

THE SUDAN NEWS

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 "I believe it is my duty towards my country to love it; to support its constitution; to obey its laws; and to defend it against all enemies."

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IT ALL DEPENDS.

Kind hearted jurors gave a pretty girl \$3,000 when she had her nose broken in an accident. There are pork-and-beans battlers in the nation who have had their beans busted twice in a single evening and were lucky to get out with the small end of a \$20 purse.

ENDURANCE RECORDS.

Here are a few who have made distinguished endurance records:
 Jackson and O'Brine. The Smith Brothers, Doug and Mary, Romeo and Juliet, Haig and Haig, Ringling Brothers, McIntyre and Heath, Damon and Pythias, Van and Schenck, Gilbert and Sullivan, Chills and Fever, Mortgage and Loan.

The man who starts a newspaper for the purpose of grinding an axe, often finds that the axe has more nicks in it than he figured on.

"We Fly" is Lindy's new book.

Henry Ford says all old men are useful, and should be allowed to die at their pleasure. Barring auto accidents, they will.

There are more than 500 radio broadcasting stations, not counting those that lean over the back fence.

The law against aviators emptying rubbish in the air ought to apply to broadcasting stations also.

There's some mighty interesting reading in a bank book that shows a good, healthy balance.

Kindness pays big dividends, dividends that cannot be figured in dollars and cents.

The man who borrows trouble need not pay it back, but he generally does.

Some of the new smaller currency has begun to look like it is 100 years old.

Some radio sets are guaranteed to bring in everything but the bacon.

Fishermen are not the laziest men. Some men are too lazy to fish.

Speaking of talkies, well, just wait until congress convenes again.

Spare the rod and conserve the forest.


WORTH-WHILE EDITORIALS

THE SHOES SHOULD FIT.

(The Dallas Morning News.)
 Governor Moody has selected former Governor Pat M. Neff to fill the vacancy on the state railroad commission created by the death of Clarence E. Gilmore. Mr. Neff accepted the Coolidge appointment to the position on the United States board of mediation which Mr. Gilmore declined. His long legal acquaintance with railroad matters as well as his executive experience qualified him for the federal position. The same qualifications should enable him to serve Texas well on the railroad commission.

The circumstances of Mr. Neff's retirement from the mediation board are still fresh in memory. Appointed by the president to fill an unexpired term ending Dec. 31, 1928, he was named to succeed himself for a five-year term. The objection of railroad labor organizations to his nomination did not carry weight with the interstate commerce committee of the senate, which by a vote of 17 to 5 recommended confirmation. But on the floor of the senate the personal objection of retiring Senator Mayfield, exercising the whip hand in a political vendetta, resulted in confirmation not coming to vote. Mr. Neff retired automatically when his term expired.

It is not an easy position to which Mr. Neff succeeds. The duties of the railroad commission have been enlarged materially in the last few years. It now concerned not only with rail transport, but with the growing bus question and with control of the oil and gas industry. In Mr. Gilmore the commission lost its best-informed member on the technical questions with which it deals. His successor inherits many problems of immediate importance without the advantage of Mr. Gilmore's long and intimate acquaintance with them. The position itself is one requiring detailed knowledge—a job in which an uninformed man would be lost. Mr. Neff fortunately is not uninformed. The governor had that in mind in making his choice.



How to Raise Poultry
 By Dr. L. D. LeGear, V. S., St. Louis, Mo.
 Dr. LeGear is a graduate of the Ontario Veterinary College, 1902. Thirty years of veterinary practice on diseases of live stock and poultry. Eminent authority on poultry and stock raising. Nationally known poultry breeder. Noted author and lecturer.

Why Eggs Are Good to Eat

Richness in Food Value Makes Eggs a Relatively Inexpensive Part of the Meal Even at Higher Prices.

Whenever I have occasion to discuss the food value of eggs, I am reminded of a story told me some years ago by a social service worker. A group of children from the congested Bowery district of New York were making their first visit to the country. One typical little gamine was asked how she liked the nice fresh country eggs. "Aw dey ain't no good," was the reply. "Why, what's wrong with them?" he was asked. "Well," explained the youngster, "dey ain't got no smell and dey ain't got no taste."

However desirable these two elements may be in most foods, most of us will be perfectly willing to dispense with them in eggs. There are qualities of such value that we cannot afford to be without them. Practically all the elements which contribute to the building up of and maintaining of a healthy condition of the human body are present in eggs. Statistics show that the American people consume but little over one-half an egg each day per capita for all users. This is not nearly enough. We should eat and use more eggs.

