

The Winters Enterprise

VOLUME XXIV

Winters, Runnels County, Texas, Thursday, December 15, 1927

NUMBER 33

Winters Staging 4-Day Goodwill Treasure Hunt

New Model Ford Cost Henry One Hundred Million

Editor's Note—Following the announcement of the introduction of the new Ford cars, the United Press asked Mr. Ford for an interview, the first of its kind he had granted in a long period. The purpose of the interview was to obtain a verbal snapshot of the man who had moved the entire motor world by his production of a new car. Robert J. Bender, vice president and general news manager of the United Press, went to Dearborn to obtain the interview, which took place in one of the offices at Ford's Dearborn laboratory. The story follows:

Dearborn, Mich., Dec. 15.—Henry Ford reached down into the pants pocket of his motor company for one hundred million dollars to make the new Ford automobile.

Today he is producing a few hundred cars each 24 hours. He expects by January to manufacture them at the rate of 1,000 every turn of the clock. After the first thousand, then faster.

The time will come when, if there are six persons in a family there will be six cars for the folks, says "the boss," as Ford is known at Dearborn.

First, the big problem is to make the car rapidly and cheaply. If it is found necessary to charge the customer "fifteen or twenty cents more" Henry Ford thinks the customer will pay it with a smile.

There have been many, many stories in recent months on what inspired the Ford—Henry and Edsel—to abandon production of the old Model T—stories of war started between the Ford Motor Company and General Motors; about how many hundreds of millions of dollars Ford has put into the production of the new models; how the project was financed and kindred questions.

So the United Press sought and obtained an exclusive interview with the one man who could say the final word on the subject—just as he has said the final word on every operation of his company.

Some guesses have been made that the buildings of the new car has meant an expenditure of approximately \$250,000,000, but Ford figures differently.

"All I know," he said in his interview, "is that when we started actually to work out this change of models we had \$350,000,000 in the bank. Now we have worked it out and we have \$250,000,000 in the bank. That means we have spent \$100,000,000 in the operation."

"But," he added, "what's the difference? Money does its part in the production of anything just the same as ore in the bin, coal, or any other materials going into the car."

This great expenditure of money was made possible without outside financing simply because Ford believes in building up and maintaining a tremendous money surplus—and today he is continuing the build that surplus for his next change in production. He already is planning for that.

"We actually started planning the abandonment of the old Model T around five years ago," Ford said, "leaving backward and forward in his chair in one of the offices in his laboratory building. Outside the new models were scampering back and forth. He watched them with a light of genuine affection in his eyes."

"Meantime, however, people continued to buy the old models and our plant was devoting one-fourth of its work to producing replacements, from which there is an income of around \$10,000,000 monthly. Finally we decided that we'd simply have to stop production of the old Model T if we ever were to get going on the new models. So we stopped produc-

(Continued on Page 6)

Lions Club's Date For Ladies' Night

The Lion Club at their luncheon at the Hotel Winters, Tuesday, appointed a committee on arrangements for their regular annual Ladies' Night banquet, composed of Geo. C. Hill, chairman; E. A. Shepperd and Carl Davis, and at a meeting of the committee it was decided to hold this annual entertainment on the night of Tuesday, January 10th, the program and place of entertainment to be announced later.

Visitors at the luncheon Tuesday were Rev. and Mrs. Riddle of Abilene, who is the new missionary of the Runnels County Baptist Association, who were in the city making arrangements to move to Winters. Rev. and Mrs. Riddle were guests of Jno. G. Key; J. D. Smith of the Wingate, a guest of Jno. Q. McAdams.

Judge A. O. Strother was toastmaster, and introduced Judge R. T. Thornton, Jr., who read a very humorous selection on events of thirty years ago. S. W. Cooper gave a brief report on the district convention of the West Texas Chamber of Commerce recently held at Sweetwater, and complimented Winters very highly on its representative at this gathering, that representative being Jno. Q. McAdams, who is a member of the board of directors of the West Texas organization.

A. Krauss explained the special effort of the Better Business Bureau of the local chamber of commerce in its plans for four big days in Winters on Friday and Saturday of this and next week, and urged the support of the Lions in the effort to bring more people to Winters.

J. Frank Paxton made a very entertaining and pleasing talk on how Winters business people should treat the people of the Winters territory after they had induced them to come here.

E. A. Shepperd made a motion and it was duly seconded and carried, that when the Tailtwister assessed a fine against a member of ten cents, that member promptly pay same or be charged up with 25c. Mr. Shepperd also stressed the importance of a pecan tree planting campaign.

Rev. Riddle made a short talk expressing his pleasure at meeting with the club and said he expected soon to be located in Winters.

The program committee for the next meeting is I. N. Wilkinson, chairman; V. Vanzandt and Jno. G. Key.

It is said that the new Ford car will be able to make a mile a minute. At that it won't be able to beat the fast mail to the crossing every time.

Child Dies From Swallowing Coin

W. L. Pratt received a message Sunday night advising him of the death of the small daughter of Mr. and Mrs. Jimmie Noll of Follie, Tex.

Death occurred in a sanitarium at Floydada, where the child had been taken for medical treatment for an infected throat, the result of extracting a nickel which she had swallowed.

Mr. Noll was reared at Bradshaw and has many friends in this county who extend sincerest sympathy to him and his wife in their sorrow.

Compliments School on Discipline

Rev. Hal F. Smith, pastor of the Presbyterian church, spoke to the pupils of the grammar grades yesterday. In talking with a representative of this paper Bro. Smith said that the pupils of the grammar school were the best behaved bunch of youngsters he ever saw.

Rev. Smith is collecting a Christmas present in the way of cash, to be presented to James C. Wood, former teacher in the Winters schools, now attending Lane Theological Seminary, one of the oldest Presbyterian seminaries in the United States, at Cincinnati, Ohio.

SCORES OF GOOD WILL GIFTS WILL BE DISTRIBUTED AMONG THE PEOPLE OF THE WINTERS TERRITORY

Fifty-four merchants of Winters are cooperating in putting over the biggest holiday treasure hunt ever staged in this section of West Texas, and the good will gift they will offer on Friday and Saturday of this and next week are valued up into the hundreds of dollars.

Christmas Spirit Prevalent at P. T. A. Meeting

The Parent-Teacher Association met Tuesday afternoon at the high school building with a good attendance of both parents and teachers.

The meeting was called to order by the president, Mrs. Fred Tinkle, followed by a prayer by Rev. H. H. Stephens. An unusually good program was rendered by the primary pupils, who gave several orchestra numbers, followed by the song "Holy Night," by Mrs. R. A. Cramer, Misses Gladys Joseph and Ethel Bob Montague. Rev. Lightfoot spoke on "The True Christmas Spirit," followed by the play "A Visit Through Santa Claus Land" by the second grade pupils, directed by Misses McCorkle and McElroy.

Miss Montague invited those present to visit the home economics department, which was beautifully decorated in the Christmas colors. Miss Veda Wells and Miss Madie Bell McElroy poured tea at a table centered by a miniature Christmas tree with autumn leaves and silver candlesticks completing the decorative scheme. Refreshment plates of Swedish rice and mints were passed by the girls of the class.

KRAUSS BECOMES MEMBER OF FEDERATED DRY GOODS STORES

A new method of modern merchandising for the retail dry goods store has been inaugurated throughout this country, with some 3,000 progressive merchants as members.

This group of merchants is known as "Federated Dry Goods Stores," of which Krauss Dry Goods Company recently became a member. The plan consists of group buying, which gives them a tremendous buying power, and in connection with their buying power they also advertise collectively.

The group is growing by leaps and bounds, and is fast becoming one of the largest national chains of dry goods stores in America.

COUNTY HAS GINNED 51,408 BALES COTTON

According to figures furnished The Enterprise by Wm. Esmond Runnels County had ginned 51,408 bales of cotton up to December first, this year as against 57,684 bales last year up to the same date.

Local Boy Sings Over WBAP

Local friends of Joe Vancil, who is studying voice at Fort Worth, are very complimentary in commenting upon the three numbers he sang over WBAP, out of Fort Worth last Tuesday evening. Joe has many friends here who are always glad of the opportunity to hear him sing.

SANTA CLAUS WILL BE WITH US AGAIN SATURDAY

Good old Saint Nick will play a return engagement next Saturday at Schindler's Variety, after much persuasion on the part of Mr. Schindler. He was there last Saturday and hundreds of children were made happy by just looking at him.

Mr. Schindler wants every child to see Santa Claus, and invites everyone to visit his store between the hours of 2 and 5 p. m. Saturday.

The plan is for every visitor in Winters during these four big days to secure a ticket at one of the four drug stores and then visit the different business houses cooperating in the treasure hunt and compare their numbers with the number posted in each store and at three o'clock of each of the four big days, the party holding the same number as the one posted in the store, or the closest number to it, will be given the prize offered by that firm. The gifts will all be useful articles or merchandise and their value will range from \$1.00 up to \$10.00. You do not have to buy anything, or pay money on an account to be eligible for these gifts, the only stipulation being that you either hold the same number as the one posted in any of the stores or the closest number to it and that you be present when the gift is awarded.

Winters is expecting thousands of people to attend this unique good will treasure hunt and you might as well "pour the gas to 'er" and join the crowds on these four big days.

The merchants cooperating in the gigantic treasure hunt are: A. D. Palmer, Geo. T. Rosson, Spill Bros., Coupland's Variety, A. L. Barlow, Owens Drug Store, Hardegree Grocery, A. D. Lee, Star Bakery, Loftin Tire Shop, J. E. Cleveland, A. M. Sparks, E. E. Spill Grocery, Smith Drug Co., Midway Barber Shop, Higginbotham Bros. & Co., Gardner Bros., Baldwin Grocery, Harwell-Hickman Co., Carl Davis, J. W. Schindler, City Drug Co., Winters Enterprise, Main Drug Co., R. P. House Grocery, Winters Motor Co., Krauss Dry Goods Co., The Hub Dry Goods Co., West Texas Utilities, Davis-Nash Motor Co., Brannon Auto Parts Co., Nance-Brown Motor Co., Dittrich Battery Station, Model Filling Station, Moore Service Station (Jack Kelly), Gambill's Store, Morris Cohen, Jordan's Studio, Hoover Motor Co., Gulf Service Station, H. H. Hardin, City Cleaners, City Garage, D. Goldman, "M" System, Jno. G. Key & Sons, Norman-Smith Dry Goods Co., Gates & Nunnally, Dry & Wilson, Jackson's City Bakery, Skaggs Cozy Cafe, and The Winters State Bank.

Local merchants report a good sale of Christmas greeting cards. Postmaster Huntsman says to mail them right away.

Coach Bridges in Charge at Simmons

Abilene, Dec. 15.—Frank Bridges, newly elected director of athletics at Simmons University, took over his first active duties here this week when he met a squad of 36 basketball men. Bridges, formerly an outstanding mentor of the Southwest Conference at Baylor, will have seven letter men, including one all-conference man, with which to make the race for the T. C. cage pennant this winter.

Since Simmons, together with other applicants, was refused admission to the Southwestern Conference at the Dallas meeting, Bridges will make every effort to lead out in the Texas Conference in the next year. He will have fourteen letter men with which to start his gridiron campaign next fall and the interest of all fans center on football since Bridges has always been especially successful in that sport.

Games have been arranged with Southern Methodist University and Texas Christian University, the latter to probably be played at Breckenridge October 13.

Otis "Red" Moore, star wingman of the Cowboy squad, was elected captain at a meeting of the letter men this week and at the same time 20 letters were granted to members of the 1927 football team. Three regulars, Herring Bounds, one of the greatest ends the southwest has ever produced, Melvin Pittman, outstanding center of the Texas conference, and Harold Walker, famed line plunger, will not return next year, and three reserves, Jennings, Lynch and McCollum, are also on the retiring list.

C. of C. Trying to Clear up Old Debt

Two more business corporations have lined up with the chamber of commerce since the last issue of The Enterprise. They are the West Texas Utilities Company and the Winters Oil Mill. They have come in in a substantial way, and with a few more coming in as they have, we are assured of success in carrying out the constructive program for 1928.

The organization has been handicapped a great deal in advancing its program for the reason that a heavy debt in the beginning of the fiscal year had to be taken care of. With extreme economy and holding up somewhat in the prosecution of its program, it seems now that we are soon to have our organization clear of debt and ready for some real work. There are several firms and corporations who are still waiting for one reason or another to sign up, but we have every reason to believe that they will soon be standing side by side with the others in their support of the community program.

Regardless of the fact that financial difficulties were to be overcome the departments are gradually getting their schedule of activity to going. Those already making a start (by the way, some of these have already done some excellent work) are: Rural Community Development; Roads and Highways; Better Business Bureau; Civic Development and Industry; Agricultural.

The service and labor divisions of the chamber of commerce have contributed a great deal to the community.

It would be a great Christmas treat to the public to see that our local chamber of commerce was completely out of debt and ready for the new year on a basis that will make possible some outstanding accomplishments. It takes money, brains and cooperation to successfully operate, and we believe Winters can "deliver the goods."

Mrs. D. P. Airport of Kingsville, after a pleasant visit in the home of Mr. and Mrs. R. P. House, left for a visit with relatives at Roby, Texas, Sunday.

Card of Thanks

We wish to thank the many kind friends for their expressions of sympathy and the floral offering in the death of our husband and father. We sincerely appreciate your kindness.—Mrs. T. A. Lewis, R. A. Lewis, W. D. Lewis, F. M. Lewis and Willie Lewis.

New Filling Station on N. Main

Williams & Ashburn, giners, are erecting a filling station on their lot just south of their gin plant. The station will be modern in every respect, and though being built by these gentlemen, it will be leased by McAdoo & Fisher, who are now operating the North End Filling Station.

REALISTIC YULETIDE SCENE AT DODGE MOTOR COMPANY

Dewey Jones, local Dodge dealer, has prepared one of the most realistic winter scenes to be seen in town. The usual Christmas decorations are carried out, with snow-covered ground. A decorated Dodge car with Santa at the wheel is the central attraction, and the suggestion is that a Dodge would be a very suitable Christmas gift for the entire family. Be sure to see this clever scene.

Purchase of Red Cross Seals Urged By McAdams

Health is the greatest and very necessary asset to the success of the human race. The success of our nation and our own community depends upon good health.

Winters and Runnels county is not an exception. The individual is vitally interested in his health and that of his family, and still we neglect some very important essentials. The great reaper of human beings is so cunning that he has many unseen pitfalls; many life-wrecking fingers, carelessly unobserved by us are seeking our health and the health of our children.

While we are spending money to express our good will and affection for our loved ones and friends this Christmas, let us reserve a liberal amount for safeguarding their health. The Runnels County Health Association has been given an opportunity to supply us with Tuberculosis Christmas Seals and we are to share the returns from these sales, the money to be spent for health improvement of the county through our own association. We already have quite a nice little fund started and with your full and hearty support and liberal patronage we will be able to do a great deal of good during the next year. Our funds will probably enable us to conduct a special health campaign through our schools and otherwise.

There are many children apparently strong and healthy who are today carrying infection which will sooner or later tear down their constitution, besides the large number we see from day to day and know are needing special attention. A few dimes from each individual in the county will provide a fund that will make possible a cooperative campaign against disease and give the children and parents an opportunity to properly combat the very things that will destroy our health and that of our posterity.

We know that our people are going to respond to the call for safeguarding our health as well as expressions of the usual Yuletide spirit.—Jno. Q. McAdams, Vice President, Runnels County Health Association.

B. Y. P. U. ZONE MEETING HELD AT DRASCO SUNDAY

A zone meeting of the Runnels County B. Y. P. U. Association was held at Drasco last Sunday with fine attendance. The Harmony B. Y. P. U. rendered a special program which was very much enjoyed. Pumphrey was selected as the next meeting place, and the Drasco Union will arrange a special program for the occasion.

