

THE BENJAMIN POST

A WEEKLY PUBLICATION PURPORTING TO PRESENT THE FACTS AS THEY OCCUR AND DEDICATED TO THE LIVESTOCK AND AGRICULTURAL INDUSTRIES OF KNOX COUNTY AND ALL WEST TEXAS

VOLUME 27

BENJAMIN, KNOX COUNTY, TEXAS, FEBRUARY 2, 1934.

NUMBER 33

SPLINTER

A merry heart maketh a cheerful countenance.—Prov.

Poll tax payments, according to unofficial reports, exceed those of last year by almost 1000 which may or may not prove anything. To say the least, there will be fifty per cent more interest in this year's campaign than last because there are fifty per cent more qualified voters.

The last cotton report for the county shows us short of the '32 crop by about 5,000 bales. Not bad. Acreage was reduced in '33 about thirty percent. The increase in price was about five cents a pound. This year's crop almost doubled the large crop '32 so far as dollars and cents are concerned.

There are many new cars in this section. If times get better people will start repairing their houses.

Well, if the ground hog didn't see his shadow today he's blind as a base ball umpire. Confidentially, we won't have six more weeks of winter. In fact, we haven't had any winter yet.

Just about the time that the fruit trees get budded out you may expect a slight cold snap, frost, freeze or what ever it takes to keep the fruit from overproducing. You may depend on Secretary Wallace for that.

Will Rogers tells us that Blue Boy died the other day and like most movie stars left several wives to mourn him. From the number of hog producers over this week to sign up reduction contracts it looks like the wives will soon join old Blue Boy in hog heaven.

Page Mr. Ripley. In this issue of the Post we carry not a single solitary new political announcement this week but on the contrary an announcement that one of the present officials will not run.

From the number of stray dogs that have permanently located on the courthouse lawn, we believe there is an opening for a dog catcher in Benjamin.

Those who gambled the penalty on car registrations that the Legislature would extend the time lost. In Texas you can never tell what the Legislature, the jury, the women or the weather will do.

The fishing season closed Wednesday and went open again until May 1. And right when the weather was so inviting.

Because we have had such good luck collecting old subscriptions and getting new subscribers since we tried out the dollar rate we have decided to make the rate permanent so when you see Ye Editor on the street or at church or anywhere do not be afraid to walk right up and hand him a dollar. He'll take it and send you the paper for a year. That goes for those subscriptions that are in arrears, too, so if you have two dollars handy, just hand the Ed two bucks and he'll give you credit for two years.

TAILOR SHOP MOVED TO NEW LOCATION ON WEST SIDE OF SQUARE

J. C. Veal announces the location of the Veal Tailor Shop in a new location on the west side of the square. The new home of the tailor shop is in the Jones and Templeton building.

55,490 Bales Ginned In Knox From '33 Crop

According to H. A. Sullins, Sp. Agt there were 55,490 bales of cotton counting round as half bales, ginned in Knox County, from the crop of 1933 prior to January 16, 1934, as compared with 60,906 bales ginned to January 16, 1933.

STATE HEALTH OFFICER GIVES SOME PERTINENT INFORMATION REGARDING PNEUMONIA

AUSTIN.—Pneumonia is a seasonal disease, in that the incidence and mortality is much increased during wet, cold weather, according to Dr. John W. Brown, State Health Officer. It is more prevalent and serious in towns where contacts with people is more common. Pneumonia is always dangerous but it is especially so to persons in run down condition. This accounts for the number of cases following illness with some other disease.

The germs that cause pneumonia are spread by careless coughers, sneezers, spitters, and the things that they thus infect. The first symptoms are usually a severe chill and fever, a very sick feeling, loss of appetite, rapid breathing, and a heavy sensation in the chest. Sometimes coughing brings up blood from the inflamed lungs. Any of these signs should be the signal for going to bed at once and sending for your doctor.

The familiar rules of the prevention of other respiratory diseases apply to pneumonia. These rules should become personal habits and not be put on or off at times of prevalence or absence of disease. Persons should avoid careless coughers and sneezers, even if you have to be your mouth rude. Wash your hands thoroughly before each meal. Keep your hands, pencils, money and other such things away from your mouth and nose. Get plenty of fresh air day and night. Exercise and eat in moderation and wear clothing suitable for the weather.

Pneumonia ranks second as a cause of death in Texas, in 1932 almost six thousand persons died of this disease. It should be remembered that contagious and infectious diseases cannot be decreased or eliminated without the cooperation of the people and that means that people who are sick with contagious or infectious disease should be isolated and visited as little as possible by relatives and friends.

REP. MOFFETT ASKS OPINIONS ON QUESTIONS BEFORE LEGISLATURE

A letter from Representative Geo. Moffett calls attention to the fact that during the present called session of the Legislature appointments can be made for Notary Publics and anyone desiring such appointment should write Mr. Moffett at Austin giving their name and correct post office address. Quoting from Mr. Moffett's letter concerning the work of the called session, he says:

"As we will probably have some questions put before us that are highly debatable and of great concern to a great many people, I would be glad for anyone who cares to do so to write me concerning his or her opinion on the subjects submitted by the Governor for the Legislature's consideration. In a Democratic form of Government, such as we live under, it is always highly proper to secure all the light possible on the given subjects before passing laws upon them, therefore I would appreciate comment from all those who have comment to offer."

