

THE OZONA STOCKMAN

The Only Paper In Crockett County—3,000 Square Miles Of Livestock Territory

"Out In The West, Where The Air Is Pure, The Climate Agreeable, And The People Friendly—The Best Place On Earth To Call Home"

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POLITICS

Both major parties are tightening their lines for the Presidential campaign of 1932. The Republicans know they have a fight on their hands to retain control of the Presidency; the Democrats believe that if they can agree upon a candidate acceptable to all sections of the country they can win easily.

That is frequently the situation two years before a Presidential election. It does not always follow that the "out" party wins over the "ins." Having possession of the machinery of Government is a great advantage.

At the moment it looks as if it will be more difficult for the Democrats to agree upon a candidate who can rally all Democrats to his support than for the Republicans to mend their political fences.

JONES

"Bobby" Jones has at last answered the question: How can a man play golf all the time and still keep his law practice going? The answer is that he can't. Bobby is giving up golf, except as a means of recreation.

It remains to be seen whether Mr. Jones will do as well in law as he has done in golf. He has proved that he has the important quality of thoroughness. Those who know him say he has a natural taste for law, and high intelligence. He will not have the struggle for existence which so many young lawyers face, for while his amateur standing has kept him from making money out of his game, he is to get a sum, reputed to be a quarter of a million dollars, for making a series of educational films on "How I Play Golf." That ought to keep him going until he has established himself in law.

Probably Mr. Jones is doing only what his class and caste instincts and environment urge upon him. There are still too many people who think that being a lawyer is a more respectable way of making a living than being a golf professional. But it seems to me that we have too many lawyers now and not enough good sportsmen.

BELASCO

David Belasco, a San Francisco Jew who dressed like a Roman Catholic priest, was the father of the modern realistic drama. He thought that people on the stage ought to act and talk the way people do in real life, and that the settings and furniture of the stage ought to make the scenes look like the sort of places they were supposed to represent.

Belasco's work in drama began about the time Mr. Edison invented the incandescent electric light. The electric light probably did as much as any other influence to change the drama from the old ranting pantomime into what it is today. It enabled the audience to see the actors clearly, and made facial expression and careful make-up more important than they had been.

Belasco was the first theatrical producer to realize the possibilities of electric lighting on the stage and to shape his productions with the new lighting in mind. Today everybody in the theatre business, including the movie producers, follow the principles which Belasco developed.

MIKE COUCH ON THE AIR

Mike Couch, Ozona grocer, will be on the air from Station WBAP at Fort Worth this Thursday evening beginning at 7:30. A musical program by the Red Chain Feeders, sponsored by the Universal Mills of Fort Worth, will be dedicated to Mr. Couch, who is dealer in this section for products of the Universal Mills.

SCHOOL BLDG. BIDS OPENED JANUARY 15TH

Final Plans And Specifications Received From Architects

START WORK FEB. 1

New Building Expected To Be Complete By Opening Next Term

Bids of contractors for construction of Ozona's new \$170,000 high school building will be opened by the School Board at 2 o'clock Thursday afternoon, January 15, it was announced this week by school officials.

The complete plans and specifications for the new building were submitted to the board early this week by Mr. Peters of the firms of Peters, Strange and Bradshaw of Lubbock, architects, and these were approved by the board. Blue prints, plans and specifications are being sent out to a selected list of more than 30 contractors and these are being asked to bid on the job.

It is the plan of the board to get actual construction work on the new building under way not later than February 1, 1931. Every effort will be made to have the structure complete and ready for occupancy at the opening of the 1931-32 school year next September.

Bids are being asked on three or four different types of materials to go into the building, including native stone, brick and tile, concrete, etc. The board plans to consider these bids in the light of the money available and to select what it considers the best buy of the lot.

Lions To Meet At Hotel Ozona

Fair Distribution Of Community Enterprise Prompts Change

Members of the Ozona Lions Club will meet at the Hotel Ozona next Monday having contracted with the hotel management for a period of one month following a vote of the membership at the meeting last Monday favoring the move.

The Club has held its weekly luncheons for the last several months at the Ozona Hotel where the members have been well pleased with the service offered by Mr. and Mrs. W. D. Drennan. The Club being a community undertaking, however, members felt that in fairness to the Hotel Ozona, a community-owned institution, that the new hotel should be given the opportunity of serving the club with its luncheons.

BRIDGE LUNCHEON

Miss Mary Childress entertained with a bridge luncheon at her home Thursday in honor of Miss Beulah Baggett, a bride-to-be.

The luncheon consisted of shrimp cocktail, stuffed potatoes, peas, carrots, turkey and dressing with gravy, cranberry salad, mince meat pie with whipped cream and coffee.

The honoree was presented with a picture. Mrs. Richard Flowers won high score prize, Mrs. Joe Weaver, low score, and Miss Mary Kincaid cut. All the gifts were small plaques.

Other guests present were Mrs. Hugh Childress, Jr., Mrs. Bob Weaver, Mrs. Frank Falk, Mrs. John Curry, Mrs. J. M. Baggett, Mrs. Bartram, Mrs. Leta Hawkins, Mrs. Marshall Montgomery, and Misses Mary Louise Hagelstein, Tessie Kyle, Wanda Watson and Lucille Ingham.

The Young Women's Missionary Society realized a total of \$30 from the rummage sale held at the Flowers Grocery last week.

Commissioners To Meet December 20

Survey Of O. S. T. Expected To Be Ready For Court By Then

Being advised that engineers who are surveying the Old Spanish Trail through Crockett County for the purpose of making a location for the hard-surfaced highway east and west through this county, would be ready with the final location of this road by Dec. 20, members of the Crockett County Commissioners Court will not hold the regular December session of the court until that date, George Russell, county and district clerk said Monday.

Monday of this week was the regular meeting day of the court but since another session will be necessary the last of the month it was decided to postpone the session until the 20th.

Surveyors are rushing through with the field notes for the location of this highway in order that the county might adjust the damages to landowners and leaseholders along the route and secure the right-of-way in time for the Highway Commission to consider bids on this and the Barnhart road paving projects at the January session.

A. F. Moursund, district engineer for the highway department in this district, indicated to Commissioner B. B. Ingham a few days ago that the Highway Department was anxious to have everything in readiness to let the contracts at the January meeting of the Commission and that the engineers doing the survey work had been instructed to make all possible speed in getting the field notes before the Commissioners Court.

The Highway Department plans to let both the contract for the O. S. T. and the Barnhart road at the same time. No maintenance work can be done by the department on the Barnhart road until after the grade is made in preparation for the hard-surfacing. Mr. Moursund told the Crockett County Commissioner. No appropriation has been made for maintenance of this road despite the fact that it has been designated as a state highway, it was pointed out. An appropriation will have to be made when the grade is made and the preliminary surfacing laid in preparation for the paving.

Failing in efforts to induce the Highway Department to take over maintenance of this road, Mr. Ingham ordered county road crews at work on the road and it is being put in shape as rapidly as possible.

Christmas Seal Sale Here Greatest Ever; Sales Total \$101.44

All previous sales records were broken by Ozona school children this year in sale of tuberculosis Christmas seals. Total sales announced the middle of this week amounted to \$101.44, Supt. John L. Bishop announced, and a few reports were yet to come in which are expected to swell the total to at least \$105.

Last year's sales were the largest up to that time, amounting to \$90. The sale was held under the direction of the Parent-Teacher Association and a contest was staged between grades to see which could sell the most seals. The business section was canvassed by teachers and members of the P. T. A., this sale netting \$11.75. The third and fourth grades were deadlocked with \$14.41 each. Other grades and their totals are as follows: 1st, \$11.77; 2nd, \$13.84; 5th, \$10.00; 6th, \$8.40; 7th, \$7.60; High School, \$6.25.

V. E. Chrane D. C. spent the week-end in Abilene, and Stamford with friends; while attending the convention of the West Texas Chiropractic Society of which he is chairman of the board of directors.

Mrs. W. E. Smith is a visitor in San Angelo this week.

LIONS EXPECT SELL-OUT FOR PLAY FRIDAY

Rapid Sale Of Reserved Sections Encourages Promoters

PROMISE BIG SHOW

Those Who Want Seats Reserved Urged To Buy At Once

Rapid sale of reserved seat tickets for the Lions Club home talent play to be presented at the Ozona Theater tomorrow night, Friday, at the first of the week indicated that a complete sell-out will be had for the event. The seats were placed on sale Monday of this week and practically all of one section had been sold out by the middle of the week.

Another section was placed on reserve to accommodate those who wish to have their seats waiting for them the night of the play and most of these are expected to be sold.

Plenty of seats, more than half of the house, have been left unreserved and there will be plenty of seats for all.

The three-act comedy, "The Absent-Minded Bridegroom," will be presented by an all home talent cast under the direction of Mrs. W. J. Grimmer. The curtain is slated to go up on this performance at 8 o'clock. One of the between-act vaudeville features, pos quartet, composed of J. H. McClure, Bryan McDonald, Richard Flowers and Ross Huffstetler will serve as a curtain raiser. This feature will start at a few minutes before 8 o'clock and patrons are urged to be on hand before 8 o'clock in order to see all the show.

