

The Devil's River News

Published in Sonora, Texas - "The Capital of the Stockman's Paradise"

SIXTY FOURTH YEAR

Sonora, Texas, Friday, December 18, 1953

THIRTEENTH WEEK

... Son of
a gun ...

Special Christmas Services Set

Newt Poteet, Sonora constable and nightwatchman for many years, is in a San Antonio hospital for treatment for a malignant throat condition. He and Mrs. Poteet will not be here for Christmas and asked us to convey to all of you their "Merry Christmas and Happy New Year."

Everyone seems to be very busy this Christmas season. Stores are filled, but from what we hear, shoppers are buying more carefully than they have in many years. A Christmas home and store decorating contest is not being held this year, but that doesn't seem to be keeping decorations down. A drive around town tonight will reveal some very attractive arrangements.

School lets out on Friday and not on Tuesday as was originally planned. No one knows the exact reason for the change but E. A. Brodhead, and he says he isn't telling. The extra two days will, of course, be added at the end of school.

Sonora stores will evidently be open the Saturday after Christmas. We have heard San Angelo, Big Lake, Ozona and Rocksprings stores were closing December 26 for a long weekend, and broached the subject at Lions Club Tuesday. The silence was staggering. We took this to mean stores will be open December 26, and so we report same.

Guess Jack Bricker and us don't know our reindeer. Several weeks ago we ran a story about a reindeer in the form of a neon sign atop the Humble Station, and both Bricker and ourselves thought it was for Christmas. Now we understand it wasn't a reindeer, it was just a deer and it was put up to attract deer hunters who might need some gas. Well, it certainly makes sense, and after the season closes Jack and us will climb up there and give you a report on how many bullet holes the thing has in it. Anyhow, it's been running so fast we couldn't tell exactly what it was.

MRS. PATRICK IMPROVED

Mrs. J. T. Patrick, mother of Lee Patrick of Sonora, is reported improving, following a heart attack last week. Mrs. Patrick is in a San Angelo hospital.

SUBSCRIBE TO THE NEWS

Sonora's churches are observing Christmas with either special services or Christmas programs at their regular services.

A Christmas service will be held at the First Baptist Sunday evening at 7:30 o'clock. The Christmas Story will be told, with illustrations, by Mrs. Rex Lowe. Sunday School class members will sing Christmas carols and the Christmas tree program will follow. The Rev. J. E. Eldridge will bring a Christmas message Sunday morning at the 11 o'clock service.

The First Methodist Church will present a program of Christmas carols Sunday evening at 7:30 o'clock, under the direction of Mrs. W. D. Bradley, Jr. The public is cordially invited to this program. Services at 11 o'clock Sunday will feature a Christmas message, according to the Rev. W. H. Marshall, pastor.

Christmas Services begin at St. Ann's Catholic Church on Christmas Eve at 11:30 o'clock with the singing of the "Posadas" before the church doors. Two groups of singers—representing Joseph and Mary (on the outside) and the people of Bethlehem (on the inside) relate in song the story of the Nativity. After they are admitted, a rosary and other prayers in honor of the Christ Child are said. The Choir will then sing some Christmas Carols.

This is followed by the Christmas Midnight Mass (the only one during the Church Year). A group of girls, dressed as angels, will escort their leader, dressed as Mary, with the Christ Child to the altar where He is enthroned throughout the Christmas Season.

The other Masses on Christmas Day are at eight and ten o'clock. The public is invited. The Rev. Cyril Hermann, O. F. M., will conduct the services.

St. John's Episcopal Church, the Rev. John Winslow, rector, will hold its annual Christmas Eve service beginning at 11:15 o'clock Wednesday night. There will be fifteen minutes of special music and carol singing, followed by the sermon and Holy Communion service. Communion at this service is open to the public.

On Christmas Day Holy Communion will be held at 10 o'clock. Sunday School students will have their annual Christmas program and party this coming Sunday

Roby Girls Snow Sonora 102 - 44 To Win Tourney

The Roby girls basketball team, led by a dead-eyed miss named Barbara Head, breezed past Sonora 102 to 44 Saturday night to win the 44 Annual Sutton County Invitational Girls Basketball Tournament. Roby reached the finals by beating Del Rio 65 to 24, and Rankin 70 to 27. In the final game Barbara Head tossed in 34 points, while two teammates, Brown and Upshaw netted 27 each. Sonora high scorer in the final was June Henderson with 28. Winner of the consolation round was Mertzon, who beat Del Rio 54-32. Mertzon won the same title last year.

BRODHEAD ATTENDS MEETING OF SCHOOL MEN

E. A. Brodhead, Sonora School superintendent and president of the Mid-Texas Schoolmen's Club, attended a joint meeting of members of the club and school superintendents in this area Monday in San Angelo.

F. C. Ayer, Educational Administration Department of the University of Texas, was principal speaker and talked on fundamental principles of education. A report was also given by S. J. Burleson, Lake View superintendent, on the proposed 80-20 ratio in state school support. Dr. Rex Johnson, SAC president, reported on a proposed film library which will be used by schools in this area.

Next meeting of the club will be held in Brownwood February 8.

The Lions Roar

The Lions Club will skip its meeting Tuesday, December 29, and will hold the next meeting Tuesday, January 5, 1954. The program will be given by the Boy Scouts.

Tuesday members and guests saw a film on world affairs presented by the Stanolind Oil and Gas Company as a public service. The Sonora — McCamey football game in color will be presented in the near future.

Guests of the club were J. C. Luttrell, Cecil Westerman and C. A. Cates of San Angelo.

Local Rancher To Head San Antonio Horse Show

A dual Horse Show, the biggest and most complete ever, is promised for the 1954 San Antonio Livestock Exposition and Rodeo, according to Gay Copeland, of Sonora, chairman of the event.

A feature of this year's Horse Show is the addition of classes for Palomino horses. Sponsored by the Texas Palomino Exhibitors Association, the Palomino Show will be held February 17-21, with 24 different classes set for the golden blonde breed.

Divisions for Palominos include Halter Stock and Pleasure types, Performance Stock AND Pleasure, Performance Stock OR Pleasure and the Silver Mounted Class, featuring Palominos mounted with lavishly designed silver saddles and bridles. A special Children's class for youngsters from 6 to 16 is also scheduled. Premiums totaling \$1,500 are offered for the Palomino Show.

Cutting horse entries will compete in go-rounds during rodeo performances throughout the ten-day San Antonio Show, with \$2,000 in premiums plus entry fees being offered. These horses are judged solely for their performance in cutting an animal out from a herd and preventing its return with aid of reign or cue.

DUTCHESS AT BALL

Miss Delores White will be Sonora duchess at the San Angelo A. & M. Club annual Christmas Ball December 28. She will be escorted by Joe David Ross, Sonora A. & M. student. The dance will be held at Goodwin Tavern and the Aggie-land Orchestra will furnish music.

Office Supplies At News Office.

Polled Hereford Association Adds \$5,500 To Stock Show Premium

The open steer show at the Southwestern Exposition and Fat Stock Show is, as the term implies, open to the world and the competition each year attracts entries from numerous states.

Almost \$10,000 in premiums is offered and the grand champion steer, besides the prize money, brings the owner a rich reward when the animal is sold in the "auction of champions."

The champion in the open show is matched against the champion in the junior show and the victor is adjudged the grand champion of the entire exposition. Last year's grand champion brought \$6,000 in the auction.

County Tax Vote 56 - 3 Favor Of Reallocation

Sutton County voters stayed away from the polls in droves Saturday, but the few who did show up were practically the same opinion, voting 56 to 3 in favor of reallocating certain county taxes. The election was held in order to reallocate county taxes as follows 40 cents of the tax dollar for county purposes, 27 cents for the road and bridge fund, 8 cents for erection of public buildings and 5 cents for the jury fund. The election did not concern a change in tax rate.

4-H Awards To Be Presented At Annual Dinner

Sutton County 4-H awards for 1953 will be presented at a covered dish supper, sponsored by the 4-H Parents Club, in the Methodist Church dining room Saturday, December 19, at 6:30 o'clock. All 4-H members who have been active during 1953, and their parents are urged to be present.

AUXILIARY MEETS MONDAY

The hospital auxiliary will hold its regular monthly meeting Monday, December 21, at 3 o'clock at the hospital. All members are urged to attend this meeting.

TO ENTER TENNIS TOURNAMENT

Miss Jewell Pye, director of girls' athletics, will take Betsy Ross, Lenie Mayhew and Vicki Archer to El Paso for the Sun Bowl Tennis Tournament December 28-31.

GIRL CAGERS HONORED

Mr. and Mrs. Meredith Joy entertained members of the girls' basketball team and their mothers Wednesday night with a barbecue at the Parish House. Thirty-one guests attended.

Mr. and Mrs. W. D. Bradley, Jr., attended the Band Clinic in Abilene Saturday.

CLUB ELECTS OFFICERS

Officers elected by the high school Speech Club last week included Albert Ward, president, George Spinks, vice-president, and Vicki Savell, secretary and treasurer.

Personal Notes

Nelsen Stubblefield is up and about after an emergency appendectomy at Hudspeth Memorial Hospital last week.

Mr. and Mrs. Pat Cooper and children of Fort Stockton were guests of Mr. and Mrs. C. T. Jones last weekend.

Mrs. A. E. Martin has returned to her home in Fall Brook, California, after spending the past two months here with her daughter, Mrs. H. V. Morris.

Mr. and Mrs. J. F. Bricker and children spent the weekend in Leesville with her mother, Mrs. Matilda Rhoades, and other relatives.

Mr. and Mrs. Mont Merriman visited in San Angelo Sunday with their niece and nephew, Mr. and Mrs. Ed Taylor, and other relatives.

Corporal Fred Adkins, stationed at Lackland AFB, San Antonio, is home on leave for the Christmas holidays with his parents, Mr. and Mrs. A. H. Adkins.

Mr. and Mrs. Dick Morrison and Mrs. Morrison's mother, Mrs. J. E. Waldrup, had as their guest this week, their sister and daughter, Mrs. J. L. Martin of Granbury. Attend SOME Church Sunday.

145 Animals To Be Shown At 4-H Club Livestock Show January 16

The annual Sutton County 4-H Livestock Show will be held Saturday, January 16, at the club barn here with 115 fat lambs and 30 breeding sheep on exhibition.

James A. Gray, animal husbandman with the Texas A. & M. College Extension Service, will judge all classes of sheep. One lamb will be sold at a Chinese auction to help offset general expenses. Prize money will be awarded exhibitors of both fat lambs and breeding sheep, but there will be no auction sale of lambs as in the past.

Ribbons for the show are being furnished by the Sonora Lions Club which sponsors the show each year.

Trophies are being awarded to the champion finewood lamb by the Sonora Wool and Mohair Company; the champion crossbred lamb by the Sonora National Farm Loan Association, and the grand champion lamb by Nathan's Jewelers. A Showmanship trophy will be awarded by the First National Bank of Sonora.

Members of the show committee are Joe M. Vander Stucken, chairman, George E. Smith, Herbert Fields, E. A. Brodhead, and George H. Neill. The club is directed by D. C. Langford, county agent.

CHRISTMAS MESSAGE —

Silence And Stillness Lie At The Heart Of The Christmas Season

This year the Devil's River News begins what is hoped will become an annual custom—a Christmas message written by a different Sonora clergyman each year. Today's article is written by the Rev. W. H. Marshall, pastor of the First Methodist Church and a regular contributor to these columns.

By W. H. Marshall
Christmas is filled with a quiet spirit. Silence and stillness lie at the heart of this holy season. What a paradox that the days leading to the celebration of the birthday of the Christ child should be so filled with the rush and hurry and pressure that we all feel.

Margaret Sangster has caught for us a mood we all need to cherish. In words of simple beauty she reflects on the beloved hymn, "Silent Night."

