

THE KNOX COUNTY HERALD

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VOLUME 39

Church of Church Revival



T. M. Carney

Brother T. M. Carney of Odessa, Texas will begin a series of Revival services in the Knox City Church of Christ Friday of this week, August 18th. The song services will be under the direction of S. T. Norton of Rhame Texas.

There will be two services each day, the morning service at 10:30 o'clock and the evening service at 7:15. The Minister's theme for this meeting will be the "Gospel of Christ". Every one is cordially invited to all services.

BRIDE HONORED WITH SHOWER

One of the most elaborate showers ever given in Knox City was this Tuesday morning in the home of Mrs. M. M. Ashcroft honoring Mrs. Mable Wilson, bride of Chad Wilson.

The guests, 70 in number, gathered at the Ashcroft home at eight-thirty Tuesday morning. Iced heart-shaped watermelon was served following which the honoree was greeted with "Wishes" given by Miss Lora Jean Propps. A knock at the door sounded and Miss Lora Jean, who was attired in an attractive gypsy costume, accompanied the honoree to the door and welcomed in three other clever styled gypsies. They were the Misses Mary Leone Hoke, Youngie Jamison and Florence Wilson. The gypsies invited Mrs. Wilson to their tent which she found filled with gifts. These were unwrapped and when stacked several number of depth upon the beautiful brocade table (which was also a gift to the honoree) two other tables were brought in and filled.

The gifts were by far the most beautiful, useful and less duplicated. Any shower given in Knox City. Another outstanding thing of beauty was the hand sketched and painted guest book. It was the work of Miss Edwards and carried the good wishes of all present.

Hostesses were, Louise Mrs. Ashcroft, Mrs. E. Q. Warren, Mrs. Vera Bridges, Mrs. Billy Clarke and the Misses Claydene Hoke, Sydna Edwards, Elsie Graham, Daphne Humphries, Clara Clarke and Bernice Swift.

M. E. WOOLDRIDGE BURIED IN OKLAHOMA

Mr. Marvin E. Wooldridge of Altus Oklahoma dies last Friday and was buried Saturday. He was Mayor of his city, Altus as well as being a member of the Wooldridge Lumber Company. The local Wooldridge home was closed last Friday afternoon and Saturday morning.

LUSBY-POTTOFF

Miss Geneva Lusby, who was rearrested by Mr. and Mrs. H. Hutchinson of Knox City, was married on Saturday, August the 5th to Mr. Lee Pottoff. She is an employee of the Sims Oil Company in Breckenridge where her Miss Lusby were married and are making their home. Following their marriage, they spent the week end here with Mr. and Mrs. Hutchinson.

There was a meeting of the Pastors and Laymen of the Stamford District Methodist church held in Rule Monday. Those from Knox City attending were Brother and Mrs. Sharp and Mrs. J. C. McGee, L. W. Graham and J. W. Smith.

Cotton Values

ESTIMATED COTTON FIGURES NEAR HALF MILLION

Leading Business man and Farmer Tour Country

Estimated figures this week of the cotton crop for the Knox City territory runs near the half million dollar mark. These figures are conservative based on sound judgement. They practically coincide with the estimates made by local bank authorities and prove an interesting source of relief.

Mr. L. L. Davis, owner and manager of the Red and White Store of this city and who is vitally interested in the crop production of this territory, with Mr. John Coates, one of the fine farmers of this district, keep in close touch with the farm life and progress, making tours of the territory every week. Their report to the Herald this week was well made and we find their figures practically coincidental with those of Mr. E. O. Jamison of the Citizens State Bank.

The plowed up cotton is estimated to bring around \$70,000.00 to the local trade territory. The crop to be picked will make a yield of 12,000 bolls which will mean \$430,000.00 or more, a total of \$500,000.00. This half million dollars is to pour into our territory as a result of the cotton crop only. This is giving as much money as the same crop brought last year but with much less expense.

As has been stated, these figures are conservative. And this is the cotton crop alone. Mr. Davis emphasized. It does not include the butter, eggs, poultry and many other items that the cotton farmer has to dispose of.

Feed Spotted But Good

Mr. Davis says the feed crop is spotted. He is of the opinion however, that the feed crop will be sufficient to carry the farmers over another year. The new feed that is coming on where the cotton acreage was plowed up, will be a blessing to the country; that is, if it receives rain sufficient to make it. It is hoped, which statement is superfluous, that this needed rain will come.

Back to Cotton

Mr. Davis and Mr. Coates state that the cotton crop will produce in the Knox City trade territory, from one third to three fourth bale to the acre. They estimate the yield to average one third bale. They are both enthused over the coming production and prices and are a bright spot in the citizenship of the town. While both spend some time "gasping" about town, their integrity is unquestionable and their interest in their town and territory is genuine. We appreciate their interest in the new columns of the Herald and will be glad to have others follow their example.

Baptismal Service Sunday

The Baptismal service climaxed the unusual successful Revival Meeting of the First Baptist church of this city will be held at the classic service Sunday evening.

