

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 Months .75

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FALSE IDEAS ABOUT ADVERTISING

It is about time that the theorist who are trying to reform everything were stopped from circulating false and erroneous ideas and labelling them as truth.

We have no fear that this sort of foolishness will have any permanent effect upon advertising. Every merchant and manufacturer knows better.

Advertising brought millions of buyers for Ford cars, and every additional car sold out down the relative cost of all the other cars and permitted a progressive reduction in price to the buyer.

Not long ago some bureaucrat in Washington undertook to set up a rule that advertised brands of gasoline must charge a cent a gallon more at the filling station than unadvertised kinds.

ordered distributors of bottled milk who advertise to charge a cent more than those who do not advertise are permitted to sell for.

That sort of thing is not progress, it is distinctly reactionary. It harks back to the days when the grocery store kept its crackers in an open box and dipped sugar with a scoop out of a barrel.

It is time that people understood more generally than they seem to do that advertising, intelligently and persistently done, does not raise prices but is the principle reason why Americans have to long been able to buy things far more cheaper than similar things can be bought in other countries.

We read in the press of thirty earthquake shocks in western states in one day, and it doesn't give us a thrill. But, then, we get a shock from Washington about every hour in the day and don't even bat an eye.

Tailors in New York, Hollywood and London listed the ten world's best dressed men. The list included a prince, an earl, a knight or two and a bunch of plain millionaires.

Although history generally refers to San Francisco de las Tejas as the first mission founded in Texas, it is a matter of record that the missions near the present city of El Paso were founded earlier.

Though Texas leads the list of states in agriculture, only 18.5 per cent of the total area is in cultivation.

Men outnumber women in Texas of the 5,824,715 population of the state, 2,945,994 are males, 2,878,721 are females.

Union Grove News

Readers of the Union Grove News Items were misinformed last week concerning preaching services over the past weekend.

Mr. and Mrs. J. C. McGee entertained the people of Union Grove with a party Saturday night.

Mr. and Mrs. Leonard Houston of Dickens City spent the week end here with his parents Mr. and Mrs. L. L. Houston.

Mrs. J. T. Bevel entertained with a birthday dinner Sunday honoring Mr. Bevel. Those enjoying the occasion were Mr. and Mrs. Westbrook and children, Mr. and Mrs. Leon Bevel and son and Misses Anice and Floe McBrayer.

Mr. and Mrs. Bob Jones spent Saturday night with Mr. and Mrs. R. H. White in the Brock community Singing was well attended Sunday night and enjoyed by all.

Mr. and Mrs. Travil Pannell of and Miss Daisy Pannell of Albany spent the weekend with friends and relatives here.

Mr. and Mrs. W. H. Hodges and children spent the weekend in Montague.

Mr. Alton Fitzgerald was the guest of Mr. and Mrs. J. P. Hodges Sunday.

Mr. and Mrs. Barney Arnold spent Mothers Day with relatives in Anson.

Stomach Gas

One dose of ADLERIKA quickly relieves gas bloating, cleans out BOTH upper and lower bowels, allows you to eat and sleep good. Quick, thorough action yet gentle and entirely safe.

ADLERIKA

Correct Dry Cleaning gives you a good APPEARANCE Phone 33 for "real service"

Wall's Tailor Shop

Tailoring That Pleases"

The J. W. Smith family observed Mothers Day in the home of their daughter Mr. and Mrs. L. L. Davis.

Mr. and Mrs. O. L. Jamison and daughter Yvonne made a trip to Dallas Saturday returning home Sunday.

Miss Clara Clark returned home Saturday from an extended visit with relatives in Wichita Falls and Grsham.

Mr. and Mrs. J. W. English and Mrs. Finley and daughter returned to Knox City Monday from having spent the weekend in Lubbock.

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

Why the Sudden Change to Liquid Laxatives? Doctors have always recognized the value of the laxative whose dose can be measured, and whose action can be thus regulated to suit individual need.

Dr. Caldwell's Syrup Pepsin is a prescription, and is perfectly safe. Its laxative action is based on senna—a natural laxative. The bowels will not become dependent on this form of help.

Mr. and Mrs. Lawrence Rhodes and children of Wichita Falls spent the past weekend here with her mother Mrs. A. J. Gore.

Mrs. Sam Anderson returned home Saturday from a six weeks trip to Austin, San Antonio and Lockhart Texas.

