Published in Sonora, Texas --- "The Capital of the Stockman's Paradise"
 for 23rd Milestone

With each day of National Scout

## Oil Lease of 75 c Acre Is Filed on Robson's Ranch



25 c ANNUAL RENT
Superior Co. Among Majors Securing Acreage

First of a number of oil leases
reported in late December on land

| Aged Jail Inmate Saws Bar; Leaves <br> Scissors Grinder Was Facing a Charge of Burglary <br> An aged inmate of the Sutton jail, lodged there on a charge of ter sawing a bar and lowering him self with bedclothing tied together to make a rope. <br> Known here as a scissors grinder the man spent several weeks here plying his trade. A few weeks ago he was charged with forcible entry into a barber shop in the Mexican and merchandise. He was also charged with theft of linen from sale to another. All stolen goods was recovered. Only jail occupant, he was treated as a trusty and allowed the around. He was permitted to do his own cooking and was left alone (Continued on Page 8) |
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|  |  |
|  |  | Land Deals Re corded Here in the southwest corner of Suttor and adjoining acreage in Crocke

and Val Verde counties was re ceived here Wednesday to be re corded by J. D. Lowrey, county
clerk. The Superior Oil Company
paid Mr. and Mrs. C. G. Robson paid Mr. and Mrs. C. G. Robso
75 cents an aere for more than 1 sections of land, and agreed to pa
a rental fee of 25 cents annually Rumors of extensive eonaning.
the part of maior oil companies, prices ranging from 50 cents
$\$ 1.50$ an ance were heard here fol $\$ 1.50$ an acre were heard here
lowing a good showing struck Iowing a good showing struck
the Stanolind et al Todd deep tests West of ozona. The Humble com-pany was reported as a aig leasor.
The instrumt filed yesterday
was the first to to officially comwas the first to be officially com-
pleted on acreage in this county, pleted on acreage in this county
however. At the time of the pre
he liminary deal it was reported here that the oil companies secured acreage from Dock Friend, Aldwe Bros,. Phillips Brothers, Theo Sa
vell, and Sam Karnes in this and addioning counties.
The 820 acres secured from Rob The 820 acres secured from Rob-
son is made up of 3o98 in Sutton
county and 5522 in Val Verde

Laurant Mystery Show Presented
Tomorrow Nigh

## Bones Found on Phillips Ranch

 Date Back 20 to 40 Thousand Yrs. Lea of San Angelo, the company
Texas representative, while on tour of the wool producing center of Texas and New Mexico.
Mr. Draper conferred with number of local ranchmen, wo mism as to the wool market during the coming months.
He visited the Hohair Comited the Sonora Wool nt and efficiency of $t$ the quality and mohair. His firm has b


|  |
| :---: |
|  |

## Draper Expresses

 Optimism in Wool Head of Wool Firm a s$\qquad$
\& Co., prominent Boston firm the handling of wool and mohair


 ternational reputation as one of th greatest magicians of today, will be
presented by the Sonora Parent Teacher Association in a progra which promises a succession o mystifying surprises from start t
finish, and proceeds of which he shared with the local organiza tion for promotion of its enter "There are beautiful flowers magnificent rainbow silks, myste
rious fountains of fire and water cooing doves, quacking geese, and the inevitable magic rabbits. There are also scientific mysteries and
lightning character impersonations," says an account of a Laurleans Times-Picayune.
The impersonations referred to use "the mystic hat," with the sec-
ret of the entire effect consisting Connor found him playing solitiare
at the ranch, with the body of the
victim in the next room. Mrs. Carson West was in town
Tuesday from the E. M. Kirkland



 Opening in Sonora





## for Grading and Gravelin $-\quad$ R. F. C. Pays Labor

Funds advanced by the Recon-

county will be used to pay labor on
street improvement projects in So-





The county will provide road
equipment, it was decided by Judge
Alvis Johnson and

## equipment will be brought in from the project now under way on the Menard road sometime within the

next few days.
Final plans
out but the committee plans to im-
prove main streets which are used
daily by many citizens of the town.


Stockholders of Warehouse to Meet







$\qquad$
$\qquad$
$\qquad$ since the de
C. H. Evans.


$$
\begin{aligned}
& \text { day, returning Friday. } \\
& \text { J. C. Baker and }
\end{aligned}
$$

$$
\begin{aligned}
& \text { Camp Allison were business visi- } \\
& \text { tors in Sonora Monday. } \\
& \text { H. H. Rogers of Rocksprings is } \\
& \text { spending several das in Sonora } \\
& \text { visiting his brother, Julian, and Mr. } \\
& \text { and Mrs. Earl Lomax. }
\end{aligned}
$$

$$
\begin{aligned}
& \text { and Mrs. Earl Lomax. } \\
& \text { Mesdames Luke Thon }
\end{aligned}
$$








Blakeney of San
to Fort Worth.
Mrs. Z. C. Landrum and her sis
ter, Miss Bertha Eaton, went to th
J. D. Eaton ranch Friday to bring
their mother, Mrs. J. D. Eaton nation can be obtained and the pe-
 complete laundey and cleaning
vice to Sonora residents. F. F: Hennon and W. H. Riestere
of San Angelo, both experienced aundry and cleaning men, are mov ing to Sonora and will operate th
business themselves. They have em ployed $F$. W.
route man.
The firm will operate in the old
 Tax Collections Far Exceed
Expectations; Total $\$ 70,150$