Through Wednesday of this week the number of applicants for church admittance through baptism is around thirty while near 15 are asking admittance by letter. This is a fine number seeking the higher, better life, but will no doubt be increased by several numbers by Sunday night.

Old timers of the city state that the largest crowds in 25 years to attend an individual church revival are attending this one at the Baptist church. This fact is considerably gratifying both to the Evangelist, Milford, and to the church at large.

The church has been filled to capacity most every night this week with huge numbers standing on the outside of the building. Many, who find the building too crowded and hot for comfort, sit in their cars and reap the benefit of hearing the excellent Gospel messages given by Dr. Milford.

Every one is invited at all times to the Baptist church but a special invitation is given all to attend the Baptismal service Sunday evening. The service begins at 8:00 o'clock.

Regardless—We're all on David's Side—By Albert T. Reid



Improvements Continue

A number of improvements are being made in the business and residential sections this week. The Huntsman Gin, now the Brazos Valley Gin Company, is making extensive improvements. In addition to repairing the machinery, the buildings are being practically rebuilt. W. R. Terry now manager of this gin states that it will be at least ten days before this gin will be ready for receiving cotton.

The other gins have completed their repairing and are ginning a little now. Cotton will soon be coming fast.

The Griffith building, adjoining the Powell and Dickerson garage, under lease by Dickerson, is being remodeled this week for a cafe. Mr. Dickerson is opening the place and will probably be ready for business some time next week.

Residential Improvements

Mrs. B. W. Pope is having quite a bit of work done on her home in the north section of town on the highway. The house is being reconditioned, refloored, the windows repaired and new steps placed at the front.

Mr. George McMillan had his cottage reroofed last week. He plans other improvements to be made soon. Ed Shaver is having his house repainted this week.

HOME OWNERS LOAN CORPORATION

The Home Owners Loan Corporation is ready for business in Knox County. This new corporation will take up loans on distressed homes. For information concerning the conditions etc. or for application blanks write to or see M. F. Billingsly, Attorney; or G. R. Eiland Appraiser, Monday Texas. Either will be glad to furnish you any desired information and, of course assist you in securing your loan there from.

Mrs. Holt Moseley and daughter Claudia Sue are in New Mexico this week.

J. Shuman was able to be in town again Tuesday. We are glad to see him back and am sure he will soon be active again in his work.

Mrs. Ben Walker returned home Monday from Graham where she went to see her sister.

Mr. Will Hollabaugh of Midlothian brother of M. J. Hollabaugh of this city, died Saturday. He was buried in the Midlothian cemetery.

HOSPITAL NOTES

Patients in the Hospital this week include the following: R. T. Pickett of the 6566 ranch, Alvie Bays of Truscott, E. N. Montandon of Welter, Mrs. P. A. Mansel and son of Rochester and Burnis Ratliff of Haskell.

Ray Giddens was dismissed Wednesday and returned to his home in Rochester. Mrs. Wayland Evans of Throckmorton was dismissed Wednesday and went to the C. C. Hogue home of this city.

Mrs. L. E. Lovelace of Seymour was dismissed Wednesday. Mrs. Kilwell of Rochester was here Tuesday for medical treatment. Arnola Server of Rochester was here Wednesday for a tonectomy. Mrs. Allen Bell of Rochester was here Tuesday for medical treatment. Mrs. J. H. Atterbery was dismissed Tuesday.

Mrs. Lula McLya of Munday was here Monday for treatment. R. R. Long of Grow Texas was dismissed Sunday. Marvin Billingsly of Throckmorton was here Saturday for a tonectomy.

Miss Buckholt returned to the hospital last Thursday from her visit with her mother in Wichita Falls.

Mr. Humphries, Sheriff of Knox County, who resides at the 6555 ranch, was here Wednesday night to see Uncle Tom Pickett. Ray Lanier was also in Wednesday night.

Mrs. Doc Rose and Mrs. Leon of Rule were visitors here Wednesday afternoon.

88 YEAR OLD GUEST GIVEN DINNER

Mrs. J. B. Warren of Merkel Texas, who is here visiting her two sons N. Q. and H. M. Warren, was honored with a dinner on Thursday of last week, August the 16th, for her 88th birthday. The Warren families gathered in the home of H. M. for the occasion.

Mother Warren came to Texas in 1850. She has witnessed plenty of changes in the great state. She has pioneered the way, being among those who fought Indians, who use to spin cloth for all home uses, and so on, and is now finding pleasure in modern inventions among which is the nice new Ford.

For interesting reminiscences of the pioneer days spend a few hours in the company of Mother Warren. She doubtless can recall them by handfull and you will find your visit most enjoyable.

Mr. and Mrs. George Gore and Homer of Weatherford spent the weekend here with Mrs. A. J. Gore.

Miss Alta Casse of Rule was the guest of Mrs. Orlis Hamm Sunday.

Bride Honored With Shower

Lee Smith is at his home this week with a broken leg which he received Saturday of last week when he went to dismount from the horse he was riding.

