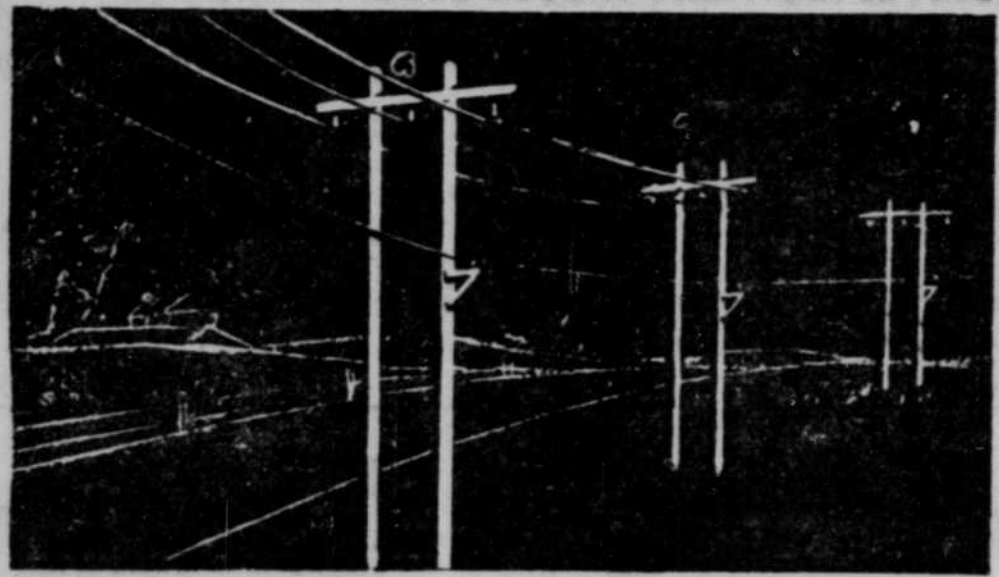


This Page Is A Super-Service Station for Filling All Kinds of Needs

LARGE SCALE DISTRIBUTION OF ELECTRICITY
HAS BROUGHT PRICES BELOW PRE-WAR LEVELS



TRANSMISSION LINES HAVE LOWERED the COST of ELECTRICITY

Through quantity production of Electricity in large central generating plants and large-scale distribution by means of transmission lines, the Cost of Electricity has been cut 32% below pre-war price levels.

Although there has recently been a slight drop in the Cost of Living, commodities in general are still 53% above average prices in 1913, considered a "normal" year by the United States Department of Labor.

Compared with the Cost of Living, Electricity is over TWICE AS CHEAP as it was before the war, and its cost has constantly been reduced through economies in production and distribution. Use Electricity freely for lighting, cooking, washing and ironing, cleaning and the operation of various appliances which make living more convenient and more comfortable.

In case you have not yet had Electricity installed, inquire through our nearest office for an estimate on installation and operation.

CENTRAL POWER AND LIGHT COMPANY

ELECTRICITY—YOUR CHEAPEST SERVANT

CG-19

and decided on, with the following circle officers named: the "Little Moon" circle, Mrs. Lundy chairman, Mrs. Cox associate chairman, Mrs. R. A. Mathis secretary-treasurer, Mrs. Earl Baker is president of the "Agnes Graham" circle, Mrs. Jack Decker associate chairman, Mrs. Robert Hardgrave secretary-treasurer.

Mrs. Bushey, the general president announces the quilt exhibit, which is to be given here November 7, when there may be seen the greatest selection of old-fashioned quilts ever displayed in this city.

P. E. O. PICNIC
AT JEFFRIES HOME
Friday evening the regular annual P. E. O. picnic was held, the members and families gathering at the hospitable home of Mr. and Mrs. Herbert Jeffries, where a cabrita barbecue was served. The party played bridge during the evening.

CLUB AND GUESTS ARE ENTERTAINED
Mr. and Mrs. Hollis H. Rankin were hosts to the Friday Night Dinner bridge club at their home on North Lomita.

Three tables of players enjoyed the game, with Mrs. S. M. Duffie and Dr. Burnett as the high scorers, Mr. and Mrs. J. M. Gattling and Mrs. Georgia Hawkins were out of club guests.

NEW MEMBER IS RECEIVED
The Magazine club met with Mrs. Percy Longwell on North Sharyland, with the hostess, who is also the presiding officer, in charge of the program.

