

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, JUNE 23, 1933.

NUMBER 1

SPLINTERS

A merry heart maketh a cheerful countenance.—Prov.

The U. S. delegation to the London conference is like the old lady that was trying to farm one dry year. She didn't raise anything and said, "Thank the Lord, none of the neighbors did either."

After the prohibition clause is taken out of the national constitution the ultra dries who used to make a goodliving before the adoption of the 18th Amendment, will again have a good job trying to put it back again.

Many who have not received the Post before will doubtless wonder why they are getting one this week without asking for it. If you will look at the headline you will see that a great deal of space is devoted to the cotton acreage reduction plan. We feel that the farmers are entitled to as much information about the plan as possible so they will know whether they want to participate in it or not. Our interests are so closely allied to those of the farmers that anything we can do to assist them is also assisting ourselves. We hope that the information is of some value to you.

And inasmuch as nearly every business pursuit except the publishers are being offered some kind of assistance from the government, to participate we must climb on some bandwagon. We choose the farmer's.

We had considered climbing on with the bankers, but got on an ice wagon by mistake.

The Home Demonstration club's square dance and cake walk at the courthouse Saturday night will be reminiscent of other days. This will not be the first time that a square dance as held at that place. Nor, we hope, the last.

Benjamin may not have started off with a dance after which all in attendance took a plunge in the swimming hole, but as far back as we can remember dancing and swimming have been two exercises freely indulged in by natives. The original game of draw poker has been superseded of late years by bridge. But the square has deteriorated into slinking and jiggling. Swimming remains the same with the possible exception of a change in the style of the garments worn while engaging in the sport of the mermaids.

No doubt Texans attending the Century of progress will take great pride in their empty exhibit room in Chicago. If that is a sample of what Texas will have to show at the Centennial in 1936, we may expect countless numbers of out of state visitors to flock here to join us in the celebration.

Si Dumernuf says he's going to vote against the 3.2 beer because he never did like to deal in fractions.

The only real cowboy reunion will be held at Stamford next week and many from Knox County are planning to attend. While the cattle business is still one of the leading industries in the county, there are many oldtimers who left it in bygone years for different reasons and the annual reunion at Stamford affords them an opportunity of renewing old acquaintance and forming new ones.

Hugh Jones of Seymour was in Benjamin Thursday.

COMMUNITY MEETINGS CALLED TO DISCUSS COTTON ACREAGE REDUCTION

JONES NAMES JAMISON, CLONTS, FARMER AS CENTRAL COMMITTEE OF COUNTY

Plans Now Underway To Cut Cotton Acreage 25 to 40 Percent And Pay Producer

Community meetings for the purpose of discussing the cotton acreage reduction plan will be held over the county next week, W. E. Jones, county agent, has announced.

These meetings will be held at the dates and places listed below:

SCHEDULE OF MEETINGS

Week Beginning, June 26th

Benjamin, Monday, 3:30 p.m. at the Courthouse.

Munday, Tuesday, 3:30 p.m.

Knox City, Wednesday, 3:30 p.m.

Vera, Thursday, Baptist Church, 3:30 p.m.

Truscott, Friday, school house, 3:30 p.m.

The Gilliland farmers and business men are requested to meet with the Truscott group.

The central committee for Knox County to have charge of the cotton acreage reduction was announced Thursday by W. E. Jones and is composed of E. O. Jamison, Ben Farmer and Sam Clonts, all of Knox City.

CENTRAL COMMITTEE

Local committees have been selected or will be in the next few days. The Vera committee is composed of E. C. Hardin, C. W. Russell and W. J. Blackburn. The Benjamin committee is incomplete but A. B. Sams and Jack Idol have been named. One other is yet to be appointed.

JONES TO HASKELL

County agent Jones attended a meeting at Haskell Thursday the purpose of which was to get more detailed information regarding the cotton acreage reduction plan and which he will discuss at the various meetings next week.

THE PLAN (Unofficial)

Cotton growers are given the choice of two plans for receiving the benefits of the farm relief act as applied to cotton. By contracting with the Federal Government to retire not less than 25 percent nor more than 40 percent of cotton crop now planted, the farmer may either:

Plan No. 1

Receive in cash this summer from \$6 to \$12 per acre for the land retired from cotton, the exact amount depending on former average yields per acre, and an option at six cents per pound on as many bales of Government owned cotton as the acreage retired would yield as determined by former average yields. This cotton may be sold by the Government some time during the year and the difference between selling price and option price paid by the farmer.