Extra Time Likely for Licensing Cars

Assessment for Cor ty Was $\$ 95,000$ for 3 Levies

## 519 CAN VOTE

Poll Taxes, Exemp tions Feel Big Slump

With collections of ad valorem property taxes far exceeding expec-

tations of officials here, a total of | tations of officials here, a total of |
| :--- |
| $\$ 70,150.15$ was reeeived by $\mathrm{J} . \mathrm{E}$. |
| . | Grimand, deputy tax collector

pricr to Feb. 1. That amount in
dude cludes poll taxes, as well as prop-
erty taxes for 1932 and some payments on 1931 taxes.
Income of 86,390 Income of $\$ 6,390$ from automo-
bile registrations is not included in
that totat, however. that tota, however.
The voting strength of the couny for 1933 is 519 , far below last
year's all-time high of 682 . The year's ali-time high of 682. The
sump si atributed to the fact hat

there are no important elections | there are |
| :--- |
| lhis year. |

his year. hhndred and four cars
Fere registered, as compared with
wer Were registered, as compared with
441 last year and 450 the year be-
fore. Truck resistrations gained Yore. Truck registrations agine
slightly, though, from 114 last year
to to 122.
With
a
With a total assessment this year
of only $\$ 95,000$ as compared with of only $\$ 95,000$, as compared with
$\$ 141,000$
last year, eollections are
 total for the same period,
was a bit more than $\$ 100,000$.
was a bit more than $\$$ sioo,000.
Poll taxes, as paid by preei
Poll taxes, as paid by precinct,
follow:
No. 1,$355 ;$ No. 2,$11 ;$ No. 3,47 ,

Death of Belcher
a Great Loss to Ranch Industry

$$
\begin{aligned}
& \text { el Rio Lawyer and Wool Mat } \\
& \text { Lived as Boon on Ranch } \\
& \text { in Sutton County }
\end{aligned}
$$

C. Beccher, 50 , Del Rio law former resident of Sutton county,
died at Del Rio Saturday at 4:30 $0^{c}$ clock. Thousands of friends
throughout West Texas this week have mourned the passing of a man
who had contributed liberally Who had contributed liberally
throughout his life of his ability, his time and his money to the ad-
vancement of the ranch business. vancement of the ranch business.
As a lad and young man Judge Belcher lived on a Sutton county
anch owned by his father
He is ranch owned by his father. He is
known personally to all of the older
residents of this section, both residents of this section, both
through his residence here and be-
cause of constacts established in cause of constacts established in
work of the associations and groups
pertaining to ranch affairs of this pertaing to ranch affairs of this
territry.
He had been in poor health for more than a year, and for the last
few weeks had been confined to his eew weeks had been confined to his
home. About year ago he at-
ended a meeting in in Sonora of the tended a meeting in Sonora of the
Texas Warehouse Managers' asso(Continued on page 4) Fur Season Closes with Heavy Volume 11 Furs Must Be Sold by Feb
10, Law Provides

The fur trapping season ended
January 31 , but trapers and January 31, but trappers and fur
dealers will be allowed ten days in
which to dispose of their holdings which to dispose of their holdings
trapped prior to the first of the trapped prior to the first
month. Ten days is often to cure the hides Volume wask heery this year, and
rices, while loww were irst-season levels indicieated. Thous ands of dollars were brought into
virtually every county of West Texas.
The
The
Sonera weason volume hat be known unded in the close of the ten-day buying period



Charies Suilivan of Welliuzton,
Texas, who was shot to death by
C. L. Hasie, resident highway engineer, deputized to search for the
kiliers of Deputy Sherif Joe
Brown at Rhome, Texas. Sullivan,
隹 a former footbalit star, was re
turning from a dance, and refused
to stop at a fire in the middle o to stop at a fire in the middle o
the road with a sign reading "N
Passing State Officers." Hasi
was heartbroken, and wante was heartbroken, and wanted
charges filed aganst him. He is
charged with murder.
S. L. Batchelor and Daughter in Wreck


The Rev. S. $\overline{\text { L. Batchelor, presid }}$ ing elder of the Methodist Episco pal church, San Angelo district, an removed from a San Angelo hos pital Monday to their home, follow ing a near-fatal accident Sunday
morning at the Mertzon Sants morning at the Mertzon Santa Fe
crossing when their car was struck by a Santa Fe mictor car throwing them both clear of the car and cut ting each of them badly about the The Rev. Mr. Batchelor had bee scheduled preach at Mertzo Sunday night, and was on his way to fill the first assignment.
The doors of the car were found closed, although the collision threw was wrecked. was wrecke
Injuries
Fast Tire Service
CITY GARAGE
Phone 154


The Misses Idabelle and Della in the home of Mr. and Mrs. Burt
Rode Wednesday. Rode Wednesday. nora Monday.
The Camp
The sump Alisison community Mr. T. C. Thiers to Miss Haze
Kring, which took place in Sonor Country Lady Was Shocked by Knees Georgian During Civil War Wrote
Complaint to Columbus Paper
During the Civil War a good During the Civil War a good
lady of Georgia wrote a letter to the Columbus Enquirer, expressing her horror at the customs being of that day. Extracts from the
letter will give its general trend: letter will give its general trend:
"I am a country woman. Have been in your city. I was shocked. I saw-you'll scarcely believe it.
saw-can hardly tell it. I saw wo men in the streets with their dress-
es held so high that you could see es held so high that you could see
their underskirts all around. My their underskirts all around. My
country-women surely will refrain country-women surely will refrain
when they are informed that it is a Yankee fashion. Yankee ladies care no more about showing their knees than they do their faces, and
if you indulged in this fashion, in if you indulged in this fashion, in
ten years you will care no more for showing yours than they do--and in ten years more you will be walking the streets with your faces painted
as theirs are now. Oh! be warned as theirs ar
Had the writer of lived until the present day she
would have had much to inspire her pen. And possibly would have
wound up by bobbing her hair and wound up by bobbing her hair and
donning knee skirts herself.-Ris. $\int$ donning knee s

## FEEDS

$\left.\begin{array}{cl}\text { OMOLENE- } & \begin{array}{l}\text { For Horses and Mules. Cooling and } \\ \text { Safe. Feed one gallon of Omolene a } \\ \text { day along with your corn and keep }\end{array} \\ \text { your work teams in good condition. }\end{array}\right\}$

We Appreciate a Chance to Serve You
E.F.Vander Stucken Co.,Inc.

Since 1890
American Beauty Flour


Married 72 Years and Happy!


Here is Isaac Wilhoit, aged 101, of Floydada, Texas, and his wife
aged 88. They have been married, 72 years, and their oldest daugh ter, Mrs. C. Surginer, has also celebrated her golden wedding anni-
versary! "Lots of good plain food and living on the farm" are the versary: Lots of good plain food and living on the farm" are the
thiugs to which they attribute their long life and happiness. They
live by themselves and have 87 descendants.