"It sounds once more at Christmas time,
A tender, sweet refrain—
Across a world that hate has filled
With terror, want, and pain.
It sounds once more to tell us that
Brave star-shine fills the sky,
The while a Mother holds her Babe
And croons a lullaby.
It comes one more—Oh, Silent
Night—
To tell us that hope lives,
To tell us that the star still gleams
In every soul that gives,
To tell us that while music lasts
The earth shall know release—
To tell us that we, too, may hope
To sleep in heavenly peace.
It sounds once more at Christmas-
time,
Love's tender song—it wakes
An echo in each heart that thrills
To beauty ere it breaks . . .
A violin with muted strings
Across a troubled year,
The tumult and the shouting die,
The infant Christ is here!"

Some night after the laughter and the fun, the work and the worry, and all the carols have been sung—yes, just before you go to sleep, kneel for the moment and thank God for Christmas. Look up to the beautiful sky, look until

you see the star of Bethlehem, and say, "I thank Thee, God, for the gift of Thy Son."

Is not the Christmas story trying to tell us that God and all the meanings of life are to be found not in abstract speculation, not in notable movements in history, but in the quietness of reverence, of consecration.

The great task we face for this day and generation is a CENTRAL PEACE in the life of the world for Christ.

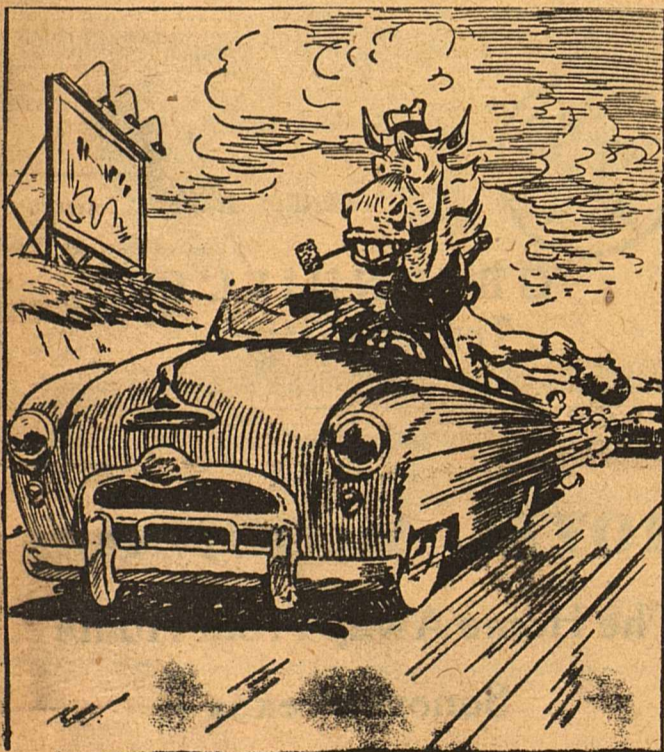
When we sing of Bethlehem we should not forget that all our hopes for the human race had their beginning there. For one to live his life with no thought of Bethlehem is to forget the real meaning of his own life.

We must come to the place where our thinking and our living are no longer associated with the secondary. We have so much we can do without; we are so lacking in that which makes for full living.

There was a family that had that rare something through which God could make Himself known to the world! Is that not the heart of the Christmas message?

SAN ANGELO COMPANY STAKES WILDCAT HERE
Tucker Drilling Co. et al of San Angelo have staked location for a 4700-foot rank Ellenburger wildcat in extreme northeastern Sutton County 30 miles east-northeast of Sonora. It will be the No. 1 J. D. Cowser.

Operations on the prospector are to begin at once. Ground elevation is 2,384 feet.
Location is C NW 20-16T W&NG.
The project is being drilled on a 1,280-acre farmout from the Houston Oil Co. The deal was worked up by Jones, Lyons and Bivens.
Tucker Drilling Co., will move its rig from the Carter & Carter Sheen to the new location. Roads are being built.



Good Sense Important To Good Driving

Plain old "Horse Sense" is not enough these days. Traffic being what it is, you also need "horse power" sense—or automobile sense—or just good judgment, if you please.

Old timers can remember when the country doctor, coming home at dawn after a sleepless night of calls, could fall asleep at the reins—and his faithful old nag would bring him safely home. That was horse sense.

But your automobile, miraculous as it is these modern days, just won't do that kind of a job. That's why you have to use your good judgment—and stay alert while driving.

Horses seldom got into trouble, either, unless they panicked and ran away. But insurance people say that about two tenths of one percent of today's accidents, killing 60 and injuring about 3,000 people, are caused by automobiles running away. And even those were caused by bad driver judge-

ment. Most accident, in some degree, are caused by lapses of driver's common "horse-power" sense—exceeding safe speed limits, driving on the wrong side, passing on the wrong side or on a hill or curve, and similar chance taking.

But there's one thing that hasn't changed much. A horse used to do some of the work of taking care of himself—grazing and exercising, for example—calling for outside repairs only when in need of the blacksmith or the veterinarian. A car will do some of that work, too—recharging its own battery as it operates, keeping itself lubricated with its oil pump, and so on.

But when it needs outside help—that's the time to make sure you take it to the man who handles your make of car, the man who knows it best.

It's up to you, horsepower sense to make sure your car gets the kind of care that will keep it in safe operating condition.



IT'S THE LAW in Texas
A public service feature of the State Bar of Texas

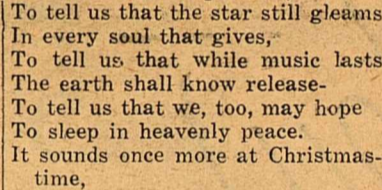
Although persistent advertising has made Americans acutely aware of the existence of trade-marks, most of us have at best a hazy idea regarding their origin and functions. Is the trade-mark a modern innovation? What does it actually do?

A trade-mark identifies merchandise as being the product of a particular manufacturer or distributor. They were used by the brick-makers of ancient Egypt, the lampmakers of old Athens and the helmet makers and armorers of medieval England. While a trade-mark is most often a word, it may also be an emblem, symbol, slogan, or other device. The intended function of a trade-mark is to distinguish the goods of the proprietor from the goods of others in the market place. The expression "trade-mark," "brand name," or more simply "brand" or "mark," are synonymous.

A person or company becomes the owner of common law rights in a trade-mark through adoption and use of the mark on goods. The law affords protection to the owner by prohibiting others in the field from appropriating the mark or one so similar as to be likely to cause confusion.

There is a twofold purpose behind such legal protection: first, it protects the purchaser from deception and assures him that he is getting what he wants; and second, it protects the trade-mark owner from piracy of the good will, reputation and property rights which he has built up in a mark through manufacture or sale of merchandise carrying the mark.

Trade-marks are frequently among the greatest and most valuable assets of a company, for they symbolize the good will and reputation of the company. To achieve such a status, however, a trade-mark must be carefully selected. Among other considerations it is, of course, important that a mark be chosen which is not confusingly similar to any other trade-mark used by another on similar goods. It may be necessary to conduct a search of marks already in use in order to determine this question.



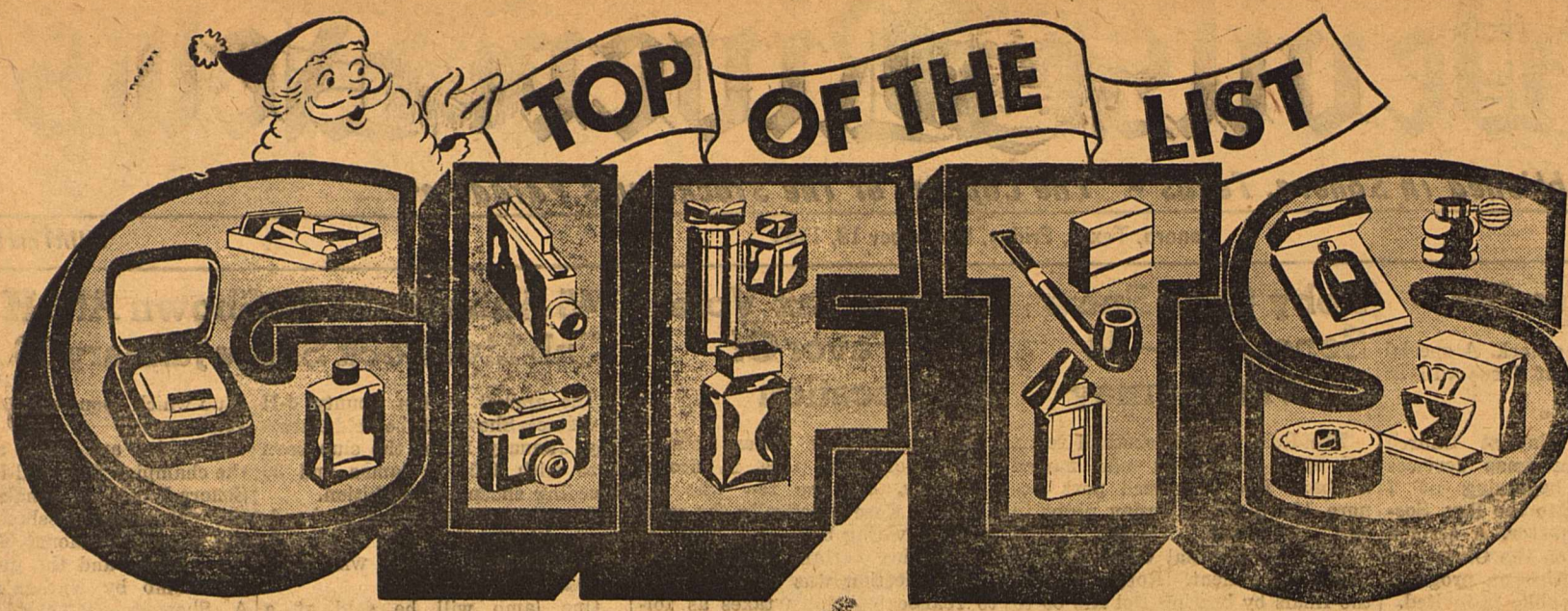
JOHN MARSHALL
1755-1835

OUR DEMOCRACY—by Mat
KEEPERS of the FLAME
"Equal Justice under Law"
Justice—Guardian of Liberty

Inscriptions—on the Supreme Court Building, Washington, D.C.
WHEN VIGOROUS JOHN MARSHALL WAS APPOINTED CHIEF JUSTICE IN 1801, THE U.S. SUPREME COURT BEGAN TO FULFILL THE HIGH PURPOSE ASSIGNED IT BY OUR CONSTITUTION.

SLOWLY, OVER THE 35 YEARS HE SAT AS CHIEF JUSTICE, MARSHALL SHAPED ITS COURSE, GIVING IT UNITY, STRESSING A TRULY NATIONAL RANGE OF THINKING—AND USING HIS CLEAR, FORCEFUL LEADERSHIP TO GUIDE THE COURT IN PRESERVING FOR ALL CITIZENS THE PRIVILEGES AND LIBERTIES GUARANTEED IN THE CONSTITUTION.

IN CHANGING AMERICA, THIS HAS BEEN THE CONTINUOUS ROLE OF THE SUPREME COURT—TO INTERPRET AND APPLY, FOR THE BENEFIT OF OUR CITIZENS, THE BASIC PRINCIPLES UPON WHICH OUR REPUBLIC WAS FOUNDED.



Westerman Drug

CECIL WESTERMAN

PHONE 22701

Church

Notices

FIRST METHODIST CHURCH

W. H. Marshall, Pastor
If you do not worship at some other church we will be very glad to have you worship with us.
Morning Worship 10:50 o'clock
Church School 9:45 o'clock
Youth Fellowship 6 o'clock
Evening Service 7:30 P. M.

