

# Knox County Herald

KNOX CITY, TEXAS, DECEMBER 20, 1929

NUMBER 28

## SANTA CLAUS PACKING SACK FOR OFFICIAL VISIT

### ANXIOUS ABOUT BEST OF LETTERS

The Herald 23rd receipt of a letter this week from Santa Claus saying that he is packing his official visit to West Texas. He has one large toy sack for the children of Knox City and he says it is filling up fast. He seemed rather anxious about the remainder of the letters from the little people in Knox City, however, we answered his letter immediately and told him we would get him the rest of the letters on time.

We have one very large pack of letters yet, which we are dividing this week into two bunches, one bunch to get published this week and then all the others to be published next week. We have been receiving letters all along from the little people to Santa Claus and we appreciate their letters. The last one received was from little Miss Marjorie Propps. She addressed her letter direct to Santa at the north pole and if it had not been for our good postmaster, Mr. Clarke, I am afraid Santa would have received the letter before the Herald. As it is, Mr. Clark remembered that Santa wants all the letters from the little people here, to come to him through the Herald so here is Marjorie's letter.

Dear Santa Claus:  
Please bring me a big sunshine doll. Next to the biggest doll.  
Marjorie Propps

Dear Santa Claus,  
Please bring me a little tractor, a car and a little tool chest.  
Your little friend,  
Victor Thomas

Dear Santa Claus,  
How are you? I am all right. I hope you bring me lots of fruit and I want a doll. I hope you give me one of those dolls at the Orient Drug Store. I am in the 4th grade. I will close.  
With love,  
Juanita Hammock

Dear Santa Claus,  
I am a little boy. I am eight years old. I am in the 3rd grade. Please bring me an overcoat and don't forget some nuts and candy and fruit.  
Your friend,  
James Roy Swift

Dear Santa Claus,  
I am a little boy 8 years of age. I am in the 3rd grade. Please bring me a wagon with a brake on it and a story book.  
Kenneth Paul Herring

Dear Santa Claus,  
Please bring me a bow and an arrow.  
Wayne Eads

Dear Santa Claus,  
Please bring me a football.  
Delbert Hayes

Dear Santa Claus,  
I want you to bring me a wrist watch, and a doll 13 inches high with high heel shoes and silk stockings that you can pull off, and a coat. But most of all I want a bicycle and a cooking set.

In the rural field cannot be faithful. Milking, Separation, Lighting and And then think remarkable service the application of field?

I am a little boy 11 years old. I want an electric train, and a football, an A B C book and a story book.

## ELABORATE CHRISTMAS PROGRAM PLANNED

One of the most elaborate programs ever given in connection with a community affair in Knox is that now being planned for the community Christmas tree. Mrs. E. Q. Warren has charge of the program and her arrangements for same will show intensive study and work. The tree and program will be given on Monday night of next week. The program will be in the Baptist church and the tree will be outside the Legion Hall. Following is the program:

1. Processional
2. "Joy to the World," by congregation
3. Prayer, Reverend Mann
4. The Music of Christmas, Richard Hight
5. Behold the Morning Cometh, Mrs. W. P. Clarke and Chorus
6. The Legend of Cathy, Constance Browning
7. The Angel's Message, Horace Finley assisted by chorus
8. The Shepherds, by Girls chorus
9. Scene from "The Bethlehem Inn", Sullie, The Roman, Lee English; Jephthah, the Jew, Boyd Kelly
10. The Birth, High School Chorus
11. Star of Bethlehem, Misses Evans, Reese, Cloats, Branton and Stoker, Potter, Ross and Dutton.
12. The Wise Men, Boys Chorus
13. Why the Chimes Ring, Mary E. Lee Clarke
14. O'er Manger Bed, Mrs. Gordon
15. The Gift Presentation, Acker

Spirit of Christmas, Lola Frossard  
Gift Bearers, Misses Benton, Edwards and Jones

All Hail the King of Glory High School Chorus.  
The program will begin at 7:00 P. M. and the public is asked to enter at the side door until after the processional for then the front door will be opened.