May Not Be Seated



World's First Paper was called the "London Gazette," Published in $713 \left\lvert\, \begin{aligned} & \text { dates back to November, } 1685 . \text { In } \\ & 1690 \text { the first paper in the United }\end{aligned}\right.$ ating in China, Shet title of this first American peared for 1400 Years Benjamin Franklin sent out to the It was from China that the
world's first newspaper was ever from Philadelphia the firs
number of the Philadelphia Gaissued. That was in 713, and the zette.-Rising Star Recor paper appeared without missing an Lea Roy Aldwell at Home issue for more than fourteen hun-
Lea Roy Aldwell, a student in
dears. Many copies of numbers are still preserved in the mu- chanical college at College Station seums of the larger Chinese cities, arrived Friday last week and spent
as well as in the cities of Europe. the week-end with his parents, Mr. as well as in the cities of Europe. the week-end with his parents, Mr.
In some of the copies may be found
and Mrs. Roy E. Aldwell, followery of America by Columbus.

## The first English paper,

## GROWTH and Expansion



A WATER SYSTEM can never stand still. It mủst constantly grow and expand, not only to keep pace with the increasing population but to meet the in creasing requirements of local industries.

## Interstate Public Service Co.

SONORA

## The Spotlight of Reason - -

When we stop to think of the years of work and effort required in the building of a substantial community we are often amazed and deeply impressed.
Looking back through the years we view with reverence the lives and works Looking back through the years we view with reverence the lives and works of men who have made our present development possible. :: :: Now that
we have looked backward, let's consider the future of the we have looked backward, let's consider the future of that same community
built with so much effort. Without support it will crumble and fall much quicker than it was built. It cannot continue to thrive unless it has the same support that enabled its building. Isn't it, then, good business, as well as a commendalbe ideal, to exert every effort to aid the growth of our com-

## Your Printing Needs

The Devil's River News offers printing facilities as complete as can be found in any small town. It can handle a majority of the printing needs of your firm and of every firm right here in Sonora using home labor, paying taxes, supporting the projects and organizations devoted to the development of the community. On other types of printing complete connections have been es-
tablished which enable The News to order what items it cannot produce here, abished which enable The News to order what items it cannot produce here,
supplying them to you at a price in line with those of large supply houses, and yet enabling the earning of a reasonable commission on such sales. The commission usually realized by the out-of-town salesman thus comes to a local firm, and more Sonora money is kept in Sonora. The News will ap
preciate a chance to estimate your next job, regardless. of its

Phone 24

## The Devil's River News

"Creators of Distinctive Printing"



## george baker

w. E. James

Editor and Owner
Entered at the postoffice at Sonora, Sutton County Texas, as second-class matter.

| Day of Publication | Friday of Each Week |
| :--- | ---: |
| Rates of Subscription-Payable in Advance |  |
| One Year |  |
| Six Months |  |
| Three Months |  |
| Any erroneous reflection upon the character, |  |
| standing or reputation of any person, firm or corpo- |  |
| ration will be cheerfully corrected upon being |  |
| brought to the attention of the editor. |  |

## Johnny Mack Decker

 in Grave Conditionast Bulletin Thursday Held Little Hope for Child
Johnny Mack Decker, little son of Mr. and Mrs. Henry Decker, was tion at noon Thursday following
the development of scarlet fever which followed a severe
month with pneumonia.
The new malady developed after the child had been brought home
from a stay in San Angelo seemingly on the road to recovery; and ment Saturday.
Mr. Decker was called to San An-
gelo. Tuesday night when a decided turn for the worse
the boy's condition
A telephone call from the child's
crandmother, Mrs. J. T. McClel and, from San Angelo, after eleven clock Thursday reported that
great anxiety was felt concerning

## Draper-

$\frac{\text { (Continued frim page 1) }}{\text { many millons of pounds of wool in }}$ this county in past years. While here he and Mr. Lea ounds of long wool from the 1932 spring clip, paying 14 cents. Mon-
day Mr. Lea bought for the firm
15,000 pounds of clippings from 15,000 pounds of clippings from
the warehouse here at an unnamed price. A price of 5 or 5 5-8 cents
quoted in Thursday's San Angelo Morning Times was incorrect,
warehouse officials said here Thursday. They pronounced the
price as very promising, but would

Club Eriz Holds 2nd Meeting Sunday

## New Mexican Organization Admit 3 New Members; Plans Dance

At the monthly meeting of the clirls' organization, Sunday after noon at the residence of Miss Clemencia Cardona, three new members
were admitted: the Misses Cristina
Virgen, Rosa Virgen.
Plans were announced for a
Valentine dance to be held on Feb . Following the business session,
refreshments consisting of a delicious salad with cinnamon rolls and ing attending members: Ernestro Castro, sponsor; and the Misses RoMaria Fabila, Eudelia Lopes, Lena Brown, Gracia Hernandez, Esper-
onza Bermeia, Clara Brown, Laura Hernandez, Maria I. Gomez, Rosa
Gora, Josepfa and Cristina Virgen Gora, Josepfa and Cristina Virg
Josepfa and Cristina Virgen.

## TWO CARS SHEEP ARE SHIPPED ON TH

Two ears of mutton lambs were
shipped from Sonora Thursday to shipped from Sonora Thursday
be fed at Fort Worth. Five hundred head were bought from Felix Watson, who ranches in Sutton and
Kimble counties. An extra hundred were bought from Alfred Schwien
ing to fill in the car ing to fill in the car
They were bought Neal by Jones of Fort Worth. Fre Turner of Fort Worth was here
Thursday to supervise shipping.

Twin Sons to Farias Family Twin boys were born to Mr. an of last week. They have been named Francisco and Oscar.

Approved soremouth seratcher
25c. A. C. Fambrough
Sell it with a classified.