Compare them with beefsteak, for instance. At 40c a dozen, twelve eggs give you more food value, penny for penny, than a pound of steak at 45c, and don't forget there are no bones in the eggs. On a weight basis, eggs compete successfully with meat in almost every report. They have at least as great protein content and are more valuable sources of iron than any meat except perhaps liver.

As for those much discussed but little understood food elements, the vitamins, eggs compare most favorably with other foods. Nobody knows what vitamins are, but what they can do is fairly well understood. Weight for weight eggs contain ten times as much vitamin A as milk. While it is true we use more milk at a time than we do eggs, the great vitamin A content makes them a valuable addition to milk. As vitamin A is credited to competent investigators with helping to prevent diseases of the lungs, the importance of eggs in the diet is readily appreciated. Eggs and milk have long played an important part in the diet of tubercular patients.

Eggs are quite as rich as milk in vitamin B. This member of the mysterious family is the one which aids bodily metabolism and gives protection against neurotic disorders. Getting on down the vitamin alphabet, we find eggs comparatively rich in vitamin D, the one which prevents rickets. Generally speaking, they have less value in this particular than cod-liver oil. They contain quite enough of this element, however, to make them valuable substitutes for the oil for people whose stomachs refuse to retain it. A daily ration of egg yolks will prevent rickets and, in many cases, heal rickets that have already started.

Having justified our title in one sense by showing the value of eggs as food, it would not be amiss to show that eggs are good to eat in still another sense. While few of us would care for the racy tang demanded by the youngster quoted at the beginning, it cannot be denied that eggs are ever popular because they have a most agreeable flavor all their own. Served in the simplest manner, they are always acceptable. As a garnish for various vegetables, salads and other dishes, they are both attractive and palatable. But what would we do for cakes, pies, pastries of all kinds, and other dishes were it not for eggs?

Thus in hundreds of ways the egg insinuates its health giving and body building values into our daily menu. Unlike other foods that are good for us, the egg is something that can appear in some form or other at every meal without making us tire of it. This is good, for the egg is one of the most valuable of all the many things used for human food. We can hardly eat too many eggs. Let us, therefore, endeavor to make every week an "eat more eggs week" by finding more attractive ways and a greater variety of ways to serve these valuable and ever tasty food products.

A lamb satisfied Mary in the old days. Now she isn't content until she gets your goat.—Vancouver (B. C.) Sun.

If the saloon ever comes back it is doubtful if the night club will let it in.—Norfolk Ledger-Dispatch.

The most popular good-roads movement is about sixty miles an hour.—Kay Features.

Why not hold the coming disarmament conference in Chicago?—Buffalo Courier.

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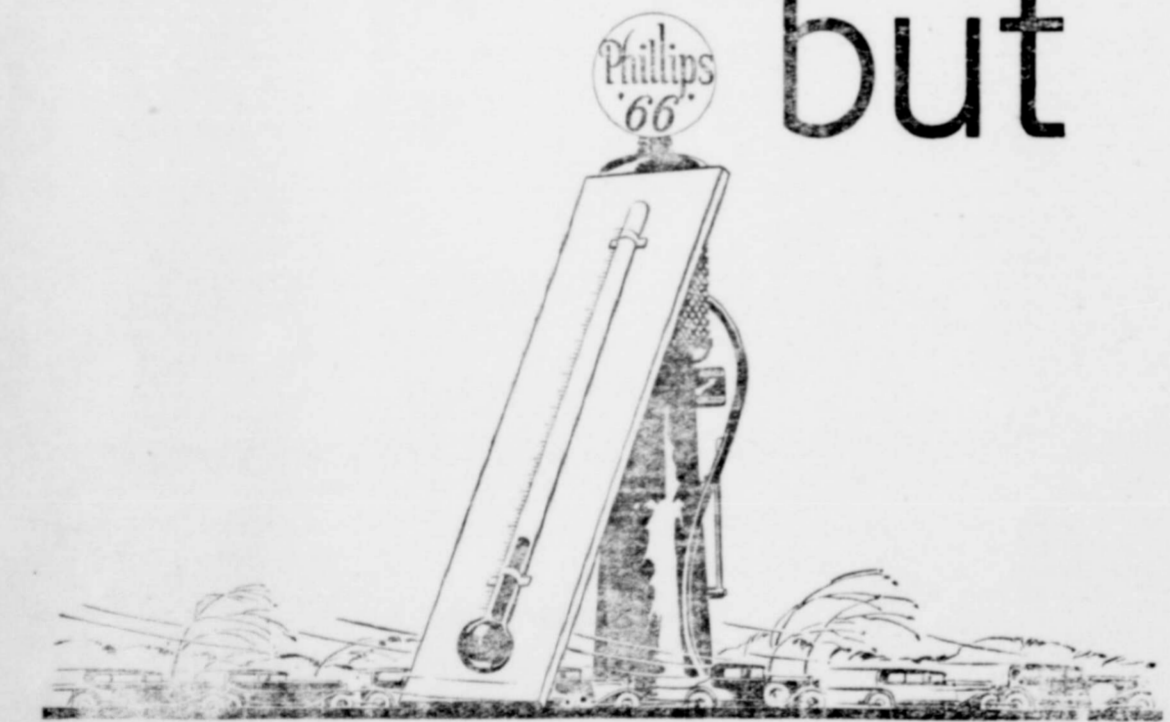
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"IF I SHOULD RUN"