CHURCH OF CHRIST

(South Side) Holiness Building
Services Each Lord's Day At 10:30 o'clock
Evening Services 7:30 o'clock
Welcome - T. R. Chappell

ST. JOHN'S CHURCH

(Episcopal)
The Rev. John E. Winslow, Rector
Office Hours 9 to 12 Daily (Except Monday)
Services -
Sundays: Holy Communion at 8 A. M.
Church School 9:45 A. M.
Morning Prayer, sermon 11 A. M.
Holy Communion at 11 A. M. first Sunday in each month.
Holy Days: Holy Communion at 10 A. M. as announced

FIRST BAPTIST CHURCH

J. E. Eldridge, Pastor
Sunday School 10 o'clock
Morning Services 11 o'clock
Evening Services 7:30 o'clock
W. M. U. Each Wednesday
Sunbeams Wednesday 3 o'clock

CHURCH OF CHRIST

Pat Stephenson, Minister
Sunday
Bible Classes 10 A. M.
Worship 11 A. M.
Young People 6:30 P. M.
Evening Service 7:30 P. M.
Wednesday
Ladies Bible Class 4 P. M.
Bible Study 7:30 P. M.

St. Ann's Catholic Church

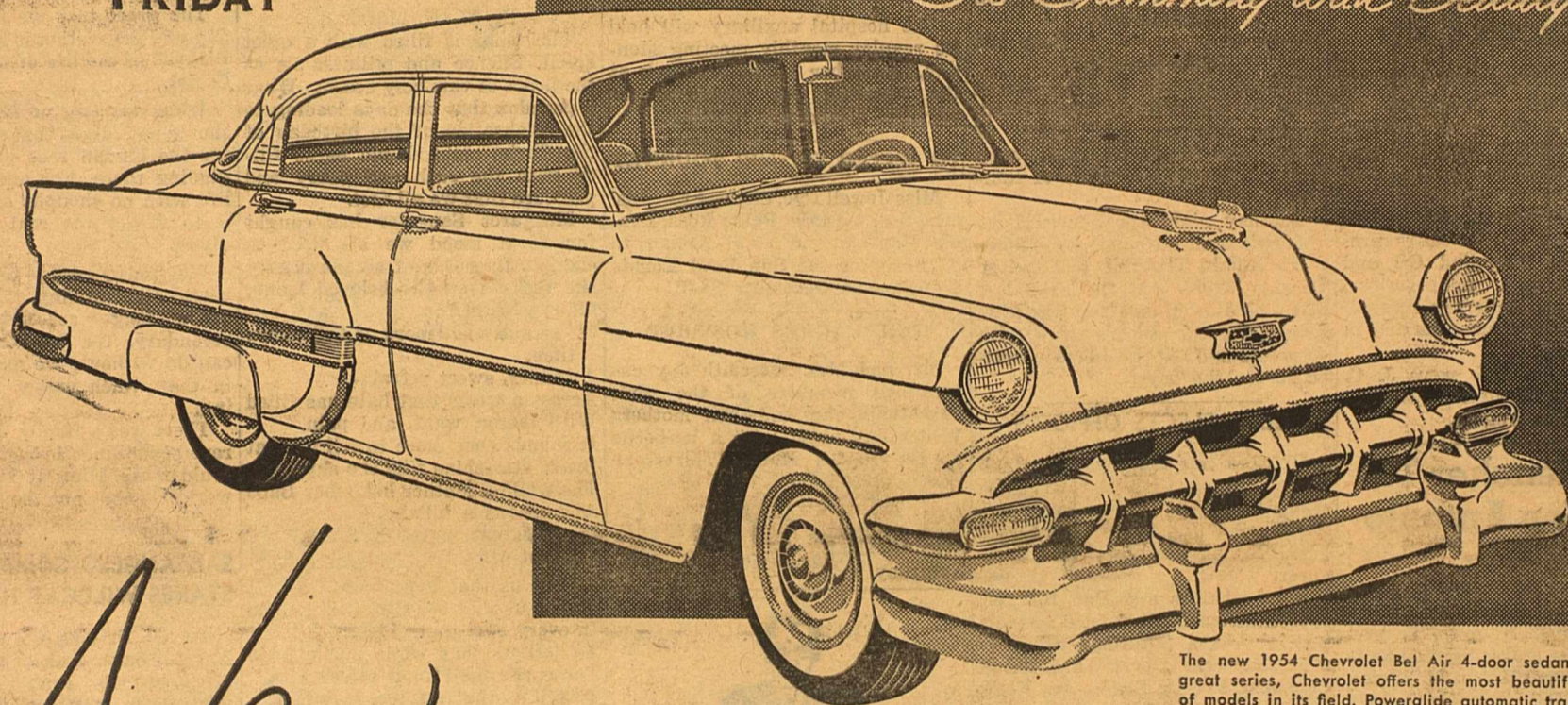
Rev. Cyril Hermann
S. Plum St. Phone 21861
Sunday Masses 8 A. M. 10 A. M.
Weekdays 7:30 A. M.

Mexican Baptist Church

Sunday School 10 A. M.
Preaching Service 11 A. M.
Baptist Training Union 7 P. M.
Preaching Service 8 P. M.
Wednesday Nights 7 P. M.
Prayer Meeting 7 P. M.

Typewriter Repair At News Office

ON DISPLAY
FRIDAY



It's Brimming with Beauty!

The new 1954 Chevrolet Bel Air 4-door sedan. With 3 great series, Chevrolet offers the most beautiful choice of models in its field. Powerglide automatic transmission now available on all models, optional at extra cost.

*New
1954 Chevrolet*

Powered for Performance!
Engineered for Economy!

First in the Low-Price Field
with POWER BRAKES, AUTOMATIC WINDOW and SEAT CONTROLS

Come see the most beautiful, most powerful Chevrolet ever built . . . the new car that combines great new performance with money-saving gas mileage!

In every way, Chevrolet now brings you even more of the things you want.

More beauty with brilliant new styling in Body by Fisher and bright new color harmonies outside and inside the car.

More power and finer performance with new high-compression engine power in all models.

More comforts and conveniences including the richest new interiors in Chevrolet history and such new features as Power Brakes and

Automatic, Electric Window and Seat Controls. And, thanks to advanced Chevrolet engineering, all this with new economy, too.

The fact is, you'll find that no other car offers so many things you want at such low cost. That means the low first cost of the lowest-priced line in its field. And it means money-saving economy of operation and upkeep, as well.

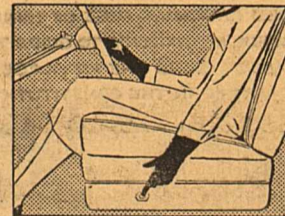
Stop in and take a good look at the best-looking Chevrolet you ever saw!



Power brakes for easier stops

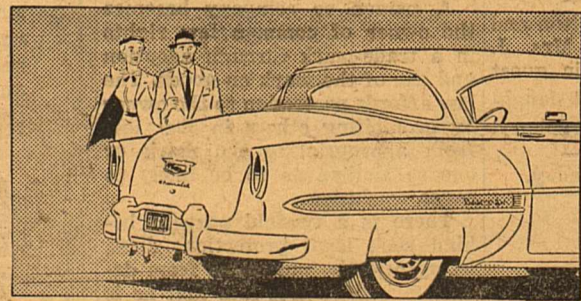
Now Chevrolet brings you Power Brakes to make stopping wonderfully easy and convenient. Optional on Powerglide models at extra cost.

More things more people want, that's why **MORE PEOPLE BUY CHEVROLETS THAN ANY OTHER CAR!**



New, automatic window and seat controls

The touch of a button adjusts front seat and windows. Optional on Bel Air and "Two-Ten" models at extra cost.

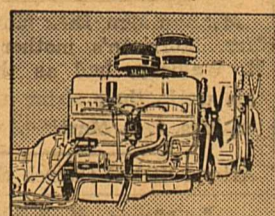


New styling that will stay new

There's a new, lower, smarter look about this new Chevrolet. All around the car, you'll see new styling that brings you Fisher Body at its beautiful best.

New interior richness

Fine new upholstery fabrics with a more liberal use of beautiful, durable vinyl trim. New color treatments in harmony with the brilliant new exterior colors.



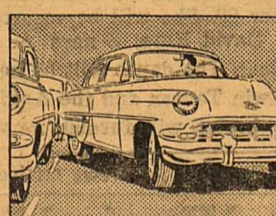
Thrifty new power in all models

Now, in Powerglide models, is the more powerful "Blue-Flame 125" engine. Gearshift models offer the more powerful "Blue-Flame 115."

SYMBOL OF SAVINGS



EMBLEM OF EXCELLENCE

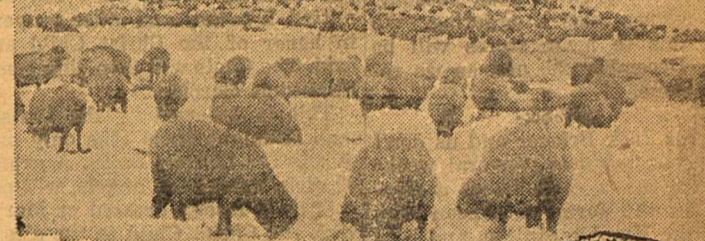


New, lower price on power steering

Chevrolet Power Steering now reduced in price! It does 80% of the work to give you easy, sure control. Optional at extra cost on all models.

Lamar Fuqua Chevrolet Co.
SONORA, TEXAS PHONE 27921

**When Winter Comes...
Your Ewes Need HELP**



Nature has given the ewe three big jobs. She must keep up her own body, build wool and nourish the unborn lamb. The ewe must have help when range is sparse or covered in snow.

Purina Range Checkers are research-built, ranch-proved to help the ewes do these jobs. Don't gamble with the health of your flock. Come in and see us for your feed needs.

AT THE STORE WITH THE CHECKERBOARD SIGN

SONORA FEED & SUPPLY



Goodrich Tires & Tubes

"FRIENDLY SERVICE"

**GREENHILL'S
Texaco Station**

HOTEL McDONALD

'The Home Away From Home'

Sonora, Texas

THE DEVILS NEWS

ESTABLISHED OCTOBER 18, 1890
PUBLISHED EVERY FRIDAY MORNING

ENTERED AT THE Postoffice at Sonora, Sutton County Texas, as second-class matter under the Act of Congress of 1879.

CLAY PUCKETT Editor and Publisher
ROY COOPER Associate Editor
ANY ERRONEOUS REFLECTION upon the character, standing, or reputation of any person, firm or corporation will be gladly corrected if the matter is brought to the attention of the publisher.

SUBSCRIPTION RATES - PAYABLE IN ADVANCE
One Year in Sutton and Adjoining Counties \$3.00
One Year Elsewhere \$3.50

ADVERTISING RATES:
Local rates for display advertising are 42 and 49 cents per column inch, depending on density of composition.
National rates for display advertising 49 cents.
Classified rates 3 cents per word, 40-cent minimum.

Mr. and Mrs. W. C. Anthony and family were in Rocksprings Sunday where they visited with her brother and sister-in-law, Mr. and Mrs. T. A. Ralston, and family and other relatives.

1954 Chevrolets Shown Here Today

Chevrolet introduces its 1954 model passenger cars today at the Lamar Fuqua Chevrolet Co.

More than 7,000 retail dealers nationally will display a variety of body styles in events that range from annual open houses to elaborate entertainment programs.

The showing come near the close of one of the company's most successful years. A statement by W. E. Fish, general sales manager, reported 1953 retail sales will be topped only by the record-breaking volume of 1950, once again out-selling all other automotive makers.

Fish described the new models as "greatly improved" and "fit successors to the cars that have led the industry in sales for 18 of the last 19 years."