Mr. and Mrs. S. N. Reed of O'Brien left Wednesday morning for Fort Worth to attend the State Baptist Convention.

Mrs. P. P. Palmer and two grand daughters Misses Palmer of Altus Oklahoma were guests of Mrs. Palmer's daughter Mrs. Nellie Mae With row Sunday.

Four Day Special Beginning Friday,

- Ever Ready Shoe White Polish Rubbing Alcohol 16 Ounce Milk of Magnesia 14 Ounce Cold Cream 1 Pound Almond Benzoin Hand Lotion 16 Ounce Colgates Shampoo Barbara Bruce Dustind Powder Antiseptic Z. L. 16 oz. Castillo Soap, 1 lb. Talcum powder, 1 lb. Shaving Cream, Palmolive Try our fountain service best in town. Frizzell Drug Store "Headquarters for Prescription"

"Senior Day" Saturday, May 19th At Jamison-Clonts

SENIORS OF THE KNOX CITY HIGH SCHOOL WILL BE THE SALES PEOPLE THE DAY. THEY WILL RECEIVE A COMMISSION ON THE GROSS SALES, TO BE USED IN BUILDING A FOUNTAIN ON THE SCHOOL CAMPUS AS A MEMORIAL FROM THE 1934 CLASS.

You will need various Hardware, Furniture and Implement items on the farm and in the home during the coming weeks. Make a list of things you will need now and BUY FROM THE SENIORS SAT.

How many hoes, files, wrenches, godevil blades, sweeps, bolts and collar pads are you going to need?

It is a good time to start spring house cleaning. Buy paint, varnish, furniture polish, linoleum, floor

mops, rugs and window shades from the young

Canning season is about here - - fruit cans, cookers and jar caps will be needed.

Do you know that we sell windmills, pipe fittings, bath tubs, kitchen sinks, etc?

Every penny you spend in our store means a bigger, happier day for the Senior something and see them in operation.

SPECIAL FOR THE DAY HIBBARD'S "TRUE VALUE" WASHING MACHINES, BRIGGS-STRATTON GASOLENE MOTORS, AT \$70.00 REGULAR PRICE \$89.00

Jamison-Clonts Company Hardware Furniture Implements

Knox City, Texas

The Kennel

Junior-Senior Banquet Friday Night, May 18th

Such excitement has been created by even the name of the Junior Senior Banquet, Mardie Gras. From all the rumors that are going around this affair is to be one of the most enjoyable in the history of the school. From what little information that can be exacted from the Juniors, everything is going forward in the way of plans and preparations with a zest never before equaled. The Juniors promise us it will be good and we are perfectly willing to take their word for it. Both the Juniors and the Seniors are looking forward to the enjoyable entertainments of the year and expect it to be one of the most for either class.

MEMBER SMITH ADDRESSES ASSEMBLY

On Friday at assembly period the study hall was addressed by Brother Bedford Smith. After giving some very interesting facts about the Bible his principle subject and theme centered about mother and some interesting historical facts about the founding of Mothers Day and its founders. The address was thoroughly enjoyed by everyone.

This is the first time that Brother Smith has addressed the study hall through earlier dates had been arranged for him. We are glad that he came and should be glad if it were possible for him to return this year.

SAFETY FIRST

Safety First is to be presented next Friday evening at the auditorium. The play will afford you two hours and fifteen minutes of clean amusement and it boasts of a cast in which you will see Jack Watson play the part of a Turk from Turkey supported by Jeff Williams, Gerald Barnard, Herbert Phisley, Spurgeon Hyde, Irene Rys, and Miss Thompson, Mrs. Berry, Faye

McAuley, and Claudia Sue Moseley. The play is sponsored by the basketball girls and the proceeds will go toward paying for their basketball suits.

The play moves briskly along with a culminating effect. Incident succeeds incident, and the act endings are quick and snappy with plenty of movement for everybody. The characters are equally balanced, as everyone in the play has a great opportunity to impress the audience and add to the laughable situations.

WE WONDER WHY

Estelle Wharton is crazy about the boys. Homer Lee Rutledge was showing his pictures to all the girls.

George Hodges talks to Mozelle Apple so much.

James Dutton moves behind Rule Seale Waldrip at the fourth period.

Loluse Phillips is always "scar-ing" Hamilton Coates.

Rheba Lightfoot didn't get a "Hair-cut".