Young Democrats To Meet At Plains City

Lubbock, Feb. 1.—At least three candidates for governor, one candidate for attorney general, and a number of other candidates for public office in Texas will be in Lubbock Saturday, February 3, for the organization meeting of the Young Democratic Club of West Texas, J. Doyle Settle, president of the Lubbock club, has announced.

Already five dozen county clubs or more have been formed in West Texas and efforts will be made at the convention here to perfect the organization of a county club in each of the 131 counties of West Texas.

Maury Hughes, Dallas, chairman of the Texas State Democratic Committee, will be principal speaker at the convention. Walter Nelson, Jr., Wichita Falls, youngest mayor, will be the keynote speaker.

Dances, luncheons, banquets and other entertainment will be mixed in with business sessions at the convention.

The West Texas club will be another big link in the chain of clubs over the United States, all under the leadership and direction of the National Young Democratic Club, which was formed several months ago under the direction of James A. Farley, Post Master General and former member of the National Democratic Executive Committee.

Officials of the National Committee, in organizing the Young Democratic Club, expressed a keen desire to recruit the younger democrats of the nation, organizing them and giving them an incentive and opportunity to have a greater hand in public affairs, national, state and county.

SHORT TIME BARGAIN RATES FOR WICHITA DAILY TIMES AND RECORD NEWS

Wichita Daily Times or Record News, daily and Sunday, 6 full months, for only \$2.75.

Wichita Daily Times or the Record News, daily and Sunday, 9 full months, for only \$3.75.

O. D. Propps, local Ford dealer, and Walter Hertel, independent gas and oil dealer, were in Wichita the first of the week on business.

Oli Iising and Henry Williams of Gilliland were attending County Court here this week.

Jess Burnison of Munday was a Benjamin visitor the first of the week.

Miss Marguerite Stephens of Chillicothe spent the week end with her father, James A. Stephens of this place.

Ira Bowden of Munday was in Benjamin the first of the week.

M. G. Nix, ex-County Commissioner from Sunset was in Benjamin this week on business.

FOR SALE: North Tex high grade seed oats, free from Johnson grass, 75c per bushel. Hamilton Ranch, Benjamin.

Several people from Benjamin attended the President's Ball at Seymour Tuesday evening.

John Smith, one of the pioneers of the county and former county commissioner, was in Benjamin on business Wednesday. Mr. Smith runs a store at Kasoga in the nineties before many of the present towns in the county were in existence. Kasoga was a settlement about four miles northwest of the present town of Knox City.

Poll Tax Payments Gain Is Nearly Thousand

Poll tax payments for this year exceed those of last year by nearly a thousand according to incomplete records compiled at the Collector's office Friday. There are yet a few poll tax payments in the mail which have not yet been accounted for but these are not expected to raise the total much. Below is given the voting strength of the county by boxes:

Benjamin	325
Truscott	184
Gilliland	155
Vera	262
Goree	296
Munday	603
Rhineland	185
James Partridge	211
Knox City	520
Hefner	143
Brack	26
TOTAL	2910

Frank Gilliland and Paul Clifford of Truscott were in Benjamin Wednesday on business.

Dick Dresser of Seymour was in Benjamin Sunday.

Lee Coffman and Tom Martin of Goree were in Benjamin Tuesday transacting business.

L. M. Williams was attending legal matters in the Federal Court at Wichita Falls this week.

Henry Patterson of Vera was in Benjamin Thursday and while here made a liberal payment on his subscription. Mr. Patterson is one of the substantial farmers in that vicinity and has lived there many years.

Grady West who is teaching school at Finney, was in Benjamin for a visit with home folks over the week end.

C. H. Burnett has been ill with the flu this week but is reported as improved.

Tom Masterson, banker and rancher from Truscott was a Benjamin visitor this week.

Editor J. A. Kennedy of the Munday Times and Editor E. L. Covey of the Goree Advocate were Benjamin visitors Tuesday. They report business conditions on the South side fair.

RECOMMENDS ANOTHER INQUIRY ON CODE PRICES

Washington.—The report of Division Administrator A. D. Whiteside to National Recovery Administrator Hugh S. Johnson on the hearing to determine the fairness of prices under some of the NRA codes, recommends further hearings "to investigate the implications involved." The price changes reported at the recent hearing centered on 28 of 197 codes then effective, and he said:

"Relatively few of the tens of thousands of commodities and articles under codes mentioned in complaints." He added that charges of unduly high prices were attributed to open price provisions, to requirements that articles must not be sold below cost, and to provisions decreasing discounts. It was his view that fair prices now prevail for goods formerly sold at distress prices, even though the mark up in some cases is as high as 80 percent. He looked to code authorities "to keep in continuous contact with price trends and voluntarily to suggest necessary modifications to prevent prices either excessively high or destructively low." Meanwhile, of course, the NRA and the Consumers' Advisory Board "will ring constant pressure to secure a just and fair result."

