



Christmas

and once again

BEST WISHES



At this, the Christmas season, we extend the heartfelt Christmas Greetings to all our friends and customers, and wish you great happiness and health.

It is our hope that the patronage we have enjoyed during the year now closing has been justified by the service we have rendered and that our service may be improved to warrant your continued good will through the year to come.



To All--Merry Christmas

BRAD'S MARKET
 XL SERVICE STATION
 JONES BARBER SHOP
 ARLEDGE ICE COMPANY
 MM SERVICE STATION
 D. W. ... SERVICE STATION
 J. C. WOOLDRIDGE LUMBER CO.
 L. N. BRIDGES SERVICE STATION
 W. R. ERWIN SERVICE STATION
 R. M. Herring Shoe and Harness Shop

SMILE CAFE
 TEAGUE CAFE
 SANITARY CAFE
 J. T. MAY VARIETY
 KNOX CITY BAKERY
 ORIENT DRUG STORE
 DAVIS CASH GROCERY
 FOX BROTHERS GROCERY
 FRIZZELL'S DRUG STORE
 CLIFTON SANDWICH SHOP

TEXAS THEATRE
 REID BARBER SHOP
 Wm. CAMERON & CO., Inc.
 KNOX CITY HARDWARE
 ELECTRIC SERVICE STATION
 Smith & Wample Blacksmith Shop
 J. M. Edwards' Self Service Grocery
 WHITE MERCANTILE COMPANY
 RUSSELL BOYD SERVICE STATION
 W. E. MATTHEWS BLACKSMITH SHOP

The Knox County Herald

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

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A SERMON FOR CHRISTMAS
 as a festival for the benefit of child-
 We think of Christmas primarily
 ren. It is more than that, and yet
 that is the essence of our celebration
 of the Birth of the Christ-Child. For
 the spirit which He came to earth
 to inculcate lives on from generation

to generation only as it is transmitt-
 ed through the children of men.
 And, regardless of how cynically we
 may observe the goings and comings
 of human beings in ways that seem
 to have no relation to the Christian
 spirit, nevertheless, if we look back
 over the history of the world for the
 past nineteen hundred years, we are
 forced to the conclusion that the
 growth of the influence that had its
 beginning in Bethlehem of Judea on
 that first Christmas Day has been
 steadily and continuously, that the
 world of men is kindlier, more toler-
 ant, more charitable and more peace-
 ful of His coming and His teaching.
 Nineteen hundred years is but a
 moment, the twinkling of an eye, in
 the Divine scheme of things, in the
 life of the human race. If we have
 not reached perfection, consider the
 depths from which we have come as
 far as we have along the road to the
 perfect life.

Let us, then, regardless of individ-
 ual creed or church, make of Christ-
 mas a day to be joyful, and especial-
 ly a day on which to make the child-
 ren joyful. Whether we call him
 "Santa Claus," or "Kris Kringle" or
 "Father Christmas," let us hale the
 patron saint of children on this day
 of days, the holiest day in the Christ-
 ian year. Let us see to it that his
 pack is overflowing with gifts as
 precious, in the eyes of the child, as
 those which the Wise Men of the East
 brought to the manger of Bethle-
 hem. And let it not be said of any
 community, of our own especially,
 that in any place in America there
 were children who were overlooked
 on this Christmas Day. For after all,
 they are the only folk who really
 count for much in the long run.

We are reminded this week by the
 City Fire Department, also by large
 display cards hanging in the windows
 of most of the business houses, that
 it is a ten dollars fine to discharge
 fireworks in the streets or alleys of
 the business district of the city.

The Fire Boys have made their
 plan clear this year. It is not that
 they wish to be unkind but it is the
 fact that we all must be thoughtful
 of protection of persons and prop-
 erty. An innocent firing of a small fir-
 eracker might mean the loss of sev-
 eral hundred dollars by fire or the
 loss of an eye by some man, woman
 or child.