From many parts of the state my wife and I are getting many letters suggesting that one of us announce for governor. While the number is in no sense overwhelming, yet they are of sufficient volume as will prevent individual reply and we have decided to make public answer thereto.

We have no desire and will not enter into any scramble for office. We are duly grateful to the people for past favors and honors—such as will perhaps never come to one family again.

If there should be a request of us or either of us for public service which the people are not now receiving, or for a change from present conditions, gratitude and duty will not permit the peoples to go unanswered.

If I should run for governor my platform would be:

First. A business administration that will be in the interest of all people without special privilege to anybody to oppress the masses. To this end I would veto any liquor legislation whether urged by the anti or repeal present laws, or by the pros to pass new laws.

The question now of how to get something to eat and wear has become more important than a row over something to drink.

If the people want prohibition let us enforce present laws before we pass any more. If the people of any county will elect district judges, district attorneys, county attorneys, sheriffs and constables who will make an honest to God effort to enforce the prohibition laws they will have my full backing and help as governor.

But candor compels me to say that I have no desire to pose as a bootlegger-catching governor unless the people demand it of their law enforcing officers. And until that time as governor, I will be found looking after the business affairs of this state which now seems to be floundering under a painful confusion.

Second. Where efficiency can be maintained I favor the reduction of the number of public servants. To begin with I would combine the office of county tax assessor with that of county tax collector. Taxes can't be collected until they are assessed, and it only takes half the time to assess. This will save at least \$500,000 a year to the tax payers. I am opposed to any county officer making over \$5,000 a year. The excess over that sum should be returned to the county. I am in favor of taxes being payable quarterly instead of yearly—leaving the money in the pockets of the people until needed—and not piled up in bank depositories to be loaned out at high interest.

Third. I am in favor of a law that will prohibit any state bank from loaning over ten per cent of its capital and deposits outside of Texas. The law should further provide that no bank, state or national, can be allowed to act as a state, county or city depository of public funds that loans more than 10 per cent of its capital and deposits out of Texas, and further that no national bank which loans more than 10 per cent of its capital and deposits outside of Texas can act as reserve agent for any state bank.

If New York wants to gamble on stocks, let them gamble on their own money. We need ours at home.

Fourth. I do not believe that those who loan money for profit should ever get more than a reasonable rate of interest. To insure this I am in favor of a law that will give the owner of any real estate upon which a lien has been foreclosed, the right to redeem same within two years upon payment of the debt together with 10 per cent interest per annum to the time of such redemption, and that in all debt of over \$500, attorneys' fees shall not be over two per cent.

Fifth. The supreme court having held my land rent law unconstitutional, where more than the third and fourth was charged, except where rented on the halves, I am in favor of abolishing the landlord's lien law or so modify it as to give the tenant the same right to mortgage his crop to his merchant and his doctor so as to feed and care for his family, that the landlord has to mortgage his farm for the same purpose.

I will demand the repeal of the vicious law passed by the present legislature that prohibits anybody from moving any tenant or laborer in the town or country without the consent of the landlord. It is a damnable disgrace and gives the Mexican people a chance to laugh in our face. Read it and shudder.

Sixth. I favor a law abolishing the present highway commission appointed by the governor, and put in their place an elective commission by the people, consisting of five members, one of which the chairman to be elected at large from the state and one from North, South, East and West Texas, by districts to be created by the legislature.

I would provide that this this commission give all their time to their office and draw a sufficient salary.