Sarah Wright Not In Assessor-Collector Race

I take this method of expressing my gratitude to the people of Knox County for the honor conveyed upon me in voicing their approval and confidence in me by their loyal support in the past two elections.

I am grateful for each act of kindness or influence shown me.

The Constitutional Amendment voted at the last General Election combines the office of Assessor and Collector making it a very large responsibility, and I do not wish to place myself in line for that large responsibility.

Gratefully,
Sarah Wright

Jack Brown, Truscott rancher was in the city this week.

Alex Jones of Munday was in Benjamin Wednesday. Mr. Jones is one of the substantial south side farmers.

Reginald Walling of the Sunset community was here Wednesday to attend the meeting of the county hog producers.

ESSENTIALS OF HOME AND SCHOOL SANITATION

Sanitation, like charity, should begin at home, for what is applicable at home may also be applied at home may also be applied at school. Health habits learned at home should be carried over to the school, and that which is learned at school may like wise be put into practice at home.

Water:

A safe drinking water is essential for every home and school and can be obtained by following a few simple but important rules.

1. If water is taken from a well, it should be on high ground and at least 200 feet from the toilet, arnyard, or pigsty.

2. The "Old Oaken Bucket" is famous but also taboo. Use instead a pump set in a cement cap over the well which should also be curbed with cement to keep out surface drainage.

3. If water comes from a spring, a concrete box can be built around the spring and a pipe inserted so that water can be drawn without dripping utensils.

4. If water is stored in a cistern, a screen should be placed over the inlet to keep out leaves and trash and to prevent birds or rats from falling in. Also, the first runoff from the roof should be kept out because it will be contaminated with dust.

Toilets:

Insanitary open back surface privies are still common in many sections of Texas. They are responsible for keeping up the vicious cycle of hook worm disease and typhoid fever. It will require only a few hours work and about fifteen to twenty five dollars to install an improved type of toilet.

1. The privy should be fly tight and dirt banked up against the building, to turn drainage water away.

2. Seats should have self closing covers to keep out flies.

3. A vent pipe extending through the roof will take care of odors and furnish ventilation.

4. Privy should be on lower ground than the water supply and at least 200 feet from it.

5. Toilet paper should be provided.

E. A. Irvine, pastor of the Vera-Benjamin Methodist Churches, was a visitor in the city Thursday. Rev. Irvine will preach at the local Methodist church Sunday.

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CHAS. A. BISBEE, EDITOR
WILLIAM F. BISBEE, ASSOCIATE EDITOR

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Editorial

ECONOMIC HIGHLIGHTS

Happenings That Affect the Dinner Pails, Dividend Checks and Tax Bills of Every Individual. National and International Problems Inseparable from Local Welfare.

The Republicans call it gag rule—the Democrats, for the most part, simply smile and say nothing. Whatever it is, the Roosevelt Parliamentary technique works.

A major test of Presidential power came early in the House when Democratic leaders adopted a rule of procedure whereby no amendment could be offered from the floor which would effect the economy sections of the Independent Office Bill, then under consideration, or any other appropriations measure that would appear during the session. The rule was unprecedented—and it passed. There were heavy Democratic defections, which resulted in Democratic leaders working over the mavericks in their party. Result of that was that a move to recommit the rule was slaughtered, 240 to 141.

Most dramatic victory came on January 20, when the Roosevelt dollar devaluation bill swept through the House by the colossal margin of 360 to 40. It is doubtful if any piece of legislation of comparable importance ever carried so fast. Debate was almost entirely shut off. All opposition amendments were shouted down. Dozens of representatives who admit they do not understand the present dollar policy thoroughly voted for it.

The measure has four specific phases. First, the treasury is given title to all of the nation's monetary gold stock, including that held by federal reserve banks.

Second, it fixes 60 per cent of the dollar's present gold content as the maximum of gold value after revaluation.

Third, it gives the Administration a fund of \$2,000,000,000, obtained automatically from the added value of the treasury's gold after devaluation has taken place, with which to stabilize the foreign value of the dollar.

Fourth, it gives the treasury greater power in issuing and floating government securities, thus simplifying the great refinancing task that confronts the federal government now. The treasury is allowed to purchase any type of government security with any other type, may sell issues privately without offering them to the general public.

Main opposition to the bill is based on the fear of putting so vast a power in one man's hands—it obviously makes Mr. Roosevelt a monetary dictator with hardly a restriction. Supporters of the New Deal claim that is what the country wants; that it is essential to recovery that the President be given free rein.

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The American Federation of Labor's Report on 1934 prospects was a good deal more interesting and important than documents of the kind usually are. Forecast was that prospects for employment and earnings are considerably brighter, but that one phase of present recovery efforts—threatened inflation by fiat money—endangers the whole show.

Four specific changes for the better in 1933 were chronicled: a gain in employment of more than 6,000,000; a drop of 4 1/2 hours in the average work week; better organization among industrial workers of all kinds; an increase in workers' income of 11.7 per cent.