Enjoy Christmas, yes, and fireworks,
 if you have them but remain out
 of the business district while doing
 so.



GREETINGS

We wish to extend our most sincere good wishes
 of Yuletide cheer to our fellow-townsmen and to
 those strangers that may be in our midst.

Ashcroft Chevrolet Co.

Phone 100
 FRESH SWEET MILK
 WHIPPING CREAM
 SWEET CREAM BUTTER
 Delivered Daily
 TELEPHONE 100
Knox City Dairy



Christmas Cheer is Here

Citty Tailor Shop
 Holt Moseley

An Appreciation of FRIENDSHIP

As we look back over the year 1933, we are moved
 to a deeper, more sincere appreciation of our friends.

Each year we realize more fully that our friend-
 ships are what make life worth living. We like to
 feel that there is a spirit of friendship underlying
 our business relations with our customers. Our daily
 experiences confirm this feeling.

Through the ages it has become a worthy custom
 to express our appreciation of our loved ones by tok-
 ens of remembrances at Christmas time. So we
 manifest our appreciation of our friends by a word
 of cheerful greeting. At this Holiday time we want
 to extend to you our sincere good wishes as an ex-
 pression of our appreciation of your friendship.

May the Christmas of 1933 be your merriest, and
 the year 1934 your most prosperous.

The Citizens State Bank
 Knox City, Texas

Special—250 New Victrola re-
 cords, each 25 cents.

SMILE CAFE

Brother Bedford Smith of Oiney
 conducted services in the local Chris-
 tian church Sunday.

The J. W. Smith family had its an-
 nual reunion and Christmas dinner
 this past Sunday.

Mr. Price Trimmer was called to
 Amarillo Wednesday in the illness of
 his father.

S. L. White went to Denton Wed-
 nesday for Bill who will be home
 over the holidays.

Mr. and Mrs. T. E. Robbins have
 a new 16X Philco radio which they
 bought from Rudolph Hackfield.

Miss Mildred Dutton is expected
 to arrive home Thursday from Abilene
 for the Christmas holidays.

Ralph Edwards is the proud owner
 of a new 60-B Philco which he pur-
 chased from Rudolph Hackfield.

Lee Smith made a trip to Dallas
 the first of the week to see a spec-
 ialist about his broken limb.

Jack Wetzel will leave the city
 Friday for Fort Worth where he will
 spend Christmas with his mother.

Mr. and Mrs. O. D. Reid and daugh-
 ter Mary Hope plan to spend Christ-
 mas in Oklahoma.

Gerze Thillingast left Wednesday
 for Amarillo to spend the holidays
 with his mother.

Special—250 New Victrola re-
 cords, each 25 cents.

SMILE CAFE

Mr. and Mrs. Lee Rhodes of Wich-
 ita Falls spent Saturday night with
 Mrs. A. J. Gore.

Mr. and Mrs. John A. Smith and
 son plan to spend the holidays with
 her father in Leveland.

Mrs. A. J. Gore and Mrs. Roy Gore
 of this city with Mrs. Ruby Melton of
 Benjamin spent Sunday and Monday
 in Wichita Falls.

NOTICE

I have a new lot of moulding and
 will be framing pictures for a short
 time.

M. M. WARD

Mr. and Mrs. L. L. Right of O'-
 rien are the proud parents of a
 new baby girl who arrived December
 19th.

Mrs. Everett Kelly of Austin ar-
 rived Tuesday night to spend the
 holidays with her parents Mr. and
 Mrs. W. H. Benedict.

Mrs. Charles Randall and Mrs. C.
 T. Porter of Seymour were weekend
 guests in the home of Mrs. E. O.
 Amison.

Mrs. Reddell of Thorp died Sunday
 and was buried Monday at Thorp.
 She was a patient in the Knox Coun-
 ty Hospital for several weeks a short
 while back.