A zone meeting of the Runnels County B. Y. P. U. Association was held at Drasco last Sunday with fine attendance. The Harmony B. Y. P. U. rendered a special program which was very much enjoyed. Pumphrey was selected as the next meeting place, and the Drasco Union will arrange a special program for the occasion.

December Doings

The last month of the year when we are "winding up" the year's work. When the annual inventory is looking us square in the face and we are wondering just how it will all end.

REMEMBER

The all-important part of that sound insurance has played in the business life of all successful men.

E. A. Shepperd
INSURANCE AND LOANS

Winters Enterprise

HILL & HALL, PUBLISHERS
Published at Winters, Texas, Thursday of Each Week

Advertising Rates
Single Column Inch, per Issue...30c
Readers, Per Line, Per Issue...10c

Subscription Rate, the Year...\$1.50
Entered at the Postoffice at Winters, Texas as second class mail matter.

PLEASE SHOP EARLY

There is a simple way to make this Christmas twice as merry, and the New Year doubly happy, too. There is a way to eliminate much confusion, disappointment and inconvenience that so often attends the giving of gifts.

Shop early! It should not be necessary to tell our people that early shopping means a larger selection of merchandise, time for mailing and distribution. It should not be necessary to explain that early mailing means the relieving of a terrific

strain on the postal service and on the people themselves who shop.

Yet this information seems necessary and Postmaster General New says: "The government would be grateful if you would shop early, wrap carefully, address plainly and mail promptly."

TONS OF MONEY

Federal reserve bank of New York handles an average of 35 tons of coins a day. Machines are used to count and weigh the coins. It is found that \$1,000 worth of dimes weigh 53 pounds. Fifty bags of nickels equal \$10,000, and a ton of pennies will fill 60 bags and is worth \$3,000. The weight is impressive, not forbidding. None will be deterred from accepting a bag of pennies a day when 5-ton trucks are numerous and there are not too energetic citizens of Winters who would manage to stagger to the bank with 53 pounds of dimes if given the opportunity.

A TIMELY TIP

A year's subscription to The Enterprise is a gift that will last thru-

out the year 1928. It is a most acceptable gift that will be appreciated by every member of the family for 52 weeks. The paper is for you, about you, your relatives and your friends, and every issue is full of live and interesting items. Every year a good many people solve the annual Christmas problem by sending The Enterprise to some relative or friend for a year. The old home paper always makes a splendid Christmas remembrance.

LOOKING BACKWARD

A late Lincoln biographer asserts that at the peak of his legal career Lincoln was offered a position as general counsel for the New York Central railroad at a salary of \$10,000 a year which was considered an immense sum at that time. Had he accepted he would never have been nominated for president and there might have been vastly different chapters in the nation's history.

THE HURRY SEASON

The holiday season, the shopping time of the year, is upon us. You will want to purchase many things for Christmas. The stores of Winters are teeming with gift suggestions, so that your every need may be nicely supplied. And don't forget that those who avoid the last minute rush of Christmas shopping have occasion to congratulate themselves.

GROANING WITH GOOD THINGS

An exchange says that "the ladies of the church will serve a fifty-cent supper for the benefit of the cemetery." We've attended some such church suppers which, not so candidly advertised, were apparently served with the same object in view. That is, if overeating is as bad for one as some doctors would have one believe.

STILL IN BUSINESS

A total of nearly a billion dollars will be spent this year in the betterment of our railroads. All this in spite of the competition of the motor trucks and busses. It isn't a simple thing to push a railroad system out of the picture.

Have you seen the new Ford?

THE NEW CALENDAR

Wonder that Henry Ford doesn't get behind this movement to create a new calendar having 13 months of four weeks each. It would mean an extra payment every year.

TURN ABOUT

Next year will be leap year. Under the new order, wouldn't it be about right to let the boys do the proposing next year?

Must Be Vaccinated

Laredo, Texas, Dec. 15.—(UP)—All persons entering Mexico must have either a certificate of vaccination or be vaccinated before crossing the border, according to Mexican immigration authorities here. This ruling was a part of the general health orders to be enforced by Mexico at all border ports of entry. A health officer has been stationed at each point to enforce the new regulation.

Christmas Eats

Fresh Fruits, Candies and Nuts

| | |
|---|--------------------|
| ASSORTED CHOCOLATES in bulk | 25 ^c up |
| BRACK'S CHOCOLATES in one-pound boxes | 60 ^c |
| BRACK'S CHOCOLATES in three-pound boxes | \$1 ²⁵ |

ALL KINDS OF HARD CANDIES
Just Received a New Car of Flour and Meal

HARGROVE GROCERY
PHONE 314

Prompt Service—Highest Quality
We Appreciate Your Business

305 FOR COLDS GRIP INFLUENZA

Remedy 305 is entirely different from other cold remedies and very effective especially in the early stages. Take 305 when sneezing begins. It has stood the test of many years of use. Pleasant to take. No pills. At drug stores 35c.



The Warning Signal

When you must crank your car it's a warning that your battery needs immediate attention. In fact it's poor economy to let your battery get so low because then expensive repairs are often necessary.

No matter what make of battery you have, you will find that USL Golden Rule Service will give you maximum battery life and save you money.

DITTRICH
TIRE & BATTERY SERVICE
3. Main — Phone 367

USL BATTERIES

PROFESSIONAL DIRECTORY

DR. J. B. FERRELL
Practice limited to the Eye and its errors of refraction. Eyes examined and Glasses fitted. Office, Room 1, Winters State Bank Bldg. At Winters every Monday.
BALLINGER, TEXAS

Dr. R. C. Maddox
DENTIST
Office 2nd Floor Winters State Bank Building
PHONE 307

Ernest W. Wilson Joe E. Childers
WILSON & CHILDERS
Lawyers: General Practice State and Federal Courts
125 1/2 Pine St. Abilene, Texas

Z. V. DRY
DENTIST
Office Over Winters State Bank
Winters, Texas

A. O. STROTHER
Attorney-at-Law
Office over Winters State Bank
Phone 43—Residence 65
Winters, Texas

HIGGINBOTHAM
BROS. & COMPANY
Funeral Directors and Embalmers
AMBULANCE SERVICE
PHONES
Day 122, Night 319 and 236

Jordan's Studio
PHOTOGRAPHS AND
KODAK FINISHING

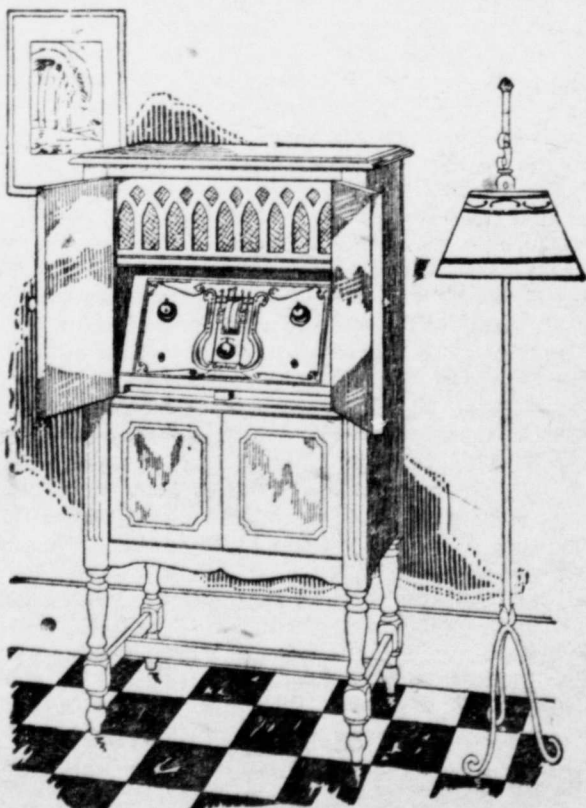
Dr. F. J. Brophy
DENTIST
Telephone No. 107
Office Over Winters State Bank

Spill Bros. & Co.
AMBULANCE SERVICE
Funeral Directors. Licensed Embalmers. Day phone 17, night phone 74, 108, 208.

EAT AT

Jim's Kitchen

South Main Street



NEW ORPHUES RADIO
Now on Display

Garrett's Radio Shop

Come in and let us demonstrate this Radio to you



Gas Serves The Public Take Advantage of It

Into factory, office and home, Gas has brought to its users increased comfort, practicability and efficiency.

As a lightener of toil, giver of comfort and herald of economy, Gas plays a foremost part in our everyday life.

The Gas industry knows that its business is to serve the public—it is in the maintenance and carrying on of this creed, that all our efforts are being directed.

You are invited to enjoy this great convenience.

Community Natural Gas Company

CHURCHES

PRESBYTERIAN

Rev. Hal F. Smith, Pastor
SUNDAY—
 Sunday school 9:45 a. m.
 Preaching, 11 a. m.
 C. E. Societies, 6:45 p. m.
 Preaching, 7:45 p. m.
MONDAY—
 Ladies Aid Society and Ladies' Missionary Society meet alternately at 3 o'clock.
WEDNESDAY—
 Regular prayer meeting 7:45 p. m.

Baptist Church

Saturday—
 Volunteer Badn meets 7 p. m.
Sunday—
 Sunday school 10 a. m.
 Preaching 11 a. m.
 Sunbeams, 2 p. m.
 Junior R. A., 2 p. m.
 B. Y. P. U., 6 p. m.
 Preaching, 7 p. m.
 The pastor will preach at both morning and evening hours.
Monday—
 The W. M. U. will meet at the church at 3 o'clock for Bible study.
 The Intermediate . A. will meet at Mrs. Stephens' at 4 o'clock.
 The Intermediate R. A. will meet with Mr. Stokes at 7 p. m.
Tuesday—
 The Junior G. A. meets with Mrs. Holliday at 4 p. m.
 The Y. W. A. meets with Mrs. H. Stephens at 6 p. m.
Wednesday—
 Mid-week service, 7 p. m.

Methodist Church

Morning worship, 11 a. m. Subject, "Administering the Affairs of the Corporation," being the third of a series of sermons on Stewardship.
 Evening worship, 7:15. "Standing for Something." Of special interest to young people. Neely quartet will sing at the evening hour, and the choir will furnish special music at the morning hour.
 Sunday school, 9:45 a. m. Attendance goal Sunday, 300.
 Three Leagues meet at 6:15 p. m. with interesting programs.
 The Senior League is having a White Christmas service Sunday evening in connection with their program. Each member of the League and all its friends are invited to be present and bring some gift wrapped in white and labeled.
 The choir is working on a program of Christmas music to be given in connection with the Christmas service on Christmas day. The Young People will dramatize Van Dyke's "Other Wise Man," and the Sunday school is planning a Christmas tree on Friday evening, December 23.

Ruth LaVerne, seven and one-half pound girl, arrived at the home of Mr. and Mrs. Lew Townsend on December 1. Mother and little girl are doing nicely.

Shun all knockers except opportunity.

Box Supper at Wingate Nets \$105

Ordinarily when we hear the name Wingate we think of a little village in the northwestern part of Runnels county, surrounded by a good agricultural country. But when one gets next to the heart throbs of these people a great deal more is evident.

Wingate citizens are progressive, and they believe in good schools. The younger generation is enjoying the advantages of an eleven-grade school. They have an excellent brick school building, which is steam-heated and lighted with individual Delco lighting system.

The school has for its superintendent this year Prof. J. F. Cross, who is an experienced school man, and Prof. Ernest Caskey is the principal. There are seven teachers. In the high school the enrollment is sixty-two, and the total enrollment of the school is 220. During this month they have had but only 13 or 14 tardies. The P. T. A. is a wonderful working body and is doing a great deal for the improvement of the school. They put on a big box supper and sales program last Friday night which brought the handsome sum of \$105. In addition to the usual boxes of lunch they had chickens, a turkey, fresh pork, canned good, etc., furnished by the local people. An offering was contributed by the business men of Winters that was also auctioned off. Mr. Green of Wingate and S. W. Cooper of Winters were the auctioneers. Rev. Barnes, pastor of the Methodist church at Wingate, president of the Parent-Teacher Association, was the general director of the sale. B. J. Smith and Mr. Bishop were the efficient money changers, and clerks of the sale. Other officers of the Parent-Teacher Association are Mrs. L. B. Hensley, vice president, and Mrs. J. F. Cross, secretary.

To start the sale S. W. Cooper "put up" Ernest Caskey, who was readily bid in at over \$100. The first bid was a penny, but when the young ladies saw him smile, bidding became exceedingly lively and within a minute or two the \$100 offer was made. Charlie Smith also was put up, but when the ladies were informed that there was a prior lien upon him, they refused to bid.

County Superintendent R. E. White accompanied by Prof. Lyons, superintendent of Ballinger schools, were visitors, both of whom made short talks. Rev. John Riddle of Abilene, also was a visitor.

Mrs. B. J. Smith, in commenting on the work of the P. T. A., said that they were working for a \$300 library, and expected to accomplish their aim. With the proceeds of Friday night's sales, they now have nearly \$200.

It is a real joy to have an opportunity to work with communities and towns such as Wingate. They spell success with Cooperative Activity. That's a winner any time, anywhere, and we are sure to hear of continual advancement of their good school and community.

Dairy Business Important One

If the people of the northern states can afford to keep dairy stock in steam-heated barns, and ship feed from Texas to feed their cows, it seems that the people of Winters territory, where an abundance of feed is easily raised and no need for steam heated barn, could afford to go into the dairy business extensively. The dairy industry is one of outstanding importance and we should certainly give it special attention. The bull circle will make possible the development of profit producing dairy herds with a minimum expense to the public. It is now time to get lined up on this great undertaking and every assistance should be given the chamber of commerce on it.

Jack Kelly, who formerly operated the Model Filling Station, but of late had been a resident of Brownwood, has returned to Winters and leased the Moore Bros. Filling Station on South Main street. Mr. Kelly is well known over the Winters territory and he invites his old friends and customers to call and see him.

Misses Kathaleene Lamberth and Mildred Spill visited Miss Brooksie Justice at Merkel the past week end.

Every dad should be a pal to his boy.

"Notorious Lady" a Smashing Love Hit

A photoplay of love, adventure, intrigue, "The Notorious Lady," with Lewis Stone, Barbara Bedford and Ann Rork, is the feature at the Queen Theatre Monday and Tuesday, December 19 and 20.

"The Notorious Lady" is a First National picture, directed by King Baggot, and Sam E. Rork, the veteran producer of stage and screen, is responsible for the production.

The love interest, the intrigue and adventure are sustained; the photoplay does not lag a moment from the opening scene to the flash of the end. It affords genuine entertainment of an hour and fifteen minutes.

Mr. Stone, whose abilities need no press agency to movie audiences, has an opportunity to show again that he is one of the screen's really finished actors. Barbara Bedford, in the title role, is remembered for her work in "Old Love and New," and Ann Rork a newcomer to the screen, recently featured in "The Blonde Saint," and has a big part as Kameela, a half-caste beauty. In "The Notorious Lady" Miss Rork shows a slight nervousness of a newcomer before the camera has disappeared; she is at home now under the studio lights and she is headed to stardom.

Some of the backgrounds of "The Notorious Lady" are scenic wonders. The story, adapted from Patrick Hastings' stage success "The River," obviously calls for river scenes. The river is in Africa, where most of the adventure is staged, and Producer Rork, according to advance information, selected the desert-mountain stretches along the Colorado river, 28 miles from Needles, Arizona for the exteriors.



AT THE M System Christmas Dainties

Our store is crammed with delicacies that will tempt any appetite. Our fruit counter appeals to the eye as well as the palate, and are filled to overflowing with

Luscious, Bright, Tropical Fruits
Rosy Apples, Fresh Nuts, and
Delicious Grapes
25 Crates Fresh Bananas Due Next Week
PLENTY OF CANDY

Extra large supply of Candy for the holidays. No Christmas is complete without plenty of Candy. Wholesome and tasty, and will sure please the youngsters on Christmas morning.