The report pointed out, on the debit side, that business is 30 per cent below normal still, that most important thing is restoration of business confidence, that private initiative is still of paramount importance. Belief was expressed that workers always lose through inflation—that only wealthy speculators have a chance to gain.

At about the same time the report was issued, the National Recovery Administration was making plans, as best it could, to find jobs for as many as possible of the 11,000,000 people still registered as unemployed. The President has laid plans where public works' activities and expansion in private industry will absorb the 4,000,000 now on CWA rolls. That will still leave the problem 60 per cent unsolved. General Johnson believes the working week must come down from its present 40 hour average—said that changes would have to be made gradually, in the light of industry's financial ability to carry larger payrolls. Hope is for an 8 hour day, a four day week. Lopping a day from the week would, it is estimated, create 1,500,000 jobs. How to reduce working hours, employ more men, raise wages, cut production, increase business' capacity to pay the bill, is the problem.

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If you like big figures, take a look at the Reconstruction Finance Corporation's first complete report to the public. Between February 2, 1932, and December 31, 1933, it had disbursed or authorized disbursement of \$6,000,000,000 to 8,541 institutions. In 1932, \$1,500,000,000 was distributed—55 per cent to banks, 20 per cent to railroads, the balance to insurance companies, building and loan concerns, relief agencies, etc.

Lost 20 Lbs. of Fat In Just 4 Weeks

Mrs. Mac West of St. Louis, Mo., writes: "I'm only 28 years old and weighed 170 lbs. until taking one box of your Kurschen Salts just 4 weeks ago. I now weigh 150 lbs. I also have more energy and furthermore I've never had a hungry moment."

Fat folks should take one half teaspoon of Kurschen Salts in a glass of hot water every morning before breakfast—an 85-cent bottle lasts 4 weeks—you can get Kurschen at any drug store in America. If not joyfully satisfied after the first bottle—money back.

WHO WANTS A BEAUTIFUL PIANO AT A BARGAIN? We have in this vicinity a splendid upright piano with a duet bench to match. Also a lovely Baby Grand in two tone mahogany. Rather than reship will sell either of these at a bargain. Terms if desired. Might take live stock as part payment. Address at once, Brook Mays and Co., The Re-able Piano House, Dallas, Texas.

Henry of Jewell Faulkner, County Home Demonstration agent for the first week of February.

Monday—Office.
Tuesday—Sunset girls, Hefner girls and women.

Wednesday—Rhine girls, Gilliland girls and women.

Thursday—visit demonstrators Rhine and girls and Hood women.
Saturday—Office

Sub-irrigation in Knox County

The question of irrigation is coming into prominence in Knox County. Home demonstration members and non members are making plans for a "Live at Home" program in 1934. Meetings are being made to meet each families need

home grown foods either fresh or in the coming year.

To be sure of supplying this food,

Texas Theatre

SEYMOUR, TEXAS
ANNOUNCEMENTS

WEEK February 2nd.

Friday, Saturday Matinee

Ken Maynard, Gloria Shea in
"FIDDLIN BUCKAROO"
Also, "Mickey Mouse" and
"Perils of Pauline"

Saturday Night Only

Ed Wynne, Dorothy McCall in
"THE CHEIF"
Also James Gleason in Pic for Two

Monday and Tuesday

Elissia Landi, Paul Lukas in
"BY CANDELIGHT"
Also, "Notre Dame Glee Club" and
A "Looney Tune" Cartoon

EXTRA—SPECIAL—EXTRA

Tuesday Night, 11:30 P. M.
THE
SEVENTH COMMANDMENT
And Selected Comedy
ALL SEATS 25c. None under 16
years of age ADMITTED

Wednesday, Thursday

Cagney, Blondell, Keeler, Powell
and Kibbee in
"FOOTLIGHT PARADE"
Also, Pepeye the Sailor and screen
Souvenir

—COMING—

Midnight February 12, 12:01 a.m.

Sunday Night
SEARCH FOR BEAUTY

Feb. 19th DUCK SOUP

many in the country are planning to lay concrete tile for sub irrigation. It has been found that this method of irrigation is more profitable than the ordinary surface irrigation. It takes less water, little labor is required to water the garden, the soil does not crust so badly, and the yield is considerably greater.

This tile can be made at home for approximately 1 cent a foot; using one part of Portland cement to 4 parts of clean, sharp sand, with no pebbles too large to go through a 1-4 inch mesh screen, made into a so called dry mixture.

Demonstrations will be given in each of the home demonstration clubs the later part of February by the County Agent. A schedule as to the time and dates of each will be given later.

Bedroom Improvement

"I want my room fixed up to meet all the requirements of a standard room," said Lusille Jackson, Hefner 4H club demonstrator. "I am going to build a clothes closet, make a dressing table and a wash stand. I have a new mattress for my bed that my Mother made. I lack a few slats having enough to have one under each row of coils in the springs but I plan to add enough." Lucille said.

