

Knox County Herald

KNOX COUNTY HERALD FRIDAY APRIL 25 1930

NUMBER 4

The Chain Store a Menace?

Elliott Asks For Re-Election

FEDERAL GOVERNMENT IS PREPARED TO HELP INDEPENDENT RETAILERS TO MEET IT

By Caleb Johnson

What are the facts about the chain store situation?

There is no other subject on which so much conversation is spilled, most of it highly colored, if no violent. But most of the argument is based on incomplete knowledge of the facts.

What are the facts about the chain stores? Are they dominating the retail business of the nation? Are they likely to dominate it? Is the day of the independent merchant over? Those and all the other questions which center around the chain store situation can only be answered when all the facts have been gathered.

Who is going to gather the facts? The chain store interests present one set of statements, which they regard as the facts, the defenders of the independent dealers present another set which they call the facts. There is only one impartial organization which has an interest in the subject and the facilities for finding out all the facts and pressing them in their proper relation to each other.

That organization is the Federal Government, and finding out the facts about the chain store 'menace' is exactly what the Government is doing through the Federal Trade Commission and the Department of Commerce.

The Federal Trade Commission is primarily concerned with unfair business practices. When it has completed its nation-wide survey, now under way, we shall know just how much the element of unfairness, price-cutting below cost and similar practices enter into the chain store situation. In the meantime, the Department of Commerce has made extensive and intensive studies of chain store methods and those of the thousands of independent merchants, and has found out many of the reasons why chain stores succeed when independents fail.

And this is the important part of it—the Department of Commerce is not only willing but anxious to show any retail merchant, who is threatened by chain-store competition, how he can compete with the chain store.

For the Government at Washington is definitely the friend of the independent retailer.

"He is as a rule, an integral part of his community or neighborhood," says Dr. Julius Klein, Assistant Secretary of Commerce, who has personally directed much of the Government research into the chain store situation. "He knows his patrons not only as customers but as people; he is familiar with their circumstances, their likes and dislikes, their well-grounded preferences and their capricious whims. In his store, therefore, he greets them in a spirit of old established friendliness, as he has that intangible but invaluable quality, that we may call the personal touch. There is a psychological asset here that every independent retailer should realize and justly prize:

"On another occasion Dr. Klein, speaking on independent merchants said:

"They are, after all, the backbone of the American business organism. On their diligent but unpretentious activity of the whole commercial structure of the nation rests. Most of them do not belong to chambers of commerce or trade associations, few of them read trade papers or attend business conventions. They are just plain business men, citizens, taxpayers. But they more than any other single element in our business community, are most constantly, regularly and intimately in contact with the great army of customers. Even those who fail are important factors while they survive, inconspicuous though they may be as individuals. Through them the manufacturer and producer has his only contact with the customer in almost every class and kind of merchandise.

That is the spirit in which Washington is taking up the chain store situation. And here are some of the

SCHOOL TO SEND REPRESENTATIVE TO STATE INTERSCHOLASTIC MEET

P-T-A TO HAVE EVENING PROGRAM

The Parent Teacher Association will meet in the evening meeting at the auditorium on Tuesday of next week at eight p. m.

A fine program is being prepared. A prize in addition to the regular dollar will be given to the room having the largest number of parents present. The men patrons of the school as well as the mothers are urged to attend this program.

SUNDAY SCHOOL CLASS ENTERTAINED

The Couples Class of the Methodist Sunday School was delightfully entertained Thursday night in the home of Mr. and Mrs. Don Davis with a forty two party. The games were carried on in a quiet wholesome way which was a real joy to all present. Mrs. Davis was assisted by Mrs. Holt Moseley and Mr. McGee. Refreshments of sandwiches, frozen fruits and feed tea were served.

MAKES HONOR ROLL

Miss Lillian Park of Knox City made the honor roll for the winter term at Texas Technological College with an average of B on 16 term hours, of work, according to the report of the registrar's office.

MAD DOGS SHOT

Recently two dogs that have been thought mad have been killed. In both instances the dogs had fits similar to a mad dog and without taking further chances they were killed.

The first killed was at the home of W. C. Elliott on Saturday of last week. Monday G. T. Hardberger killed the second one in the south east part of town.

Parents are warned to watch their children and for dogs that might be mad. Special attention should be given the smaller children.

Mrs. Cameron Biffle of Childress is visiting friends and relatives here.

Hold Record Over Ten Years

As a result of the District Interscholastic Meet held Friday and Saturday in Abilene, the Knox City school will send a representative to Austin for the State Interscholastic meet which will be held on May the second and third.

Lynn Waldrip won second place in low Hurdles and third place in high Hurdles which entitles him to compete in the state interscholastic meet.