Dr. and Mrs. T. S. Edwards and
 son Tommy spent Sunday afternoon
 in Haskell with Mr. and Mrs. J. M.
 Reeves.

Mrs. J. W. Green fell Tuesday of
 this week and injured her shoulder
 and arm. After receiving examina-
 tion and treatment at the hospital she
 was carried home.

Mrs. Lee Smith was hostess to the
 Tuesday afternoon Bridge Club this
 week. Refreshments of congealed sal-
 ad, stuffed beets, fruit cake and cof-
 fee were served.

FREE PERMANENTS FOR XMAS
 \$8.00 Oil Wave now \$2.50 one free
 \$6.50 Oil Wave now \$2.00 one free
 \$3.00 Oil Permanent now \$1.00 or
 two for \$1.50.

We were located here at 8. 1. Favor
 but moved to Lansford Apartment
 Monday, Texas.

Sanitary Barber Service
 Always at
Reid's Shop

Barnett & Barnett
 Chiropractors
 Knox City, Texas

FOR SALE—99 acre land 1 1/2
 miles of Knox City 5 room resident
 in town, also several farms near
 Munday.
 C. A. Elland, Munday, Texas

PIANOS

Several people have written us
 with reference to our used pianos in
 storage at various places. They can
 now be seen at Stamford on south
 side of square. We are closing these
 out at very low prices rather than
 return them to Greenville. Also have
 a few new uprights and grands to be
 closed out rather than return. The
 sale of these pianos will start Sat-
 urday, December 2nd.
COLLINS PIANO COMPANY,
 GREENVILLE, TEXAS.

Meat hogs for sale at 4 cents per
 pound. Several nice fat ones
 S. N. REED, O'BRIEN

T. S. Edwards, M. D.
 Surgery and diseases
 of women

R. C. Edwards
 Dentist
 LOCATED IN THE WEST END OF
 SECOND STORY OF THE FRIZ-
 ZELL BUILDING



Good Cheer

MERRY CHRISTMAS. These two
 words have behind them all our
 good wishes for your future and our
 gratitude for your many kindnesses
 to us through the years of the past.

Farmers Gin Co.

Season's Greetings

At this time, when all the world relaxes from
 the excitement and tension of everyday business
 life... when on every hand one sees practical
 demonstrations of the true Christmas Spirit of
 "Good Will Toward Men"... it is fitting that
 this Company should bring to its many friends
 and customers the sincere Christmas Greetings of hundreds of
 loyal employes.

Throughout the year, 161 progressive cities, towns and com-
 munities in this "Land of Opportunity" have received dependable
 and inexpensive electric service from the three major generating
 stations of the West Texas Utilities Company.

Hundreds of farmers, ranchers and smaller communities have
 been served over the same high tension transmission lines, which,
 2,500 miles in length, interlace this great West Texas Empire.

To this progressive citizenry... by whom and for whom the
 growth of West Texas and the West Texas Utilities Company has
 taken place... this Company extends cordial Season's Greetings
 and best wishes for a happy and prosperous New Year.

Do you know that your increased use of Electric
 Service is billed on a surprisingly low rate schedule?
 ... and adds only a small amount to your total bill?

West Texas Utilities

The Kennel

KENNEL STAFF
 Editor-in-Chief Beulah Dearing
 Asst. Editor Marilyn Herring
 Sports Editor John Elbert Smith
 Social Editor Corrine Short
 Jr. High Reporter Elmer Wall
 Grammar School
 Reporter Marcellous Stovall
 Senior Reporter Odell Thompson
 Junior Reporter Marilyn Herring
 Sophomore Rept. Lora Jean Propps
 Freshman Rept. Imogen Copps