## PERSONALS

J. T. Penick atte
B. W. Hutcherson made a busi
ess trip to Alpine Wednesday. Mirs, Kate Goode of Bronte is visiting her daughter, Mrs. Nolan
Kennedy, having arrived Sunday. Mrs. Joseph Vander Stucken, and
er aunt, Mrs. George Brockman her aunt, Mrs. George Brockman,
of San Angelo, went to Menar
Wednesday for a visit of a day o

Lohn Re-opening
Eldorado Theater Will Operate 3 Days of We
There and 4 in Sonora Fred Lohn, manager of La Vis Fred Lohn, manager of La Vis rangements for the rempeopening of
the Ritz theater in Eldorado, which has been closed for several months.
Mr. Lohn opened in Eldorad
Mr. Lohn opened in Eldorado
Thursday night, and plans to operate there the last three nights,
from Thursday through Saturday each week.
La Vista he
La Vista here will offer two pro-
rams each week, one on Sunda rams each week, one on Sunday
nd Monday, the other on Tuesday nd Wednesday. Mr. Lohn will connue to live in Sonora. "Lunday and Monday Jim Tully's chain gang methods, will be shown day, Richard Dix will be seen in

## Laurant-

$\qquad$
f being able to fold and refold rapidly a felt rim into many dif-
ferent hats. Mr. Laurant tells an interesting story of how the mystic hat trick had its origin in the prac-
tice of a clever crook to outwit the tice of a clever
police of Paris.
police of Paris.
La urant carries much apparatus
and paraphernalia and paraphernalia necessary to his
variety program, and in addition he carries his own special scenery and hangings. It is said that his skill-
ful tricks are punctuated with a running fire of clever talk that
keeps his audience in gales. of laughter.
Laurant is said to be particularl adept at handling an audience in which many children are present,
and intends, in Sonora, to use several small children of the town in
his work. He introduces scores mystifying experiments in pure
sleight-of-hand, having as his motto, "The closer you watch, the less
you see."

## Belcher -

$\frac{\text { (Continued from page 1) }}{\overline{\text { ciation and made a talk at the }}}$
uncheon given by the Sonora Lions
Judge Belcher had served many
times as a representative of the times as a representative of the
vool business on committees sent to Washington,
and Austin.

## and Austin. A former di

A former district attorney, as-
ccunty judge, he had found time to company and to build a six-story of Del Rio. He also operated a
of Dis. Kinney ccunty ranch, 7 miles from
Bracketville.
Funeral services and burial ex-
ercises were conducted in ercises were conducted in Del Rio
Monday afternoon. A number of Monday atternoon. A number of
Sonora people attended.
Ameng those named as honorAmong those named as honor-
ary pallibearers were: Fred T. Earwood, E. E. Sawyer, J. S. Holman,
L. W. Elliott and John Lowrey.

Austin: Impro

RE-CONSTRUCTION DAYS
A hectic period was that era following the Civil War-the decade devoted to the re-building of th for the task was great and the workmen pitifully ew. Time healed those troubles, though, and time,
pus work, will as effectually solve the widening plus work, will as effectually solve the widening
ilemma in which the United States find themselves day as a result of extravagance and over-inflation. The Saturday Evening Post this week gives us good thought in a suggestion to start anew with
933 in an effort to build business and our enterprises. To start from scratch now means the dis ard of records of 1929 and 1928. Forget the un natural days that visited us then. Assume that the
present is normal, and work for a gain and for beterment of our present affairs.
It will be a lot more encouraging to compar
asiness in 1934 with figures of 1933 than it is to put the present totals against the bloated statistics
of 1929 and 1930 .

Mrs. Emma Drennan
Dies in Ballinger Elderly Pioneer Resident Was th
Grandmother of Sonora People
Funeral services for Mrs. Emma Jane Drennan, 76. mother of the
late O. W. Drennan and grand
tother of Mrs. Mont Merrima mother of Mrs. Mont Merriman
Miss Violet Drennan, and R. W.
Jack, and Tom Drennan, were held Jack, and Tom Drennan, were held
from the King-Holt chapel Friday
fternoon at 2 oclock afternoon at 2 oclock, with th
Rev. Fred Ress, pastor of the Bal
linger Church of Christ, officiat linger
ing.
Mrs. Wars. Drennan, who was born in
lived in Balliner ver 34 years, and died at her home
there last Thursday. Survivors, besides mentionere. include a daughter
Mrs. Alma Bunje of Cranford, N J.; and two sons, L. R. Drennan
and W. C. Drennan, both of Baland $W$
linger.
Bur
Burial was made in the Eve Fire Department Will Give Dance

## 17 Is Date; Team Going Brady Convention 14th

 The Sonora Fire The Sonora Fire Department will ponsor a dance on the nightFriday, Feb. 17, with music to urnished by the newly organize Sonora orchestra. The new band,
irected by Henvi. directed by Henri Rogers, is com-
posed of a number of skilled musi posed of a number of skilled musi
cians, and this appearance is exPected to create unusual interest. Plans were made at the depart
nent's monthly meeting held Wed nesday night, to send a large dele gation to the semi-annual conven.
tion of the Hill Country Firemen's Association in Brady Tuesday, Feb. a meeting of those planning to atend the convention for $6{ }^{\circ}$ 'lock
today for the purpose of selecting drill team to enter
ace at the convention.
Floyd Dungan and Nolan Kennedy were elected voting delegates ker as alternate. About fifteen

## Del Rio Bridge Is

Re-opened in Style

ed by Sonora People The international bridge connec-
ing Del Rio with Villa Acuna was re-opened Sunday at noon with
fitting ceremonies in which citizens
of West Texas and Cohe took part. The bridge was badly damaged by floods last fall and has ince been completely renovated.
The bridge company, at the intance of the chambers of commerce
of the two towns, gave a banquet the two towns, gave a banquet
t the Crosby cafe Sunday at noon, nviting citizens from many West Texas towns. Mr. and Mrs. J. D. Mr. Low attended reported an inorera, and

## Boy Scouts-

(Continued from page 1)
tives will attend church in a group.
A. W. Awalt is making arrange-
ments for the service. ents for the service.
Monday the troop
Monday the troop is to do a
community good turn, under direc tion of W. R. Nisbet. Tuesday the regular meeting will be held. Exhibits in handicraft will be prepar-
ed, with Dr. O. G. Babcock in ed, with Dr. O. G. Babcock in
charge, and will be shown all week.
National observance of the anni. National observance of the anni-
cersary week marks the beginning versary week marks the beginning
of the famed ten-year plan. under which the organization pledges to
deliver 250,000 Boy Scouts, with deliver 250,000 Boy Scouts, with
four years of training, to the nation four years of training, to the nat
at the end of the ten years.

