## Thatevilisemiverwareus

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

## Sonora Schools to Finish

 Year with Cash Surplus

School Honor Rolls
for Semester and Period Announced

## in High School; Wesley Saw yer Leads Boys

Jo Nell Miers made the highest
average grade in high school the
first semester with an average of
$963-4$ per cent. Sara Ory was sec
ond with an average grade of 95
$1-5$ per cent.
Weesley Sawyer made the highest
Wealey Sawyer made the highest
average of the boys with 9322.5
Rena Glen Shurley made the hich-
Rena Glen Shurley made the high
est 7 Th g grade average with $942-3$ rade of 93 per cent.
The honor roll f fllow

## The honor roll follows: Seniors: Ora Altizer, Mary Fran

 ces Covey, Sara Ory, Ches Thorp.Sophomores: Kenneth Babeock.
Vora B. Hill, Lunetta Marion, $J$. Sophomores: Kenneth Babcock,
Nora B. Hill, Lunetta Marion, J.
o. Mills, Wesley Salwyer, Lillie. Marie Smith, Cora Belle Taylor.
Freshmen: Elizabeth Brantey Freshmen: Elizabeth Brantley
Josephine Dennard, Nora Gilliam, Josephine Demara, Nora Gilian,
Lillian Kring, Emmalou Logan,
Joyee Me Milvray, Jo Ann Marion, Joyce Nell Miers, Bobbie Nisbet, Rich-
ard Vehle. ard Vehle.
Seventh hrade: Kathryn Brown
Webb Elliott, Alma Louise Glass Webb Elliott, Alma Louise Glass-
cock, Jack Surrey, Rena Glen
Shurley, Robert Allen Simmons,

## from here \& there CRUMBS

of this \& that

## So hospitality in the estimation one New York senteman, C . <br> one New York gentleman, C. H Dickson, who has spent severa <br> ikes the town and people. <br> Dickson, who has traveled exten- sively for five years, going and coming as he pleases, arrived in So hora before Christmas, unknown to nora before Christmas, unknown to a suul. He spent the night here and weeks. Then he went back to Ne York after the first of the year

 returning to Sonora again sevedays ago. "There's something about some-
people, syas Mr. Dickson, "some-
thing that ringst tre. Never in all
my travels have I found a place my travels have I found a place
which the residents were such predominantly nice peopl

Boy Scouts Observe
24th Anniversary of Founding, America


## Sonora Street Project Gets Approval for over $\$ 5,000$

Money Will Be Used Grub Stumps, Improve Drainage



 this Dallas girl, Miss Betty E
 wood motion piectures, named tie Mise Edwards and one girl fro
New Orleans were the only twi

Fred Earwood Made Executive Vice-p. of Warehouse Firm


Lions Meet First
Time in Baptist
Church Basement


Church Basement

itter indifference. The chances ar that if the man who seeks hospital-
ity does so with a desire to be
friendly he will find it. friendly he will find it.
Be that as it may, a statement
such as that from Mir. Dickson,
may well prove a source of pride Irss. Josie Mclonald, who has at her hotel.

Boy Scout Anniversary week,
which began Thursday, marks the vhich began Thursday, tarks the
lose of another chapter in thi
lose years American soys have Rrogram.
benefit of the Scouting prona
Sonora has enjoyed the presence of nd its work has been one factor in nd its work has been one cact orm people, many of then now mature on the town and county. It's a great

And speaking of codes, this new
(un-official) banker's code is one which should prove a model to all




Woum

Mrs. J. S. Glasscock Gives Party Series At Home Last Week mit her home on Tuesday and Thurs at her home on Tuesday and Thurs
day afternoons last week with at tractive bridge parties employing a Valentine motif in brid On Tuesday high seore went to Mrs. John Fields. Mrs. Ernest Mc-
Celland held high score on ThursClielland held high herore on Thurs-
day afternoon, with high eut going day afternoon, with hi
to Mrs. Clara Murphy Tuesday afternoon the hostess
served strawberry shorteake
 3abcock, A G. Blanton, W. E. Cald well, R. A. Halbert, , . M. Halbert, tield, W. P. McConnell, jr, Josie
MceDonal
M. Vander Stucken, Libb Wallace, R. Trainer, and S. R Hull; and the
Misses Muriel Simmons, Alice and Nan
Caldwell
Rol
Refreshments of ice box cake
with whipped cream and cherries Sowing Thursday guests:
Mesdames MeClelland, Murphy,
J. A. Ward, jr, V. F. Hamilton, J. A. Ward, jr., V. F. Hamilton, and the Misses Ada Steen and Lydi Archer.

