

JONES

Price Cutting

SALE

A Sensational Slaughtering Of Prices—Nothing Reserved

THAT IS EXACTLY WHAT WE ARE DOING. FROM THE BACK OF THE STORE TO THE FRONT, WE HAVE GONE THROUGH, PIECE BY PIECE, AND MARKED EVERYTHING DOWN. YOU CAN LOOK FOR YOURSELF AND SEE THE FORMER PRICE, AND THEN LOOK AT THE PRICE WE HAVE MARKED FOR THIS SALE. NO ONE CAN DOUBT OUR SINCERITY AFTER SEEING THE PRICES WE HAVE MADE. ALL WE ASK IS THAT YOU COME DOWN EXPECTING THE BIGGEST BARGAINS OF THE PRESENT LOW PRICE ERA YOU WON'T BE DISAPPOINTED. SEE OUR BIG TWO PAGE CIRCULAR. If You Fail To Get Yours, Ask For One.

Friday Morning 9 to 10 36 inch Fast Color Print (Limit 4 Yards) 7³/₄ yd.	Ladies All Silk Dresses New Spring Shipment \$2.98 ea.	Childrens Dresses \$1.00 Values. This SALE— 39c ea.	Full Fashion Silk Hose 75c Value, 2 pair for— 1.00	One Table Lace and Braid. Values to 75c yd. This Sale— 5c yd.	HAWK Brand Heavy Shirts 79c ea.	Fancy Dress Sox 12c pr.
Mens and Boys Shirts Values to \$1.95 Broken Sizes 59c	9-4 Brown Sheeting (No Starch) 14c yd.	36 in. Brown Domestic A Dandy 5c yd.	Mens and Boys Scout Shoes. All Sizes \$1.39 pr.	Childrens Pure Silk 1/2 Sox 9c pr.	POOLS Play Suits. Striped. Sizes 2 to 8 59c ea.	Mens Overalls. Sizes 32 to 42. High and Low Back 59c
Ladies Spring Coats \$5.88 ea.	Mens Collars Soft and Laundred 5c ea.	SILKS Values to \$3.50 This SALE— \$1.49 yd.	POOLS 75c Value Work Shirt. This Sale— 46c ea.	Childrens Hickory Stripe Play Suits. Sizes 2 to 8 39c ea.	One Table Ribbon. Values to 25c yd. this Sale— 5c yd.	Rayon Piece Goods. Values to \$1.00 yd. This Sale— 19c yd.
60x76 Double Blanket Weight 2 1/2 Lbs. 79c	Ladies Dress Shoes in High, Medium and Low Heel \$2.49 pr.	Values to \$2.50 This SALE— 98c yd.	New Spring HATS Values to \$3.49. This Sale— \$1.98 ea.	<h2>JONES DRY GOODS INC.</h2>		

Santa Fe—A. & M. Exhibit Train Coming

College Station, Texas, Jan. 31.—Carrying numerous exhibits showing results of tried methods in producing better profits and better living on the farm, the 1932 Santa Fe—A & M College Farm and Home Special, plans for which are rapidly maturing, will begin its tour of all Santa Fe lines in Texas February 15 at Navasota. The tour, covering several thousand miles and including 147 stops over a period of forty-five days will end April 6 at Snyder.

As in the case of similar trains in Texas in the past, the agricultural special will be conducted cooperatively by the Santa Fe Railway Company and the Texas Agricultural and Mechanical College with the assistance of other institutions and agencies. Official approval of plans and arrangements for the special has been given by F. G. Pettibone, vice-president and general manager, and J. S. Hershey, general freight agent, of the railway company, and President T. O. Walton and Director O. B. Martin of the Extension Service on behalf of the college.

The special, a nine-car train, will be operated by the Santa Fe while the exhibits and speakers, specialists in their various lines who will explain the exhibits and their application to local conditions at each of the numerous stops, will be supplied by the college. Programs will be from two to three hours in duration at each stop and electrically controlled voice amplifier will be used at the open air

meetings. The train will cover the territory of both the Gulf, Colorado and Santa Fe and the Panhandle and Santa Fe. J. F. Jarrell, manager of agricultural development of the railway, will have general charge of the enterprise. L. F. Dinan, agricultural agent of the G. C. and S. F. at Galveston, will handle program arrangements for meetings in his territory, and J. D. Tinsley, of the P. and S. F. at Amarillo, in territory of the latter line.