The stringed sextet from the Lions Club at San Angelo will be here to present a program between the acts. This organization under the direction of J. T. Houston, is one of the best orchestras in San Angelo and their performance will be worth while entertainment.

Another vaudeville feature will be offered by "Arkansas" Jordan, who has worked up an entirely new act.

Reserved seats for "The Absent-Minded Bridegroom" are on sale now at the Smith Drug Store M. T. Blackwell in charge of the sale. General admission tickets will be sold at the theater.

School Children To Have Two-Weeks For Christmas Holidays

Crockett County school children will have a full two weeks vacation period to celebrate the Christmas holidays, Supt. John L. Bishop announced this week.

Schools will close for the holidays Friday afternoon, December 19, and will resume work Monday morning, January 5.

Final examinations will be given Wednesday, Thursday and Friday of next week, and a new term's work will be started when schools resume work after the holidays.

Miss Riddle's Pupils In Recital Next Week At School Auditorium

Two recitals by pupils of Miss Lois Riddle, teacher of piano, will be held next week.

The first will be by younger children of her classes on Tuesday evening, December 16. The second will be on Thursday evening, December 18, by older members of her classes. Both recitals will be held in the High School auditorium.

Mrs. O. G. Lewis has gone to her parents' home near Lubbock where she will stay until after the holidays. Mr. Lewis will join her when school is dismissed at Christmas.

ADVERTISING CAMPAIGN TO POPULARIZE LAMB IS ADVOCATED BY GROWERS

Cubs And Longhorns In Scoreless Tie, Benefit Seal Sale

The Ozona Cubs, captained by P. C. Perner, and the Ozona Longhorns, captained by Haskell Leath, battled to a scoreless tie on the Powell Field gridiron Wednesday afternoon in a post-season game for the benefit of the Christmas Seal Sale in the local schools.

The two teams were recruited from members of the first, second, third and fourth grades in the local school and gate receipts from the game, amounting to \$13.10, were divided equally among the four grades.

The two teams were evenly matched as the score attests and some spectacular football was exhibited by both aggregations. They had been through daily drills in preparation for the contest and it was a battle to the blood. Coach Miller Robison of the Cubs and Coach Vic Montgomery of the Longhorns had drilled their diminutive warriors to the last notch and they went into the fray in the proverbial "pink," and a grim battle to a draw was inevitable.

Camp Fire Girls Rally Planned

Miss Swanson Urges All Girls To Be Present Friday Afternoon

A Camp Fire Girls Rally will be held in the basement of the Methodist Church tomorrow afternoon, Friday, from 4:30 to 6 o'clock, with Miss Gracia Swanson in charge as Guardian.

All girls between the ages of 8 and 16 years are cordially invited to attend this rally and to become members of the groups to be formed as an outgrowth of this meeting. All girls attending will be required to register according to ages and groups will be organized. Mothers of the girls are also cordially invited to attend this meeting.

Miss Swanson has her certificate as a Camp Fire Girls Guardian, having been two years as assistant Guardian and two years as Guardian of a group at Iowa Park, Texas, under the jurisdiction of the Wichita Falls district.

The aims and purposes of the Camp Fire Girls is best explained in the "Credo for Camp Fire Girls," which is as follows:

"I believe in the future. I believe therefore in the Today, and I try to make my life a joy to myself and a pleasure to those about me.

"I realize the destiny within me, I try to find the beautiful in life, and where it is not I create beauty.

"I feel my responsibility as a citizen of a great nation; I feel my glory as one of the mothers of the new generation, which with new eyes and with steadier steps will reach the highest places that now are but a purple haze on the horizon.

"I believe in the new womanhood, which combines the beauty of the old womanhood with citizenship and social consciousness.

"I know I am and hold within me the promise of the future.

"I realize my responsibility, I do not flinch nor falter—
"I am a Camp Fire Girl."
—Rowe Wright.

Mr. and Mrs. McMullen left Sunday for a brief visit in Fort Worth.

MOVEMENT TO AID PRODUCER GAINS GROUND

Speakers For Eat More Lamb Club Outline Campaign Plans

MANY JOIN CLUB

Great Forward Step For Industry Seen In Advertising Plan

More than fifty Crockett County ranchmen and business men attended a mass meeting at the courthouse last Saturday and heard plans of the Eat More Lamb Club for a national advertising campaign to popularize lamb meat on American tables discussed, at the conclusion of which those present voiced unanimous approval of the plan and many of them signed up for membership in the club.

The meeting was in charge of Victor Pierce, Crockett County chairman of the Eat More Lamb Club of Texas, and T. A. Kincaid, president of the Sheep and Goat Raisers Association of Texas. The plans of the club for a national advertising campaign were discussed by Ed Blanton of San Angelo, editor of the Sheep and Goat Raisers Magazine, and Eric Racey of Dallas, member of a Dallas advertising firm handling national advertising accounts.

In introducing the speakers of the occasion, Mr. Kincaid called attention to the depressed condition of the sheep market today. He said that an individual when he gets sick calls a doctor. The sheep man's business is sick today, he declared, and needs a doctor. Business in this country has found that advertising is the best doctor for a sick business, he said, and the sheep grower has the precedent of business success through advertising to guide him in putting his industry back on a paying basis.

Mr. Blanton gave a comprehensive outline of the present condition of the lamb market and cited some of the reasons for the existence of these conditions. He called attention to some of the outstanding successes scored by big business through advertising.

"There is at present an overproduction of lamb," Mr. Blanton declared at the outset. "We must put lamb on millions of American tables or see our industry sink. We were warned three years ago by the Bureau of Animal Industry of this overproduction. There is some talk of cutting production to allow the demand to catch up, but here we find ourselves in the same plight of the farmer. If every grower would stand by an agreement to cut production, it might be all right, but the experience of the farmer is enough to show what would happen. Then, too, we want to go forward, not backward.

"The only intelligent way to solve the problem is by increasing consumption so that we will continue to move forward. Meat is one of the oldest forms of food. Man was a hunter before he was a farmer. In the last few years, however, there has been built up a prejudice against eating meat. Dieticians have told us that it is injurious to eat meat. This is a misconception, as has been proven. Meat is not injurious, it is one of the best elements of food. And lamb meat has been found one of the most healthful and nutritious of all meats and should be eaten more in this country."

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Editor and Publisher



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THURSDAY, DEC. 11, 1930.

EAT MORE LAMB!

Graphic description of plans of the Eat More Lamb Club for a national advertising campaign to popularize lamb meat on American tables presented at a mass meeting of Crockett County citizens at the courthouse last Saturday convinced ranchmen and business men alike that this is the greatest movement for the advancement of the sheep raising industry that has ever been formulated and that the salvation of the grower lies not in cutting production but in increasing the demand for his product.

The results which an advertising campaign of this nature will produce can only be judged by the results similar campaigns have produced for big manufacturers in this country. Examples of the outstanding success attained by certain nationally advertised products were given by speakers at the meeting here Saturday and since this campaign is being outlined by a firm which has handled accounts successfully for national advertisers it is only reasonable to suppose that it too will produce.

Remarkable success has been met thus far in attracting the interest and enlisting the support of sheep producers all over the country. Ranchmen at once see the merit in the proposal and since the cost per capita is comparatively small the plan is rapidly gaining momentum. Of course, the degree of success which the cam-

paigned is destined to attain will depend largely on the support given it by growers, the men who are directly interested in the industry.

To obtain maximum results from the campaign it will be necessary that 100 per cent support be given the project by growers. In the light of similar campaigns by manufacturers in the past, it is predicted by men who know that the first year of the campaign will show a nice profit on the investment made by each grower by producing a demand for lamb meat that will automatically raise the market price. The plan is simple, feasible and inexpensive and should receive a 100 per cent support in the sheep raising sections.

Speaking of Eat More Lamb, an Ozona lady phoned The Stockman this week and called attention to the campaign and declared that she had been asking every day at local meat markets for lamb chops and had been unable to get them. She said that members of her family were especially fond of lamb but that she could not get it. The Stockman at once reported this conversation to the butcher and he declared that he had lamb nearly all the time. The Eat More Lamb advertising campaign will generate such a demand for lamb that the markets will be forced to carry all cuts ALL the time. Once people find out just how delicious lamb really is, we predict a bullish market for products of the sheep grower.

It does seem that if this country is flush enough to cut out a road over a solid rock mountain to go nowhere, it might spend a few dollars in running a grader over the impossible streets in the county's most populous center. Some of Ozona's streets would be a disgrace to a down-east village.

KEEP THE MONEY MOVING

The president of the American Bankers Association said a mouthful the other day. "It isn't how much money is in circulation but how fast it circulates, that counts," he said, in substance. "One dollar will do the work of two dollars, if it moves from hand to hand twice as fast."

Money lying idle in banks is not working. It is only when money is

being spent that commodities move, factory wheels revolve, workers are kept on the payroll. In the reaction from an orgy of reckless spending, we seem to have swung almost as far the other way, into a state of mind which can only be called miserly. People are timid about letting go of a dollar for any purpose—and in communities all over the nation able-bodied men are peddling on the streets or taking money from charitable organizations for the support of their families.