The highway department spends as much money and has as much business as all the rest of the state government put together. Of all public officials the people should elect these. They are the most important.

Seventh. I am opposed to the issuance of any state road bonds. Once we start this practice it will never end and the people can not stand the burden.

I am in favor of materially reducing the tax on cars and giving all of the balance to the counties where the tax is paid to be spent on their lateral roads by the commissioners' courts of each county. A three cent gasoline tax is sufficient to maintain and build necessary state highways.

I am not in favor of building the most expensive road nor the cheapest road. If we tie ourselves to the \$30,000 a mile cement road most of us and our children will be dead and gone before we get many roads in Texas.

Let us grade up and properly drain our state highways, and then instead of \$30,000 a mile cement surface road which only a few people will ever get, let us surface our roads with a less expensive material costing from \$3,000 to \$5,000 a mile and thereby build from 10 to 100 miles to where we build one mile of the \$30,000 a mile road. Roads, like women's hats, change, go out of style or wear out, even the best. You can't show me a ten year old cement road in Texas but either needs or has had expensive repairs.

Under my plan the saving in interest and depreciation will give us a new road every four years without the issuance of a single bond, and in less than four years time we can build roads all over Texas and help many of the poor counties to build theirs.

Eighth. Of equal importance to the building of state highways and maintenance thereof, is the use of same after they are built. The road hog must go, and the attempt already under way to commercialize the state highways for personal profit and financial exploitation must stop. The intention of public roads is for all and not the few. Special privileges for none.

With these ideas in view, I would prohibit by law the use of public highways, county or state, by any freight truck with a load of more than one ton or with a trailer hitched thereto. And I would prohibit the use of any vehicle, freight or passenger, that is any wider than the average car used by the great masses of the people. Their speed should be cut to 35 miles an hour. It is no more just and fair to tax the people to maintain the highways to be leased to some corporation for profit, than it would be to tax the people to maintain the railways to be operated also for profit.

With these restrictions it will not be half so expensive to maintain our roads as it will be if these big road hogs (road elephants would be a better name) are permitted to continue a menace to life and limb of those who meet them.

Ninth. To relieve the farms and other real estate from some of its unequal share of the tax burden, I would pass a law providing for a luxury tax on all factory made cigarettes and cigars and the proceeds of the same to go to the common schools. A tax of one penny on each pack of more than one cent a day to each smoker would bring in five or six million dollars a year and would reduce the ad valorem tax from 10 to 20 per cent.

Tenth. We hear something of the penitentiary these days. Let me have my say. I claim to be one pumpkin on the question. Neff and Moody bragged about them not giving any pardons. The legislature appropriated about \$8,000,000 to foot their bill. All of Neff's honor crowd ran off and took many with them never to return. When Moody won't give his convicts a pardon, they do like the colored man did when he said, "I didn't git no intigation to the ball so I sits myself down and writs myself one." Moody's convicts just write their own pardons and bid Dan adieu, and hundreds have quit the drive and the tax payer is called upon for more millions.

The legislature appropriated \$200,000 for the two Ferguson administrations and they gave the state back a million in cash and then some.

If you elect me governor, instead of talking about selling the farms and building five million dollars worth of buildings when the state is broke, I will ask the legislature to appropriate \$500,000 with which I will fix up the buildings at Huntsville and the camps on the farms so they can't dig out, and pardon about 2,000 of the convicts for good records and good behavior, and tell the rest to go to work and if they make good they may get pardons too, and believe me we will hear Farmer Jim's lick and hum in the Brazos and Trinity bottoms once more, and the tax payers will hear a new song about the penitentiary.

We will reform more convicts, we will do more religion, we will extend more forgiveness, we will do more like the Savior did, we will do more for the state than has been done since Texas made the mistake of sending a boy to mill.

Do you want me? Then write me, wire me. I am not hankering but I am willing, if the people want me.

JAS. E. FERGUSON.

A scientific society announces that death theoretically is not inevitable. This ranks in importance beside the other great truth, that the pedestrian has the right of way.—Detroit News.

The Moslems threaten to make holy war, and it will seem relatively holy without bombs or poison gas.—Los Angeles Times.



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SQUELCHED SIMPLETON.
There is a story of a visit John Barrymore paid to a haberdasher in Hollywood. After ordering this and that, he turned to leave.
"And your name?" the clerk asked innocently.
"Barrymore," was the chill reply.
"Which Barrymore please?"
John surveyed him coldly. "Ethel."—Richmond Times-Dispatch.