## stories: Sonora

Sonora's new livery rigs had
full turnout Sunday, the being a pienic party to the Turney cave 12 miles south of Sonora. Al of. S. Caruthers', all of H. C Hunt's, and all of W. F. Decker' rigs were engaged and many re-
marked the nobbiness of the turnmarked the nobbiness of the turn-
outs. The following gentlemen an outs. The following gentlemen an
ladies were of the party and enjoy ladies were of the party and enjoy
d the pienic, the exploration, the ictures taken by Rose and the drive immensely: Mr. and Mrs. J.
. Ford, Mr. and Mrs. Newell, Mr. J. Ford, Mr. and Mrs. Newell, Mr
and Mrs. Lewis Mayfield, Chri
Hagelstein and Mrs. Jones. D. H. and Mrs. Lewis Mayfield, Chris
Hagelstein and Mrs. Jones. D. H.
Buroughs and Miss Felton, S. P
Woodward and MissGann, W. A. Woodward and MissGann, W. A.
Wiss and
Hart and Miss Woodward, J. J.
rummey and Miss Vander Stucke Brumley and Miss Vander Stucken,
3. F. Berkeley and Miss Monte
Rountree, R. S. Holland and Miss B. F. Berkeley and Miss Monte
Rountree, R. S. Holland and Miss
Mills, E. F. Vander Stucken and
Miss Wyatt, C. C. Mann and Miss Miss Wyatt, C. C. Mann and Miss
Cahill, Frank McGonagill and Miss Daisy Woodward, Arthur Mann and
Miss Stokes, Alex MeGonagill and
Miss Brown, Misses Rountre Miss Stokes, Alex McGonagill and
Miss Brow, Misses Rountree,
Mann, Causey, and Messrs. Rose, Mann, Causey, and Messrs. Rose,
Palmer, Hines and Walter Mann.
Misses Kate and Dasy Misses Kate and Daisy Wood
ward left Wednesday night for S nora. Their mother, Mrs. M. A.
Woodward, and sister Myrtis, will follow in a few days, and the fam-
ily will make Sonora their future home. The best wishes of the comfamily in their western home.-
Coleman Democrat. Coleman Democrat.
R. W. Davis
R. W. Davis senior, Mr. and Mrs
R. Walter Davis jr, R. Walter Davis jr., and family
who have been the guests of thei on and brother, Love Davis, in Scnora for the past two months
left for Elgin this week via Llano
Walter Davis was well peas Walter Davis was well pleased with Sonora and the people and appre-
ciated the many favors shown his cated the many favors shown his
family and himself during his visit and the only thing that marred the pleasure of the visit was the illness
of their children. County court adjourned on the
26th, having been in session since
the 16 th. Thirty-one men the 16th. Thirty-one men wer
sworn in as jurors for and durin
the term the term. Twelve received $\$ 12$ each;
five $\$ 6$ each; nine $\$ 4$ each; and four $\$ 2$ each, making a total o ****W. A, Holland, J. C. Barks dale and G. W. Dunagan were appointed a commission to select ju-
rors for April term. John Kelley, son of Wm. Kelly
Jor lumber man; Clarence Smith one of Schwartz \& Co.'s popular
lothing clerks; Leroy Smith, the Kid, Hugo Pantell the main suppor f C. Probandt's general merchan
dise business, and Albert Alderete ise business, and Albert Alderete,
all of San Angelo, arrived in Sonora Monday. They are and have been out on a hunting trip and a look at
the guns in Hull's Ark in which they were traveling would convince
the most skeptical that they mean the most skeptical that they mean
business. The game seemed to b on to them, however, as up to date
they had not succeeded in killing anything but time and grub brought with them. They stayed in Sonora
few days taking in the sights.
R. F. Halbert returned from Ft. Worth last Saturday where he re eived 14 head, 11 bulls and 3 heifers, of registered Red Polled cattle
from Iowa, that cost him about
$\$ 125$ each ercwing in favor in this count and Mr. Halbert intends crossing
them with his Devons, and it strike them with his Devons, and it strikes
the News that one could hardly get more desirable breed of cattle for Devon. The cattle were greatly admired at San Angelo and Mr. Hal-
bert sold to Bird \& Mertz one bull or $\$ 165$; cne bull to Joe Funk for
125 ; and one bull to T. R. Wells or $\$ 80$. Other stockmen of the
Sonora country who are happy pos-
sessors of Red Polled cattle the
News might mention
News might mention are R. A. Williamson, John McKe
and R. H. Wyatt. Sonora is the chief-particularly
when it comes to social pleasures gotten up on short notice, as evi-
dence of this fact the hop at the
courthouse last courthouse last night in honor of
Miss Gann of Coleman and Miss Vander Stucken of Menardville was most enjoyable, the floor being fine and the music of Mexican harpist
Juan of Coleman being excellent. Juan of Coleman being excellent.
The following being present: M. and Mrs. J. W. Hagerlund, Mr. and
Mrs. J. A. Hagerlund, Mr. and Mrs. A. J. Swearingen, Mr. and Mrs. Mr. and Mrs. Ed Pride, Mrs. Ford, Mrs. Jones, Misses Gann, Coleman,
Vander Stuken of Menardville,
Mona and Monte Rountree, Bisse

## (3xed rexar



Mann, Almah Reynolds, Sterling, or 4 per cent and in addition the Brown, Carson and Mills, Messrs. Burroughs, Vander Stucken, Black, Brumley, Sam and Dave Woodward,
Clay Mann, Hart, Bellows, Alex Clay Mann, Hart, Bellows, Alex
and Frank MeGonagill, Walters, Berkeley, George Haley, Arthu
Iann, H. Barksdale and Mike Mann, H
Murphy.
Jas. Ca
an from born the young stockown this week trading. Only three days left to pay your
axes in, before ten per cent cost No.
Now, about that nuisance, the Now, about that nuisance, the ou sticks who are man-handling ou somewhat like they did during the three campaigns, and who are
now attempting to get up to the now attempting to get up to the
lick- $\log$ provided for old TEXAS. It's easy, build barbed wire enaglements around the state houssill and when they see them they
will shed enough tears to make will shed enough tears to make
them learn that they were "gasser" during the campaigns. Give all of them as hot a time ss flaming gas will produce. rout

