

SWEETWATER REPORTER

Published each afternoon and Sunday morning, except Saturday - and its weekly edition on Thursday by The Sweetwater Reporter, Inc. Entered as second class mail matter at the postoffice at Sweetwater, Texas.

MINOR SHUTT Editor

TELEPHONES Business Office - 103 News Department - 46

SUBSCRIPTION RATES Daily, One Year - \$5.00 Daily, Six Months - 2.75 Daily, One Month - .50 Weekly, One Year - 2.00

ADVERTISING RATES Classified advertising rates are 1c per word per insertion; minimum charge for first insertion 30c. Local readers 10c per line per insertion. Cards of thanks, resolutions of respect and in memoriam 5c per line. Display advertising rates on application to the office. Copy should be in the office of the Reporter not later than 6 p. m. on the day preceding publication.

Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation which may appear in any of the Reporter's publications, will be cheerfully corrected upon being brought to the attention of the publisher.

HELIUM AND COMMERCE

The epic of helium is yet to be written. It is a story of something emerging out of the unknown and becoming a tangible reality but something which gives substance to the dream that argosies of the air will one day be piloting their way across the continent.

Helium was discovered in the sun before it was found on the earth. For a long time it was little more than a scientific curiosity costing \$1,500 a cubic foot. The cost has been brought as low as 3 1/2 cents a cubic foot.

Whether it can be advantageously put to commercial uses is the next

question and the Transportation Department of the Chamber of Commerce of the United States is seeking an answer. It is a very practical question because the storage of the gas is difficult. It escapes no more rapidly from dirigibles that it does from containers. The contention is made that it might as well be used in the operation of commercial airships as kept unused at landing fields, awaiting the needs of government ships.

Congress, during the past session, enacted a law to safeguard the supply and to provide for its extraction and distribution. The next step is to determine how it can best be used. Argosies of air are not such fanciful things after all.

COST OF RAISING COTTON

Victor Schoffelmayer, of the Dallas News says that cotton can be grown at less than 10 cents a pound, if it is grown extensively, but that it may cost 25 or 30 cents to grow it, if the farmer plants too large acreage and then has to spend his cotton money buying feed for his stock and estates for his family. Thrifty bankers and merchants, whose success depends upon the success of the farmers, are learning that a large part of the cost of cotton growing goes for the purchase of supplies that could as well be grown along with the cotton. They are also learning that when the farmer spends more for food for himself and family than he gets in cash for his crops, he is soon without money to spend for other things. The one crop system of farming, will in time impoverish any community in which it is practiced.

ADVERTISING

All forms of advertising have been used successfully by utilities, but the one that has proved indispensable is the newspaper, says the Texas Public Service Information Bureau. First of all it has circulation. A single newspaper will frequently cover from 60

to 80 per cent of homes in its territory. Advertising space in the paper will give a much greater return per dollar spent than will any other form of advertising on which postage is spent.

Secondly, people are accustomed to reading the newspaper. It is not difficult to get their attention, as in the case of the circular letter, the booklet and other forms of direct mail advertising. Third, and best of all, it is timely. The advertiser is able to appeal to his audiences by frequent advertisements.

THE GREATEST RESOURCE

John Durroughs. If I were to name the three most precious resources of life, I should say books, friends and Nature; and the greatest of these, at least the most constant and always at hand is Nature. Nature we have always with us, an inexhaustible storehouse of that which moves the heart, appeals to the mind, and fires the imagination—health to the body, a stimulus to the intellect and joy to the soul. To the scientist nature is a storehouse of facts, laws, processes; to the painter she is a storehouse of pictures; to the poet she is a storehouse of images, fancies, a source of inspiration; to the moralist she is a storehouse of precepts and parables; to all she may be a source of knowledge and joy.

OPPORTUNITY

I stand and beg for entrance day by day, I never leave, I do not fly away; I stand right where I stood, long, long ago, I do not sleep or slumber, but I grow into a new form every passing hour— I hold forever, Fame, Honor, Power; And all who will can have what'er they will, But they must know, first Industry, then Skill. I come but once to all who will not see The blind, the pessimistic find not me, Except in forms unnatural, low and mean. But my real self by them cannot be seen. Such men have eyes, but bereft of sight; And ears have they, but cannot hear aright. They say I come no more, but 'tis not true— I change my form and come each day anew. —H. H. Siegel.

The father of a 16-year-old daughter gets \$400 exemption from income tax on her account. Which isn't enough, but probably no other amount would be enough either.

Anyhow if there is a reduction in federal income tax again this year, Senator Couzen's refund should amount to enough to take a vacation on.