Since the year 1919 Knox City has school has sent one boy or girl to the state meet which is a record for a school the size of Knox City school. This is a record that Knox City should be proud of.

There are sixteen counties in the District Meet of which Knox County one. Although Knox City is as large a city as Knox County has, it is considerably smaller than some of the cities within the sixteen counties that compose the interscholastic district. Too, the larger cities have larger, better schools and children taking part in the interscholastic meet, real competition in the district meet. And the fact that Knox City has met this competition each year and had at least one boy or girl to win the honor of going to the state meet is certainly a good record.

Although Knox City won only one place to the State meet, the boys and girls held very close third and fourth places. Wynelle Edwards went to the finals which makes them tie for third or fourth place.

Jack Wilson and Charlie Rice, tennis team, went to the semi finals which made them tie for third or fourth place and Miss Ruth Hammock also went to finals in Extemporaneous speaking.

The boys and girls did well with the competition they had to meet. The school retained its record of the last eleven years by winning one representative to the State meet and the teachers who coached the various events are pleased with the outcome.

Miss Brummett spent the week end with her parents in Texas.

GLAD HAND CLASS ENTERTAINED

Friday night of last week the Glad Hand Class of the Baptist Sunday School was entertained at the home of the teacher, Uncle Joe. Sixty-nine adults were present, all of whom were members or prospective members with the exception of Mr. and Mrs. E. O. Jamison and the writer, Mrs. Sweeney.

The first of the evening was spent indoors enjoying music from a stringed orchestra composed of L. S. White, Jack Alexandre, Bud Milford, Frank Hinnicut, Bill Lankford, Miller Herring, Otto Lawson, C. W. Armstrong and Mrs. Claud Stovall.

Following the crowd went into the yard and played games. Brother Stovall, like a number of other men, proved to be rather handy about carrying eggs in spoons and passing clothes pins. These two games furnished plenty of merriment and competition for the large crowd. A variety of Kid games were played after which ice cream cones were served. There seemed to be no limit to the amount of cream and everybody ate to satisfaction.

There is always a good time to be had when a crowd goes to Uncle and Aunt Joe's house and if they do not want the writer to be present we warn you, do not invite us. We know what it means to go to Uncle Joe's and an invitation is a temptation and one so great that we cannot resist. The crowd had a most enjoyable time Friday night.

Hospital Notes

Mr. Floyd returned to his home in Munday Monday. Mrs. Teague went Monday to her home in O'Brien.

Those in the Hospital now are Mrs. J. B. Barnard of O'Brien, Mrs. H. B. Turner of Rochester, Mr. Charles Robert of Munday and Jesse Mena Meadean, who lives on S. H. Behanman's place. Mrs. M. S. Carnalis of Munday is also in the Hospital.

JUNIORS ENJOY EGG HUNT

Saturday morning the Sunday School classes of Misses Ruth Hammock and Myrtle Evans met at the home of Myrtle and enjoyed an Easter Egg hunt. They were Margie Propps, Leveon Hammock, Annie Mae Rice, Emma Sue Thompson, Ellen Shaver, Marrie Bock, Paul Hoze, Horace Potter, L. N. Bridges Jr., and Paul Edward Benedict.

Glen Huntsman, Aene Huntsman, Other classes of the Sunday School of the town also enjoyed egg hunts Friday, Saturday and Sunday.

Mr. W. H. Benedict is having two business buildings repaired and remodeled this week. The building joining the Benedict and Benedict Market and Grocery is being fixed for the Mosley Tailor Shop. The building that is north of the National Bank is also being remodeled with a new brick front.

Monday afternoon the ladies of the Methodist Missionary Society sent their Easter Lily to Mother Farmer that she too might enjoy the beautiful flower.

Mr. and Mrs. R. Hackfield and son, Miss Sema Hackfield and Mr. and Mrs. J. H. Darnell and son visited in Wichita Falls Sunday.

Miss Margaret Reeder of T. C. U. and Miss Bernice Swift of McMurray spent the week end here with their parents.

Mr. and Mrs. W. E. Watkins of Rochester spent the first of the week here with their daughter, Mrs. Holt Mosley.

J. W. GREEN NOW GREAT GRAND DAD

Last week Mr. and Mrs. J. W. Green became great grand ma and great grand dad when the ten pound baby boy, Edward Deral, arrived in the home of Mr. and Mrs. Claud Stevens. The Stevens live in Winters, Texas. Mrs. Stevens was formerly Miss

Mrs. Stevens is the grand daughter of Mr. and Mrs. Green and now the new boy is the first great grand child. Mr. and Mrs. Green have twenty-one grand children.

Easter Services Reflect Spirit of Risen Christ

Sun Rise Prayer Meeting

The Easter Services held at the local churches over Sunday reflected the spirit of the Risen, the Living Christ. The Sun Rise Prayer Meeting held at seven o'clock in the First Christian church was the first service of the day.