Classified ads will get a buye

## Spring

News...
For the HOME

| , |  |  |
| :---: | :---: | :---: |
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|  |  |  |
|  | 49c | with whipped |
| thes pins, 3 | 23 | the following: |
| en eil.spring |  | ${ }_{\text {John }} \mathrm{E}$ |
| 硅 | 29 |  |
|  | 49 | ${ }_{\text {a }}^{\text {anath }}$ |
| Hash |  |  |
| $\underbrace{}_{\substack{\text { cell foessin } \\ \text { HITING } B C}}$ |  |  |
|  |  |  |
| Cups, White Porce- | 511 |  |
|  |  |  |
|  |  |  |

City Variety Store

## Naylor Hotel

## RANCHMEN'S HEADQUARTERS

B. CAMPBELL, MGR
san angelo
RATES
Single, $\$ 1$ to $\$ 2.50$ :: $\quad$ Double, $\$ 2$ to $\$ 4$

## DENTIST WHO DOES MOT HURT



TRIR THAT EIT

DR. HARRIS
 la
0


Culling the hens four times a yer shouid be done reguarly by poultrymen, if star boarders who eat up profits are to be eliminated.
In November, February, May and August poultrymen should deterIn November, February, May and August poulrymen should deter-
mine if each hen is laying. Those laying in Nomber are excellent
nems. Those not laying in February or May should the sold or eaten. news. Those not laying in February or May should the sold or eaten.
Hens laying at all four cullings should be kept for freeders as well as

Over 300 Attend Associational B.
T. S. Meeting Here

Sonora Woman's Club
Has Cowboy Program
Members Visit Art Exxibit After
Having Texas Study
 program at the Sonora Woman
Clum Thursday afternoon last week with roll call being answered with
the names of early cattle ranches. Mrs. Gus Love sang "Little Gray
Home in the West." Mrs. C. H. JenHome in the West." Mrs. C. H. Jen-
ning gave a paper on "What TTx.
as Owes Today to the Cowboy and Ms owes Soday to the Cowboy and
Mustang," and Mrs. W. C. Warren
Tead a paner by Mr.
and the Romance of Catle,"
Following the meeting the club
attended the exhibit of pictures by
Texas artists being held at the
Soup Line Opened
at Mexican School
Under-nourished Pupils Receiv
Daily Rations Through CWA
Latest development in the re
centy-instituted CWA health ser.
centy-instituted $\begin{aligned} & \text { van A healh ser. } \\ & \text { vie in Sonora and Sutoon county } \\ & \text { is the establishment of daily nour- }\end{aligned}$.
ishment apportioned at the Mexi-
can school to underfed children
Whose condition was discovered
tivo weeks ago through examina-
tions made by Mrs. Lois Landrum
The Mexican Parent-Teacher as
tives of the American P. T. A. A. is
handing the preparation and serv.
ing of food at the school house
each day at noon. Twenty pupils
have been given tiekets entiting
them to alace in the line, and ex-
planatory letters to their parents
pening of the soup line
Under the supervision
Jones, school superintendent, the
children wash their hands with
chiquid soap and dry them with pa
per towels, before taking their
places, with bowls
and spoons
their noon meal.
Mr. Jesus Urias, assisted by
Mr. asd Mrs. Theoore Virgen and
their two denhtevs,
their two daughters, have been in
charge of preparing the food. The
and soup stock, while merchant
of the town are giving unsold veg
etabes for the daily menu. Sup
plementary supplies and bread are
being purchased by the Mexican
The new system was installed on
Tuesday, with Mesdames B. W.
Hutcherson and C. H. Jennings
representing the Sonora P. T. A. in
representing the Sonora P. T. A. in
assisting Mrs. Urias at her home
Activies
Activities
Wednesday.