This is more particularly true in the large cities; the country regions and the small towns have not felt the depression as keenly as have the large centers of population. Yet everybody in the United States, broadly speaking, knows that money is not circulating as fast today as it was a year ago, and that people who owe money are finding it hard to get cash with which to meet their obligations.

That would not be the case if everybody who has something tucked away would spend some of it now for the useful, necessary things which are needed and which will eventually be bought anyway. All kinds of merchandise are cheaper now than for years. To buy the necessary things now is economy. There is not a home in the land in which there are not some repairs to be made, some contemplated additions or improvements to be installed, some new furnishings required. To attend to those things now means putting money into circulation at a time when it is actively needed. Ten dollars spent today will do the community more good than a hundred dollars spent a year from now.

We have said it before, but it is still good advice. Take advantage now of the low cost of almost everything and do those little things around the house that will not cost much but which will help move merchandise and put money into worker's pockets.

Mr. and Mrs. Turk Brown of Plainview spent the week-end here as the guests of Mr. and Mrs. John Curry. Mrs. Brown is Mr. Curry's sister.

The regular meeting of the Ozona chapter of the Eastern Star will take place on the 3rd Tuesday night of each month.



Santa Greets You

At our store with a full stock of handsome gifts for every member of the family.

For the Youngsters there are brand new Bicycles, Tricycles, Scooters, Toy Wagons, Electric Trains and a number of other gifts to bring joy to the heart of childhood.



TRICYCLES



SCOOTERS



TOY WAGONS

**QUEENSWARE — GLASSWARE
SILVERWARE**

We have a complete stock of suitable gifts for the home—or for Mother. A wonderful selection of Queensware and Glassware, in sets or separate pieces, that will make most acceptable Christmas gifts.

For the man you will find a choice of fine guns, knives, shaving sets, tools, flashlights, camp outfits and sporting goods of all kinds.

SHOP EARLY!

OZONA HARDWARE CO.

W. D. BARTON, Manager



**Practical Gifts
FOR
Christmas**



We handle only Standard Brands of fine merchandise in such known brands as Florsheim Shoes, Busby Gloves, Gossard Corsets, Bradley Sweaters, Stetson Hats, Munsing Wear, Gordon and Phoenix Hosiery.

A shopping stroll through each department will convince you that you will have no trouble in finding just what you want in Christmas Gifts in Quality Merchandise at Moderate Prices.

**For
Man and Boy**

- Hats—Ties—Socks
- Purses—Sweaters
- Leather Coats
- Fancy Belts and Buckles
- Silk Underwear, Best Makes
- Supporters—Silk Mufflers
- Shoes and Clothing
- Fine Luggage and Gloves
- Bath Robes
- Shirts In All Styles

**For
Women and Misses**

- Fine Kid Gloves
- Fine Costume Jewelry
- Big Assortment Purses
- Hosiery
- All Kinds Modern Silks
- Box Handkerchiefs
- Toilet Goods
- Robes of All Kinds
- Silk Scarfs
- Bed Sets—Towel Sets
- Scarf Sets—Big Assortment

LUGGAGE

Fine Hand Bags—Gladstone Bags
All Leather Suit Cases, Wardrobe
Trunks, All Styles In Traveling
Trunks for Your Car.

SHOES

For the Entire Family—We are
Showing the Very Latest in Men's
and Women's Foot-wear.



**Lemmons Dry Goods
Company**

SELLS FOR CASH — SELLS FOR LESS



TRADE AT HOME

TRADE AT HOME

Furs! Furs! Furs!



We have been buying your furs for 4 years paying market price.

We will pay you as much as any one. We are home dealers. Keep your money at home with home people. Do not ship your furs until you give us a chance at them.

Ozona Fur Company

Adams & Adams Bldg.

OZONA, TEXAS

BROKEN

By . . .
RUBY M. AYRES

Julie hung up the receiver and turned away. Lawrence was leaving London, leaving her!—she was seized with exaggerated panic. What was to become of her? Even Bim was weary of her, there was no place for her in the world. But Lawrence had loved her, must surely still love her. She remembered the despair in his eyes when she told him she would not marry him.

If she could only see him for a moment she was confident that everything would be all right—to see him, just to see him! She felt like a child left alone in the dark, straining every nerve to get to the one person who can take away dread and the desolate sense of loneliness.

She took off her loose gown and dressed again with shaking fingers, she was still very cold, but her face and head felt burning.

She would put herself beyond Chittenham's reach, to-morrow when he came he should find it too late.

If Lawrence would take her away to-night she would go with him. She was tired of hoping for things that never come true, afraid of a love that brought with it only pain. She went out into the wet, chilly night and took a taxi. She drove straight to the hotel where Lawrence was staying. No, he was not in yet, and they could not say at what hour he would be returning. It was past nine then.

"I'll wait a little while and see if Mr. Schofield returns," Julie said.

The minutes ticked away, and later she supposed that she must have fallen into a stupor, out of which she was roused with a start to the sound of a chiming clock. Julie walked across to the porter.

"I cannot wait any longer, I will leave a note for Mr. Schofield."

He took her to a desk and gave her a paper and a pen. Julie wrote a few hurried lines. "I didn't mean it Lawrence dear I want you to come back to me. Please ring me in the morning.—Julie."

It was a relief to have written that, and she half smiled as she thought how unnecessary it was to have added those last words. He would not ring her, he would come round, she was sure, he would come very early, perhaps even tonight if he was back in time, and then in the morning they would go away and make some sort of happiness together.

Julie tried hard not to think beyond tomorrow, but although she was so tired, and felt ready to drop, she could not sleep. She lay awake for hours listening to every sound.

In the early morning Julie dozed off to sleep, only waking when she heard the maid let herself in to the flat and move about in the kitchen lighting the fire.

Presently she brought tea and a note. "It was lying on the mat when I came in Miss."

Julie glanced at the handwriting, then sat up, her pulses jerking. It was from Lawrence Scho-

field. She was conscious of a warm glow of pleasure.

He loved her—it was something to be happy about in a world that held no real happiness. He must have brought it himself late last night. Perhaps after all it had been his footstep out side which she had heard.

She broke open the seal, the envelope felt unusually bulky, she drew out its contents—her own note which she had written last night in the hotel lounge, torn across and across into minute pieces. That was all.

When Giles Chittenham got back to his mother's house she met him in the hall.

"Your wife has been asking for you all the evening. I said I would send you up as soon as you came in."

As he went upstairs he could hear Sadie's voice, high-pitched and hysterical, and he stopped for a moment, his hand clutching the stair rail, a terrible sense of loss and irrevocable fate gripping his heart.

When she heard Chittenham's voice, she turned her head towards the door, and stared at him with her wild, blind eyes.

"So you've come at last, have you?" She shrieked at him. "I suppose you've no use for me either, now I can't see."

She beat her hands frantically on the brass rail, and the nurse who had been standing beside her caught and held them.

Sadie burst into wild sobbing. "There's no hope for me, I know that I shall never see again as long as I live. I shall just sit here

in the darkness till I die—till I die—and nobody cares—it doesn't matter to any one in all the world what becomes of me."

She checked her sobbing with a sharp breath, and raised her face with pathetic eagerness to hear what he had to say. She tore her hands from the nurse's grasp, and groped in front of her till she touched Chittenham's coat, then she clutched it feverishly and began sobbing once more.

"Don't leave me, Giles—be kind to me—after all, I am your wife"

Chittenham looked at the nurse. "Please leave us."

When she had gone, he sat down beside his wife and put an arm round her.

"Sadie—you must try and be brave and listen to reason. Everything possible is being done and will be done, you know that."

Sadie was sobbing again. "You don't really care for me—nobody cares for me. Though I can't see you I know by the feel of your arm that you're just trying to be kind, while all the time you're impatient and want to get away—"

"Don't leave me alone, Giles. You don't know what it's like to be left alone in this hideous darkness. I shall go mad if you leave me. I've often felt impatient with blind people—it's bored me to have to talk to them and try and be nice to them, but I know what it's like now, and I wish I'd been kinder. I suppose it's my punishment—and yet why should I be punished? I've never done any one any harm—"

"My dear, I want to be kind to you, but you make it so difficult for me—"

There was a little silence which Sadie broke pitifully:

"There! I'm not crying any more, am I? I'm quite quiet now—please kiss me, Giles."

He kissed her affectionately enough, his heart torn with pity. "You didn't kiss my lips," Sadie said—then she laughed brokenly. "Never mind! I suppose it's all I deserve."

She took her hands away from

(Continued On Page 6)



For Your Holiday Feast

We have anticipated your needs for that fruit cake, pies, candies and other dainties for the Christmas Spread. Also, we are prepared to supply your needs for the more staple items on your menu—cranberries, nuts, fresh fruits, fine flour for baking and all the other necessities for the holiday meal.

Phone your order for greater convenience We will make careful selections for you. Prompt delivery.