Truett Stovall talks to Marguerite Copps so much.

Ray Amoen looks so carefully for a "certain blonde" every Saturday night at the show.

Herbert Finley smokes "two-for-a-nickel" cigars.

No one likes to study in the afternoon.

Beulah Dearing couldn't go some where last Wednesday nite 'tying so she said."

Vernon Davis says that girls just don't seem to like him.

Gerald Barnard got so red in the face in English II Friday (Girls kept him out late?)

The Junior Play was presented last Friday at the school auditorium and was a big success. The Juniors wish to thank all who were instrumental in anyway in helping them to put their play over.

SENIOR DAY AT JAMISON-CLOTS

Interest is being centered this week on Saturday. Senior day at Jamison-Clots Company. The Senior class will be the sales force in the two stores Saturday and receive a commission on all sales made during the day. They urge that you buy the articles you will need during the next 30 or 60 days so they may be able to enlarge their fund for leaving a memorial of class '34 in the Knox City school. Read the large advertisement of the Jamison-Clots Company in this issue of the Herald.

SEVENTH GRADE HONOR ROLL

- Blue Ribbon Roll
- Clydene Smith
- Dorothy Shaver
- Red Ribbon
- Murry Hester
- Billie Bess Benedict
- Marion Clonts
- Ruby Darden
- Mary Lee Hackfield
- Juanita Herring
- Ruth McGee
- Lila B. Oliver
- Doyle Walker
- Mae Coker
- Elena Fayne White

NUTERING HEIGHTS

Emily Bronte

There is a particularity of the Bronte sisters in that they have always drawn the interest of critics and readers to themselves nearly as much as to their work. There seems to be something magnetic about these daughters of a Yorkshire parson, for every available fact about their personality and lives are now familiar knowledge. Between Charlotte and Emily there was a special link; Charlotte speaks of Emily as the dearest person in the world to her. All of Charlotte's comments on Emily and her sister show her appreciation and understanding of that sister. She knew that Ellis Bell, which was Emily's pen name, was greater than Currer, whose was herself. An hereditary disease of consumption ran through the Bronte family, and Emily was the first to decline. For two awful months her sisters were forced to stand by and watch her, a silent sufferer, exacting from herself each day the same service as in health, until she wasted before their eyes. Her sister Charlotte describes her as being "stronger than a man, simpler than a child, her nature stood alone." Emily, as well as her sisters led an unobtrusive life of seclusion. "In Emily's nature the extremes of vigorous and simplicity seemed to meet. Under an unsophisticated culture, inartificial tastes, and an unpretending outside, she knew, above all, the power might have informed the brain and kindled the veins of a hero; but she had no worldly wisdom; her powers were unadapted to the practical business of life; she would fail to defend her most legitimate advantage. An interpreter ought always to have stood between her and the world. Her will was not very flexible, and it generally opposed her interest. Her temper was magnanimous but firm and sudden; her spirit altogether unbending."

"Emily Bronte's effortless power of creating an atmosphere and drama was tremendous. She knew love, its beauty and its ugliness, she knew hate, its cruelty and its bitter pathos. Above all, the power of book, sound and environment." One "Nutting Heights broods a

Charlotte Bronte wrote "A horror of great darkness" A stormy darkness, shot with light." "The chief figures of its drama have the real truth of nightmare. The ferocious, sinister Heathcliff, the wild, unstable Catharine and her insignificant daughter, the brutal Hindley, the silly little fool, Isabella, the pathetic Harewood, are all figures informed with a superb intensity of life." Heathcliff, indeed, stands unredeemed; never once swerving in his arrow straight course to perdition, from the time when "the little blackhaired swarthy thing, as dark as it came frof th Devil," was first unrolled out of the bundle and set on its feet in the farm house kitchen, to the hour when Nelly Dean foud the grim straight course to perdition, from the panel enclosed bed, with wide gazing eyes that seemed "to sneer at her attempt to close them, and parted lips and sharp white teeth that sneered too."