PLENTY OF ALL KINDS FIREWORKS

Christmas trees on sale for immediate delivery at \$1.50 up to \$3.50.

DUNNAM BROS.

More Service STATION

I have leased the Moore Bros. Filling Station, where the old Miller Blacksmith Shop was formerly located, and will be glad to have my friends and customers call and see me.

I will give you as good or better service as I did when I operated the Model Filling Station.

R. Jack Kelly

Gifts for Everyone

Home Stretch For The Holidays

The last week for Holiday Buying is now on. Stocks are being depleted rapidly, and while we try to keep stock up for last minute buyers, still some things are bound to give out.

DON'T WAIT UNTIL LAST DAY!

ALL KINDS OF TOYS FOR THE KIDDIES FROM 5 CENTS UP

WHEEL GOODS

We have positively sold more wheel goods this season than any two previous seasons combined.

Nearly every night we wire for more to be shipped by express. Toy Wagons, 15c, 25c, 50c and \$1. up to the roller bearing Coasters at \$4.98.

Pedal Bikes, disc wheels, rubber tired, and rubber pedals, and bell, \$2.98.

Tricycles, rubber tired, \$3.48 to \$5.00.

Wicker Baby Carriages, at special price, \$2.95.

Have re-ordered several times on all the above.

FOR LADIES AND GIRLS

Towel Sets, 98c, \$1.25 \$1.48.
 House Shoes, \$1.00 and \$1.50.
 Comb and Brush Set, \$2.98, \$3.50, and \$3.98.

Guaranteed Silk Hose, \$1.00.
 Silk Bloomers, 89c and \$1.00.
 Stamped Sets,
 Scarf, Center, Buffet Luncheon Sets 35c to \$1.25.

Indestructible Beads, choker and long \$1.00, \$1.50, and \$2.50.

Toilet Sets, 3-pc., 29c to 98c.
 5-piece Toilet Set, 98c to \$1.50.
 42-piece Dinner Set, \$6.98.

Cut Glass Sherberts, \$1.80 and \$2.
 Cut Glass Ice Tea Tumblers, 59c.
 Box Handkerchiefs, 35c, 50c, & \$1.

7-pc Berry Bowls, \$1, \$1.50, \$2.25.
 China Bowls, 29c, 35c to 65c.
 Aluminum Pieces—all kinds.

Pyrex Ware:
 Casseroles, Cake Plates and Dishes, 85c, \$1.00 and \$1.50.
 Box Stationery, 10c up to \$1.00.

FOR MEN AND BOYS

House Shoes, \$1.48.
 Shaving Sets, \$1.00 and \$1.50.
 Military Brush Set, \$1.98 & \$2.50.
 Guaranteed Pocket Knife, \$1.00.

Leather Bill Folds, \$1, \$1.25 & \$1.50
 Shaving Mugs, 39c and 49c.
 Papa Cups and Saucers, 49c to 65c.
 Initial Handkerchiefs, 25c.
 Silk Hose, 50c.
 Neckties, 25c, 50c, \$1, and \$1.50.

Remember, we put your Toys back and take care of them for you until Christmas. Our prices have been favorably spoken of by all our customers.

DON'T DELAY!

COME NOW!

Coupland's Variety Store

EAT BUTTER KIST BREAD

Two for 15c. Get it at---

STAR BAKERY

S. Main St.

Phone 166

Special Notice

Mr. H. K. Reid has been appointed representative in Winters for our Mebane Pedigreed Cotton Seed. If in the market see him at once before the supply is sold.

Lockhart Seed Co.

MEBANE COTTON BREEDER

Lockhart, Texas

Miss Gooch and Henry Heck Wed

Marked by the sacred beauty of environment and hallowed association of a home wedding, the marriage of Miss Aileen Gooch to Mr. Henry Heck took place on Friday, December 9th, at the home of the bride's parents, Mr. and Mrs. C. M. Gooch, at Wilmeth. Rev. Graves Darby of Wilson, Texas, read the impressive ring ceremony in the presence of immediate relatives and intimate friends.

Preceding the ceremony Miss Marceene Gooch, accompanied by Miss Lucille McCoy of Kerrville, student of Simmons, played as a violin solo "Barcarol," and as a processional Miss McCoy played Mendelssohn's Wedding March, and during the ceremony softly played "Traumeri." Miss Elva Massengale, student of Simmons, and Mr. Louis Berryman, student of Howard Payne college, were the only attendants.

Both the bride and groom are well known and have a wide circle of friends in the community in which they live, and other places. The bride was reared at Wilmeth and is a graduate of Simmons University. She is a talented musician and is at present teaching a class in piano at Wingate.

The groom is a son of Mr. and Mrs. John Heck, who formerly lived at Wilmeth, but are now living at Wilson, Texas. He was practically reared at Wilmeth, having made his home there for the past several years, and is a prosperous farmer in that community.

Immediately after the ceremony when congratulations had been extended, Mr. and Mrs. Heck left for an automobile trip to the western part of the state and will visit relatives at Lubbock and other points before returning to Wilmeth where they will make their future home.

A legion of friends wish for Mr. and Mrs. Heck a long and prosperous wedded life.

Shep News

Mr. and Mrs. Will Byrd and children, Mr. and Mrs. Willie Pillion and children attended church at Drasco last Sunday.

Grandma Allen is on the sick list this week.

Ab Sheppard and daughter, Dollie Ben, were the Sunday dinner guests of Mr. and Mrs. Jack Mullins of Dora.

Mrs. Fannie Holland and Mrs. Rena Moore attended church here Sunday morning.

W. T. Talley prepared a nice dinner at his home last Sunday in honor of his son, Clarence, who was married to Miss Mattie Hoover Saturday.

Those present were Mr. and Mrs. Archie Curry and children, Mr. and Mrs. Arch Howerton, Mr. and Mrs. Alva Talley and son, Mr. and Mrs. Ervie Talley and daughter, and Uncle John Howerton.

Mrs. Mary Allen of Wingate visited Mrs. J. L. Allen and daughters, Sunday afternoon.

Mr. and Mrs. Ocie Myers and children were week end visitors in Abilene.

Mr. and Mrs. Amon Sliger of Wingate attended church here Sunday morning.

Homer Traylor of Bradshaw was a There will be singing every first and third Sunday afternoon at the Baptist church. Everybody is invited to attend these singings.

Leonard Carpenter of Valley Creek was the guest of Mr. Sheppard last Thursday evening.

business visitor in this community one day last week.

The Home Demonstration agent of Abilene was in the home of Mr. and Mrs. Abb Sheppard one day last week where a demonstration in canning beef was held.

Mrs. W. S. McGinley is quite ill at this writing.

Mrs. Mary Allen of Wingate visited Mrs. J. L. Allen and daughters, Sunday afternoon.

Mr. and Mrs. Ocie Myers and children were week end visitors in Abilene.

Mr. and Mrs. Amon Sliger of Wingate attended church here Sunday morning.

Homer Traylor of Bradshaw was a There will be singing every first and third Sunday afternoon at the Baptist church. Everybody is invited to attend these singings.

Leonard Carpenter of Valley Creek was the guest of Mr. Sheppard last Thursday evening.

business visitor in this community one day last week.

The Home Demonstration agent of Abilene was in the home of Mr. and Mrs. Abb Sheppard one day last week where a demonstration in canning beef was held.

Mrs. W. S. McGinley is quite ill at this writing.

Mrs. Mary Allen of Wingate visited Mrs. J. L. Allen and daughters, Sunday afternoon.

Mr. and Mrs. Ocie Myers and children were week end visitors in Abilene.

Mr. and Mrs. Amon Sliger of Wingate attended church here Sunday morning.

Homer Traylor of Bradshaw was a There will be singing every first and third Sunday afternoon at the Baptist church. Everybody is invited to attend these singings.

regular appointment at the Baptist church Saturday night and Sunday.

Hillred and Virgil Daniel, Misses Minnie Daniel, Carrie Lee, Wilma ylen Shuffield of Drasco attended church here Sunday and were dinner guests of Mr. and Mrs. A. M. Hoots.

Luther Mitchell and children, Orrell and Zora of Drasco, attended church here Sunday and were dinner guests of Mr. and Mrs. Will Hudson.

Mr. and Mrs. J. W. Phillips of Drasco attended church here Sunday.

Mr. and Mrs. Conn Benson of Winters visited Mr. and Mrs. Elijah Bridwell Sunday.

Misses Minnie Lee, and Mary Ila Drake visited the Misses Hoots Sunday.

Mr. and Mrs. Jesse Sprinkle of Independence community visited their aunt, Miss Sallie Bridwell Saturday night and Sunday.

Miss Agnes Cook of Drasco spent Sunday night with her cousin, Miss Ethel Cook.

Miss Winnie Byers visited Miss Bernice Clark Saturday night.

About twenty-three from this community attended the zone meeting of the B. Y. P. U. which met with the Drasco Baptist church Sunday evening, and enjoyed the splendid program rendered by the Harmony B. Y. P. U., also the splendid report by Bonnie Puckett of the B. Y. P. U. convention at San Antonio recently.

The zone will meet with the Pumphrey church the second Sunday in February. Everyone is invited to attend.

Mrs. C. Spangler of San Antonio, who had been visiting her cousin, Mrs. Addie Busby, returned to her home last Saturday.

Mr. and Mrs. Dolphas Drake, who have been visiting relatives in Alabama, have returned home.

Miss Frances Verdon, who is attending school at Winters, spent the week end with Miss Irene Smith.

DRASCO

The Ladies' Club met with Mrs. W. E. Hudson Monday afternoon, Mrs. Lura Hollingsworth, the county home demonstration agent being present. The new officers elected for the ensuing year are as follows: Mrs. D. A. Dobbins, president; Mrs. Hudgens, vice president, Mrs. Pearl Williams, secretary and treasurer; Mrs. J. A. Horn, reporter. Christmas candies were demonstrated by Mrs. Hollingsworth, and recipes given. Those present were Mesdames Hudson, D. A. Dobbins, E. M. Moreland, Henry Mitchell, Sheffield, Pounder, B. C. Lee, J. A. Yates, J. A. Horn, Wood, J. Z. West, Trammell, Hudgens, Misses Lee, Sheffield and Hudson. The next meeting will be held with Mrs. J. A. Horn on Friday, January 2.

The Baptist church will buy some new seats. Mr. Pierce of Winters has the contract. These have been needed for a long time.

Mrs. Andrew Hardy visited her sister, Mrs. Martin at Sanatorium last Monday.

The cold weather has afforded an opportunity for many to butcher hogs.

Dr. J. W. Dixon was a professional visitor at Drasco Wednesday.

Mr. and Mrs. Dave Scott have a little son—David Franklin.

Buel Belew, a student of McMurry college at Abilene, spent the week end with his parents, Mr. and Mrs. Ed Belew.

Mr. and Mrs. Jim Counts of Abilene, and Miss Opal Baker, a student of McMurry college, spent the week end with Mr. and Mrs. Hugh Baker.

Vernon Kelley was taken to Ballinger for an appendicitis operation. His many friends wish for him a speedy recovery.

Mr. and Mrs. W. R. Puckett and son, Dale, Mr. and Mrs. Ira Raley and daughter, Carrie LaVerne, visited in Wilmeth Sunday.

Rev. E. W. Swearingen filled his regular appointment at the Methodist church here Saturday night and Sunday.

The Harmony B. Y. P. U. rendered a program at the Baptist church Sunday afternoon.

Miss Ethel Cook, a teacher in the Pumphrey school, spent the week end with her parents here.

Malcolm Lewallen of Abilene visited with friends here Sunday.

Mr. and Mrs. Vyron Wood visited Mrs. J. P. Wood in Winters Sunday.

Miss Thelma Wood of Winters visited relatives at Drasco Friday.

Prof. Fred Davidson spent the past week end with his parents at Wilmeth.

Amusements

Lyric

FRIDAY and SATURDAY
December 16 and 17

TED WELLS in
'Straight Shootin'

Chapter 4 of the
"KING OF THE JUNGLE"
COMEDY

MONDAY AND TUESDAY
December 19 and 20

FRED HUMES in
The Border Cavalier

A drama of the border bad lands
COMEDY

WEDNES. & THURSDAY
December 21 and 22

YAKIMA CANUTT in
The Outlaw Breaker

See the world's champion
cowboy in action
COMEDY

MATINEE EVERY DAY
2:00 P. M.

There will be an ordination of deacons at the Baptist church Sunday, December 18th.

Mr. Pierce of Winters was a business visitor in Drasco recently.

Robert Kelley went to the Plains on a business trip.

Mr. and Mrs. Walter Patterson of Plainview, after a visit with Mr. and Mrs. Woodfin, are visiting Rev. and Mrs. Preston Broxton at Rockwood, Texas.

Messrs. Sam and Buck Hancock, J. R. Seay, and J. A. Horn carried cotton to Winters Saturday.

Messrs. Ed Belew, J. C. Belew, J. B. Pace, Prof. and Mrs. J. C. Watts, Ira Raley and J. A. Yates were in Winters Saturday.

A representative of the Ballard Produce company of Winters was in Drasco last Friday, purchasing turkeys.

A Christmas program is being arranged for the Christmas tree, which will be at Drasco during the holidays.

BIBLES for Christmas gifts. Will also order Peloubet's Notes.—Mrs. T. D. Coupland. 3044c

You can't say nobody loves a fat pocketbook.

BLANTON OFFERS PLAN TO ROUT THE BOOTLEGGERS

Washington, D. C., Dec. 8. — Impeachment and dishonorable discharge of any senator, representative, judge or any other employee of the government who purchases intoxicating liquor from a "bootlegger," was demanded in a resolution introduced today by Representative Blanton, democrat, Texas.

General Motors commands an army of employees.

Another resolution offered by the Texan would bar diplomats in the United States from importing liquor for their personal use and make diplomatic law violators persona non grata in the United States.

Your Druggist

Can Simplify your Christmas Shopping. Take the children to see his stock of TOYS. Let them choose for themselves—then have your druggist lay their choice away till Christmas.

San Antonio Drug Co.

RELIABLE GAS RANGE

At Cost

An all-white gas range to be sold to the first person calling for it—at cost. We are discontinuing our ranges, and have only one.

A COMPLETE LINE OF HEATERS
AND OTHER USEFUL ITEMS FOR
CHRISTMAS GIFTS

Neil's Plumbing Shop

THE SENIOR CLASS OF '27

WILL PRESENT

"The Winning of Latane"

(A Drama in Four Acts)

AT THE HIGH SCHOOL AUDITORIUM
Friday Evening, December 16th, at 8:00 o'Clock
SPECIALTIES BETWEEN ACTS

Admission - - - 25c & 50c



Be in Tune With
the Holidays

Get Your Clothes Ready!

Your apparel is likely to undergo considerable over-time usage during the busy and merry run of affairs during the holidays.

And, of course, you want your clothes fresh and clean.

SEND THEM TO US

CARL DAVIS

PHONE 212



Christmas Goodies

On your holiday dinner tables you will want foods of excellent quality, foods that will delight the palates of your guests and please every member of the family.

We have provided such foods for the holiday season.

All the trimmings to go with the holiday turkey—fruits, candy, raisins, oysters, cranberries, dates and figs. Plenty of nuts.

YOU CAN SELECT A DELIGHTFUL LOT OF GOOD THINGS HERE

Farmers Mercantile Co.