CHRIS MEINECKE

PHONES

278-279-280

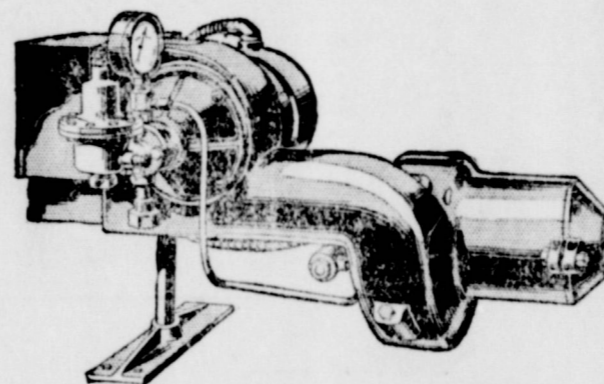
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— Wagon and Wood Work —

O. W. Smith
Blacksmith — Machine Shop

General Building Contractor
Any Kind of Building Anywhere
Estimates Cheerfully Given

L. L. Bewley

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NOW
Is The Time
To Install Your

HEATING PLANT

Enjoy a warm, comfortable home during the cold winter months, without the dirt, work and worry of a coal stove.

The **ELECTROL**
Automatic Burner

and

The **WEIR FURNACE**

Will Solve The Problem

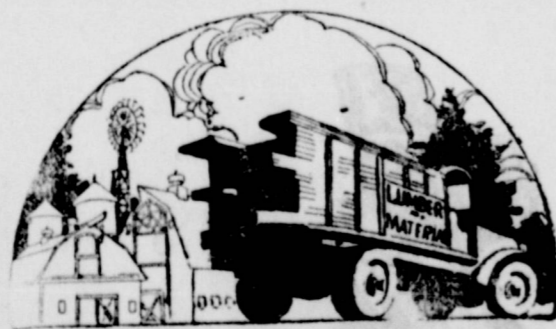
The most economical, the most satisfactory and the most modern heating plant on the market. EASY TERMS if desired. Investigate this marvelous heating plant, for any size home or business before you buy. Let us figure on your heating problem. No obligation on your part. Estimates cheerfully given.

Plumbing — Sheet Metal Works

R. L. Hatton Tin Shop

Phones 222 & 162

Ozona, Texas



Christmas At Home

When the jolly Yuletide season arrives you will sense the added zest of life if you own the home in which you live. If the gay lights of the Christmas tree light your own four walls, if children frolic about their own fireside, you will know the greatest pride of ownership—that of the man who owns his own home.

Let us show you plans, help you with your building problems, whether it's a new home or renovations.

WEST TEXAS LUMBER CO.



THE FAMILY DOCTOR

By JOHN JOSEPH GAINES, M.D.

FEAR

Fear lays down the bars for the enemy to come on. Pitiful indeed is the man or woman who lives in fear of something which exists only in the imagination. A state of mind like that will, in time, reduce the body to a state of confirmed invalidism.

The scared man invariably bestirs himself to find a means of keeping out of harm's way. He will bite at every fake—every nostrum that is heralded as a preventive or cure of disease. He will dig up his last cent to pay for something that is daily dinned into his ears by radio, or spread before his eyes in the blatant advertisement. . . . He keeps himself in a state of mental unrest, which in time will lead to real illness.

If a shrewd commercialist invents a fad these days, and resorts to high-power advertising, he reaps a harvest of shekels from the gullible masses; and there are many shrewd commercialists these days. A million lies have been circulated about meats; more about good, wholesome bread; as many more about the honest old coffee-berry; a million harmful—positively damaging fads have been set afloat by the promoters of "health foods," to supplant the countryman's honest square meal of hog-jowl and greens.

Americans have a way of carrying everything too far—especially if they get scared into a "health diet." Listen: there is no better "health food" than a contented mind, a good country table and a sound appetite. If I were giving boiled-down advice, after many years of experience, I would embody it in a few words—don't eat too much! Eat what you like, and that means what "agrees" with you; it means the food that you never hear of any more after you swallow it. So long as you live along that way, you are using the best preventive of disease known.

Fear of disease will bring disease, or, about the same, it keeps

one unhappy. Courage and confidence lead to better digestion, and make for a better citizenship and a fatter purse.

J. S. Pierce, Sr., who has been seriously ill for some time was reported somewhat improved this week.

Fowler McDaniel of Georgetown was the week-end guest of Mr. and Mrs. N. W. Graham and family.

CHRISTMAS CAROLS

By Edmund Hamilton Sears
It came upon the midnight clear,
That glorious song of old,
From angels bending near the earth

To touch their harps of gold;
"Peace on the earth, good will to men

From heaven's all-gracious King"—
The world is solemn stillness lay

To hear the angels sing.
Still through the cloven skies they come
With peaceful wings unfurled,
And still their heavenly music floats
O'er all the weary world;
Above its sad and lowly plains
They bend on hovering wing,
And ever o'er its Babel-sounds
The blessed angels sing.
But with the woes of sin and strife

The world has suffered long;
Beneath the angel-strain have rolled
Two thousand years of wrong;
And man, at war with man, hears not

The love-song which they bring;—
Oh, hush the noise, ye men of strife,
And hear the angels sing!

For lo! the days are hastening on
By prophet bards foretold,
When with the ever circling years
Comes 'round the age of gold;
When Peace shall over all the earth

Its ancient splendors fling,
And the whole world give back the song.
Which now the angels sing.

Choice Meats
Expertly Slaughtered and Cut
Barbecued Beef, Mutton, Goat
Barbecued Bologna

OZONA MEAT MARKET
Phone 29

WOOD FOR SALE
Any length, from 4-feet down to stove wood size
Dry Seasoned Oak
FAUSTINO BAUTISTA
Yard located at home of Rosalio Longoria

To Ozona Motorists

Effective December 1, we will be in charge of the

Drennan Service Station

Having leased the entire business and will operate under the name of

DONAHO & QUIST SERVICE STATION

Repair Work On Any Make of Automobile
Washing — Greasing — Gas — Oil
Satisfaction Guaranteed

We have been serving automobile owners of Ozona for more than ten years and we feel that it is unnecessary to recount to Ozona motorist our experience and qualifications that fit us to render you first class service in our own business. We believe the service we have rendered in the past will recommend us to you in the future. We would appreciate your patronage.

Arthur M. Quist
Louis Donaho



SANTA'S GIFT HEADQUARTERS



There are so many wonderful things in our toy department you will just have to bring the kids in to see.



KODAKS
Everybody enjoys taking pictures. Give a Kodak and bring year-round pleasure.



FITTED BAGS
The ideal gift for the girl who is away at school, for mother or sister on her trips. Complete, handsomely finished and reasonably priced.



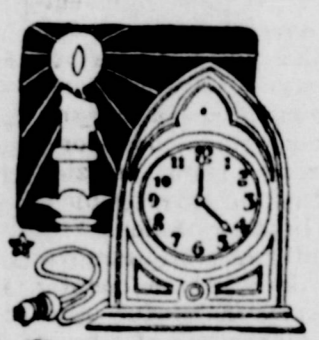
GIFT LUGGAGE
Handbags, Suit Cases, Traveling Cases, Week-end Bags, Wardrobe Trunks—You could think of no finer gift.

The Greatest Stock of Christmas Goods Ever Assembled In Ozona

Thousands of High Quality Gifts for Every Member of the Family
We Are Quoting the Lowest Prices In Years
SHOP EARLY!



SILVERWARE
Community Plate and Sterling. In complete sets or odd pieces. Silverware is always in good taste for gift giving.



ELECTRIC CLOCKS
Correct time all the time. No winding. No attention. This would be a useful gift that any body would appreciate.



FURNITURE
Occasional Pieces, New Sets. The gift ideal for the home.



There is charm to the special stock of rugs we are showing for Christmas giving. Whether it be a small inexpensive rug or a fine oriental you will find it here and at prices you can not beat.

PACKAGES WRAPPED FREE

Joe Oberkamp

The Christmas Shopping Center

PACKAGES WRAPPED FREE

MAIN STREET LOOKS AT BROADWAY BY ERNEST CAMP JR

NEW YORK.— This frantic island is suffering from a bad case of wandering husbands and dislocated wives.

You're not really up in society unless you have Mexican, Parisian, and Reno divorcees eight-cylinder alimony, and circulating by friends.

It's becoming difficult for the Manhattan gal to keep count of her ex-husbands. You can imagine her exclaiming, "Oh, yes, I remember you. Weren't we married a couple of years ago?"

Next? . . . This midget craze has got to stop somewhere. First midget golf. Then midget autos. Then midget radios.

The next thing we know a college student will reach into his watch-pocket and pull out a law book, and settle down to an evening of study.

Flippers can already carry around a week-end wardrobe in a vanity case.

Before long father will come home to his evening fireside and delight his wife and children by pulling a new house and lot out from under his overcoat.

—And congress has already renovated the navy so that we can park it in a telephone booth.

Play Something Simple

In numerous apartments you will find divorced or separated husbands returning to have dates with the exwife.

I know one such hubby who brings his new girl friend along. It's always a congenial party—especially if the ex-wife's new boy friend is on hand.