Although the church was not crowded at this hour, it can be said that the attendance was good. The early hour gave a sweetness to the service that oftentimes is lacking in evening services. The presence of all the preachers of the various churches, also some members from all the congregations of the town, all seeking the light and guidance of God all giving praise unto the Risen Christ, all aiming for the same goal, added a reverence, a personal contact to the service that sweetened the very atmosphere.

Eleven O'clock Services

The eleven o'clock services in each of the churches again reflected that holy spirit of the Risen Christ. The attendance at this hour for all the churches showed an increase over the average attendance.

Union Easter Service

The Union Easter Service which was held Sunday night at the Methodist church was unusually fine. The church was packed with people. Many extra chairs and benches were brought in to accommodate the late arrivals.

The program consisted largely of choruses sung by three chorus groups made up of the membership of all the churches, the Juniors, the Seniors and the Adults. The first hymn sung by the three choruses and the congregation was very inspiring. The volume of voices rang clear carrying the message of Jesus. Other numbers were equally as well given. Misses Wynell Edwards and Loree Branton gave two splendid readings in keeping with the subject. The program in every respect was excellent. The junior chorus was restricted to the pupils in the 5th, 6th, and 7th grades.

BUILDING NEW STATION

Uncle Bill Smith is building a new Filling Station west of his present location. The new building will be a 20 by 20 foot stucco. Work was begun Wednesday and will be finished soon. Watch the Herald for Uncle Bill's further announcement about the new station.

A number of singers who took part in the Easter Service at the Methodist church Sunday night went to the home of Mother Farmer before the program and sang for her. She seemed to greatly enjoy the singing and the fact that others were thinking of her.

S. M. Clonts, E. O. Jamison, O. L. Jamison, G. D. McCarty and Roy Smith attended the cooperative marketing district meeting held in Stamford Wednesday.

ENTRY BLANK

Conf. C. and Study Club Home and Lawn Beautification Contest Knox City, Texas.

Please enter my name in the class checked.

Name

Address

- 1. —Entire premises
- 2. —Front yard
- 3. —Back yard
- 4. —Flower yard
- 5. —Lawn
- 6. —Trees

(Entries must be received before May 10th)

Mail to Mrs. T. P. Frizzel, Sr. Contest Chairman Knox City, Texas

The Dollar and the Dime

In a churchman's billbook

Lay a crisp dollar bill;

In its new green attire;

A lone place did fill.

Jingling about

In their merry way,

Some nickles and pennies

With a dime did play.

Loud cried the dollar

To the little dime,

"You won't be here long,

So have a good time."

"How do you know?"

Said the dime in great fright;

"For I am quite small

And can hide out of sight."

"Well," said the dollar,

"It's the churchman's rule

To take pennies and dimes

To the Sunday School."

Quick spoke the dime,

With a voice quite strong,

"Don't you go to church

And help it along?"

"It!" exclaimed the dollar

In haughty reply,

"I go to shows

And gasoline buy—

"For Sunday, you know,

Is my big day."

Then the dime and dollar parted,

And each went its way.

—E. M. Hill, in "Religious Telescope."



FOLKS BECOME SO THEY CAN MENTION

It Pays To Read The Ads

The Kennel

Pauline Is Valedictorian



DR. CALDWELL'S
THREE RULES

Dr. Caldwell watched the results of emaciation for 47 years, and believed that no matter how careful people are of their health, diet and exercise, emaciation will occur from time to time. Of next importance, then, is how to treat it when it comes. Dr. Caldwell always was in favor of getting as close to nature as possible, hence his remedy for constipation is a mild vegetable compound. It can not harm the most delicate system and is not habit forming.

The Doctor never did approve of drastic physics and purges. He did not believe they were good for human beings to put into their system. Use Syrup Pepsin for yourself and members of the family in constipation, biliousness, sour and crampy stomach, bad breath, no appetite, headaches, and to break up fevers and colds. Get a bottle today, at any drug store and observe these three rules of health: Keep the head cool, the feet warm, the bowels open. For a free trial bottle, just write "Syrup Pepsin," Dept. BB, Monticello, Illinois.

The grades were averaged Monday afternoon to see who would be the Valedictorian and Salutatorian. They were averaged by Mr. Cloud, the Carpenter and some of the seniors.

Pauline Benten had the highest grade 91 and 22-22 and Claydene Hoge had next highest it being 91 and 20-22.

District Meet

Knox City was well represented at the District meet in Abilene last Friday and Saturday.

Loree Branton and Daphna Humphris, our debaters went to semifinals. Our junior declamation also went to semi-finals. Ruth Hammock extemporaneous speaker, went to final.

Lynn Waldip won second place in low hurdles and third place in high hurdles.