The special will carry exhibits showing tried methods of making the farm self sustaining and of cutting production costs. Extension specialists will make brief talks on home improvement, dairying, poultry raising, advanced methods of livestock raising and farm practices. Livestock exhibit for demonstration purposes will be carried on the train. Exhibits of special interest to women and girls will be included, these arranged under the supervision of Miss Mildred Horton, state home demonstration agent of the Extension Service. Farm electrification exhibit showing the many uses to which electricity may be put on the farm will be prepared by the Texas committee on the Relation of Electricity to Agriculture.

Following talks at the various stops, visitors will be invited to go through the train. Passenger coaches will be used for meetings in inclement weather. Similar trains were conducted by the Santa Fe and A & M in 1923, 1924 and 1928. During the 1928 tour, the special, which made 117 stops over a period of thirty-six days, was visited by more than 110,

000 people. March 28 through April 2: Farwell, Muleshoe, Sudan, Amherst, Littlefield, Anton, Shallowater, Lubbock, Seagraves, Brownfield, Ropes, Levelland, Bledsoe, Lehman, Idalou, Crosbyton, Ralls, Lorenzo, Abernathy, Hale Center, Floydada, Lockney, Plainview.

BETTER NOW THAN NEVER

The swiftly growing highway sentiment in the Panhandle received tremendous acceleration Monday when a mass meeting of Hereford business men and Deaf Smith county farmers announced a united drive for a county-wide road campaign.

Following closely on the heels of successful road bond issues in Moore, Hansford, Ochiltree and Lipscomb counties, the announcement from Deaf Smith practically assures closing of another gap in the Panhandle road system, an turns the spotlight of inquiry upon Donley, Armstrong, Dallam, Parmer, Swisher, Oldham and a few other counties where connecting links are needed to give this section complete and pridedful highway service.

All-weather roads at greatly reduced cost through the use of local materials and asphalt has been the stimulant which has galvanized into action the lagging forces of road boosters.

A thought brought out at the Hereford meeting by Wilbur C. Hawk is worthy of careful consideration by counties now on the fence regarding road construction. Mr. Hawk, who is vice-president for the Panhandle of the County Highway Tax Relief Association, an organization formed at Fort Worth about a month ago, reminded his hearers that a state-wide bond issue would be again submitted to the legislature for ratification by the people, and owing to the fact that so many East and South Texas counties desire road bond refunds, the measure was almost sure to be adopted in one form or another in the near future. He suggested, therefore, that Panhandle counties without road bonds to retire, and without all-weather roads at present might lose out all around and find themselves helping other counties to pay their road bills.

The idea that now is the time to vote and prepare against the future while at the same time, relieving present economic conditions is rapidly gaining in popular sentiment. Prospects were never brighter than at present for the greatest highway construction program in the Panhandle the state has ever witnessed.

C. L. Wines was in to see us last week and had a long article on the depression and its causes from the pen of his old friend, Cyclone Davis of Hopkins county. His arguments were at least good, but we have just about decided that no one knows the cause.

Cured Meat Show at Lubbock Mar. 24-25

Designed to carry the breeder-feeder movement a step farther and encourage the killing, curing and marketing of Texas finished livestock, plans for the second annual Panhandle South Plains Fat Calf and Pig Show, Ham, Bacon and Cured Meats Show have been announced by officials of the Lubbock Chamber of Commerce, sponsors of the show.

The show is to be held at the Fair Grounds in Lubbock, March 24 and 25th.

Four divisions of the show, provide for calves, pigs, cured and canned meats.

The calf and pig divisions are open to 4-H club members and students of vocational agriculture. An auction sale is to be held for all the calves and pigs the boys are ready to market. Col. Earl Gartin is to have charge of the sale.

Adults are eligible to enter canned and cured meats in the meats divisions.

Prizes amounting to approximately one thousand dollars will be awarded by the Lubbock Chamber of Commerce.

Hams, bacons and shoulders will be wrapped with regulation marketing paper, marked with a uniform label after the display. Much of the meat will be offered for sale by the exhibitors, it is believed.

Last year over a hundred hams, almost as many bacons and shoulders, and about 500 exhibits of canned meats were entered in the meats division with about one hundred and forty entries in the calf division and one hundred and ten in the pig division.

Little Theatre Group To Present a Play

A group of home town people have recently banded themselves together in a Little Theatre movement. The purpose of the Little Theatre as all know, is to foster the presentation of clean, wholesome dramas, presented by home-town talent. The first step in that direction this year was "The Clay's the Thing," which was sponsored some time ago by the Lions Club.