There Goes the Bride

The children have been in court so much they talk like Philadelphia lawyers.

And a bride's trousseau is new enough six weeks after the honeymoon for the trip to Paris to get the final decree.

You don't know whether you're married or not until you read the tabloid newspapers. Mrs. Peter Arno says she has to phone Walter Winchell to find out whether she and Mr. Arno are still man and wife.

Millions in Miniature

The only thing small about miniature golf is the name.

The first National Miniature Golf Show was held here the other day. The stop and sock industry, only a few years old, is said to employ 150,000 persons, representing an investment of \$150,000,000 and an annual income of \$255,000,000.

Riches in a Niche

Many observers have commented upon the incredibly tiny holes-in-the-wall that do business on New York's busy thoroughfares as candy stores, drink stands, lunch counters, and jewelry stores.

But few realize what amazing wealth is often paid up by operators of such pigeon holes. Fire regulations forced the removal recently of a tiny lunch counter that had done business for years in a 4-by-12-foot corner of a building entrance on 39th street. It was disclosed that the old man who operated the place had been earning \$10,000 a year.

I know of one thriving candy and tobacco stand that is jammed between two adjacent columns of a building front. The proprietor has barely room inside to make change and turn the pages of his morning paper. Yet he works there all day—and probably has a tidy pile laid up in some savings bank.

"Say, Pop, did they let that touchdown count?"

"Er—don't bother me now, son—let's see, I've got ten on Army and gave six points, five on Penn, five on Dartmouth and got twelve points, ten on Notre Dame. The—"

"Say Pop, what state is Illinois in?"

"Lord, Willie, I'm surprised at you. Er—ask your mother."

One New Yorker has figured out a way to prevent his dogs from being run over by automobiles. After seeing two pets killed in this manner, he decided to teach his own animals to take better care of themselves.

So he taught them—six of them—to obey traffic signals.

With a police whistle he taught them to cross the street at one blast, to stop at two. If they don't see a policeman they watch the traffic lights. Never, it is said, do

they cross against a red light.

Just to prove—as if it needed proving—that New York is just a big hick town, there's a horseshoe pitching parlor near Madison Square Garden.

During the five o'clock rush on Broadway the other day a sidewalk fakir was selling "imported German watches, worth \$5," at twenty-five cents a throw. They went like hot cakes—just as fast as he could grab them out of a shabby black bag.

There's one born every minute, said Barnum. He must have known his Broadway.

Every street corner, almost, in New York is occupied by someone with a box of apples. The fruit interests, who furnish the signs free and the first box on credit, are said to be cleaning up. One of these "unemployed" is said to have earned \$51 in one day.

Even unemployment has become a racket, see?

The week's best story has to do with the Mara-Tunney court battle. Martin Littleton, the famous lawyer, acting counsel for Mara, was quizzing Tunney on the witness stand. The fiery little barrister flung out a verbal thrust that stung the retired champion, who clenched his fists and poked

out his lower jaw.

"Now, now," pleaded Littleton, "please don't look at me like that, Mr. Tunney. For you are a very athletic chap, while I'm just a young fellow trying to get along."

New York things I like:

The Chrysler tower, silver against a sunset sky of rose.

Manhattan at dusk, viewed from the upper level of Manhattan bridge.

The lower Manhattan skyline viewed from the harbor.

The pigeons on the plaza of the New York Public Library.

The dirigible Los Angeles, flying over town at night.

The windows at Lord & Taylor's Twilight strolling on Fifth Avenue.

The spaghetti at Caruso's.

Hoboken beer.

Pay day.

Mrs. J. M. Smith, Sr., and family cordially thank the friends and acquaintances for their faithful help during the illness and death of Mr. Smith.

Mr. Smith, who died last Thursday morning, leaves four children and five step-children as follows: J. M. Smith, Jr., Fred Cooke, Tom Cooke, and Mrs. Henry Elledge of Ozona. Mrs. Tom Turk and Dave Smith of Del Rio and Joe Smith and Albert Cooke of Uvalde.

A New Service

Ask us for prices delivered to your ranches on all kind of Grain, Mixed Feeds, Salt and Cotton Seed Products

Hall Feed & Grain Co., Inc.

Barnhart — Texas

Cleaning & Pressing AT CITY PRICES

We now have our Cleaning and Pressing plant in operation and invite comparison of our prices with those charged by the city concerns who are sending trucks to Ozona.

- Suit Cleaned & Pressed \$.75
- Suit Pressed \$.40
- Pants Cleaned & Pressed \$.35
- Dresses Cleaned & Pressed \$.75 & up

Model Laundry

Ozona, Texas Phone 164 33-5

Holiday Rates

SAN ANGELO MORNING TIMES \$4⁷⁰ or EVENING STANDARD

Daily and Sunday—One Year by mail in West Texas. Regularly \$7.00 Subscribe no. and save \$2.30

Both Papers to Same Address in West Texas One Year by Mail—a good \$14 value for only \$7⁷⁰

More West Texas News

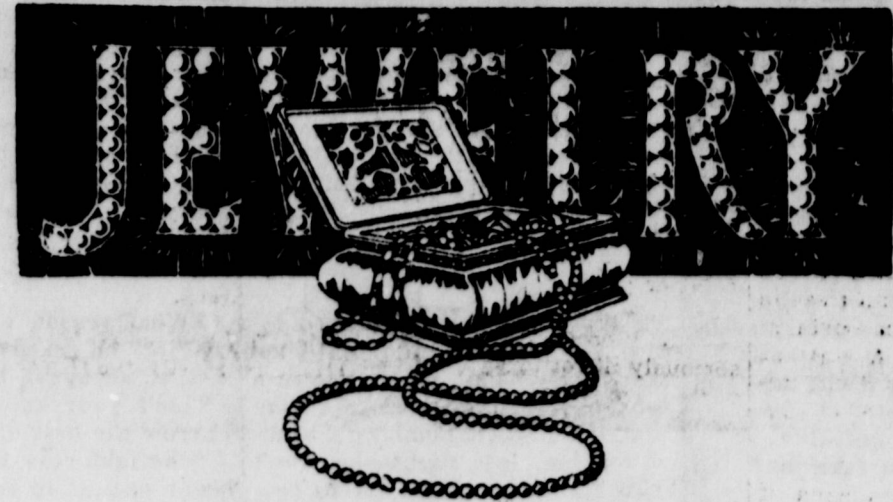
The Standard and Times regularly print more West Texas news than any other newspapers. This news is of vital importance to stockmen, ranchmen, oil men, business men—in fact every one interested in any way in West Texas.

TAKE BOTH PAPERS: GET ALL THE NEWS

The Standard and Times are different newspapers and repeat very little news from one to the other. They have different features, different comics and different make up.

ALWAYS FIRST WITH THE LATEST NEWS

Subscribe Through This Newspaper



PRE-CHRISTMAS JEWELRY EVENT!

Every Piece of Jewelry in Our Store Has Been Drastically Cut Away Down in Price Now you Can Make Savings of From 20 percent to 50 percent on Your Christmas Jewelry.

- DIAMONDS
- BROOCHES
- BRACELETS
- CUFF LINKS
- TIE CLASPS
- WRIST WATCHES
- BAR PINS
- LAVALIERS
- VANITY CASES
- CIGARETTE CASES
- CIGARETTE LIGHTERS
- PEARLS
- RINGS
- CLOCKS
- EARINGS
- KNIVES
- NOVELTY JEWELRY



CANDY FOR CHRISTMAS

WHITMANS and ARTSTYLE in special holiday boxes

\$1.00 to \$1.50 the pound

Toilet Articles—Art Leather Goods Christmas Gift Headquarters

Smith Drug Store

HOME-MAID

Special Chocolate Assortment—the whole family will enjoy it

2 1/2 lbs. \$1.25 5 lbs. \$2.50

OPEN EVENINGS Ozona, Texas SHOP EARLY

Cash Grocery Sale Prices

- Jewel Lard, 8 lbs. \$1.05; 4 lbs. \$.55
- American Beauty Flour, 48 lbs. \$1.65; 24 lbs. .85
- Schilling's Coffee, lb. .40; Spuds, 30 lbs. \$1.00
- Crystal White Soap, 10 bars .38; per case \$3.75
- Mike's Bread, pound loaves, .05; Rolls, per doz. .10
- No. 2 Tomatoes, per case, \$2.20; 1 doz. .10
- Cream Corn Meal, 20 lbs. .58; 10 lbs. .30; 5 lbs. .16
- Macaroni, Vermicelli, Spaghetti, per pkg. .05
- Matches, six boxes .20
- Oranges, doz. .30; Lemons, doz. .20; Apples, doz. .30
- Valley Gold Butter, pound .55
- Golden Valley Butter, pound .35
- Velvet Jersey Butter, pound .55
- Hen Scratch, 100 lbs. \$2.30
- Pinto Beans, 100 lbs. \$6.00

What Am I Going To Do Next? Come and See and Save Money

Mike Couch

Grocery — Bakery — Dairy — Feeds



(Continued From Page 3)

him and folded them in her lap to hide their trembling.

"Well—" she said after a moment as he did not speak. "What am I going to do? Or what are you going to do with me? I can't stay here, can I?"