PHONE 6



An Ideal Gift For The
Family

DODGE BROTHERS MOTOR CAR

YEAR ROUND PLEASURE, DEPENDABILITY
AND BEAUTY

Can Make Immediate Delivery On All Models

Sedan, factory equipped . \$995

Coupe \$985

(Delivered)

Dewey Jones Motor Company

AT CITY GARAGE

Christmas Gift Suggestions



Columbia Phonographs

NO BETTER GIFT THAN A PHONOGRAPH WITH GOOD MUSIC

Phonographs in \$160.00 Models
Phonographs in 90.00 Models
Phonographs in 75.00 Models
Phonographs in 50.00 Models
Phonographs in 30.00 Models
Phonographs in 15.00 Models

We also have an assortment of Popular Records

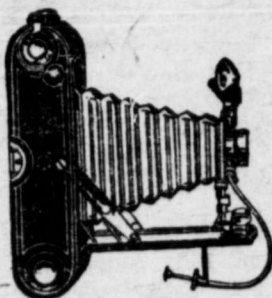
Stationery

Symphony Lawn and Lord Baltimore Stationery, ranging from \$3.00 to 50c per box, in all the shades.

Cigars

ALL THE POPULAR BRANDS

Chancellor 10c Cigars, box of 25...\$2.25
Chancellor 15c Cigars, box of 25...\$3.25
Robt. Burns 10c Cigar, box of 25...\$2.50
Robt. Burns 15c Cigars, box of 25...\$3.25
Mapacuba 10c Cigars, per box...\$2.25
Y-B 10c Cigars, per box...\$2.25
Travis Club Cigars, per box...\$2.25



Eastman Kodaks

We are agents for Genuine Eastman Kodaks, ranging in price from \$35.00 to \$5.00, in the Folding. Box Brownies from \$4.50 to \$1.25.

Books

We have the late copyrighted popular fiction by authors such as Zane Grey, Harold Bell Wright, Peter B. Kyne, etc.

We have poems by Edgar A. Guest, and a number of other useful books, including Memory Books, Bibles and Testaments.



Candies

We have a complete assortment of Norris' and Liggett's in boxes, ranging from \$7.50 to 50c.

Fountain Pens and Pencils

We have Conklin and Parker in sets ranging from \$11.50 to \$2.00. Also Individual Pens ranging from \$7.00 down to \$1.00.

Meeker Leather Goods

We have a large assortment of Ladies' Purses and Men's Bill Folds, made from imported steer hide.

Ladies' Purses range from \$20 to \$5. Men's from \$10 to \$1.

Ivory Toilet Goods Sets

We have a new selection in Pyrolin that will make useful gifts. Also Manicure Sets.

Pipes

Assortment of Pipes in Meerschaum, Koywoddie, Briar, ranging from \$15.00 to 50 cents.

Flash Lights

We have some gold and silver plated Lights and all the popular brands, that make useful gifts, ranging in price from \$4.50 to \$1.00.

Toilet Sets

We have a good assortment in Cara Nome, Shaw's, Coty's and Ben Hur, ranging from \$20.00 down. Also all the latest Compacts.

We have also many other useful Gifts not listed. Come in and see our Store of Gifts.

WE HAVE A LARGE SELECTION OF USEFUL GIFTS THAT WILL MAKE NICE PRESENTS FOR CHRISTMAS.

WE HAVE CHRISTMAS CARDS RANGING FROM 50c to 5c

CITY DRUG COMPANY

THE REXALL STORE

Progress of Our Neighboring Towns

Brady—An article giving publicity to Texas and West Texas' turkey industry in general and to Brady's turkey trot in particular, released by the publicity department of the West Texas Chamber of Commerce, was given good play in the December issue of the National Republic Magazine, a Washington, D. C., publication. Two pages were devoted to reading matter and illustrations, besides editorial mention made of the article, and two pictures on other pages directing attention to the story.

Galveston—The Jean Lafitte Hotel has opened for business here, and was built by a plan thought to be unique in hotel construction. Instead of selling shares, rooms in the building were sold at \$1,000 each to various citizens.

Olton—The Olton chamber of commerce was recently host to a Father and Son banquet, honoring the local stock judging team of Olton high school which won premier honors in stock judging at Texas Technological College in a recent competition.

Lubbock—Representatives from fifteen south Plains towns attended the secretaries association meeting here December 6th. Manager Wade of the West Texas Chamber of Commerce, Joseph Leopold, manager of the Southern Central Division of the United States Chamber of Commerce and John Boswell, manager of the Extension Bureau of the Dallas chamber of commerce, were the principal speakers. Ralls won the prize for having the largest delegation of chamber officials present.

Copperas Cove—The small grain around this section is thriving. The cotton crop was completely picked by the last of November, as there was no "top crop" this year. Turkeys in the section have been particularly profitable and the holiday markets are being supplied with many birds from here.

Big Lake—A systematic tree planting program has been under way here by the commissioners' court. Much improvement on the Reagan county courthouse lawn has been made by sodding grass, setting evergreens and flowers.

Marfa—Movements of cattle to the corn belt and other sections are being made daily from Marfa and adjoining towns of the Big Bend district. Record shipments are under way all over the West.

Plainview—A two hundred thousand dollar paving program in Plainview for 1927 was completed December 1, which gives the city twenty additional blocks of high type brick on concrete pavement, making a total of seventy-five blocks of pavement in the city at this time.

Stamford—Tribute to the West

Texas Chamber of Commerce for a "Banner Year of Service," especially as reflected on the south Plains and Lubbock country, is paid in the initial issue of the Lubbock Chamber of Commerce magazine, termed "The Hub." The magazine will make its appearance the tenth of each month.

Midland—the six-story Thomas office building here was filled one week after it opened and now has a waiting list. Midland now has 39 oil companies with either offices or representatives in this city. A second petroleum building of 12 stories is to be erected especially for oil companies using Midland as operating headquarters. T. S. Hogan, wealthy operator, who recently bought over \$450,000 worth of property in Midland, will erect the building. Wyatt C. Hendrick, prominent Fort Worth designer, will draw plans for the structure.

DOGWOOD COAL

—costs slightly more per ton, but much less per season. It is conceded to be the finest coal mined.

By turning on draft you can get a quick fire. By turning it off you can hold fire 24 hours.

With ordinary coal you must keep draft open to prevent fire going out, which wastes coal.

A DOGWOOD FIRE CAN BE REGULATED TO SUIT WEATHER CONDITIONS, materially reducing amount of coal used. Save the difference.

DOGWOOD COAL is not only economical, but you get real satisfaction in burning it. No soot, clinker or unpleasant odor. Very little smoke or ashes.

When you burn DOGWOOD COAL you eliminate damage caused your health and home from impurities in ordinary coal.

Cheap coal usually proves very expensive in the end. Dogwood is THE IDEAL HOUSEHOLD FUEL.

For Sale By

C. L. GREEN

Milling & Grain Co.

TELEPHONE 11

Western Mattress Co.

OLD
MATTRESSES
MADE
NEW



FEATHER
MATTRESSES
MADE
TOO

The most beautiful and appreciated gift for Mother or the wife would be a real Mattress. Buy her a

LIFETIME

or have the old one made new.

SAN ANGELO
Phone 742



WINTERS
Phone 233

HAVE PRETTY HAIR - LOOK YOUNG -

Don't let dandruff mar your looks. Dandruff can be destroyed. RID-O-DANDER will dissolve it. Apply it each night before retiring, the first application stops the itching, soon all your dandruff is gone. The hair takes on new life and growth. It will become lustrous, soft and silky. RID-O-DANDER never fails. It is hair insurance. Secure a six-ounce bottle from your druggist, or

Some Background to the New Ford

Detroit, Dec. 15.—Six months ago Henry Ford announced the coming production of "a new Ford car, superior in design and performance to any now available in the low-priced light car field." Recently the new car was shown for the first time outside the Ford organization, to a group of newspaper men and correspondents, at the Dearborn laboratories of the Ford Motor Company.

What the correspondents saw was an automobile as new as the forecasts had represented it to be. They saw bodies with beauty of line and color, and with every accessory that has come to be associated with cars of a much higher price class. They saw performance that would compare favorably with almost any automobile of the day—speed, pick-up, flexibility, power. What they did not see, however, was the six months preparation back of that car, which in magnitude and accomplishment is unique in world industry.

Mr. Ford announced to the public that he was to introduce a new car he had not only conceived this car, but it was already well on the way to materialization. In the years that the Model T had been produced many in-

ventions, ideas and improvements had presented themselves which did not fit into the scheme of the Model T. Many of these things were retained against the day when new ideas of automotive efficiency would pave the way for a new car. The formal announcement last May was principally significant because it marked the end of production of the Model as a complete unit.

Cessation of production of the Model T, did, however, turn the full force of the vast organization of the Ford company to the problems of creating and producing a new car, with the exception of that part of the facilities necessary for the production of Model T replacement parts. This meant opportunity for the reconstruction of not one plant, but many. Thirty-three assembly plants in the United States, the Ford Motor Company of Canada, and twelve plants in foreign countries had to be considered. A greater problem still, the fountain head of the parts to feed the branch plants had to be rebuilt almost from the ground—the great Ford industries at Highland Park, at Fordson, and along the River Rouge.

Impressive figures almost without end could be quoted to illustrate the magnitude of this task. There have been estimates that the job cost as high as \$250,000,000 to accomplish. This figure is too high—how much so

Ford officials will not say. But it was a staggering total of millions, unquestionably.

Strange as it may seem, however, Henry Ford did not figure in terms of millions. He was building a new car—a car which would be as much of an improvement of its day as the Model T was back in 1908. Engineers took certain basic principles and built around them a new car. When it was completed it was very close to the car that Mr. Ford had visualized. It was then that Mr. Ford gave voice to a statement that has been frequently quoted since: "I will represent the public."

Even his engineers did not sense the full significance of this simple statement at the time. The plants were being re-tooled. Re-tooling an automobile plant designed to produce thousands of automobiles in a day is no simple matter. Giant machines weighing many tons and costing thousands of dollars had to be designed and built. Countless thousands of small tools and precision instruments had to be manufactured. Orders were placed with machinery manufacturers for many of these machines and other were built in the Ford plants. But Mr. Ford was "representing the public." A small change meant the reconstruction of great machines which required four months to build. But if this change meant a slightly greater gasoline mileage or a trifle more acceleration in traffic, the machines were rebuilt. And so the story went. Mr. Ford stated again and again that he was not building a model to meet a specific date or a predetermined price. His aim was fixed on an automobile that would be as revolutionary in 1927 as the Model T was in 1908.

These are some of the reasons, in the opinion of members of the Ford organization, why cost figures of the transition from the Model T to the Model A mean little. In the final analysis, they say, most of this expense will be absorbed in greater production and in higher plant efficiency. The maximum production in the days of the Model T was 8,400 per day. The reconstructed Ford industries will have a capacity even greater than that. This will not be reached for some time, but the capacity is there, to be approached as market demands indicate.

Mr. Ford has stated that the coal and iron mines, the glass plant and other "feeder" industries of the Ford Motor Company exact no profit—that the only source of profit is the Ford car. But these "feeder" industries have been enlarged and strengthened during the period of transition.

The assembly line at the Fordson plant today is creeping slowly, as compared with the normal production, but each day sees increasing speed. Back of that assembly line, in the units where the parts are made which feed the assembly, a more impressive idea of what has taken place in the Ford industries may be had.

Working limits which would do credit to some of the finest automobiles of today are being imposed in many departments. Variations of more than one ten-thousandths of an inch are not permitted in many parts. The speed that characterizes production of the Model T is being attained, but it is speed with almost canny accuracy. Henry Ford is demonstrating that his mass production methods can be applied to the manufacture of any type of car, without sacrificing the mechanical accuracy which is essential to maximum performance of the

He is demonstrating something else at which engineers are marvelling—he is utilizing methods which had been pronounced impractical. Electrical welding of essential parts, such as the rear end assembly, is being employed, with a consequent strengthening of the car, and elimination of sources of noise and trouble. Spun steel forgings are being used in a way that is new to the automotive industry. New features of four-cylinder motor design have resulted in greater power and flexibility than has been anticipated. And so the story goes—a story of new methods, revolutionary principles of manufacture, of design.

This is some of the background of the new Ford car which is to be encountered by those who dig into the story of the happenings of the last six months. It is a story which will be many more months in unfolding, as the American and foreign assembly plants swing into line for the production of complete cars.

PLANT PECAN TREES

A campaign for the planting of Pecan trees has been instituted by the Winters chamber of commerce, and since there is a limited time in which to place orders to secure the best trees, the people are urged to take this into consideration and not delay, if they intend to plant. Let's make it 1000 pecan trees growing in Winters and Winters territory in the year 1928.

Victory Notes

The Winters basketball girls played the Victory girls last Friday afternoon, the Victory team winning by a score of 27 to 26.

Mr. and Mrs. John Barnett visited relatives at Winters over the week end.

Mr. and Mrs. W. T. Stanley and children called on Mr. and Mrs. H. R. Gassoit Saturday evening.

Mr. and Mrs. J. M. Hickson and daughter, Floy, visited Mr. and Mrs. W. P. Gardner Sunday.

Mr. and Mrs. Hartley and children of the Harmony community visited Mr. and Mrs. J. A. Iden Monday.

Mrs. Dick Barnett and son, Harvey King, spent Saturday with Mr. and Mrs. Jim Eoff.

Mr. and Mrs. J. H. Sprinkle of the Independent community, and Mr. and Mrs. Clyde Taft and son, Milford, of San Angelo, visited Mr. and Mrs. A. P. Curington Sunday.

Misses Willie Foster and Maurie Williams visited Miss Maurine Iden Sunday afternoon.

Mr. and Mrs. August Spill and children were dinner guests in the home of Mrs. Spill's mother at Winters last Sunday.

W. L. White and Mr. and Mrs. H. R. Gassoit and son, Billy Zane, visited Mr. and Mrs. H. E. White Sunday afternoon.

Mr. and Mrs. Jim Eoff were dinner guests in the home of Mr. and Mrs. J. H. Arnold Sunday.

There has been quite a bit of moving in this community this week. Mr. and Mrs. W. T. Stanley and family moved to the Dale community; Mr. and Mrs. J. A. Iden and family left Wednesday for their new home at Big Spring. We will miss these good neighbors, but wish them prosperity and happiness in their new homes.

Dick Barnett and family will move back to their farm in this community and we are glad to welcome them.

Mr. and Mrs. Slim Quindlen had business in Winters Monday.

Mr. and Mrs. J. H. Rhoden and little son, Jesse Houston, took dinner with Mr. and Mrs. W. F. Rhoden last Sunday.

The home demonstration club will meet Tuesday at 2 p. m. with Mrs. R. A. Yeats. Mrs. Hollingsworth, the county home demonstration agent will demonstrate candy making.

Notice of Dissolution

Notice is hereby given that the firm of Goren & Goldman has been dissolved by mutual consent.

The business will continue as Goldman's Dry Goods Store.—David Goldman, Max Goren. 3312c

J. E. Cleveland sells the new 6-Tube CROSLLEY BANDBOX RADIO for only \$55.00, less equipment. See me for Radios and equipment. 33-2tc

J. H. Rhoden, popular knight of the grip, is spending a few days here with his family.

In 1950 your home will have to look nice from the air.

New Ford Car Cost One Hundred Million

(Continued from Page 1)

ing the old cars, continuing to operate the plant at one-fourth capacity on replacements. And let me say this—as long as there is a Model T on the road we will keep up the business of producing repair parts; and we will produce them better than ever before.

"We stopped making the Model T because times have changed. The old model belonged to another age, it was responsible for good roads in this country.

"Good roads and prosperity have come along. A new refinement in motor manufacture has been made possible by the very conditions which the first cars created. So we produced the new cars because they belonged to the new age. They are not a reproduction of what went before, but an outgrowth of it."

Henry Ford is 64 years old. Slender, with a spry step, keen and kindly eyes which light up when he looks at a motor or talks of the performance of one of his cars. He appears younger year by year—and more philosophical.