"My walls will have to be papered and the woodwork painted. I know I will find many things, other than these to do at once I get started to work. I will be glad, though when I get the room all finished because it will be all my own and I am sure I

wouldn't change with anyone.

"We have been planning on fixing this bedroom for a long time and now that I know it is to be done, I can hardly wait to start," said Mary Helen Partridge, 4H bedroom demonstrator in the Sunset club. "There are so many things that I plan to do, I hardly know where to begin. The wall needs papering, the wood work and ceiling painted, the screens fixed so they can be cleaned more easily, the furniture needs to be cleaned and rearranged in the room, and so many other things will need to be done before it is like I want it," she further stated.

"I plan to have a standard bed. That is, I want a slat for each row of coils in the springs, a spring and mattress cover, a mattress pad, at least 3 sheets 3 yards long and light cover. I plan to make a bedspread for my bed and since I have 2 beds in my room, I plan to have another spread made just like mine for that other bed.

I. T. WRIGHT AND SON

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PAINTING

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BENJAMIN

The Red & White Stores

OFFER YOU THESE OUTSTANDING FOOD VALUES DURING THEIR

Mid Winter Sale

SPECIALS FOR

Friday and Saturday
Feb. 2-3

TOMATO JUICE, 3 CANS FOR	.25
A health drink of Red & White quality. Made from ripe tomatoes.	
OATS, Blue & White, Cup and Saucer or plate, PKG.	.25
JELLY, GRAPE, Red and White, LB.	.25
SOAP, GIANT YELLOW, 6 BARS	.23
SYRUP, CRANE SINGLETON'S, GALLON	.59
WASHING COMPOUND, BOPAX, 10 PKGS.	.25
PRUNES, LARGE SIZE, 4 LB. PKG.	.25
LYE, RED AND WHITE, 3 CANS	.25
K C BAKING POWDER, 50c SIZE	.39
SUGAR, PURE GRANULATED, 10 LBS.	.49
PRUNES, FRESH, GALLON	.39
GREEN BEANS, STRINGLESS, No. 2 CAN	.09
ORANGES, EXTRA LARGE, DOZEN	.39
APPLES, JONATHAN, 2 DOZEN	.25
ORANGES, TEXAS, JUICY, DOZEN	.19
BANANAS, NICE YELLOW FRUIT, LB.	.06
CABBAGE, SOUTH TEXAS, LB.	.02 1-2
GRAPE FRUIT, LARGE SIZE, EACH	.05
LETTUCE, HARD HEADS, 2 FOR	.09
BRAZIL NUTS AND ALMONDS, LB.	.12
FRESH VEGETABLES AT LOWEST PRICES.	
EXTRA LARGE CHOICE SELECT OYSTERS, DOZ.	.25
3 LOTS MENS SWEATERS AND SWEATER COATS, OFF 1-3	
NEW LOT WOMENS WASH DRESSES	1.00, 1.39 and 1.95
IT IS ECONOMY TO TRADE AT HOME AND OUR AMBITION IS TO SERVE YOU WELL AND SUPPLY YOU WITH DEPENDABLE MERCHANDISE.	

BENJAMIN MERCANTILE

(ASSOCIATED WITH RED & WHITE STORES)

POLITICAL ANNOUNCEMENTS

Subject to the Action of the Democratic Party.

FOR DISTRICT CLERK:
Mrs. Roy Phillips

FOR COUNTY TREASURER:
J. T. (Uncle Trav) House

FOR COUNTY SUPERINTENDENT:
Vernon Brewer
J. D. Palmer
Mrs. E. F. Branton

FOR TAX COLLECTOR AND ASSESSOR:
Earl Sams
Geo. Isbell
Lee Haymes

FOR COUNTY CLERK:
M. T. Chamberlain

FOR SHERIFF:
C. R. Elliott

FOR COMMISSIONER, PREC. 2.
Orel Patterson

FOR PUBLIC WEIGHER, PREC. 3.
W. W. Gleason

WOMAN'S PART IN THE 1934 COTTON ADJUSTMENT PROGRAM

A radio talk by Mrs. Ola Powell Malcolm, Extension Service, Delivered in the department of Agriculture period, National Farm and Home Hour, Wednesday, Jan. 10 and broadcast by a net work of 48 associate NBC radio stations.

Few could believe that in 1933 a million cotton farmers would go into their fields and plow up nearly one third of the cotton already growing, ten million acres, much of it matured, the bulbs filled with white fluffy cotton—but they did—and almost within 90 days.

Women throughout the Cotton Belt have manifested intelligent interest in the cotton adjustment program and have welcomed the opportunity to help in making it a success.

Women's efforts thus far have been to meet emergency conditions in a way that will bring a permanent value. The part they have already played in the recovery of agriculture is of very great significance. Farm women everywhere have shown faith in the future and have been commended for their courage, enterprise

and hard work in actually bringing about improvements in living conditions in country homes in spite of hard times. As Charlyle said: "Our grad business is not to see what is dimly in the distance but to do what is clearly at hand."

Developing our resources and making the best of what we have at hand has been an improvement part of women's work.