Lee and Roy Gore went to Rochester last Saturday to enter the weekly Goat Roping Contest. They were practicing their horses with a number of the other riders a few minutes before the contests started and Lee, in dismounting, his foot slipped and he fell on his right leg. His leg was broken, both bones, just below the knee. He was brought to the Hospital by a Rochester man where he received treatment and later carried to his home. He has had several bad nights since the accident but is doing nicely.

Roy Gore stayed with the Goats in Rochester and won high money in the contests. In fact, it is reported that Roy caught the only goat that was roped. He brought the two horses, his and Lee's back to Knox City Saturday evening.

Mrs. Ben Snelson, M. F. Walton and son George with Mrs. Bob Thomas of Ropesville are visiting relatives in Prescott Arkansas. They left Sunday.

First Bale In August 10th

L. C. Vance Jr. Receives Premium

On Thursday of last week, August the 10th the first bale of cotton for the Knox City territory arrived at the Knox City Gin Company. It was made by Mr. L. C. Vance Jr. It weighed out 461 pounds and L. W. Swift of the Knox City Gin Company gave 10 cents per pound for same.

Mr. Vance received a premium of \$31.50. He is on the Wiltbank-Jarvis place which is about four miles west of the city. Mr. Vance does not have a vast amount of cotton the age of that which yielded his first bale however the other a little younger in coming on fine.

Mr. Vance was only a short distance ahead of Mr. Barney Arnold on this first bale for Mr. Arnold was brought in a close second. His was ginned at the Cooperative Gin Co.

All the gins, with the exception of the Huntsman Gin, which is now the Brazos Valley, are ready for the coming ginning season. They have each already put out some cotton this week.

K C Wins Brazos Valley Flag

The Knox City Tigers playing head up base-ball closed the regular league season on the home diamond Friday with a win over their ancient rivals, the Rochester Brewers, by this win they are the Valley champions for the season just closed this giving them two out of three games in the play-off, there was a big crowd out to boost their favorite team, and the boys responded by fighting every inch of the way. Austin big right handed Fire-ball artist was nominated to pin back the ears of the Brewers and did a good job of it until overcome by the heat in the fifth. When 'Big' Hill the Crafty Curve ball tosser was rushed in until 'Little' Hill the pitcher with the Intestinal Fortitude could get 'Hot' the Tigers rushed right over the bench and climbed all over Big Dot Pittman the iron man of the Brewers staff for 4 runs which looked good at the time, but was over-come by the batting-biting going from Haskell county, and it took 10 innings of hard fighting to win. Some of the features of the game was base-running of Berryhill who scored 4 of the local runs. The hitting of Big Hill of Knox City and Brown of Rochester, Flowers the fastest little outfielder in the circuit made the big money catch in the 9th inning to pull down a blast off of the bat of West that was labeled a home-run, while the veteran of many campaigns was sorely missed in this game, but due to illness had to look things over from his car. And boy when we was needing a base-knock in the latter part of the game, was those fans crying for 'Old Reliable'?

The incentive which seemingly supplied the courage and determination to the Knox City lineup was the knowledge that the dependable old skipper, Ed Shaver, was behind the boys, supplying the head work and keeping the machinery oiled and running at top speed. How could Knox City lose with Ed at the helm?

Knox City		AB	R	H
Flowers, rf	5	0	1	
Wetzel, ss	5	0	1	
Denton, lf	5	0	0	
Johnston, 3b	5	1	1	
Berryhill, 2b	4	4	2	
B. Withrow, lb	5	1	1	
H. Hill, c	5	1	3	
Austin, p	2	0	0	
Creed, cf	4	0	5	
J. Hill, p	2	0	1	
	42	7	11	

Rochester		AB	R	H
Carrothers, lb	5	0	1	
Murphy, 2b	5	3	2	
Jim Wyatt, ss	0	0	0	
West, cf	5	1	1	
Burleson lf	5	0	2	
Mansell, 3-	4	0	0	
John Wyatt, rf	5	0	0	
Dud Pittman, 2b	5	0	1	
Brown, c	5	1	4	
Dot Pittman p	5	0	1	
	44	5	13	

The Score		Knox City	Rochester
Knox City	040, 001, 010	1	
Rochester	000, 230, 001	0	
Umpires:	Milford, Barton and Abernathy.		

MRS. MATTHEWS BEATS FIRE-MEN

About six o'clock Monday afternoon the fire alarm sounded and the boys with the truck were routed to the home of W. E. Matthews. However, before they could reach the house Mrs. Matthews and her daughter had extinguished the blaze.

Mrs. Matthews lighted a burner of her oil stove and it generated so freely sending the blaze to the ceiling. She called for help but did not desert her trouble, however the paper was all burned from the wall before she succeeded in getting the fire out. Nothing else was damaged.

Miss Lillian Park returned home last Wednesday from Chicago. Miss Park spent some time in Chicago before returning home.

Mrs. Clinton and two children of Putnam are here with her father E. L. Park.

Mrs. Holmes of Floydada spent Sunday with Mrs. M. M. Ward.

