scarce in These Parts 24 Years Ago, Old Record Files Show

An ad that would look wonderful to laborers in these days of depression and unemployment appeared on the front page of the Colorado Record for Friday, September 27, 1907, reading as follows:

"LABORERS WANTED: Twenty-five good, strong, able-bodied working men can get steady work the whole year around by making application to us immediately. Pay 17 1/2 cents per hour. We do not

want you unless you are able, willing, and expect to earn your wages now unless you are looking for a permanent job. Colorado Salt Company, Colorado, Texas." That issue of The Record contained the following items of local interest:

"The First State Bank which was organized at Westbrook sometime ago with J. E. Hooper of Colorado as president; H. H. Wright of West-

brook as vice president, and R. B. Terrell of Colorado as cashier, will soon be ready for business. The capital stock paid in is \$10,000.

"Mrs. W. V. Johnson left Friday night for her husband's ranch in Mexico.

"J. C. Arnett of Seminole is visiting the family of his brother, D. N. Arnett.

"Ernest Bertner and Dudley Arnett left Sunday night for Galveston, where they will study pharmacy at the Medical College.

"D. N. Arnett and Joe Merritt went out to Randerbrook Sunday to begin dipping.

"Mrs. D. N. Arnett left Sunday night for Calvert to visit her daughter, Mrs. A. F. Curry.

"It is given out that a 12-foot wide concrete sidewalk will be built shortly on North Oak street, beginning at the Lasky corner, on in front of the Simpson property, Alamo hotel, and across the courthouse block and two blocks beyond.

"District Judge Shepherd and District Attorney Carter are at Stanton this week holding court.

"Miss Beulah Vaughan of Mineral Wells is visiting her sister, Mrs. H. E. Grantland this week.

"L. F. Ware left Tuesday night for Little Rock, having been summoned there by the death of his father-in-law.

"Miss Ruth Nichols left on Tuesday night for Waco, where she again enters Baylor University.

"Dr. Theo. C. Merrill and his new bride are off on a honeymoon trip to Nashville, Tenn., and will be absent for some time.

"Walter Whipkey and Joe Smoot left last Saturday night for A. & M. College at Bryan, where they go to take up a four-year course in electrical and mechanical engineering. The boys did not much relish the idea of leaving home.

"Present at the reunion of the A. J. Roe family in Fort Worth were the following of Colorado: T. H. Roe and wife, Misses Anna Dickson Roe, M. Dixon Roe, Jeannette Ella Roe, Louise Stuart Roe, and Ella Elizabeth Roe.

"Friday evening from six to nine o'clock the ladies of the Home Missionary society of the Methodist church served luncheon at Mrs. M. C. Knott's. The Bible study and social meeting of the Home Mission Society met with Mrs. Merritt on Thursday. The next social meeting will be with Mrs. M. Carter.

"The Kindergarten Association has secured Miss Addie Mitchell of Dallas and Miss Pearl Ruddick of Colorado as teacher and assistant and will open a free kindergarten in the old school building for children between the ages of three and seven years. (Signed) Mrs. F. B. Whipkey, president, and Mrs. J. G. Merritt, secretary.

"The young people enjoyed their usual dance at the club rooms Friday night. After it was over Dick Arnett, Tom Stonerod and Jack Smith served lunch to a crowd of their young lady friends. Mrs. Bell chaperoned the party.

"The Card Club met Tuesday with Mrs. Bell and Miss Arnett. Before the playing began, Mrs. Bedford announced that Mrs. Bailey had presented the club with five handsome decks of cards. Mrs. Bell and Mrs. Homan won the most games, and Mrs. Radford won the lone-hand prize.

"Mrs. Mary J. Churchill died at 6 o'clock Wednesday morning at the residence of her son, M. A. Churchill. Funeral services were held at Methodist church at 10 o'clock on Thursday morning by Rev. B. W. Dodson, assisted by Rev. Holmes Nichols.

"Louise Coe left Saturday night for Bonham, where she will attend the Christian College.

"John Rix is able to be out again after a severe spell of typhoid fever.

"The nice residence of J. Max Thomas is being hurried to completion by Contractor Van King.

"Mrs. W. S. Page left yesterday for Groveton, where Mr. Page has accepted a position as chief electrician in the light and power plant.

"Will McKenzie has purchased a blacksmith shop at Rotan and has gone to assume charge.

"Miss Elsie Bertner is convalescing from her recent illness.

"Prof. McDonald has moved into his new residence on College Hill.

"Dud Thompson, who is ill with typhoid fever at Eugene Pond's, is reported better.

"Mr. and Mrs. Artie Bailey are visiting their parents, Mr. and Mrs. A. A. Bailey.

"The 11-year-old son of J. Beasley, living in the Hooks community died on Wednesday.

"Mrs. Homan came Monday to pack her furniture for her new home in El Paso.

"Mr. and Mrs. W. P. Ruddick of Colorado were visiting their daughters, Mrs. Towle and Mrs. Johnson, in Snyder Saturday and Sunday."

For the best HOME-ROLLED cigarettes ever... try this



OPEN a tidy red tin of Prince Albert... sniff the delightful fragrance of the tobacco. It's the grandest aroma that ever floated out of a package of smoking tobacco. Then spread a cigarette in a paper and see how quick and easy it rolls into a trim cigarette that burns evenly and stays put. No fuss or muss or spilled tobacco... because P.A. is crimp-cut. That's why it rolls so smooth.

Now light up!
You'll have to admit that no other home-rolled cigarette ever had so much to recommend it. Prince Albert is simply better tobacco, Gentlemen.

Have you tried a pipe lately? Men who thought a pipe was not for them have changed their minds after the first load of P.A. This friendly tobacco just wouldn't think of biting your tongue or parching your throat. Take my tip... get out the old pipe and give it a new deal.

—AND THE PAPERS ARE IMPORTANT, TOO. The perfect combination for home-rolled cigarettes: P.A. for filler and OCB for wrapper. The world's finest papers, made at the famous Boflore mills in France expressly for H. J. Reynolds Tobacco Company. Book of 150 leaves for 5¢. Buy OCB's with good old P.A. and you're all set to be satisfied.