"This is a record of popularity," he pointed out, "that can be matched by few products of any kind in the last quarter century's highly competitive American markets."

The dealer exhibits will be held simultaneously across the country and follow the 1953 model pattern when two days rather than one were designated for "announcement showing."

Introductions will benefit from a broadscale advertising program which the company plans to continue throughout next year.

Personal Notes

Mr. and Mrs. G. H. Davis spent several days last week in Houston with their daughter, Mrs. Marjory Shoemaker. They were accompanied home by their grandson, Danny Shoemaker, who will remain for the holidays.

Mr. and Mrs. G. C. Allison were in San Angelo Saturday night to attend a dinner party at the home of his mother, Mrs. E. F. Noelke.

Miss Betty Sue Allen spent last week here with her parents, Mr. and Mrs. Ford Allen.

Mrs. E. D. Mears of Menard spent last week here with her daughter and son-in-law, Mr. and Mrs. Joseph Vaader Stucken and family.

CANASTA CLUB MEETS THURSDAY AFTERNOON

Mrs. G. W. Kesselburg was hostess to the Ka Tasta Canasta Club at her home Thursday afternoon.

Mrs. W. E. Gatlin won high club score, Mrs. C. E. Stone won high guest and Mrs. Kenneth Williams won consolation prize.

Cake, Cokes and coffee were served to Mmes. C. E. Luxton, W. E. Gatlin, Adam Delrie, J. A. Harris, H. N. Hunsley, E. L. Harris, and guests. Mmes. Kenneth Williams, Durl Wright, C. E. Stone, C. F. Harris and G. N. Strickland.

Give the watch with the self-protecting heart

Wyler incalflex

Come in and see demonstration of the Incalflex balance wheel

YELLOW TOP \$39.75 Federal Tax included

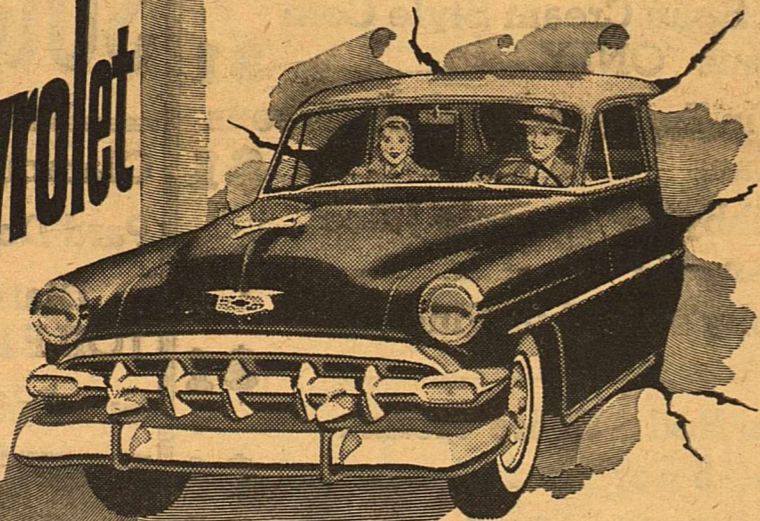


Geo. Barrow
Your Jeweler

NOW UNCOVERED

The car that's sure to be America's best seller again in 1954

America's favorite car is finer than ever! Chevrolet—best seller year after year brings you new beauty, new power and performance, new economy and value for 1954. Come see all the new features and advantages of the car that's sure to be the best seller again in '54!



FAVORS FOR EVERYONE!

And while they last, special gifts for the ladies—"Wind Song," Matchabelli's finest imported fragrance.



FREE



Lamar Fuqua

Chevrolet Co.

RANCHMEN

Send Us Your PMA Feeds For Complete Processing. We Have The Best Mixing And Grinding Machines Available.

We Will Be Glad To Store Your Feed Orders For A Limited Time.

STOCKMEN'S FEED CO.

George H. (Jack) Neill

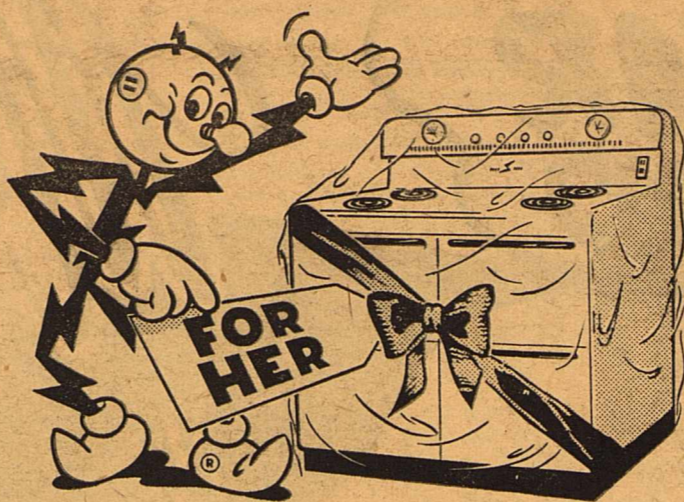
Andrew Moore

Bryan Hunt

"It's too big for Santa's bag

but boy, what a gift—

It's Carefree Cooking!"



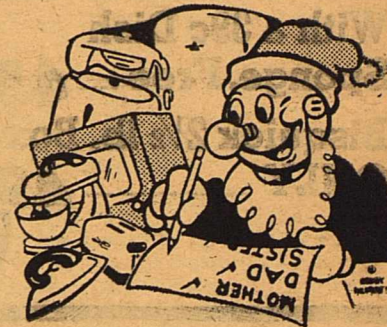
It's the gift from the husband who cares... it's the gift every wife wants... carefree electric cooking... it's the gift that'll bring praise all year long. It's a gift of clean, cool, automatic cooking pleasure and more time for leisure.

"...and for gifts that keep on giving see your Electric Appliance Dealer."

Gifts for today and tomorrow...

- | | | |
|-------------------|----------------|---------------------------|
| Automatic Blanket | Roaster | Garbage Disposer |
| Clock | Coffee Maker | Sewing Machine |
| Reading Lamp | Percolator | Automatic Washer |
| Study Lamp | Coffee Urn | Electric Dryer |
| Boudoir Lamp | Hot Plate | Electric Ironer |
| Pin-Up Lamp | Buffet Warmer | Vacuum Cleaner |
| Sun Lamp | Casserole | Chaffing Dish |
| Heat Lamp | Sandwich Grill | Popcorn Popper |
| Radio | Steak Grill | Electric Space Heater |
| Waffle Maker | Egg Cooker | Hair Dryer |
| Automatic Toaster | Range | Vibrator |
| Electric Mixer | Home Freezer | Curling Iron |
| Blender | Refrigerator | Electric Shaver |
| Bottle Warmer | Water Heater | Electric Hobby Shop Tools |
| Heating Pad | Dishwasher | Television |

This Christmas be sure — give Electrical Gifts



West Texas Utilities Company

NOTICE

WE WILL HAVE EXTRA XMAS SPECIALS WED. DECEMBER 23 AND DECEMBER 24. CHECK OUR WINDOWS FOR THESE EXTRA BARGAINS.

SUGAR 5 lb. Bag **25c**

With Purchase Of \$5.00 or More.

Puffin Biscuits 2 Cans **25c**

Mission Peach Halves 2 1/2 Can **25c**

Cranberry Sauce Ocean Spray 303 Can **19c**

HAMS Old Fashioned Cured Xmas - Wrapped Small Up To 16 lbs. 1/2 or Whole lb. **69c**

BEEF Fresh Ground - lb. **19c**

DEL MONTE - WHOLE Green Beans 303 Can **27c** DEL MONTE Pumpkin - 2 1/2 Can **19c**

BANQUET Pears 2 1/2 Can **33c** DROMEDARY PITTED Dates - 1 lb. **39c**

DURANDS Sweet Potatoes 2 1/2 Can **29c** POWDERED OR BROWN SUGAR - 1 lb. Box - 2 For **25c**

CHARMIN - WITH CUPON IN PACKAGE Toilet Tissue 4 Roll Crt. **29c** ALL Fruit Cake Mixes **10% Discount**

CHARMIN Napkins 80 Ct. 2 Boxes **25c**

SCOTT Towels Roll **19c**

These Prices Effective Friday December 18 - Saturday December 19.

MEATS

WILSON'S LARD - 3 lb. Crt. **59c**

SMALL - 10 TO 12 LBS. TURKEY - HENS - lb. **69c**

NICE FAT HENS - lb. **59c**

PRODUCE

EXTRA LARGE - 4 OZ. SIZE Lettuce - Head **10c**

TEXAS Oranges - 5 lb. Mesh Bag **33c**

2 BUNCHES Green Onions **15c**

RUBY RED Grapefruit - Pound **9c**

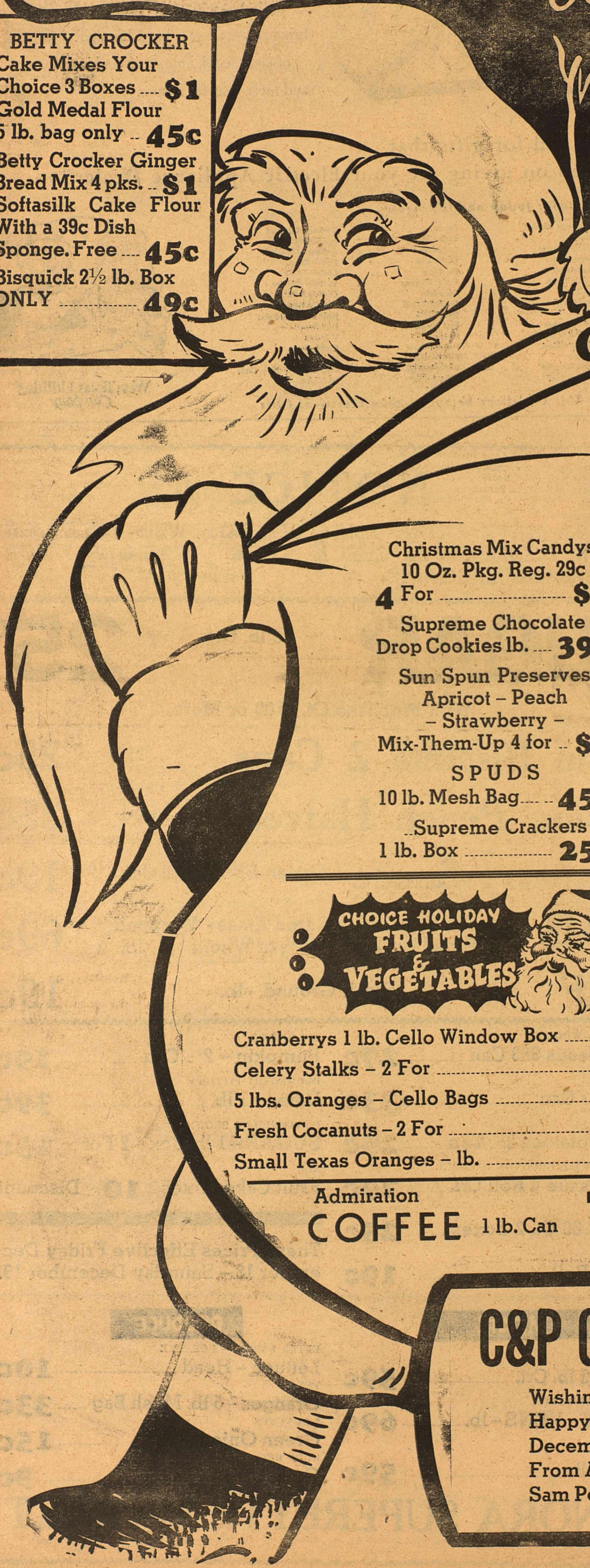
SONORA SUPERETTE MARKET

**THIS YEAR
GIVE FOOD**

Merry **C & P Groce**
CHRISTMAS

BETTY CROCKER
Cake Mixes Your
Choice 3 Boxes **\$1**
Gold Medal Flour
5 lb. bag only .. **45c**
Betty Crocker Ginger
Bread Mix 4 pks. ... **\$1**
Softasilk Cake Flour
With a 39c Dish
Sponge. Free ... **45c**
Bisquick 2½ lb. Box
ONLY **49c**