The Knox County Herald

Oldest Paper in Knox County
 PUBLISHED EVERY THURSDAY
 Mrs. H. B. Sweeney, Editor
 H. B. Sweeney, Publisher

One Year \$1.50
 Six Months75

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

NEWSPAPER ADVERTISING
 In the name of advertising more sales are committed than anything else in the commercial life. The anxiety of the average business man to find a new way to advance his interests makes him an easy victim of the shark and grafter with some scheme which he calls advertising. Every business man has paid for his

shortsightedness in waste of advertising funds.

Strange to say, such losses do not seem to have educated many, and this sort of fraud is one of the best paying rackets being worked today. Many a merchant will ignore the faithful efforts of his local publisher, who in the course of 12 months will have delivered valuable service to every individual and business enterprise of the town in which he operates, and the value of his home-town newspaper as an advertising medium, to patronize these rackets.

It would seem that in this twentieth century, and age of modern commerce, everybody would fully recognize the place of the newspaper in modern life. Not only is it bought and paid for as a medium of current news, but its advertising columns are regarded as news as well, and the soundest kind of an investment for the reader as well as the advertiser. The reader looks to these advertising columns as a guide to his purchasing of every thing that enters into his economic plans. He is influenced and guided

by the information thus gained by the information thus gained by practically all of his investments and purchases.

The newspaper is read by every member of the family, the man, the woman, and all of the children old enough to read. Practically all of the family spending is directed by information in the family newspaper.

On the other hand, who ever heard of the family spending being influenced by the multitude of free advertisements and ballyhoo circulars sold by these smooth-tongued artists, who are here today and gone tomorrow with the cash? In these times of economic stress every advertising dollar should be used where it will buy the most merchandising service. This is no time to waste hard earned funds from diminished profits in freak and spasmodic advertising. The place to spend the entire appropriation is in the local newspaper on a well planned and practical advertising campaign that will sell merchandise.

There never has been a time when the buyer was more careful of his spending, or more diligent in searching for the best his money will buy. He will watch the columns of his newspaper for information on that, the most important problem of his present existence. It is up to the modern merchant to furnish this information and place it where it will be readily found, in the advertising columns of the local newspaper. *Texas Commercial News.*

We call your attention this week to the fact that there are several cases of mouth disease in Knox City territory now. There is some French Mouth with quite a bit of sore throat and flu. It is needful that everyone take the utmost care of their mouth and throat, avoiding public drinking cups etc.

When the family is increased by two and three, the man of the house usually perks up his ears and begins to wonder "how in the name—etc", but Pete Humphries smiled with pleasure when his old cow brought two calves this week.

It is rumored the reason G. A. Branton could not be gone longer on his trip last week is the fact that he had to come home and sit up with his cotton. His 209 bales seem to be going down (in price) the same as all the rest at the present.

Mr. and Mrs. J. C. Campbell spent Sunday in Sagerton.

Mrs. G. T. Hradberger has as her guests this week her sister Mrs. McPherson of Abilene.

Miss Wilma Lowrey spent most of last week with her brother, Mr. and Mrs. Gilbert Lowrey, in Rochester.

Miss Cassie Thompson visited friends in Wichita Falls several days last week.

Mr. and Mrs. L. M. Jones made a trip to Jack county over Sunday and Monday.

Mr. Jim Humphries of Levelland spent the past weekend here with relatives and friends.

Henry White and Ancell Waldrip left the city Thursday morning for Chicago and the World's Fair.

Mrs. Lee Garner of Burkburnett is a guest in the L. W. Graham home this week.

Mrs. G. W. Coats is ill. Her sister, Mrs. Laverne McLelland of Stamford, is here.

Get your fishing license for the year, beginning now, at the Knox City Hardware Company.

Alex Whitton and family of Wayside are here visiting his brother W. R. Whitton.

Mr. and Mrs. H. B. Sweeney and son Mickie spent the past weekend in Paducah with friends.

W. A. Reeder of Levelland spent the past weekend here with his mother Mrs. M. A. Reeder.

Little Miss Thelma Jo Harrison is spending this week with her grandparents, Mr. and Mrs. L. D. Fox in Crowell.

Sign-Posts

Imagine yourself on an unfamiliar highway at night in the country. You want to go to Allison. You come to a forked road. No signs! Which way? You turn left and come to a crossroad. No signs. You turn right. You come to a town. It proves to be Liberty. You go back to the fork and turn left. A mile or so farther on you come to another crossroad. A sign pointing right says "Allison three miles."

But for that sign-post you might have traveled miles—spent hours, and come short of your destination.

Imagine yourself in need of hostility, clothing, breakfast foods or anything else, and this newspaper without advertisements! Think of the number of stores you would have to visit, qualities and price to check, reliabilities to consider.

Advertisements are sign-posts. They are information. They save you from wandering aimlessly from store to store. They keep you advised of the newest products of the latest values. They save you time, and put greater buying power in your dollars. They assure you of quality and service in merchandise, for only honest goods honestly advertised can stand the spotlight of publicity.

READ THE ADS

Renew Your Subscription

Then YOU

Can CROW

Knox County Herald



Sanitary Barber Service Always at Reid's Shop

Only 5 Days More Money Saving

AUG. 16TH—AUG. 26TH

Mid-Summer Clearance

Mr. Car Owner, a Message!