The carol "Silent Night," and "Hark the Herald Angels Sing" will be sung at the tree. The public is asked to join in singing these.

## 42 AND BRIDGE TOURNAMENT GREAT SUCCESS

The Knox City Study Club gave a Bridge and 42 tournament on Tuesday evening, December the 9th at the American Legion Hall for the purpose of raising money for the Club House Fund. This is the first endeavor of the club on their house fund and their work netted the club \$33.00 in addition to a perfectly lovely evening for all who were present.

The tournament was a success both from the standpoint of proceeds and pleasure.

Refreshments of chicken salad on lettuce, potato chips, pickles, black coffee and whipped cream were served to thirty-eight guests after a pleasant evening of 42 and Bridge games.

Out of town guests present were Mr. and Mrs. Earl Samma, Mr. and Mrs. J. D. Brookerson, Mr. and Mrs. Carl McGlothlin, Mr. and Mrs. Leroy Melton, Mrs. L. P. Jones, Mrs. Patterson and Mrs. Coleman and Moore house all of Benjamin.

The following ladies acted as hostesses, Mesdames B. M. Former, Gordon Acker, J. M. Ashroff, Russell Boyd, Tom Paul Frizzell and Victor Pyatt.

## COCHRAN BOY TO BE BURIED HERE

Bernice Cochran, who was fatally injured at Pecos Texas last week, died Wednesday the 18th in the sanitarium at Pecos. He will be buried in the Knox City cemetery Friday, December the 20th, following services which will be held at the Cochran home at two thirty in the afternoon.

Bernice is survived by his parents, Mr. and Mrs. E. B. Cochran, two sisters, Mozell Cochran and Mrs. Sam Hodges, and three brothers, one who lives in Austin, one in Merkel and Carl Cochran of Knox City.

Bernice is well known here and his many friends are grieved to learn of his death.

## AMERICAN LEGION PUT UP COMMUNITY CHRISTMAS TREE

### YOUNGSTERS ARE FORTUNATE

The community Christmas tree is being put up Thursday in front of the Legion Hall by the American Legion boys. It is being elaborately decorated and will stand at its station until after Christmas.

The Community Christmas tree is being sponsored and financed by the American Legion and is being made possible by the unanimous cooperation given the Legion by the various churches and Chamber of Commerce. All other public trees are being done away with this year and the one tree will answer the call of all the little people of Knox City and grown ups as well.

There will be no personal gifts on the tree. No personal gifts will be allowed to enter the spirit of the occasion. There will be presents of candy and fruit for every child in Knox City and community. Every child present will receive a present.

The boys and girls of Knox City are fortunate to live here. Their well fare and happiness is one of the greatest thoughts of the men of the town and the American Legion is wide awake and active and turns its endeavors toward useful, worthwhile ends, with the same well accomplished.

The entire community is looking forward to one of the largest crowds ever gathered in Knox City to be circled around the huge, beautifully decorated tree. They are also looking forward to one of the most enjoyable community affairs ever staged in a West Texas town.

The community program and tree will be Monday night, December the 23rd. The program will be in the Baptist church, the notice of which is given elsewhere in the Herald. The presentation of gifts from the tree will follow immediately after the program, Mr. Willis, Legion Commander, announced Wednesday. In Peace as in War we Serve.

## FORMER KNOX CITY RESIDENT BURIED HERE

### R. P. BOYD

Mr. R. P. Boyd, a former citizen of Knox City, was buried here last Friday afternoon. At the time of his death, Mr. Boyd was in the home of his daughter, Mrs. H. A. Shaw in Abilene.

Funeral services were conducted by the Reverend C. A. Powell of Abilene, in the Knox City Baptist church. Interment was made in the Knox City cemetery. Mr. Boyd was laid to rest by the side of his wife who passed on several years ago. Mr. Boyd was well known here and a host of friends extend their sympathies to the bereaved families.

### CARD OF THANKS

We wish to thank our many friends for their kindness shown us in the death of our father, R. P. Boyd.

Mr. and Mrs. W. E. Boyd and daughter  
Mr. and Mrs. W. E. Reynolds and son  
Mr. and Mrs. H. A. Shaw and daughters.