PRINCE ALBERT

ROLLS EASY AND STAYS PUT

©1931, H. J. Reynolds Tobacco Company Winston-Salem, N. C.

Farm Commodities Compared To Some Salaries In State

Did you ever stop to figure out just how many bales of cotton, bushels of wheat, head of beef cattle and other farm commodities are required to equal in cash the salaries being paid in Texas today? Well, if you never did, you might find the comparison interesting:

Here's what the \$7000 salary of each of the 33 judges of the civil appeals courts means in terms of commodities at present prices, as told by Representative T. H. McGregor of Austin before the house, when resolutions were adopted demanding a cut of all State, county and local salaries and the fees of local officers:

- Seven thousand dollars equals—
- 50 bales of cotton
- 1000 bushels of wheat
- 1000 bushels of corn
- 50 fine yearlings
- 100 hogs
- 1000 bushels of oats
- 100 sheep
- 100 goats
- 20 milk cows
- 1 \$1000 automobile
- And \$1,000 in cash.

All of the above represents just the salary of one judge.

SEVEN WELLS SCHOOL NEWS

By LULA MAE BASSHAM

School has opened for another year and those of us who are attending are putting all the enthusiasm in it possible. But the big question in our community is not school, but cotton picking.

School opens at 8:30, with no recess for play and closes at 3:00 p. m. We hurry out to the cotton patch, while we wish with all our hearts we could be like Magellan and sail around the world, or a Marco Polo with our coats stitched full of jewels. As the long white rows of cotton stretch out before us we sigh for the wonderful days that are gone, when Indians stalked the brave LaSalle, or poor old DeLeon searched that lovely wild land for the spring of immortal youth, where cotton was unnecessary. How we wish we had a new world to discover instead of pulling a heavy cotton sack over acres of ground. Why couldn't they have left something for us to do that was brave and romantic?

C. E. Jarman and wife from Buford visited Mrs. Jarman's father and mother, Mr. and Mrs. W. T. Webb this week-end.

Mr. and Mrs. C. B. Reese and family visited friends and relatives in Colorado Sunday.

C. A. Simpson and family were guests of Mrs. Simpson's father, L. L. Bassham, Sunday.

People of this community are making provision for the winter by canning, peas, corn, squash, tomatoes, beef, chicken, fruits, etc. With the abundance of feed for stock, there seems no reason why man or beast should suffer for food this winter at Seven Wells. The matter of fuel, clothing and money to pay our debts is another question.

We expect a successful school year. It is a good thing to use our time for learning while there is nothing else we can do to advantage when the crops are harvested. This is the time for the brave and cheerful to keep up their spirits and not turn the whole social scheme over to the grouchy and pessimist. We have always made it a rule at Seven Wells not to discuss any kind of crime in our school. It might be well for us also not to discuss hard times—pardon the mention of it here. Anyone can smile when times are good, but it takes courage to keep on smiling when things seem dark. This is a good time to develop character. It may be that "all these things" are not against us, but are only working together for our good.

LET'S WIN

The Kirschbaum Dry Goods Store is giving \$150.00 to rural schools of Mitchell county. Our school has an opportunity to win as much as \$20 in cash if we try. So, let's try by buying our Shoes, Clothing and Dry Goods at Kirschbaum's. Be sure and write the name of our school on the voting coupon given with each purchase, and by all means get your friends to vote for our school. Each \$1.00 spent means 100 votes, or 12 means 1 vote. So, let's get busy, as the more votes we get the better chance we have of winning a prize. Read details in Kirschbaum's ad this week.

MAN'S HEART STOPPED BY BAD STOMACH GAS

W. L. Adams bloated so with gas after meals that his heart missed beats. Adlerika brought out all gas and now he eats anything and feels fine. W. L. Doss, Druggist. Adv.

NOTICE TO CREDITORS

THE STATE OF TEXAS, COUNTY OF MITCHELL. Notice is hereby given that Original Letters Testamentary upon the Estate of Juliet M. Prude, deceased, were granted to the undersigned on the 1st day of September, 1931, by the County Court of Mitchell County. All persons having claims against said estate are hereby required to present the same to us within the time prescribed by law. Our residence and post office address are Colorado, County of Mitchell, State of Texas.

CAREY C. PRUDE,
LOIS PRUDE BENNETT,
Executors of Estate of Juliet M. Prude, Deceased. 9-28c

WHIPKEY PRINTING CO. PRINTS MORE

Whipkey Printing Co. prints more Church Minutes than any printing establishment in the South.

Trench Mouth Healed
Your friends dare not say so but your sore gums and foul breath do not make feals like you any better. LETO'S PYORRHEA REMEDY heals worst cases if used as directed. It is not a mouth wash or paste, and it is sold on a money back guarantee. For sale by the Colorado Drug Co. —Adv.

Makes Your Stomach Like New

One dose GORDON'S banishes indigestion, sour, gassy stomach, bloating—all discomforts that follow eating. Soothes and heals irritated lining—makes stomach like new. Costs less than 3 cents a dose.

For Sale by Colorado Drug Co

EYE-SIGHT SERVICE

For over a quarter of a century

CAREFUL EYE EXAMINATIONS
Correct and Comfortable GLASSES

J. P. MAJORS
OPTOMETRIST
Since 1898

C. L. ROOT HOSPITAL

Surgical and noncontagious diseases admitted

The best place the county affords for the parturient mother and baby

Fire-proof buildings—Modern equipment.—Equatable temperature.

Reasonable Rates Phone No. 6

Dr. R. D. Bridgford DENTIST

X-RAY

OFFICE IN ROOT BLDG.

Phone 484
Residence Phone 522-J

ABSTRACTS

Your Abstract Work Solicited

W. S. STONEHAM

Located in Court House

STOKES TRANSFER CO.