The fourth coming play is another clean rollicking comedy, though it is a play of an entirely different time from the comedy mentioned above. The title is "Finger Prints." The cast under the direction of Mrs. M. L. Penn has already started to work.

The play will be presented on the night of February 16th, at the high school auditorium. Proceeds will go to purchase play ground equipment for the junior high school.

Characters are: M. L. Penn, Geo. Neill, James Harley Dallas, Floyd Ledbetter, Mrs. Francis B. Graham, Mrs. Clyde Cave, Rowena Grantham, Polly Taylor, Mrs. Pyeatt, and Mrs. Dennis. Watch for further announcements and plan to see "Finger Prints."

Chillicothe—R. C. Johnson purchased P. P. Wey Hardware Store.

Graham—Ed Chance opened Graham Lock and Key Co. in Driver Hotel building.

INSURANCE HEAD SEES BETTER TIMES AHEAD

Dallas, January.—That "some time in 1932" will see a turning point in business affairs of the nation—and certainly in business affairs in Texas—was the statement today by Harry L. Seay, President of the Southland Life Insurance Company. Mr. Seay bases his belief on the result of an analysis of the life insurance business, which is always one of the best barometers of business conditions.

"When financial affairs reached a

crisis more than fifteen months ago" said Mr. Seay, "A great many people naturally turned to life insurance as the one perfectly sound financial institution. They found their belief justified, and life insurance has continued to stand as a bulwark of safety."

"A false belief in the return of unnatural and boom prosperity continued for several months. About six months ago, however, the greater majority of people began a process of liquidation of debts and returned to a saner and more normal basis.

Many of them, it is true, were carried away by an unnecessary fear, but this movement is stopping and in every way, we have a brighter outlook than we have had for many months. I believe that most people have learned the lesson that neither riotous living and spending nor ruinous false economy will work. If so, we can expect happier days.

"In the life insurance business, itself, the most remarkable and continued drain of policy loan is abating. We also have every reason to expect a gradually increasing replacement of life insurance values, which have been lost by unwise individuals during the past.

away by an unnecessary fear, but this movement is stopping and in every way, we have a brighter outlook than we have had for many months. I believe that most people have learned the lesson that neither riotous living and spending nor ruinous false economy will work. If so, we can expect happier days.

Is Your Gasoline Tax Money BUILDING GOOD ROADS OR ENRICHING RACKETEERS?

You pay a tax on every gallon of gasoline you buy. Your state levies this tax to pay for building good roads.

But your state is not getting all the money paid as a gasoline tax. RACKETEERS ARE TAKING AN ALARMING AMOUNT OF IT! They are selling bootlegged gasoline on which they pay the state no tax—but they make motorists pay all or a part of the tax. The racketeer keeps this tax money himself!

You get your tax back in the form of good roads when the state collects the tax. You get nothing when racketeers get your money. And remember—if your state got all the money paid as tax, it could well afford to lower its gasoline tax!

If you want your money to go into road building instead of into the racketeers' pockets, make sure the gasoline you buy is not bootlegged. Buy gasoline made by a reliable, law-abiding company and sold under a dependable, well-known brand name, and be certain that your tax money goes to your state and not to the racketeers. That's the only way to beat the racketeers.

CONOCO Gasoline is a branded gasoline you can buy with safety at the sign of the CONOCO Red Triangle.

CONTINENTAL OIL COMPANY



C. B. Quante

CONOCO DISTRIBUTOR BROWNFIELD, TEXAS

DON'T FAIL TO SEE OUR
VALENTINES
BEFORE YOU BUY

HUNTER DRUG STORE

—Prescriptions Accurately Filled—
The Nyal Store

MAGNOLIA PRODUCTS

Tom May, Agent
Phone 10 Brownfield, Texas

BIG PRICE REDUCTION

In order to meet present conditions, we have reduced the price of barber work as follows:
HAIR CUTS 35c
Other work in proportion at — BYNUM'S

RIALTO

FEBRUARY 14, 15, 16.

"THE CHAMP"

You'll Be Talking About It All Winter

February 14

VALENTINE'S day means ARTSTYLE and RINGO CANDY

It's simply unforgivable for a man to forget chocolates on Valentine's day—February 14.

What a delicious assortment there is under the cover of this big Red Box! Nineteen different kinds of centers—nuts, nougatines, creams, caramels. And all of the smothered in the "\$50,000 chocolate" that has made this candy famous.