Memory Book

Members of the Senior Class wish to express their appreciation to the Orient Drug Store for the Memory Book presented to them, last Tuesday morning. Mr. Wilson presented the class with the pretty and highly prized Memory Book. He also gave a very interesting lecture to the Senior Class.

"Sonny Jane"

The Seniors have begun work on their play, "Sonny Jane" to be given May 29th. Please watch for further notices in this paper.

Recital

Mrs. Warren is working on the Senior Girls' Recital to be given at the close of school.

Plans are being made for the Baccalaureate Sermon on May 18th and for the Commencement Exercises on May 23th.

Mrs. Browning and Mrs. Russell Boyd visited relatives in Canton Texas as the past week end.

Mrs. Cash accompanied the ladies to the District Association at Electric Tuesday. Miss Mary Reeder taught Mrs. Cash's pupils.

Marquet Reeder of T. C. U. and Emma Jean Martin of Tech visited in our school Tuesday morning.

Billie Jean Elliott is back in school after being out a number of days due to illness.

Easter Egg Hunts

Friday afternoon the various classes among the smaller children enjoyed Easter egg hunts.

Mrs. Gadder—"Weell, my dear, did you enjoy your shopping trip today?"

Mrs. Shopely—"No, I didn't. I found exactly what I wanted in the very first store."

Customer: "I don't like these pictures. They don't do me justice."

Photographer: "Justice? Lady, what you want is mercy."

Sweet: "How did you enjoy your auto trip?"

Moore: "Fine. My wife drove by remote control and all I had to do was feed the gas and steer the car."

That's a new one on me, said the monkey, as he scratched his back.

Dean—Do you know who I am?
Student—No, but if you remember your address I'll take you home.

Patient: "I say, doctor, don't you think it would be a good idea if I were to pack up and go to some place where the climate is warmer?"

Doctor: "Good heavens isn't that just what I've been trying to prevent?"

Judge: "Have you appeared as a witness in a suit before?"

Witness: "Yes, of course."

Judge: "What suit wa sit?"

Witness: "My blue serge."

Joe: "What is an optimist moe?"
Moe: "An optimist, my boy, is a fellow that starts out hunting a room to rent with a saxophone under his arm."

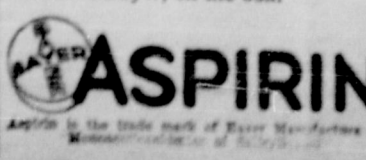
Mr. and Mrs. L. E. Lovence of Munday spent Sunday with Mr. and Mrs. J. M. Ashcroft.

Miss Loree Branton was initiated into membership of the Eastern Star Thursday night of last week.

The Mark of Genuine Aspirin..



Bayer Aspirin is like an old friend, tried and true. There is no satisfactory substitute for either one. Genuine Bayer Aspirin is the accepted antidote for pain. Its relief may always be relied on for an occasional headache, to head-off a cold, or for more serious pain from neuralgia, neuritis and rheumatism. Bayer Aspirin bears the word "genuine" in red, and the name Bayer, on the box.



12 NEW MEMBERS IN GLAD HAND CLASS

Sunday there were seventy-four members present in the Glad Hand Class of the Baptist Sunday School. Uncle Joe is the teacher. Of this number twelve of them were new members.

This class attendance stands up with its attendance at its class social. The members enjoyed a party Friday night at the home of its teacher with 62 present. Sunday, the class met with 74 members present.

The attendance in the class each Sunday exceeds 50 while the interest manifest is very gratifying to the teacher and pastor of the church.

For Sale—At a bargain or would trade a Mehlun Pifub a fine instrument. What have you got for it?
J. H. McLain

Joe Watkins was out the first of the week.

School will be out May the 23rd. There are only five more weeks including this week.

The Electric Filling Station is receiving a new coat of paint this week. One thing about it, this new paint will not be disturbed with rain.

Notice to Golfers:
No gold ball made will give as much distance in flight as will the "U. S." Tiger. Ashcroft Chevrolet Co.

Tailor Shop to Move

THE CITY TAILOR SHOP WILL MOVE THE LAST OF THE WEEK TO OUR NEW LOCATION IN THE BENEDICT BUILDING ADJOINING THE BENEDICT GROCERY. WE WILL OPEN THERE MONDAY MORNING. WE APPRECIATE YOUR PATRONAGE.

City Tailor Shop

A Common Power Supply

When a group of towns draw on a combined power supply they do more than improve their own power resources. The transmission network constructed to serve them provides a base from which to extend service to the surrounding farm territory.

Thus the trade territory of the towns is enabled to share in the same ample supply of power—and the advantages for the farms are turned into advantages for the towns which serve the farms.

This is one of the important consequences of the replacement of isolated plants by widespread transmission systems such as this Company maintains to serve a broad area.