Expert Moving Service Promptly Done

We Move Furniture Without a Scratch

Every Truck Insured

Phone 145-W

Telephone 859 400 W. Broadway
WRITE OR TELEPHONE AND SALESMAN WILL CALL

SWEETWATER MARBLE & GRANITE WORKS

QUALITY MONUMENTS IN MARBLE OR GRANITE

Call and Select One From Our Large Stock

SWEETWATER TEXAS

J. L. PIDGEON GARAGE

The Same Dependable Service for 15 Years

Call Us For All GARAGE SERVICE

SINCLAIR PRODUCTS PHONE 104

ADVERTISING CAUSED DAIRYMAN AT BUFORD "PLENTY OF WORRIES"

"That ad I ran in The Record has certainly caused me plenty of grief," Jim Bodine, Buford farmer and dairyman, declared here Saturday morning.

Bodine, finding that his milk sales were running low, decided to run a small advertisement in the paper. Demand for his produce began to grow from the very start, he said.

"My business has increased to such extent that I am faced with the inevitable of either buying additional cows or letting part of my new customers go begging," Bodine declared. "I never had any idea that a little advertising would go so far."

\$225,000 is being spent on paving the 12 miles between Lubbock and the Lynn county line on State Highway Nine.

To promote conservation of food, the chamber of commerce of Spur, Texas, is sponsoring a can-a-calf campaign and estimates that two hundred and fifty Dickens county families will each can a calf.

\$1025
and up to b. Flint Mich.

and every inch a BUICK eight

BIG ROOMY
Bodies by Fisher

When you own a Buick Eight you enjoy the extra roominess, the extra comfort and extra riding ease that every Buick provides. Moreover, you enjoy the extra performance abilities of Buick's Valve-in-Head, Straight-Eight Engine, Short-Shaft Symmetrical Transmission and Torque-Tube Drive.

Another reason why more than three times as many people have purchased the Buick Eight as any other of the thirteen Buicks in its price range.

A General Motors Valve

MAY MOTOR CO. Colorado, Texas

THE EIGHT AS BUICK BUILDS IT

"No Ballyhoo, Just Business," C. of C. Officials Say of Regional Area Tour



"No ballyhoo. Just business." With that watchword, five executives of the West Texas chamber of commerce, pictured above, started out this week from Stamford on a swing of the far-flung territory embraced by the regional organization to hold nine district meetings in the period between Wednesday of this week and October 3.

Four of the meetings are being held within easy driving distance from Colorado, nearest of which was to have been convened in Big Spring Thursday, Wednesday, first of the series was held in San Angelo. Another is to be held in Lubbock next Monday and the Abilene district, in which Colorado is included, will be held Friday, October 2.

"These will be strictly business meetings, for affiliated towns only, and invitations to attend will be restricted to our town directors, together with presidents and secretaries of local chambers of commerce," explained Houston Harte, West Texas chamber of commerce president.

"At these conference matters will be discussed wherein we want cooperation of affiliated towns for massed effort. How to use our freight bureau, how to get publicity for towns through the West Texas chamber, benefits to towns of a public expenditure and tax committee and of a civic beautification committee, work of our agricultural committee, oil and gas committee, breeder-feeder committee—all of these things will be explained with emphasis on pooling of efforts."

The schedule of district conferences is as follows:

- District 9, San Angelo, Wednesday, September 23.
- District 6, Big Spring, Thursday, September 24.
- District 8, Fort Stockton, Friday, September 25.
- District 7, Carlsbad, Saturday, September 26.
- District 2, Lubbock, Monday, September 28.
- District 1, Amarillo, Tuesday, September 29.
- District 3, Wichita Falls, Thursday, October 1.
- District 5, Abilene, Friday, Oct. 2.
- District 10, Coleman, Saturday, October 3.

District 4 meeting will be held in Fort Worth, date not yet fixed, and will be in the form of a general membership meeting for that district. The district director will preside at each conference. President Harte will attend District Nos. 9, 6, 8, 5, and 10 meetings; and Wilbur Hawk and Spencer Wells, vice presidents, will attend District Nos. 7, 2, 1, and 3. D. A. Bandeen, manager, and Maury Hopkins, assistant manager, will be at all meetings, explaining the work program.

GAS CUT OF 50 PER CENT DEMANDED IN ORDINANCE BY ABILENE COMMISSION

City Moves to "Two Time" Its Utilities Rate Fight In Taylor Capital

The Abilene public was informed Saturday through proclamation of their mayor, Lee R. York, that the domestic gas rate had been reduced by ordinance, beginning October 1, to 50 cents per 1,000 cubic feet. The present rate there is 75 cents, the same as obtains in Colorado and practically all other West Texas communities. The demanded cut represents a reduction of 50 per cent.

An official of the West Texas Utilities Company, serving Abilene with gas, was quoted as having stated that such a reduction would be ruinous to the company as well as its stockholders. "A reduction of one-third in domestic rates would completely wipe out the margin of profit and virtually destroy the investment made in the property," he said.

Commenting further on action taken by the city commission, Mayor York is quoted in an Abilene paper as follows:

"We have been working ever since our election for a reduction in the gas rates and have tried in friendly ways to negotiate such reduction. We thought for awhile we were making headway as we were led to believe that we would receive the cooperation of the distributing company in reducing these rates. We came to the conclusion some time ago that we were not receiving the cooperation we should have; and other parties having made application for a franchise, we granted to Roy Guffey as trustee the franchise."

He is backed by Kansas City interests in putting in a complete system in Abilene to lower the rates. It is planned by those interests to start a survey of the gas supply from which gas may be piped to Abilene and sold at a lower rate than it is now being sold by the local company.

"It is difficult for me to anticipate what the local company will do with reference to the cutting of the rates by the city commission, but if they comply with this ordinance at this time, the gas question is settled in Abilene. If they do not and bring suit against the city to restrain the city from enforcing this ordinance, then the fight has just begun, as we shall not only fight them in the courts, but we shall push the new franchise speedily and try to have the lower rates in effect before cold weather comes on, if it is at all possible."