GIVE FOOD - BAKE YOUR GIFTS



Christmas Mix Candys
10 Oz. Pkg. Reg. 29c
4 For \$1
Supreme Chocolate
Drop Cookies lb. **39c**
Sun Spun Preserves
Apricot - Peach
- Strawberry -
Mix-Them-Up 4 for .. **\$1**
SPUDS
10 lb. Mesh Bag **45c**
Supreme Crackers
1 lb. Box **25c**

**CHOICE HOLIDAY
FRUITS
&
VEGETABLES**

Cranberrys 1 lb. Cello Window Box **19c**
Celery Stalks - 2 For **25c**
5 lbs. Oranges - Cello Bags **29c**
Fresh Cocanuts - 2 For **23c**
Small Texas Oranges - lb. **4c**

Admiration
COFFEE 1 lb. Can **79c**

**We Have Cheese
Boxes Assorted For Christmas**

\$ Values From Santa \$
Large Box Fab One Early American
Doll ONLY **\$1**
Mountain Pass Sweet Poto
4 - No. 2 Cans **\$1**
Sun Spun Pork & Beans - 12 Cans .. **\$1**
Sun Spun Cream Style Corn
7 - 303 Cans ONLY **\$1**
Sun Spun Turnip or Mustard Greens
9 - 303 Cans **\$1**
Libby's Pineapple Juice
46 Oz. Can - 3 For **\$1**
Libby's Tidebits Pineapple
5 For **\$1**
Libby's or Red & White Vienna
Sausage - 5 For **\$1**
Sun Spun Pickles Qt. Jar **\$1**
Sour or Dill - 4 Jars **\$1**
Heinz Tomato Soup 10 for **\$1**

Greater Values Is Ou
We Reserve The Ri
Limit One To C

SUGAR 5 lb. B

Glamour Soap - 8 Bars -
Pard Dog Food - 3 For
Diamond Dee - Sing
TOILET TISSUE - 3 Fd
Sun Spun - OLEO - 5 lb



Sirloin or T-Bone - lb. ...
Seven Steak - lb.
Chuck Roast - lb.
Club Steak lb.
O-Cheese - lb.
Back Bone - lb.
Ground Meat - lb.
Wilson's Sliced Bacon
Swift's Premium Frye

Be a better cook than ever with
NEW BETTER-THAN-EVER SPRY



SPRY
with CAKE-IMPROVER
3-LB. **69**¢

C&P GROCERY Sonora Texas

Wishing You A Real Big Christmas And A
Happy New Years - 3 Big Days Of S A L E
December 18-19-21.
From All Of Us - T. R. Chappell, J. W. Pepper, Jr.
Sam Perez - Mac Chappell - P. D. Rector.

FRI

To The Fin
tomers Buy
Aunt Jenny
Christmas C
cipe Book-

The Woman's Page

Mrs. Arrie Davis, Society Editor

Sonora, Texas, Friday, December 18, 1953

Coming



SEE IT
DEC.
18

Lamar Fuqua
Chevrolet Co.

FAMILY NIGHT SUPPER AND PROGRAM HELD WEDNESDAY

The members of the Methodist Church met last Wednesday for their monthly family night supper and program.

Mrs. Norman S. Davis gave the Bible study, the third in a series of lessons on the prophet Jeremiah.

Following the supper the entire group sang Christmas Carols led by Mrs. W. D. Bradley, Jr., and accompanied at the piano by Mrs. G. H. Hall. The singing was closed by the group joining hands and singing, "Silent Night, Holy Night."

Hostesses were Meses. G. H. Davis, Joe B. Ross, B. W. Cusenbary, A. E. Prugel and Dan Cauthorn.

Supper was served to approximately fifty members.

MRS. COOK HOSTESS TO THURSDAY BRIDGE CLUB

Mrs. R. V. Cook was hostess to the Thursday Bridge Club at her home last Thursday afternoon.

Mrs. Robert Rees won the high club score and Mrs. Theresa Friend won high guest.

A sandwich plate, cookies and coffee were served to Meses. Joe Berger, C. E. Stites, O. G. Babcock, Lee Labenske, Tom Sandherr, Robert Kelley, Sr., Robert Rees and guests Meses. Charley Hull, J. A. Cauthorn, G. G. Bennett and Theresa Friend.

Congratulations To These NEW PARENTS

the parents of a daughter, Dorothy Ellen, born Tuesday at Fargo, N. Dakota. The baby weighed six pounds and five ounces.

Grandparents are Mrs. Violet Swain of Sonora and Mr. and Mrs. Oscar W. Stuve of San Antonio.

Office Supplies At News Office. News Want Ads Bring Results.

Eastern Star Officer Here Tuesday Night

The Sonora Chapter of the Order of the Eastern Star received the official visit of their Deputy Grand Matron, Mrs. C. B. Reece, of Big Lake Tuesday evening at the Masonic Hall.

The Hall was decorated with Christmas colors, a Christmas tree and silver sprayed floral arrangements were placed on the piano and secretaries desk. The centerpiece on the dining table was an arrangement of evergreen, and Christmas balls holding large candles.

A Christmas skit "Loves Christmas Garden" was given under the direction of Mrs. Clayton Hamilton. Taking part in the skit were Meses. Glen Green, Curt Schwiening, George Schwiening, L. E. Johnson, Sr., Edgar Glasscock, Dave Locklin and Carl Cahill. Mrs. A. E. Prugel played the background music for the skit.

Following the program fruitcake and coffee were served by Meses. Francis Archer, Bill Smith and Travis Glasscock.

Mrs. O. C. Ogden and Lee Patrick were in charge of the decorations.

The Officers of the O. E. S. entertained the Deputy with a covered dish supper at the home of Mrs. Dave Locklin. A Christmas theme was carried out in the decorations for the supper, with Mrs. A. E. Prugel in charge. Connie Mack Locklin played the dinner music. A piano duet was given by Mrs. A. E. Prugel and Mrs. Locklin.

Corp. Jack Russell Drennan of Ft. Lawton, Washington, arrived Saturday to spend twenty-eight days here with his parents, Mr. and Mrs. Jack Drennan, and his sisters and other relatives.

Attend SOME Church Sunday. This Christmas remember her with a Sunbeam Mixmaster from the Barrow Jewelry. 1 to 13.

METHODIST JUNIORS HAVE PROGRAM, GO CAROLING

The Junior Department and teachers of the Methodist Church met in the dining room for their Christmas Tree and program Thursday evening. Following the meeting at the church the Juniors went caroling.

FOOTBALL TEAM HONORED WITH MEXICAN SUPPER

The Sonora High School Football Team and their fathers were honored with a Mexican Supper by the Sinaloa business men Friday night at the L. W. Elliott School Auditorium.

A string quartet composed of Tony Chavez, Sam Galindo and Santiago Gonzales played the background music and Crescencio Hernandez sang.

Linda Sosa and Lydia Martinez danced the Mexican Hat Dance. Approximately seventy attended the supper.

EARLENE SMITH GIVEN PARTY ON BIRTHDAY

Mr. and Mrs. Earl Smith honored their daughter, Earlene, on her twelfth birthday with a party and dance at their home Tuesday night.

The party room was decorated with evergreen, mistle-toe and Christmas trimmings.

The guests danced to recordings. Cake and hot chocolate were served to Luther Chalk, Pete Skains, Barbara Smith, Carol Bricker, Pat Oglesby, Albert Sykes, Billy Joe Tolliver, Anna Rose Glasscock, Claire Jone, Larry Kiser, Jesse Peitchensky, Jetty Young, Norma Maxey, Nella Rene Petty, Gene Brodhead, Bobby Harris, John Moore, Velma Jo Luxton, Jack Moore, Jimmy Smith, Alfred Sykes, Suzanne Palmer, Jerry Baldwin, Franky Sessom, Mary Dell Wilson, Linda Spraggins and Charlie Smith.

TWICE TUESDAY CLUB ENTERTAINS HUSBANDS

The Twice Tuesday Bridge Club entertained their husbands with their annual Christmas Party Monday night in the home of Mr. and Mrs. W. A. McCoy.

A Christmas theme was used in decorating the party rooms. A snow scene was placed on the mantle.

The dinner was served buffet style at six tables laid with green and red cloths and centered with Christmas candles.

At the bridge games Sid Awalt won high men's score, Mrs. Bill Stewart won high ladies. The men's consolation score was won by Jack Kerbow and ladies consolation by Mrs. Tommy Smith. Bingo prizes were won by Joe Nance and Mrs. W. A. McCoy.

Attending were Messrs. and Meses. W. A. McCoy, Tommy Smith, Jeff Lambert, Jack Kerbow, Clayton Hamilton, D. C. Langford, Bill Stewart, J. W. Pepper, Joe Nance, Francis Archer, Sid Awalt and Cleveland Nance.

Each couple brought a Christmas gift to go under the Christmas tree and the gifts will be presented to the children of Elmo Mitchell.

George Barrow your jeweler, suggests a Sunbeam Coffeemaster for her Christmas gift. Open evenings. 1 to 13.

Wesleyan Service Guild Holds Annual Party

The Wesleyan Service Guild of the Methodist Church held its annual Christmas party at the parsonage Monday evening with Mrs. S. M. Loeffler presiding.

Mrs. A. E. Newton was in charge of the program of "For Unto Us A Child Is Given." Others taking part on the program were Mrs. James Wilson and Mrs. J. Wray Campbell.

Mrs. Maxine Ellingson sang "There's A Song In The Air." Gifts were exchanged.

Fruitcake and coffee were served to Meses. Lamar Fuqua, V. F. Hamilton, Carl Cahill, James Wilson, Thelma Briscoe, Gene Wallace A. E. Newton, J. Wray Campbell, S. A. Bridges, L. P. Lyles, Sid Rogge, A. E. Lowe, Harold Scherz, W. T. Magee, Theo Cahill, Ellen Ray, J. W. Neville, W. A. Carroll, Malcolm Bollinger, Maxine Ellingson, S. M. Loeffler, Lloyd McMullen, T. F. Wheelis, J. F. Howell and the Rev. and Mrs. W. H. Marshall.

MRS. SMITH ENTERTAINS DAUGHTER ON BIRTHDAY

Mrs. Tommy Smith honored her daughter, Tomye Lyne, with a party on her fifth birthday Saturday afternoon at the Parish House.

Christmas theme decorations were used. The children played indoor games. A bubble-blowing set was given to each child as a favor.

Individual cup cakes and hot chocolate were served to Yvonne Young, Joe Moore, John Kerbow, Gary McGilvray, Joyce Hearn, Randy and Cheryl Awalt, Bill and Vicky Lindley, Dickie and Norma Gail Hamilton, Cindy and Linda Lambert, Jimmy Trainer, Kay Kerbow, Adrian and Dick McCoy, Jack Hearn and Meses. Wesley Young, Sidney Awalt, Jeff Lambert, Clayton Hamilton, Vick Lindley, W. A. McCoy and B. E. Cartwright.

MRS. McCLELLAND HOSTESS AT PARTY TUESDAY

Mrs. Ernest McClelland was hostess at a Christmas bridge party Tuesday night at her home.

A Christmas tree and Christmas trimmings were used to decorate the party room.

Mrs. Louie Trainer won the high club score, Mrs. George Barrow won the consolation prize, Mrs. Andre Truden won slam and Mrs. Belle Steen won bingo. Gifts were exchanged.