The cash payments on this plan are to be paid according to the following scale:

Land yielding 100 to 124 pounds lint per acre \$6 per acre

Land yielding 125 to 149 pounds lint per acre \$7 per acre

Land yielding 150 to 174 pounds lint per acre \$8 per acre

Land yielding 175 to 224 pounds lint per acre \$10 per acre

Land yielding 225 to 274 pounds lint per acre \$11 per acre

Land yielding 275 pounds and over \$12 per acre

Example of how plan No. 1 would apply:

A man has 100 acres planted to cotton. He retires 30 percent of this, or 30 acres. It is determined that his average yields have been one quarter bale per acre (125 pounds lint). He would be paid this summer \$7 per

HIGHWAY 24 EAST OF TOWN IS BEING RESURFACED

The local division of the State Highway Department has been engaged in repairing and retopping a five mile portion of 24 east of Benjamin. The job is about half completed. The work has been slowed up on account of not being able to get the asphalt shipped in as fast as needed. It is not yet known whether all of the square will be resurfaced or not but a portion of the highway around the square will be repaired.

HOME DEMONSTRATION CLUB WILL HAVE ENTERTAINMENT

The Women's Home Demonstration Club of Benjamin will present a novel entertainment Saturday night at the Courthouse the proceeds of which will go to the treasury of the club. An old fashioned square dance and cake walk will be the features of the evening. Two quilts will be disposed of. Cold drinks will be served. The public is extended a hearty invitation to attend.

COMMUNITY KITCHEN HERE

A community canning kitchen is being put in shape for use of the public at the J. W. Melton place in the north part of town. The kitchen will be equipped with gas, lights and water. Canners, sealers and cookers are being provided.

Mrs. C. H. Burnett and Bruce Burnett and Mr. and Mrs. Oran Driver are attending a family reunion in Midland this week.

Jim Tarr of Archer City was in Benjamin Wednesday.

acre for the 30 acres retired or \$210. He could also be given an option at six cents per pound on 7 1-2 bales (the amount 30 acres would produce according to former average yields.) If so, then and if cotton goes to 10 cents per pound he would be paid the difference between what 7 1-2 bales brought at 10 cents and the six cents option price, a difference of 4 cents per pound or \$20 per bale. He would receive from this \$150. His total payments from having cooperated on plan No. 1 would be in this case \$360.

Plan No. 2

Farmers desiring all cash payments and not wanting to take an option on Government cotton are offered a higher scale of cash rental payments than offered under the first plan:

The cash payments on plan No. 2 are made according to this production table, yield to be determined on the basis of former average yields per acre:

Land yielding 100 to 124 pounds of lint per acre \$7 per acre.

Land yielding 125 to 149 pounds of lint per acre \$9 per acre

Land yielding 150 to 174 pounds of lint per acre \$11 per acre

Land yielding 175 to 224 pounds of lint per acre \$14 per acre

Land yielding 225 to 274 pounds of lint per acre \$17 per acre

Land yielding all over 275 pounds of lint per acre \$20 per acre.

Example of how plan No. 2 would apply:

Taking the case of the man who retired 30 acres out of 100 acres planted in cotton, and whose former yield are determined to have been one-quarter bale per acre, he would be paid this summer \$9 per acre for 30 acres or a total of \$270.

CONSULTING ENGINEER HERE ON PUBLIC WORKS PROJECT

Montgomery and Ward, consulting engineers, and Voelker and Dixon, architects, both of Wichita Falls, Texas spent Wednesday in Benjamin in consultation with sponsors of the various Public Works projects in Knox County. Project Surveys were complete and a beginning made on applications for loans on a number of projects chief among which are listed a Court House, Municipal Water Works, Gymnasiums, and Filtration plants. Mr. Voelker was in Benjamin again on Thursday doing further work in this connection.

CELEBRATES BIRTHDAY

On Sunday, June 18 occurred a memorable event in the Seymour Park when fifty one friends and relatives of T. A. Parsons Sr. gathered from different sections of the country to help him celebrate his birthday. Everyone present contributing to the bountiful dinner, spread in picnic style on the tables provided for such occasions in the Park. After all had partaken in their hearts content, the remainder of the afternoon was spent in swimming, riding on the swings by the younger crowd while the older ones engaged in the good old time visiting together.