Lorraine Man Losing Arm in Car Mishap Said Resting Well

Melvin Calhoun, 21, of Boraine, was dismissed from a local hospital Monday after receiving treatment for the loss of an arm in a car mishap near Loraine early Saturday night.

Calhoun was driving his car with an arm resting on the door when he collided with a truck said to have been parked by the roadside. The arm was severed by the impact.

The youth was brought to the hospital here within a short time after the accident. He lost considerable blood but is recovering from the shock, attendants reported.

Filing Cabinets and Fire-Proof Safes, for your home or office, most any size, painted to match your furniture. Whipkey Printing Co.

Local Methodists Would Pay in Full Before Conference

Colorado Methodist leaders announce that First church does not intend to deviate from its unbroken record of "paying in full" all financial obligations during the conference year.

U. D. Wulfjen, chairman of the board of stewards, announced recently that members of the church were expected to remain loyal to every obligation. "Colorado Methodists should support the church with a greater determination now than ever," he said as some of the depressed conditions under which people are living today were reviewed.

Meeting of the Northwest Texas Conference is to be convened in Vernon, November 12. Members of First church here are believed to be unanimous in the wish that the Rev. L. A. Webb, pastor, is returned.

Mrs. J. W. Sheppard, treasurer of the board of stewards, and other officials are organizing to carry appeal of the church to the membership. The congregation has always paid every conference assessment along with local budget obligations in full.

LARGE INSURANCE CLAIMS PAID IN TEXAS

The largest individual insurance death claim paid in Texas during the year 1936 was on the life of James G. Webster of Dallas, and was for \$689,000.00. A man who lived at Yorkum, and whose name was not

COUNTY OFFICIALS IN ANGELO FOR MEETING

County Judge A. F. King and County Commissioners Sheppard and Skelton returned Thursday night from San Angelo where they had gone to attend convention of the West Texas County Judges and Commissioners' Association.

Judge Tom K. Eplen of Taylor county was elected president to succeed Judge McClintock of El Paso county.

MEXICANS MUST BATHE

MEXICO CITY, Sept. 23.—Jose Maria Valazquez, a conscientious objector to frequent baths, has threatened to sue the city if two baths in nine months injure his health. He made the announcement after exhausting all his logic and eloquence on a squad of sanitary police, without result.

The police were out to enforce the city's compulsory bathing ordinance. Velazquez displayed an official bath certificate issued him no longer than last December and he argued that another compulsory bath so soon invaded his private rights.

given in the reports of the National Underwriters, carried the second largest amount of life insurance, with \$344,000. Other large policy holders who died last year were Jas. E. Laster of Houston with \$205,000; Richard E. Brooks of Houston, with \$137,750; Ulrich S. Peuffer of New Braunfels, with \$112,500, and Edward C. Lassiter of Brooks county, with \$100,000.

Buy it with a little Want Ad.

CLEAN DURABLE SANITARY

SLIDING SHELVES bring food in easy reach; exclusive with General Electric.

MONITOR TOP mechanism sealed-in-steel, never needs attention—not even oiling.

ALL-STEEL CABINETS porcelain lined interiors, acid and stain resisting—broom-high legs.

GENERAL ELECTRIC

ALL-STEEL REFRIGERATORS

defy the years!

Join us in the General Electric Program, broadcast every Saturday evening, on a nation-wide N. B. C. network.

GENERAL ELECTRIC

ALL-STEEL REFRIGERATOR

DOMESTIC, APARTMENT HOUSE AND COMMERCIAL REFRIGERATORS—ELECTRIC WATER COOLERS

Texas Electric Service Company

SUMMER SWALLOWS By Jane Rogers



THE clink of ice in a tall glass filled with a frosty fruit beverage is one of the most satisfying of all possible sounds on a hot summer afternoon. There is every reason why we should always be ready to accept the invitation. Refreshing coolness aside, the fruit juices are splendid suppliers of needed vitamins, while the sugar is nature's quickest acting source of the energy needed to carry us through to the end of the day.

Grape Juice Nectar
Mix together one cup orange juice, one cup lemon juice, one quart grape juice, one pint pineapple juice, one pint apple juice. Add two cups of sugar and stir thoroughly. Add one bottle maraschino cherries, chopped. A few minutes before serving pour in two quarts charged water and add sufficient ice to chill.

WESTBROOK NEWS

LOCAL AND PERSONAL NEWS ABOUT WESTBROOK AND VICINITY

MRS. C. E. DANNER, Correspondent

Mrs. C. E. Danner is also authorized to receive and receipt for subscriptions for The Colorado Record and to transact other business for Whiskey Printing Company. See her and take your County paper—The Record

D. C. Gressett of Kilgore visited here Tuesday and Wednesday. Mr. and Mrs. Van Boston visited in Roscoe Sunday. Mesdames W. L. Hall and Millie Van Horne were in Abilene Wednesday on business. Prof. and Mrs. F. H. Patterson visited relatives in Snyder Sunday. Miss Winnie Faye Gressett is visiting at Forsan this week. Jay C. Hall left Monday of last week to resume his studies at State University.

FIFTEEN CLUB MEETS

Mrs. Van Boston entertained the Fifteen club Thursday afternoon. In the bridge game Mrs. W. L. Hall made high score for the club, and Miss Winnie Faye Gressett was high for the guests, each receiving a lovely pair of bath towels. At close of the game, a refreshment plate of peach ice cream and cake was served.

WANTS FIRST PRIZE OFFERED BY KIRSCHBAUM

Let's win first prize of \$20.00 for our school. Kirschbaum's at

Colorado is giving away \$150.00 in cash prizes to six schools in six different prizes, the first being \$20.00. We need it. The contest started last Friday and ends October 17th. We are sure of one of the prizes, but we want the \$20.00 if possible. So let's remember Kirschbaum when we trade in Colorado. All schools are equalized, according to scholastic report furnished by County Superintendent. So, we've got a good chance to win. Read Kirschbaum's ad.