KNOWS HIS CHUCK.
A lady was entertaining the small son of her married friend.
"Are you quite sure you can cut your meat, Willie?" she asked after watching him a moment.
"Oh, yessum," he replied without looking up. "We often have it as tough as this at home."—The Lyre.

BLESSING IN DISGUISE.
She (sotto voce)—"Georgie, dear, it's a burglar."
He—"Sh—, don't move, maybe he can get that window up; it's the one we haven't been able to open since the painters left."—Watchman-Examiner.

WHEN WE'RE CARELESS.
The pastor was examining one of the younger classes, and asked the question, "What are the sins of omission?" After a little silence one young lady offered:
"Please, sir, they're sins we ought to have committed and haven't."—Pullman News.

SQUIRREL'S CAGE.
"When are Joan and Ed to be married?"
"Never, I'm afraid."
"Why, how's that?"
"Well, she won't marry him until he pays his debts, and he can't pay his debts until she marries him."—Boston Transcript.

It seems that as soon as the shipbuilding companies found out that Mr. Shearer favored plenty of ships they got rid of the bad man.—Miami News.

That Chinese-Russian war can't amount to much neither side having asked the United States to lend it money.—New York Evening Post.

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ANOTHER THRUST AT COTTON CROP REPORTS

Senator Connally of Texas has proposed that the United States department of agriculture abandon its August 1 report on the condition of the cotton crop.

Senator Connally may not be aware of the fact, but he is playing the game of those people who are seeking to do away entirely with the cotton crop estimates of the United States department of agriculture.

There are many people in the cotton business today who would hail with joy the day when the United States department of agriculture abandoned all crop estimates. They do not have the effrontery to advocate that all estimates be done away with. They know that probably that would arouse too much opposition. But they are seeking to accomplish that end by gradually crippling and cutting down on the crop reporting service until it merely is a hollow shell of its former self.

First, they create sentiment to do away with intent-to-plant reports. Then they reduce the number of condition reports during the harvest season from two a month to one a month.

Having been so successful in their early efforts to cripple the service, these people are encouraged to work against the early season condition reports. A few years ago the department issued a July condition report. Complaint was made that a report issued this far before the maturity of the crop was unreliable and worthless. As a result of the loud mouthings of an organized minority, this report was done away with. Now the same sort of fight is being made against the August condition report. If successful here, these depollers of the crop reporting system will start gunning for the September report. It seems that month by month, the cotton reports are to be lopped off until nothing remains but the ginning reports. Not until this end is attained will these people be satisfied.

It is a shame that our congressmen and daily papers are taking the lead in this concerted fight to rob the farmer of the only reliable source of crop information available to him. Since there will be private reports as early as August 1 and much earlier, there should by all means be a report from an unbiased source such as the United States department of agriculture to hold these private estimators in line. There is no telling what wild guesses these prejudiced interests would make if there was no official cotton report to show up the inaccuracy of their estimates. The argument is made by certain daily papers, congressmen, and others (and they are ignorant enough to think they have really scored a convincing point) that the government's August reports are unreliable because they are often higher or lower than those made in subsequent months or final ginning reports.

It is really too bad that these

people can't get it through their thick skulls that the cotton crop report made on August 1 relates to the condition of the crop on August 1, and not when it is picked. It is possible to size up the condition of the cotton crop on August 1 with a fair degree of accuracy. But it is absolutely impossible to foretell whether it will rain in September or freeze in October. Therefore, when the department issues its August crop report, it does not attempt to say what the final outcome of the crop will be because everyone knows it is in the lap of the weather god. If the condition of the crop on August 1 is, for example, 65 per cent of normal, the department says very plainly that if weather conditions are normal from then on this indicates a yield of 14,000,000 bales. But get this: "But the final outcome of the crop," says the department, "may be larger or smaller as developments during the remainder of the season prove more or less favorable to the crop than usual."

Certainly, we need to know the condition of the crop by August 1, and no one is in better position to tell us about the crop at that time than the United States department of agriculture. South Texas has started its cotton crop to market by then, and its farmers should not be forced to depend on the prejudiced and less reliable reports of cotton buyers.

The amazing thing about this systematic attempt to keep the farmer in ignorance regarding his own crop is the part played by southern congressmen and daily papers. Almost without exception they have lined up with the cotton buyers and speculators in their efforts to keep the farmer in the dark about his crop; to restrict his opportunity for reliable information; and in the final analysis to make him an easier victim for the multitude of parasites who have waxed fat at his expense.