OUR STOCK IS HEAVIER THAN USUAL AT THIS TIME OF YEAR, DUE TO OUR DESIRE TO PROTECT YOU AGAINST ADVANCING PRICES. ANOTHER TIRE AND TUBE ADVANCE IS EXPECTED SHORTLY.

Your Firestone Dealer

DRIVE IN NOW WHILE OUR STOCKS ARE COMPLETE

Wise Motorists WILL BUY NOW FIRESTONE EXTRA VALUE



World's Champion Tire Liberal Trade-in Allowance

FIRESTONE Aquaproof Brake Lining As Low As \$2.40 Set

Size	Price
4.00-20	3.40
4.20-20	3.50
4.50-20	3.65
4.75-20	3.80
5.00-20	3.95

EXTRA SPECIAL

- 1 1/2-Qt. Can Firestone Polishing Wax50
- 1 1/2-Qt. Can Firestone Automobile Cleaner45
- 1 1/2-Pl. Can Firestone Top Dressing40
- 1 1/2 Double Yards Firestone Polishing Cloth14

98c AUGUST SPECIAL **98c** NEW CAR APPEARANCE

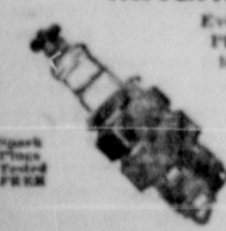
FIRESTONE BATTERIES



HAVE JUST BEEN ADVISED OF AN EXPECTED LARGE PRICE INCREASE

Buy Now . . . As Low As Firestone Batteries are More Dependable and Last Longer. **\$4.10** With Old Battery

Firestone SPARK MAGNEX PLUGS



Everyone knows that old worn Spark Plugs waste gasoline and cause power loss. Firestone engineers have developed new processes of manufacture and construction advantages that assure a hotter spark—greater power—more dependable service. Made in Firestone Spark Plug Factory.

3 for \$1.00

Visit Firestone Factory at Century of Progress Ashcroft Chevrolet Co.

PRESERVED MUMMY FOUND IN PECOS REGION

The life story of an ancient cave-dwelling people which inhabited the Pecos region of Texas thousands of years ago may be finally unfolded with the recent recovery in a cave overlooking the Pecos river not far from a number of skeletons but an almost perfectly preserved mummy of a large number of relics.

Frank M. Setzler of the Smithsonian Institution, who has been in that territory for the past three years, recently made the discovery, announced the day by the institution. He has been to Washington to begin the study of the skeleton and biological material which is expected to develop one of the most important chapters of our prehistoric knowledge of North American

unusual race of cave-dwellers may antedate any previous human life upon the North American continent, has thus far one of the most mysterious of America's archaeological and scientific secrets, and the discovery is frankly one of the most unusual finds.

Material excavated by Dr. Setzler includes an almost perfectly preserved mummy. The body was in an upright position in a deposit of wood ashes, wrapped in bit skin, and with a basket on its head. Through thousands of feet of earth no moisture penetrated the cavern in which the body was buried, with the result that the mummy was preserved over the bones. Dr. Setzler reported that when the mummy was discovered, the face had an almost lifelike expression, with hands in a peculiar fashion under the head as well as the original method of hair dressing.

All seven such specimens were found, but the others were not in the same state of preservation. One of these, which a superficial examination indicates may have been that of a woman, was found in a prone position with the bones articulated. It was a skeleton, probably of a man, which had undergone a process of partial cremation. There were several examples of "mummy burials" with the bones scattered such as are found in some other American Indian mounds. There were also obtained a number of arrowheads, many of which were of a peculiar shape and their cultural materials. The discovery, the institution declared, "the nature of the mummy remains as much a mystery as ever. The cultural material shows some indications of relationship, perhaps quite distant, to the ancient basketmakers of the West. The Big Ben people may be the most ancient."

Hitchcock and family made a trip to Haskell Sunday afternoon.

DR. T. P. FRIZZELL
Physician and Surgeon
Knox City, Texas

Bread Daily
Sliced or Unsliced
Knox City Bakery

Phone 100
FRESH SWEET MILK
WHIPPING CREAM
BUTTER CREAM BUTTER
Delivered Daily
TELEPHONE 100

Knox City Dairy
Edwards, M. D.
Physician and diseases
of women

A. J. Malouf returned home Thursday of last week from Saint Louis and Chicago. He with his family spent the weekend with relatives in Roaring Springs.

Mr. and Mrs. Harris of Munday, parents of Mrs. Lynn Waldrip, have attended most of the services of the Baptist Revival still in progress here this week.

Buford Branton and family of Lawn Texas have moved back to Knox City and are looking for a house to rent.

Misses Mary Lou Graham, Wynell Edwards, and Ora Sharp with Mrs. J. H. Sharp attended the Stamford District Epworth League meeting held last Saturday in Stamford.

Miss Oleta Humphries had as her guests Saturday night and Sunday Misses Lela Mae Simmons and Winnie Oma McGregor of the Sun Set Community.