Artstyle chocolates are sold only at the Rexall Drug Store.

Large Assortment Valentine Cards to Select From Just received a fresh assortment of Virginia Lee Bulk Chocolates.

ONE POUND \$1.50



ALEXANDER DRUG CO.

The Rexall Store

"Where Most People Trade"

Quit Your Wailing

Lets forget hard times, Though great has been the fall, Cut out these modern luxuries, That put us to the the wall.

For living fast as lightning, Is ruinous sure as thunder, While these times are tightening, Throw the brakes, less we blunder.

Hitch old Dobin to the sleigh, Put on the old blue bonnet; Jeans pants will smooth the way, Calico dresses are a good tonic.

Roast sweet taters in the ashes, Get onions in our eyes; Eat corn bread and molasses, And all can live who tries.

Tell Liza Jane you love her, Going to stay with her till ye die; Thank the Lord, breakfast, dinner, and supper, You will get the right reply.

This is a wee bit old fashion, We wont be hard to please; But give us old time rations, We just want to live at ease.

Cotton Acreage Law Held Unconstitutional

Franklin, Feb. 1.—District Judge W. C. Davis today held that the Texas cotton acreage restriction law, passed by the 42nd legislature, is "unconstitutional, null and void." He denied an injunction sought by County Attorney T. L. Tyson of Robertson county to restrain Fred L. Smith of Calvert, farmer, from planting more cotton this year than the law would allow.

In his opinion the jurist declared that enforcement of the law would be "the essence of tyranny and destructive of the fundamental principles of free government, would violate sacred guarantee of constitution and would make the bill of rights a nullity and a farce.

W. D. Moon and wife are moving to Loraine and the Herald will follow to keep them posted. They have lived in Terry county too long to remain at Loraine long.

Haskell—Haskell County courthouse nearing completion.

WELLMAN

There has been so many moves made this past two weeks we have been unable to remember them all. There were only a few who moved out of this community.

Mr. Hefner who is moving to New Mexico had an accident when the truck turned over as he was returning for his household goods. Tom Hefner and one of the Wilson boys received minor injuries.

We regretted having Mr. and Mrs. Charlie Warren move to Forrester. They have helped much with the community activities here. Our loss is Forrester's gain.

Mr. and Mrs. W. D. Moon moved to their place in Loraine, which he purchased from Mr. Taylor. Mr. and Mrs. Moon are old timers of Wellman having lived here several years, serving the public in the grocery business a part of this time. Mr. Moon sold his property here and intends to make his home at Loraine. We wish them happiness and prosperity in their new home.

Mr. and Mrs. Taylor moved here from Loraine. Mr. Taylor is going to do shop work here.

Mr. and Mrs. Bishop moved to Mr. Kerby's place. Mr. and Mrs. Hudson moved to their farm west of Wellman.

Mr. and Mrs. L. D. Hamm and Mr. Earl Hamm moved to the place where Mr. Hefner lived.

Mr. and Mrs. Green moved to Mr. Roy Green's place.

Mr. and Mrs. Burnett moved to Mr. Hudson's place just south of the school house.

Mr. and Mrs. Wright moved to where Mr. Burnett did live.

Mr. and Mrs. T. A. Wartes moved to the place where Mr. Warren moved from.

So if you wish to visit your old neighbors, I think you will still be able to if you will remember that they are living in another corner of the community. They liked Wellman so well they wouldn't leave but thought they would be more prosperous over on another place and that the sand was not blowing so hard over somewhere else.

Mr. and Mrs. W. M. Schroeder entertained with a theatre party Monday evening. Their guests were Mrs. Brown, Miss Rasco, Gracie Moon, Pauline Lindley, Margaret, Billie Jo and Rose Schroeder.

The Girl's basket ball team attended the Basketball Tournament Friday and Saturday. The girls did good

THE RED & WHITE STORES OF BROWNFIELD

THE RED & WHITE STORES



Circulate Your Money in Your Community

Local merchants with modern stores and modern methods provide genuine quality at low every-day prices.