The Sinclair Lunch Room is being enlarged and repaired.

Betty Jo Crenshaw had the misfortune to be hit in the leg with a piece of flying steel Wednesday. The injury was painful but not considered serious.

The second week of the summer term of the District Court of Knox County has been in session here this week. There were several pleas of guilty and suspended sentences meted out. Theft and liquor cases seemed to be the main offences against the State. Several civil cases were also disposed of.

Wheat harvest is now in full swing and binders and combines are busy. Wheat is testing good and yielding better than anticipated. 63 cents was the highest price paid this week. Cotton is looking good but some of it is late.

L. M. Williams returned from Austin recently where he had been to take examination for the bar. Mr. Williams chalked up some high grades on the legal examination and will receive his license in the near future. He has hung out his shingle in Benjamin.

H. B. Sams and family of Flaydada are visiting relatives and friends here this week. Mr. Sams recently took the bar examination at Austin but has not yet heard what his grades were. He has been a court reporter for the District Court of Floyd and adjoining counties for many years.

Leroy Melton and Bill Bisbee returned from Corpus Christi Monday where they had been attending the State Fireman's Convention. While in that part of the country they visited in Houston, Beaumont and Lake Charles, La. They report one day of the trip spent with L. P. Jones and family, formerly Benjamin residents. Mr. Jones is now with the State Live stock Commission. He has many friends in West Texas who will be glad to hear that he is doing well.

SHRINE GROUP TO STAGE BIG PICNIC ON JULY 4th

The citizenry of Wichita Falls—men, women, and children, young and old—is invited to participate in an all-day picnic at Haven Park July 4, to be held under the auspices of the uniformed bodies of Market temple.

There will be games, concessions, terrapin races, horned toad races, water sports and other forms of amusement, while the Market temple band, under the direction of Gerald Pond, will provide musical programs throughout the day.

Wichitans are urged to spend the entire day at the park to enjoy the programs to be offered by the uniformed bodies. Lunch tables will be provided for the convenience of families who desire to bring their own lunches, while appetizing foods will be offered for sale at the park.

For the entertainment of the youngsters, there will be several ponies available for rides.

The uniformed bodies which are sponsoring the outing are the Maskat temple patrol, the temple band, the degree team and the Daughters of the Nile.

Baer-Schmeling fight at Texas Theatre, Seymour, Wednesday and Thursday, June 28 and 29. A good 10 round scrap.

FIRST CHRISTIAN CHURCH

We desire to remind you through the Post that on Friday evening at 8:30 the second lecture study of the Book of Revelation will be held at the Christian Church by the Pastor, Bedford Smith of Olney. When Mr. Smith was here one month ago he gave an introduction and summary of this most interesting Book of the Bible. At this session lasting one hour from 8:30 to 9:30 p.m. the study will begin with the first chapter. Read that chapter and bring your Bible along.

"A New Deal in Religion" will be the sermon topic Sunday morning, June 25 at 11 o'clock. At the evening hour, 8:30 p.m., the message will be, "The Most Predominate Sin of This Age." The Bible School and C. E. groups will meet at the regular hours.

A cordial invitation is extended to the public to come and participate in all these and other services at the Church. It is a good place to worship. —Reporter.

DRESS CONTEST TO BE HELD IN BENJAMIN, JUNE 10

The Knox County Dress contest will be held in the Court room at Benjamin, Saturday, June 24 at 10 o'clock and it is expected that at least 50 women from the 10 home demonstration clubs in the county will have dresses on exhibit that they have made from their foundation patterns.

These dresses will be judged in three classes: Class 1, demonstrators, Class 2, demonstrators and all co-operators. The winners of the first two divisions will be given trips to College Station to the Farmer's short course which is to be held July 24 to 29th.

Everyone is invited to come and see the work that the club women have been doing.

Fred Crenshaw was carried to the hospital at Knox City Tuesday. His condition is reported as much improved at this time.

THE BENJAMIN POST
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CHAS. A. BISBEE, EDITOR
 WILLIAM F. BISBEE, ASSOCIATE EDITOR

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NOTICE:—Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation which may appear in the columns of the Post will gladly be corrected upon it being brought to the attention of the publishers.