PHONE 150
Grade "A" MILK
Sonora Dairy
Mrs. Ardena Speed

## Founders' Day Attended by 30

 Tues. Afternoon
vice-president acts as program com-
comditer. Far-
nita

| Annual Parent-Teacher Association | vice-president acts as program com- <br> Program Led by Mrs. Gilmore; |
| :--- | :--- |
| Election Next Meeting | mitee chairman; 2nd vice acts as <br> chairman of membership, and 3rd |
| chice is customarily chairman of |  |

SONORA

Friday - - Saturday "Bombay Mail"
EDMUND Lowe
Ralph Forbes, Shirley Grey
Sunday - Monday "Tillie \& Gus"
with
Fields, Alison Ski
and Baby Le Roy
Yundl Love Them All
Tuesday-Wednesday
May West
"'m No Angel"

Thursday Special, 15c

## $24-5$ 20 20 AreYouSick? <br> Do You Want to Get Well? Then Why Don't You?

You have tried all the rest
Chiropractic Adjustments Will Remove
COLDS :: INFANTILE PARALYSIS CONSTIPATION, FEBRILE DISEASES HEADACHES :: TONSILITIS FLU :: (All) ORGAN DISORDERS PARALYSIS PNEUMONIA APPENDICITIS

ASTHMA APPENDICITIS :: TUBERCULOSIS EYE TROUBLE :: FEMALE TROUBLE
if it's health you want, have the cause

## C. C. McDANIEL

Sonora's Chiropractor seven years experience

[^0]

 her eves
presently
preme






 Nrer sioula make the afair unanid

 "Dingle got here frst, ran his
chuck outfit into the old brandling corral to camp for the night and
turned his mules loose there. Then he occupied the rocks beyond this
water-hole and waited to see what might turn up before dark.
turned up - unexpectedly .proached the corral from the re tered before either side discovered learly, but through the chinks in something moarding against could see light. something was me. their mules, and the

## "It was close work and after rd uld ored around a lot and had locat-

 moved around a lot and had located all the knot-holes and wide
Chinks in the boards keep their heads down. Then when and they saw Kens men, led by
rou, making a pistol charge on the mith the sheep, Dingle got
old feet. You rode through quite
barrage, sweetheart, but once ured I had reinforcements, so figey That is, some of them did. I
chimbed upon the wayon seat and fanned their rear: as they fied hey bumped into Ken and Julio,
who emptied two saddles eacli. Do ou know, darling, that you have a
istol bullet through the mut your back, rather well ascles ght side? Nothing fatal the ou'll sleep on your left side for a
month !"
"Y'm a mured weakly.
Yes, but a gallant little fool. You oh ses, old Tom always preferred he weuld stand up to it when he wis
carled it around his neck; he how.
 "But you love me fust the same?
"Yes, but I wouldn't have totd you Trd have died frst. It's all due to "Hush, sweetheart. He's confessed.
e, told you a few of the miost wonderful lies on record, and when he
ound you'd been hit he cried like baby commore that if you'd die idn't kill bim first [" He lifted he Cook at him. Hés stith yonder. the ex-ranger got up and limped er hand "Yow, knelt and took he murmured, "and a grand fecter, and a grand friend-and now T m
going to decorate you, Ken Hobart Kiss
roared.
"And
"And the privilege of the best man, but she's not going to give away any more samphes to
waddies like you."
"Oh, my God, forgive me", Ken