Don't overlook the advertisement in this paper of the sale of Firestone tires at the Ashcroft Chevrolet. Find the ad and read it then take advantage of the low prices.

Guests in the C. S. Ameen home Sunday included Frank Silman and Mr. and Mrs. Melvin Nason of Rochester, George Salem and family and Mr. and Mrs. Wade and son of Munday.

Miss Alta Hamm created a bit of excitement Tuesday in the May Variety Store when she fainted. She had been ill but was trying to assist Mrs. May in the absence of Mr. May who was in Rule.

The Ashcroft Chevrolet house announces the delivery of a new Chevrolet truck this week to Mr. Barney Arnold of the Cotton Growers Cooperative Gin Company.

Brother Woody Smith is conducting a Revival Meeting at the Gillespie church this and next week. The closing service will be on Sunday the 27th. Every one not attending services elsewhere is invited to services at the Gillespie church.

Mr. and Mrs. J. M. Hoge of Throckmorton are staying in the C. C. Hoge this week to be near their daughter Mrs. Wayland Evans who is in the Knox County Hospital. Mrs. Evans has been critically ill but is much improved now.

Mrs. Daniels of Duncan Oklahoma is holding a Holiness meeting in the Sun Set community this week. Services are being held in the Gilmer pasture. Big crowds are in attendance each night.

We see the sale at the Leader Store is still in progress this week. Mr. Ameen receives new goods all the time and will be glad to have you visit his store and inspect his goods even if you are not yet ready to buy.

Miss Jewell Faunkned, demonstration agent of Knox county and who lives in Munday, left Wichita Falls Wednesday for Chicago where she will attend the World Fair. She will drive home a new Chevrolet Coach, the sale of which was made by Ashcroft Chevrolet of this city.

The Senior B. Y. P. U. members were entertained with a party at the home of Mr. and Mrs. Joe Smith on Saturday night of last week. After playing a variety of games the group of 40 or more in number, were invited to partake in an immense watermelon feast.

H. M. Warren and Ray Willis made a trip to Dallas last Thursday. They were accompanied home by Hap Smith who drove Miss Stella Cooner's car to Dallas. Miss Cooner is in Dallas to be with her brother and sister-in-law who were in the storm there recently. Mrs. Cooner and son were injured.

Mrs. Lillian Phillips and daughter Louise returned to her mother's home here the first of the week from Shawnee Oklahoma.

Miss Novelle Hollabaugh left Knox City Sunday for her home in Midlothian. She has spent several weeks here with relatives.

Mr. and Mrs. L. B. Rhodes and daughters of Wichita Falls spent the weekend here with her mother Mrs. A. J. Gore.

Mother Bowden and Grandpa West who is just 89 years of age, with others from Munday spent Sunday here in the home of Mrs. C. J. Reese.

Mr. and Mrs. Charley Dowling of the Grace Community spent Monday night with his sister Mr. and Mrs. J. H. Finley.

Mrs. E. L. Howard of Whitehart and O. R. Howard of Lorenzo are here for the week with Mrs. J. H. Dutton and other relatives.

R. R. Davenport of the Sun Set community is driving a new Ford Standard Coupe which he bought this week from Warren Brothers.

Mrs. Maudine Morgen, seamstress in the L. L. Davis home is visiting in Fort Worth. She expects to be gone two weeks.

Mrs. Holt Moseley, Mrs. L. L. Davis, Mrs. John A. Smith and Mrs. Lee Smith visited in Abilene on the afternoon of Thursday of last week.

KNOX COUNTY SINGING CONVENTION TO MEET AT SUN SET

The Knox County Singing Convention is meeting on Sunday, August the 27th at Sun Set in an all day convention. One of the main attractions for the day will be "dinner on the ground".

The Sun Set school has ample space for accommodating a very large crowd and in view of this fact, a large crowd is expected to attend this all day meeting. It is also pleasing to know that Sun Set has an inexhaustible supply of water so heavy eaters will not find themselves starving for water. Every one is invited and urged to fill the dinner basket, stack the family in the old bus and drive out or over for the big day.

There will be a bunch of the Stamps pupils there for the day among whom will be H. F. Haley of Wichita Falls, Gene Enlow of Seymour and Cundiff of Olney. There will be other outstanding singers of Knox, Haskell, Baylor and other adjoining counties. Plan now to spend the day, Sunday August 27th, at Sun Set.

Mrs. Ruby Garner and son Harold Roy of Breckenridge spent the past week here with her brother and sister L. W. Graham and Mrs. Bradley.

J. M. Ashcroft announced Wednesday the delivery of a new Chevrolet Master Coach to O. M. Welch of Gilliland.

**Round or Square Bales
We Gin Them All**

The shape of the bale makes no difference, round or square, we gin them.

And with that we give good turn out and the best of service.

We give good ginning, good service and appreciate your business.

Knox City Gin Co.