West Texas Utilities Company

Sufficient Capital and Surplus

Enhances a Bank's Strength and safety.

It has contributed much to the healthy growth of our Bank.

Old Accounts Valued New Accounts Welcomed

The First National Bank

Knox City, Texas
25 Years of Service

This tag is your assurance of Quality and Dependability

only Chevrolet Dealers sell USED CAR with an OK that counts

There's no greater assurance of used car value than the Chevrolet red "OK that counts" tag, found only on the used car stocks of Chevrolet dealers. This tag guarantees that the car bearing it has been carefully checked thoroughly by experienced mechanics. If you want reliable transportation—insist on a used car "with an OK that counts."

2 OF THE SPECTACULAR VALUES

1927 CHEVROLET TRUCK—Motor is reconditioned. Closed cab and factory made body. Down payment only \$85

1927 FORD ROADSTER—The car is in good shape. Sale price \$65.00

Buy "OK" Used Cars From Your Chevrolet Dealer
Ashcroft Chevrolet
Knox City, Texas

DR. O. J. E. Practice of Medicine Surgeon Farmer's State School Knoxville, Tenn. Office 118 Knox City.

T. S. Edwards Surgery and Office of Women

DR. AM. Dentist Specializing in X-Ray Located in Bank Building MUNDAY

CRAZY WATER A Natural Mineral Water Has relieved those afflicted with constipation, stomach troubles, diabetes, kidney trouble, biliousness, other ailments. It will purify the blood. \$1.00 for a bottle. Contains nothing but pure water. We will refund your money if you are not thoroughly satisfied. Crazy Water MINEP

Knox County Herald
 Only Paper in Knox County
 PUBLISHED WEEKLY
 Editor: H. B. Sweeney
 Publisher: H. B. Sweeney
 Entered in the Postoffice at Knox City, Texas, for second class matter.

One Year 1.50
 Six Months .75

THE BIBLE

"There is no other book so varied as the Bible nor one so full of concentrated wisdom. Whether it be of the law, business, morals, or that vision which leads the imagination in the creation of constructive enterprises for the happiness of mankind, he who seeks for guidance in any of these things may look inside its covers and find illumination. The study of this book in your Bible classes is a postgraduate course in the richest library of human experiences. As a nation, we are indebted to the books of our national ideas and representative institutions. Their preservation rests in adhering to its principles."—Herbert Hoover.

WHO'S WHO DOWNTOWN

R. C. Edwards is the dentist; the man to whom you go to get a tooth "yanked" out. Although dentistry is his profession, enjoying life is his hobby and the two get along nicely together.

E. Q. Warren is the Undertaker and with the assistance of Mrs. Warren he always makes a nice job of it. One thing about Mr. Warren, although he is the undertaker, he is not the kind of man who refuses to assist you unless you die. He drives the ambulance.

Mr. Warren is a very spendid man. Years of service in Knox City as the Ford Dealer has made many, many friends for him.

Ray Willis is the big "butter and egg man"; he buys your produce and sells you feed, and his outstanding slogan this year, is "plant more maize".

Mr. Willis is an active, cooperative citizen as the town affords and whom everybody admires.

Roy Crawford is the cafe man, the man who has the privilege to ask, "What do you eat to day?" Roy came to Knox City about a year ago and since that date he has served the public well as owner and manager of the Club Cafe. He has also proved himself to be a very talented young man.

Holt Moseley is the Tailor. You can't get back at him when he judges you by your clothes for that is his business you know.

Although Holt wears shirts with stripes going around, he always looks nice. By the way, Holt is moving next week to the Benedict building next to the Benedict and Benedict Grocery. Find his ad in this Herald read it.

Press Hitchcock is the Barber; the who lives on long hair and whiskers.

Although Press barbers for a living he sings for joy and is always at his proper place at the proper time whether at work, church or play.

Press has company beginning this week. M. L. Goodson has moved over. Find the ad of the City Barber Shop in this Herald and read it.

DOWN TOWN REVIEW

The Postmaster, Clarke, and W. W. Hyde insisting that G. L. Stubbs go on a diet.

Carl Davis boxing up a bill of groceries for a fast buyer.

Jim Stevenson enjoying a new nickname, Onions.

Victor Pyeatt carrying a grubbing hoe. (Will he use it when he gets home?)

IS THE CHAIN STORE A MENACE?

facts they have found out already. Only 15 percent of the retail business of the United States is done by chain stores, even when the term "chain" is used to mean two stores under one management.

Only 3 1/2 percent of the nation's retail business is done by the mail order houses.

Only 2 percent of retail sales are made by house-to-house canvassers. Company stores and consumers' cooperative stores do 2 and one fourth percent of all retailing.