We have but faint hopes that anything will stay the efforts of these enemies of the crop-reporting service. Candidly, we feel that perhaps the best way out of the unfortunate situation is to let these folks have their way for the time being at least. Perhaps when the effort to hamstring the crop reporting board is entirely successful, and farmers must depend altogether on private estimates, the abuse will become so great, and the swindle so rank that even our southern congressmen and daily newspapers will see the situation in its true light.—The Progressive Farmer.

Things are looking up for the American drama. The other day a Chicago theatre patron shot two men to get a seat.—Memphis Commercial Appeal.

All's well that ends well, as Shakespeare said that time, and that may be the reason fiction is more popular than fact.—Toisego Blade.

Then, too, table scraps can be seasoned with a little salt water and converted into a nice fur coat.—West Palm Beach Post.

Prizes Given Saturday

The Sudan Chamber of Commerce will again on Saturday distribute several valuable prizes which are donated by the merchants of Sudan who take this means of advertising, whereby the patrons of the Sudan merchants are having returned to them several dollars in merchandise which would otherwise be paid for newspaper space. This is where the public profits.

All of these valuable prizes will be drawn by the ones holding the lucky tickets. All merchants of Sudan have these tickets and will gladly give one with each dollar of merchandise purchased if you will only ask for your ticket.

BE SURE AND ASK YOUR MERCHANTS FOR TICKETS ON THESE DRAWINGS

The fifty dollars given away last Saturday was drawn by the following:

O. L. Shannon, \$20.00; Edgar White, \$10.00; Mrs. W. H. Horn, \$5.00; Miss Ruby Young, \$5.00; Mrs. C. M. Crawford, \$5.00; Thomas Hyatt, \$5.00.

On every other Saturday the merchants are giving away several valuable prizes, the Sudan Chamber of Commerce alternating and giving away \$50.00 every other Saturday. There is always something for you on these Saturday afternoon drawings. **ASK YOUR MERCHANTS FOR TICKETS FOR THESE DRAWINGS.**

Sudan Chamber of Commerce

J. E. DRYDEN, Secretary.

Pure Household Drugs

Friends and customers are two words that mean the same thing at this drug store.

You would not think of doing a friend an injury, neither would we consider furnishing you with products except those of recognized purity and outstanding merit.

When you think of drugs, think of—

SUDAN DRUG STORE

House Dress Special

Saturday, all House Dresses will be sold at a great reduction. Come in and get one.

Just received a good supply of 8-oz. Ducking and Cotton Sacks.

Leave your Grocery order with us and we will fill it promptly.

A. M. HOLT & SONS

"We Will Meet You With a Smile."

How Stormizing Pays for Itself

Stormizing differs from most motor repairs for it causes a direct saving in amount of fuel and oil required to operate the car. Stormized motors will show a saving of 15 to 50 per cent in gasoline and oil over worn motors.

Homer Doty's Garage

FARMERS

We will be in the market for your bundled feed and heads this Fall. Come around and talk it over with us.

WHALEY FEED & GRAIN CO.

Office at J. C. Whaley Lumber Co.

RIVERSIDE- a First Line Tire

You can't buy better quality service or appearance . . . So why pay \$2 to \$15 more for any other tire?



Step into our store today, and see these good-looking, high-quality, guaranteed-performance tires for yourself. Study their construction; see how they're built. Then try to find their equals at Ward's exceptionally low prices . . . try to match their GUARANTEES in any other tire at ANY PRICE. Those are the FACTS on which to buy quality tires at a BIG SAVING!

And remember—we have all sizes to fit all cars, and we provide free mounting service on every tire purchased.

Super Service RIVERSIDE
Guaranteed for
39,000 Miles

FIRST QUALITY RIVERSIDE	
Guaranteed for 16,000 Miles	
30x3 1/2 4-ply O.S.C.I. \$5.19	31x5.25 4-ply \$10.35
29x4.40 4-ply 5.90	30x5.50 4-ply 10.85
30x4.50 4-ply 6.73	32x6.50 6-ply 15.60
29x4.75 4-ply 8.19	33x6.00 6-ply 13.95
30x5.00 4-ply 8.75	32x6.75 6-ply 18.25

SUPER SERVICE RIVERSIDE	
Guaranteed for 30,000 Miles	
30x3 1/2 6-ply O.S.C.I. \$8.92	31x5.25 6-ply \$17.25
29x4.40 6-ply 10.15	30x5.50 6-ply 18.45
30x4.50 6-ply 11.65	33x6.00 6-ply 20.75
29x4.75 6-ply 13.15	32x6.50 6-ply 21.45
30x5.00 6-ply 14.95	32x6.75 6-ply 27.15

Montgomery Ward & Co.