*Henry Ford
Dearborn, Mich.*

UNTIL WE LEARNED BETTER

Until we learned better, we used to mix wood and steel in our car bodies and wheels. It was the best way to make bodies—then. But the state of the art has advanced. Of course, it is more expensive to make an all-steel body than to make a wooden frame and nail steel panels on to it. The better way involves an initial expenditure of several millions of dollars for new dies, which renders a change very costly. Cars, especially large expensive cars which are produced in small volume, cannot afford this, because the dies cost as much for one car as for a million. That alone explains why all-steel bodies are not used in all cars. But our basic policy from the beginning is to make a good car better, regardless of cost. For example, when we discarded wood-steel body construction, it was not because we lacked wood. We still have some thousands of acres of the best hard wood in America. Economy would urge us to use up the wood first, and then adopt the better all-steel body. But we decided that quality was more important than expense. We weighed the reasons, for and against, before we made the change. We could see only one reason for retaining a mixed wood-and-steel body—nailing the metal on, instead of welding an all-steel body into a strong one-piece whole. That reason was, it would be cheaper—for us. Our reasons for adopting an all-steel body were these: A wood-steel body is not much stronger structurally than its wooden frame. In all American climates, wood construction weakens with age. Every used car lot gives evidence of this. Rain seeps in between joints and the wood decays. A car may have a metal surface, and yet not be of steel construction. Under extreme shock or stress the steel body remains intact—dented perhaps, but not crushed. Steel does not need wood for strength or protection. Wood is fine for furniture, but not for the high speed vehicles of 1933. In the Ford body there are no joints to squeak, no seams to crack or leak. The all-steel body is more expensive—to us, but not to you. By all odds, then, steel bodies seem preferable. Wheels also have become all-steel. No one argues that an electrically welded one-piece steel wheel, such as the Ford wheel, needs to be "strengthened" by adding wood to it. The one-piece all-steel body is the strongest, safest, quietest, most durable body made. That is our only reason for making them.

August 7th, 1933

Henry Ford

'n BUB

LET'S ASK YOU TO BUY OUR SOCKETS—PLANE ANY OLD PLACE AGAIN AND WE'LL SHOW YOU FACTS, JUST AS WE DO.

TEV... THE... OF A... CHANGING... PLAYS... WITH...

THIS IS BENJAMIN FRANKLIN'S DEVELOPMENT OF THE ORIGINAL GLASSES. THE FUGGERS WERE DUBBED THE REVOLVING GLASSES—PRODUCING MUCH TALK.

WE WORD **YANKEE**. THE BEST AUTHORITY'S WORD, IS BE GIVEN FROM THE INDIANS ATTEMPT TO REPRODUCE THE WORD ENGLISH. YANKEES WAS THE NEAREST THEY COULD REPRODUCE IT. HENCE THE WORD **YANKEE**.

FROG EATER. A FRENCHMAN BECAUSE OF HIS FONDNESS FOR FROGS.

CABBAGE EATER. (UNJUSTLY) A RUSSIAN.

BLUE CAPS, OR **BLUE BONNETS**. FOR SWITZERMEN.

BLUE HOSE. FOR DONA SCOTLAND.

DOG TROTTER. FOR AN IRISHMAN.

CARLO. FOR AN ITALIAN.

NICKNAMES FOR VARIOUS NATIONALITIES.

YOU PRONOUNCE THE NAME OF THIS STONED INSTRUMENT.

IT'S CALLED A **CRWTH** AND IS OF ANCIENT ORIGIN. IT WAS USED IN WALES AND IRELAND UNTIL 10th CENTURY.

BETTER TURN OUR ROCKET PLANE TOWARD HOME REY, WE'VE BEEN GONE NEARLY AN HOUR.

By Ed Kresy

Church of Christs

Morning Service
Bible Study 10:00
Song Service 10:45
Communion 11:15
Evening Service
Song Service 8:15
Wednesday Evening
Prayer Meeting 8:15

Eat at Milford's Sandwich Shop

The same old service.
The same old hours and at
The same old prices.

Mr. and Mrs. Gordon Oliver and children from the plains spent the first of the week here with relatives. His father, A. P. Oliver, returned home with them Tuesday morning.

H. D. C. News Bruce Barton

POWER IN WORDS

If you were given the task of advertising to the world that God cares enormously for one human life—no matter how wayward and wrong the life may be—how could you phrase a message more memorable than the parable of the lost sheep? Ho simple; how sincere; how splendidly crisp and direct Jesus told it. Benjamin Franklin in his autobiography—that the first great American "success story" tells the process through which he went in acquiring an effective style. He would read a passage from some great Master of English, then lay the book aside and attempt to reproduce the thoughts in his own words. Comparing his version with the original, he discovered wherein he had obscured the thought, or wasted words, or failed in driving straight to the point. Every advertising man ought to study the parables of Jesus in the same fashion, schooling himself in their language and learning the four big elements of their power.

First of all they are marvelously condensed, as all good advertising must be. Charles A. Dana, once issued an assignment to a new reporter on the New York Sun, directing him to confine his article to a column. The reporter protested that the story was too big to be compressed into so small a space.

"Get a copy of the Bible and read the first chapter of Genesis," said Dana. You'll be surprised to find that the whole story of the creation of the world can be told in 600 words.