### GLAD 2 C U CLASS ENTERTAINED

Mrs. Benton Anderson entertained the "Glad 2 C U" Sunday School class of the First Christian church, of which she is teacher, at her home last Monday night with a Christmas party.

A beautifully decorated tree with suitable gifts, such as pretty pink rattlers, Mather Goose Rhyme etc. for each one present afforded much merriment. After several amusing games and contests a delicious salad course was served to Mr. and Mrs. Mercer Armstrong, Mr. and Mrs. Vance Favors, Mr. and Mrs. Jim Severson, Mr. and Mrs. Jodie Reed, Mr. and Mrs. Roy Smith, Mrs. T. P. Frizzell.

## Mail Carrier Adds Another Year to Service

Mr. W. W. Hyde, mail carrier en route one of Knox City, added another year to his service as carrier on this route, on the 17th day of this month. This makes a total of twenty-three years Mr. Hyde has served the people of route one. During this period the carrier has failed only one day to make his regular run and that was due to a snow storm. Fifteen years of this time was spent by carrying the mail on a cart which device is a great deal more unpleasant than the car.

Of all those who were on the route when Mr. Hyde first became carrier, only five remain. They are Mr. F. M. Harrison, Mr. J. C. Angle, J. R. Alexander, R. B. Cochran and Emmet Patridge.

During these twenty-three years, says Mr. Hyde, I have had many ups and downs. This well known carrier has delivered many love letters, has helped to wed a number of the boys and girls who have lived along route one; he has carried many messages of grief and in time of sorrow to his friends, has carried personal words of condolence.

"All in all," says Mr. Hyde, "I feel that my people are reasonably well pleased with my service for they have often returned their appreciation by remembering me with fresh fruits in the spring and fresh meats in the winter. Many and many a time have I found a bag up and the box filled with peaches or sausage."

These little acts of kindness go a long way to make the road smooth and if the matter is left with me I will be serving route one for Knox City twenty-five years from now.

### STUDY CLUB SPONCERS YULETIDE DECORATIONS

The Knox City Study Club sponsored a plan the past week of placing Christmas Fir trees in front of each business house in town. The Chamber of Commerce backed the movement, the entire group of merchants cooperated and as a result trees were brought and distributed and placed in front of the business houses. They give Knox City an atmosphere of Yuletide and the spirit of Christmas prevails throughout the city. This of course, was the purpose of the Study Club, to beautify the business section of Knox City for the Holidays.

The red, blue and green lights which each business house has placed in front of the stores add greatly to the Yuletide spirit.

The Study Club realized a small per cent for their efforts in working out the tree plan which sum will also be placed in the Club House Fund.

### SANTA WILL GIVE CHILD NEW NOSE

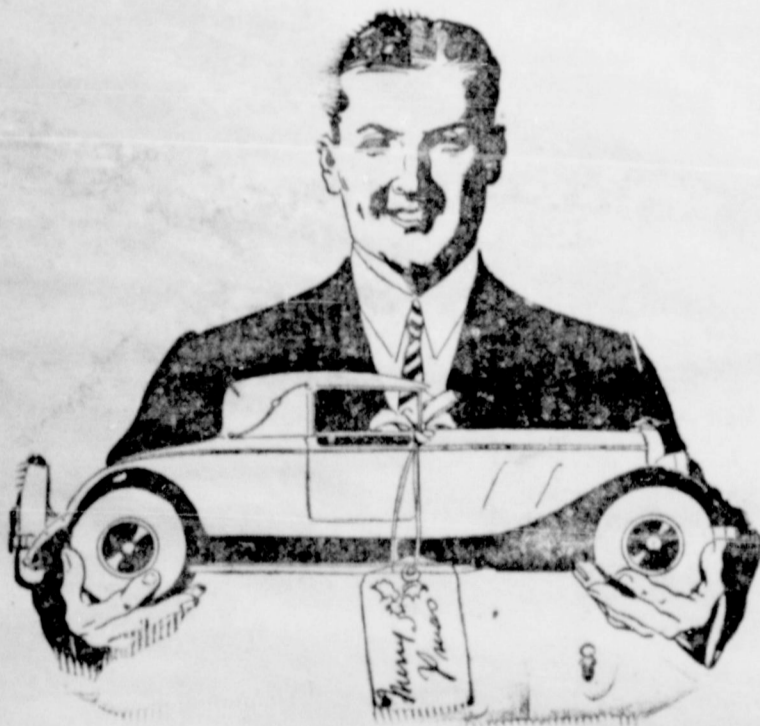
Madison, Wis. Dec. 16 Doris G. is happy in the knowledge that Santa Claus, resting comfortably in bed at general hospital, was told that her Christmas wish would come true.