Christmas salad, red and green colored sandwiches, individual cakes shaped and colored as miniature Christmas packages, candy miniature fruit and coffee were served to Meses. Henry Decker, W. A. Carroll, Pat Carroll, George

MRS. SHARP ENTERTAINS WITH LUNCHEON TUESDAY

Mrs. Annie Sharp entertained with a 'no hostess' luncheon and bridge Yule Tide party at her home Tuesday.

Following the luncheon Christmas gifts were exchanged and the group played bridge.

Attending were Meses. T. L. Harrison, R. V. Cook, Joe Berger, Lee Labenske, J. H. Brasher, B. C. McGilvray, O. G. Babcock, Tom Sandherr, G. G. Bennett, Rose Thorp, H. V. Morris, A. W. Awalt, C. E. Stites, Robert Rees, Nellie Allen, J. A. Cauthorn, R. G. Nance, Robert Kelley, Sr., Laura Trainer, J. T. McClelland, Annie Sharp and Theresa Friend.

MRS. CUSENBARY HOSTESS TO CLUB THURSDAY

Mrs. B. H. Cusenbary was hostess to the Idle Hour Bridge Club at her ranch home last Thursday afternoon.

Christmas decorations were used throughout the house.

Mrs. Rip Ward won the high club score, Mrs. Joe B. Ross won second high, Mrs. W. T. Magee won the high guest score and Mrs. Edwin Mayer won bingo.

A salad plate and coffee were served to Meses. Sterling Baker, W. R. Cusenbary, G. H. Davis, Edwin Mayer, J. T. Ratliff, Joe B. Ross, Rip Ward, Nancy B. Wilson, Leo Merrill, S. G. Mayfield, W. T. Magee and Thomas Morriss.

ART CLUB HOLDS ANNUAL CHRISTMAS PARTY

The members of the Sonora Art Club and their husbands held their annual Christmas party at the Art Room last Thursday night.

The Art Room was decorated with Christmas trimmings and a Christmas Tree.

The guests all played bingo for their gifts.

'42' and Canasta games were played. Fruitcake, sandwiches and coffee were served to approximately twenty-two members and husbands with one out-of-town member, Mr. and Mrs. Jack Elder of Eldorado.

CAROL PROGRAM AT METHODIST CHURCH SUNDAY

The Choir of the Methodist Church will render a program of Christmas Carols Sunday evening at the Methodist Church at 7:30 o'clock.

The choir consisting of twenty-five voices is under the leadership of Mrs. W. D. Bradley, Jr.

The public is cordially invited to attend.

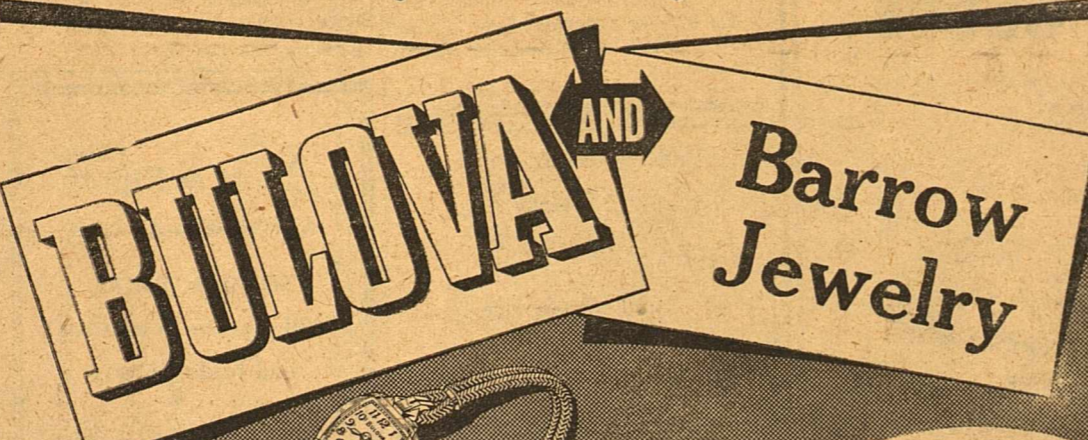
Mr. and Mrs. M. T. Street and daughter, Vicki, of Del Rio spent Sunday here as guests of Mr. and Mrs. Bill Smith and Mrs. Richard L. Street and son, Ricky.

Mr. and Mrs. Lee Smith of San Angelo visited with his sister, Mrs. Otella Owens, Sunday.

Barrow, R. G. Nance, Louie Trainer, Leslie Malmstrom, Raymond Morgan, Belle Steen, Andre Truden, R. C. Vicars and W. O. Crites

At Christmas and always . . .

Two Names you know you can trust!



BULOVA AND Barrow Jewelry

BULOVA is America's greatest watch value!!!

JEWELER'S NAME offers the easiest credit terms

- Full Selections
- Low Budget Prices
- Liberal Credit Terms
- All Jewelry Needs
- Courteous Service

With **BULOVA** you get so much yet you pay so little!

RONA \$2750

DIRECTOR 13 Jewels \$3575

LADY BULOVA 17 Jewels Expansion Bracelet \$4500

ASHFORD 17 Jewels \$5500

LENORE 17 Jewels 14 Kt. Gold \$5950

George Barrow
Your Jeweler

For Your Holiday Needs

SHOP OUR NEW STOCK OF
Fine Whiskies, Wines, Liqueurs

Sonora Package Store

Lin Turney Next-To Longhorn Cafe

"Merry Christmas, Gra'ma!"



Give the gift only you can give . . . the most personal gift of all . . . the sound of your voice over the telephone.

And to make sure it gets there, call early. A day or so before Christmas is best.

Lines are freer then; your call goes through faster.

General Telephone Company of the Southwest



A Member of One of the Great Telephone Systems Serving America.

YOUR TELEPHONE is backed by the resources of America's largest independent telephone system

DAVIS INSURANCE PHONE 22951

Lookin' Around

With ART COOK

Press reports covering the American Cancer Society's recent meeting in New York City raised many questions in the public's mind, but the one asked most frequently was whether the medical profession has a cure for the disease. Observers of the meeting report that today, although doctors know a lot more about cancer than they did 30 years ago, they still have no cure. There are many causes of cancer, and hundreds of questions must be answered before a cure can be developed. They include:

Why do X-rays, radium, and other agents that incite cancer also destroy it? Why are cancers of the mouth, stomach, esophagus, and skin more frequent in body that a particular infectious disease is about to strike why is there a definite pre-cancerous stage? Why should cancer of the liver be more prevalent among Negroes in Africa than in the U. S. A.? And, why is cancer found more frequently in temperate than in torrid zones?

BIG BLOW A-COMING? Krakatau, a volcano in the East Indies, is about to erupt again. Its last rampage was in 1883, when the tidal waves it stirred up killed 36-thousand people and the dust it threw into the air caused red sunsets around the world for three years. . . . Somebody's always taking the joy out of life. New York Times reports that an enterprising Parisian has invented a plastic champagne cork that doesn't pop when removed from the bottle.

THERE SHOULD BE A LAW: One of Akron, Ohio's judges can be properly accused of being at least unthinking if not outright unkindly. He recently appointed as the attorney for a car thief the very man whose car the culprit had stolen. . . . And over in Frankfurt, Germany the election authorities suddenly became awfully unpopular. They sent registration notices to women plainly stating their ages on postal cards.

Like in pioneer days, America is again a nation of people doing things for themselves around their homes. This movement has been facilitated by building materials manufacturers who have developed remarkable items to help weekend handy-men and women do their work. Prefabricated wall-panels are typical of the materials that come ready to apply. Supplied in wall-sized units, they are cemented directly to any dry wall or ceiling to transform the kitchen, bathroom, or laundry into a colorful room that's as easy to clean

as the refrigerator. UNIMPORTANT BUT INTERESTING: According to an Italian entomologist, to attract butterflies all you have to do is blow E-flat on your hunting horn. If you haven't a hunting horn handy, probably any other old horn will do. . . . Then from a Moscow astronomer, no less, comes the news that vegetation on Mars isn't green, but blue and violet. As big a blow as that will be to the Irish, just think of what affect it must have on Georgi Malenkov, who can only see red. . . . 'Tis said that 16 and a half million women get professional beauty treatment at least once weekly, spending an average of one and a half hours, and only the husbands know how much money, in a beauty shop.

Speaking of enterprise, the New York Times also reports that an Ottawa, Can., resident who lost an election bet devised a really unique way to pay off. He said he'd eat his shirt if his candidate lost. This he did by first reducing it (the shirt) to ashes which he sprinkled on a nice juicy, rare steak.

Folks usually think of automobile tire when America's great rubber industry is mentioned. The pneumatic tire revolutionized transportation, but rubber industry engineers by no means con-

sider this revolution as the end of their job. Their latest contribution to getting people where they want to go is a belt conveyor that soon will be shuttling thousands of riders daily between New York's Grand Central Station and Times Square. Engineered by Goodyear, it may be the forerunner of an entirely new mode of transportation.

41 Years Ago

Miss Rowena Smith has returned from Dallas for the holidays.

Will Hutcherson and Joe Logan were in from the Sam McKnight ranch Monday.

Dr. John D. Fields of Austin is in Sonora on a visit to his son, W. J. Fields.

Mr. and Mrs. F. C. Bates of El-dorado and Mrs. Tom Holland left for Sabinal Thursday to spend Christmas with relatives.

Mr. and Mrs. E. S. Briant visited in San Angelo this week. They went up Sunday with Oscar Appelt in his new Oakland.

Dave Allen one of the old timers was in from the Ira Wheat ranch Tuesday on business.

W. A. Thomson was in from his ranch on the divide east of Sonora trading.

Henry Diebitsch was in from his ranch west of Sonora Saturday trading.

W. R. Nicks who ranches in the Valentine country was a business visitor in Sonora Tuesday. Jud says the country out his way is in fine condition.

Ed Fowler returned from a visit to his sister in Colorado, Texas, Wednesday.

Happy Birthday

Friday, December 18,

Barbara Bowers

Mrs. Earl French

G. T. Rode

Saturday, December 19,

O. V. Morgan

G. E. Ellis

Rex Ann Baker

Lomalea Bridges

Jean T. L. McPherson

Sunday, December 20,

Eva Lee Moore

Mrs. Artie Joy

Mrs. F. T. Wood

Monday, December 21,

John Bunnell

Mike Ballard

Tuesday, December 22,

Linda Lambert

Ralph Tipton

Lea Roy Aldwell

Mrs. B. M. Halbert, Jr.

Frank Leslie Moore, Jr.

Wednesday, December 23,

Benny Friend

Mrs. Pete Ballard

Joe Neal Wallace

Cynthia LaVert Green

Thursday, December 24,

Mrs. J. W. Pepper

Jack Darryl Moore

John Douglas Moore

Alan W. Saunders.

THIS TASTES GOOD IN TEXAS

Holiday Salad

2 cups fresh cranberries

1 whole orange, sliced

1 cup water

3-4 cup sugar

1 tablespoon gelatin

2 tablespoons cold water

1 cup apples

1 cup diced celery

1-4 cup chopped pistachio nuts

Cook cranberries, orange, water and sugar together until all the cranberry skins pop open. Put through fine sieve. Soften gelatin in cold water and dissolve in hot cranberry mixture. Chill until slightly thickened. Fold celery, apples, and nuts into mixture and pour into ring mold. Chill until firm. Unmold and fill center with lettuce. Surround ring with cream cheese balls, rolled in chopped parsley or sprinkle with paprika. Serve with mayonnaise or French Dressing. Serves 6.