Giles explained as gently as he could.

"In the morning I will take you away."

She interrupted quickly: "Where will you take me? To live with you?"

"Not at once. To a nursing home. I have arranged with a specialist to see you—"

She interrupted again: "It will be of no use. know. I'm finished."

"Don't say that, Sadie."

She shuddered from head to foot.

"Well, go on—and afterwards? What then?"

"Then we must see. We must make arrangements."

"Arrangements! for what? For me to be led about by a nurse or a dog for the rest of my life?" Her terrible, hysterical sobbing began afresh.

Chitttenham felt that he could bear no more. He called to the nurse and made his escape. His nerves were shaking as he went downstairs. He had never imagined anything so tragic as this last half hour.

He paced up and down the library, at his wit's end to know what to do. It was long past eleven and he had all the night to drag through.

If there was indeed no hope of Sadie ever being able to see again, how could he possibly leave her? It would be inhuman, impossible, and yet to live with her—

Another knock at the door. Chitttenham turned impatiently.

"Oh, come in, come in."

"A gentleman to see you, Sir. I said you were very much engaged and could see no one, but he insisted, Sir, and says he will wait if he has to wait all night. The gentleman is Mr. Schofield, sir."

"Schofield!" The color rushed to Chitttenham's drawn face.

Schofield! the man whom Julie had said she would marry.

Chitttenham was across the room in a stride.

"Is there anything the matter—Miss Farrow—"

In his desperate anxiety Giles forgot that this man in all probability knew nothing of his relations with Julie—and when he did not immediately reply, he broke out again hoarsely.

"If anything is wrong—"

"That all depends what you mean by 'wrong,'" Schofield answered slowly.

"Yesterday evening I had the doubtful honor of a visit from a man named Lombard. I have met him before—usually, I believe, in your company. I think I am right in assuming that he is a friend of yours?"

"He was—yes."

"Yes," he said, still in that level unnatural voice—"I believe there has been a little upset between you—over a question of money—or should we call it the price of a woman's honor?"

There was a tragic silence. Chitttenham's hands clenched behind his back—and his face was grim.

"Perhaps you would like me to

explain, Mr. Chitttenham," Schofield went on, and now every sneering word was a studied insult, "or will it be sufficient if I just call you the cad and the black guard which I know you to be?"

"I can only conclude that you are drunk," said Giles, sharply, "and that being so, the kindest thing I can do is to ring and have you shown out of the house."

He took a step towards the bell, but Schofield was too quick for him—

"That won't do," he said thickly. "I've seen that trick tried before. I'm not drunk and you damn well know I'm not. You're a younger man than I am, Chitttenham, but I spoil Lombard's beauty for him last night—he won't show his face amongst decent people again for some time to come, and I'll spoil yours if I—"

Chitttenham caught his upraised arm and held it in a grip of steel.

"Don't be a damned fool," he said roughly, "you're no match for me, and you know you're not. If you've got anything to say, say it and be done. As far as Lombard goes if you have given him a thrashing I'm in your debt, I owe him one myself—"

He released Schofield's arm, at the same time giving him a little push away from him, and for a moment the two men glared at one another silently, then Schofield broke down. He groped towards a chair and fell into it, hiding his face against his clenched hands.

Giles watched him for a moment without speaking, then he fetched whiskey and soda from a side

table.

"Help yourself," he said. "If you've got anything against me, let's talk it out sensibly, instead of flying at one another's throats like wild beasts. I know what Lombard has told you—he tried his blackmailing games on me, and when he found it was no use he threatened to go to you. Good God, Schofield, what sort of a fool are you to believe a lying hound like that?"

Schofield raised his haggard face.

"What reason have I to disbelieve it?" he asked sullenly.

Giles shrugged his shoulders.

"Isn't your knowledge of Miss Farrow the best of all reasons?"

Schofield rose to his feet and began pacing up and down.

"Lombard was so sure—he had got every detail of the story—that you and Julie spent the night together at the St. Bernard Hotel—"

"So we did. It was impossible to get home. In all such unforeseen situations are given the same vile interpretation as you have given to this—"

Schofield's face flamed suddenly crimson.

"But I believe it!" he shouted.

CONTINUED NEXT WEEK

Mrs. Ira Carson has been confined to her home by illness for the past week. She left Tuesday with her father, W. E. West, for Marlin, where she will be treated.

Miss Eleanor Ingham returned home Sunday after an extended visit with relatives in Fort Worth.

Optimistic Insights

The class vail of the school of experience is **WISDOM**



THE IMPORTANT THING

is to get the economical policy of saving under way—to start.

After you get the start, it can be depended upon to take care of itself, for this good habit, with the feeling of competency and independence it gives, quickly grows strong and fixed.

You are not stingy when you save, but sensible.



OZONA NATIONAL BANK

TEXAS WOOL & MOHAIR CO.

SAN ANGELO, TEXAS

CAPITAL, \$100,000.00

Liberal Advances on Sheep, Goats Wool and Mohair

WE HAVE WOOL BAGS, SEWING TWINE FLEECE TWINE, BRANDING FLUIDS, ETC.

WILLEKE BROTHERS' WAREHOUSE ON SANTA FE TRACKS

Our new addition to our warehouse gives us 40,000 square feet of additional floor space with a sample and show room, which enables us to give even better service than before.

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SAVE On Your Groceries

Why Go To San Angelo When You Can Buy Just as Cheap in Barnhart

COMPARE THE FOLLOWING SPECIALS FOR SATURDAY, DEC. 13, WITH STORES IN THE CITY. THESE ARE ROCK-BOTTOM PRICES—DON'T FAIL TO TAKE ADVANTAGE OF THESE SAVINGS:

Gold Chain Flour, 48 lb. sack	\$1.45
Matches, Per Carton	\$.19
Cigarettes, 2 Packages for	\$.25
Spuds, per pound	\$.03
Bread, Home Baked, 2 one lb. loaves	\$.15
Hot Rolls, per dozen	\$.10
No. 2 Tomatoes, per can	\$.09
Lard, 8 lbs.	\$.97
Lemons, per dozen	\$.20
Bordens Milk, tall	\$.10
Bordens Milk, Small	\$.05

Davis Grocery-Bakery

BARNHART, TEXAS

The ONLY TIRE FACT YOU NEED to KNOW—

Millions more people ride on Goodyear Tires. And the reason is— It costs no more to buy, and less to ride on



GOODYEAR TIRES

Careful Mounting Year Round Service

North Motor Company
OZONA, TEXAS

THE FAMILY DOCTOR
JOHN JOSEPH GAINES, M. D.

A WORD TO THE WISE

It was during last summer that a fine little mother told me she might need my services along about Thanksgiving. Such things happen, you know, else this old world would be a mighty lonesome place, now wouldn't it? The point I am making is, the engaging of a physician so far ahead of the expected need.

I promised the service. My first step, however, was to request her to come to my office at her convenience, that I might look into her health condition closely; one should be fully advised, when he is called to look after the matter of two lives. . . . I found her in excellent condition.

I had her come in every four weeks at first; then, as the time approached, every ten days. Imagine my surprise and apprehension when, two weeks before the expected event, I found ten per cent of albumin in my usual test-making!

Here was a dilemma — all of which I kept to myself—in which I acted quickly—intelligently; I put her at once on an appropriate diet, and required daily sweet-baths to remove a dropsical condition that developed rapidly. Under the very best of care, we came out of it with a fine little girl, and the mother in good condition. Both are now fine and well.

But, suppose this patient had waited to call her physician until the hour for delivery was at hand; I would have been totally ignorant of the kidney-condition, with no time for making intelligent tests; I might have had convulsions to deal with, — possible severe hemorrhages, uraemic poison, maybe death for the mother — possibly the child too. Being fully advised however, we came through happily for all concerned.

The moral is: There is no graver mistake, than waiting right up to the hour to call the doctor—in cases like this, where the physician does not know you thoroughly.

POSTED

All our pastures in Crockett County are posted. Hunting and all trespassing positively forbidden. W. R. & J. M. Baggett, 39-52tc

5 Jersey cows for sale, ages 3 to 5 years. One fresh Feb. 1, one in March, three in June. 2 Jersey heifers coming 2-year-olds. One fresh in Feb, other in April. Phone 2141. P. O. Box 543. L. A. Young, Ozona, Texas. 32-4p

POSTED— All my pastures west of Ozona in Crockett County. Hunting, fishing and all trespassing positively forbidden. LEE CHILDRESS. 1-32

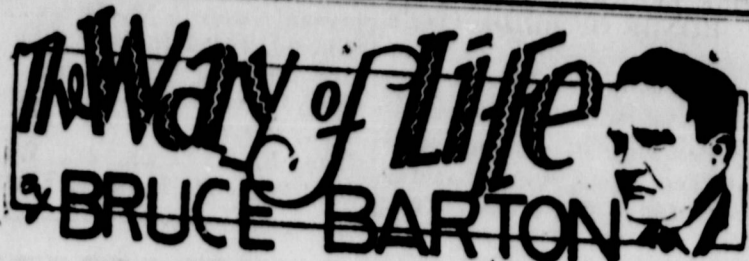
ROBERT MASSIE COMPANY
Superior Amusement Service
Phone 1444 Day or Night
San Angelo, Texas



holiday travel
by Motor Coach

Going visiting Christmas? It's an old, old custom to visit your friends and relatives during the Xmas season, and nowadays it's mighty convenient to go in a roomy, cozy motor coach. . . . Southland serves nearly all of Texas. Plan to do YOUR holiday traveling by motor coach.