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What Our Exchanges Think

The Texas Weekly Makes Some Interesting Comments On The Prohibition Question In The Lone Star State

A distinguished dry leader declared recently that the Southern States have in their power to keep the Eighteenth Amendment in the Constitution, and intimated that it would be a glorious undertaking. It is a distinction we should very much regret to see the Southern States attain. Considering their history and traditions, the Southern States are the very last in the Union that ought to want to drive a majority of the States to the extreme of nullification as the only means of escaping the tyranny of a minority. If the Southern States want prohibition, they can continue to have it by State law, but aside from its futility it would be a curious anomaly for them to attempt to have the Federal Government compel the people of a majority of the states to accept prohibition against their will.

In Texas it is already assured that constitutional prohibition will continue for another two years at least. On August 26th the people will vote on a proposal to amend the State Constitution so as to permit 3.2 per cent beer, but regardless of how that election results, spiritous liquors will continue to be prohibited in Texas. That is how it should be so long as a majority of the people of Texas want it that way. But in view of the undoubted fact that an overwhelming majority of the people of the United States are determined to get rid of national prohibition, it would be worse than futile for the people of Texas to attempt to keep it in force in other States against their will. The question is not whether the people of Texas have a technical right to do such a thing. They have such a technical right, of course. Texas and twelve other States could prevent the Eighteenth Amendment from being repealed. But Texas and twelve other States do not have the power to keep national prohibition actually in force. No matter how much the Eighteenth Amendment may be in the Constitution technically, it can not command respect in the face of the opposition of an overwhelming majority of the American people. We feel certain that Texas is not going to join a small minority, whether in the South or elsewhere, in any such Quixotic enterprise. We think the people of Texas will decide by an overwhelming majority on August 26th to ratify the repeal amendment.

Texas has never been overwhelming for prohibition, if it comes to that; not even for Statewide prohibition. The present prohibition provision of the State Constitution was adopted by a vote of the people in 1919, after the Eighteenth Amendment had been ratified, and yet the majority in favor of that prohibition provision there 7 votes against to every 8 in favor. And that was a year after the Texas Legislature had ratified the Eighteenth Amendment and at a time when national prohibition had already been adopted. Much water has gone under the bridge since then, and the breakdown of prohibition enforcement has had the effect of changing sentiment in the State radically. Every recent test of sentiment in Texas has gone against prohibition. We think it is a foregone conclusion that the people of the State will vote emphatically on August 26th in favor of ratifying the repeal amendment. And they will do this primarily because they believe it ought to be repealed.

However that may be, what we are attempting to make clear here is that the circumstance that a majority of the people of the United States are plainly in favor of repeal of the Eighteenth Amendment is an added and compelling reason why Texas should vote for repeal. To vote against repeal in such circumstances is to vote to bring about a condition of wholesale nullification and disrespect for law. And Texas should not become a party to anything like that.

After Texas, we are accustomed to concern ourselves about the South, and we hope that no considerable portion of the South will become a party to such a futile attempt to maintain minority rule in the United States. We are hoping to witness a new awakening in the South in the period ahead of us, as a result of which its people will exert greater influence in national affairs and with respect to the problems which have to do with the nation's destiny among the nations of the world. Whether this hope is justified or not, certainly it would be unfortunate for the South to expend its energies in attempting to keep alive a disturbing factor in our national life that ought to be allayed once and for all.—Texas Weekly.

The eyes of the United States are turned on Texas now as never before in the history of the country. It has gained in political prestige during the past few years is illustrated by the unanimous selection of John N. Garner at the Chicago convention as a running mate for the President. The Democrats had faith in Texas at that time believing that she would live up to the party platform. The majority of the people of the United States had faith in Texas which they demonstrated in November of last year. Texas is not going to disappoint them.

SUNDAY DINNER SUGGESTIONS

BY ANN PAGE

Summer Sundays are play days for wage earners. Why should not the housekeeper have a restful and pleasant day also, even though hers is a seven day job. If her family will cooperate, she can plan and serve meals which require a minimum of time to be spent in the kitchen.

Food stores are helping the housewife in this matter and are offering foods which can be easily and quickly prepared on Saturday for Sunday use. Why not spare yourself during the hot months? The low cost and medium cost dinners suggested by the Quaker Maid Kitchen can be prepared with little trouble.

Fresh foods which will prove tempting this week end are watermelon and cantaloupe, new cabbage, spinach, green peas and lettuce. Ingredients for salad making and dressing should not be forgotten by the week end shopper.