She had asked Santa for a new nose and the plastic surgeons promised her she would have one within a year.

would come true. In an accident. Recently she wrote a letter to Santa Claus and told him of her greatest wish. The letter was published in her home paper at Sparta, Wis. county officials read it as insured fulfillment by sending her.

Who says there was no Santa Claus. And that he did not answer letters.

LOCAL INSURANCE AGENTS



## The Supreme Gift The Old Car Made Like New

Save the expense of a new car by having the old one overhauled, greased and washed. A car overhauled by our mechanics will run like new. A thorough greasing with our pump guns and a washing and polishing by the Knox City Motor mechanics will make your old car act and look like a new one. The wife will be proud of your economy and as for the work, well,

### You know Rudolph!

We greatly appreciate the generous business you have given us during this year, 1929, and we hope to be able to serve you even better through 1930.

MERRY CHRISTMAS TO EVERYBODY

Reverend Mann was in Stamford Tuesday he attended the district preachers meeting.

Mrs. H. E. Clontz is visiting her son in Muskogee, Oklahoma.

Mrs. Earl Benedict has a new Atwater Keat Radio.

Mr. and Mrs. J. E. Clark and family spent Saturday and Sunday in Brownfield and Levelland. Mrs. Edelle Clarke and son returned home with them for the holidays.

Mrs. Q. B. Whitehead and children of Sweetwater are visiting in the home of her parents, Mr. and Mrs. J. G. White.

### Knox County Herald

PUBLISHED WEEKLY  
Mrs. H. B. Sweeney, Editor  
H. B. Sweeney, Publisher

Entered in the Postoffice at Knox City, Texas for transmission through the mails as second class matter.  
One Year ..... \$1.50  
Six Months ..... .75

#### "LEST WE FORGET"

A startling picture of neglect of World War veterans was drawn in an address at San Antonio by O. L. Bodenhamer, a Texan, and recently elected national commander of the American Legion.

Commander Bodenhamer did not accuse the American people nor Congress of intentional neglect. But he did strongly imply that there had been too much delay, too little appreciation of actual conditions under which many disabled veterans are compelled to live.

"Congress has already delayed too long in authorizing additional hospital facilities," he said.

"The Legion is urging now, the immediate passage of a bill which will give prompt relief to more than 600 disabled veterans of the recent World War, who are suffering from a lack of care, caused by a shortage in government hospitals.

"According to the acting medical director of the United States Veterans' Bureau disabled veterans, in all hospitals as of January 1, 1929, was 18,393. These are the World War veterans. Of this number 5,542 are now being cared for in over-crowded and under-nourished city county and state institutions.

"These men are not in government hospitals, where they should be, and where they have a right to be, under existing laws.

"These men are herded together like cattle, and crowded into hallways and corridors, which should be left available for the use for which they are intended.

"And today, as congress is in session the Legion is calling attention to the torture of suffering which hold within their grip more than 5,000 of America's patriots, which the appeal that the men and women of America will join the Legion in demanding the passage of a bill, at this meeting of our national legislative body, providing for suitable hospital facilities."

There can be no question of the response of the American people to this appeal. They wish that every veteran disabled mentally or physically in the service of his country should have the best care and treatment that can be given.

There will be many important matters coming up at the session of congress. But none more important than fair treatment of our war veterans.

Monday the House passed a bill amounting to \$14,000,000 which provides needed care of war veterans. Of this 1,200,000 is set aside for establishment of a hospital in Texas.