"Heathcliff betrays one solitary human feeling, and that is his love for Catherine; which is a sentiment fierce and inhuman; a passion sick as might boil and glow in the bad essence of some evil genius; a fire that might form the tormented center the ever suffering soul of a magnate of the infernal world, and by its aqunchless and ceaseless rage effect the execution of the degree which dooms him to carry Hell with him wherever he wanders. No, the single link that connects Heathcliff with humanity is his rudely confessed regard for Hareton Earnshaw the young man whom he has esteem for Nelly Dean. These solitare traits omitted, we should so he was child neither of Lascar nor gypsy, but a man's shape animated by demon life a Ghoul an Afrett. "Thus Charlotte describes the cruel demon of Nutering Heights. He was actuated only by the sullied consideration of hatred and revenge, and it mastered him, body and soul. In all literature I have found no human character that would stand forth with such vivid force as to inspire the sensation of complete horror and disgust. He seems like a vital thing imbued with all the embodiment of evil and hatred in the world and a Dante's inferno.

This book should be placed in every library because it is the work of true genius; only a master mind could have created such a great creature of the imagination and make him live with such vital force.

Mr. and Mrs. W. N. Reynolds spent the weekend with their daughter Mrs. Dodson in Olney. Mr. and Mrs. Dodson are the proud parents of a fine baby girl who arrived May 6.

50c coupon

This coupon and \$1.00 will bring you the Knox County Herald for one year. This offer is good only this week and next.

Wonders of Science and Invention

OVER 400 PICTURES

Told In Simple Language

POPULAR MECHANICS MAGAZINE

At All Newsstands or by Subscription

Monster Sale Still Going

Our Monster Sale that began last week is still going full blast. Come in and buy your summer merchandise at Ameen's low prices.

The beautiful 8 tube Zenith radio on display in our store will be given away in July. Save your tickets for this big event.

The Leader Store

Highest Produce Prices

Because of the policy of the Western Produce Company to pay at all times the highest prices for produce, these prices have been kept at the highest in this territory.

We want your produce and will pay the highest market price for it. If you trade elsewhere but want your produce to come here, tell your Grocer, he will be glad to call us.

Your business is always appreciated. We are glad to pay you the highest market prices.

Western Produce Company

Send \$1 for the next 5 months of

THE ATLANTIC MONTHLY

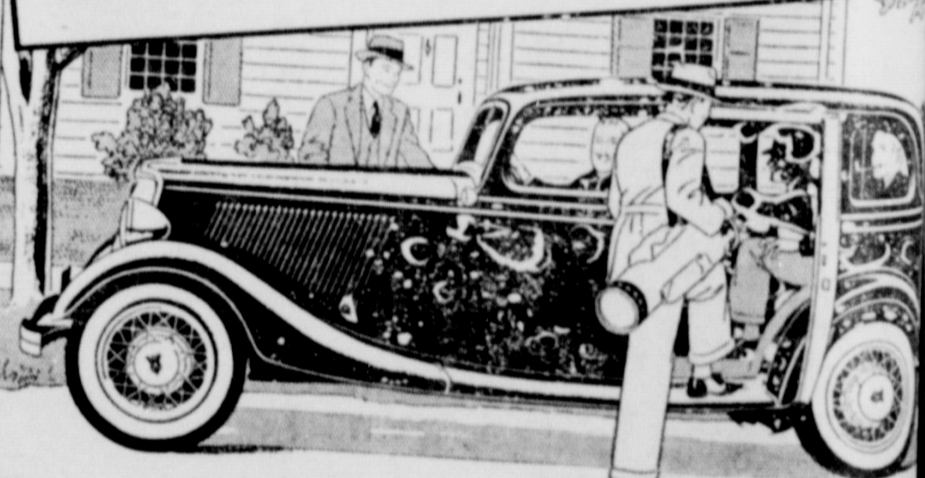
MAKE the most of your reading hours. Enjoy the wit, the wisdom, the companionship, the charm that have made the ATLANTIC, for seventy-five years, America's most quoted and most cherished magazine.

Send \$1. (mentioning this ad)

The Atlantic Monthly, 8 Arlington Street

Boston

5 Six-Footers... and not a cramp in a Carload



FIVE big men can relax in utter comfort on the deep cushions of the Ford V-8. Wide seats keep elbows out of ribs. Ample leg room keeps legs from being cramped. Why? Because Ford measures roominess in terms of usable body room. Not in terms of the distance between bumpers, which means nothing when you come to analyze it.

The Ford V-8's very engine construction gives you more body room, as the diagram explains. Cylinders are "doubled-up" saving space, not strung along in a line to waste it.

FORD V-8

"THE CAR WITHOUT A PRICE CLASS" \$515

See how much less space is occupied by the V-8 engine as compared with the ordinary "six" or "eight." Less space for the engine means more space for the passengers.