"LOVE LIGHTENS LABOR"
 He who labors for love will love to labor.
 Unless one's work does bless it is not a useful work. Then it becomes indeed—sordid, dreaded, tyrannical serfdom.
 "Wherefore do ye spend money for that which is not bread? and your

labor for that which satisfieth not?"
 The coarse garb of the toiling peasant has done more for humanity than the royal purple of weakling princes.
 Overalls have furnished more power for the ear of progress than tuxedos and full dress suits.
 Calico dresses and sunbonnets have meant more to America than do college gowns and picture hats.
 Brogans have done more for civilization than dancing pumps and boudoir slippers.
 Farmers boys' sombreros and mechanics' caps are better assets socially and governmentally than silk ties and opera hats.
 One Vulcan is worth a dozen Apollos; one Tubal Cain is worth a score of Beau Brummels.
 If there were a royal line of nobility on earth, it is that of the Kings

of labor.
 He who lives a life of constant idleness is an industrial tramp beating his way to perdition.
 Following closely behind him in uselessness is the man who works only for himself. He who cares only for himself has very little to care for.
 It is when self is crucified that God is glorified.
 Work, patience, sacrifice, are the trinity of powers that make tolerable our earthly existence.
 No man is too good to work. No man is good enough not to work.
 The absolute necessity of work cannot be denied it. There is always hope for one who faithfully and conscientiously works.
 A man's life, his character, his history, his temperament, his disposition, will be found recorded in the work he does long before his epitaph is written.
 Sometimes we hear men complain of having to work for other men and of the pay they get for it. That is not so bad. Sometimes the fellow they work for is working for the devil for nothing and boarding himself. He may not know this but that doesn't change the fact.
 "Labor not for for meat which perisheth, but for that meat which endureth unto everlasting life, which the Son of Man shall give unto you."

they should for Valley View did not have such a strong team. The entire club seemed to have a day off and never were they able to play the same as they are accustomed to doing.
Matador forfeited the next game to Knox City at 2 o'clock Saturday and at five o'clock the Knox City Quintet met McAdoo and broke true to form again and played a real game. McAdoo offered very little in any competition, and the final score ended at 31-5.
 In the final game for consolation the female Greyhounds played Old Glory to win by a margin of 19-5. Old Glory opened this game by scoring 4 points before Knox City took the ball to their goal zone, but when our club opened their scoring they soon left their opponents trailing far behind. Never was Old Glory able to break the Knox City defense to score again during the game but added one more point to their count to bring the final score to 19-5. The Knox City girls were complimented on their strong defense, and ricked by several teams as doing the outstanding guarding of the Tournament.

The County Interscholastic League was organized, and Superintendent J. Horace Bass of Munday was named as Director or General for the coming year.
 The Benjamin school, under the direction of Miss Blabee, presented a short program of music and singing.
 The speaker for the evening was Mr. Bryan Dickson who represents the new District Three. Mr. Dickson made a very interesting talk. He gave plans for the work for District Three and encouraged all teachers to work for growth and improvement of their teaching profession.

CIVICS CLASS PLANS TRIAL AFTER HOLIDAYS
 The Civics class under the supervision of Superintendent King has a trial planned to begin immediately following the holidays. Officers were elected last week using correct ballot form and the votes legally counted. Those elected: The Honorable Herbert Finley, Judge, Jeff Graham, District Attorney, and Rowena Wall, Sheriff. The culprit has not yet been divulged but he is to be brought before the grand jury next Wednesday. As well as being educational the trial is expected to furnish much entertainment.

WHAT WOULD HAPPEN IF

The Macbeth contracts in English IV came in on time.
 English notebooks were not always late.
 Herbert Finley could see some use in studying English literature.
 The Kennel did not come out on time.
 At least one report to the Kennel was not late each week.
 Mayme Shaver discovered that there was a Santa Claus.
 Santa Claus did not come to see Elmer Wall because exams come before Christmas.
 Santa Claus found out the grades made on exams Thursday and Friday.
 Jeff Graham should turn out to be the culprit in Civics.
 The Senior party should be a failure.
 Knox City got a gymnasium.