TERMINAL
Office
HOTEL OZONA
Phone 71



CONQUERORS

A great merchant of my acquaintance, who is a friend of Gene Tunney, told me what occurred after the final Dempsey-Tunney fight.

Gene, who never loved the crowds or was greatly loved by them, wanted to get away immediately. His idea of the way to spend the evening of victory was to hide himself with a few companions in a hotel bedroom.

His friend said: "Gene, you could have done that if you had lost. But you won. You are champion of the world. Whether you like it or not you must pay the price of the championship. And part of the price is to be seen by the crowd."

In telling the story the merchant enlarged upon the theme.

"When I became manager of one of our stores I had to do a lot of things I did not like to do, he said. "When I became head of all the stores my unpleasant duties increased. Now I get to the office before nine o'clock every morning, and a large part of my day is consumed in duties that are more or less distasteful. The

only man who can do as he pleases is the failure. Every step up that you take means that you belong less to yourself and more to other people."

As he spoke I thought of some examples that have come under my own observation.

The partners of Morgan & Co. are the princes of the modern business world. If you stand outside their building on almost any winter's evening you will see the lights burning in at least a part of the private offices. The lower floors may be dark. The clerks and accountants have gone home. But almost always some of the partners are still on the job.

I spent a day with Coolidge while he was still President. He was supposed to be on vacation. He fished a little in the morning, but it was the least relaxing job of fishing that I have ever witnessed. A secret service man stood at his elbow and another kept watch from behind the bushes on the bank.

Once, for a week, I travelled in a private car with the president of a great corporation. Every morning we left the car at eight

o'clock and called on dealers in their stores. We lunched with a group of them at noon, and had another group with us until midnight. At midnight we went to bed, to wake up the next morning in another city and do the whole thing over again.

It was a tougher week than any laborer ever spent.

The big jobs look attractive from a distance, but when you get closer to them you find a large price tag pinned on each one.

Some of us who have been close enough to read the figures on the tags find it quite easy to reconcile ourselves to remaining quietly and contentedly below.

POSTED

All my pastures in Crockett County are posted. Hunting and all trespassing without my permission positively forbidden. 50-tf. P. L. CHILDRESS

Dr. G. Miller, M. D.

Office over Smith Drug Store No. 1
Office Phone 243 — Res. Phone 49
8-1-31

Ambulance Service

DAY OR NIGHT

Joe Oberkamp
Phone 181

V. B. CHRANE

D. C. Ph. C.

LICENSED CHIROPRACTOR

Hotel Ozona — Room 214
32-6p



Specializing Exclusively in Muscular Anomalies, Eyesight and Glasses

Special Attention Given Children's Weak and Crossed Eyes
OTIS OPTICAL CO.
O. L. PARRIS, Opt. D.

Western Reserve Life Bldg.
103 W. Beauregard — San Angelo

Engraved Christmas Greeting Cards. The Ozona Stockman.

LOUIS W. PIERPOINT AND CO.
ACCOUNTANTS AND AUDITORS
TAX SERVICE
706 Western Reserve Building
SAN ANGELO, TEXAS

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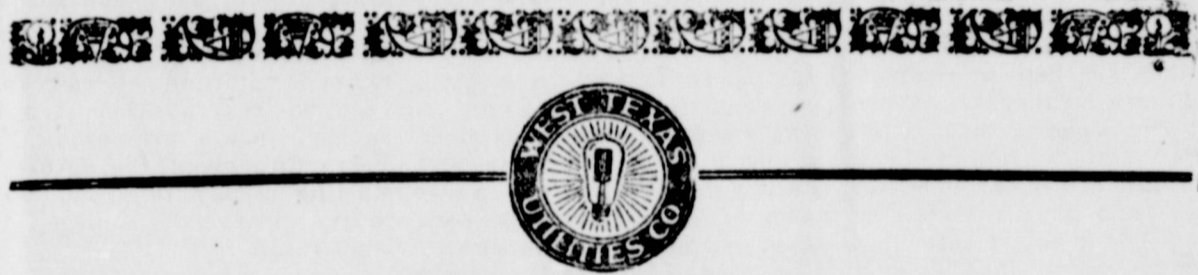
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Make Christmas Joy Last for Years

What Christmas Gift could be more appropriate, more appreciated, more in harmony with the very spirit of Christmas than a modern Electric Range—with the hours of leisure time and the relief from kitchen drudgery that it will bring to your home? Can you imagine anything that would please and aid Mother more than this indispensable, efficient and economical electric servant?

Special Holiday Terms are being offered by the West Texas Utilities Company, making it possible for you to install the "Phantom Maid" in your home at an unusually low price. The savings and benefits of electric cookery will more than make the payments.

Investigate at Once

West Texas Utilities Company



MOVEMENT TO AID PRODUCER GAINS GROUND

The speaker then called attention to the very small per capita consumption of lamb in this country and declared it the problem of the grower to increase this consumption.

"How has lamb been crowded out of the American diet?" he asked. "By manufacturers of other foods who put their products over by advertising, to the detriment of meat. Consumption of all meats has decreased 40 per cent in the last thirteen years, due largely to the advertising campaigns of manufacturers of other foods who educated the public to eat their products instead of meat."

Mr. Blanton gave several examples of successful advertising campaigns by food manufacturers. Manufacturers of macaroni advertised their product as a meat substitute and consumption of macaroni was increased 50 per cent in a few years, he said.

"The average man consumes an average of 1603 pounds of all foods annually. Of this amount only 187 pounds is meat and of this amount only 7 pounds is lamb Mr. Blanton said. "Look what an opportunity we have to build up a new market for our product. But we must use the same methods that have proven so successful for other business concerns. If we are to put delicious lamb meat on American tables we must advertise."

The speaker then called attention to some of the factors which are now keeping many from eating lamb meat. Among these he cited were high prices for choice cuts in hotels, restaurants and meat markets, and ignorance on the part of housewives of proper methods for preparing lamb meat. He declared that butchers can make just as much or more money out of lamb than other animals, but he must be shown how. The housewife must be educated on how to prepare the meat and after that advertising can educate the public to eat the product of the sheep grower.

"Seventy-five per cent of the packers' advertising is in promotion of hams and bacon," Mr. Blanton declared. "There is a demand for these meats and packers advertise their particular brands. If they advertise fresh meats they are helping competitors as much as they help themselves. The problem, then, is the grower's."

The result of consistent advertising to fix a certain product in the minds of the public were cited. Manufacturers of the Victrola have advertised until in the minds of the public every talking machine is a Victrola. Similarly, every camera is a Kodak, while as a matter of fact the word Kodak is a trade name for Eastman cameras. The word Kodak, the speaker pointed out, was arrived at by a novel arrangement of a child's alphabet blocks, but consistent advertising has put it in the dictionary. Frigidaire was pointed to as another outstandingly successful trade name advertiser, every electric refrigerator being a Frigidaire in the minds of the American public.

"The reason we want to advertise lamb is to educate the American housewife to go to the meat market, to think of lamb and to order lamb," the speaker concluded. "We could double the consumption of lamb with very little effect on other meats and this can be done by consistent advertising."

Using a system of illustrated charts, Mr. Racey explained in detail the methods which advertising experts have devised to put over this campaign and to popularize lamb meat as an American food.

"Consumer demand determines the price you get for your product," he said. "The lamb market is very sensitive. Increase the demand for lamb even 5 or 10 per cent and you change an inactive market to an active one. The economic law of supply and demand determines your market and the logical thing to do is to increase the demand."

"There is at present only a 3.7 per cent demand for lamb, 43.2 per cent for pork, 41 per cent for beef and 12 per cent for poultry. Why do not housewives buy more lamb? They buy what they have been reminded to buy and what they know how to use. They have been reminded by advertisers of other food products to buy these products and they buy them to the exclusion of lamb."

Consistent advertising increas-

ed the demand for such a staple product as bread from a per capita consumption of 74.4 loaves to 122.4 loaves in a few years, Mr. Racey pointed out. Oranges were increased from 37.5 to 60.7 per capita, and advertising increased the returns to growers of English walnuts by 82 per cent.

"Increased demand lowers prices," Mr. Racey showed by his charts. "Now practically all the demand for lamb is for the roasts and chops. Other cuts of the animal are just as good but the housewife has been taught that these are the choice cuts and she demands them. If she is taught to eat all cuts, the whole animal can be sold by the butcher at a more reasonable price. An active consumer demand brings strong competition among butchers and they will be forced to keep the retail price at the lowest level."