The Ford V-8 front seat is adjustable quickly and easily adapts itself to a stout two husband or a five-foot-two wife. In fact, forever that source of strife.

Before you buy any car at any price, see the Ford V-8. Authorized Ford Dealers of the

and up, F.O.B. Detroit. Terms through Credit Company - authorized Ford Financial

Ve h... fresh... have... er yo...
 Dr. T. P... physician... Knox C...
 Dav's bu... ted and... g form T...
 and Mrs... spent... ughter M...
 Velma K... ott Dalton... on the ra...
 Buyin... Blind... A Gre...
 stors thro... there is n... buy and t... your own... when y... real Baye... get it... remember... Genuine... relief pu... throat, pu... neuritis, e... must reme... get Genuin... Aspirin...
 Genuine... Aspirin... not harm... the heart...
 J. A. H... PRESS H...
 Phon...
 FRESH S... WHIPP... SWEET C... Deliveries... TELE...
 Knox C...
 In fact...
 Roy...
 The

Fresh Meats

We have only the highest quality fresh and cured meats, sandwich meats, bologna, etc. See our counter you'll like what we have.

Brad's Market

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

H.D.C. News

Thursday Trusecott Girls Expansion work
Friday Munday visit demonstrators
Saturday Judge 4-H bedrooms

Knox County Home Demonstration Club Women Attend One Day Short Course, In Denton

Several Home demonstration club women plan to attend the one day Short Course, at Denton Friday May 18. Exhibits of Hooked Rugs, American, Cottage and Processed Cheese will be featured at this meeting.

4-H Bedroom Contest to Close Saturday May 26

The final judging of the 4-H club bedrooms, that have been improved by the bedroom demonstrators in each of the 4-H clubs will be Saturday May 26.

These bedrooms were judged in January before any improvement was made. The principle merits that these rooms are judged on are getting the most interesting and pleasing results at as small cost as possible and having a room that is comfortable and easily cleaned in the end.

Each of these rooms must have 5 groups of furniture in them, which consist of a sleeping unit, Study unit, dressing unit, storage unit and a bathing unit if there is not a bathroom in the house.

The girl who is judged for first place in the county will receive a trip to College Station July 30 to August 3 to the Farmers Short Course. Her room will also be judged by the district Judge on June 13.

Much interest is being shown throughout the county in this contest.

Wardrobe Built at Small Cost

"I feel sure I will be able to save at least 5 miles a month when I get my closet completed and my what a relief it will be to have all my clothes organized in one place and not have to run all over the house," stated Mrs. R. M. Almonrode, class 1 wardrobe demonstrator in the Gillespie Home Demonstration Club.

"This closet is 3 1/2 by 5 1/2 feet. I have used scrap lumber to build the frame. The inside of the closet is lined with heavy cardboard boxes and then papered with the plain side of the wall paper turned out.

Foundation Patterns Valuable

"I don't believe I would take \$200 dollars and be without my foundation pattern," said Mrs. W. M. Taylor.

Hefner Home Demonstration Club. "I have found this pattern most useful in my sewing and I am sure I have much better fitting clothes since I started using it.

There has been nearly 200 of these patterns made yet many others will be made before the year is over.

Mr. and Mrs. J. A. Smith and son and Miss Francis Reeder spent the first of the week with relatives in Leveland.

Mrs. Laura Cogdell and son Ray of Trusecott were recent guests here of Mrs. Cogdell's daughter Mrs. Maudine Morgan.

Mr. and Mrs. Tom Reeder and son Glendon of Crowell spent Mothers Day here with his mother Mrs. M. A. Reeder.

Mr. and Mrs. Joe Couch of Abilene were guests of Mr. and Mrs. J. R. Bradberry Sunday.

Mrs. Blanche Pope entertained a few of her friends last Friday afternoon with a 42 party. Following the games refreshments of iced cream and angel food cake were served.

HEFNER-HOWELL COMPANY HERE NEXT WEEK IN TENT THEATRE

Presenting the Hefner-Howell Players, G. Bert Davis will open a week's engagement in their new tent theatre Monday. This is one of the strongest and best repertoire companies on the road today and many members of the company are well known in Knox City.

The opening play will be the fascinating comedy, "The Whole Town's Talking," featuring Ray Howell, comedian extraordinary. Between acts there will be singing, dancing, jugglery, and novelty acts of every description.