The remaining 77 and three fourth percent of all the retail trade of the United States is done by independent merchants dealing in general merchandise or special lines.

So far, then, the chain store has not put the independent merchant out of business. And there is a decided belief among Government officials who are looking into the matter that the chain store movement has reached its peak and that the tide is turning in the other direction.

All that the chain store offers which any independent retailer cannot offer are lower prices—for cash and better merchandising methods. Starting from that point, the Government's researches have been in the direction of discovering why the independent merchant cannot compete on prices, and why merchandising methods which have made the chain stores generally successful cannot be adopted by any dealer.

The answer to both questions is that the independent merchant can compete with the chain store on both points, and the Government at Washington stands ready to show him how to do it.

It is increasingly easier for the independent grocer, for example, to carry a small stock and replenish his shelves quickly, thus getting the benefit of fresh goods and quick turnover, which is one of the strong points of chain-store merchandising. Some of the largest grocery chains have established their own factories and bakeries, leaving great industries out in the cold so far as the chain store market is concerned. This is a serious matter for many large manufacturers and packers of grocery products and two or three of the recent mergers on a national scale in the foodstuffs industry have had their genesis in this situation.

These new combinations are actively cultivating the independent grocery trade. They offer him the same facilities of prompt delivery that the competing chain store enjoys.

WOULD NOT TAKE \$100. FOR SINGLE BOTTLE OF ORGATONE

Wichita Woman Finds Relief After Seven Years Suffering

"It's worth many a dollar to feel like I do now, since taking just one bottle of Orgatone (Argotane). It has removed all of my troubles that caused me to suffer seven years," said Mrs. W. T. London, of rural route 6 Wichita Falls, Texas.

"When a woman suffers as I did they get to feeling so despondent and really haven't an interest in anything," she continued. "Well, that was just the way I was, until I got a bottle of Orgatone (Argotane). I just paid \$1.25 for a bottle of it, but wouldn't take \$100 for it."

"I couldn't carry on my work for spells of stomach trouble and nervousness, suffered misery from kidney trouble, and would have such intense pains in my back and sides that I could hardly stand it. I could hardly stand it. I would have bilious spells and dizzy spells and would at times get so blind couldn't see to stand, but would have to hold to something to keep from falling. Everything I ate seemed to disagree with me, and I would have a puffed up, bloated feeling and would suffer agony from severe headaches. I was extremely nervous at times I would feel as if I were going distracted. I had a bad case of constipation. No one will ever know how much I suffered with my condition."

"Orgatone (Argotane) was advertised so highly and everyone was telling how much it had helped them, so I got a bottle. That bottle of medicine was my health. I can eat anything I want and could just as soon as I had taken my first half bottle of it. I don't have those violent dizzy bilious spells and sleep fine every night. I feel better than I have in years, and my nerves are just about normal. Orgatone (Argotane) has built me up all over. And I want to give this statement in hope that it will be the cause of others being benefited like Orgatone (Argotane) has for me."

Genius Argotane may be found in Knox City at the Orient Drug Store.

same or better credit, and competitive prices, with the added advantage of enabling him to sell nationally advertised goods.

That is a purely economic development of the situation. It is spreading rapidly, and in some instances is being backed up by financial aid to the undercapitalized retailer who, in other respects has the making of a successful merchant.

But capital and goods are not sufficient ammunition with which to compete with the chain store, the Government's researches have disclosed. It takes expert knowledge of market and of merchandising. Those the chain store supplies through its central organization of experts the local retailer who would compete with the chain store must arm himself with some kind of expert knowledge, and that is precisely what the Government is prepared to furnish him.

Without attempting to go into details here, the facts which the Federal Government has collected and which it is already to place at the disposal of any merchant, cover the whole field of retail merchandising. How to determine the extent of the local market for any class of commodities, how to pick the right location for a store, how large a stock to carry, how to select and replenish that stock to the best advantage, how to display the stock both inside the store and in the show windows, how to keep them, how much capital

should be available for a retailer of any kind in a community of any size, how that capital should be apportioned between merchandise reserve, how much credit a business of a given volume is entitled to, these and many other facts—many guesses or estimates—but facts based upon actual investigation and a thorough study of thousands of successful and unsuccessful retail business, independent and chain, in many different parts of the United States.

In other words, all the expert knowledge which makes the chain store a more efficient merchant than the independent retailer, has been collected and is still being gathered at Washington, analyzed, summarized in its proper proportions and made available to every merchant who seriously wishes to compete with the chain store, instead of merely grousing about it.

The independent retailer who wants this Government assistance can get it by merely writing to the Domestic Commerce Division, Department of Commerce, Washington, D. C. And any local business association which is earnest in wanting to improve the local retail situation can call on the Government for an expert adviser to survey their field and tell them how to do things differently and more profitably.