## The Velvet Hammer

By harvey walker
Fames Jerguson:
see by the papers that you
astride the old critter branded efore another two years and swallow any political pill you may roll
for them even if their collars are
too small to button around the dose but please don't tax turnip
dreen or add another tax on

## Founders' Day at

P.-T. A. on Tuesday

## hat you hobble them.

e legislative stirrups
1 also notice that you need revnue so bad that you propose a tax
on turnip greens. I have for lo
lo hese many years pald for my
Brown Mule and Wildcat overalls vith greens and if you are going
0 ride this road you will need a dren rough. and rough.
You are
You are wise and showing wis-
leaving out an income tax on those
who have investments invoiving no
sale. It is to this class one can go
hen his wallet needs refilling and
costs nothing but secrecy-even to
"writing in blood" that it shall not be divulged.
Now, as for
Now, as for taxing things sold how are you going to get at your
responsibility in the matter of proresponsibility in the matter of pro-
viding fodder for the critter you are astride? You have repeatedly
ander you sold yourself to the voters with promises of tax reductions and appraised yourself as some commodiwe value you upon your own ap-
praisal during the campaign or
shall the basis be what the farmers who rent land and sell farm- 6 -cent eggs less 3 per cent to buy shoes
for the wife? Oh, well, she can go. barefoot and the shoos can stay
on the shelf and neither she nor merchant will be out the 3 per cent.
I notice you propose to
asoline and cigarettes because
they bear a severe tax under ent laws. How about skunk hides? They now retail at 25 cents each
and have a sale tax of 1 cent each

## San Angelo Telephone Company

W. R. BARNES, Manager

We are at your service all the time
Local and Long Distance Service

## SOCIE'I Y

Mra, Georye pater, Ezitor Mrs. Brockmaur I.
Honored Wednesday By Mesdames Stuart Huarsidemes A . T . Stuart and L . L . Stuart were hostesses at their home
Wednesday at $12: 30$ o'clock with a
three-course luncheon honoring three-course luncheon honoring
Mrs. George Brockman of San Angelo.
After the luncheon, in details of
which shades of pink were effecwhich shades of pink were effec
tively employed, the guests enjoyed
bridge, at which Mrs. Sterling B bridge, at which Mrs. Sterling Ba-
ker won high score, and Mrs. Jo seph Vander Stucken, low. Mrs.
Brockman received a guest favor. Brockman received a guest favor.
Attending the delightful affair der Stuckenen, Roy E. Aldwell, L. W. Elliott, E. F. Vander Stucken, Ira Shurley, E. C. Mayfield, A. G
Blanton, W. R. Nisbet, S. R. Hull,
Clara Murphy and the honoree

Miss Ada Steen Is Las Amigas Hostess At Home Thursday Several cars of members and
guests of the Las Amigas club
drove to the E drove to the E. E. Steen ranch home
Thursday afternoon of last week

## 

## FRESH

EVERY
DAY

## ---any kind you want There's nothing like a good pie to make the to make the meal complete, and you can have the best for less

 you can have the best for lesthan it costs to make them a Try One Today

## SONORA BAKERY

RICHARD VEHLE


Mrs. W. S. Evans Has Just-Us Contract Club on Saturday





 tumition el ilub seore went to Mrs.
Stephen.
 or sandwiches, cookies, and
Mrs. Dock Friend Honors Mr. Friend With Dinner Party Mrs. Dock. Friend was hostess at
a birthday dinner party honoring
Mr. Friend at their ranch home Mr. Friend at their ranch home
Thursday evening of last week at Thursday
8 o'elock. Covers were laid for Mrs. Bridge, and Messrs. and Mesdames
Miers Savell, Theo Savell, and Sam Karnes, all of Sonora; Mr. and Mrs Ned Friend and Roscoe Coats of
Ozona; and Jack Dragoo of Christoval.
Bridge and other games were en joyed following the delicious dinner Mrs. Brockman Is Honored Saturday At Bridge Luncheon Mrs. Josen Vander Stucken ent
ertained at her ranch home Sat tertained at her ranch home Sat
urday of of last week with a
at two tate briage lumehen in honor of
 who has been their house guest
A delicious three-course turke luncheon was served at 12:30
o'clock to the following ladies: Mesdames Brockman, E. F. Vander Stucken, Arthur Stuart, A. G
Blanton, Clara Murphy, W. R. Nis Bet, Thomas Espy, and L. L. Stu-
bet,
art, by the hostess, art, by the hostess, who was assisted by Mrs. Frank Bond. At bridge, high score went to
Mrs. Arthur Stuart, second high to Mrs. Blanton, and guest favor to Mrs Brockman.
Mis. McClelland Is Hostess Friday to Jolly Joker Club Mrs. Ernest McClelland enter
tained the Jolly Joker club Friday afternoon of last week, with four tables of members and guests in
cluded cluded. High elub score was achieved by
Mrs. B. M. Halbert, jr., and Mrs Mrs. B. M. Halbert, jr., and Mrs
J. C. Morrow was the winner of high guest.
The hostess served refreshment of pie and coffee to the following: bert, Hilton Turney, Marshall Hu ling, and Andrew Moore; and Miss Joannia Stokes.
Gnests: Mes
Gnests: Mesdames Sam Allison,
C. S. Keene, Jack Earhart, Stell Locklin, Tom White, J. C. Morrow,
John Hamby, A. P. Prater, and the Misses Annella Stites and Adda

Mrs. Geo. D. Chalk Has Night Party For Two-Bit Club | Mrs. George D. Chalk was hoss |
| :---: |
| teses, at he home of her sister, Mrs. |

 Two-bit Club and their husbands
and friends Wednesday evening,
having five tables of participants at having five tables of participants a
Auction. High. elub seore went to Miss
Zella Lee Thorp, low club to Mrs. Zella Lee Thorp, low club to Mrs.
A. P. Prater, and high guest to A. P. Prater, and high
Mrs. J. D. Westbrook. The hostess served a delicious
plate lunch with hot chocolate, carplate lunch with hot chocolate, car-
rying out a yellow-and-white col-
or scheme or scheme.
Club me Club members and their guests
present were: Messrs. and Mes. present were: Messrs. and Mes-
dames C. W. Trainer, Dave Locklin, Sam Thomas, Hilton Turney,
W. W. R. Barnes, J. D. Westbrook: the
Misses Annell Stites Murel Simer Misses Annella Stites, Muriel Sim-
mons, Faye James, and Zella Lee mons, Faye James, and Zella Lee
Thorp; and Messrs. Jack Pfiester Bill McGilvray, Charles Harold Evans, J. L. Guthals of San Angelo,
and W. J. Fields, jr and W. J. Fields, jr

Thomas Espy Buys Ford Thomas Espy this week bought a
Ford V-8 coupe from the Sonora Ford $\mathrm{V}-8$ coupe
Motor Company.