- Low Cost Dinner**
 Shoulder Lamb Chops or sliced Ham
 Boiled Rice Greens
 Butter and Bread
 Cantaloupe
 Coffee or Tea Milk
- Very Special Dinner**
 Lamb Chops or Veal Cutlet with
 Chili Sauce
 Parsley Potatoes Buttered Beets
 Cole Slaw
 Bread and Butter
 Watermelon
 Coffee Milk
- Medium Cost Dinner**
 Shrimp Cocktail
 Chili Sauce Dressing
 Fried Chicken with Cream Gravy
 Rice Pole Beans
 Hot Biscuits Butter
 Cherry Jelly with Fresh Bing
 Cherries
 Whipped Cream
 Coffee Milk

WOOD FOR SALE

\$2.00 per two horse load, south of Benjamin.
 See Bobby Burnett.

Mrs. P. C. Sams is visiting relatives in Wichita Falls this week.

J. D. KETHLEY O.D.

Optometrist
 Munday Texas

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J. C. Veale

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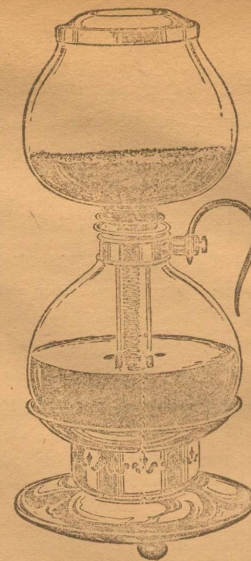
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Fred Crenshaw, Proprietor

NORTH SIDE SQUARE

Make Perfect Coffee... EVERY TIME
 ... with These Automatic
 "Electrical Servants"



Authorities agree that the only perfect coffee is real French Drip Coffee. This is because a perfect brew requires three very definite things. First, that coffee grounds and water should come in contact but once. . . Second, that the contact should be of about 3 1/2 minutes duration. . . Third, that the water used in coffee-making should not be boiled, but maintained at a temperature about 16 degrees below the boiling point. When these three definite things are done, the result is a smooth, rich flavor. . . a clear, sparkling amber color. . . and an intriguing, appetite-awakening aroma.

Here are two appliances that enable you to make perfect coffee EVERY TIME! The Manning-Dowman French Drip Coffee Urn, and the Hotpoint Coffee-Maker automatically assure the perfection of all your coffee. No embarrassing failures. . . no disgusting "dish-water" coffee. . . none that would "float an egg." You'll have perfect coffee every time through the automatic perfection of these modern "Electrical Servants."

Specially priced, for a limited time only, you'll find one of these modern appliances an absolute necessity in your home. Like all electrical appliances, too, they may save money for you—for this modern way requires less coffee to produce a wonderful brew. Ask any employe for a demonstration TODAY. Convenient terms if desired!



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

**West Texas Utilities
 Company**

SPECIALS

FRIDAY & SATURDAY

| | |
|-----------------------------------|-----|
| NEW POTATOES, 10 POUNDS | .15 |
| GALLON PRUNES, PEACHES, PINEAPPLE | .39 |
| BLISS COFFEE, LB. CAN | .23 |
| BLISS TEA, 1-4 LB. PKG. | .15 |
| TEXAS SPECIAL SYRUP, GALLON CAN | .59 |
| POST BRAN, 3 PKGS. | .25 |
| GREEN GAGE PLUMS, NO. 2 1-2 | .15 |
| PINEAPPLE, WHITE PONY, NO. 2 1-2 | .20 |
| SOUR PICKLES, QT. JARS | .15 |
| VELVET TOILET SOAP, 6 BARS | .25 |
| THRIFT OATS, LB. PKG. | .05 |
| LILY PICNIC PACKAGE, 35 PIECE SET | .10 |
| ICE CREAM SALT, 10 LBS. | .15 |

METAL CRAFT COASTER WAGON GIVEN AWAY FREE—
WATCH FOR THE DATE

GENERAL FOODS STORE

Chas. Moorhouse just returned from Canadian this week where he sold Jim Craft, manager of the Bush and Burnett ranch west of Knox City, one hundred and fifty thorough bred hereford cows and calves with three registered bulls off the 'Anvil' ranch there. These cattle are out of one of the oldest and best herds in the Panhandle country and the calves have always taken prizes where shown. With the addition of this herd of cows with good herd he has on hand, it will make one of the best bunches of cattle in Knox County.