His face was tanned from days of riding in the wind this summer and fall, making tests of the new car.

The conversation turned to installment selling.

"It means debt, doesn't it?" asked Mr. Ford. "Still, the only questionable thing about debt is the element of uncertainty. If everyone was certain of employment, everybody could go ahead and pledge the future for present purchases. When our economic machinery becomes stabilized enough for that, debt will cease to be that and take its place as a method of exchange. If you want times to

AGAIN

As each farmer plans his program for another year, he largely decides not only the extent of his own prosperity but also that of the community.

A diversified program of farming has proven its benefits.

WE WILL HELP YOU

The First National Bank

SAFETY—SERVICE—SILENCE

be good, everybody must be sure of work."

Ford revealed that he and his son, Edsel, passed personally on everything in the car. And any apparent delays that occurred were due entirely to the fact that they were always finding ways to make a better car.

"As for so-called secrecy and mystery about the price of the new models, we told friends at the outset that we didn't know what the price would be, but thought it would be somewhere close to the old catalogue list," he said. "We made no secret of that.

"As a matter of fact we actually did not know what the prices would be until the day before they were announced. Edsel and I sat in the hall out there in the shop and went over

the figures. In half an hour we agreed upon the prices and that was all there was to that except the announcements the next day.

"However, if we find we can't produce as cheaply as we think we can, I am sure people will be willing to pay fifteen or twenty cents more per car. After all about the only thing there is to maintaining the good will of the customer is to convince him you are producing the best possible article at the least possible cost to him. We're going to do the best we can.

"Right now we're producing about 100 cars daily and expect shortly to run this up to a thousand a day. And after the first thousand we are beginning to get going."



GIFTS OF GOODNESS

The old cry of "What will I give Him?" is answered by "Something from Barlow's." Here are several sparkling items, replete with quality that will really make for a Merry Christmas:

- Silk Hose, Belts, Mufflers, Foulard Ties, Kid Gloves
- Linen Handkerchiefs
- Broadcloth Shirts
- Cuff Links
- Top Coats
- Pajamas

A. L. BARLOW
Cleaning — Pressing

HAVE YOU BOUGHT YOUR CHRISTMAS APPLES?

If not get them today if you desire an Apple at reasonable prices. Two of our best varieties will soon be exhausted.

Get a basket of Sweet Potatoes before the price advances.

Cochran & Schneider

I WILL START MY MAMMOTH

25,000 Egg HATCHERY

THURSDAY, DECEMBER 22. BOOK YOUR ORDERS FOR TRAYS NOW

RUNNELS COUNTY HATCHERY

OMA ROBERTSON, Prop.



SANTA HERE

Again Saturday

December 16 at

Schindler Variety Store

FROM 2 to 5 P. M.

On account of so many children not being able to see Santa Claus when he was at our store last Saturday we have induced him to be with us again this Saturday. We want every little boy and girl to see him.

SOCIETY

Mrs. Brophy and Mrs. Thornton Hostesses at Luncheon

One of the most charming social events of the season was that on last Thursday when Mesdames F. J. Brophy and R. T. Thornton, Jr. entertained the members of the Literary and Service Club and guests at the county club with a beautifully appointed luncheon. The spacious living room was attractively decorated in keeping with the Yuletide season. At the tables clever little place cards, supported by nut cups in seasonable colors, marked the places where covers were laid for forty guests. In the center of each table was a miniature Christmas tree beautifully ornamented with appropriate decorations, and at the close of several exciting games of "forty-two," following the luncheon, they were presented to the fortunate one at each table who cut high.

The hostesses were assisted by An-

na Lee Cobb, who also favored the guests with several piano selection, in serving a delectable three-course menu, consisting of chicken croquets, with mushroom sauce, peas in potato nests, plum jelly and hot rolls with coffee; Yuletide salad, and angel pudding meringues.

The following guests were present: Mesdames Marshall Chapman, L. R. Gaston, W. E. Hickman, T. V. Jennings, H. O. Jones, L. E. Low, J. Q. McAdams, Harris Mullin, G. E. Nicholson, Luther Owens, Will Pace, M. S. Patrick, J. H. Rhoden, E. A. Shepperd, J. M. Skaggs, A. H. Smith, Hal F. Smith, Floyd Smith, R. H. Henslee, Geo. Hill, O. C. Williams, Carl Davis, A. D. Lee, E. H. Lightfoot, I. N. Wilkinson, S. H. Nance, R. C. Maddox, C. Kornegay, W. F. Hartzog, W. L. Pratt, Fred Tinkle, J. W. Dixon, C. T. Rives, Wiley Hinds, H. W. Lynn and Townsend of Balingier, and Misses Gladys Oliver, Loyle Kornegay and Frances Carr.

Supt. and Mrs. A. H. Smith Give Dinner Party

On Monday evening, December 12, Superintendent and Mrs. A. H. Smith opened their home to the members of the public school faculty, entertaining with a dinner party, followed by forty-two.

The party rooms were festive in their dressings of the Yuletide colors, wreaths, festoons and flowers.

Game table were laid with lovely linens, the center vases being filled with red chrysanthemums.

When the guests had assembled, six tables were completed, and a most delicious four-course dinner was served, consisting of the menu: Grapefruit cocktail, baked turkey, dressing, cranberry jelly, peas in potato nests, jenkins and rolls, imperial salad, baked Alaska, coffee and salted almonds.

Mr. Smith kept a high note of glee by calling on various ones to respond to a program. Readings were given by Misses Wells and Joseph, Mrs. Jackson sang, and others were called on for impromptu speaking on subjects that provoked great merriment.

After dinner the tables were arranged for forty-two, and this game occupied the attention of the guests until a late hour.

Those present were Misses White, Joseph, Wells, Montague, Gannaway, Farnsworth, Roberts, Robbins, Showalter, Brown, Boone, McCorkle, McElroy, Mesdames Chandler, Jackson, Hall, Deffebach, Rhoden, and Messrs. C. R. Smith, Homann, Woolridge, Baird and Penn.

Dorcas Class Elect New Officers

The Dorcas Sunday school class had the pleasure of being delightfully entertained by Mesdames R. L. Farmer and Bill Moore in the home of Mrs. Farmer Wednesday afternoon, December 7th.

After the devotional meeting which was led by Mrs. Nicholson, the business session followed and officers were elected as follows: Mrs. G. E. Nicholson, teacher; Mrs. Bill Moore, assistant teacher; Mrs. Ray Deason, secretary; Mrs. Grover Davis, president; Mrs. Loftin, first vice president; Mrs. Vinson, second vice president; Mrs. Burkett, third vice president; Mrs. Northam, treasurer; Mrs. Phelps, class reporter. The business meeting adjourned and the social hour followed.

The Christmas spirit was imparted to all by the Christmas decorations which consisted of red and green tissue fans across the windows, a gigantic red and green bell in the doorway between the living and dining rooms, two large tissue balls of red, green and purple in which were concealed lights, were suspended from the center of the room with silver, red and green roping stretched to the four corners of the room. Vases of yellow chrysanthemums and wall vases of poinsettias adding their loveliness.

Novel games were played and enjoyed by all and delightful refreshments of chicken salad, tea, divinity and date nut candy were served to Mesdames G. E. Nicholson, B. Loftin, Elton Cooke, Gordon Ashby, Roy Carville, Wayne Mitchell, Ray Deason, C. L. Cooke, and Jack Phelps.—Reporter.

Martha S. S. Class Entertained

Mrs. A. L. Barlow and Mrs. P. M. Davis were hostesses to the Martha Sunday school class when they met in business and social meeting at the home of Mrs. Barlow last Monday evening.

The meeting was called to order by the president, Mrs. Raymond Henslee and during the business hour many items of importance were discussed and officers elected for the new year. A box of hose was packed for Buckner Orphans' Home.

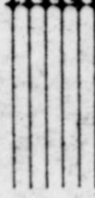
During the social hour the interesting game of "Martha" was played and at the conclusion of the games a dainty salad plate was served to Mesdames W. E. Hickman, Johnson, L. T. Smith, Davidson, Henslee, Floyd, Smith and Meeks.

J. E. Cleveland sells the new 6-Tube CROSLLEY BANDBOX RADIO for only \$55.00, less equipment. See me for Radios and equipment. 33-2tc

A Good Investment


Do you want to help yourself your school and the future generations? If you would like to do this thing see R. E. Homan at the high school and ask about the New Breeders' Gazette. This is a magazine published monthly and contains information on the world's livestock and agricultural interests. For fifty subscriptions sold in this community the high school agricultural department will be awarded a library of 16 valuable and beautifully bound books. The members of the class have sold 16 subscriptions. Let's make it 50. The subscription price for three (3) years is \$1.00. Thank you.—R. E. Homan.

First Policy of This Bank



Dependable service to depositors is the first policy and principle of this bank.

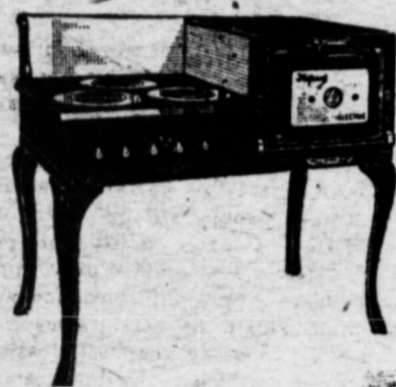
Service that looks forward to the success of every customer — service that stands ready to foster every commendable enterprise — service that counts for community progress and individual success is the first policy of this bank.



The Winters State Bank

WINTERS, TEXAS
"The Dependable Bank Since 1906"

"LET'S GET TOGETHER



About this Christmas business"

Christmas Is Coming



West Texas Utilities Co.



"Talking" Dog at Queen Theatre

POLA, UNDERSTANDING 500 COMMANDS IN TWO LANGUAGES HERE THURSDAY, DEC. 22

A dog whose education and training has reached such a point of accomplishment that it can "Talk" is promised the patrons of the Queen Theatre. Pola is the dog, a German Police canine educated in Germany, and of such a degree of intelligence as to be able to re-learn 500 commands in a different language in the short time of five weeks since coming to America.

Lone Star Items

The teachers and pupils of our school are preparing to render a nice program on the afternoon of December 23rd, and will also have a school Christmas tree.

Miss Juanita Burson spent last week end with Miss Vera Porch.

Miss Mary Ella Bradley spent the past week end with relatives at Coleman.

Gilbert Carter, Jesse Jenkins and children visited Sam Mathis and family last Sunday afternoon.

Miss Clarice Stephens visited her parents at Mann the past week end.

I. J. Burson and family visited in the home of Mrs. Burson's father last Sunday afternoon.

Sam Mathis is now employed in a garage at Winters.

Dale Parker visited Doyle Lee last Sunday.

W. E. Cox and family and others of this community went shopping in Winters last Saturday.

Also, if Christmas comes can the bills be far behind?

Dorothy Mackaill Plays Hello Girl

Dorothy Mackaill has become a telephone girl for her latest screen appearance.

She dispenses wrong numbers and "busy" signals as though she had had years of experience in "Smile, Brother, Smile," a First National picture showing at the Queen Theatre today—matinee and night—in which she is featured with Jack Mulhall.

"Smile, Brother, Smile," a comedy-drama of modern business life, gives every promise of unusual entertainment. Mulhall plays the role of an ambitious young traveling salesman, who refuses to take "no" for an answer. "Smile, Brother, Smile," was produced for First National Pictures by Charles R. Rogers.

This picture wins the monthly Blue Ribbon Award. "Smile, Brother, Smile," is being sponsored by the local Parent-Teacher Association and 50 percent of the gross receipts goes to the P. T. A. So, let's all go and help the ladies out.

"The Frontiersman" Scores Great Hit

No more pleasing and virile romance of the American frontier has ever been brought to the screen than Tim McCoy's "The Frontiersman," a Metro-Goldwyn-Mayer picture to be shown at the Queen Theatre Friday and Saturday, December 16 and 17.

As a western hero McCoy stands in a class by himself. Although a newcomer to the screen McCoy has avoided the fatal mistake of imitating some other actor. His stories are along original lines, their screen treatment is unusual and McCoy's roles are new characterizations of western heroes.

In "The Frontiersman" this new screen star plays the part of Captain John Dale, an officer and friend of

Andrew Jackson, yet at the same time a friend of Weatherford, war leader of the Creek Indian Confederacy.

The story deals with the capture and rescue of Andrew Jackson's ward and the historical high spots of the screen story include the frightful massacre of more than 400 white people at Fort Mims, Ala., where the battle of Horseshoe Bend is enacted and the Creeks make their final stand against Jackson's Tennessee militia.

This battle in which more than nine hundred Creek warriors were slain, has been reproduced with fidelity to detail, the Metro-Goldwyn-Mayer studio building the great barricaded fortress on exactly the same plans used by the Creeks.

Claire Windsor, as the ward of McCoy's adoration, gives her usual good performance and is a perfect foil for the star.

Bring Us Your Furs and Hides

Honest Weights--Square Deal--Top Prices

Ballard Produce Company

South of the Laundry

DALE NEWS

We are very sorry to report the death of Mr. T. A. Lewis, a resident of this community. We understand that Mr. Lewis was sick only a short time. We offer our sincere sympathy to the loved ones in their grief.

Misses Lola and Clara Bell Green have been ill for the past two weeks. Several children of this community have the whooping cough and we are very glad that this is the only disease that has been prevalent in our community this year.

Several from this community attended the singing at Hatchel Sunday night.

We are very sorry to report that Mrs. F. T. Blanchard is on the sick list at present.

Mr. and Mrs. B. F. Kirk were in Winters last Saturday. Mr. Kirk being employed at one of the business houses on Saturdays.

Arthur Green of this community is now visiting friends and relatives on the Plains.

Charley Hope was visiting in Winters Saturday and attended to business.

Mrs. Carl Norris is visiting friends and relatives in McLennan county.

Mrs. Rosa Adams and children, Walter and Frankie, visited with her daughter, Mrs. Clarence Keele, of Winters, Sunday afternoon.

The Dale school will close December 23 for the Christmas holidays.

Miss Nora Green is now visiting in the home of her brother, Lester Green, of Ballinger.

Miss Norma Stanley attended the box supper at Harmony last Friday night.

Crews News

Mr. and Mrs. J. A. Iden and children of Victory, Mr. and Mrs. L. R. Wilkerson and children, Miss Alma Phipps, Pinkie King, Beatrice Burrus and Bonnie Mae Clark were visitors

in the home of Mr. and Mrs. E. W. Rainwater last Sunday.

Misses Reba Jayroe and Jessie Lee Brown visited Miss Mildred Madison one day the past week.

L. R. Wilkerson left Sunday on a business trip to Tahoka.

Miss Erma Wilkerson who is attending school at Winters, spent the week end with her parents.

We are sorry to report that Tom Mathis is on the sick list this week. Mr. and Mrs. Willie White spent Saturday night in the home of Mrs. W. P. King.

Mrs. Gladys King visited her sister, Mrs. T. O. Mathis last Saturday.

Mr. and Mrs. C. H. Grounds gave a party Saturday night, and every one had a nice time.

Lone Star Items

Ray Colume and family from Arkansas are visiting relatives here.

W. E. Cox and family went shopping in Ballinger last Wednesday.

Miss Mary Ella Bradley visited her parents at Coleman last week.

I. B. Colume of San Angelo is here visiting his children this week.

Little Miss Loreta Carter, who is staying at the Sam Mathis home and attending school here, visited her parents at Harmony last week end.

Farmers of this section have finished gathering their crops and are now busy preparing their land for next year.

Miss Lola Carpenter has returned from a visit at Goldthwaite.

Mr. and Mrs. I. J. Burson and their daughters, Misses Cleo and Fay, visited Mrs. Burson's mother and father last week.

