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$\frac{\text { Volume } 4-\text { Number } 52 .}{\text { AFTER TWO YEARS IN TEXAS }}$

\section*{SAYS "IT IS A GREAT PLACE <br> 

PANHANDLE, F. E. MeMIRRY

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INCREASE IN PRICE OF WHEAT
MEANS MUCH MONEY TO GRAIN
GROWERS OF THIS SECTION



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## Town Names wid

You arellow fntering LINDY, NEB.
4) Muleshoe, Tex. N.te Miles
4 Punkin Center, Kan. ua:..
4. Rough and Ready, Calif. $\%$. T.B, Maryland
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| got around to putting a little dot on the space occupled by the Cornhusker Btate and lettering in the word "Lindy." But if you will start out from the town of Bloomfleld, Neb., and travel 14 milles northwest, you'l! dis. cover a busy little place of more than 100 Inhabitants with dozens of bungalows along its streets, a Methodist church (used by two other denominations), two general stores, two cream store, a blacksmith shop, a restaurant, a confectloner's store, a filling station, a barber shop and beauty partor, a paint shop, a pool hall, a variety store and a telephone exchange. (That is, it had all these when thls article was written, but if fts motio, the that of many other towns is "Watch Lindy Grow !" ah this data may be sadly out of date by the time you read it). <br> For Lindy was founded as a town early last year when four farmers bought the townslte on Howe creek, sold 40 lots at anction and a minla- ture boom rosulted. For some tlme ture boom resulted. For some time the people of that viclaity had needed a trading center. Four years ago an attempt was made to found a town there but crop fallures Interferred and nothing was accompllshed. Then the four farmers got busy and the result -the latest great Amerlcan hero has the latest addition to Nebraska's munfclpalities named after him (and the "eternal fitness of things" de- | as Jamboree, Ky.; Jelly, Calif.; Rocky Comfort, Mo.; Nowata, Okla, i No. Wood, Wyo. : Beehive, Ment. : Horse Haven, Wash.; Papoose, Okla., and Rough and Ready, Callit. So you see the artist who drew the pleture above knew what he was about and there really is a Rough and Ready, Calif. and a Jamboree, Ky. 1 There's a T. B., Maryland, too. And thereby bangs a tale. <br> T. B. is a small village in the southers part of Prince Georges county in Is the slang abbreviation for tuber culosis, don't think that there's a sanitarlum there. The letters composing the name are the faitials of Thomas Brooke, who accuired several borbood in colonlal days. There is a tradition that when a village grew up one of the original Brooke boundary stones was found within the llmits of the villaze. This stone bore the Initials of Thomas Brooke and from tro the babit of calling their village T. B. <br> Punkln Center was the name of a fictitlous town wherein Hived a fictitlous eharacter named Uncle Josh Weatherby, made famous on the phonograph by Cal Stewart a few years back. But there really is a Pun Center. It's ten milles east of HutchInson, Kan., on U. S. highway No. $50-8$ and it got in the news a few |  |
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## OUR COMIC SECTION


FINNEY OF THE FORCE
Tut, Tut, Michael


THE FEATHERHEADS

 Taking Care of Big
Truck for the Farm

$\underset{\text { zest! }}{\text { Wakes }}$ POST / TOASTIES
The Wrake-up Tpod


Patim givin $\mathbf{S}$
For Barbed Wire Cuts Hanford's Balasam of Myrrh


PHilups
Milk of Magnesia




Friona, Parmer County, Texas, Friday, July 19, 1929



## Ray Barber, Auctioneer

SUPERIOR SALES SERVICE hereford, texas

## FOR SALE


 give immediate possession
M. A. CRUM, FRIONA TEXAS

## Money Talks



The Money You Save Is What Puts You Ahead

## Friona State Bank



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## E. B. BLACK CO.