A splendid orchestra under the direction of Pat Finnegan, radio entertainer, will furnish a musical program of selections for the latest song hits and classical music.

A. C. Hefner, who is well known throughout the state as one of the cleverest leading men, is no stranger to Knox City, and plays important roles in each evening's entertainment.

The program of plays and vaudeville will be changed each night. The big tent will be located on the main tent ground and will be kept dry and comfortable at all times.

Charlie Myers, Ethel Snow, and Paul Thardo, (xylophone artist) also late of Harley Sadler's show, are with this company.

The density of population in Texas is 22.5 persons a square mile.

POULTRY WANTED

For next few days prices on poultry as follows: Heavy hens 9c Light hens 7c We will make a special price on Shorts - \$1.25 per 100 lbs limit to each customer. A-1 Starter 2 90 per 100 lbs. A-1 Mash 1.25 per 100 lbs. Baby Chick Starter 2.00 per 100 lb. More Milk Dairy Feed \$1.65 BRING US YOUR FRYERS.

Porter and White

Carl's Sandwich Shop moved this week one door north, to the place recently vacated by the grocery store.

Mr. and Mrs. Ferguson of Amarillo spent the weekend here with Mr. and Mrs. S. L. Favor.

Sanitary Barber Service Always at Reid's Shop

Three new babies are reported by local physicians this week, a boy in the home of Mr. and Mrs. A. Weston Coffee of Union Grove on May 13, a girl May 10 in the home of Mr. and Mrs. J. F. Smith of this city and a girl May the 14 in the home of Mr. and Mrs. L. C. Brown in Benham.

R. C. Edwards Dentist LOCATED IN THE WEST END OF SECOND STORY OF THE FRIZZELL BUILDING

Buying Drugs Blindfolded A Great Folly

Doctors throughout the world agree there is no greater folly than to buy and take unknown drugs. Remember that doctors endorse Genuine Bayer Aspirin as the best relief for headache, colds, throat, pains of rheumatism, etc.



Genuine Bayer Aspirin does not harm the heart

City Barber Shop "Friendly Service" GLENN HILL J. A. HALLMARK PRESS HITCHCOCK

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

Insure

Your Life, Home, Jewelry, Automobile, Business, Earning, Future. In fact any King of Insurance WITH

Roy Smith

GROCERIES

We carry a complete line of groceries, fancy and staple, and fresh vegetables. No better assortment can be found in Knox City. And we appreciate your trade.



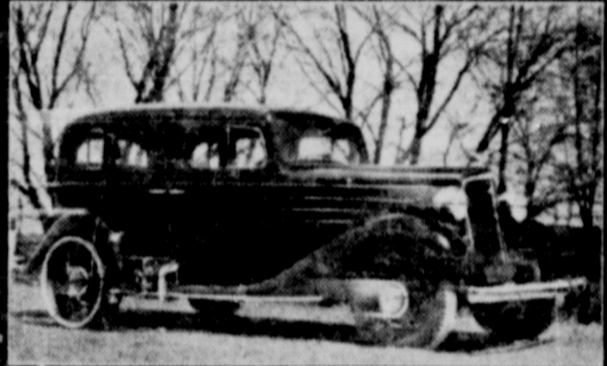
The Red and White Store Lloyd and Allene

PROVED-

by millions of miles of testing by engineers

PROVED-

in the hands of hundreds of thousands of owners



Now we ask you to

Drive it only 5 miles and you'll never be satisfied with any other low-priced car

WHY do you suppose Chevrolet keeps repeating, in all of its advertising, "Drive it only 5 miles"? Very frankly, here's the reason: Chevrolet engineers have tried out all the various makes of cars in today's low-price field.

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN Compare Chevrolet's low delivered prices and easy G.M.A.C. terms A General Motors Value



SAVE WITH A CHEVROLET SIX Ashcroft Chevrolet Co. Knox City, Texas

TRADE IN KNOX CITY

With These Progressive Firms

BUY AT HOME ——— SELL AT HOME



WARREN BROTHERS, FORD DEALERS

We have no excuse to offer, we have the Fords to deliver. Our factors are running full time and getting the job done. Below you will find the registration in Wayne County Michigan, the center of the automobile industry of the world, Detroit:

The Progressive Review indorses Mr. Warren and his policy of always giving you an unbiased demonstration.

| January 1934 | | February 1934 | | March 1934 | |
|--------------|-------|---------------|-------|------------|-------|
| Ford | 1,004 | Ford | 2,293 | Ford | 3,243 |
| Plymouth | 221 | Plymouth | 329 | Plymouth | 1,069 |
| Chevrolet | 213 | Chevrolet | 793 | Chevrolet | 1,006 |

These are authentic figures from a reliable source and we suggest that you try the 1934 V-8 before you make up your mind to buy.