The real home created enjoyment and protection brought to farm families who have pantries well stocked, smoke houses filled with fine quality meats, and homes and surroundings in good condition has actually put in to each day's living a sort of satisfaction and happiness that money could not buy.

The morale of many thousands of farm families was strengthened through their adoption of the live at home program. Helping people to help themselves must be apart of every plan suggested to aid farmers, and if we believe in the True Wealth about which Milton wrote, that will help too. Milton said: "There is nothing that makes men rich and strong but that which they carry inside of them. Wealth is of the heart. Not of the hand."

We will not miss the purpose of the New Deal if farm families everywhere are really helped to live more abundantly.

Through the organization of Home Demonstration clubs and councils, more than 900 regularly employed women extension agents in the southern States are making contacts every month in each state with between 50 and 60 thousand farm women and girls who are enrolled as demonstrated women not only did their tors and co-operators. This army of best in the 1933 cotton acreage adjustment program. Through their experience they have come to realize that their value lies not in what they themselves can do, but in what they can get other people to do."

This emergency work is furnishing an opportunity to use most effectively the home demonstration organization that has been developed and gives the women agent a chance to get into farm homes she has heretofore not been able to reach. We believe any adjustment in farming that is so im-

portant to our rural area should be carefully explained to the farm women so that the women as well as the men may understand the need and the nature of these farm programs of controlled production. If this is not done we will not get the cooperation and the results which it is possible to obtain.

In no better business besides farming does the women of the household have as much influence on the decisions that are made. She usually understands the practical side of the business. Many a farm woman is aware of her responsibility to be informed. An effort is being made to inform her intelligently so that she can counsel with her husband and neighbors and help them in making the right decisions. Secretary Wallace recently said: "It might be that the farm women of the United States can make or break this new deal for Agriculture." Women who are earnestly and honestly becoming informed about the real cause for existing conditions can be of great help in spreading a better understanding of the cotton adjustment programs.

"No nation can be great without thrift." So then, acres retired from growing cotton need to be used in growing better and more food for the family and feed for the livestock used for producing food for the family. Judging from the estimates, many States have made, more acres than those retired from cotton will be used for growing food if cotton belt farm families produce, preserve and prepare on their farms an adequate variety and supply of foods.

A recent survey in one State where there are more than 200 thousand farms, many of these operated by

tenants, showed that 40,000 of them are now without milk cows; 30,000 without poultry, and more than half without hogs. According to State figures between 25 and 30 acres of land are needed to supply the average farm family of 5 persons with food and to furnish pasture and feed for workstock, poultry, meat animals and the family cow.

This live at home demonstration calls for the production of fruits, vegetables, and other food crops, and for the following livestock; 2 meat hogs, a flock of 50 hens, 1 beef animal, 4 milk cows and if desired a few sheep. Under average conditions such a program would call for the use of one half acre in garden, onehalf acre in orchard, 2 acres for such crops as sweet potatoes, melons, cane for sirup, and field peas, 6 acres for pasture in summer and small grain pasture in winter, 12 acres in grain crops, and 4 acres in hay and silage crops.

Such a system will produce all the food needed for a family of five and all the feed required for the poultry meat animals and workstock. It will hold cash expenditures down to about \$100. That will be needed for buying cans and jars, sugar, coffee and some flour and spices, seed, medicines and incidentals.

Such an opportunity for securing the best quality of food is well worth while when we consider that if all food is bought it costs an average family of five about \$600 per year if every member is properly nourished. Where the farm garden is not large enough to supply the needs of the family I suggest a family scheme of cooperation where the farm owner

(Continued on page four)