The Wife in "Meet the Wife"


Mrs. Gladys de Silva Bates of San Angelo, pictured above, who
will enact the part of the wife in "Meet the wife", will enact the part of the wife in "Meet the Wife," three-act comedy
in which she will be supported by members of the Thirten Drain which she will be supported by members of the Thirteen Dra
matic Club here Monday evening, F eb. 13, has a vehicle and a role in which her professional training en ables her to give an unusually striking characterization, accordin $g$ to accounts of her appearance in the same play which she both dir ected and acted last March in Sa

Mrs. W. L. Davis Is Hostess Tuesday to Merrimakers' Club Mrs. W. L. Davis was hostess a Mrs. W. L. Davis was hostess a
her home Wednesday afternoon to the Merrimakers' Club, being as
sisted by her sister, Mrs. J. D. Eaton, jr., and Mrs. Gene Lightfoot. High scores for the afternoon ent to Mrs. B. W. Hutcherson, for guest.
The hostess served refreshments
of pie and coffee, accompanied by attractive nut-cups fashioned from
empty walnut shell halves attached empty walnut shell halves attache
to autumn leaves and filled with roasted pecans. Guests present were Mesdames
Trainer, A. C. Elliott, Harry Keesee, and W. S. Evans Club members attending were
Mesdames Hutcherson, A. G. BlanMesdames Hutcherson, A. G. Blan-
ton, R. A. Halbert, J. S. Glasscock, Paul Turney, Rose Thorp, J. D.
Westbrook, E. C. Mayfield, W. R. Gilmore.
Club Benefit Is Held on Friday at E. E. Sawyer Home Mesdames E. E. Sawyer, R. S.
Covey, and George Baker entertained at the home oi Mrs. Sawyer with a benefit bridge party for the So-
nora Woman's Club's general fund Friday afternoon last week.
Three tables of Three tables of contract and $t$
of auction partieipated, each ta of ladies playing together the en dames Stokes, Rose Thorp; Me week.
"Meet the Wife" Now in Stage Rehearsal The Thirteen Dramatic Club Cast
Shaping Up Comedy, Feb. 13 Shaping Up Comedy, Feb. 13 familiar and reading rehearsals receding into the background, the
cast of "Meet the Wife," the Thirteen Dramatic Club's three-a Silva Bates of San Angelo will be presented at the high school auditorium Monday night, Feb. 13, has
been whipping the play into shapes been whipping the play into shape
on the stage this week. Mrs. Bates spent last week-end
here rehearsing the piece with the supporting cast, and J. D. Eaton, jr., stage manager, has been busy
constructing portions of the special constructing portions of the special
stage setting required for the play.
The play, which will be presented independently by the club one week from next Monday, was presented
by the San Angelo Little Theaby the San Angelo Little Thea
ter on March 17 last year It is a play containing much character study and basic psychology
presented through a clever plot and presented through a clever plot and
subtly humorous lines which, alone, are calculated to assure the success of the production.
$\qquad$ who is local leader in all women's
wheal estate man clubs and social activities, and who finds herself surrounded with enThe leading role, The leading role, played by Mrs.
Bates, is amusing and even hilariously funny at times, it is said, but is so true to life that everyone in the audience will be able to recognize it and remember someone who
is just that way. is just that way.
"Little Theater
$\qquad$ in the San Angelo Standard-Tim
(Continued on page 8)
$\qquad$
Trainer, and J. S. Glasscock. At Contract: Mesdames Shurley,
J. D. Westbrook, P. J. Taylor, and R. A. Halbert; Mesdames W. R. Nisbet, L. E. Johnson, J. H. Bra-
sher, and George Baker; Mest sher, and George Baker; Mesdames
E. F. Vander Stucken, Sterling E. F. Vander Stucken, Sterling
Baker, and Mesdames J. O. WilBaker, and
loughby and Luke Thompson, both
of Eldorado.

## La Vista 'Theatre

SUNDAY AND MONDAY mm tully's SEnsational
"LAUGHTER IN HELL"
the True Story of the chain gang.

Richard Dix in "HELL'S HIGHWAY

## NOTICE

La Vista will offer two good shows a week, on Sunday and Monday. :: :: The Ritz Theater in Eldorado will be open on Thursday, Friday and Saturday of esch

## Laundry Service HOR SONORA

[We are now open and ready to handle your laundry and dry cleaning, right
here in Sonora. All work will be done to your complete satisfaction, and we here in Sonora. All work will be done to your complete satisfaction, and we
are here to stay. We hope to take part in the upbuilding of Sonora and to contribute a sizable payroll to the community.
In order to give you first-class service it will be
cash basis. Your co-operation will be appreciated.


OPENING SPECIAL-Friday and Saturday-ONLY SUITS CLEANED and PRESSED

## H. \& R. Laundry and Cleaners



## Hotel McDonald

"A Home Away From Home"

## Old Friends and New are

 always welcome-Stop in to see us when in town.