Mrs. A. L. Brasher was elected to membership in this club, which has for its instruction the study of the most interesting and instructive magazine articles.

PERSONALS
Miss Elizabeth Card is in McAllen where she is employed with the Burkhardt and Wallace produce house.

Rev. LeGrand Pace, Christian church pastor of McAllen, was in the city Monday.

Mr. and Mrs. John Wood and Mr. and Mrs. David Wilson, all of Donna, visited at the R. R. Howard home Sunday.

Misses Blanche Murphy and Marjorie Bieffus spent the weekend at Boca Chica.

C. F. Crome of San Antonio and C. A. Crome of Clinton, Mo., who are interested in the citrus fruit situation here, spent several days in this city and vicinity the past week.

E. A. McDaniel of McAllen was a local business visitor Monday.

Mr. and Mrs. E. V. Swoll, accompanied by Miss Clara Newbrough, spent Sunday in Monterrey.

Robert and George Dobbins, formerly of Mission but now of San Antonio, have been in town several days this week.

Mr. and Mrs. Dennis Espie were in Corpus Christi Sunday.

J. B. Adam and family of Nashville, Tenn., were Valley visitors recently.

Mr. and Mrs. R. E. Ellis were here from Clovis, New Mexico, on their auto tour of the Lower Valley last week.

Ray Collins was here from Carlsbad, New Mexico, Friday.

Elbert Jones and wife, of Dallas, spent several days in Mission last week.

A. L. Mills and family were here from San Antonio, Friday.

G. O. Brown and wife were here from Altus, Oklahoma, Saturday.

R. W. Pollock of Harlingen and Ed Starr, of Mexico, were chamber of commerce visitors Friday.

LEGAL ADVERTISEMENT
NOTICE OF SALE
Estate of George N. Lucas, deceased. T. A. Kinder, Administrator. No. 1,666 in the county court of Cameron county, Texas.

MISSION
AUXILIARY ENJOYS NOVEL PROGRAM
The Presbyterian Auxiliary enjoyed a very novel as well as peppy program Thursday, all circles meeting together in the Annex.

Mrs. T. B. Sammons, the general president, was present with Mrs. Jack Lehman in charge of the Bible study. St. James, the evangelist, has been the chief character of study the past few months; therefore "Wisdom in Speech" was the lesson title.

Mrs. E. B. Balthrope was the program chairman of the "Rag-Cardet-Ball" which was an object lesson on the study of missionary work in far-off Brazil, about 16 members having been presented with balls made from the old-fashioned "rag carpet" rags. On opening these "balls" various scripture and other sayings were found, to be read by those finding them.

Mrs. T. B. Sammons and Mrs. Henderson Woods had the outstanding papers, which proved very interesting.

PLANS FOR W. M. U. WORK ARE MADE
The Baptist Missionary Union met at the Mrs. T. L. Langham home Thursday, the two circles holding joint meetings.

Plans for the year were discussed.

LEGAL ADVERTISEMENT

Notice is hereby given that I, Administrator of the estate of George N. Lucas, deceased, will, on the 3rd day of November, A. D. 1937, being the first Tuesday of said month, at the court-house door in Brownsville, Cameron county, Texas, between the hours of 10 o'clock a. m. and 4 o'clock p. m. sell at public auction to the highest bidder the following described tract of land belonging to the said estate, to-wit:

A certain tract of land situated in Cameron county, Texas, and being the same land conveyed to Mrs. Kate L. Isbell by J. P. Stephenson and F. N. Drane, by deed dated April 9th, 1910 and now of record in Volume 5, Supplemental "Y" at pages 544-549 of the deed records of Cameron county, Texas, and being approximately one hundred acres of land, segregated and divided, in and out of a tract of five hundred acres of land purchased by the said J. P. Stephenson and F. N. Drane from D. A. Jagou, and which purchase is evidenced by their deed of conveyance of said five hundred acres tract, dated July 24th, 1907 and now of record in Volume "S" at pages 624-627 of the deed records of Cameron county, Texas, and by deed of confirmation to them from the said D. A. Jagou and L. A. Jagou and wife, dated January 22nd, 1908 and of record in Volume "Y" at pages 124-127 of the deed records of Cameron county, Texas; The said five hundred acres tract being itself a divided and segregated portion of a tract of 640 acres commonly known as the "Jagou Tract" and also as the "Esperanza Farm" and being Partition Share Number 23 as set apart and allotted to Celestino Jagou in and by the decree of partition of the Espiritu Santo Grant, Jose Salvador de la Garza, Original Grantee, rendered and entered by the district court of Cameron county, Texas, on May 27th, 1889 in a suit for partition of said grant, then pending in said court, being Suit Number 1346 and entitled M. Kennedy, R. King, et als., Vs. Thomas Carson, Administrator of the Estate of Jose Carlos, et als., et als. The said tract of one hundred acres herein described being the same land conveyed to T. A. Kinder, Trustee, by George N. Lucas and wife, Priscilla Lucas, by Deed of Trust, dated December 1st, 1926, now of record in Volume 43 at pages 490-494 of the deed records of Cameron county, Texas, and in which said deed of trust the land herein described is more particularly set forth and described by metes and bounds, and to which said deed of trust and its official record reference is here now made for a better and more detailed description of the one hundred acre tract herein described, the said tract of approximately one hundred acres being sometimes known as or called the "Lucas Tract" or "Lucas Farm."

I will sell the above described tract of land for cash, subject to the provisions of an order rendered and entered by the county court of Cameron county, Texas, on October 7th, 1931 in cause numbered 1,666 pending on the probate docket of said court, entitled Matter of the Estate of George N. Lucas, deceased, which said order authorizes and directs the sale of the above described tract of land.

Witness my hand this 8th day of October, A. D. 1937.

T. A. KINDER
Administrator of the Estate of George N. Lucas, deceased.
10-9-16-23-31-4176

Announcements
HOME LAUNDRY moved from 15th and Roosevelt to 1014 Jefferson. Please bring laundry or call 1543-W. Mrs. J. J. Nielson. T111

MOVED
TO 515 EIGHTH STREET
Foreman's Repair Shop
Expert gun and lawn mower repairing. With me the customer is always right.

Personal
MRS. RUUD, Spiritual Medium, readings on all subjects. Short time only. Miller Hotel, Phone 691. S211

Travel Opportunities
UNION BUS LINE
Leave Mo. Pac. Sta.—Mission Union Bus Sta.—Laredo
Lv. Mission 9 A. M.—3:00 P. M.
Lv. Laredo 8 A. M.—2:00 P. M.
DAILY

Cafes and Hotels
WHITE KITCHEN
Famous for its Cooking—Immaculacy and Service
The popular place for business lunches
12th between Elizabeth and Levee

CLASSIFIED Rates and Rules

Advertisements will be accepted over the phone from those having regular charge accounts. Other classified advertising rates as accompanied by cash.

No advertising accepted on an "until forborne" order. A specified number of insertions must be given. The Herald reserves the right to place all advertisements under the proper classification, and reject unclean or objectionable copy.

Obituaries, resolutions and cards of thanks in classified section will be taken at the regular classified rate. In other part of paper reader rates apply.

The publishers are not responsible for copy omissions, typographical error or any unintentional error that may occur, farther than to correct in the next issue after it is brought to their attention. All advertisements are accepted on this basis only.

Telephone No. 8 and dictate your advertisement to an experienced classified writer.

To insure publication same day reader should be presented not later than 10 a. m. Copy for Sunday issues should be in not later than 4:00 p. m. Saturdays to insure proper classification.

CLASSIFIED ADVERTISING RATES
3% words or less, one insertion 40c
Over 20 words, one insertion 2c
Subsequent insertions run on 10c
Minimum per word 10c
By month 10 words 30c
No classified advertisement accepted for less than 10 words

LOCAL READER RATES
Readers, per word 4c
Readers, per inch 12c
Second and third days, 3c per word; fourth, fifth and sixth days 2c per word; 7 consecutive days 2 1/2c per word
Legal notices 1c per word each insertion

Announcements
Plate Lunch, 25c
Ham and Eggs, 25c
THE MECCA
943 Elizabeth St.
Our motto: Better food for less money. Try our evening and Sunday 40c dinners.

Automotive
Wanted Autos
WANTED: A light car. Must be reasonable and in good condition. Phone 1441. T134

Business Chances
Partner Wanted
RESIDENT OWNER
desires partner who can invest a few thousand dollars in developing 100 acres to Orchard for one-half interest. A real opportunity to triple your money in short time. Address: Box T85, Care Herald.