Furniture and Undertaking
Ambulance Service-Day or Night.
Ambulance Service-Day or Night. Hereford

## Case Tractors

## do one.way plows

TILL YOUR LAND PROPERLY FOR WHEAT-SEE THEM Eclipse, Aermotor and Fairbury Windmills-your choice of the best
furitture-to your hearts content.

 sale AnNoutcement next week: Something dififerent youtin wam to atemod Wath for dates
 Blackwell Hardware \& Furniture

## Deperadable for Years




Vew in design-New in principl6
Terms to suit your bualget
CITY DRUG STORE

Europe's Art Objects



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Tahing No Chances



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The Crueleot Lies The erreleent liee are often tola




## Start le Not All

Farmere Worked U



The Black Elevator Is Now Operating

Satisfactorily, and we solicit your wheat, as we are paying top prices and unloading the farmers promptly.

YOU DON'T HAVE TO W AIT'
BLACK ELEVATOR CO., Inc.

E. B. Black, President

Black, Texa
F. H. Oberthier, Manager

## Guessing Games

They were a lot of fun when we were youngsters, those
guessing games. Guess who this is! Guess the number of
beans in the pot! Guess how long the pendelum will swing!
Sometimes we came presty close to the right answer. Some'imes
we were a long way off. Which ever we were, we all had a good
time, and the worst guesser got as much of the evening's refresh-
ments as the best.
How far away those guessing games seem now! And how they have lost their appeal. Perhaps it's because we learned, as we grew older, that to know is better than to guess. Guess which is the best package on the grocer's shelf! Guess which bolt of cloth is pure wool! Guess which talking machine will give us most satisfac'ion! No guessing for those things wasn't so much fun. We wanted to be certain. And that was one of the reasons we turned to advertising.

Advertising takes the guesswork out of buying. It lets us know what is best and what is cheapest and what will last long. cst. It does away with unsatisfactory uncertainties. The ad vertisements in this newspaper tell a concise, interesting and accurate story about articles you need. Reading them is the surest and quickest path to wise buying. It eliminates guessing!

By Reading the Advertisements Regularly and Buying Advertised Goods, You Take the Guessing Out of Spending Your Money!


## WHEN MARY WAS MARRIED M

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Child's Best Laxative is

chankiplogs

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DR. CALDWELL'S
THREE RULES

## ${ }^{\text {vis.ris }}$ A <br> HIT!

## MILLIONS OF PEOPLE Tur SURE KIIIIERI

Every day Black Flag Liquid delights new thousands with its splen-insect-killer known. It kills flies, mosquitoes, ants, roaches, bedBLACK FLAG 35



## CHAPTER I Wreck of the Sachem

mate, but his tone was one of dissent.
Fellowes ' ists clinched tight under Fellowes insts clinched ught under
the skirts of tis watch coat, Give him
a few hours of darkness, and he'd contrive to silip pree of tiss trap, beat
past the blinded frigate, perhaps turn Dast the binded frigate, perhaps turn
and steer eass again for Cadiz- he
could, at a pinch, find a market for

Jets of flame for eyes. The whippy
boom of Long Toms rumbled down the wind. And the deck of the Sachem
trembled under Fellowes. a crackling and rending of tlmeress, but
he looked in vain for signs of damage until he saiv the helmsman clutching
at the madly spinning wheel at the madly splnning wheel.
"'She don't answer, Cap'n! She don't
answer," babbled the man. Overhead spars banged and canvas
Ond as the brip broached to. slatted as the brig broached to; the
foretopmast went by the banad with A crash in a welter of tavgled rigging.
And in the muldst of the confuslon,
Eellowes heard himself saying calminy: "The rudder's shot away. You'd best
got for'ard, my man."
"I knowed 'twould nappen," crled the first mate. "She hal be on on then
rocks in a jifty. The sooner wo the boats thy. The soener we lower
the crew," lowes. "Her headse," swinging into Fel.
wind. The foretopmast will wind. The foretopmast will serv
a sea-anchor while it holds. "Mr. Henderson, we'll lower the
quarterbaats." And he called domw 7