Misses Neoma and Thelma Cox spent last Sunday night with Mr. and Mrs. Thad Taylor.

Charlie Stevens, wife, daughter, and mother-in-law spent Friday night in the home of L. T. Jenkins and family.

Get ready for Christmas.

Almost time for the 1928 calendars.

"It won't be long now," says Sanders.

Amusements
QUEEN

THURSDAY, DECEMBER 15
Matinee and Night

PARENT-TEACHER ASS'N. SPONSORING
"SMILE, BROTHER, SMILE"

WITH JACK MULHALL & DOROTHY MACKAILL
Fifty percent of the gross receipts given to P. T. A.
This picture wins the monthly Blue Ribbon award, and you'll want to say thanks after you've seen it.

FRIDAY & SATURDAY, DEC. 16 & 17
TIM MCCOY AND CLAIRE WINDSOR

—in—
"THE FRONTIERSMAN"

An all-American romance woven around the early western troubles

—also—
"RED HOT BULLETS" a 2-Reel Comedy
AND **AESOP'S FABLES**

MONDAY AND TUESDAY, DEC. 19 & 20
MATINEE AND NIGHT

LEWIS STONE & BARBARA BEDFORD
—in—
"THE NOTORIOUS LADY"

A tremendous story of a diamond hunt in the black heart of Africa

—also—
"NEW WRINKLES," a Two Reel Comedy
AND **"KRAZY KAT"**

WEDNESDAY & THURSDAY, DEC. 21 AND 22

"THE TAXI DANCER"

—with—
JOAN CRAWFORD AND OWEN MOORE

An absorbing film of Broadway night life, from the immensely successful serial story

SPECIAL FOR THURSDAY
POLA—the educated German Police Dog that talks.

NOTE—Starting Monday, Dec. 19, matinee will be given daily, starting 2 p. m.

YES!

According to 11,105* written opinions from Doctors



Mary Boland, Delightful Actress, writes:

"For a number of years, I noticed that Lucky Strikes were the overwhelming popular cigarette with most actors. It was only natural, when I started to smoke, that I try Lucky Strikes. Now I know it is rightfully called 'the actors' favorite.' It is the most enjoyable cigarette and results in no throat irritation or harshness and this means everything to us of the stage."

WHAT is the quality that Lawrence Tibbett, David Warfield, Nazimova, William Collier, Florence Easton, Mary Boland, Sophie Tucker and other famous singers, actors, broadcasters and public speakers have found that makes LUCKY STRIKES delightful and of no possible injury to their voices?

For the answer we turned to medical men and asked them this question:

Do you think from your experience with LUCKY STRIKE cigarettes that they are less irritating to sensitive or tender throats than other cigarettes, whatever the reason?

11,105* doctors answered this question "YES."

These figures represent the opinion and experience of doctors, those whose business it is to know.



"It's toasted" * We hereby certify that we have examined 11,105 signed cards confirming the above statement.
LYBRAND, ROSS BROS. & MONTGOMERY
Accountants and Auditors
New York, July 22, 1927.

No Throat Irritation—No Cough.

Cozy Cafe
Always Something Good to Eat
Fish and Oysters

FOR THE HOLIDAY SPREAD

The approaching holiday season of good will and good cheer is not complete without that traditional Christmas dinner with its abundance of appetizing foods.

THE FINEST OF PURE FOOD-
STUFFS REASONABLY PRICED

That's Our Story

Everything needed to make the Christmas dinner a success

JEANES PRODUCE

PHONE 52

IMPORTANT ANNOUNCEMENT

Krauss Dry Goods Company

WINTERS, TEXAS

Quantity Buying Makes Lower Prices Possible.

WINTERS, TEXAS

Becomes Affiliated With

Federated Stores

The Federated Dry Goods Stores are the largest chain store dry goods organizations in the world, there being 3,000 merchants today combined together. The plan of the Federated Stores is a simple one. It consists of group buying which gives them a tremendous buying power. As a member of this organization we are in position to contract to buy the entire output of several factories, which stands to reason that these stores may profit where others cannot, and enables us to sell at less because—

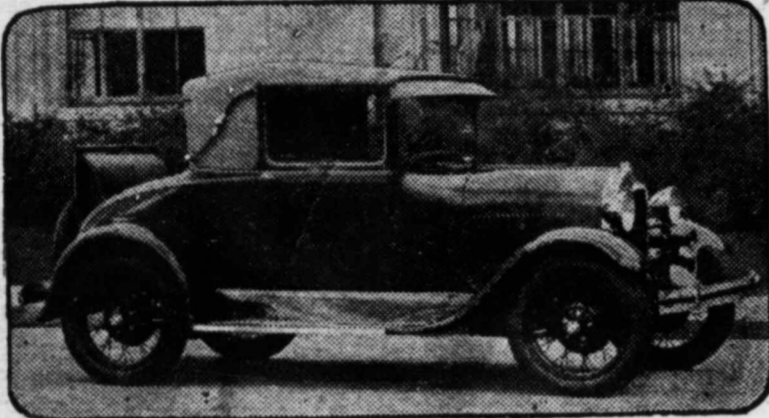
Federated Prices Are The Lowest in the Nation Today

On the reverse side of this announcement we want to call your attention to our first prices as a Federated Store. Read them carefully. Compare them with others, and judge for yourself. You will receive each month a page of interesting news from us, and we want you to wait and watch for it. It will save money for you. The circular that you will receive each month will appear in all the leading daily papers, such as the Dallas News, Fort Worth Star-Telegram, and any merchandise advertised in them may be procured at our store at the advertised prices.

THE NEW FORD CAR

Will Be On Display in Our Show Room
Wednesday Dec. 21st. Thursday Dec. 22nd.

This Is New Ford Sport Coupe

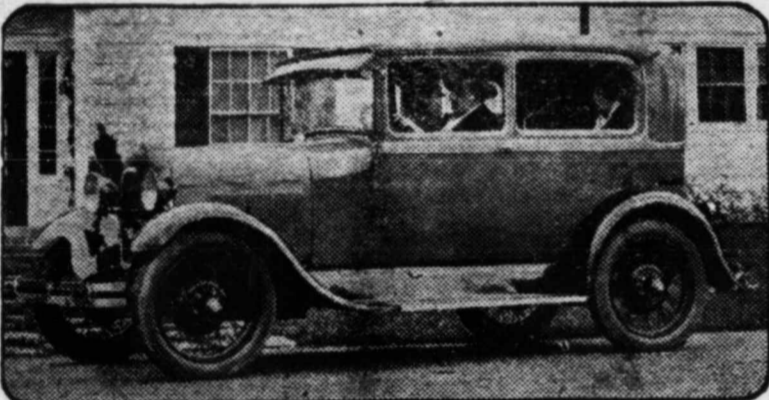


The Sport Coupe, with rumble seat, one of the new models just announced, is officially pictured here. This is one of the most attractive of the new models.

Price \$550.00

(Detroit)

The New Ford Tudor Sedan



This is an official picture of the new Ford Tudor Sedan. Four wheel brakes are standard equipment of this and other models.

Price \$495.00

(Detroit)

Don't Fail to Visit

OUR SHOW ROOMS ON

WEDNESDAY OR THURSDAY

December 21 and 22

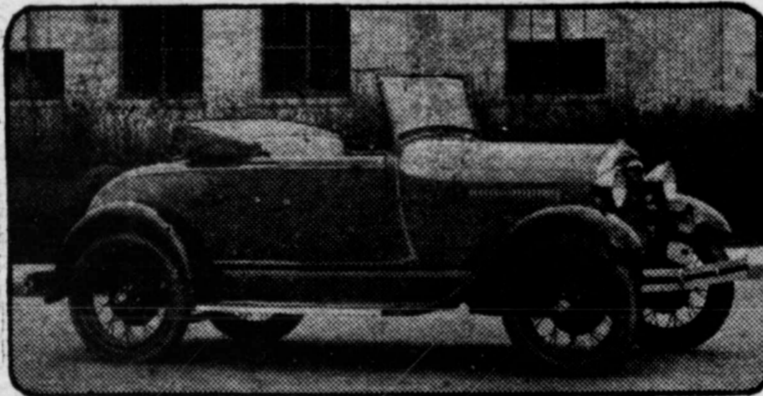
The New Ford Car has smart new, low lines, and beautiful colors. It is more than a car for present-day requirements. It goes farther than that. It anticipates the needs of 1928, of 1929, of 1930.

The New Ford has unusual speed and riding comfort for a low priced car. It rides comfortably at 50 and 60 miles per hour.

The New Ford is quiet and smooth, and smooth running at all speeds and is easy to handle in traffic, and has a remarkable pick-up.

The New Ford has all the basic Ford principles, of economy of production and quality of product. Truly, there is nothing quite like the New Ford anywhere—either in quality or in price.

Ford's New Roadster Model

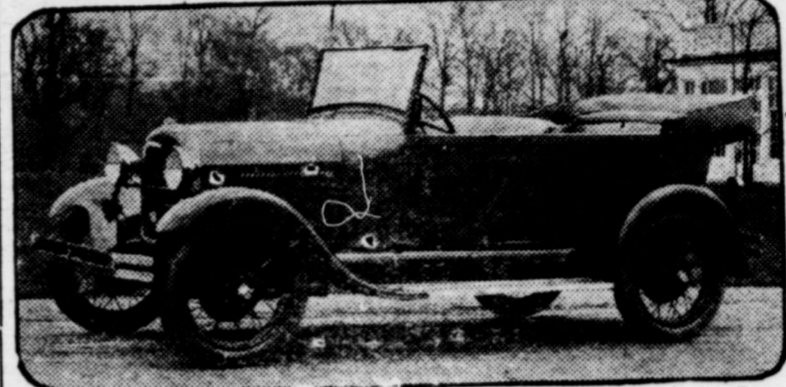


The new Ford Roadster is officially pictured here. This model comes with or without a rumble seat.

Price \$385.00

(Detroit)

Is This a Lincoln? No, a Ford!

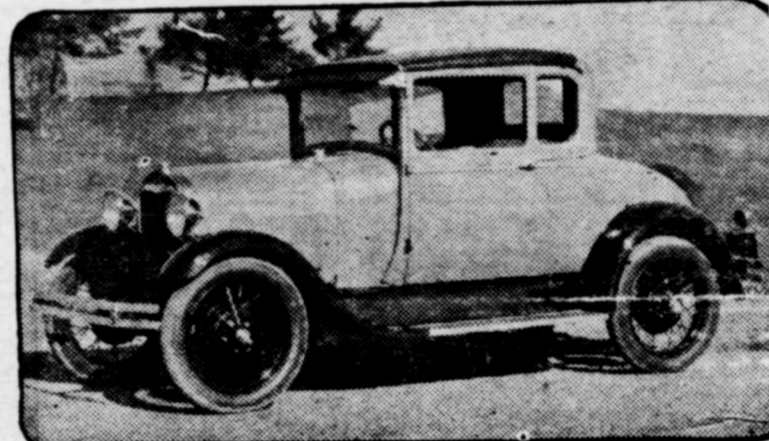


Here is the New Ford Phaeton, and in this model the Lincoln lines are particularly noticeable. The Phaeton has a long, low, roomy appearance.

Price \$395.00

(Detroit)

Here's the New Ford Coupe



This official picture shows the new Ford Coupe. The cap just in front of the windshield covers the gasoline tank housing. This is characteristic of all the new Ford models.

Price \$495.00

(Detroit)

Orders Will be Filled Strictly in The Order Received

Due to Unprecedented Demand For the New Ford it Will Pay You to Get Your Order in at Once

Nance-Brown Motor Company

Winters, Texas

Wingate News

Mrs. I. N. Phillips' father, Mr. Woods, of Oklahoma, is here and will spend the winter with her.

Miss Myrtle Hancock was a guest of Miss Gertrude Barrington Sunday night.

Emma Lee and J. T. Burns visited Ethel and Orval Phillips Sunday.

Rev. L. B. Smith filled his regular appointment here Sunday.

Ethel Glover and Gertrude Barrington were dinner guests of Myrtle Hancock Sunday.

Miss Oletha Allen spent the afternoon with Misses Merlyn and Maude Helms Sunday.

Mr. and Mrs. Arthur Smith went to San Angelo Friday to visit his father and mother, Mr. and Mrs. E. E. Smith.

Messrs. Carl and Clifford Bishop have returned to their home at Killen. Their friends will miss them.

Mrs. Mary Allen and daughter, Iwilda, and also Ruby Allen were dinner guests of Mrs. J. H. Bryan Sunday.

Bro. R. O. Conner stay in Wingate was enjoyed by all who heard him preach. A large crowd was on hand Sunday, supplemented by visitors from Hylton, Shep, and Wilmeth.

Clinton Hurt, son of Mr. and Mrs. W. G. Hurt, is ill with scarlet fever.

Mrs. Dee Jenkins received a message Sunday night that her brother at Taft, Texas, had died.

The auction sale and box supper at Wingate was a great success. H. C. Lyon, Mr. White, county superintendent, Ballinger and Mr. Cooper of Winters, were present.

T. O. Hughes and two of his daughters, Misses Joyce and Addie, went to Big Spring Thursday on business, returning home Monday.

Mrs. J. B. Moore and Doris Dunn

were in Winters shopping Saturday evening.

W. J. Smith and Rev. Mahurin went to Blackwell Tuesday to attend a funeral service.

Mrs. W. W. Wheat spent several days the past week in Winters with Mrs. Cecil Clemm, who has a big boy.

Mrs. Mary Allen received a wire from Lloyd Allen of Lubbock, Tuesday, that his wife had underwent an operation at 9 o'clock and was doing nicely at last reports.

James W. Allen and his sister, Mrs. Self, went to Lubbock Wednesday.

Mrs. Ira Norman and children are visiting her mother and father, Mr. and Mrs. J. O. Sanford. Mrs. Norman's home is at O'Neill, Texas.

Rev. L. D. Barnes will preach Sunday and Sunday night.

We wish to announce that Wingate will have a Christmas tree at the high school building.

D. C. Summers and family have moved to Sipe Springs. Leonard Phillips and wife will move to the place vacated by them.

Douglas Shafer and wife, also Mrs. Tennie Allen went to Roscoe Sunday.

Mrs. W. G. Hurt's father, Mr. Golden, from Roscoe, is here to spend several days with her.

"The Taxi Dancer" Coming to Town

The Taxi Dancer is coming to town. For five cents, one-half a dime, one-twentieth of a dollar, she will trip with you the light fantastic, while the hot Louisville syncopators croon and wail the St. Louis Blues. If you would learn the Charleston, the St. Louis or even the Black Bottom, she can do it with you, and

probably give you a lesson or two. And all for the price of five cents.

Who wouldn't be willing to pay two hundred times that amount to dance with Joan Crawford? For boys, Joan Crawford is the girl!

Joan is conceded to be one of the two or three best dancers in the film colony, and it was on this account, as well as the fact that she has exhibited marked dramatic ability, that she was selected by Director Harry Millarde and Metro-Goldwyn-Mayer executives for the part of Joslyn Lee, the southern belle who becomes a "taxi" in one of New York's dance palaces, in "The Taxi Dancer," the big picture that comes to the Queen Theatre on next Wednesday and Thursday, December 21 and 22.

Mr. and Mrs. C. W. Gregory and daughter, Mammie, spent the past week end with her sister, Mrs. R. A. Reagan at Merkel.

Aged Citizen is Buried Last Friday

T. A. Lewis passed away at the family home in the Dale community Friday, December 9th.

Deceased was born August 14th, 1855, and at the time of his death was seventy-two years of age. He is survived by his wife and several children.

Funeral services were held at the First Baptist church, Friday afternoon, conducted by the Rev. M. A. Quindlen, and interment was made at Fairview Cemetery here.