DALLAS NEWS WOULD GET GEORGIA GOVERNOR'S HELP

DALLAS, Texas, Sept. 23.—The Dallas News has suggested editorially, that Texas enlist Gov. Richard B. Russell, Jr., of Georgia, to advise the State how to reorganize antiquated governmental machinery.

The News pointed out that the Georgia governor has persuaded his legislature to adopt an improved fiscal system, reduce its 102 State departments, divisions and bureaus to only 18, cut taxes more than a million dollars and to balance the budget for the first time in years.

Miss Rozelle McKinney, Colorado Girl, Makes Good in Work in Dawson County

A Colorado girl is given much credit for having successfully organized Dawson county farmers to conclude one of the most extensive home produce saving campaigns recorded in Texas during this season. She is Miss Rozelle McKinney, home demonstration agent there.

Work of this young woman has been outstanding in the State, according to records compiled by the Extension department, A. & M. College, and leading farm journals of the State. Considerable publicity has been given to work of the agent on this program.

The Dallas Semi-Weekly News for Tuesday, among other things, has the following to say about the work of Miss McKinney and W. W. Evans, county farm agent in Dawson county:

Out of the abundance of the fields and gardens of Dawson county, on the high plains of West Texas, the organized farm and home extension forces have laid in bountiful supplies of canned food for future use. In addition to filling the home pantries with fruits and vegetables, meats and sweets, and viands for the home table, several thousand cans are filled for the local Red Cross, to be distributed as may be required for those who by misfortune are unable to feed themselves.

It is refreshing as the light and wholesome breeze that blows over those western plains, this story of

how one progressive county met the problem of food for the coming season. It seems that out in Dawson county they do things in a big way. Approximately a half million containers were filled. The Red Cross provided 4,000 cans which were filled cheerfully by the home canners.

The county agricultural and home demonstration agents, W. W. Evans and Miss Rozelle McKinney, organized the entire county into a mammoth program of canning, involving twenty-eight communities and several hundred people. The smoothness with which the systematized program was carried out is a credit to their executive skill. The men and women of the county responded wholeheartedly, as did the local business men and service clubs; all turned out to become willing workers for the good cause. There was a world of good, old-fashioned brotherly love and genuine Christianity manifested in this fine demonstration of cooperative effort.

These organized forces of Dawson county men and women have now adopted the slogan, "We live at home." There are 2,200 farms in this county and every tenth farm has a home canning outfit. These steam pressure cookers have been working overtime since the middle of July to lay by stores of food, and, according to the county farm and home agents, practically every farm home will have a good supply and variety of nutritious food.

Ranchers Prefer Texas & Pacific To Other Carrier

STERLING CITY, Sept. 23.—With practically all the fat lambs destined for the Fort Worth market being trucked to Colorado for shipment over the Texas and Pacific railroad to save 48 hours, livestock raisers in Sterling and Glasscock counties have asked the Santa Fe for faster service and lower rates from Sterling City. J. T. Davis, local ranchman and banker, is leading in the movement.

Cattle raisers also are interested in the quicker service, since many cattle are being driven to Big Spring, Pan, Colorado and Stanton on the Texas and Pacific instead of being shipped from Sterling City. Davis estimated that 14,000 to 15,000 fat lambs have been trucked to Colorado recently.

It is now necessary for livestock to be moved from Sterling City in the morning to be penned there the night before, Davis said. It then does not leave San Angelo until the next afternoon. A feed bill of around \$4.50 a car is incurred and the lambs lose an average of two pounds in 24 hours, he said.

Fat lambs from Sterling and Glasscock counties lately have averaged 67 pounds and have brought 5 and one-third to 5 and three-fourths cents per pound, or \$3 to \$3.15 a head.

UNDERWOOD Portable Typewriter in handsome case. Guaranteed to do everything the big machine will do. Double-shift, Standard keyboard. See and demonstrate the machine at the Record office. Sold on credit. Whiskey Printing Co.

Calling Cards that are distinctive. Call today and have them printed.

PAINS QUIT COMING

"When I was a girl, I suffered periodically with terrible pains in my back and sides. Often I would bend almost double with the intense pain. This would last for hours and I could get no relief.

"I tried almost everything that was recommended to me, but found nothing that would help until I began taking Cardui. My mother thought it would be good for me, so she got a bottle of Cardui and started me taking it. I soon improved. The bad spells quit coming. I was soon in normal health."

—Mrs. Jewel Harris, Winsboro, Texas.

Sold At All Drug Stores.

CARDUI Helps Women to Health

Take Theford's Black-Draught for Constipation, Indigestion, and Bloating.

Listen pocketbook.

You can buy a pair at these prices

And these are tires you can trust, can be proud to have on your car! They are the latest lifetime guaranteed Goodyears of a high quality that is possible because Goodyear builds millions more tires than anybody else. Let's look 'em over! OK!

GOODYEAR PATHFINDER Supertwist Cord Tires . . . We'll show you why they are superior to many high-priced tires!



\$5.69 4.50-21 (30x4.50)

\$11.10 per pair Other Sizes Equally Low TUBES ALSO LOW PRICED

PATHFINDER		PATHFINDER	
Size	Each Pair	Size	Each Pair
4.40-21 (29x4.40)	\$4.93 \$6.60	30x3 1/2 Reg. Cl.	\$4.39 \$8.54
4.50-20 (29x4.50)	5.60 10.00	Heavy Duty Truck Tires	
4.75-19 (28x4.75)	6.65 12.90	30x5	\$17.95 32x6 29.75
5.25-21 (31x5.25)	8.57 16.70	7.50-20 (31x7.50)	29.95
		6.00-20 (32x6.00)	15.35

A New Low Price for Guaranteed Goodyears! See the new improved guaranteed Goodyear Speedways

30x3 1-2 29x4.40 (4.40-21) \$3.75 \$4.35

WE CLOSE ON SUNDAY, FILL YOUR TANK WITH GOOD TEXACO GAS SATURDAY

Connell & Beal

PHONE 222

WE FIX FLATS

High School Band Best in West Texas, Director Hester Says of His Musicians

Roy Hester, director of the Colorado Municipal band, is about the most optimistic person in Colorado these days. And it is all because of the unique record of progress made by the band. Hester, in a statement given The Record Monday morning, had the following to say about this prized Colorado organization:

We're off for another school year.