1107-9, 13th Street Phone 816 Lubbock, Texas

A Message to the People of the South Plains of Texas

Texas Utilities Company Recounts Some History of Interest to Every Citizen of the Plains

A Company with Vision, working in trust and harmony with a people imbued with the Spirit of Fair Play and Co-operation, has built an institution possessing unlimited possibilities for Service. For this achievement Texas Utilities acknowledges a debt of gratitude to all loyal friends, and pledges renewed devotion to their service.

To All Managers of Texas Utilities Company.
Gentlemen:

St. Louis, Mo., October 14, 1929.

Ref: Request for suggestions concerning Edison Jubilee.

Scenes that tell the past and foretell the future will greet President Hoover when he visits Henry Ford's historical village October 21 to participate in the ceremony of memorializing the achievements of Thomas A. Edison, according to news stories sent out by the Associated Press telling about the "community of yesterday" which has been created by the purchase of many historical buildings in various parts of the country and restored to their original condition and placed on foundations by Henry Ford in his historical village at Dearborn, Mich.

As the Edison Day Jubilee is to honor mainly Thomas A. Edison, the chief interest will, of course, be centered around Edison and his achievements which have moved civilization forward by leaps and bounds.

The utility industry has a well prepared nation-wide program for the purpose of calling attention to the experiments, work and wonderful accomplishments of Edison.

There will be interest, too, in Henry Ford and his achievements as a manufacturer, financier, business executive, and beyond question the "world's greatest industrialist."

Texas Utilities Company appreciates the opportunity to honor Thomas A. Edison and at the same time recognize the outstanding achievements of his intimate friend and admirer, Henry Ford, who said in referring to the achievements of Edison that mass production would be impossible without electric power.

It occurs to the writer that because Ford is rated as the largest user of electricity among the manufacturers of the world, the public will be keenly interested in his viewpoint as to the best means of promoting the development of the electrical industry of the country, and for that reason will call attention to some of the recent statements of Ford in an interview published in Forbes' Magazine on September 1, 1929, which are in part as follows:

"I am not afraid of what the newspapers call the Power Trust. I would welcome a real Power Trust. And, as sure as shooting, the country by and by will have a real Power Trust."

"By that I mean that all the power resources of the country should be linked together under one control and every part of the country supplied from the logical distributing point. Power is all-important. You cannot do a thing without power."

"The very best power now is power distributed by big concerns. But we should and must and will go still further. There are now hundreds, not to say thousands, of different power plants scattered all over the country."

"The whole power of the nation should be generated under one directing organization. It should be thoroughly standardized. All the plants should be connected together."

"So, I am not a bit afraid that a Power Trust would gobble up everything and everybody. There never will be anything without potential competition. Besides, the people will always assert themselves whenever things get out of balance, and will effectively demand and get fair treatment."

"A lot is being said about the profits made by those

taking part in the power mergers now going on. People shouldn't worry too much about that. Money keeps on flowing. The question is not 'Who gets the money?' but 'What tangible asset is left to the people?' The people always get the real gain, even though some man or group may get the passing profit. The main thing is to get the power resources of the country put on a more scientific basis. After all, it is the actual results achieved which count most. These people won't be able to take their money with them, and they will leave behind them a country more efficiently equipped with power."

"What they are doing is helping to have the country become more conscious of the importance of what electricity can do for them. Only a beginning has been made in making electricity do the work of the world. The ground has only been scratched."

"Power can revolutionize the lives of the people of this country. It can lift the burdens from the backs of the workers. It can abolish most of the tasks of the housewife. It has hardly made a beginning on the farm—where its possibilities are perhaps the greatest of all."

While Texas Utilities Company does not claim that the unlimited supply of dependable electric service which it has furnished is the sole or even the chief reason for the unparalleled development in West Texas, nevertheless it has every reason to be proud of the part it has played in the development of the territory which it serves.

Everybody knows that every city and town in the Plains country located on the copper highways of Texas Utilities Company, New Mexico Utilities Company, and Southwestern Public Service Company, is receiving 24-hour service which is as dependable and satisfactory as any metropolitan electric service.