Men ase were black theoks crom away the wreekage
of the maln topmast and curses on thelr Hps lost nothing in celtemence
for belng muted by the gale. Fellowes, $\left|\begin{array}{l}\text { remote on the poop, missed none of } \\ \text { the discontent, although be seemed }\end{array}\right|$ The discontent, although be seemed
to have eyes only for the buntress
astern, and the rocky coast the borizon to starboard. He held himself very
trame tense
chen chlseled, young taoe frowning bleakly
Old Henderson, hils first
 nearer about the combers.
 There's a port called Faro we ougbot to open any moment. I know where
we are. That's Algarve, in southern
Tone He scanned the rlscous pall that
Araped the sky bêhind the frikate An onshore gale, that was the crown
Ing ambiction! Everything had wrong since they
letter-of-marque
and heard the storm
Into that this tall-sparred, ye blue es
bones
review the patience
pled a chol

## blg profits.

 auction by a British crize court up ai the Sachem that he bad groomed sedcherished tovingly sold of mouth for British registry? He'd di set squarely as a tongue of flame
and a roundshot whined overbead 4







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(TO BE CONTINUED.)
Phrase Often Misapplied


Rnd
Rec
and means Identical or same In in
Scoteh of that llk" denotes that a
person's surname is the same ns then name of this estate "Knock winnock of
that ilik" means simply "Knockwin that ill" means slmply "Knockwin-
nock of Knockwinock,", the oame of
proprietor and property belng tenproprietor and property belng tden.
tcan. The mproper usage of "ilk"
to mean kind or sort probably orig.
lo ho mean ks a joke and bas been per.
Inated as ore
petuated through Ignorance of the petuated through Ignoranc
urue meaniag.- Exchange.

Papal Pronouncemente,
apal bull ts a letter sealed with a
 derice on a bulta. Bulls since 1878 have
been dated by the civll calendar. Prior
to thls they were written on rough

 nul and on the othe
ne pope who wes it

$\mathrm{A}^{\mathrm{D}}$ Nounchi, madern maniacring straghir Whippet is responsible for smoothness and reliadling, and maximum driving safety.
Whippet's big four-wheel brakes are of the posi-
 coniderably greater braking area than any of thecir WHIPPET 4 SEDAN compectioss. Other imporant Whippet adaan- Small Down Payment tagsinclude extra long whecl base, overize balloon tires, full force-fed lubrication, silent timing chain, FFinger-Tip Contro,", higher compraction engnie, invarstrut pitons, and, in the six, a heary seven. $=\square=\square$
bearing crankshatr willys-overland, Inc. Toledo, ohio

$2=2$

## EFFECTIVE!

 DELICIOUS!- a combination that makes it America's favorite bran cereal
 It gives them the bulk they need for healthficious flavor makes it accepted as a matter of course on the breakfast menu. Here are bran flakes in their most appetizing form-and no less effective for being tempting.
Try them every morning for the next two weeks. See for yourself how beneficial they are-how delicious. Fine with cream or fruit, crisp from the package.


NOW YOU'LL LIKE BRAN


LEE PLAY SUITS
Overalls-Coveralls
Star Brand Shoes.
M. J. B. Coffee

Tree Tea, Black and Green Tea
Sally Ann Bread.
F. L. SPRING

Wants to Trade Flour for Eggs BELLE OF VERNON, Soft Wheat Flour GINGHAM GIRL, Hard Wheat Flour EVERY SACK GUARANTEED! Come In and Let Us Tell You About It Bring Us Your Eggs-We Need Them.

## THE HARVEST SEASON

Is waning so far as the wheat harvest is concerned, but it is now your privilege to reap a harvest of

COMFORT, EASE AND GOOD SERVICE
By placing your order for one of those handsome, serviceable new CHEVROLET SIXES

WILKISON CHEVROLET COMPANY

## Santa Fe Grain Co.

wants yolr grain at top prices
We have plenty of unloading space and PLENTY OF CARS!
Santa Fe Grain Co.
Friona, Texas.
G. (Preach) Cranfil, Manager


## TEXACO

Gasoline, Keresene, Oils and Greases
Our new plant in Friona is now fully established and all oar equipment installed and we are now ready to serve the public with any of the above named commoditions, delivered anywhere, any time
We Have Stocked a Complete Line of the CELEBRATED TEXACO

Products for either fuel or lubrication. Our place is located at the north side of the railroad track, a block west of the Friona State Bank. We solicit your patronage and will merit it gy giving YOU BOTH SERVICE AND QUALITY.
THE TEXAS COMPANY