## Dress Made of Wool Country home demontatstion agent  dinary gumy seak stare then five aterial had been dyed black. Wide uffs of heavy white crepe and a ial with tie extensions softened the effect. Steam pressing gave hing touch. - Kerrville Mountain modish dress is a feat recently accomplished by Mrs. J. W. Bailey, me co-operator in the Ingram <br> Miss Frances Wilroy, Kerr <br> 'Phone your news items to 24 . <br> SONORA PEOPLE INVITED TO VISIT US <br> WHEN IN SAN ANGELO-FOR <br> REAL MEXICAN DISHES <br> SQUAB or CHICKEN DINNERS TO ORDER BEER-LIGHT LUNCHES <br> LONE WOLF INN

 asked me to marry you."
"Ol, didn't I , sweetheart?", $\substack{\text { sical } \\ \text { migh }}$ course wheak out of my turn, but of tame stampeding
into that corral yesterday and
broke the glad news to me broke the glad news to me,
couldn't, as a man or honor, pre
tend I didn't understand you. So 1 rather took it for granted."
He bent low over lier and sweyt
her cheeks with bis eager lips. her cheeks with his eager lips,
"Still interested in those lummer
lamble boll-weeril lambe boll-weeril and irrigation,
brown bahies and cholo men and
women, heat, dust and purple lights women, heat, dust and purple lights
on the buttes at dawn and sunset, darling?
She nodded. "I can be a good
partuer, Jimmy. I never had any
responsiliutis. responsinitities-and now 1 wan
so badly to share yours-always. How are your wounded men?
"Taking an interest in life sent them orer a quart of thirty-
year-old Bourbon whisky a year-old Bourbon whisky a friend
gave me recently. Mrs, Ganly is gave me recently, Mrs, Ganby is
still weeping with joy over our enstul weeping with joy over our en-
gagement, and Robbie is jealous as
a collie dos. a collie dog. He has an idea that
when we're married he'll have to leare the ranch."
"I would $n$ "t even have a ground
squirrel leave that ranch, Jimmy."
"Then wnt ma on the payroll."
"Does Uncle Bill know of our en-

## Don Jaime produced a telegram

and read: figred on you taking
"I never figuchal responsibility
over my principal but now that you insist on being
recklesss take a tip from one who
knows stop Do not spoil her stop as welcome in our fanily as the
silence that follows a congressionmanently," Ganby on the payroll per He switched on the lights and
tooned the car carefully down
through the cal through the sage to the los A1-
godones road, after which they
made fast time to the when
$\qquad$ and departed for Los thok the calones to
bring back the only two doctor bring back the only two doctors
there, while Don Jaime aided Mrs.
Ganby to make her patients comGanhy to make her patients com-
fortable.
About About noon the next day Jaime
Miguel Higuenes came into Robiguel higuenes came into Ro-
bedta's room and sat down on her
bed "Caraveo and his men have just
got back safely," he informed her.
"Dot a got back safely, he informed her.
"Not a man of that bandit gang got
back aeross the river, so I venture to say this has been a lesson to
them. I imagine the Rancloo Valle
Verde will be reyarded in beyondthe - order circles as 8 good place to
teep away from heren keep away from hereafter. How's
the future Mrs. Higuenes feeling now?" "Not very chipper, Jimmy. How
do you feel?" "Guity as a sheep-killing dog.
Still every cloud has a silver lining Dingle's dead and 1 imagine he died. picion nolody is going to come around and claim a ten per cent
interest in miy lambs. And I have a telegram from your Uncle Bill.
It seems that when the news of
the the battle got to Lles. Algodoness last
night, via the man i sent after the night, via the man 1 sent after the
docotors, the editor of the local palladium, of liberts. the Los Algodones
Herald, considered it of suflicient Importance to put on the wire
to the El Paso office of the United
Press. So it was in the EI Paso Press So it was in the EI Paso
papers this morning, and your Un-
cle Rill read it there." cle Rill rad it there." "Uncle Bill? Why, what was he doing in al paso?",
"En route to Valle - Verde, my
dear. rid wiren the old gentleman dear. Ind wireal the old gentleman and was on his way." Thus Jaime
Miguel Higuenes the liar! How-
ever, he concoute ever, he comforted himself with
the thought that it was only a
white lie and was to be preferred to vilatang his word of bonor to
Crooked Bill not to reveal to his
niece the news thet niece the news that only two days
previeus he had been in Los Al-
godones, plotting against their
ever