Our present High School Band of 32 members is one of the finest in West Texas. We know we are covering a great deal of territory but if any city in West Texas thinks their band is any better than Colorado High School Band (in Class B) why, just let them name their place for the contest and the selections to be played and we'll be there.

At the close of this school term the present high school band loses eight of their members by graduation.

We have a number of children in Colorado that would like to join the school band but are not far enough advanced to "sit in" with the present band, so in order to give every child an opportunity to join the band, we are going to organize a Junior High School band.

At present we have 19 members for the new band, which gives us a fairly well balanced organization but we need more musicians.

Does your child want to get in the band? We want both boys and girls. Does your child have a musical instrument? If not we can get one for them. Either a new or a second-hand one. It only takes a small payment down and we'll pay the rest when they catch us.

We have, at our high school, one of the finest equipped rehearsal

rooms in the State of Texas. Well ventilated, comfortable chairs, music stands, music, etc., etc. When evening comes, wouldn't you feel a great deal better if you knew your child was in doors studying music with the other children, under a competent instructor, and safe and sound, than out playing in neighborhood streets as prey for some automobile? Think of all the trips, football, baseball, basket ball and good clean, wholesome sport the band members enjoy.

Nothing in any city or town brings prestige or will put your town on the map like a good band. Nothing helps the public schools to improve morale and school spirit like a school band. At a football game the band puts pep in the pep squad, in the audience, and when the boys on the field know that everyone in the grandstand is with them—boy, howdy, it sure makes them feel good.

During the past few years school superintendents, principals, teachers and fathers and mothers have begun to realize just how much a band means to their school. Thousands have been organized and very few live, up-to-date schools today are without a band.

Your first question, naturally, will be: "What benefits will my child derive from being a member of the band?"

The strictest school of discipline any girl or boy can get through is the school band. Travel the whole world over and you will find no greater force than music for self-discipline. Any child who always wants to be the "whole show" has very little chance in the band. Band work also teaches service. The band

always takes a leading part in local activities and the members must be quick to respond to the need of their services. The members are taught teamwork, pulling together and harmony.

They take pride in their accomplishments and to serve the school and public in a cooperative spirit. A girl or boy who plays in the band is placed above the average and they are always popular wherever they go.

Some parents think music detracts from students other studies. It does not. The census of over 700 large town and city schools show that students in the school band gain an average of 2.8 points higher grade than other students.

You wanted your boy or girl in our first school band and didn't know how it was going to turn out. Now you can see what these children have accomplished so let's all get together and organize another "kid" band. Your child can get in on the "ground floor" and study from the beginning with the rest. We started out to make Colorado the "Musical City of West Texas" and we did. We won the Class B championship at Abilene with our high school band last year and we stand a good chance of winning again this year, so let's start now building our band so we can win the Simmons University cup for the third time so we may retain it in our collection at high school.

Phone me at 506-W or call and let's talk music.

UNDERWOOD Portable Typewriter in handsome case. Guaranteed to do everything the big machine will do. Double-shift, Standard keyboard. See and demonstrate the machine at the Record office. Sold on credit. Whiskey Printing Co.

Typewriters and Typewriter Ribbons at Whiskey Printing Company.

See The Special

FORD EXHIBIT

AT

COLORADO

Colorado Motor Co.

Monday and Tuesday, Sept. 28 and 29

10 A. M. TO 10 P. M.

ADMISSION FREE

SEE and HEAR THE TALKING PICTURE

"A TOUR THROUGH THE FORD FACTORY"

Thousands of people from all over the world visit the Ford plant every year. Now this vast industrial organization is brought direct to you by an intensely interesting Talking Motion Picture.

Come and see where and how America's most popular motor car is built. Only when you see and hear how efficiency, economy and craftsmanship have been put into volume production can you realize how so much extra value can be given in the Ford car without increase in price.

Special Showing of Latest Ford Cars and Many Trucks

Don't miss the new Ford De Luxe Body Types. Distinctive in line and color. Smart in their new appointments. Rich and luxurious in their interior trim and upholstery. You will be interested, too, in the reasons why so many manufacturers and stores have chosen the rugged Ford truck and the swift Ford delivery cars.

There are many other features on display that in themselves make this Special Ford Exhibit well worth a visit. You will learn about the safety of the shatter-proof glass windshield, the strength of the sturdy Ford steel-spring wheels, the comfort of the Houdaille double-acting hydraulic shock absorbers, and the brilliance of the Rustless Steel.

Colorado Motor Co. Colorado, Texas

GEORGE WASHINGTON Reminiscences of His Life and Heroic Exploits

LAFAYETTE'S ESCAPE
On September 6, patriotic Americans now planning for the celebration next year of the two hundredth anniversary of the birth of George Washington, should give thought to another historic figure intimately associated with George Washington in the struggle for independence. September 6th marked the 174th anniversary of the birth of Lafayette, to whom all Americans are in debt for his ardent support of the cause of Liberty. The personal friendship of these two men, no less than their military association forms one of the finest pages in the story last visit to the United States, he of America.

In 1824, when Lafayette paid his received at the hands of our people a reception that became one of the triumphs of history. Wherever he traveled over the country he was given tumultuous testimonies of the affection and gratitude in which he was held. Since then, the facts of his life have been more or less forgotten to most people.

One colorful episode of his vivid career is not often remembered, and as the event occurred during Washington's lifetime and has to do with

his undying interest in Lafayette's fortunes, it should be recalled to popular attention.