- BETTER MERCHANDISE - BETTER PRICES -

If you want to save money on your bill—Come to Red & White Stores

Our List Of Bargains Is Large

SEE OUR WINDOWS BEFORE BUYING

HUDGENS & KNIGHT

WEST SIDE SQUARE

BROWNFIELD, TEXAS

CHISHOLM BROS

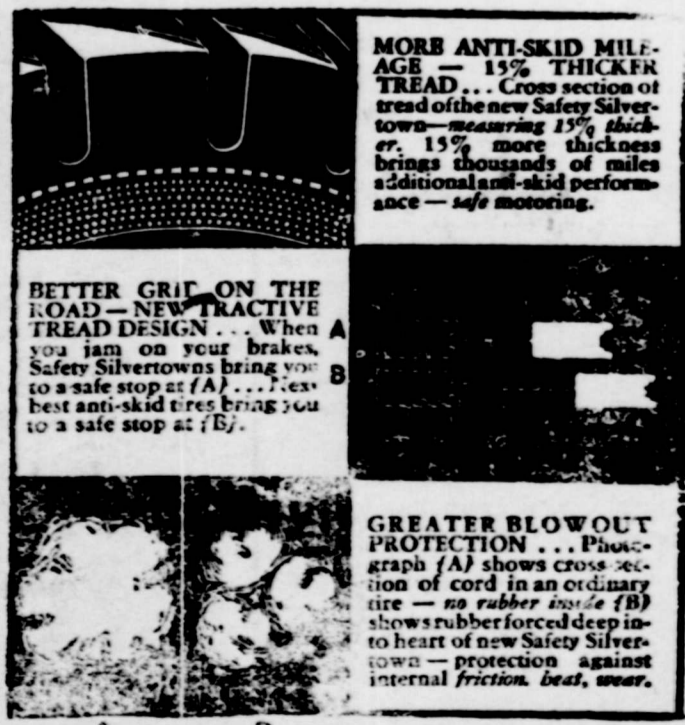
SOUTH SIDE SQUARE

BROWNFIELD, TEXAS

THE RED & WHITE STORES



Leader of outstanding Goodrich value



THE tire sensation of 1932—meeting today's need for more safety in motoring. A 15% thicker tread, bringing thousands of miles additional anti-skid performance. New tractive tread design—more grip on the road than any other tire... The strongest tire carcass ever built—exclusive Goodrich cord construction combating internal friction, heat, wear... Yet look at the price—imagine such prices for a super tire! Then come in and see it. Join the Silvertown Safety League... Ask Us for Details

CAMP WESTERN SERVICE STATION

PHONE

2 4 6

L. M. PERRY & SON

BROWNFIELD

work, but were not used to the indoor court and drew strong teams. They played Andrews and Lamesa.

The boys went to Union for a ball game Friday afternoon.

Mr. and Mrs. W. M. Schroeder motored to Lubbock Friday. Mrs. Brown who accompanied them is visiting with her daughter, Mrs. Castle this week.

Miss Josie Oliver who is teaching at Loop visited home folks this weekend.

Gracie Moon enjoyed visiting with Mrs. Barrett of Brownfield Friday evening.

Mr. and Mrs. C. A. White entertained the young people with a backwood party Saturday evening. After the guests had met the entrance requirements, many interesting games were played.

Rev. Drennon met with the Bible Study Class at the church of Christ Friday evening.

Rev. Hester preached at the morning services of the Methodist church Sunday. Sunday evening he organized a class to study the "Life of Christ." Rev. Hester is well prepared to teach the course, having studied fifteen books on the "Life of Christ." An attentive congregation enjoyed the Sunday school Institute held at the school house Sunday afternoon. The following interesting program was given: Devotional, Rev. W. L. Porter-

field; The value of the Sunday school, Rev. Ed A. Tharp; Essentials of Success in Teaching Young People, Rev. J. M. Hale; The Bible Teacher and his Problems, Mr. W. A. Tittle; The Bank of Love, Quartet from Forrester; What Leadership Training Has Meant to Me, Mrs. H. T. Wilkins.

Mr. and Mrs. Houston Winn of New Mexico visited his brother and sister, Mr. Gould Winn and Mr. L. P. Adair.

Clothing valued at \$7,349.65 was made by 132 4-H club girls and 127 home demonstration club women in Delta county in 1931 as part of their contribution to the farm income. The chief return noted, however, was in learning to dress well on small sums.

Read the Ads in the Herald.

RIALTO
FEBRUARY 14, 15, 16.
"THE CHAMP"
You'll Be Talking About It All Winter

Brady—Bridge on Highway No. 9 south of city being widened.

RAIL MEN AGREE TO A 10 CENT CUT TO AID JOBLESS

Chicago, Feb. 1.—Railway labor, from section hand to engineer, takes a 10 per cent wage cut today, with the hope it will give work to its jobless and speed the return of better times.