Go Back ten years in a night - darken gray hair

There is a way to keep hair dark and glossy like a girl's. To end all the streaks of gray. And to thus deduct from 10 to 20 years from one's apparent age. The way is quick and simple. Apply sage tea and sulphur. Brew it at home, if you wish, as countless women did in the old times. But there is a better way.

Now the application comes ready-prepared in a modern laboratory. It is not messy. Some added factors in it make the hair more beautiful. Your druggist supplies this modern preparation under the name of Wyeth's Sage and Sulphur Compound. It costs but little, and you will find it vastly better than a compound made at home.

Apply it at night as directed. In the morning the gray is gone. Apply it once or twice more, until the hair returns to the darkness, the luster, the softness of youth. You will be delighted—will learn that gray hair is unnecessary. That dark hair can always be kept like a girl's. And the restoration is so even, so natural that nobody can suspect it. The old ways are the best ways. Prove it for your own sake. Just ask your druggist—and at once—for a bottle of

WYETH'S Sage and Sulphur

BOYS!

We have the clothes you've been looking for.

\$30.00

Whitten's Shop

DODGE BROS. HUGE PLANT SOLD

(Continued From Page One)

who put a few dollars into the Ford Motor Co. in the early days and then devoted themselves to engineering problems of the company. They watched their money grow until it multiplied many times. About ten years ago they started in to build their own cars. About a year ago both brothers died.

WHY CROSSES MEAN KISSES

Whatever your sex, at some time or other you have probably written a letter and put some "crosses" on it—for kisses. But have you ever wondered why a cross should be used as a written symbol for a kiss?

This story takes us back to the times when few could read and still fewer could write. In that respect the nobility were no better than those of a lower station in life; but deeds transferring property, wills and other documents had to be signed somehow. So those who could not write their names "made their mark" and this in an age when religious symbolism was very much in evidence, almost invariably took the form of a cross. From motives of reverence the shape used was not that of the cross of Calvary but the St. Andrew cross, which resembles the letter "X".

Having duly made their mark the signatories of a document then kissed it—partly as a pledge of good faith and partly as an act of reverence. And so a cross marked on paper became associated with a kiss.

There must be something in royalty after all. When King George came down with bronchitis his physicians prescribed a Mediterranean cruise. The last time we had bronchitis the doctor told us to go home, take some purely domestic remedies, and go to bed.

Holdup men beat a Kansas City man and broke his nose because after searching him thoroughly they found he had but 40 cents and a street car token. We have long held that where a man is compelled to be out frequently there is no better health and accident insurance than a \$10 bill to appease the stickup men on.

We are promised in the near future an invention which will enable people to see each other over the telephone. We can visualize the resulting confusion. Miss Smith calls the number of her friend Mrs. Jones and dies in hysterics as Mr. Jones answers the telephone with one side of his face covered with shaving soap; Miss Jones' fiance falls in love with a wrong number and she uses for heart balm; Mr. Brown calls up to say that he has to stay downtown for a directors' meeting and wife says: "Which director is that now dealing?" Young Sprightleigh calls his fiancee on a trivial matter and fiance, wearing her beauty clay answers on the extension up stairs; Mr. Sprightleigh, heartbroken, leaps into river. Our opinion is that it's a dangerous invention and should be suppressed.

Washington messages extol Attorney General Sargent as being considerable of an Irishman, but the fact remains that his middle name is Garibaldi.

TEXAS' RICHEST WOMAN

(Continued From Page One)

route. From a few hundred acres in the early days the ranch was increased until it numbered hundreds and hundreds of thousands of acres and at one time it was necessary to call out the entire 26th U. S. Infantry to protect it from bands of marauding Mexicans.

POLITICAL ANNOUNCEMENTS

The following announce their candidacy for election to the various city offices for the ensuing two year terms, subject to the action of voters at the city election to be held April 7, 1925:

- For Mayor: James Henry Beall, Jr. John J. Ford
For Street Commissioner: M. C. Manroe Walter Trammell (re-election)
For Water Commissioner: L. E. Musgrove (re-election) Horace Wade Roy Bardwell
For City Secretary: W. H. Bartlett (re-election) S. H. Shook Mrs. Jim Trammell
For Chief of Police: W. R. (Duck) Johnson (re-election) L. G. (Gordon) Healdrick
School Trustee: (Election April 4) B. C. McCall A. S. Kendrick S. I. Edwards E. E. Roy W. S. Chennault

Texas counties and affords grazing to 150,000 head of cattle. It is estimated to be worth \$50,000,000.

The palatial ranch home is one of the marvels of Spanish beauty. It is built of stone and is said to have

cost a fabulous sum. It is one of the most luxurious homes in the entire Southwest.