Lafayette, as a result of his activities during the French Revolution, which broke forth soon after the establishment of the U. S. Government, was for some years imprisoned in an Austrian military stronghold. President Washington did everything that he could, within the limits of diplomatic usage, to obtain the release of his friend and former military subordinate, but his efforts were unavailing. But since Lafayette was liberated in 1797 and lived to exchange letters with Washington, it is probable that his old Commander-in-Chief knew of the daring attempt of a young American officer to set Lafayette free.

When Lafayette and Baron De Kalb came to America to aid in the war for Independence, they landed at Winyaw Bay, near Charleston, S. C. There they were entertained by the family of a patriot, Major Huger. The son of this soldier, who afterward became Colonel Francis Kinloch Huger, conceived for Lafayette one of these hero-worshipping affections which only a boy can know. Years later, long after America's successful war for freedom, and while Lafayette was still imprisoned in Austria, this Colonel Huger was in Europe engaged in study. There he fell in with a young German, a Dr. Bolman, another champion of liberty, who proposed to Huger an ambitious plan for Lafayette's deliverance.

The two young men proceeded to Olmutz, where Lafayette was detained, and set up a campaign to cultivate, first of all, the good will of Lafayette's personal jailer. When this worthy's suspicions had been allayed, the two fellows contrived, through him, to furnish Lafayette with books to while away his hours of tedium. This practice having run on for some time without arousing suspicion, Huger and Bolman slipped through a book carefully annotated on the margins. These notations constituted a cipher message and Lafayette was quick to detect that this particular volume contained more than met the eye. The cipher, of course, laid out the plan for his escape.

Authorities were accustomed to permit Lafayette a certain amount of air and exercise outside the castle, usually in form of a drive in a cabriolet, with a mounted guard in the rear and an armed soldier beside the driver. On the day planned for the escape, Lafayette was instructed to gain as great a distance as possible from the castle, while Huger and Bolman rode out from Olmutz with a third horse for Lafayette.

This was accomplished, and at a signal the guard was overpowered, but just as Lafayette was about to mount, the horse shied and ran away. Huger promptly insisted that Lafayette gallop away on the horse

he himself had ridden and although the alarm had been given, Lafayette succeeded in putting ten miles between himself and his pursuers and was well on his way to freedom.

Unfortunately he had not been made familiar with the country, and at a fork in the road, took the wrong trail and galloped straight into danger. Stopping to inquire his way, he was at once suspected and turned over to a magistrate who soon learned who he was. The end of the affair, so far as concerned Lafayette, was his return to the castle to more years of imprisonment before his final liberation.

The young American, Huger, a mere boy in his twenties, was soon enough taken and brought in chains before authorities at Olmutz, who informed him that he stood to pay with his life. In vain influential friends intervened to soften his fate and for some time his case looked black. In the end the military commander, Count Archo, had a soft heart and gave Huger his freedom with understanding he would leave the country never to return.

George Washington, having failed in his own efforts to free Lafayette, did the next best thing. He characteristically deposited a substantial sum of money in an Amsterdam bank, for the use of Lafayette's impoverished wife. Not content with that, he kept Lafayette's son for a considerable time at Mount Vernon.

Spade News

By WILLIE GRACE PALMER
—and—
ELVA HUDSON

School was dismissed Monday for two weeks or a month on account of the children having to pick cotton.

Mr. and Mrs. Oliver Hill and son of California. Mrs. Lester Thornburg and daughter of Roscoe and Miss Sue Hill of Mingus spent last Saturday in the home of Mr. and Mrs. S. N. Palmer and family.

Mr. and Mrs. S. U. Salley and Homer spent Sunday in the C. O. White home.

Mr. and Mrs. Shaw and son of Arizona are now living with their daughter and sister, Mrs. J. H. McCullough. We are glad to have them with us.

Mr. and Mrs. Lewis Shaw and family of Colorado, Mr. and Mrs. Vestis Shaw of Colorado, Mr. and Mrs. W. D. Hargrove, Mr. and Mrs. S. N. Palmer and Willie Grace, Mr. and Mrs. Otis Brinton and Mrs. McCullough were visitors in the J. H. McCullough home Sunday.

Those attending the party in the Conaway community from Spade were Mildred Falkner, Willie Grace Palmer, Velma Eunice, Hattie Lee and Douglas Barber, and Robert Bolin. All reported a nice time.

Misses Donnie Mae and Jewel Brooks spent Saturday night with relatives of this community.

Mrs. J. D. Falkner is spending the week with her son, E. A. Falkner and family.

The girls' basketball team is planning on having their suits black and white this season. Miss Verdine Bailey will be their coach.

There was a large number in E. Y. P. U. Sunday night and a perfect program was rendered.

LET'S WIN

The Kirschbaum Dry Goods Store is giving \$150.00 to rural schools of Mitchell county. Our school has an opportunity to win as much as \$20 in cash if we try. So, let's try by buying our Shoes, Clothing and Dry Goods at Kirschbaum's. Be sure and write the name of our school on the voting coupon given with each purchase, and by all means get your friends to vote for our school. Each \$1.00 spent means 100 votes, or 1: means 1 vote. So, let's get busy, as the more votes we get the better chance we have of winning a prize. Read details in Kirschbaum's ad this week.

SEVEN WELLS NEWS NOTES

R. P. ADAMS, Reporter
Seven Wells has been one more busy community during the last week—some attending school, some attending associations, while greater majority have been spending most of their time in the cotton patch. Cotton is opening so fast that we are in need of pickers every day. Seems that this will almost be a year of "home pickers," that is, using all the people that are near to pick our cotton.

School is progressing nicely toward end of the second week, with quite a number on roll. However, there are some yet in the cotton fields who will enroll soon.

Mr. and Mrs. D. D. Hays have as their guest Mrs. Lee of Aberdine, Idaho, and Mr. and Mrs. Bodine, their son, and Miss Orline Snarr of Salt Lake City, Utah. This visit is quite a reunion, as Mrs. Hayes, Mrs. Lee and Mrs. Bodine are sisters and had not been together in 25 years. The young Mr. Bodine has been in Texas as a missionary representing the Church of Jesus Christ from the State of Utah. He and his parents are enjoying their visit together as well as with Mr. and Mrs. Hayes.