Business Services
26 Florist - Nurseries
LOS EBANOS Greenhouse Co. Phone 1588. Flowers, plants, trees, shrubs. S229

28 Moving, Trucks, Storage
When It's Your Move
"STANLEY"
Carefully Moved Properly Stored

Employment
36 Hlp. Wanted - Female
WANTED: American girl for house work. Must stay nights. 154 West St. Charles. T122

37 Salesmen - Agents
WANTED: Insurance and real estate solicitor. Apply box 433, Brownsville. T113

39 Situations Wanted
MIDDLE AGED WOMAN, excellent cook, wishes position as housekeeper, or cook. Best of references. Box T125 Herald. T125

40 Services Offered
PUBLIC STENOGRAPHER
Hours: 8:30 a. m. to 5:00 p. m.
MISS AUGUSTA PECENKA
505 State National Bank Bldg. Office Phone 1390—Res. Phone 422 T136

Financial

41 Real Est. Loans
FIVE YEAR STRAIGHT LOANS on improved irrigated farms in cultivation in Hidalgo and Cameron counties. Refinance vendors lien. Watts & Watts, Phone 23, Donna, Texas. T23

ARE YOU SATISFIED WITH WHAT YOUR MONEY IS EARNING?
We have a few choice notes secured by first lien on property worth 3 to 5 times the amount of mortgage, and bearing 6% to 8% net.
WENTZ REAL ESTATE & LOAN CO.
504-5 State Natl. Bank Bldg. T135

42 Auto Loans
LOANS made to responsible people on automobiles. Also refinance automobiles. C. H. Helf, Antlers Hotel Bldg., McAllen. T127

Livestock
48 Dogs - Cats - Pets
WHITE and sable, and white collie puppies and grown dogs. Beauties, priced right. Will Womack, Jr., Box 452, Taft, Texas. T97

50 Poultry - Supplies
BABY CHICKS—Every Wednesday and Saturday 10% discount on all orders booked. Cameron County Chickeries, La Feria, Texas. T105

FOR SALE—75 White Rock pullets six months old. C. J. Canning, 1205 N. W. St. Charles. T123

FOR SALE: 30 Barred Plymouth Rock pullets, 6 1-2 months old. Fryers for sale. Call and see them at 1600 Morton St. Hoff. T117

Merchandise
54 For Sale - Miscel.
For Sale At An Attractive Price
1-McCray Refrigerator 8x10x10 capable of holding 8 to 10 Beeves. Complete with coils. Also 1-Lipton 2 Cylinder ice machine complete.

Walker-Craig Co.
FOR SALE: Citrus trees; Foster pink, Marsh pink, Marsh seedless, and several varieties of oranges. See these trees and get prices before you buy. See Roy Jones at nursery, 1-2 mile west of Primavera. T119

FREE DIRT—Good fertile soil. Valley Clay Products Co., Military Road. T79

For Sale—Baled cane bry. \$10.00 per ton, Bray Dairy, Omito.

59 Machinery - Equipment
SOME BARGAINS in second hand Wallis Farmall Fordson tractors, disc harrows, tillers and Tow'r tools. Massey Harris Co. Harlingen, Tex. T10

61 Wanted - Miscellaneous
WANTED TO BUY: Secor's hand Remington Automatic 35 caliber rifle. C. F. Porter, San Benito, Tex. T130

62 Let's Swap
EXCHANGE Oliver short hitch plow and disc harrow for good truck. T53 Herald. T53

Rentals
63 Apartments
APARTMENTS, upstairs. Conveniences. Private bath, garage. 1517 Madison. Q181

FITCH APARTMENTS, new, modern. \$30.00 and up. Phone 558. S83

JUNCO APARTMENTS—"Beautifully furnished. Modern in every respect; gas, water, lights, refrigerator. Reasonable. Phone 436. 1149 S. E. Washington. R-206

FURNISHED: Three rooms downstairs; also one or two room apartment. Garage. 1223 Adams. T6

SWEENEY APARTMENTS. South-east apartment, electrical refrigerator, some maid service, porch. Everything furnished or partially. Walking distance. Garage. First and Adams St. S186

FURNISHED and unfurnished houses and apartments. Apply Room 3, Arcade Bldg. S87

3-ROOM modern, furnished apartment in duplex. Garage. 1133 West Levee, phone 818J. S231