Closely associated with Mrs. King in the management of the ranch has been Kleberg, another famous cattle

raising family after whom one county in which the King ranch is located is named.

Mrs. King is survived by one daughter living in San Antonio and twelve grandchildren.

Win The Chevrolet Sedan!

Sweetwater Reporter Daily and Weekly Drive for New Subscribers

Offer Prize Ballots

Millions of Extra Votes to Be Awarded Workers

Thirty Prize Ballots will be offered for the most paid subscriptions for two weeks to the 30 workers residing in any of the districts. The district lines are withdrawn for this offer and the most subscriptions secured for the two weeks by anyone residing in any of the three districts will win the thirty Prize Ballots. This is competition among the three districts. To win the highest ballot, 3,500,000 votes, will no doubt cinch the Sedan car for the district that wins it. The offer will run for two weeks and end on Saturday, April 11th. On Saturday, April 4th, the second regular vote ballot will close to the last period, which will run until the end of the drive, April 27th.

A club vote of 210,000 for \$12.00 proportioned for over or under a \$12.00 club will be issued to all workers besides the regular votes for subscriptions during the Thirty Prize Ballot Offer for the two weeks.

Table listing prize amounts for 30 ballots: 1st Prize Ballot - 3,500,000; 2nd Prize Ballot - 3,250,000; 3rd Prize Ballot - 3,000,000; 4th Prize Ballot - 2,900,000; 5th Prize Ballot - 2,800,000; 6th Prize Ballot - 2,700,000; 7th Prize Ballot - 2,600,000; 8th Prize Ballot - 2,500,000; 9th Prize Ballot - 2,400,000; 10th Prize Ballot - 2,300,000; 11th Prize Ballot - 2,200,000; 12th Prize Ballot - 2,100,000; 13th Prize Ballot - 2,000,000; 14th Prize Ballot - 1,900,000; 15th Prize Ballot - 1,800,000; 16th Prize Ballot - 1,700,000; 17th Prize Ballot - 1,600,000; 18th Prize Ballot - 1,500,000; 19th Prize Ballot - 1,400,000; 20th Prize Ballot - 1,300,000; 21st Prize Ballot - 1,200,000; 22nd Prize Ballot - 1,100,000; 23rd Prize Ballot - 1,000,000; 24th Prize Ballot - 900,000; 25th Prize Ballot - 800,000; 26th Prize Ballot - 700,000; 27th Prize Ballot - 600,000; 28th Prize Ballot - 500,000; 29th Prize Ballot - 400,000; 30th Prize Ballot - 300,000.

THIS IS THE TORNADO and HAIL SEASON

Let me insure that property of yours against this unpreventable danger.

"Better Be Safe Than Sorry"

D. A. CLARK

307 OAK ST. PHONE 103

The Best On Earth

Say it with emphasis when speaking of—

GROGAN MINERAL WATER

Cut out most of the doctor bills by keeping a case of Grogan in your home. It keeps indefinitely. Cases delivered anywhere in town or buy it by the bottle from your druggist.

Grogan will if Nature won't.

Phone 681 for Delivery

RED BALL LINE SCHEDULE

SWEETWATER-LUBBOCK

NORTHBOUND: Leave Wright Hotel 7:30 a. m. and 3:30 p. m. Leave Snyder 9 a. m. and 5 p. m. Leave Post 10:45 a. m. and 6:15 p. m. Arrive Lubbock 12:00 a. m. and 8:20 p. m.

SOUTHBOUND: Leave Lubbock 8 a. m. and 3 p. m. Leave Post 9:45 a. m. and 4:15 p. m. Arrive Snyder 12 m. Leave Snyder 1 p. m. and 7 p. m. Arrive Sweetwater 2:20 p. m. and 8:30 p. m.

HEADQUARTERS: Sweetwater: Motor Inn, Phone 700. Snyder: Manhattan Hotel. Post: Algireta Hotel. Lubbock: Merrell Hotel.

Stage meets T. & P. No. 5 (westbound) at 5:45 a. m. Sweetwater and leaves for Lubbock 7 a. m., so buy your ticket to Sweetwater and take stage to Lubbock and intermediate points to save time.

3:30 p. m. car to Lubbock makes connection at Sweetwater with Stages from Rotan, Hamlin, Colorado and Abilene.

E. G. ABBOT—Phone residence Snyder, 443.



Over 150 Easter Hat Arrivals

We have just received and are displaying over one hundred and fifty of the very newest millinery creations for Easter...

They are in charming colors and styles and you are assured of a perfect fit in the individual style most becoming to you.

\$3.95 \$4.85 \$6.85 \$9.85

Hassen Co.