## "Sheepishly yours "UNCLI BILL."

 "Why does he sign himself 'sheepshlyy yours,' Jimmy, dear?" ishy yours, Jimmy, dear?
"Some far-fecthed allusion to the
sheep that brought you here, Bobby. Just some of his gringo humor,
I imagine,"
"I see." she was silent, turning "I see." she was silent, turning
his brown, strong, useful hands,
counting the calluses on them counting the calluses on them.
Hands that had known toil and would always know it, the hands
that build empires, hands that, that build empires, hands that,
when folded at last in the peace
that would mean their parting that would mean their parting,
would be kissed by lowly people
and sprinkled with their tears. and sprinkled with their tears,
"t will be forever and ever, Jim-
my," she whispered. "and r'm so my," slie whispereo, "and I'm so
happy-and grateful."
"The " "The Higuenes men keep their
women," he assured her gravely. She thought of Glem Gravely.
"Poort. "Poor dear," she murmured ab-
sently. "He never had a chance," Don
Jaime assured her, with a flash of that prescience, that clairvoyancy,
that would alwass make him, for Roberta, a new, puzzing, yet whol-
y understandable haman being and a joy forever. Yes, he would be
the same always, yet always neiv Always challenging her interest, al
ways holding it. Of him (the gir) thought it might be saide that age could not wither no
his infinite variety.
"rill get my guitar and sing you
a little Spanish love song my grandnother taught me," he suggested.
"it's very old. It came into Jerv with Pizarro and worked north.
Oh, by the way, 1 forgot something Let's get this on record officially.
Miss Antrim, will you do me the great honor to marry
"Yon outrageoun


K. Short Here from Houston | Ir. and Mrs. A. K. Short of |
| :--- | Donald Saturday night. Mr. Short eace and hampiness. following sever

nuptial music.
The newly The newly-weds left immediately

## B. Y. P. U. Elects

New Staff Officers

Sance Director of Group
Eliection of officers, oceupied ing of the Baptist Young People's
Union last Sunday evening, when Mirs. F. T. Jones was made presi-
dent Lestio Nanec was retained were chosen as follows:


 oiresponing seeretary, Miss Rut Mora Lee Meckel.
Group captains: I, Jimmy West
Typewriter Ribbons, Carbon Pa per, Sales Pads, Adding Machine
papere THE NEWS

## Modernize Your Home

What time would be better for making your house more attractive, more comfortable or increasing its value-than now? Especially with repairs and remodeling costs lower than they'll probably ever be again. In addition to the savings you can make by repairing now you can make still further savings by retarding depreciation
(O)

SEE US FOR ESTIMATES

## West Texas Lumber Co.

## Quality and Economy Together

Today's unusual conditions enable us to offer you the greatest bargain in washing machine history . . . an economy washer with a quality guarantee.
But today . . . the day of bargains . . . can't last forever. Already prices are crecping up. First quality merchandise is costing us more.
Act now. Buy your washer today. You will be saving money without sacrificing quality


INVESTIGATE
One of our salesmen will be glad to show you this superior washer, or arrange a demonstration. A small cash payment places this washer in your home. The savings will more than pay the remaining balance month by month.

West Texas Uitilites Company

Not Grande Canyon or Alps, But Texas


Few Texans will believe that this picture was taken in Texas, for Lew people have ever seen the spot wheer it was taken-the Grande Canyon of the Rio Grande river. St. Helena canyon it is called, far from the beaten path, almost inaccessable. On the map of Texas follow the Rio Grande northwest from Del Rio until you reach the
lowest point of the Big Bend. That is the location of this yawning and forbidden chasm, its walls towering 2,900 feet above the water.

Chevrolet to Quote Delivered

Aghast at "Spread"
biguous F.O.B. Q
Detroit, Mich., Feb. 7.-A new automobile merchantisising policy Whereby the purchaser will be ap- be interested in an article which prised of the full cost of his au-- Daily Eagle of New York City unomobile delivered in front of his der the heading "Oork City unoor, rather than having to rely Spread."
on ambiguous "f.o.b." prices, was it states that twenty cattlemen mediately in the entire Chectrol from the far west, visiting in New rganization by William E. Holler, York, could not understand why general sales manager of the company.
A campaign is now being launchA campaign is now being launchod among dealers and retail sales-
men in all parts of the United States instructing them in the new policy and apprising them of the suggested delivered price to be
uoted in their respctive col quoted in their respetive commun-
ties. As an instance of what the new Holler pointed out that while list prices on the company's new 1934 models average $\$ 70$ higher than in
1933 , the actual increase in cost to the purchaser in New York is only The purehaser in New York is only
While the list, or "f.o.b." price, throughout the United States averages 14 per cent above 1933, the delivered costs actually average only eight per cent higher.