An obituary of this good man's life will be given in next week's issue of The Enterprise.

Mr. and Mrs. G. E. Nicholson spent the past week end with the parents of Mrs. Nicholson at Weinert.

Registered Pigs Arrive

Through the channels of diversification a great and profitable life may be enjoyed. The following boys are looking into the future and, so convinced are they that livestock on the farm means everything to the future farmers, that they have backed their judgment with money enough to purchase four sow pigs and one boar pig. These pigs have been distributed as follows: J. C. Williams, one sow pig; O. C. Stooksberry, one sow pig; Harvey Dale Jones, one sow pig; Reginald Polk, one sow pig and one boar pig. These boys will feed and care for these pigs and records on their project will be kept individually. These boys are members of the vocational agriculture class of Winters high school, and under the direct supervision of their teacher, R. E. Homann. The pigs are of Liberator and Armistice breeding, the best to be found anywhere, and were

shipped here from Collin county. It is the boys' plan to make a good showing with this stuff at the 1928 county fair.

EXPRESSION AND PIANO PUPILS DISPLAY TALENT

The recital given by the Senior expression pupils of Miss Naomi Hunt and piano pupils of Mrs. L. T. Smith was well attended Tuesday evening.

Each pupil rendered their part in a pleasing manner and reflected credit upon the efficient training of their respective teachers.

This afternoon at five o'clock, the Junior pupils of both classes will be presented in recital, which promises to be equally as entertaining.

C. L. Green and family will leave for Hattisburg, Mississippi, Friday to spend the holidays with Mrs. Green's relatives.

Notice To Tax Payers

I will be at the Winters State Bank Saturday, December 17th, from 9 a. m. to 3:30 p. m. for the purpose of collecting taxes.

W. L. BROWN
TAX COLLECTOR

OUR Service Department IS OPEN TO THE PUBLIC

- First-class Mechanics.
- We are familiar with all cars.
- We Retop Cars and Repair Cushions
- Complete Line of Parts
- Everything Guaranteed.
- We Call for and Deliver Your Car.

TRY US AND SAVE MONEY

Bairrington Garage
AND SERVICE
3 Miles West of Winters, Phone 1603

Wait a minute!



make sure your motor gets the right Oil.

DON'T let "any old oil" go into your crankcase. Specify and get Conoco Motor Oil. There's a grade of Conoco for your motor and it will pay you in real dollars and cents to insist upon it every time you change oil.

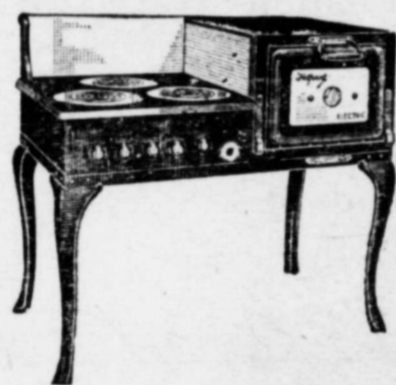
You take no chances with Conoco. It is a tried product. Its tremendous sale is the best indication of its efficiency. Keep your car young with Conoco Motor Oil.

CONTINENTAL OIL COMPANY
Producers, Refiners and Marketers
of high-grade petroleum products in Arkansas, Colorado, Idaho, Kansas, Missouri, Montana, Nebraska, New Mexico, Oklahoma, Oregon, South Dakota, Texas, Utah, Washington and Wyoming

CONOCO
REG. U. S. PAT. OFF.
Motor Oils

Extra Life for Your Car
AND BE SURE TO USE CONOCO GASOLINE
packed with extra miles

GET
CONOCO GASOLINE
At the Following Stations
MOTOR INN, WINTERS MOTOR CO.
JOE ASHLEY, ROY CARWILE, LOFTIN'S
TIRE SHOP, DAY & NIGHT FILLING STATION
J. W. PATTERSON, Local Agent
PHONE 26



What Mother Really Wants!

A NEW HOTPOINT AUTOMATIC ELECTRIC RANGE

OUR SPECIAL CHRISTMAS OFFER MAKES IT THE EASIEST OF ALL GIFTS TO GIVE

Give Mother the happiest Christmas she has ever had. Give her this beautiful All-White Hotpoint Electric Range. It will mean easier and better cooking with less time in the kitchen. She will have many increasing pleasure for many years to come—more time for rest and recreation—more time to spend with the family.

To give you an opportunity to have this beautiful range we are making a great special offer that will last from now until Christmas. We are offering this Special Christmas Range with many new and de luxe features without extra cost and at prices and terms within reach of all.

All of the many advantages of the Hotpoint Electric Range are included in the Christmas Range. Mother will have super-automatic cooking, done perfectly though she be miles away—off shopping, out for recreation, or away with the children. She will have fewer kitchen hours, easier cooking, better cooking—without watching or guessing. A range easily kept as clean as a china plate. Cleaner utensils, cleaner walls and ceiling, cooking speed, accurate, dependable temperatures any time at the turn of a switch.

WITH SMALL DOWN PAYMENT

WE WILL DELIVER AND INSTALL THIS RANGE IN YOUR KITCHEN.
YOU DON'T PAY ANOTHER CENT UNTIL FEB. 1, 1928. THEN
YOU CAN PAY THE BALANCE ON EASY TERMS

West Texas Utilities Company

FREE! FREE!

SCORES OF GOODWILL GIFTS WILL YOU ACCEPT THEM?

EVERY MAN, WOMAN AND CHILD COMING TO WINTERS WILL BE GIVEN OPPORTUNITY TO PARTICIPATE IN

Gigantic Treasure Hunt

NO PURCHASE OR PAID ON ACCOUNT REQUIREMENTS

Join the Great Throng of People

December the 16th, 17th, 23rd and 24th

Who will enjoy this Great Feast? A gorgeous array of Gifts set aside for the people of Runnels and adjoining counties. **THE BIG TREASURE HUNT** starts promptly at one o'clock and closes at three o'clock, sharp, just as the shrill of the whistle peals forth.

BE SURE AND GET YOUR FREE TICKET AT ONE OF THE DRUG STORES BEFORE THE GAME STARTS AT 1 P.M. Look in at each place of business listed below for your number. They will have numbers displayed at one o'clock.

Get a New Ticket Each Day

If you fail to find your exact number, find the closest one to it for each gift will be presented to the person present holding the number displayed or the number nearest it if exact number is not there.

WONDERFUL TREASURE FEAST EACH DAY!

The Big List of Gifts are Ready For You to Claim

Be sure and locate your number before three o'clock, the hour when the magnificent array of Gifts fall into the possession of the people.

| | | | |
|---|---|---|---|
| <p>A. D. Palmer Geo. T. Rosson Spill Bros. Copeland's Variety A. L. Barlow Owen's Drug Store Hardegree Grocery A. D. Lee Star Bakery Loftin's Tire Shop J. E. Cleveland A. M. Sparks E. E. Spill Grocery Smith Drug Company</p> | <p>Midway Barber Shop Gardner Bros. Baldwin Grocery Higginbotham Bros. & Co. Harwell-Hickman Company Carl Davis J. W. Schindler City Drug Co. Winters Enterprise Main Drug Co. R. P. House Grocery Winters Motor Co. Krauss Dry Goods Co. The Hub Dry Goods Co.</p> | <p>West Texas Utilities Co. Davis-Nash Motor Co. Brannon Auto Parts Co. Nance-Brown Motor Co. Dittrich Battery Station Model Filling Station Moore Service Station, Jack Kelly Gambill's Store Morris Cohen Jordan's Studio Hoover Motor Co. Gulf Service Station</p> | <p>H. H. Hardin City Cleaners City Garage D. Goldman "M" System Cozy Cafe Jno. G. Key & Sons Norman-Smith D. Goods Co. Gates & Nunnally Dry & Wilson Jackson's City Bakery Skaggs Dry Goods Co. Cameron Lumber Co. The Winters State Bank</p> |
|---|---|---|---|

WE HAVE SMALL GIFTS AT SLIGHT COST AND IMPORTANT GIFTS OF LASTING BEAUTY AND USEFULNESS

The Big Store of Gifts

Gifts of Utility

Here in our store are gifts that will not only be cherished during the coming year, but gifts that will be used next year, as well as for many years to come. Everyone can give a present, but the present that is cherished is always the useful gift. There are so many items in our hardware department that would make real gifts, we cannot mention, but a visit to this department will reveal many things, as our stock is ample to satisfy the needs of the family.

The Gift of Gifts Atwater Kent RADIO

Make it a 365-day Christmas this year. Give a radio. An Atwater Kent will afford pleasure all through the year. Surprise the folks on Christmas morning with an Atwater Kent. Glad to show you any time.

Gifts of Furniture

CARRY A PROMISE TO CHEER FOR MANY A YEAR

Year after year Furniture has been growing in popularity for Christmas giving. Furniture is the gift that endures—the gift that brings beauty and comfort to the home, not only on Christmas day, but for many days and years thereafter.

Our Christmas Furniture Stock is in complete readiness.

Higginbotham Bros. COMPANY

THE GIFTS YOU CHOOSE AT THIS STORE ARE SURE OF AN APPRECIATIVE WELCOME.

Farmers' Column By R. E. HOMANN

Poultry Sanitation

Everything about the poultry house should be kept reasonably clean. As a rule droppings should be removed daily, for the accumulation of excrement harbors parasites, contaminates the air, and breed contagion. After the dropping boards have been cleaned they should be sprinkled with lime or ashes. Nests in which straw or other nesting material is put should be cleaned out about every three or four weeks. The quarters should be thoroughly whitewashed or oiled with crude oil once a year. Whitewash made by slaking lime in boiling water, thinning to the proper consistency and adding four ounces of carbolic acid is a very good disinfectant. The runs should be plowed occasionally.

Chicken Pox, Commonly Called Sore Head

This is a contagious disease which is more prevalent in warm than in cold climates. It is characterized by an eruption of knots or nodules on the comb, wattles and ear lobes. As soon as the disease makes its appearance the houses, coops, drinking vessels and feed troughs should be disinfected. Apply carbolated vaseline to affected parts. This in a short time will cause the scabs to drop off and then the tissues should be painted with iodine or a five percent solution of carbolic acid.

Lice—Lice are external parasites that subsist mainly on portions of the feathers and on the scabs from the skin. There are several varieties and one cure or remedy takes in the larger part of them. Commercial Sodium Fluoride, one pound 40c, will rid a flock of 200 hens of lice. There are three methods of application. Dip, pinch and dust method. In dipping use one ounce of this preparation to every gallon of water. Beware of dipping in the cooler months of the year, for chickens are easily chilled and other diseases more serious may result. Warm, balmy days occur throughout the year and it is not necessary to dip more often than every two months.

Take care not to let the birds swallow any of the dip for it may result in their death.

Mites—Mites subsist on the blood of fowls and are not usually found on the bodies of birds. They remain in the cracks of roosts and attack the

This Christmas Make Your Gift An Outstanding One Give Jewelry

Real gifts are those chosen with personal thought, friendly feeling and unselfish interest in the joy of others.

Shop here for gifts that are appropriate, gifts that are attractive, gifts that will be appreciated.

A splendid selection of watches, jewelry, silverware, toilet ware, kodaks, perfumes, candy, games, dolls, toys, etc.

Large showing of fine Diamonds
\$25 UP

You Can Buy a Really
Good Gift at

Owens Drug Store

DRUGS AND JEWELRY
"What You Want When You Want It"

fowls at night. Sitting hens are often driven from the nest by these parasites. Be sure your quarters are clean. Prevent mites by a free use of kerosene. Commercial carbolineum put on with a paint brush is very lasting in its effects.

The chairman of the local skeptics society wants to know if there ever was a plum pudding with a plum in it.

The shortest day in the year is nevertheless too long for the little boy who is waiting for Christmas.

Warm feet and cool heads win in the long run.

CHRISTMAS TREE AT METH. ODIST CHURCH DEC. 23

The annual Christmas tree of the First Methodist church will be Friday, December 23. A committee was appointed by the church and it is now busy making preparations for a gigantic affair, and everything will be sparkling and brilliant, and everybody gay and festive as the spirit of the Yuletide itself.

Christmas almost here again and father still has three pairs of bedroom slippers he hasn't worn.

Even a white Christmas put most men in the red.

Classified Wants

FOR SALE OR TRADE

FOR SALE—4-room dwelling. — Apply A. H. Van Pelt. 1tc

FOR ALL kinds of plants, see E. Burton or L. T. Smith. 30tfc

FOR SALE—123 acre farm northeast Wingate. 90 in cultivation. — Roy L. Williams. 33t2p

FOR SALE—Cart and harness — both new. Bargain. Mrs. A. T. Stokes. 1tc

FOR SALE—White Leghorn hens, \$1.25 each. M. Johnson strain.—Bill McCasland, Bradshaw, Tex. 30t4p

FOR SALE, Several nice shoats. Have sold my cows, the milk from which I fed these shoats, so now I want to sell the shoats.—G. E. Nicholson, at Higginbothams. 1tc

FOR SALE—Full blood Silver Lace Wyandottes, cocks and cockerels, at \$1.25 each.—J. Walter Smith, Winters, Texas, Route 4. 1tp

FOR SALE—242 acres of land 1 3-4 miles north of Winters, 190 acres in cultivation. Priced to sell.—Phone 3794, J. W. Vinson 30t3p

FOR SALE OR TRADE—850-watt Delco plant; new batteries; will trade for cattle or mules.—Elgin Davidson, Phone Wilmeth. 33t2p

FOR SALE—House and 20 acres land at Hatchel; also 88 1/2 acres near Wingate.—See E. T. Branham, Ballinger, Texas. 26tfc

FOR SALE—200-acre farm with 4 room house, joins city of Winters. Make good poultry or dairy farm or good for addition to city. Price \$3,500, \$1,500 cash, balance terms.—J. Frank Paxton, Winters, Tex. 32tf

FARM FOR SALE—Easy terms, reasonable price; 3 miles due east of Norton; 75 acres cultivation, no Johnson grass; running water, well, cistern, large barn, good house, 4 large rooms, two porches.—See McCarver & Lynn, Ballinger, or phone Oscar Gurley, Norton Exchange. 1tp

FOR SALE OR TRADE—177 acres of land in Hockley county on highway between Levelland and Littlefield. One mile from brick school. Will trade for Winters property. — Apply at Higginbotham's. 28tf

FOR RENT

FOR RENT—Light housekeeping rooms, fitted with gas; also rooms for sleeping.—Phone 340. 1tc

WANTED

WANTED—To buy good second-hand piano.—Phone 1211. 1tc

WANTED TO RENT—110 to 125-acre farm; third and fourth, or would consider one on shares.—J. L. Covington, Bronte, Route 2. 1tp

LOST OR STRAYED—One red milch cow, knot on jaw, wearing iron yoke; also one fawn colored muley Jersey cow, two years old. \$2.00 reward.—L. M. Bagwell, Bradshaw, Texas. 1tp

WANTED—Cotton Farmer—For 300 acre Concho river valley farm, located near Miles, Texas. On account of farm having been in grain and a portion infested with Johnson grass, will require cotton and row crops to be planted. New improvements with ample conveniences. Don't apply unless you have plenty of teams, tools, help and finances and will work.—Apply to Chas. E. McPherson, Joshua, Texas, or see W. S. Riddle at C. Kornegay's Gin. 33t2c

MISCELLANEOUS

Plain or fancy dressmaking; prices reasonable. Mrs. Reeves, 404 S Melwood 3 blocks south Hotel Winters. 32t4p

Mr. Ruth Elder, like the man in the poem, learned about women from her.

Mrs. M. T. Wilson of McCamey was a guest in the home of Mr. and Mrs. R. K. Russell the past week.