STYLE — SERVICE — SATISFACTION

Classified Section

All Classified Ads must be in the Reporter office not later than 11 A. M. on the day of publication.

FOR RENT.

FURNISHED home for rent during the summer; close in. 208 Orange St. 40fc

FOR RENT—Two large unfurnished rooms, modern conveniences, to couple without children. Phone 689-J. 7-fc

FOR RENT—Building now occupied by Dahney Motor Co., possession June 1. Rufus Wright. 5fc

FOR RENT—1 nicely furnished bed room. Phone 688. 30tdfc

FOR RENT—Four room unfurnished house, all modern conveniences, apply 800 NW 2nd St.

FOR SALE—Four room house, well built, all modern conveniences, corner lot, trees, good buy. Kendrick-Thompson Agency, 109 North West Third. 43tdfc

HOUSEKEEPING rooms for rent. Apply Texas Cafe. 44fc

FOR RENT—Two furnished light housekeeping rooms at 100 Hickory St. Phone 377. 50-3tdc

FOR SALE—A year old full blooded Plymouth cockerel at a bargain. Thompson strain, none better. See Mrs. I. C. Vinson. 50-3td

FOR RENT—Two unfurnished rooms at 301 Mulberry St. Phone 63. 51-3tdc

FOR RENT—Nicely furnished bedroom in modern home, Phone 686. Mrs. J. A. J. Bradford. 52-6tdc

FOR SALE—Tomato plants. McGee 807 Stone. Phone 691-J. 52tdp

FOR RENT—Two rooms furnished for light housekeeping, modern conveniences. 104 Patterson St. Phone 284. 52-3tdc

MISCELLANEOUS. EXTRA LARGE Cabbage plants, to-mato, sweet and red hot pepper. 909 El Paso St. J. J. Mundy. 52tdp

WANTED—Housework to do. See J. E. Greer, T&P flagman. 49-3tdp

Sale of embroidery and headwork. Nice selection to select from. Stamping done. 910 E. N. Third Street, Phone 516-J. 50tdp

REAL ESTATE LOANS—To buy or to build a home or to pay off indebtedness. Also farm loans. Investigate our plan. Kendrick-Thompson Agency, 109 W. North Third St. 24tdc

WANTED—Experienced bookkeeper and stenographer; dictation necessary. Apply in person at Hotel Wright. 36tdc

FOR SALE—Two small bungalows; close in; just completed. Price and terms reasonable. Phone 616. 37-dfc

SODA FOUNTAINS, carbonators, drug confectionery and restaurant fixtures, showcases, candy refrigerators cases, new and second hand; low prices and easy terms. Southern Fountain and Fixture Manufacturing Company, Dallas Texas.

FOR SALE—Real live minnows, 25c per dozen. Also registered Jersey bull. Davis Wagon Yard. 43tdp

WILL TRADE touring car in good condition for good vendors lien notes. Call 180 of 635. 49-5tdp.

VISITS SNYDER Local Circle Woodmen Are Guests Of Snyder Circle.

Thirty-two members of the local Woodmen Circle visited the Snyder Circle Tuesday evening and assisted in putting on the initiatory work for eight new members.

Local people present were: Mr. and Mrs. J. H. Simms and son Alton; Mr. and Mrs. J. H. Fultz and daughter, Miss Margaret; Mr. and Mrs. Bob Weatherby; Mr. and Mrs. Murray Hubbard; Mrs. N. P. and Lock Tuttle and Miss Ruth Tuttle; Mrs. Johnnie George; Mrs. Dora Brady; Mrs. Ben Stamps; Mrs. O. C. Cooper; Mrs. A. C. Smith; Mrs. Nena Cauthon; Mrs. Lois and T. H. Hampton; Mrs. Will Martin; Mrs. Wright; Mrs. Bradshaw; Mrs. Miller Aldredge; Mrs. Melvin Outlaw; Mrs. Henry Davis; Misses DeEita Spillers; Noreen and Anna Wilcox, and Geraldine Whitfield.

Golden Rule Circle Party.

One of the most pleasant happenings of the week in the social life of the city was the party given Tuesday afternoon in the church parlors of the First Christian Church.

There were about fifty present, who enjoyed a very interesting talk by Dr. C. L. Pickett, who is enjoying a year's furlough in the home land after 20 years service in the Philippine Islands as a medical missionary.

Following Dr. Pickett's talk some time was devoted to a regular get-together and get-acquainted half hour during which the hostesses served plates of brick ice cream and angel food cake, in pink and white.