Commander Bodenhamer is getting results.

#### "It Has Set Me Right" She Says

WELL KNOWN EASTLAND TEXAS WOMAN GIVES HER REASONS FOR ENDORSING ORGATONE

Mrs. T. M. Holmes, wife of a well known drilling contractor and residing at 603 Habyran St. Eastland Texas in a recent statement regarding the benefits she has derived from Orgatone said:

"I haven't been in good health for several years. My system seemed to be all run-down, my appetite was very poor and I had aches and pains in my stomach after eating. I couldn't sleep well was nervous and irritable and suffered a great deal from biliousness. In fact, I never felt good at any time and knew I needed something to put me in condition.

"Seeing Orgatone so highly recommended in the papers and many of the people right here in Eastland I decided to try it and it has certainly set me right. My run-down nervous irritable feelings are gone and my appetite is splendid. All my aches and pains have left me I sleep like a log every night and am simply feeling great. These are my reasons for thinking so well for Orgatone and I have told numbers of others about it."

Genuine Orgatone may be obtained in Knox City at the Orient Drug Store.

#### FOR MARRIED PEOPLE ONLY:

Write down the year of your birth  
And the year of your marriage  
And the number of years married  
Add your age  
And the answer will be 3858

Reverend Sollday preached Sunday at the First Christian church at Tahlequah Oklahoma. He organized this church five years ago. Since then the church has built up considerably, in fact, it is one of the strongest churches in Tahlequah. The membership has rapidly increased and a new building was put up this fall. Reverend Sollday reported that his visit to this church was greatly enjoyed.

J. M. Ashcroft is spending Thursday in Sweetwater.



Call 77 to make your appointment for your Christmas permanent wave. Get your wave now for the holidays. Waves \$5.00 \$7.50 and \$10.00

Mrs. Joe Watkin's Beauty Shop

Will be in Knox City on Mondays and Thursdays.

J. S. Kendall Attorney

### Car Repair Bargain

We are making special prices on all our repair work, all accessories tires, tubes, etc. for the few days.

Now is the time and

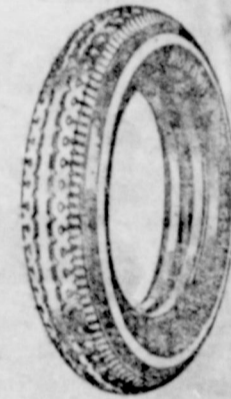
This Is The Place

to get your car overhauled.

### Hi-Way Garage

### Equip Your Car With Mohawks

-- and then the open road



With a car fully equipped with Mohawks, you know that you need fear no tire troubles on your trips. You are further assured the utmost possible in mileage per dollar. Before you start out, drive in and let us equip the car, then know the joy of motoring.

### Pennant Service Station

SAISFACTION—ECONOMY—LONG SERVICE  
WHOLESALE RETAIL GAS AND OIL

### Let O. L. JAMISON Help You Make Your INSURANCE Sure

FIRE	Office in Directors
TORNADO	Room of First National Bank--
AUTO	Full Time Given
CASUALTY	INSURANCE--
PLATE GLASS	When You Think
LIFE	"INSURANCE"
HEALTH	Remember This
ACCIDENT	Agency
SURETY Bonds	Offers Every
FARM LOANS	Protection.
NOTARY PUB.	



**Certainly!**  
I can afford to feed  
**RED CHAIN**  
Dairy Ration

3 lbs. MORE of milk per day make it cost less than "cheap" feeds!

A cow requires about one ton (20 bags) of RED CHAIN Dairy Ration per year.

An increase in milk of ONLY 3 LBS. PER DAY (at \$2.00 per 100 lbs.) amounts to \$18.00 in 100 milking days.

This will allow you to pay as much as 90c per bag more for RED CHAIN than for "cheap" feeds.

WHY GAMBLE—WHEN RED CHAIN IS SAFE AND SURE?

#### FIGURE IT OUT FOR YOURSELF

HERE'S no doubt about getting more milk from your cows when you feed RED CHAIN 24% Dairy Ration. It is safe because it contains less concentrated meal than any other 24% dairy feed on the market, and its variety of proteins make it highly palatable, digestible and efficient.