See "The Big Drive", Texas Theatre, Seymour, June 26, 27 and convince yourself that Gen. Sherman was right.

LOST

Between the City Lake and Benjamin, a set of bed springs. Finder please return to Mrs. N. E. Kyle at the city lake.

TRUSCOTT 4-H CLUB WILL OBSERVE ACHIEVEMENT DAY WEDNESDAY JUNE 28

The Truscott 4-H Club will observe Achievement Day Wednesday, June 28th.

Majorie Browning, bedroom demonstrator, will be hostess. The meeting will begin promptly at four o'clock. The public is invited.

The club encampment will be June 29 and 30 at Seymour. Lets all plan to go. —Reporter.

"See Baer knock Schmeling out in the 10th at the Teaxs Theatre, Seymour, June 28 and 29 in a fast and furious battle of ten rounds."

Tom Bivins and family of Paducah spent the week end with is brother, A. F. Bivins and family.

A. H. Sams returned Wednesday from a business trip to Dallas.

WE WANT YOU

Man, women, boy or girl, we want you to demonstrate and show our Fountain Pens. We sell Lifetime Pens on credit and guarantee our demonstrators to make good money. Best proposition to be had for those who mean business and desire to make good. No trifles wanted. Send self-addressed stamped envelope quick for contract and full particulars. Finest Fountain Pens on credit appeals to everybody. Our high-classed Lifetime Guaranteed Fountain Pens at \$1, 2, 3, 4 and 5. Anyone desiring to order direct from this ad, may remit half cash and promise to pay balance within 90 days, gets pen asked for by return mail—money back if not satisfied. Anyone with energy and determination can do our work and earn good money. Ours is the best plan for the demonstrator yet desired. We guarantee you to make good under our exclusive plan. Write quick.

CREDIT PEN CO.,
D 91, Texarkana, Texas.

WHEAT

I am in the market for your wheat. Will pay the highest prices at all times for your grain.
Chas. Moorhouse.

Itinerary for the 4th week of June as given by Jewell Faulkner, County Home Demonstration Agent.
Monday—Office.
Tuesday—Expansion work.
Wednesday—Goree girls, Gillespie women.
Thursday and Friday—Girl's Encampment, Seymour park.
Saturday—July 1, Council, Benjamin.

"Berry vines should be cut off now," said Jewell Faulkner, County Home Demonstration Agent. "As soon as the entire crop of berries is harvested, cut the plants back to the ground with a hoe or mowing machine. The berry crop next year will be borne on the new growth coming off this year's shoots. By cutting the plants off now a good growth will take place before fall and next spring there will not be a "bramble" of old growth to overload the plants vitality and handicap pickers."

BEDROOM IMPROVEMENT IN HOME DEMONSTRATION CLUB

"If the sand would only quit blowing long enough, I could do so many things to my bedroom. The room is to be papered, the woodwork and floors refinished, the furniture cleaned and mended and a closet built," stated Mrs. C. M. Matlock, bedroom demonstrator in the Munday Home Demonstration Club. She plans to do all these things and possibly make many other improvements between now and September.

Mrs. Matlock is not only improving her bedroom but is active in the other two demonstrations being carried by club women in Knox county. She has made a foundation pattern and is using this pattern to make a dress for the contest, June 24. Mrs. Matlock also has a nice garden and is beginning to fill her canning budget for next year.

Legionaires, don't forget "The Big Drive", Texas Theatre, Seymour, Monday and Tuesday, June 25, 27.

Miss Emma Jane Alexander is visiting her sister, Mrs. R. D. McDonald in Robstown this week.

J. L. Galloway is in East Texas on business this week.

CHAS. MOORHOUSE

Farm and Ranch Loans

Land and Cattle

Insurance

In Beavers Building

BENJAMIN TEXAS

Henry Ford
Dearborn, Mich.

June 19, 1933

A COMPANY THIRTY YEARS OLD

Last Friday the Ford Motor Company completed 30 years of automobile making.

It is also my fortieth year at the same job. I made my first engine in 1893, and it still runs. This is the engine that won the Selden Patent Suit—which took the motor car out of the exclusive class, and opened the automobile industry to hundreds of manufacturers who started during the last 30 years.

Some of the men who began with me that June day in 1903, are working here yet. All of the principles we laid down then, are still operative; we find that they have great survival value for the future. To date they have produced and sold over 21,000,000 Ford cars.