The method of procedure in getting the proposed advertising campaign under way were then explained by Mr. Racey with his charts. What is wrong with the market now, he asked. Ignorance on the part of housewife of proper methods of preparing lamb, popularity of meat substitutes, substitution of other meats for lamb and a too high retail market price for the meat were cited as some of the things that are wrong. The advertising agency which handles this campaign will first make a nationwide market survey to find out exactly what influences and conditions must be combatted in the campaign. Mr. Racey likened the campaign to a war and the methods to the military tactics of a war general. This will be a war on "sales resistance," which is entrenched behind "prejudice" against all meats as foods, "ignorance" of proper methods of preparation, and "indifference." There is already a formidable army organized for the battle in the National Wool Growers Association, and a start has already been made by the National Livestock and Meat Board through a series of lamb butchering demonstrations. But this method was described as too slow, reaching only 50,000 persons annually.

"Leaders of the industry have set out to raise a sum of money sufficient to educate the public to eat more lamb," Mr. Racey said. "This is to be accomplished through newspaper and magazine advertising, radio programs, outdoor advertising, direct by mail, dealer displays, advertising services, publicity stories and advertising in hotels, restaurants, etc."

"Once a start is made, no difficulty is anticipated in securing an adequate appropriation to bring and keep lamb in its rightful place in the American diet. The investment the sheep grower makes in this movement is nothing more than profit insurance."

The plan of the Eat More Lamb Club of asking subscriptions from sheep growers and individuals based on 1 cent per head for sheep was then explained. The subscriptions are payable semi-annually over a period of five years, and it is planned to raise a sum sufficient to carry on the advertising campaign for that period of time. After that, it is believed, producers will be so pleased with the results that the fund will be automatically continued.

LUNCHEON IN HONOR OF BRIDE AND BRIDE-ELECT

Mrs. L. D. Brooks entertained with a bridge luncheon at her ranch home Tuesday honoring Miss Beulah Baggett, whose marriage to Jarrett Pace will take place on December 21, and Mrs. Richard Flowers, a recent bride.

The luncheon consisted of fruit cocktail, noodles with tomatoes, English peas, stuffed celery, biscuits, olives, mince pie with whipped cream and coffee.

The honorees were presented with lingerie. Miss Eleanor Ingham was awarded high score prize, Miss Mary Louise Hagelstein, second high, and Mrs. Massie West cut prize.

Other guests present were Mrs. Marshall Montgomery, Mrs. Hugh Childress, Jr., Mrs. Charley Black, Mrs. W. R. Baggett, Mrs. Max Schneemann, Mrs. Sherman Taylor, Mrs. J. M. Baggett, Misses Mary Childress, Lucile Ingham and Tessie Kyle.

BRIDAL LUNCHEON

Honoring Miss Beulah Baggett, a bride-elect, with a luncheon Mrs. J. W. North entertained five tables of bridge at her home Friday. The bridal motif was carried out in the place cards, tallies and score memorandum. Each table was covered with madeira and had as its centerpiece a silver basket of pink snap dragons. The three course luncheon consisted of tomato cocktail, congealed chicken roll, stuffed potatoes, diced carrots, fruit salad, buttered rolls, and ice box cake.

The honoree was presented with a picture of Check and Double Check. Mrs. Stephen Perner was awarded the high trophy, also a picture, while Mrs. Harry Friend, Jr., was given low score, a linen handkerchief bag. Mrs. Bob Weaver won high cut prize, a boudoir pillow.

The guests included Mesdames Allen Robertson, Harry J. Friend, Jr., Ralph Meinecke, Hillery Phillips, Marshall Montgomery, John Curry, Monroe Baggett, Chas. E. Davidson, Jr., Stephen Perner, Welton Bunger, Bob Weaver, Richard Flowers, Arthur Phillips, Max Schneemann, Joe Weaver, Frank Falk, and Misses Lucile Ingham, Beulah Baggett, Wanda Watson, Tessie Kyle and Mary Childress.

WORK FOR TUITION

Wanted—ten young men and five young women to work in College office for a part of tuition. Splendid opportunity to get ready for a good business position at a big saving. Insure prosperous New Years throughout the future by starting preparation now. Write today, Draughon's College, Abilene, Texas.

POSTED—All my pastures in Crockett County, Woodhauling, hunting and all trespassing positively forbidden.

J. W. HENDERSON, SR.—1-32

Mrs. Ben Lemmons is visiting in San Angelo.

Joe Billy Keeton, son of Mr. and Mrs. J. T. Keeton, was reported seriously ill the middle of the week.

BRIDGE BREAKFAST IN HONOR OF BRIDE-TO-BE

Misses Lucile and Eleanor Ingham entertained with a breakfast bridge honoring Miss Beulah Baggett at their home Monday morning. A menu of grape fruit, creamed chicken, grits, conserve, toast and coffee was served. The decoration colors were pink and blue. The place cards were ornamented with small paper flowers and the center ornaments of the tables were flowers with centers of handkerchiefs which were later given as cut prizes. Miss Baggett was presented with a green and lavender elbow pillow. Miss Wanda Watson won high score prize, a lavender make-up box.

Those present were: Mesdames J. M. Dudley, Frank Falk, Bartlam, J. M. Baggett, T. A. Kincaid, Jr., Chas. E. Davidson, Jr., Evert White, Ralph Meinecke, Marshall Montgomery, Hugh Childress, Jr., B. B. Ingham, Richard Flowers, John Curry, Misses Beulah Baggett, Tessie Kyle, Mary Kincaid, Mary Childress, and Wanda Watson.

MISS BAGGETT HONORED AT SUNFLOWER CLUB

Mrs. Welton Bunger entertained the Sunflower Club and a number of guests with a Christmas party honoring Miss Beulah Baggett, at her home Monday afternoon. The tallies were attached to small Santa Claus figures stuffed with candy and hung on the beautiful Christmas tree. Miss Baggett was presented with a jar of bath salts. The club prize, a fancy box of cleansing tissue, went to Mrs. Evert White. Miss Lucile Ingham won guest high, an incense burner. A salad course was served to the following guests: Mesdames Arthur Phillips, Ashby McMullen, Sherman Taylor, Massie West, J. W. North, Chas. E. Davidson, Jr., Warren Clayton, Evert White, Ralph Meinecke, Frank Falk, Marshall Montgomery, Hugh Childress, Jr., Richard Flowers, J. M. Baggett, T. A. Kincaid, Jr., John Curry, Misses Beulah Baggett, Wanda Watson, Mary Childress, Mary Kincaid, Tessie Kyle, Lucile and Eleanor Ingham.

COMPLIMENT BRIDE-TO-BE

Mrs. Evert White and Mrs. Hugh Childress, Jr., entertained with a bridge party honoring Miss Beulah Baggett Saturday afternoon at the home of Mrs. N. W. Graham. The house was decorated with autumn flowers. The score pads and tallies were decorated with Godey prints. The honoree was presented with a set of hand carved book ends. High score prize, a luncheon cloth, went to Mrs. Ralph Meinecke. Low score went to Miss Tessie Kyle and the in-between score to Mrs.

Lowell Littleton. Other guests present were: Mesdames T. A. Kincaid, Jr., Arthur Phillips, Hillery Phillips, John Bishop, John Curry, Frank Falk, Marshall Montgomery, Richard Flowers, Chas. E. Davidson, Jr., Warren Clayton, J. M. Baggett, Bartram,

Misses Mary Childress, Lucile Ingham, Mary Louise Hagelstein and Wanda Watson.

Mrs. J. M. Baggett and daughter, Miss Beulah Baggett, and Miss Mary Childress are in San Angelo this week.

Ranch Lands

THOUSANDS OF ACRES

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A HOME-OWNED DRUG STORE

CANDY....

....FOR CHRISTMAS

Of course, there is somebody you will want to give candy this Christmas. And of course, you will want the best. Buy KING'S and PANGBURN'S CANDIES and know you are getting the best. Special holiday boxes in all Popular Sizes at

\$1.75 the Pound

Your Home-Owned drug store invites your inspection of our holiday line. Toilet articles, manicure sets, purses, costume jewelry are always acceptable gifts for the woman. And the man, of course, would enjoy a box of fresh cigars or a holiday carton of cigarettes.

KEEP OZONA MONEY AT HOME

OZONA DRUG CO.

I. G. RAPE, Proprietor

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Saturday Specials!

Rope Mops, 16 oz. size	\$.45
Pinto Beans, per 100 lbs.	\$5.75
Comet Rice, 2 lbs.	\$.18
No. 1 Le Grande Peas	\$.10
Log Cabin Syrup, large	\$1.00
Gallon Vinegar	\$.60
Table Prunes, in syrup, Prattlow, No. 2 1/2	\$.25
No. 1 Crimson King Peaches	\$.15
No. 2 1/2 Crimson King Peaches	\$.20
Peaches, gallon, solid pack	\$.60
Artichoke Hearts, No. 2, Prattlow	\$.40
Spuds, 10 lbs.	\$.30
Life Buoy Soap, 3 for	\$.25
Pride Washing Powder, large size	\$.20
Quick Naptha Soap Flakes	\$.20
Kellogg All Bran, 2 for	\$.25
Shredded Wheat, 2 for	\$.25

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