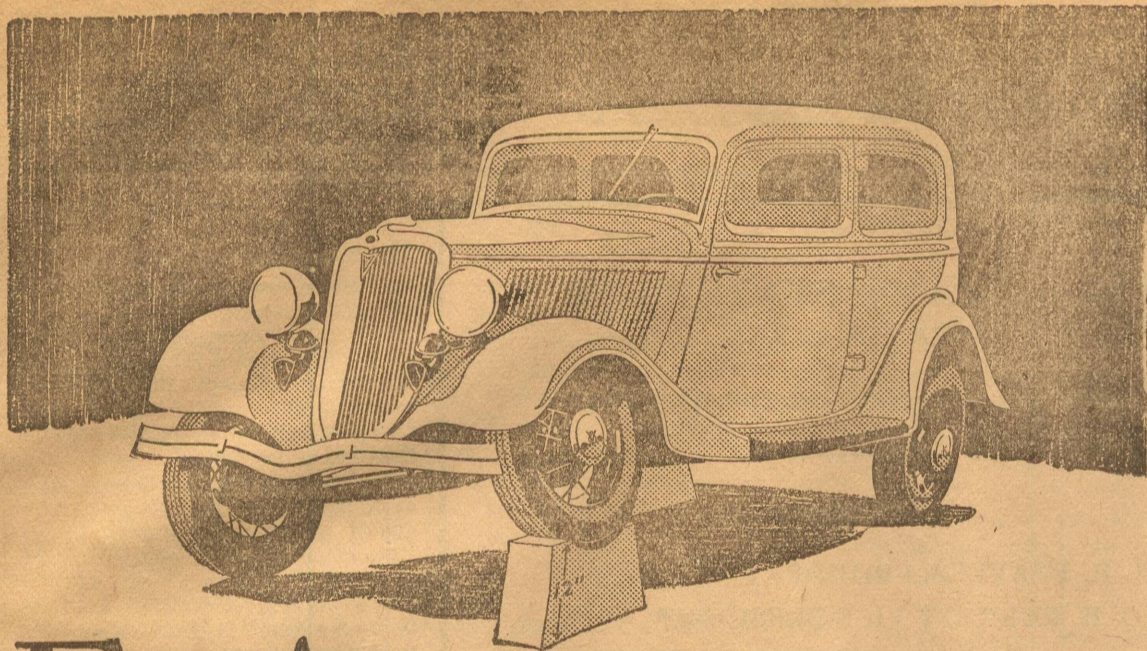
SPECIAL PRICES On Permanents \$1 to \$5

Until February 10th

Groups of five persons coming to Shoppe together entitled to one FREE.

CALL 59 FOR APPOINTMENTS

MRS. ADA GLEASON TRUSCOTT



Free Action for all 4 wheels

plus the *safety* of a front axle and *comfort* of Cantilever Springs

A great deal of thought is being given today to springs. Various experiments are being tried in an effort to get independent action for an automobile's front wheels.

All of which is simply another tribute to the soundness of Ford engineering and the Ford V-8 for 1934. When you drive this car you get free action not only for the front wheels—but for all 4 wheels.

Ford transverse cantilever springs provide individual suspension for both front and rear axles. In the new Ford these springs have been made more flexible. This type of construction is not experimental and has the advantage of

comfort plus the proved safety of a front axle.

This new Ford combines V-8 power with gasoline economy—20 miles to the gallon at a speed of 45 miles per hour, in exhaustive road runs. It will do 80 miles an hour without difficulty. At 50 or 60 miles per hour it is actually running at ease!

This reserve power means acceleration unequalled by practically any other make of American automobile, regardless of cost. Before you buy any car at any price, drive the new Ford V-8 for 1934.

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AS ALL OUR CUSTOMERS KNOW QUITE WELL.

THE CASH MARKET

SPECIALS FRIDAY & SATURDAY

APPLES, JONATHAN, EACH	.01
ORANGES, LARGE CALIFORNIA, DOZEN	.35
NEW POTATOES, LB.	.06
GREEN BEANS, 2 LBS.	.25
EGG NOODLES, 3 PKGS.	.25
MUSTARD, QUART JAR	.15
CRACKERS, 2 LB. FAMILY SIZE, SALTED	.27
B C BAKING POWDER, 2 LB. CAN	.25
SUGAR, PURE GRANULATED, 10 LBS.	.49
LETTUCE, 2 HEADS,	.09
LEMON OR VANILLA EXTRACT, 8 oz.	.25
RIPPLE WHEAT, Small package free,	.10
PORK AND BEANS, CAN	.05
KELLOG ALL BRAN, 2 PKGS.	.25
NEMO COSMETICS, ALL ARTICLES	.10

SMITH'S MARKET

FRESH AND CURED MEATS
BUTTER, CHEESE, ALL KINDS LUNCH MEATS
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GENERAL FOODS STORE

WOMEN'S PART

(Continued from page three)
 is given the use of 4 acres of land—the amount the survey shows is needed for the average family garden and orchard—and that she be given the rental payment on 4 contracted acres and allowed to use it in buying good varieties of berries and small fruit trees, garden seed and so on. And that the man have the rest of the rental payments for buying seed, fertilizer, and equipment for the production of cotton, and for the production of feed for workstock, and feed for livestock for food for the family.

Such a division of the money received from the government would help encourage the wives and husbands to plan jointly for an all year calendar garden—a calendar orchard and in raising of other food supplies for use in keeping the family well fed and in good health.

So to the women of the Cotton Belt, let me say that our part in the 1934 farm adjustment program is a three fold task.

First, we must acquaint ourselves with the facts that there is a real and urgent need for the 1934 program. That the supply of American cotton is too big, and that we must control

production until the mills of the world have had time to use up some of our big supply and get it in line with a normal demand.

Second, it is woman's duty to induce the man to rent the Secretary some land near the house, where it is possible and practical to do so, and then to do everything in her power to get some of this land planted to small fruits and berries and vegetables and food and feed for home use—and

Third, to counsel and cooperate with the men in working out these various farm problems. This is our opportunity to lay the foundation for better homes, better living, better and a better Southland.

should be to observe the letter and spirit of the contract which sets forth that crops must not be grown on rented acres for sale, directly or indirectly. This obligation can be observed and yet benefit derived from the contracted acres by most Texas farmers," he states.

"Much cotton land has been getting poorer and poorer each year as a result of clean cultivation," continues Mr. Martin. "The adjustment plan is the chance of a lifetime to tone up land with clover, cow peas, soy beans and other soil enriching legumes. We are also becoming pasture conscious as a result of several thousand fine demonstrations showing how improved pastures, particularly permanent pastures in East Texas, make livestock production more profitable. Rented acres offer the farmer some good land on which real pastures may be built.