Although we created the automobile market we have never thought it was good for anyone to monopolize it. We have always believed that before business could be good for one, it must be good for all. Our discoveries and improvements have always been open to other manufacturers without patent restrictions.

Of course, there is one thing we cannot share—everyone must get it for himself—and that is experience. Money could duplicate our buildings and machines, but it cannot duplicate 40 years of experience. And it is experience that makes a motor car.

But the past does not especially concern me; it has all been a preparation for the future. For myself, I feel that I have just been gathering the tools to do something worth while, and that my real task is still ahead.

Great changes are upon the world. False ideas of every kind are vanishing in the general upheaval. Those who built truly on principle will survive—their service will carry over. Business integrity and commodity honor will be fully justified. And newer and better ways of living will appear.

That is the outlook for this young thirty-year old Company of ours.

Henry Ford

GILLILAND DEMONSTRATION CLUB WORKS ON BEDROOM

The bedroom that is being improved by Mrs. Elmer Horne, demonstrator in the Gilliland Home Demonstration Club is a southeast corner room with plenty of natural light. There are four windows and two doors in this room with a closet built back in the wall. Mrs. Horne plans to clean the room thoroughly, rearrange the furniture and improve the walls and floors. "The thing I am most interested in is improving my storage space," stated Mrs. Horne, "and I believe I will be able to do that by putting a substantial rod in the closet for hanging clothes and by building some shelves for hats, shoes and linens." The closet is long and narrow and can be used very successfully by adding shelves in both ends and using the center for hanging clothes.

Story of Doris McGuire, Vera 4-H Club Winner of Third Place in the Bedroom Contest in Knox County

I was in my third year of club work when our home demonstration club asked us to choose a bedroom demonstrator; I was chosen to be this demonstrator.

As I already had a bedroom of my own, I didn't have to bring up the idea of planning for a separate bedroom; although my bedroom needed a great many repairs. The worst repairs my bedroom needed was papering, painting, new curtains and shades.

In this contest there were five things that I had to do. These five things were to fix a place for dressing, a place for sleeping, a storage for my clothes, a place for washing and a place for study. With these five things in mind my mother and I began to study what to do first.

The first thing that we decided to

do was to build a closet. Instead of buying new lumber, as my aim was to keep down expense, we took down a partition between the front hall and the living room to build my closet. There was a closet in the living room; so I took it down and used the door of it for my closet.

Next we decided to paint all of our work because we were afraid that paint would get on the paper if papered first. I also painted the study table and touched up the bedroom suite which was straw and pale green color. I also painted the moulding that had been around the baseboard and put it at the ceiling. I did the papering next, with the assistance of my brother and mother.

As I had plenty of natural light I did not worry about fixing anymore windows. I had one single window on the east and a double window on the south. My curtains were a little small for the window so I got some new ones. I used an oak stain on the floor.

I arranged the furniture with the

lines of the room so as to make it more appropriate, accessible and comfortable. In arranging the furniture, I kept in mind such principles as having my table in such a place so the light would come over my left shoulder. On my study table I had a reading lamp and a book case.

I had a bathroom therefore I did not have to plan for washing facilities. The bathroom had to be improved however, and this we did by removing the partition between the hall and bathroom and making it larger. The position of the tub and lavatory was changed and a closet for storage was built in the room.

My expenses were as follows: paper, \$1.50, paint, .50, closet, .50, floor paint, .40, refinishing furniture, .10, curtains, 1.00, total \$4.00.

I paid for most of the things I had to fix my room by selling eggs. I have some baby chickens and turkeys and plan to have a great many.

I have a nice garden with tomatoes, beets, lettuce, peas, potatoes, onions and radishes in it. It is doing nicely and I plan to can a great many things from it and in that way help my mother who is 4-H pantry demonstrator in the women's club.

FOR FAILURE PROOF BANKING STRUCTURE

Speaker Outlines Threefold Cooperation Between Bankers, Government Officials and the Public to Maintain Bank Standards

Two elements beside the bankers themselves are required in order to give the nation universally the type of banking it should have, Francis H. Sisson, president of the American Bankers Association, declared in a recent address. He said that the efficiency of government officials upon whom the people rely to supervise the banks properly, and the patronage of the people themselves are factors in the kind of banks a community shall have.