The agreement which authorized the nation's railroad to take \$215,000,000 out of the pay envelopes of the workers for one year was signed last night by leaders of both sides.

It was a voluntary concession on the part of labor at the request of the rails. Had the workers chosen, they could have forced the carriers to take the reduction demand before a broad arbitration with consequent months of delay. Their rate of pay is protected by contract.

In return, the workers received certain concessions to a compromise program they proposed, chief among them being assurance the rails would do as much as conditions would justify to use the wage cut savings toward relieving the distress of 700,000 jobless and 600,000 only partly employed.

The final scene, enacted in the conference room of a loop hotel, climaxed 17 days of negotiations that were without precedent in the history of rail-labor relations. Never before had the two factions pooled their efforts to solve a problem of like nature or magnitude.

USE GAS FOR HOUSE HEATING

West Texas Gas Company

RIALTO

Sunday, Monday, Tuesday February 7th, 8th, and 9th.

**AT THEIR HAPPIEST...
PEPPIEST... and GAYEST!**

ROMANCE... different and
better than anything they've
done yet. Laughs by Brendel;
music by George Gershwin.

Delicious

with Janet Charles

GAYNOR FARRELL

EL BRENDEL

Music by **GEORGE GERSHWIN**

DIRECTED BY DAVID BUTLER

A FOX PICTURE



MELODIES YOU'LL
BE HUMMING
"Delicious"
"You Started It"
"Somebody from
Somewhere"

News

Comedy

WE GIVE YOU MORE HARDWARE FOR YOUR MONEY

SALAD BOWLS IN COLORS .19

6 PLAIN WHITE PLATES .59

RUGS PABCO OR GOLD SEAL 5.59
9x12

RUG 9x12 PABCO 7.50
5 YEAR GUARANTEE

4 GENUINE New Perfection Wicks 1.00

Trace Chains LIGHT HEAVY PER PAIR .75 PER PAIR .90

LARIET ROPES 33 FT. LONG .79

MULE COLLARS 1.25

MULE BRIDLES 1.50

HAME STRINGS EACH .15

4 Qt. Aluminum Stew Pan with Lid 19c 18 ft. 1 1-8 Inch Check Lines \$3.35

We have a complete stock of Avery, P. & O., Oliver, Case and Emerson Lister Shares.

FIGURE WITH US BEFORE YOU BUY

Hudgens & Knight

West Side Square

Brownfield, Texas

Scout Troup Gives Demonstration Thurs.

Troop 45 of Boy Scouts gave a demonstration of fire building, signaling, bandaging and knot tying at the school last Thursday, that attracted quite a lot of attention and comment. As a result, a number of boys have signified their intention of becoming members of the Boy Scouts. Registration is now under way and is progressing nicely.

It is the intention of the boy scout leaders to put on a drive for new material in the near future and make the two troups here among the best in the country. No. 45 will take an outing at Cedar Lake Saturday. The demonstration mentioned above was held at the Junior High School.

CLARENDON LEADER APOSTLE DOES POEMS

Mule in a barnyard,
Lazy and sick.
Boy with a pin
On the end of a stick.
Boy jabbed the mule—
Mule gave a lurch;
Services held Monday
At the M. E. church.
If you don't like real poems, how
about this one for a change?
Said a bald-headed man,
To a waitress bold;
"See here, young woman,
My cocoa's cold!"
She scornfully answered,
"I can't help that;
If the blamed thing's chilly
Put on your hat."

Read the Ads in the Herald

IF YOU NEED

drugs, medicines or sundries,
you should have the best.
We are prepared to serve
you with nothing but the best.

TRY US.

WE DEVELOP
KODAK FILMS

CORNER DRUG STORE

1931 Fires Cost Texas People \$20,000,000

J. W. DeWeese, Texas State Fire Insurance Commissioner, gave out the following statement today pertaining to 1931 fire losses in Texas: "The insured fire loss for the year 1931 in 400 Texas cities and towns as reported by the local fire marshals thereof was approximately ELEVEN (\$11,000,000.00) Million Dollars. The total insured fire loss for the whole State of Texas during the year 1931 will not be known until the Stock Fire Insurance Companies doing business in Texas make their reports to the Fire Department and the same are compiled, which will be during the summer months. The total fire loss in Texas for the year 1931, including both insured and uninsured fire losses, has been approximately at TWENTY (\$20,000,000.00) Million Dollars.