"I suspect," says Mr. Martin, "that half or more of our Texas farmers do not live as completely at home as they might. Tremendous gains have been made in that direction in recent years due to the combination of a major depression and the spread of the Extension Service demonstration of how to live at home. Rented ac-

res offer the opportunity to extend this sound development to practically every farm, and to make a living at home complete on those farms where families have gone only part way in producing their food and feed.

"In many counties farmers are planning to terrace reeded acres this year while soil improvement crops are growing," Mr. Martin pointed out. "This is a job that must be done sooner or later and this is a good time to begin or complete farm terracing, as the case may be.

"Texas has the best chance that it has ever had to begin the development of a planned and sound system of farming. Demonstrations of this kind are to be found everywhere in the state. They prove conclusively that by working toward this kind of farming, families in Texas can secure a living from the farm and achieve as full measure of well being and security as any other class of people on earth. Rented acres may prove the key to a happier future," Mr. Martin concludes.

Vernal and Lee Burnison of Monday were Benjamin visitors Tuesday.

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**WHAT TO DO WITH RENTED
 ACRES TO THE FEDERAL
 GOVERNMENT EXPLAINED**

College Station, Feb. 1—Land which is taken out of cotton production for 1934 and rented to the Secretary of Agriculture may be put to good use by growers under the terms of the reduction agreements, says O. B. Martin, director of the Texas A and M College Extension Service. "The first thought of the farmer

**Cash Specials for Sat. Feb 3
 at Hertel CASH GROCERY and
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PURE COUNTRY SORGHAM GALLON	.54
SUGAR, GRANULATED, 10 LBS.	.48
LIGHT CRUST FLOUR, 48 LB. SACK	1.97
AUNT MANDY COFFEE, LB. PKG.	.13
MOTHERS COCOA, 2 LB. CAN	.21
FRESH COUNTRY EGGS, DOZEN	.15

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Improved Pasture Pays

IMPROVED pastures are a cheap source of feed for stock. A farmer in New Hampshire, cooperating with his county agent top-dressed his 5 acres of pasture with 500 pounds of complete fertilizer at a cost of \$75, reports the United States Department of Agriculture. After 4 weeks he turned his cows out on this pasture. Cows made during the six weeks the cows grazed there showed that his herd produced 7,000 pounds more milk than they did in the same period the previous year, although the farmer had 10 cow fewer and fed 300 pounds less grain. Based on current milk prices he made \$130 on the extra milk and saved \$16 on the grain, netting him a gain in income of \$114.—U. S. Department of Agriculture.

Sentiment in Banking

No sentiment in banking? Will you recall just one day's activity at your desk—what were the problems you considered? Did they apply solely to the cold-blooded conduct of the affairs of your bank, weighing, measuring, analyzing, valuing securities, extending credit, driving the best bargains possible, having in mind only the material return from your day's labor? Certainly such is not the case. I recall many days—happy days, too—in my experience in a very small country bank, in which I am sure not one-tenth of my time was given to the real consideration of the financial returns to my institution.

Open Markets

I believe in an open market for the actual purchase and sale both of commodities and securities. But so long as the actual rate for credit in this country swings up and down according to the demand for funds for speculative purposes, little influenced by central or other banking policy, then something is wrong somewhere. Moreover, if business is influenced—as is almost universally charged—by the state of public mind; and if the state of public mind is influenced, as in recent years it most certainly has been, to run the scale from extreme optimism to extreme pessimism according to the characters on a ticker tape, then something is wrong with the public mind, or the conduct of the forces back of the tape. Those responsible must provide the answer.

AS WILL ROGERS SEES IT

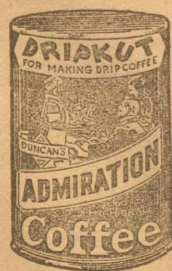
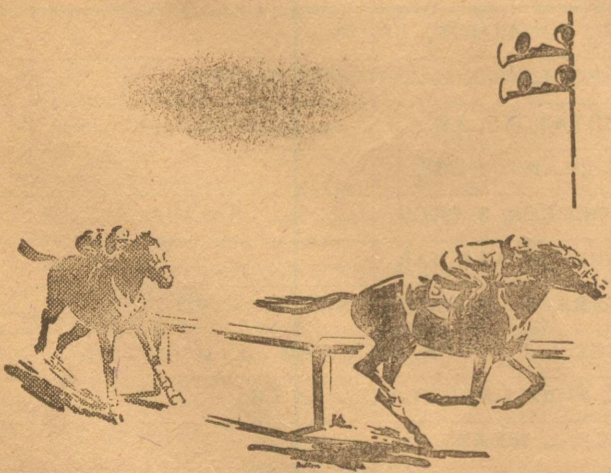
Will Rogers recently told why the banks had got into trouble. "Don't blame it all on the bankers," he said. "When we all needed money they loaned it to us—but when they needed it we couldn't pay it back."

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