Blue Eagle Stickers in 2 colors $\quad$ Blue E
at $\$ 1.25$
NEWS.
L. W. ELLIOTT
attorney-at-Law
will practice in all state and
federal courts
SONORA, TEXAS

BOULDER DAM TO BE READY IN 2 YEARS

Pouring of Concrete Set World Record.

Boulder City, Nev.-The mighty Boulder dam has passed the one-
fifth mark in the pouring of con crete, nearly a y
ahead of schedule.
The builders of the biggest single
body of concrete in the world have body of concrete in the world have
placed 20 per cent of the three and placed 20 per cent of the three and
one-half million cubic yards of one-hark million cubic yards of mix.
Working more than 3,000 men,
Six Companies, Inc., keeps two of
the boimpest miving plats in the the biggest mixing plants in the
world running 24 hours a day, sevworld running 24

Work Goes Steadily. Since July 4th, there has been no
letup in the steady running of the letup in the steady running of the
gigantic cabteways which carry
gargnten tucket gigantic cableways which carry
garantuan buckets of eight cubic
yards each from the railroat tracks yards each from the raitroad tracks
on the side of the clirr out there to
the forms where 161 big "columns" on the side of the cliif out there to
the forms where 161 big "columns"
gradually are climbing ap, in forms gradually are climbing up, in forms
that are raised for each as soon as that are raised for eac
the concrete has set
the concrete has set.
World records for concrete manu-
facture and handling have been facture and handling have been
shattered, time after time, by Super shattered, time after time, by Super-
intendent F. T. Crowe and his crev. intendent F. T. Crowe and his crevv.
An eight-yard bucket dumping every
two minutes, day An elght-yara bucket aumping every
two minutes, day tn and day out,
for months on end: that's how for months on end; that's how
Boulder dasis is being buit, Boulder dain is being built.
Finished in Two Years. It will be finished in less than two
years more years more, with the exception of
some of the power unit some of the power units and some
"minor" details. "minor" details.
Including preli Inciuding preliminary work, such
as diverston tunnels, Six Compante
Inc., has complet Inc., has completeds, 65 per cent of
its entire $\$ 48,800$ per
is its entire $\$ 48,880,995.50$ contract
with Uncle Sam, in ed "earnings" of the contractors. The job included four diversion in alameter, Ined with concrete a yard thick, each three-quarters of a mile long. The river now flows through these, whlle the 725 -foot
dam, far the highest in the world, rises betwen the sheer clifss.
The concrete in the Boulde The concrete in the Boulder dam
will comprise more than all the wincomprise more than all the
concrete placed by the bureau of reclamation in all dams it has bullt in all the years of its existence

## Heat and Cold Aid in

Giving Planes Strength
New York-Two opposites, dry ice and electric furnaces, can be
thanked for the tremendous strength which has been built into the modern airplane, says a bunting on features of construction in the 60
three-mile-a-minute three-mile-a-minute, mult1-motored
Boeing planes it now has on its routes. These are the first highspeed, all-metal, transports ever
built. bpelt,
by tal
By By taking rivets from a 950 -de. gree heat-treating bath to sub-freez-
ing temperatures of ing temperatures of dry ice contain-
ers, the aging of rivets is definitely retarded. By heat-treating metal, the tensile strength is more than
doubled, doubled, duraluminum being raised
from the normal strength of 26,000 pounds per square inch to approxi-
mately
55,000 mately 55,000 pounds per square
Inch The steel used in the landing gear of the planes has a tremendous ten-
sile strength of 180,000 pounds per sile strength of 180,000 pounds per
square inch, because of heat treating, and the landing of gear can with-
stand an emergency impact