Two men spoke on the battleground of Gettysburg sixty years ago. The first delivered an oration of more than two hours in length; not one person in ten who reads this page can even recall his name. The second speaker uttered two hundred and fifty words, and those words, Lincoln's Gettysburg Address, are a part of the mental endowment of almost every American.

Many noble prayers have been sent up to the Throne of Grace—long impressive utterances. The prayer which Jesus taught his disciples consists of sixty-eight words, and can be written on the back of a post-card. Many poems and essays have been penned by writers who hoped that they were making a permanent place for themselves in literature; but the greatest poem ever written consists of one hundred and eighty-eight words. It is the Twenty-Third Psalm.

Miss Faulkner left Monday for Chicago to attend the Century of Progress.

THE VALUE OF A DOLLAR

An advertisement for a life insurance company makes the interesting observation that the dollar changes its value in terms of human need as well as in relation to price structures and purchasing power.

That is a statement not to be dismissed as being merely an example of an advertiser's extravagance of expression. A dollar means more to a widow than to the wife of a husband earning a good living—it means more to an old man who has outlived his earning power, than to a youth whose best years still lie ahead. The more difficult a dollar is to come by, the more we value it.

This fact is illustrative of the greatest virtues and services of the institution we call life insurance. Life insurance takes our cheap dollars the surplus ones we can spare when our earning capacity is good and returns them to us as extremely valuable dollars—when our earning capacity is small or non-existent. The dollar that a young man with a job pays to a life insurance company entails minor sacrifices. When he gets that dollar back, as an old man, it very possibly means the difference between want and a decent living. The same thing is true for his dependents, existing or potential.

Putting your spare dollars to work in life insurance now can bring them back when, to you, they have grown many times in value.

QUICK RELIEF FROM SOUR STOMACH, HEARTBURN

Stomach pains after eating and gas disturbances can be stopped quickly with Dr. Emil's Aida Tablets. Banish heartburn, sour stomach. Give quick relief. Frizzell's Drug Store.

J. T. May and son visited in Rule Tuesday.

ART STUDENTS NOTICE

I will begin classes in Watercolor and Oil painting in my home on September 1st. All wishing to enter study, see me at once so that materials may be ordered.

Mrs. Milton Bradburn

We have our new Fall sample display this week. Order your suits before prices advance. With a fall of \$5.00 your suit can be ordered now and delivered anytime up to first of December, under present conditions.

CITY TAILOR SHOP

WANTED:

Any kind of work to be done as a team, plowing, hauling, etc. Owen Hubbard

All Ford and Chevrolet parts stock at the Knox City Motor Co.

For car repair, drive to the City Motor. It will more than pay you the difference.

J. H. McGee made a trip to early Sunday morning.

R. C. Edwards Dentist

LOCATED IN THE WEST END SECOND STORY OF THE ZELL BUILDING

Whole Milk Sweet Cream

Phone 44
V. H. Pyeat

SPECIALS

For Friday and Saturday

Grapes Con-basket .20
cords 2 for .35

Gallon Prunes .39

Hominy Dunahoo's Extracted .85
10 pound pail

Whole Grain We Grind 1 lb .19
Fresh pkg

Par-T-Jel Gelatine Dessert .5
Package

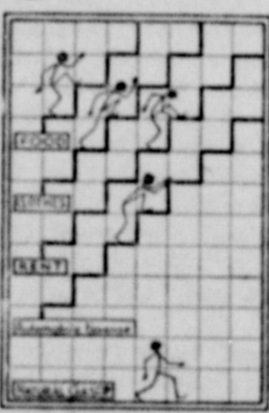
Grape Juice White Swan pt. .18
quart .34

Prepared mustard qt .15

J. M. EDWARDS
Self Service Store

Though Other Prices
Natural GAS Remains
Your Lowest Priced Domestic Servant

CLIMB



PRICES are going up. So say the newspapers and business experts... so say the price tags in the stores. Food, clothing, commodities in general, are moving steadily to higher levels to meet changing conditions.

But Natural Gas Service, always your lowest priced domestic servant considering the value received, remains at its same modest price level. Instead of advancing to keep pace with other costs, it now becomes by comparison an even greater value than before.

Yes, you can still cook a dinner for three people, make 33 cups of coffee, or operate a gas refrigerator from 8 to 10 hours for a gas cost of only ONE CENT for each of these operations, because Natural Gas Service remains your lowest priced domestic servant!



Back of the blue flame at your gas burner? 400-4200 BTU of heat... and a trained organization to enable you to have the most for your money.

Stamford and Western Gas Co



The National Tire INSURANCE

Covers Cuts, Bruises, Blowouts, Rim Cuts, Out-of-line Wear, Under-inflation, Faulty brake wear, or any other road injury that may make the tire unfit for further service.

This tire of guaranteed insurance is sold in Knox City at only one place. "You know Rudolph" KNOX CITY MOTOR COMPANY

Sheer Dresses



Beautiful quality, print combination dresses, all short sleeves. Just to close out quick, regular \$1.00 value--

69c

All \$1.95 value dresses in print--

\$1.49

WHITE MERCANTILE COMPANY