HUMBLE WELL FLOWS GAS

Humble Oil & Refining Co. North Branch Unit, Sutton County project located in BS&F survey 11, 20 miles northeast of Sonora and one location south-southeast of the opener of the one-well North Branch (Strawn) Field, flowed gas at the rate of 1,878,000 cubic feet per day. The flow, which came after treatment with 300 gallons of acid, was through a 3-4 inch choke and perforations between 5,875-5,915 feet.

Herman Smith underwent a tonsillectomy in a San Angelo hospital Thursday. He is at home now and condition satisfactory.

Remodeling LOANS
NOTHING DOWN
TERMS TO SUIT
3 Years To Pay
Foxworth Galbraith Lumber Co.



217 S. Chadborne
SAN ANGELO
Phone 5384

POSTED!

No Hunting

Violators Prosecuted

Aldwell Brothers

Ready - Built HOUSES -For Sale-

BUILT TO YOUR SPECIFICATIONS MOVED ANYWHERE If Interested See

Duncan Lumber Company

3218 N. Chadbourne Ph. 8242 San Angelo, Texas We have lots of good references. 5 t. 10

EXPERT

WATER WELL

DRILLING

BEST EQUIPMENT

DIAL 27271 or 27241

J. A. (Ted) Letsinger

WATER WELL

DRILLING

FULLY INSURED

ALL WORK GUARANTEED

Wesley C. Young

Call 24661, Sonora, Texas

GIFTS THAT SAY...

MERRY CHRISTMAS

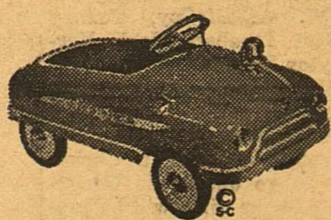
TOYS- Wheel Goods

With Plenty of Action Appeal

\$500.00 In Merchandise Will Be Given Away Christmas Eve By Home Hardware & Furniture And The Ratliff Store.

Tickets given with any accounts paid between now & Christmas.

See Us For Details



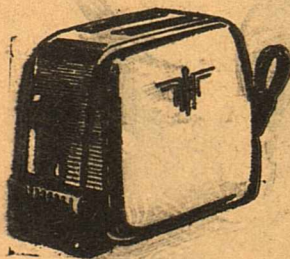
RACERS, DUMP TRUCKS, JEPS, FIRE TRUCKS



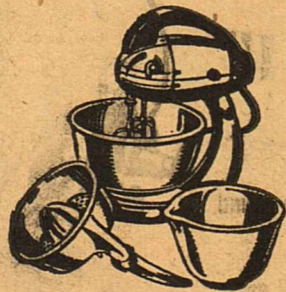
DOLLS, BUGGIES, DISHES, EVERYTHING FOR THE YOUNG MISS.

Gifts for the home

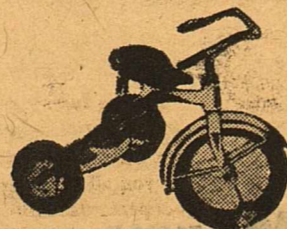
Furniture - Appliances



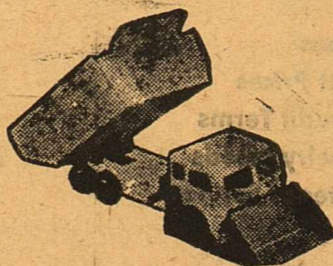
SUNBEAM TOSTMASTERS, COFFEE MASTERS MIXMASTERS



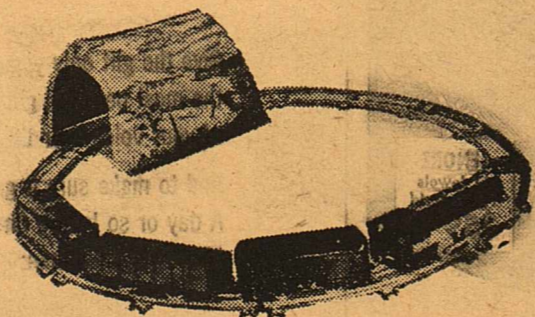
Lamps - Tables - Chairs
Whatnots - Pictures - Radios
- Record Players -



TRICYCLES IN JUNIOR AND INTERMEDIATE SIZES. LEARNERS' BIKES, BOYS & GIRLS LARGE BIKES.



MODEL TOYS, TRUCKS, CONSTRUCTION EQUIPMENT SEE OUR COMPLETE DISPLAY



ELECTRIC AND WIND-UP TRAINS

Home Hardware & Furniture Company

Your Firestone Dealer

Understanding Service

RATLIFF FUNERAL HOME

Ambulance Service

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SONORA, TEXAS

Will practice in all state and federal courts

Sonora Abstract Co.

J. D. LOWREY, Mgr.

EFFICIENT LAND TITLE SERVICE ON SUTTON COUNTY LAND

We represent several of the old line fire insurance companies.

SMITTY'S WELDING SHOP

EXPERT WELDING

Anything - Anytime - Anywhere

OIL FIELD WELDING RADIATORS REPAIRED

DIAL 24681

Lawn Mower Repair

REAL ESTATE

SEE US FOR CITY PROPERTY

INSURANCE

Every kind of protection known to Standard insurance Companies

RANCH LOANS

THE BIGGER THE BETTER

TAX CONSULTANTS

Elliott Brothers Co.

Cosden Products
Wholesale & Retail
Oil - Gasoline
Grease

Neil Roueche Grocery & Station

OPEN EVERY DAY DIAL 25171
NEW, MODERN GROCERY AND MARKET

Exclusive Distributors
For Cosden Products
In Sutton, Schleicher
And Edwards Counties

Office Supplies For Sale - News Office

News Want Adds Bring Results



There are always cherished memories this holiday brings. Soft-spoken pledge of devotion . . . joyous congratulations, and above all, the envious, admiring eyes that everyone gives your exquisite engagement ring.



Diamond Solitaire, with 2 side diamonds . . . \$149

George Barrow
your jeweler

As the holiday season approaches, the Sonora Wool and Mohair Company extend greetings and best wishes to its friends and patrons in this area.

Sonora Wool & Mohair Company
PHONE 23601

LAMBERT'S
Grocery - Market - Station

If we don't know you, we want to - Come in today
7 DAYS A WEEK
South - Highway 290
MODERN TRAILER PARK

EXPERT Stock Drenching
Prompt, Dependable Service

We drench your stock and get it back on the range in the shortest time possible.

ALSO, WE CARRY A FULL LINE OF STOCK MEDICINES AND VACCINES

Dial 23431 or 21581

Sonora, Texas

TAYLOR & MOORE STOCK MEDICINE CO.

Your Health

"Now that winter is here, our thoughts turn to pork roast dinners or perhaps to waffles and sausage suppers. From the standpoint of good nutrition, pork to eat. It is rich in protein, fat, and vitamin B, but undercooked or raw pork is also the most common source of a disease called trichinosis," Dr. George W. Cox, State Health Officer, said today.

Trichinosis is caused by a tiny parasite which is found in the muscular tissue of infected animals. When such meat is eaten, the parasites multiply and enter the blood stream, causing fever, intense pain in the muscles and a high white blood cell count. Symptoms of trichinosis are varied. It may be confused with typhoid fever, food poisoning, colitis, rheumatism, pneumonia, and many other diseases. However, you need not worry about becoming ill with this disease if you cook pork thoroughly.

According to Dr. Cox, pork that has been thoroughly cooked will not transmit Trichinella—they die at 137 degrees Fahrenheit. When pork becomes white and no pink color remains in the center of the cut as well as around the edges, it is safe to eat. Long slow cooking will do the trick and retain the delicious juices of the pork.

This disease is transmitted in hogs principally by the feeding of uncooked garbage, which invariably includes raw pork scraps containing the parasite of trichinosis. It is, therefore, essential for hog raisers and farmers to cook all garbage before feeding it to swine.

Dr. Cox says, "Don't let your fear of this disease rob you of your enjoyment of pork and its products, which are delicious and good for you. The most important preventive measure is eat only pork that is well cooked."

Dr. T. M. White and Dr. Joe E. Logan attended a Dental meeting in San Angelo Saturday evening.

QUESTIONS AND ANSWERS FROM VETERANS ADMINISTRATION

Q - I'm planning to borrow on my permanent GI insurance policy, and I'd like to know how I'm supposed to pay the money back.

A - Your loan may be repaid at any time, in full or partially, in amounts that are multiples of \$5. Interest is payable annually on the anniversary date of the loan.

Q - I am a World War II veteran and I'm planning to go back on active duty. I'm going to ask VA to waive the premiums on my GI term insurance policy while I'm in uniform. My policy has a disability income provision, for which I pay a little extra. Will payments on that provision be waived also, along with my regular premiums?

A - No. If you want to continue this disability protection while in service, you must continue to pay the required extra amount. Waiver of premiums, authorized by law, do

Mr. and Mrs. Monroe Wright of Tucson, Arizona, spent the weekend here with her parents, Mr. and Mrs. Berry Baker.

Q - I plan to get a GI farm loan. How can I find out who would make such a loan in my community?

A - Information as to who makes farm loans under the GI Bill usually may be obtained from your County Agricultural Extension Agent. Or you might check with your bank or other lending institutions in the area.

Q - I'm figuring out my yearly income for purposes of the VA pension that I receive because of my total disability. I do light part time work on a farm and I receive my salary in kind, and not in cash. Is that considered as income?

A - Yes. The value of salary received in kind, including a fair value for maintenance, is considered as income for VA pension purposes.

Mrs. Carl Morrow and Mrs. J. F. Hamby spent the weekend in Austin where their sons, Jimmy Morrow and John Stanley Hamby, both students at the University of Texas.

Attend SOME Church Sunday

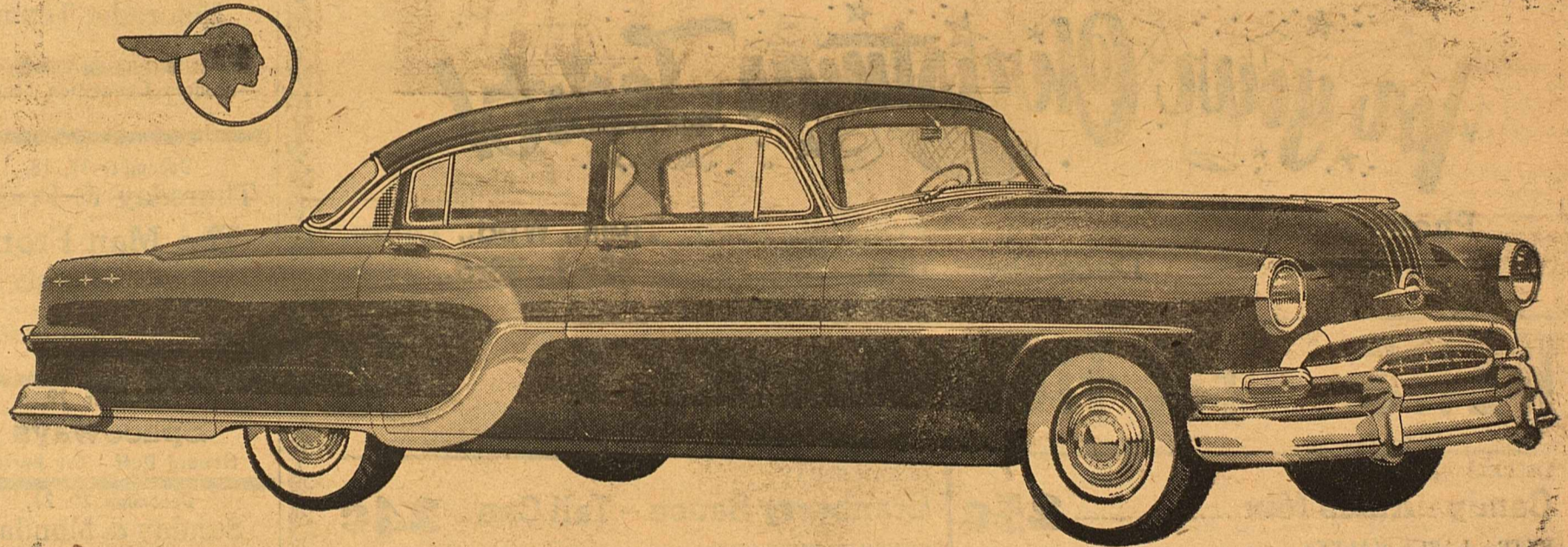
J. P. COURT

Seven fines were paid in Justice of the Peace Alfred Cooper's court during November. All were paid following pleas of guilty. Fines paid were:

- Jim Dennis, no operators license, \$15.50.
- Son Brown, disturbing the peace, \$15.50.
- L. E. Ainsworth, disturbing the peace, \$15.50.
- Martha Sosa Jimenez, no operators license, \$15.50.
- Augustine Flores, faulty lights, \$15.50.
- Ira L. Brannon, drunk, \$15.50.
- Manuel R. Castillo, no operators license, \$15.50.