It May Be Urgent



When your Children Cry for It

Castoria is a comfort when Baby is fussy. No matter taken than the little one is at ease. If restless, a few drops will bring contentment. No harm done, Castoria is a baby remedy, meant for babies. Perfectly safe to give the youngest infant; you have the doctors' word for that! It is a vegetable product and you could use it every day. But in an emergency that Castoria moves stomach muscles. Some night when constipation is being relieved—or colic pains—or teething troubles—never be without it; always have a bottle on hand. Mothers keep an extra bottle, unopened, to make sure there will always be Castoria in the house. It is effective for older children, too; read the book that comes with it.



"Pleasing You Means Success for Us"

Club Cafe

Where Cleanliness is the Watchword

Kitchen and Premises Inspected Each Week

by
City Health Officer

Milk Supplied from State Certified Herd

"Where Critics Choke on Service"

Barber Notice

The City Barber Shop and the Hitchcock Barber Shop owned by M. L. Goodson and Press Hitchcock, have consolidated.

The City Barber Shop moved this week into the building with the Hitchcock shop and the one shop is now the City Barber Shop.

We have a six chair shop now with four regular barbers, J. C. Campbell, O. D. Reid, Goodson and Hitchcock.

Your continued patronage will be appreciated.

City Barber Shop

VALUES
Grocery
For Fri. and Saturday

Green Beans, per lb		.10
New potatoes, per lb		.05
Flour,	48 pound Southland	1.58
	48 pound Oriole	1.68
Meal,	10 pound bag	.33
	24. pound bag	.67
Oats, Ralston large pkg.		.22
Beans, Pinto, 10 lbs		.69
Pork & Beans, Wapco 16 oz	3 for	.23
Sardines, American	per can	.05
Matches, satin tip,	per carton	.18
Cocoanut, bulk per lb		.25
Prunes, gallon can		.45

J. M. Edwards Self Serv Store

KING OF ALL

CHICK STARTER

City Feed Store
 Waldrip's Hatchery

IN THE SOUTHWEST
 MORE CHICKS ARE RAISED ON RED CHAIN THAN ON ANY OTHER FEED

Tuesday evening a bunch of the Knox City girls enjoyed a picnic at the concrete dip north of town. Miss Elizabeth Griffith sponsored the picnic.

Mr. and Mrs. Joe Averreit and two children spent Sunday and Monday with relatives in Rule. Buster Averreit of Fort Worth was also in Rule.

Misses Alta Hamm and Elizabeth Griffith spent the week end with Miss Grace Orsborn and other friends in Abilene.

From now on the Postoffice Barber Shop will be operated by Allred and Eads as Mr. Allred has purchased a half interest. We invite your patronage and will strive at all times to give you the very best service. Allred and Eads.

Miss Alene McBeath of McMurray spent the week end here with her parents.

Wants Jobs for All



Julius Barnes, Chairman of the U. S. Chamber of Commerce, who told leaders of industry they must find a way to keep workers busy the year round.

MANY AILMENTS YIELD QUICKLY TO NEW KONJOLA

Manager of East Side Stone Yard Eagerly Praises Merits of New Medicine



MR. JAMES A. COX

"Stomach trouble, disordered kidneys and constipation over a period of six months, had placed me in a badly run-down condition", said Mr. James A. Cox, 629 Mathewson St. Wichita. "Gas and bloating followed even the simplest meals. Kidney weakness gave me frightful back pains and I was subject to frequent bladder actions. I was restless and found it difficult to sleep for any length of time. I had no appetite and was weak and listless. For two weeks I was utterly unable to work and it was during this time that Konjola was recommended to me by my friends."

"My appetite increased from the very day I began taking Konjola. My stomach gradually began to function as it should and the back pains left me. Today I eat heartily without any discomfort whatever and am free from bloating. My kidneys are in excellent condition and I am entirely free from constipation. My general health is better than it has been in a long time. I owe all this to Konjola."

It is logical to believe that what Konjola has done for others, it will do for you for everyone. This is especially true if Konjola is given a fair trial. Six to eight weeks is recommended as a fair trial, is stubborn cases.

Konjola is sold in Knox City at the Orient Drug Store, and by all the best druggists in all towns throughout this entire section.

Advertisement

J. C. Reede is attending the Lumbermen's convention in Waco this week.

Mrs. B. C. Anderson left Wednesday morning for Rosebud where she is visiting a few days.

We are glad to state that J. T. Orsborn is a new subscriber to the Herald this week.

The Knox County Singing Convention will meet at Gillispie Sunday afternoon at two thirty o'clock.

Mr. and Mrs. S. M. Clonts and Mr. and Mrs. Ray Willis visited a service of a Masonic Lodge in Wichita Falls Thursday of last week.