In commenting on the reports of the local fire marshals made to the State Fire Insurance Department the seriousness of the fire situation in Texas will be realized by a careful study as to the "Cause" of fires as below set out, and this should be sufficient to make the city officials, the business men and women; and all the people of Texas as a whole, realize how important it is that Fire Prevention become an important part of their business beginning with 1932. Of course, the number of people burned to death in 1931 which figures will be available about March 1st, is the most serious side of our fire loss problem, but at the same time economic conditions prevailing throughout the State and Nation presents a more serious side than ever before to the importance of conservation of property. The people of Texas will appreciate this statement more when they have been made to realize that they are paying the cost of ever fire that occurs and not the insurance companies. Also, the people of Texas will appreciate the importance of Fire Prevention more when they realize that fire wipes out property completely and that it wipes from the tax roll that much taxable property; that it causes unemployment; and reduces the earning power of those effected. The leading causes of fires during 1931 as shown by the reports of fire marshals is as follows:

\$443,456.00
525 fires caused by defective electrical installation and appliances \$843,717.00
470 fires caused by careless Smokers and Matches \$292,741.00
327 fires of incendiary origin \$601,156.00
310 fires caused by defective chimneys and flues \$110,628.00
123 fires caused by kerosene and gasoline \$78,852.00
88 fires caused by carelessness in use of gas, and by defective gas stoves and appliances \$56,207.00.
769 Vacant House Fires \$661,965.00.
2506 UNKNOWN fires (Fires of Unknown Origin) \$6,255,297.00.
Six of the above were from "PREVENTABLE" causes. The number of fires resulting from the use of gas was very low, and the reason that we have listed Gas here is, that the greatest danger of its use arises from the fact that a good many people have been burned to death by the careless use of same. The number of Vacant House fires in 1931 could have been reduced had the "Vacancy Clause" been put in the policy in every instance, and had a vigorous investigation been made in the beginning of Fires in Vacant houses. The number of Incendiary fires could have been reduced in 1931 had every city and town in Texas at the beginning of the year held a Fire Inquest of every fire that occurred as provided for under Articles 990-996 Code of Criminal Procedure of Texas. Also, the number of "UNKNOWN" fires could have been reduced in 1931 had a proper investigation been made of all fires at the beginning of 1931. And, the cause could have been ascertained in many of these reported "UNKNOWN" fires had the investigation been made. A larger per cent of fires in the past could have been prevented had the proper effort been put forth; therefore, the State Fire Insurance Department appeals to the officials of Texas cities and towns to follow its suggestion by passing an Ordinance creating a Fire Prevention board, whose duty it shall be "to find ways and means to reduce fires" caused by Carelessness; Over-Insurance and Incendiarism.

A man was here a week or so ago from Tatum, N. M., trying to get a semi-pro basketball team organized here as he said the Tatum team wanted some games in Texas. Fred and Bill Youree are trying to work out a good, fast team here.

THE OUTLOOK FOR COTTON

(From the Little Rock (Ark.) Democrat)

The outlook for cotton is affected by the outlook for the European market more than by any other single factor, but other factors affect it also, say The Texas Weekly which adds: "Especially is it affected by the outlook for next season's cotton acreage."

The Weekly points out that for three years there has been greatly reduced consumption of American cotton, and there has not been a corresponding reduction of production. On the contrary there has been increased production, with the result that we have the biggest carry-over of unconsumed cotton in history.

Which serves to remind us again of the laws passed by legislatures aimed at enforced reduction of cotton acreage. Texas, Mississippi, Arkansas and South Carolina adopted such laws. Which Georgia refused to pass such legislation her governor pointed out that her farmers have been reducing their acreage steadily for many years and will make further reductions this year.

Louisiana's law doubtless will be ineffective as it contains a limitation which makes it inoperative unless other States also prohibit the planting of cotton.

"We have never taken much stock in the limitation of cotton acreage by law," says The Weekly. "But we have always recognized that the continued normal production of cotton in the present circumstances is out of the question."

There has been much talk of the probability of Southern farmers, who feel that the new law will not be enforced, planting every available acre in the hope that such legislation will tend to boost prices. But we doubt that cotton farmers would be so foolish. They know that over-production this year will be the proverbial straw on the camel's back and and it is hard for us to believe that they will court destruction.

Experience has proven that cotton farmers plant according to prices. That is, if a year of over-production brings low prices, farmers reduce their planting the following year. With that tendency and whatever effect legislation may have, the crop should be much smaller this year.