Now then to find that list of persons who sent you Christmas greetings last year.

if

H. K. Reid and M. C. Dale will bring their cars to us we will wash or grease them free.

Floyd Auto Co.

OVER FIVE THOUSAND (5000) DIFFERENT ITEMS NOW ON DISPLAY

Gambills CHRISTMAS SALE

OPEN EVENINGS UNTIL 9 O'CLOCK

Prices have told the story and the enthusiastic Christmas shoppers that stormed the doors of this Gigantic Christmas Palace last Saturday and this week is a foreful demonstration that Good Values brought them.

Saturday and all next week we are going to break all Selling Records—SO DON'T MISS IT! NOTICE—To all school teachers and heads of organizations: We are in position to make special prices on Christmas Decorations and small Gifts for Christmas Trees.

SATURDAY—FREE—50c Parlor Broom with \$3.00 Purchase or more.

LOOK!--Christmas Specials. For Thrifty Buyers--LOOK!

SATURDAY



17-piece China Tea Sets. Extra large size, tan and pearl luster finish. Saturday on sale at 98¢. These are \$1.50 values

10% Discount on all open stock DINNERWARE

Our Good Will Gift Friday 1 Cut Glass Water Set

MONDAY



Genuine Cut Glass Water Sets—6 Glasses and one Pitcher \$1.19 On sale Monday (Limit 1 Set)

Gifts For Girls

EXTRA SPECIAL MAMA DOLLS \$1.50 Value On Sale 98¢ 20 inches High



SATURDAY



Extra Special 1 pound box Eline's Famous Chocolate Covered Cherries 49¢

1-3 OFF ON ALL GIFT GOODS

Our Good Will Gift Saturday 1 Set Silver Knives and Forks

EXTRA SPECIAL

Set of Genuine Puritan Silver Knives and Forks

\$1.50

With Each \$5.00 Purchase or More

The Winter's Enterprise

VOLUME XXIV



progress was made.

But the New Year is before us. So, with our faces toward the sun of this new year that is dawning, we have resolved in our hearts to do our utmost to show, in a tangible manner, our sincere appreciation of the confidence and loyalty of our patrons in the past.

ERS GIN CO. GINNERS

Your Stocking
Filled With Plenty

age in the future
in the past.

NEW YEAR'S PLEDGE

es of our store pledge to you a
en better in the future than it has
hat is promising a lot, for our servi
for years.

Just a Kindly GREETING

To wish you Christmas cheer and health, happiness and prosperity throughout the New Year.

How grateful we are to you, our friends, for your loyal support during the past year. If it is to be our pleasure to serve you in 1928 we'll be found putting forth our very best efforts to merit every trust placed in us.

Baldwin Grocery Co.
Phone 251

Adds 'Hot Dogs' to \$6.50 To Get \$75,000 a Year

ONE of the illuminating chapters of romance in American business has come to light in Buffalo, N. Y., with the announcement that Gregory J. Deck, "king of the hot dog fad," who has just purchased six "hot dog" stands from his rivals, is drawing a yearly salary that corresponds with the president of the United States and is directing a business involving a million-dollar turnover annually.



Gregory J. Deck . . . "hot dog king."

Deck, who a few days ago celebrated his 27th birthday, opened a "hot dog" stand nine years ago to earn enough funds to attend college. For three successive summers he conducted this stand, and six years ago he opened two more stands.

The public appetite for "hot dogs" continued with such magnitude that he established ten "stations," as he calls them, shelved the notions of attending college and applied full attention to business.

It's a Big System

Announcement of buying of his rivals' shops brought out the fact that Deck owns and operates his own warehouse, bakery, meat shops and delivery system. He has a fleet of twelve trucks engaged in keeping the sixteen "stations" stocked.

"Nine years ago I wanted to earn some additional money," says Deck. "I had only \$6.50 and with my 'hot dog' proposition I put it up to my father."

"He ridiculed the idea and I will remember his advice—'You're crazy. You'll lose your pants.'"

"Well, I didn't lose my pants. Father is my chief booster today. I have 16 'hot-dog' stations, one warehouse, a bakery, meat store and a fleet of trucks. Nine years ago I used one Ford car to carry my wieners, buns, ice, etc. Today I have a payroll of 175 men and

women and 12 ears to handle my products."

Up From \$6.50

Last year Deck's "hot-dog" business, which also includes hamburgers, pie and soft drinks, soared above the \$500,000 mark. That turnover was passed the first seven months of this year, it is asserted. So, from \$6.50 capital of nine years ago, Gregory J. Deck has builded a business that has elevated him into the wealthy class, for he's drawing a salary of \$75,000 a year.

The "hot-dog" king is married and has three children. He recently bought a "model home," which is one of the show places of the Buffalo residential district.

visit with Mrs. Adams' mother, Mrs. Thomas Davis. Newspapers are writing about farm relief, the old reliable standby.
A. P. Curington returned Friday from a business trip to Austin. Man of the hour: Watchmaker.

Just like we'd meet you on the street,
or any other place, we want to say

Howdy Folks!

Hope this will be a Happy, Prosperous
New Year for you and all your folks

You just don't know how we appreciate your business and your loyalty. But during 1928 we'll do our best to show you

COME TO SEE US!

Runnels County Gin
JAKE DAVIDSON, Manager,

Victory News

Mrs. Lillie West and Mrs. Jim Eoff visited relatives and friends at Coleman over the week end.

We are sorry to report Mrs. R. A. Yeats on the sick list this week.

F. D. Odell of this community moved to the Mauche Davis farm in the Dale community. Walter Cruze of the Dale community is moving to the farm vacated by Mr. Odell.

H. F. Mills and family have moved to the farm formerly occupied by J. A. Iden.

Mr. and Mrs. Noel Reid and little daughter, Doris, visited Mr. and Mrs. Jim Eoff Sunday afternoon.

Mr. and Mrs. L. L. Cole and three daughters, and a Mr. Price of Hale Center, spent Sunday night with the family of Mrs. Cole's aunt, Mrs. W. F. Rhoden. They were enroute to Houston county to spend the holidays.

Loss Williams was called to the bedside of his mother at Gainesville the latter part of last week.

Dollie Mae Caruthers had the misfortune to swallow a pin Saturday afternoon.

Mr. and Mrs. J. M. Hickson and children, Floy and Doyle, visited Mr.

and Mrs. W. P. Gardner and Mrs. Hickson's mother.

There will be a Christmas tree and program at the Antelope church on Friday night, December 23.

Mr. and Mrs. J. W. Adams went to Loraine Tuesday for a few days

Winters Steam Laundry



Spill Bros. & Co.

AS THE CURTAIN COMES

Upon the Acts of the Closing Year

DOWN

—we take much pleasure in thanking our friends for what ever share they have given us of their business, and for anything else they may have done toward making our year the success it has been.

We make it our purpose to deal fairly, courteously and promptly with all who patronize us in any way, and solicit future business upon this meritorious basis.

And now we wish for everyone a merry, merry Christmas and a happy and prosperous New Year.

Let Us Serve You in 1928

Thanks for Favors of 1927

Winters Motor Company
CHEVROLET DEALERS

Dale News

Mrs. Carl Norris has returned from her trip to McLennan county and reports that she found her parents well, and their friends here will be glad of that fact.

Mr. and Mrs. Robert Spill attended church at Winters last Sunday morning.

Mr. Par and family are now living where Bill Whitley formerly lived and we hope that every one will get acquainted with them soon.

The Dale basketball players motored to Hatchel last Wednesday afternoon and although many of their best players were absent, played a fighting game, but the Hatchelites proved too much for them, the score being 24 to 23 in Hatchel's favor. Notwithstanding this the Dale fight-

ing spirit is still as strong as ever and Dale will win some games yet, for as long as Dale only loses and is not defeated in spirit, they will lose fairly or win.

Little Ruby Lee Williams has been quite ill with an abscess in her ear, and we are glad to report that she is almost well again.

Charley Adami and family, F. T. Blanchard and family, Mrs. B. F. Kirk, and Miss Clyde Vaughn visited in Abilene recently.

There will be a small program and also a Christmas tree at Dale school Friday night, December 23rd.

Miss Noma Stanley spent last Wednesday night with Hilda Lehman.

Several persons from this community attended the play at Winters high school Friday night. They all report an enjoyable time.

Arthur Green visited in the home

of his brother, Bass Green, of Winters Sunday.

John Phelps visited friend in Winters last Saturday afternoon.

Herbert Adami visited in Winters last Saturday afternoon.

There were several visitors in the H. A. Green home Sunday night, but the writer was unable to learn their names.

Mr. and Mrs. Carl Norris of the Dale vicinity, visited Mr. and Mrs. West Hendrick and daughter, Miss Gracie, Sunday. Mrs. Hendrick has been unable to work for a week on account of a cold.

The whooping cough victims of this vicinity are swiftly recovering.

Tire thieves do not care whether auto owners can spare their spares or not.

1928

The Future

Step by step, as you travel the pathway of 1928, may each move bring you nearer the goal of your heart's desire.

The old year is gone with its memories only left. It was a year in which much progress was made.

But the New Year is before us. So, with our faces toward the sun of this new year that is dawning, we have resolved in our hearts to do our utmost to show, in a tangible manner, our sincere appreciation of the confidence and loyalty of our patrons in the past.

Memories are Golden

When they cluster about the pleasant scenes and transactions of life in which we and our friends have found both joy and profit. Christmas never fails to stir up afresh the recollection of happy days in which past pleasures like choice perfumes return again to add their meed of gladness to the present enjoyments of the season.

As our dealings with you during the past year have been most satisfactory to us, and we sincerely trust, to you, we take occasion now to express our wish that your Christmas will bring you memories of many past pleasures to add with innumerable present ones, and that all through the New Year it will itself become one of the happiest of memories.

Farmers Mercantile Co.

**FARMERS GIN CO.
GINNERS**

**FOLKS WHO KNOW
US BEST---**

Know full well that there is no show and grand stand play about our policy, so we felt the best message we could think to write would be

**Happy Christmas
Prosperous New Year**

to all our friends and patrons. And since we really mean it we ask you to accept it as direct from our hearts to you.

C. Kornegay's Gin

**May Your Stocking
Be Filled With Plenty
on this
Happy Christmas
Day**

1927

Our store has made many new friends and customers during the year 1927, and we want to take this opportunity of thanking those who have filled our stocking with business.

1928

May the coming year be one of the most successful of your life. We hope that throughout the coming year our service shall continue to be the kind you like, and we hope to receive your patronage in the future as we have in the past.

OUR NEW YEAR'S PLEDGE

All the employes of our store pledge to you a service that will be even better in the future than it has been in the past, and that is promising a lot, for our service has been admired for years.

Wm. Cameron & Co., Inc.

HOME BUILDERS

R. E. BACON, Manager

H. H. WILLIAMS, Asst. Manager

**Make Christmas
Merrier With
Furniture Gifts**

Is there any one you know of, friend or in your own family, who does not need a piece of Furniture for some nook or corner of the house? Nothing that you can think of would be so heartily appreciated or practical.

You will find remarkable values at our store.

**FURNITURE
THE APPRECIATED**

**EVERYBODY
NEEDS
FURNITURE**

Men and women alike are delighted to receive some article of Furniture.



**HERE ARE
JUST THE
GIFTS YOU
WANT**

See our complete exhibit of attractive Gift Pieces, all specially priced.

CHRISTMAS WISHES

Christmas is the station on the road of life where all trains stop for one day each year to feed the hearts of men.

It is a day of joy and great thanksgiving, for we celebrate the arrival of the greatest gift ever given to man.

Hence, it is with utmost feeling that we take this opportunity to thank you for your friendship and patronage during the past year.

A Merry Christmas to You

New Car Furniture Arrives

Just in time for you to select from for gifts—all new and direct from the factory. With this new car you will find our stock complete until the last minute. Don't hesitate to come because you think it is late. You will find our service alert, and, within the limits of our possibilities, your gifts will be delivered on time.



SANTA'S LAST CALL

Christmas prevades the air. It is here! All activities center about Gift selecting and gift buying is a most joyous event. What a pleasure it will be for you to make your choice from our enormous array of useful things. Your bewilderment will cease with a visit to our big store. The woman will find something for man, and man will find something that will please all women—that is, something to go into the home. Come in today. We can serve you promptly.

PRACTICAL GIFT SUGGESTIONS FROM OUR STORE

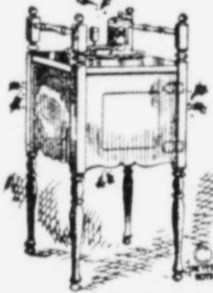
Hoosier Kitchen Cabinets.
Hoosier Breakfast Room Suites.
Simmons All-steel Beds.
Bedroom Suites as low as 67.50
Living Room Suites as low as \$69.50
Three-Piece Fibre Suites upward from 57.50
Cedar Chests, all sizes, at reasonable prices.

Dining Tables, solid oak, round and Square, 5 legs, upward from \$16.50
Chairs to match, from \$1.95 up
Rectangular and Oval Rugs, tapestry, axminster, velvets and Wilsons.
High Chairs and Baby Cribs.
Baby Beds in wrought iron and wood.

USEFUL THINGS IN OUR HARDWARE DEPARTMENT
There is nothing more appreciated than a Kitchen Utensil. In our hardware department you will find scores of useful gifts for the one who does the cooking.
Mirro Aluminum Ware.
Community Plate Silverware.
Glassware and Chinaware.

Electrical Goods.
Waterless Cookers.
Percolators, Double Boilers.
Roasters, Cake Pans, Stewers.
All are gifts wrapped in Christmas boxes ready for mailing or the tree.
Big Assortment of Wheel Goods and many other sturdy gifts for boys.
Remember that we will give you a Turkey with every Gas Range sold.

SMOKING CABINETS



Something he will be proud of and can use every day in the year. Beautiful in construction, finished mahogany. Has compartment for pipes, tobacco, and cigars.

TRUNKS, SUIT CASES AND HAT BOXES AT 1-4 OFF

9x12 Axminster Rugs low as \$29.50
Chiffarobes in Golden Oak as low as \$27.50.
Vanity Dressers in Walnut, at \$29.50 up.
Children's Rockers, all sizes, from \$1.75 to \$3.50.



2-PIECE LACQUERED CONSOLE SET

A lovely set for the front hall or living-room. An ornamental and attractive piece of Furniture. Consists of table and mirror in the newest finishes.

USE OUR EASY PAYMENT PLAN

A little down, and a little each month, will soon have your home in that state of comfort and beauty you have always longed for. Buy your Christmas Furniture on our easy payment plan.

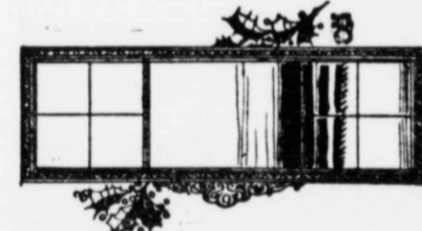


**What Is Christmas
Without a Radio**

6-Tube Atwater Kent \$97.50
Arborphones \$75.00

ALSO CONSOLE TYPES AND CABINETS

Complete with Tubes, Batteries and Loud Speakers



BUFFET CONSOLE AND MIRROR

A distinctive gift for home lovers. Mirrors brighten and lighten up the home. There are wonderful—heavy plate glass mirrors in heavy frames.

ODD PIECES

Dressers as low as \$17.75
Solid Oak Rockers, spring cushions, upwards from \$5.00



FLOOR LAMPS

Bridge and Floor Lamps in a variety of designs with colored and decorated georgette shades. Newest wrought metal bases in the most popular colors.

USE OUR EASY PAYMENT PLAN

A little down, and a little each month, will soon have your home in that state of comfort and beauty you have always longed for. Buy your Christmas Furniture on our easy payment plan.

Higginbotham Bros. & Co.

WINTERS, TEXAS