SON DIES Rev. J. C. Moore Returns From Dallas From Funeral

Rev. J. C. Moore accompanied by his daughter, Mrs. Mack Smiley, and his wife, Mrs. Mack Smiley, have returned from Dallas where they were called to attend the funeral of his son, John A. Moore, Monday.

Mr. Moore died Friday night at a Dallas sanitarium and was 58 years old. He was born in Tennessee but had been a druggist at Dallas for a number of years, where he had reared a family of three daughters and one son, all of whom are married but one daughter. He was a member of the Methodist church.

He is survived by his wife, and four children, his father, Rev. J. C. Moore, three brothers and three sisters including Mrs. J. A. McDaniels of this city and Mrs. Mack Smiley of Lorraine. Dr. Beckham and Dr. Graham of Dallas conducted the funeral service with interment following in the Evergreen Cemetery.

The Priscilla Club will meet Thursday afternoon at the home of Mrs. M. B. Howard. Members are invited to be present at 3 o'clock.

SHOOK WITHDRAWS Candidate for City Secretary Issues Statement Withdrawal.

S. H. Shook has issued a statement withdrawing from the race for City Secretary as follows: To my friends: I do not feel that I can win in a three cornered race, so I give this notice of my withdrawal.

ONION STRONG Vegetable Embedded in Concrete Pushes Way Out.

ORANGE, April 1st.—Orange contractors lay claim to possession of the strongest onion in captivity. An onion set was accidentally dropped into the concrete used in the construction of a new building here recently.

LOTS OF WAX Fifteen Tons Chewing Gum Pass Port Arthur in Slabs.

PORT ARTHUR, April 1st.—Fifteen tons of chewing gum—enough to last this city for at least a few days—arrived here recently from Vera Cruz, Mexico. The shipment was consigned to the Wrigley Company of Chicago, and was unloaded and shipped north to be refined and wrapped for the market.

Auxiliary to B. C. D. to Meet

The ladies Auxiliary to the Board of City Development will hold their regular meeting Saturday afternoon at 4 o'clock.

Mr. and Mrs. W. J. Wade have returned to their home at Harlingen, in the Rio Grande Valley, after accompanying Mr. Wade's parents, Mr. and Mrs. W. B. Shifflette, home.

Mr. and Mrs. W. R. Costephens and little daughter returned last night from a trip to Fort Worth, where Mr. Costephens attended a Shriners' convention.

AMUSEMENTS

PALACE Most people think of food as merely a means of sustaining life, but it is the cause of much wild and hilarious mirth, in Hal Roach's latest "Our Gang" Pathecomedey, "The Big Town" which will be shown Wednesday and Thursday at the Palace Theater.

LYRIC A young man in a certain western state thought he could drive an automobile perfectly after reading an instruction book for six months. And why shouldn't he have thought so? That's what the man said who sold him the book.

Skin With rash or eczema

Unpleasant skin eruptions or pimply, or fiery with eczema. Modern science has for decades studied how to end such troubles. Get the best it has developed. Sulphur is one factor—germ destroying sulphur. All the ages have discovered nothing better for afflicted skins.

PALACE

It is the newlyweds who flock to the divorce courts, not those who have weathered the material storm through years of adjustment.

The cast of "The Tie That Binds," which is to play at the Palace Theater

STAR Parasite Remover—A wonderful Poultry Remedy; contains Sulphur scientifically combined with other health building ingredients; is a good tonic and blood purifier; improves health, prevents disease, and keeps fowls free of all destructive insects.

"ACKED & ACHED"

Lady Says Her Back "Hurt Night and Day"—Least Noise Upset Her. Better After Taking Cardui.

Winfield, Texas.—"My back hurt night and day," says Mrs. C. L. Eason, of R. F. D. 1, this place. "I ached and ached until I could hardly go. I felt weak and did not feel like doing anything. My work was a great burden to me. I just hated to do up the dishes, even. I was no-account and extremely nervous.

CARDUI WOMAN'S TONIC

Advertisement for CARDUI, a women's tonic, with the slogan "A Bed, a Roof, and a Meal" and details about its benefits for various ailments.

Large advertisement for R & R Palace featuring the play "The Tie That Binds" and "The Big Town" with showtimes and admission prices.

Advertisement for VICK'S VAPORUB for chest colds, featuring an illustration of a woman and details about the product's quality and availability.

Advertisement for LYRIC and PALACE theaters presenting Jack Hoxie's "Roaring Adventure" and Glenn Tryon's "The Wages of Tin".

Advertisement for a Free Voting Coupon for the Sweetwater Reporter's Great Circulation Drive, good for 2,500 votes.

Advertisement for R & R Palace presenting "The Tie That Binds" and "The Big Town" with showtimes and admission prices.