Rev. Mr. Hester was in last week and reported that he was to deliver some lectures on the life of Christ at Wellman this week, and also teach a Bible class.

LAST NAME DROPPED BY POST DISPATCH

Houston, Feb.—The Houston Post-Dispatch today dropped the last word from its name and announced it would be the Houston Post hereafter.

The Post, then some fifty years old and the Dispatch, a relatively new paper, were merged seven years ago by Gov. Ross S. Sterling, then owner of the Dispatch.

J. E. Josey, insurance man and capitalist, recently succeeded the Sterling interests as publisher of the Post-Dispatch.

THE NEWSPAPER AN INDEX

To me the first index of a city with which I am getting acquainted is the newspaper. I can get more of the real city information from the looks of the newspaper it supports than in any other way. Show me your newspaper and I will tell you what kind of a town you have. If the paper is live and prosperous and progressive, that is exactly the kind of a city it will be published in. I am quite sure that the newspapers of Santa Clara county are among the most attractive business features of the county. In investment and in giving employment to men and women the newspaper always ranks with other manufacturing establishments in the same city.—William Southern, Jr., in the Independence (Mo.) Examiner.

TOO MUCH TRUST

The biggest trust on earth is the country weekly newspaper, says a Georgia editor. It trusts everybody, gets cussed for trusting, mistrusted for cussing, and if it bursts from trusting gets cussed for bursting. There is but one way to burst this trust—pay your subscription.—Clarendon Leader.

Most advice is given without selfish motives. Still, it is full of error.

RIALTO

FEBRUARY 14, 15, 16.

"THE CHAMP"

You'll Be Talking About
It All Winter

A. BRISBANE, HISTORIAN

Any editorial makes a mistake every now and then, but when Arthur Brisbane said the other day "Japan is only doing in Manchuria what the United States did when it took Texas from Mexico," and that "We decided that we wanted Texas and that we could make better use of it than the Mexicans," he was heading straight for trouble. For Mr. Brisbane's syndicated editorials are run in some Texas newspapers and Peter Molyneux, of the Texas Weekly, keeps up with everything in and about Texas.

Naturally Mr. Molyneux, who is well grounded in history himself, hopped on that statement like a duck on a junebug. Indeed, it does look as though even the highest paid editor in the world should have a dim recollection of the fact that there was once a Texas revolution and a Republic of Texas. The circumstance shows the disadvantages of canned editorials. Mr. Brisbane's offering are widely read, but the formula is easy. It runs about thus:

A small boy of Ipsdownhich, Mich., killed his grandmother. Hamurabi cut the throat of his great-grandmother. Scientists say that with the aid of surgery such things can be prevented. With the advantages of our time Hamurabi might have founded the Salvation Army or copy-righted the Ten Commandments.

If Texas readers insist upon such profundity, why not feed it to them made in Texas? Peter Molyneux could at least teach the writers of it some Texas history and make them stay taught.—Dallas News.

TEXANS TO PARTICIPATE AT CHICAGO WORLD FAIR

Chicago, Jan. 28.—Impressed with what they had seen of A Century of

Progress—Chicago's 1933 World's Fair—members of the Texas Commission, here for a three day inspection of the exposition, expressed enthusiasm over the advanced state of preparations.

"We feel that no exposition on a national scope could hope to be complete without Texas," asserted J. C. Kennedy, Dallas, chairman of the Texas Commission.

"What we have already seen has impressed us immeasurably. Your plans have shown us the great possibilities it has for educating the people to the resources of our state. The world looks upon us as agriculturalists. Many Texans themselves do not know that our industrial assets are as great as those from agriculture. The same is true of a number of other resources in which Texas is an outstanding leader. We welcome your invitation to participate."

Similar expressions of surprise at the advanced state of the building program and the scope of the program were voiced by John C. Carpenter, president of the Security Life Insurance Company of Dallas, and Frank Holland, publisher of Holland's Magazine, Dallas. The Texans held a conference with executives of A Century of Progress tending to the formation of definite plans for participation by this state.

Careless drivers make exceptional public speakers.

"TANKAGE"

**\$1.75 per Hundred at Plant
Lubbock, Texas.
\$38.00 Per Ton Delivered to
Your Railway Station
McDONALD PACKING CO.
Lubbock, Texas.**

MAGNOLIA SERVICE

TIRES — ACCESSORIES — BATTERIES
— GENERAL REPAIR —

MILLER & GORE

PHONE ————— 200
Sieberling Tires Magnolia Products