When only three lbs. more of milk per day pays the difference between RED CHAIN and "cheap" feeds, can you afford not to feed RED CHAIN 24% Dairy Ration?



City Feed Store

RED CHAIN Feeds are SUPERIOR Feeds

### CHRISTMAS OFFER

For Mail Subscriptions

What better CHRISTMAS GIFT would be enjoyed more every day than a copy of the Dallas Morning News? During this offer we quote a special rate for subscriptions nine months including both our daily and Sunday editions, for only \$5.95

To those who do not desire the big Sunday edition, we will mail the daily only at a reduced rate for nine full months for only \$4.95

The Dallas Morning News

Supreme in Texas

Dallas News, Dallas, Texas. With my remittance of \$ to cover subscription Dallas Morning News (Daily and Sunday) (daily only) for months.

### Benedict & Benedict Big Pre-inventory Sale a Mighty Drive for Cash Grocery Specials

Owing to our heavy stock of merchandise on hand, we have decided to give our friends and customers the benefit of our entire stock in reduced prices, before the time comes to take inventory for the new year.

These special prices Will run all during the month of December. Every item in our store will be reduced in price and these prices will be strictly CASH.

We also have a complete line of Christmas candies nuts and fruits.

### FREE

We will give \$5.00 absolutely free to the family buying the largest amount of groceries for cash during the month of December. We will give absolutely free \$2.50 to the man or woman buying the most items in one purchase, during the month of December. Start your list now for Christmas needs.

- Tomatoes, No. 2 each 9c
- Corn, Standard No. 1 each 10c
- Pork and Beans No. 2 each 9c
- Beans, green cut 9c
- Peaches, Syrup, Standard 10c
- Coffee, Morning, Large Can 39c
- Coffee, Chief with cup 25c

Benedict & Benedict

### Baby Chicks

For Cent Early Order Discount  
 placed January 1st we will allow the a-  
 our catalogue prices. We have started  
 and will receive orders for chickens to be delivered  
 Jan. 25th, when the first hatch comes off. Take ad-  
 early discount.  
 hens in the last A & M Egg Laying Contest, were  
 with a production of 2432 eggs in 51 weeks (10 hens)  
 average of 243.3 eggs per hen. Over \$4.00 per hen clear  
 all feed costs. Let our Leghorns make money for you  
 or write before Jan. 1st and take advantage of  
 early discount.

### Custom Hatching

years of experience is at your service. We know how  
 good chicks. We have TWO heating systems to our  
 this will guarantee you a safe hatch. Bring us some  
 hatch some early eggs. The early broiler market will  
 the early pullers make the best layers.

ALWAYS WELCOME COME TO SEE US.  
**DAVIS BREEDING FARM AND HATCHERY**  
 RULE, TEXAS

## Announcing

our doll contest is going great. The little girls  
 the contest are raising their votes fast. Votes are  
 given with each purchase made here.

We also want to announce that votes will be given  
 with all accounts that are paid by December 24th.

We would like to clear our books of all old accounts.  
 Come in today and pay your bill and vote for the little  
 girl you want to win a doll.

## ORIENT DRUG STORE

The Frizzell Store

### EASTERN STAR PLAY ENJOYED BY CROWD.

The Eastern Star play, "44 Flappers", which was staged last Friday night in the school auditorium was greatly enjoyed by the large crowd present. The play was a comedy and it proved many laughs from the crowd.

The in between acts which were given by Misses Claydene Hoge and Mable Clarke, a vaudeville cast, and readings by Maurine Ables and Florance Wilson, were clever and cute.

### NOTICE OF STOCKHOLDERS MEETING

NOTICE IS HEREBY GIVEN THAT the annual meeting of the stockholders of The First National Bank of Knox City, Texas will be held at the office of said bank on the 14th day of January, 1930 at 2:00 o'clock P. M. for the election of Directors and the transaction of such other business as may properly come before the meeting.

J. A. Wilson, Cashier.

FOR RENT—Nice small residence. Well located.