PONTIAC PRESENTS FOR 1954

A Completely New Line of Automobiles!



The New *Star Chief Series* - Bringing New Values in Luxury Size and Performance Never Before Offered at the Price!

Biggest Pontiac Ever Built—214 Inches Over-All Length

Magnificent New Beauty, Inside And Out

New Custom-Styled Interiors—New Exterior Colors

Most Powerful Pontiac Ever Built

New Roadability And Driving Ease

New, Greatly Increased Cross-Country Luggage Room

Here is the first genuine luxury car ever to be offered in Pontiac's low price range!

As the biggest Pontiac ever built, the new Star Chief brings you all the generous added length required for peak roadability and riding ease. And this extra length provides a long, low, aristocratic silhouette like costly cars, brought to even greater beauty by a brilliant new treatment of Pontiac's exclusive Silver Streak. Interiors are in key. Here is the gracious, spacious look of luxury for which motorists have paid several thousands more

than the modest cost of the new Star Chief. Add to all this an even mightier Pontiac engine and you will understand why you should not only see, but drive, this magnificent new car soon.

See the completely new Star Chief this weekend, along with the wonderfully improved Chieftain Series—General Motors lowest priced eight and famous economy six. Together, they prove that whatever you prize most in a car, again in '54, dollar for dollar—you can't beat a Pontiac.

TO ADD TO YOUR DRIVING PLEASURE AND THE LONG-RANGE VALUE OF YOUR CAR—PONTIAC OFFERS A WIDE SELECTION OF OPTIONAL EQUIPMENT*



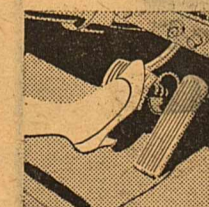
Dual-Range Hydra-Matic provides instant response in traffic, extra-economical cruising for the open road.



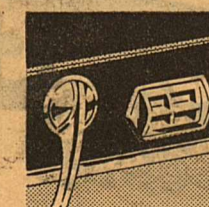
Pontiac's Power Steering offers finger tip steering ease for parking and slow turning, yet you retain safe road feel.



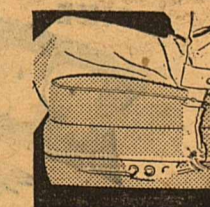
New Air-Conditioning cools your car to the temperature you set in minutes. Eight cylinder models only.



New Pontiac Power Brakes let you stop faster with far less effort and foot movement. A major advance in safety.



New Electric Window Lifts raise or lower front windows to any desired height by simply touching a button.



New Comfort-Control Seat adjusts to 360 different seat angles at a touch for the best driving position.

*Optional equipment and accessories available at extra cost.

On Display Now - with its Beautiful New Companion Car THE SILVER STREAK CHIEFTAIN

DOUBLE PROOF THAT DOLLAR FOR DOLLAR YOU CAN'T BEAT A Pontiac!

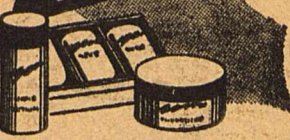
Johnson & Granger Pontiac & Cadillac Co.,
Concho And Plumb, Sonora, Texas

GIFT

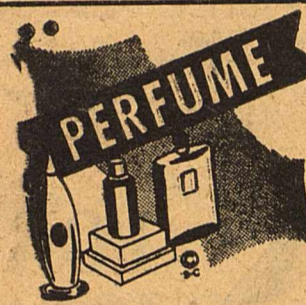
hints for Christmas buying

- Dorothy Gray Productts
- Manicure Sets
- Compacts, Purse Sets
- Bridge, Canasta Sets
- Pangburn's and Whitman's Candies

TOILETRIES



MONTAG'S STATIONARY
 INFORMALS, NOTE PAPER
 STAMPED WITH YOUR NAME OR INITIALS



- Cameras, Film, Bulbs
- Men's Shaving Sets
- Electric Razors
- LEATHER
- Accessory Goods

Sonora Drug Co.

EYES EXAMINED
 GLASSES FITTED
Dr. C. L. Baskett
 Optometrist
 DEL RIO, TEXAS

For him, Barrow Jewelry suggests a Shick or Sunbeam electric razor. 1 to 13.
 HOUSE FOR RENT- Five-rooms and bath. Furnished. Call 22671 or 2503. tfn 13.ch.
 FOUND- Child's coat near Methodist Church Friday morning. Call News office and pay for this ad. 1 to 13.

SUBSCRIBE TO THE NEWS

News Want Ads Bring Results. Attend SOME Church Sunday.



Lamar Fuqua Chevrolet Co.

New Pontiacs Now On Display

Pontiac, always a "big" car, introduces for 1954 the biggest, longest cars in its history—the Star Chief Series. The cars are on display at the Granger-Johnson Pontiac-Cadillac Company here. On a longer, 124-inch wheelbase, the Star Chief has an over-all length of 213.7 inches, eleven inches longer than the 1954 Chevrolet, which have a 122-inch wheelbase.

With distinctive exterior and a luxurious, color-harmonizing interior, the Star Chief Series includes four models—a Custom Catalina, a Custom Four-Door Sedan, a DeLuxe Convertible and a DeLuxe Four-Door Sedan. All have Pontiac's straight eight engine, with horsepower stepped up to 127 with 7.7:1 compression ratio, a longer frame, new longer rear springs, new body mounts and are obtainable with an expanded line of accessories and optional equipment designed to increase the safety and comfort of driving.

Included among these are air-conditioning, power brakes, Comfort Control raise-or-tilt front seats, automatic electric window lifts for front doors, Hydra-Matic transmission and improved power steering.

The perfect Christmas gift—A Sunbeam Toastmaster or Sunbeam Deepfry from the Barrow Jewelry. 1 to 13.

- FURS -



EACH THURSDAY
 Leonard Sutton
 At G. E. Ellis

Eagle Drive-in Eldorado, Texas

OPENING TIME 7:30 P. M.
 Modern Concession Stand

December 17, 18,
 Thursday & Friday
**The Man From
 The Alamo**

with
 Glen Ford - Julia Adams
 technician

December 19,
Spaceways

Howard Duff - Eva Bartok

December 20, 21,
 Sunday & Monday
**Francis Covers The
 Big Town**

with
 Donald O'Conner and Francis

December 22, 23,
 Tuesday & Wednesday
The Long Night

with
 Henry Fonda - Barbara Geddes

December 24, 25,
 Thursday & Friday
Gun Belt
 George Montgomery
 Technicolor

MARTIN'S QUALITY PLUMBER



Martin Plumbing
 PLUMBING-HEATING
 FIXTURES-APPLIANCES
 Phone 2-5281
 SONORA, TEX.

"Are you ambitious for your children, too?"

Then, listen," says Mrs. Mary Callon,
 of Indianapolis, Indiana

"I sent my twins to college—by saving on the Payroll Savings Plan!"



"I've been a working widow since the children were eight," Mary Callon says. "Only through Payroll Savings could I have saved the money that sent them to college."

You can send your child to college, just as Mary Callon did. A sure way is to begin saving today on the Payroll Savings Plan!

It works because it makes you save. Here's how simple it is: You decide how much you'd like to save out of every pay. Go to the payroll office where you work and sign to save that amount every payday. The sum is then automatically saved out before you draw your pay. You can sign up to save any amount you wish. Your savings automatically purchase Series E Bonds, delivered to you.

Then your savings really grow. For every Savings Bond earns more money—at an average of 3% interest per year, compounded semiannually, when held to maturity.

How about it? For your sake, and your family's sake, will you sign up for Payroll Savings—today?

How you can reach your savings goal on the systematic Payroll Savings Plan

	If you want approximately			
	\$1,000	\$5,000	\$10,000	\$25,000
Each week for 5 years, save	\$3.75	\$18.75	\$37.50	\$93.75
Each week for 9 years and 8 months, save	\$1.85	\$8.80	\$18.75	\$45.00
Each week for 19 years and 8 months, save	\$0.75	\$3.75	\$7.50	\$18.75

This chart shows only a few typical examples of savings goals and how to reach them through Payroll Savings. Remember, you can save any sum you wish, from a couple of dollars a payday to \$375 a month. The important thing is, start your Plan today!

Start your child's college fund today... Invest in U. S. Savings Bonds through the Payroll Savings Plan!

The U. S. Government does not pay for this advertising. The Treasury Department thanks, for their patriotic donation, the Advertising Council and



First National Bank

Serving Sutton County Over 53 Years

A Very Merry Christmas To All PIGGLY WIGGLY

Money Saving Specials



Phone 22261

Fri., Sat., Mon., Tues., Wed., Thurs.
 December 18th., 19th., 21st., 22nd., 23rd., 24th.

HENS Fat Fresh Dressed lb. 49c

- 1lb CELLO BAG
Candy - Xmas Mix 25c
- EXTRA LARGE HALVES
Shelled Pecans - 1/2 lb. 49c
- DEL MONTE
Pumpkin - No. 2 1/2 Can 23c
- KIMBELL'S
Mince Meat - 9 oz. Pkg. 19c

- OCEAN SPRAY
Cranberry Sauce - Tall Can 24c
- CRUSHER OR SLICED
Pineapple - No. 2 Can 29c
- GIANT SIZE
Ripe Olives - Tall Can 35c
- PLAIN
Olives - Quart Jar 85c

SUGAR Imperial - Limited - 5 lbs. 35c

- GIANT BOX
TIDE 69c
- QUART BOTTLE
CLOROX 19c
- GEBHARDT'S
Chile - Plain - 1 lb. Can 33c

- GEBHARDT'S
Tamales - 1 lb. Can 22c
- 80 COUNT
Napkins - 2 Pkg. 25c
- 1lb PACKAGE
Fruit Cake Mix 49c

FINE PRODUCE

- Cranberries - Fresh - lb. 25c**
- Celery - Good - Stalk 15c**
- Oranges - Tex. - Juicy - lb. 8c**
- Coconuts - Large - Each 15c**
- Cauliflower - Large Head 19c**

CHOICE MEATS

- Short Ribs - Baby Beef - lb. 19c**
- Pork Chops - Fresh - Lean - lb. 59c**
- Roast - Baby Beef - lb. 29c**
- Fryers - Fresh - Purina - lb. 57c**
- Bacon - Swift's Sliced - lb. 59c**

Strawberries - Nuts - Turkeys - Eggnog Mix - Oysters



there's more 'go' in every gallon

... But don't take our word for it. Try Mobilgas and see. Since one out of every three dollars you spend on your car goes for gasoline, mileage economy is mighty important. So do as the experts do in the Annual Mobilgas Economy Run: 1. Give your car regular Mobil-Care. 2. Drive with care. 3. Always use Mobilgas or Mobilgas Special.

Bill Smith's Station