Forced Feeding Keeps St. Louis Python Alive St. Louis.-When it's lunch time -that is, every six weeks or so-
attendants unreel the fire hose and prepare to serve the meal.
The 19 -foot python, in The 19 -foot python, in the zoo
for the last six years, has steadfor the last six years, has stead-
fastly refused to eat throughout its stay here.
Ground Ground meat is inserted in the
hose. The hose is placed in the hose. The hose is placed in the
snake's throat and a "plunger" snake's throat and a "plunger"
forces the food past the snake's
throat. throat.
Snake experts have been unable to determine why the snake refuses to eat.
Ingenious Lamp Resists Violent Wind or Rain Leipzig, Germany,-An ingenlous
lamp has been devised, intended to lamp has been devised, intended to
be placed upon graves, which will remain alight throughout the most
violent rain or windstorms. It conviolent rain or windstorms. It con-
sists of a series of glass chimneys
so so arranged
flames of a
a lames of a candle may
burning for countries it is customary In many a light burning on the graves fol-
lowing the fuer vice was exhibited at Letpzig fair and demonstrated by surrounding the light with powerful electrlc fans.
Police, Traveling by Air, Find Their Lunch Frozen Nantucket, Mass. -When Ser-
geants Michael J. Noonan and
ger geants Michael J. Noonan and
James P. Ryan of the Massachusetts James P. Ryan of the Massachusetts
state police arrived here recently oy atr on an inspection tour from
Brockton they had to throw their Brockton they had thelr pllot had taken
lunch away. Then
them to an 8.000-foot altitude and lunch away.
them to an $8.00-$-foot altitude and
their sondwlehes had been frozen

REGULAR Advertising From a Speech by

## C.W. Johnson

Oakland, Nebraska, Merchant
"I have been in business 27 years and seldom miss an issue of the local paper with an advertisement of some kind.
"I believe that the constant spitting of a machine gun does more execution than the occasional boom of a big Bertha. Its spat-spat shot gets results. So it is with advertising; the small ad run every week is better for results than the large ad run hit or miss. Consecutive advertising gets the business.
"We are told that American business now has hit the bottom, and that things will be better. Now is the time to advertise our wares and get the public to start buying.
"There are all kinds of advertising schemes, and I have dabbled in them all, but the advertising in the local newspaper is best and gives the largest results for money spent.
"Put more time in writing your ads, and then talk it over with the newspaper. It pays in the long run to spend that extra time.
"Create a desire to possess, in your ad, and it will get the business.
"If you had a whole bushel of chain links it would not pull a load. Put them together in a continuous chain and you have a strong and powerful thing with which to pull a load. So it is with advertising. Link your ads together, run them in a continuous string week after week, and you will have a power that will produce results."

## 

Your Own Newspaper

| VALENTINE <br> CANDIES $\qquad$ weet you think your fair one-candy is the perfect uality so distinguished-you have every assurance KING'S or PANGBURN'S CANDIES-come in toment. <br> CormerDrugStore ing SONORA, TEXAS, A1 |  |
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La Vista Presenting Mae West Next Wk Tm No Angel" Booked for Two
 With the much-talked of Mac cavort in an amusing LeRoy West in "I m No Ange"" as the outtanding attraction, La Vista thea-
re has an all-around program coming for the week. "Im No An-
vel," of which Miss West is also

## 5ny Piggly Wiggly

SPECIALS for FRIDAY - SATURDAY FEBRUARY 9 and 10
Bananas s.imat - 1c

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We have any kind you want also ONION PLANTS



ANNOUNCEMENTS Crumbs-



- You've heard and we've heard a lot of tire claims but here are facts straight from Akron: The Good-
year people have completed more than 8,400 stopping tests on automatically -braked cars equipped with various makes of tires both new and worn. By
accurate measurements on wet slippery pavement, accurate measurements on wet slippery pavement,
smooth tires slide $77 \%$ farther than new Goodyear All-Weathers-and other new non-skid tires slide $14 \%$ to $19 \%$ farther than the Goodyears. These figures check with the experience of our Goodyear
customers and ourselves. How safe are your tires
today?
-COOD ${ }^{\text {TEAR }}$
SONORA MOTOR CO.


[^0]:    Neurocalometer and $X$-Ray Service