The firms on this Special Page are doing their part for Knox City and the people they serve. You cannot be a good citizen of two towns, trade where you live and make your money. These firms are boosting Knox City.

ASHCROFT CHEVROLET

National acceptance and approval of Chevrolet. Greater than ever before and still the supply does not equal the demand. Production for March exceeded 1934 trucks. During the week ending March 28, 28,499 cars and trucks were produced. Retail delivery plus exports during the first 29 days of March totaled 48,142 units, an increase of 31,262 units as compared with the same period last year. Our unfilled retail orders (nationally) as of March 28, 1934, totaled 62,955. The public is insistent in its demand for the new cars in Chevrolet's Master Model price class. Chevrolet's model definitely establishes a price differential for this feature. This proves conclusively that the demand of the American buying public is for the new 1934 Chevrolet.

FOX BROTHERS GROCERY

If you want good groceries and meats at the correct, fair, honest price, we recommend this store where they have never forsaken quality for price, but have at all times given you good merchandise at the correct prices. This is a home owned and controlled store for home people and they are doing their part to help build a bigger and a better town in which to live and trade. The Progressive Review indorses this store and Mr. Hariston, the manager, and their merchandise and the way they do business. Just good honest treatment, honest weight and full packing and a small margin of profit all through this store.

THE LEADER STORE

This dependable dry goods store has served you with the better things in dry goods, shoes and ready-to-wear, and if it was new and good, this store was glad to sell it to you. They have at all times kept a most complete stock of merchandise for your selection. They are always glad to help and make practical suggestions for your benefit. This is a home owned and controlled store and they are trying to please and help the people of this district. Mr. Ameen asks that you come in and see what they have to offer you for your Spring and Summer wardrobe, and they ask that you set their prices before leaving town and going elsewhere to buy. The Progressive Review indorses this store and its merchandise and we say buy from your home stores here in Knox City.

WHITE MERCANTILE COMPANY

For many years and through good and bad years alike this reliable department store has stayed with you and given you the good and practicable in dry goods, shoes and ready-to-wear. They have charged you for the quality of merchandise you bought and your wants were large or small, you received the same service. They have at all times tried to have for you the merchandise needed when you wanted them; and they are always glad to help you get what they do not happen to have in stock. The Progressive Review indorses this store and Mr. White and his staff doing for the people of Knox City. We say trade at home at your own department store.

KNOX CITY MOTOR COMPANY

If you want your work done right and by a first class mechanic that uses only genuine first grade authorized parts, we recommend this garage. They have spent much money in making and keeping their garage in good condition and they have always given you good work and charged you little for the kind of work done. The Knox City Motor Company is the exclusive agent for the guaranteed National Tire and Tubes and Batteries, also the Delco batteries and the famous Fire Chief Gasoline and Oils, the Texaco products. Have a complete line of accessories for your automobile. The Progressive Review indorses Mr. Hackfield and this garage and their work.

TEAGUE CAFE

"THE BOYS THAT FEED THE PEOPLE"

If you are particular about your food and want to be sure of good wholesome, properly cooked food in a nice, clean, sanitary kitchen, we recommend this cafe. Mr. Teague has spent much money in making this place modern and up-to-date and he tries at all times to give you a good meal for your money. There is one thing you may be assured of, you will receive courteous and considerate attention at this cafe, and we suggest you give the wife a rest, and the girl friend a treat, and bring them down for their meals. They too will enjoy this home-like cooking. The Progressive Review indorses this cafe and the kind of food they serve.

CITY FEED STORE

Mr. Farmer, when you have a produce to sell, we want to buy it for you. We recommend this home owned and operated house that gives you all that can be given connected with weights and test. This company is working for the interest of the people of this community and is giving all that can be given. Do not be misled by the attractive prices that are offered you. Patronize a home firm like this and get better results in the long run. The Progressive Review indorses this house and Mr. Willis and what he is doing for Knox City. He has a complete assortment of feed for all purposes.