Acidity

The common cause of digestive difficulties is excess acid. Soda cannot alter this condition, and it burns the stomach. Something that will neutralize the acidity is the sensible thing to take. That is why physicians tell the public to use Phillips Milk of Magnesia.

One spoonful of this delicious preparation can neutralize any excess of acid. It acts instantly; relief is quick, and very apparent. All gas is dispelled; all sourness is soon gone; the whole system is sweetened. Do try this perfect anti-acid, and remember it is just as good for children, too, and pleasant for them to take.

Any drugstore has the genuine, prescriptional product.

PHILLIPS Milk of Magnesia

Political Announcements

The Herald is authorized to announce the following candidates subject to the Democratic Primary in July.

FOR COUNTY CLERK

- A. E. (Buck) Propps
- Marvin Chamberlain
- Thomas R. West
- Thomas F. Glover

FOR PUBLIC WEIGHER PRECINCT NUMBER 5

- Quincy C. Davis (Re-election)
- W. E. Roney

FOR TAX ASSESSOR

- Earl Sams (Re-election)
- John Rice

COUNTY TREASURER

- J. T. (Fray) House (Re-election)
- J. E. Keeney

FOR COUNTY COMMISSIONER PRECINCT ONE

- M. G. Nix
- Wm. Griffith (Re-election)

FOR COUNTY JUDGE

- J. W. Melton
- Oliver W. Lee (For Re-election)
- N. S. Kilgore
- S. T. Easley
- A. B. Reese

FOR DISTRICT CLERK

- J. C. Patterson (Re-election)

For Representative 114 District

- George Moffett
- O. D. Beauchamp

FOR SHERIFF

- C. R. Elliott (Re-election)

DR. T. P. FRIZZELL
Physician and Surgeon
First State Bank Building
Knox City, Texas

Olle Cox received an injured hand while grubbing a tree at his home Monday.

REVIVAL MEETING

The Revival meeting now in progress at the First Christian Church is getting along nicely. The attendance is fine and Brother Hangerman is delivering some very inspirational messages. His sermons are clear and concise, and show where in the non-Christian falls short of his divine duties.

"We carry the 'U. S.' Tiger golf balls. The best golf ball made. Ashcroft Chevrolet Co.

It Pays To Read The Ads

Wanted:

Dry Bones, 50 cents a hundred. Knox City Wrecking Co. I. G. Hathaway.

Mr. C. H. Keck was sick most of last week with tonsillitis. Monday he was able to sit up.

Mr. and Mrs. F. M. Tomlin of Weatherford and Miss Ottilie Tomlin were week end guests of Mrs. J. M. Ashcroft.

Mr. and Mrs. Hubert Hopson and Mr. and Mrs. George Rayburn and Miss Mollie B. Hopson all of Lubbock were guests of Mr. and Mrs. A. E. Hopson and Grandma Lanier Sunday.

Miss Alma White and Mr. and Mrs. A. L. Dutton and children spent the first of the week in Amhurst.

Say You Saw It in the Herald

A House is Usually as Old as it Looks. Give Yours a Youth-Bath of Lincoln Climatic Paint

A house not more than five years old can easily look five times that age, inside and out, if it is not painted regularly. And all the while, the building, as such is rapidly disintegrating, because its surfaces are not protected as they should be from weather summer and winter. Both seasons are bad for houses. Prematurely old houses are seen everywhere, and what a pity. Give such a house a beauty-bath, a youth-bath. Lincoln's Climatic paint is the best "face-lifter" for ugly houses.

Use Rapid Drying Lu-Co-Lac Enamel for refinish exterior furniture.

Wooldridge Lumber Company

MEAT VALUES

The best quality meats at the lowest cash price is our motto. Better meats for less money brings you here.

Benedict and Benedict
Grocery and Market

TIRE up
this Spring at
Big Savings...

GOODYEAR

Remember when you are driving fast you're no safer than your tires. Better be on the best! Goodyear offers in its latest 1930 types the finest tires ever produced. Complete range of low Spring prices.

Get our Special Proposition on "New Goodyears All Around"

Electric Filling Station
KNOX CITY, TEXAS

Value Extraordinary!

GOODYEAR *Pullender*
Full Oversize Balloons | Big Oversize Cords
28 x 4.65 \$8.25 29 x 4.40 \$8.00

Full Oversize 30 x 4.50 \$9.50

"Where Good Printing Is a Habit"
Knox County Herald



WHEN you are den noised, trifles, can't bear that children irritable and one it's your nerves. Don't wait until wrought nerves have awake half the night. Take two large Dr. Miles' Nervous Relief that follows more before you Sleep—and wake the days' duties. Dr. Miles' Nervous Relief made in two forms: Effervescent Tablets Both are the most therapeutically. Liquid or Effervescent Tablets at drug stores. Price \$1.00