KNOX CITY GIRLS PLACED ON ALL-TOURNAMENT TEAM

Beatrice Reed, Knox City guard, was placed on the All-Tournament Team as being one of the three best guards at the tournament. No medals were given for the places on this team but each girl on the team were presented in person at Dickens Saturday.
LOVING CUP PRESENTED TO STUDY HALL
 Monday morning Captain Faye Hyde presented a beautiful loving cup to the study hall. Dickens' Consolation trophy. Placed among our other cups and trophies, it added much to the group we already have in the study hall.
 We are proud of our girls, even those who are not making the regular team, for you, by going out there and fighting, make those who fill the place fight all the harder to fill the position. That counts about 75 per cent on any team as well as keeping you in practice and shape. Here I hope that you may go and win more trophies for our school this year.
 We are sure that our girls can win the tournament this year, and the hard and strict coaching of Miss Rye will be a great asset to them in so doing. The school as a whole and all the basket ball fans appreciate what Miss Rye has done for the girl's basket ball team this year and the opportunities to attend tournaments which she is largely responsible for opening for them.
 Exams will be given Thursday and Friday of this week so that the student body can forget all they ever knew during the holidays with out its impairing their grade too much.

FIVE LETTER MEN REPORT FOR BASKET BALL

Captain Vernon Davis; B. E. Bryan; Homer Lee Rutledge; Spurgeon Hyde; Lawrence Dutton, all letter men, reported for practice the first of last week and were strengthened by J. L. Bohannon; Elmer Wall; Clyde Inghram; Olen Dutton, R. A. Carr; Lloyd Huntsman; and Barney Humphries. This appears to be the first time in a number of years that any Athletic team representing Knox City has had a wealth of veteran material to begin the season with.
 The team has received invitations to tournaments at Crowell, Dickens City, Hamlin, Aspermont and Sunset by that time the County tournament will be on and the Greyhounds are anxious to make a strong bid for the championship. Coach Dean states that the only thing that will prevent the boys from going to these tournaments will be falling grades and all the boys are O. K. at present and he thinks that all his boys will be O. K. the entire year as most of them are students that intend to go to college when they finish high school.
 It will be interesting for the fans to watch the merry battle for scoring honors in this county this year as there are more forwards this year than ever before. It will not be surprising to find Vernon Davis or Homer Lee Rutledge topping this list when the season ends. Let's all get behind the Greyhounds and bring Knox City the first championship in her history.
 —Reporter

TEACHERS ATTEND INSTITUTE

Friday evening, December 15, Knox County Teachers attended the annual meeting of the Institute of Education at the Hotel...

Fresh Bread Daily Sliced or Unsliced Knox City Bakery

Why Liquid Laxatives are Back in Favor

The public is fast returning to the use of liquid laxatives. People have learned that the properly prepared liquid laxative will bring a perfect movement without any discomfort at the time, or after.
 The dose of a liquid laxative can be varied to suit the needs of the individual. The action can thus be regulated. A child is easily given the right dose. And mild liquid laxatives do not irritate the kidneys.
 Doctors are generally agreed that Senna is the best laxative for every body. Senna is a natural laxative. It does not drain the system like the cathartics that leave you so thirsty. Dr. Caldwell's Syrup Pepsin is a liquid laxative which relies on sense for its laxative action. It has the average person's bowels as regular as clockwork in a few weeks' time.
 You can always get Dr. Caldwell's Syrup Pepsin at any drugstore, read for use. Member N. R. A.

Merry Christmas
 Knox City Motor Co.

Greetings of the Season



Warren Brothers Ford Dealers

Merry Christmas
 Another Christmas, bringing with it another opportunity to thank our friends for their loyalty and patronage during the year now coming to a close. To one and all we extend greetings, wishing for all a Happy Christmas, and a Merry One.
Collon Growers Cooperative Gin Co.

The Season's Greetings
 To all our friends and patrons we extend the season's greetings, Merry, Merry Christmas and a happy New Year.
Mack, Margaret and