"There can be no question that the people of the United States should have banks immune from failure and wholly free from bad or questionable banking," Mr. Sisson said. "It is not enough, as President Roosevelt has said, that while some bankers had been incompetent or dishonest, this was not true in the vast majority of our banks. A situation should exist in which there is not even a small minority of bankers open to question. There should be no room for dishonesty or incompetency to exercise any influence in banking anywhere."

"While bad faith and bad management enter the human factor in all types of business, their effects in banking should be surrounded by such special safeguards as to render them no longer a factor in bank failures. The responsibility for bringing this about, however, cannot rest upon the bankers alone, for the means to accomplish it are not wholly in their hands. There are other essential elements.

"One is the efficiency of government supervision. Since we rely so greatly upon supervision, it may, unless it is of the highest order in safeguarding the public interest, create a sense of false security. Supervision should render bad banking impossible, but it has failed to do so. There was supervision by presumably the highest type of bank supervisors in every one of the instances of questionable banking that has shocked the attention of the country during the past three years. Therefore a thorough strengthening of supervision is clearly called for if the people are to rely on it to the fullest extent for the protection of their interests.

The Public's Part

"Another essential factor in maintaining good banks involves the part played by the public in banking. There is certainly a responsibility on the people themselves to support that type of banker whose rigid adherence to sound principles makes a sound bank, rather than to give their patronage to the easy going banker who may be easier to do business with, but whose methods create a weak bank.

"Bank customers are charged with a great responsibility in protecting the safety of their banks in respect to their utilization of the assets of the banks as borrowers. Banks have failed because many of their loans and securities, created in good faith by bankers in cooperating with the business interests of the country, proved unsound under subsequent conditions. An unsound loan is created by the borrower as well as the banker. A bank is only as sound as its community, and this applies also to the banking structure as a whole in relation to the economic condition of the nation as a whole.

"A bank is truly a semi-public institution, but in a reciprocal sense—it has its obligations to the public, but so has the public equal obligations to the bank. No one who has not sound banking principles at heart has any business in a bank whether as a banker or as a customer.

"The banker is a semi-public servant. He is charged with the heaviest of responsibilities and obligations that occur in our economic life. But he can meet these fully only through the cooperation of good laws, good public officials who are empowered to exercise authority over his bank, and good business methods on the part of business men generally who utilize his bank. Only through such cooperation by all elements in our nation's community life can we be assured of a failure-proof banking structure.

"The Administration at Washington has taken hold of this problem with a firm grasp of essentials and is exercising splendid leadership toward the desired end. The strongest feature of the government program will be found in recognizing the joint responsibility of the public, of business and of government officials together with the bankers themselves in creating the kind of banking the nation should have."

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| APRICOTS AND PLUMS, Fancy California, 2 DOZ. | .25 |
| LETTUCE, FIRM HEADS, 2 FOR | .09 |
| APPLES, WINESAP, EACH | .01 |
| APRICOTS and FRESH PRUNES, GAL. | .37 |
| PEAS, ECONOMY, No. 2 CAN, 2 FOR | .25 |
| POST BRAN FLAKES, 2 PKGS. | .19 |
| PICKLES, SOUR, FULL QTS. EACH | .15 |
| COFFEE, SUN-UP, LB. | .19 |
| COCONUT, BAKERS YELLOW LABEL, CAN | .12 |
| PORK & BEANS, CAN | .05 |
| TOMATOES, Blue & White, No. 1 can .05 No. 2 can | .7 1-2 |
| CORN Red and White, No. 2 CAN | .10 |
| RAISINS, SEEDLESS, 2 LBS. | .14 |

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Friday, Saturday Matinee

Stuart Arwin, Verna Hillie in "UNDER THE TONTO RIM" Zane Grey's best romance, also "Seeing Stars" and "Clancy of the Mounted No.11"

Saturday Night

A drama of Wit and Beauty vs Brain and Brawn in "MAN AGAINST WOMEN" with Jack Holt, Lillian Miles also, "Strange as it seems" and "Clancy of the Mounted No.11"

Monday-Tuesday

"THE BIG DRIVE"

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Wednesday-Thursday

Miriam Hopkins, Jack La Rue in "THE STORY OF TEMPLE DRAKE" The story from William Faulkner's "Sanctuary" also

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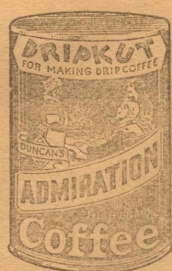
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