3-ROOM modern apartment, garage. 1243 West Elizabeth. T120

Rentals

63 Apartments
SOUTH SIDE of Duplex, with garage. 1112 West Elizabeth St. Telephone Carlos G. Watson. S210

FURNISHED APARTMENTS, convenient and clean. \$25 and \$30. 337 West Levee. Phone 1833W. T29

DAVIS COURTS: Five room furnished apartments. Two bedrooms. Also four room cottage. All conveniences, electric refrigerator, garage. 2nd and St. Charles, S. E. phone 1420. S151

MAY-DAY furnished apartments—Modern, cool, clean, convenient. Best location. Zerozone, hot water garage, reasonably priced. 139 Washington. Phone 714.

TWO-ROOM efficiency apartment. 506 West Elizabeth. Phone 429. Call after 5 during week. T16

THREE ROOM FURNISHED apartment, hot water and gas furnished. 402 Adams St. T34

Rooms
MODERN sleeping rooms for rent. Reasonably priced. 33 Elizabeth St. phone 1382J. T137

ATTRACTIVE ROOM in modern home. Reasonable. 235 Washington, phone 621. T124

Houses
FOR RENT: 6-room house, modern, close in, on 6th, between Levee and St. Charles. Phone 839. S59

5-ROOM FURNISHED house, \$25.00 a month. Adams Street. Call 1027-W. T133

NEWLY FURNISHED or unfurnished modern cottage. Phone 763 or 654. S197

SIX ROOM HOUSE: Modern, close in. Dr. Thorn, 1516 Jefferson.

Room & Board
ROOM AND BOARD for gentlemen. 111 St. Charles, phone 552. T35

FURNISHED ROOMS in a private family. Room and board. Reasonably priced. Garage. Phone 578, 442 Levee. T17

Wanted to Rent
GENTLEMAN, Writer, bachelor, wants single apt. for winter. Seeking rest. Would consider board and room. Best references. Not ill. Write full particulars to Ray G. Wells, P. O. Box 413, Chicago, Ill. T136

Real Estate
74 For Sale or Trade
242 ACRE rice farm near Vinton, La., to trade for Valley rice land; prefer improved land with house, etc. Address T128 Herald. T128

ARROYO frontage in Rio Hondo. Lot 75x200 ft. to trade for small acreage near Brownsville. Address T129 Herald. T129

Wanted to Buy
WANTED: Good city lot with south-east frontage for all cash. Must be bargain. State price in answer. T121 Herald. T121

Business and Professional DIRECTORY
A handy index to the services of live-wire firms and individuals of Brownsville and the Valley

ABSTRACTS
Dependable Phone 333 **Prompt**

Brownsville Title Company
Opposite Court House Brownsville
Abstracts of Title
Title Insurance
Complete abstracts of title to all lands in Cameron County, Texas

STAR ELECTRIC and Engineering Co.
Contracting and Supplies
439 Tenth St.
Brownsville Texas
PHONE 1977

Kenneth Faxon
Lawyer
16 CROMACK BUILDING
Phone 766

By SAX ROHMER.

This ad produced the desired results at a cost of but 70 cents

said MR. HASSELL

Here is one of the numberless ways The Herald satisfies the wants of its advertisers and readers in the columns of its classified section. Read the want-ads today. Choose the column that suits your own needs. Then for quick results, at a trifling cost, try a want-ad.

CALL No. 8

The Brownsville Herald
WANT-ADS
"Valley Want Ad Headquarters"

ADVERTISING PAYS
WAPELLA, Ill.—Jesse Copenbarger believes in advertising. The day after all his chickens were stolen he placed an ad in the local newspaper stating that if the thieves returned they could also have the chicken coop. The next night the coop was stolen.

LOOK!
October Specials For Motorists!

We will wash your car with our high pressure washing machine—grease and oil thoroughly with our electric high pressure greasing gun, vacuum clean interior of car, water battery, check crank case oil and check transmission and differential grease—**\$1.25 ALL FOR ONLY**

ALL OTHER WORK IN OUR SUPER SERVICE DEPARTMENT PRICED IN PROPORTION

Yours for SERVICE
Webster-Burke Motor Co.
Studebaker Cars & Trucks
PHONE 866
10th & Adams St., Brownsville, Texas

FU MANCHU — Andaman-second—The Inventor Speaks



AN EXCLUSIVE BROWNSVILLE HERALD FEATURE