ARLEDGE ICE COMPANY

Summer time is ice time and we have made all preparations to care for your needs this summer. We have at this time a very complete stock of modern ice refrigerators, a size for every family and a price for every purse. Ice is dependable and when you use ice refrigeration, you are building a home industry. The Progressive Review indorses this company and what they are doing for this town and community they serve.

KNOX CITY DRY GOODS and GROCERY

This dry goods and grocery store is not giving you a lot of ballyhoo about how cheap they sell your merchandise, but they have a uniform honest price all through their store. They give you what you buy and charge you an honest price and give you full, correct weights and measures on each purchase. They do not give you one item that you know the price is below cost and charge you more on something else. But they give you what you buy at the correct price. Mr. Silman, the manager, is always glad to have you ask prices and is especially anxious to have you examine the quality. The Progressive Review indorses this store and the way they do business, and we say buy from your home owned stores.

KNOX CITY BAKERY

Conveniently located you will find the home of the Milkmaid Bread that is scientifically mixed and placed in the oven. Milkmaid Bread is a golden brown and wrapped in waxed dust proof sanitary paper, either sliced or unsliced, and labeled Milk Maid. The bakery specializes in fancy and staple pastries. Let them cook your birthday or party cake. When ordering bread from your own demand Milk Maid. It is the staff of life. This is a home owned, controlled bakery and should be given first consideration. Think of bread. Be loyal to your own Bakery. They are doing their part for Knox City; buy Knox City bread. The Progressive Review indorses this Bakery and Mr. Robertson who is very cooperative with the people he serves.

W. R. ERWIN SERVICE STATION

NEW LOCATION NOW IN MASONIC BUILDING
Mr. Erwin has recently moved to his new location where he invites all his friends and asks them to bring their friends for good service and good Sinclair Products. You will receive good courteous attention and as good gas and oil as can be refined. He has spent much money in making his new place a convenient and nice place for you to trade, and when your are buying these products you are sure of a standard, uniform product from a nationally known manufacturer. Most of your motor trouble comes from using cheap oils. It is cheaper in the long run to use Sinclair oils that are delivered fresh to you from the sealed cans. The Progressive Review indorses this station and its products.
Tillinghast Insurance Agency

KNOX COUNTY HERALD

The Knox County Herald is the oldest paper in Knox County; it is your home paper, carries your news and the messages from your merchants and should be in your home every week. Use the 50 cent coupon in this issue and save one-third the subscription rate and get the Herald for one year.

Tillinghast Insurance Agency

GEORGE O. TILLINGHAST

This agency is located in the Orient Drug Store and they are glad to write all kinds of insurance. If you are staking your account against luck by carrying no or inadequate insurance policy, you are making an unnecessary gamble — play SAFE — do the Orient Drug Store and have George insure your Life, Home and Business.

You can insure that new car against Fire, Theft and Tornado for the following low rates:
Chevrolet \$14.45 Ford \$14.45

"We insure anything except the Great Beyond"

CITY TAILOR SHOP

If you want the best dry cleaning that new, improved modern machinery can give, then you are headed for the City Tailor Shop. This shop has the only Dr. Sheen Process plant in Knox county and in addition to this unexcelled dry cleaning service, the City Tailor Shop gives a moth proof bag with winter clothes that are cleaned and pressed. The Progressive Review indorses this Tailor Shop and their policy of high grade work always.
Erwin Service Station

XL SERVICE STATION

SOUTHLAND PRODUCTS

Efficient — Uniform — Dependable

This is an independent station and the independent stations have done much good for the people all over the United States. This company gives you good products, and courteous treatment. All the time. This is a home owned and operated station using West Texas crude and should be given much consideration by the people who are interested in building a bigger and better town in which to live and trade. The Progressive Review indorses this station and Mr. Mullin and Mr. Sharp and their products. They have a complete line of accessories and tires. "Buy at home".
PHONE 66

J. M. Edwards' Self Service Grocery

For many years, through good and bad alike, this dependable store has been your friend and has given you everything just as you want it. Correct as could be given and have never overcharged you for the quality of merchandise they gave you. They are here on the ground floor to make anything good that is not good. It takes store to store to make the town and to keep towns going; it is up to you to patronize a store like this, where they never substitute price for quality. The Progressive Review indorses this store and Mr. Edwards and their merchandise.