Mr. Bodine states that he was in Colorado some 25 years ago and



Last Call!

CONTEST CLOSING
MONDAY, SEPTEMBER 26, MIDNIGHT

\$10,000 IN CASH PRIZES

FOR THE BEST ANSWERS EXPLAINING THE

MYSTERY of the "HIDDEN QUART"

AND TELLING HOW THIS "QUART" BENEFITS MOTORISTS

Fact No. 1—Thousands of motorists and service station men have observed that after a car has been given its first fill of Conoco GERM Processed Motor Oil and is driven 200 to 350 miles, a look at the crankcase gauge shows that about one quart of oil is apparently missing... but

Fact No. 2—These same people have noticed that on the second and later fillings with Conoco GERM Processed Motor Oil, scarcely a drop of oil will disappear during the first 350 miles, and practically none at 500 and up to 1,000 miles!

The above facts have been checked by actual tests with cars that use six quarts of oil for the crankcase, cars in good mechanical condition and driven at ordinary rates of speed. These facts will also prove true for your car, in proportion to the amount of oil your crankcase usually holds, your car's mechanical condition and the speeds at which you drive.

What becomes of the "hidden quart"? The answer is easy if you study the Facts given above and keep in mind the things that only Conoco GERM Processed Motor Oil can do. The explanation of the whereabouts of the "hidden quart" is simple—no technical knowledge of motors or oil is necessary.

Remember—The "hidden quart" of GERM Processed Oil does not escape through leakages... does not burn up, wear out nor evaporate. It is "present but unaccounted for." Fact No. 2, given above, proves all this.

After you've found where the "hidden

quart" goes, you can easily see the special benefits it gives the motorist—advantages that no other oil can give.

Ask at any Conoco Station or Conoco Dealer for free Entry Blank which contains information about Conoco GERM Processed Motor Oil that may help you win. Conoco Station and Dealer employees will gladly answer your questions. Remember, you do not have to buy anything to enter this contest.

See Rules of Contest for complete details.

29 PRIZES

First Prize
\$5,000

Second Prize - - - \$2,000

Third Prize - - - \$1,000

4th, 5th Prizes - - - \$500

6th, 7th, 8th and 9th Prizes - - - \$100

10th, 11th, 12th and 13th Prizes - - - \$50

14th through 29th Prizes - - - \$25

WINNERS WILL BE ANNOUNCED

at noon after the contest closes as possible. Announcement of all winners will be made in this newspaper.

THE JUDGES

DR. W. B. RIZZELL, President
University of Oklahoma
JOHN A. HUNTER
Professor of Mechanical Engineering,
University of Colorado
FRANK L. MARTIN, Assn. Dean
School of Journalism, University of Missouri

THE QUESTION

"What becomes of the 'hidden quart' and how does this quart benefit the motorist?"

COMPLETE RULES OF CONTEST

1. Answers may be any length not exceeding 200 words, length of answer will not determine winners. Write answers on Official Contest Entry Blank preferably, or on plain white paper. Conoco Stations and Dealers will give you an Official Contest Entry Blank free. Elaborate presentations of answers will not count in your favor.

2. Write your answer in plain, simple language. Technical terms or special scientific knowledge will not influence the judges.

3. Contest closes midnight, September 28, 1931, and no entries bearing postmarks after midnight, September 28, 1931, will be accepted.

4. Contest open to everybody except employees and executives of the Continental Oil Company, Conoco Stations, Conoco Dealers and the Company's advertising agency, and their families.

5. In case of tie, both contestants will receive full amount of prize tied for.

6. You do not have to use or purchase Conoco GERM Processed Motor Oil or other Conoco products to compete for prizes.

7. All entries submitted, whether or not they win prizes, become the property of the Continental Oil Company and may be used in advertising without payment, and none can be returned to sender.



CONTEST CLOSING
MIDNIGHT
SEPTEMBER 26th.

ADDRESS ALL
COMMUNICATIONS TO
"CONTEST OFFICIAL"

CONTINENTAL OIL CO.
PONCA CITY, OKLAHOMA

CONOCO GERM PROCESSED MOTOR OIL

THE ONLY OIL PROVIDING "PENETRATIVE LUBRICITY"

RESIDENCE BURNS AT 10TH, WALNUT STREETS

A residence at East Tenth and Walnut streets, owned by J. H. Ashby, was destroyed by fire originating at 2 o'clock Friday morning. The building had been vacated by tenant only a few days before.

The fire department confined the flames to the building, saving adjoining homes from damage.

Typewriters and Typewriter Ribbons at Whipkey Printing Company.

Jones, Russel & Co. FUNERAL DIRECTORS

New and Modern
Ambulance

Day and Night

Phone 9

THIS BANK BELIEVES

- ... that as long as there are people to eat food and wear clothing
- ... that sowing and reaping continue in the established scheme of Nature
- ... that manufacturing and distribution meet the laws of demand

Just as surely as these go on as they ever have prosperity cannot be diverted or long delayed

Colorado National Bank

IN COLORADO, TEXAS

OFFICERS AND DIRECTORS

R. H. LOONEY, Chairman of Board; J. M. THOMAS, Vice Chairman; JOE H. SMOOT, President; C. M. ADAMS, Vice President; C. H. EARNEST, Vice President; C. H. LASKY, Vice President; G. B. SLATON, Cashier; H. E. GRANT-LAND, Assistant Cashier; CHAS. V. MOESER, Assistant Cashier.



WHO Is Your Banker?

Is your banker just a name, or an impersonal institution? Not if this Bank carries your account. You are encouraged to know the bank officers and rely on them as friends. They are always willing to give counsel and information. That's why so many men and women do banking here

COMMERCIAL ACCOUNTS INVITED

CITY NATIONAL BANK

BURTON-LINGO COMPANY

LUMBER and WIRE

See Us About Your Next Bill of Lumber
We Can Save You Some Money

COLORADO, TEXAS