J. E. Clarke

We can deliver possession of good well located farm to rent with Teams, Tools, Feed and Seed, this is a well improved place and a good pick up.

See Keny & Whitbanks  
 Knox City, Texas

If you are planning to give cake or candy for Christmas, call in to see me. I shall be glad to make them for you, at reasonable prices.

Cassie Thompson

Mrs. E. W. Holland and daughter, Irene, made a trip on business to Corpus Christi recently. They also visited Mr. Holland's sister in San Angelo and visited friends in Austin and Fort Worth. Both reported having a very pleasant trip.

DR. T. P. FRIZZELL

Physician and Surgeon  
 First State Bank Building  
 Knox City, Texas

### WEST TEXAS UTILITIES COMPANY ADDS BAKERSFIELD TO THEIR LINES

Bakersfield has been officially added to the properties increasing the list of cities, towns or communities served by the West Texas Utilities Company to 112.

This new town is located about 18 miles southwest of McCamey. In to this booming West Texas oil center, the company extended its transmission lines and on the 18th of September energized them. Since that date a total of 59 customers have been added to the lines with each week bringing many more.

Six months ago the site now known as Bakersfield was but a barren prairie with an occasional mesquite patch. Sensing the presence of oil, the Taylor-Link Oil Company investigated and toward the latter part of July brought in the exceptional discovery well. Oil men poured in and activity abounded on every side with the result that there are approximately sixty business enterprises flourishing in the town today.

Bakersfield, laid out by two Post-Stockton ranchmen, Blake and Walker, has a surprising population estimated at 300. The town, while booming at present, has every indication of becoming one of the permanent West Texas oil centers.

Growth of the Texas dairy industry indicated by the fact that Texas milk plants have a daily capacity of 800,000 pounds of milk, exclusive of 250,000 additional pounds capacity in cheese making plants.

Caller: "I want to see the editor about this piece in the paper reporting that I had resigned from the Chamber of Commerce."

Caller: "Yes, but why was the item placed under the heading, Public Improvements."

A baby girl, LaRue, has come to gladden the home of Mr. and Mrs. A. J. Malouf. LaRue came Monday morning and weighed nine pounds.



**RCA 33 Radiola**  
 Beauty, efficiency, dependability, tone quality and low price are the salient features of the new RCA Radiola 33. Complete, ready to go on air for the \$86.25

**Hughes Radio Shop**



**A Load of Christmas Happiness**

Step in here  
 pick up  
 gift bag  
 sure of  
 you ar  
 ember

**Frizzell's Drug**

**Specials for Fri. & Sat.**

- Compound, 8 lb. P
- Pineapple, Gold Bar, No. 2, No. 2
- Meal, 24 lb. Sack
- Peaches, Gold Bar, No. 2 1-2 c
- Pickles, Cut Sour, Quart Jar
- Raisins, Market D, 4 pound
- Hot Tamales, Ratliff's per can
- Peanut Butter, Armo, 5 lb. c
- Matches, per Carton
- Sardines, American per can
- Oats, Mothers With China Aluminum
- Fig Bars, Bulk per pound

We have a good assortment of apples, oranges, candies, Also box chocolate. Come look them up when you buy your Christmas Supply.

**J. M. Edwards Self Service**



## Modern Development

Stop for just a moment and think of the multitude of things in your daily life made possible by Electricity.

Heat, Light, Transportation, Telegraph, Telephones, Cable, Radio, the operation of all Machinery and many other necessities of business and economic existence owe Electricity for their very basis.

Right in your own homes, think of the pleasures and luxuries it affords you—luxuries which are now so common as to be thought necessities: Your home lighting, moving pictures, radio receiving sets, the cooking of food, mechanical refrigeration, and electric appliances of all types for your comfort and convenience—all made possible through understanding and control of that Modern Giant—Electricity.

In the rural sections, there is hardly a task that cannot be faithfully performed by electricity. Milking, Separating, Churning, Pumping, Refrigeration, Lighting and a hundred others.

And then think of the extreme economy of this remarkable service. Have you fully appreciated the application of Modern Development in this field?

**West Texas Utilities Company**