There will be interest, too, in the achievements of Texas Utilities Company and in the growth of the territory which it serves. As a part of the plan of Texas Utilities Company to participate in the Edison jubilee, the company is pleased to announce a reduction in residence and business lighting rates for all cities and towns in the South Plains served by Texas Utilities Company.

The reduction in residence lighting means that all residence consumers will get a reduction of 14% on a consumption of 25 k.w.h. or less per month; a reduction of 10% on 50 k.w.h. per month, and a reduction of 50% on all current used per month in excess of 50 k.w.h. Heating, cooking and refrigeration in residences will be on a rate of 4c per k.w.h. on the new schedule. Reductions in the commercial or business schedule for lighting service range from 11% to 15%. **This is the eighth substantial reduction in electric rates that Texas Utilities Company has made within the past four years.**

In reviewing the history of the phenomenal development of the electrical industry in West Texas, the following facts should be noted.

That as late as October, 1924, one of the great banking institutions of the country expressed the opinion that any attempt to finance the requirements of Texas Utilities Company by issuance

and sale of first mortgage bonds would not prove successful, giving as a reason for such opinion that the territory served by Texas Utilities Company was too scattered and also too remote from said bank's retail bond market.

That in October, 1925, a party of leading investment bankers from Boston, New York, Chicago, Detroit, St. Louis, and other Eastern cities, visited West Texas and Eastern New Mexico. The citizens of West Texas arranged and conducted the Eastern bankers on a tour of the Plains country which was in every sense a decided success. It proved to be mutually helpful to the visitors and the local people. The bankers, at various receptions and banquets given in their honor by the citizens of West Texas and Eastern New Mexico, promised without qualification to finance all of the requirements necessary for Texas Utilities Company and New Mexico Utilities Company to take care of their share of the development of the Plains country. The Eastern bankers have made good every promise made to the citizens of the Plains country.

That today, Texas Utilities Company, New Mexico Utilities Company, and Southwestern Public Service Company are owned and operated as a combined or interconnected property by the same group of individuals as a direct result of the visit of the Eastern bankers and the cooperation of the citizens of the Plains country.

That since the visit of the Eastern bankers to the Plains country in October, 1925, the management of Texas Utilities Company has, by merger, acquisition of property as an entirety and—or—the construction of transmission lines, built up an electric utility service to sixty-three towns in West Texas and Eastern New Mexico covering a territory equal in area to the State of Pennsylvania, with approximately one thousand miles of transmission lines in operation and—or—under construction at this time.

That Texas Utilities Company management takes pride in the fact that cooperation on the part of the citizens of the Plains country has made it possible for the company to carry out its building program in advance of the rapid growth of the territory which it serves, and at the same time make so many substantial reductions in rates.

That the advantage of the policy of Texas Utilities Company for the development of the Plains country by building transmission lines and operating interconnected power plants, is clearly

reflected in both the quality of service and reasonableness of rates in all of the towns located on the lines of the interconnected plants.

While Texas Utilities Company has regarded itself as an integral part of every community served by it and is proud of the productive power and the material greatness of the territory developed, nevertheless the company has at all times bottomed every investment made upon its abiding faith in the spirit of fair play and cooperation manifested by the citizens of the Plains country. Every town on the lines of Texas Utilities Company and New Mexico Utilities Company in the Plains country has recently granted a standard 50-year statutory electric franchise, and with one exception, every town in the Plains country is being supplied with electric energy to do its city pumping and street lighting service under a 20-year statutory street lighting and city pumping contract.

It was the spirit of fair play manifested by the people of the Plains country, and not the potential possibilities of the territory served, that caused the Eastern bankers to publicly commit themselves on the occasion of their visit in 1925, to furnish all the money necessary to enable Texas Utilities Company and New Mexico Utilities Company to do their full share in the development of the territory.

Texas Utilities Company management has always recognized and appreciated the fact that the spirit of cooperation on the part of the citizens of the Plains country was due in a large measure to the constructive leadership of the press of this section. This appreciation has been acknowledged from time to time by literature circulated throughout the country by Texas Utilities Company.

The future growth and development of the Plains country depends very largely upon the vision of the press published in the territory, and the continuation of the practical spirit of cooperation on the part of the people of the Plains country which has been the chief factor in the rapid growth and development of the entire territory served by Texas Utilities Company during recent years.

Texas Utilities Company takes great pride in recording the fact that a market was found for the sale of all bonds and securities necessary to meet its requirements as a result of the visit of the bankers to the Plains country.

Yours truly,

R. KELSO,

President, Texas Utilities Company.