HOME COOKED MEALS

Honors Announced for Both Schools
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w
se

## ${ }^{\mathrm{gy}}$


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 M Seniors: Majorie Chadwick, L. C Matthis, Alice Sawyer, Lacey
Smith, Dee Trainer, Pauline Turney.
Juniors: Ora Altizer, Herbert
Fields, Sara Ory, J. T. Shurley, Fields, Sara Ory, J. T. Shurley,
Ernest Smith, Ches Thorp, Jess
Will Willis.
Sophomores: Viba Holland, Le
Eriel Johnson Eriel Johnson,
othy Penick.
and
Freshmen: Kenneth Babcock, Lu-

## Cora Belle Taylor.

Minnows: Elizabeth Brantley,
Nora Gilliam, Lillian Kring, Emma lou Logan, Jo Nell Miers, Jo Ann Marion
Vehle.

\[
$$
\begin{array}{|l|}
\text { First grade: Edith Mae Babcock, } \\
\text { Juanita Chadwick, Margie Crowell }
\end{array}
$$

\] Juanita Chadwick, Margie Crowell, | Elizabeth Taylor, Clarence Smith, |
| :--- |
| R. W. Wallace, C. W. Trainer, Billy | Shurley.

Second grade: Edith Jean Cory,
Sue Gilliam, Peggy Gilmore, Willi Nell Hale, Glenn Richardson, Addie Thorp, George Dee Wallace, Glen-
don Westbrook, Mary Third grade: Idoma Blanks, Billy Sid Evans, R. W. Johnson, Doris
Keene, Doris Meckel, Doris Mc-
$\qquad$ S
Fourth grade: Marjorie Davi
Dorothy Henderson, Lillie Owen Dock Simmons, James D. Traine Fifth grade: Jimmie. G. Lang-

ford, Katha Lea Keene. | Sixth grade: Jim Taylor, Kath- |
| :--- |
| ryne Brown, Rena Glenn Shurley | Robert Allen Simmons. Seniors: Majorie Chadwick, L.

Matthis, Alice Sawyer, Lace Smith, Dee Trainer, Pauline Tur
 . T. Shurley, Ches Thorp.
Sophomores: None.
Freshmen: Keuneth B
Freshmen: Kennet
lie Marie Smith.
Minnows: Elizabeth Brantley
Marie Smith. Brantley, Nora Gilliam, Lillian Kring, Jo Ann Marion, Jo Nell Vehle. -The Bronchotickets for laur
Laurant, one of the greatest ma-
icians in the United Statese gicians in the United States, is
booked to appear here Saturday night at 7:45 under the auspices of the P.-T. A. Tickets are being sold
under the direction of Miss Allison under the direction of Miss Allison
for 15 and 35 cents. Any student selling three adult and two child's
tickets is to be admitted free. -The BronchoMiss Swafford: "How many hills
did Rome have?" did Rome have?"
W. B. Brantley: "There were
seven but there later cer (Note: This really happened, believe it or not,)
Miss Duncan: "Who can name one important thing we have now
that we did not have one hundred
years ago?",
Louis Davis: "Me!"
Bobby Nisb
does it rain?"

Bob Carey Wins A. A. A. 1932 Speed Championship


Out of the west last spring came an intrepid young racing driver who today is hailed as the chan-
pion of champions-for he has fought his way to the top through the six major A.A.A. speedwas pion of chents, on both dirt and brick tracks. The champion, crowned with his final victory at Oakland, November 13, is Bob Carey, fiery speed king, leading drivers as shown aboving racers of 1932.
e. They were named the outstand

## Scout Anniversary

 Week to Witness Launching of Plan| launching through every city and town of the nation of the Boy Scout <br> Ten-Year-Program of growth and | xience. <br> There are other considerations of |
| :---: | :---: |
|  |  |
|  |  |
| Ten-Year-Program of growth and development. Through this program the Boy Scouts are planning | more fully explained in th sary week program. |
| o ito multiply their effectiveness by four during the ten-year pediod. | Babcock Reports Good Meeting Dr. O. G. Babcock, entomologist |
|  |  |
| At the end of that period it is |  |
| timated there will be 350,000 men working in the ranks of the Boy |  |
|  |  |
| Scouts as Scoutmasters, troop com- |  |
| acities. To achieve this objec- |  |
| tive, there must be 59,100 troops |  |
| with an average of 22 Scouts per troop. | his vicinity |
|  | louse. He reported an enjoyable |
| Of equal importance is the second factor: that the Scout training |  |
| to be received by each such prospective citizen shall be of such length and of such quality that | CONSTI |
|  |  |
|  |  |
| there will be practical insurance of scouting results at 21 . This means that each boy should have had at |  |
|  |  |
|  |  |
|  |  |

Established 1869.
Chas. Schreiner Bank (Unincorporated) WOOL AND MOHAIR

KERRVILLE, TEXAS

## ON OUR OWN BOTTOM

Beginning Feb. 1 this firm becomes an individual unit, having to sit on its own bottom. We buy our stock for cash and offer it for sale at the lowest margin of profit ever undertaken in the feed business. We naturally must collect promptly in order to continue in business.

We are glad to offer 30 days credit to those who value their credit, but this is our limit, by necessity and not by choice.

Get our prices before buying. We carry a complete line of
K-IB Mill Feed
YOU CAN'T BEAT K-B
Hall Feed \& Grain Company
Sonora, Texas H. V. Stokes, Mgr.

CONFIDENCE MAN SECURES $\$ 125.00$
POSING AS PRORATION OFFICIAL
By clever manipulation a "confi-
dence man" may work his scheme
effectively if the persin dence man" may work his scheme
effectively if the person he swin-
dies isn't careful, but no matter dles isn't careful, but no matter
how well directed his plan might be how well directed his plan might be
there is often a chance to catch him there is often a chance to catch him
before the game is completed and that's what happened in Menard Tuesday when I. F. Moser located his man in a city 300 miles away,
notified Sheriff Walston and in less notified Sheriff Walston and in less
than two hours the guilty was in than two hours the
the hands of the law.
It would be a long story to tell
how this "confidence man" led Mr. Moser to believe he was employed companies to enforce oil mroration and to detect filling stations selling gasoline on which tax was not paid.
He carried bear out his claims. Acquaintance with the nice ap-
pearing, cleverly dressed pearing, cleverly dressed young
man was made in a hotel lobby in Waco where Mr. Moser was called on business some four weeks ago. After Mr. Moser had told him he was in the grocery business in Me-
nard, the stranger chatted for nard, the stranger chatted for
sometime and in no unusual way discussed his work as a proration
official official. He produced letters per-
taining to his drated on in an interesting he elabLater on the stranger remarked he had lost his helper and was in job, he said, paid a salary of $\$ 100$ a month with all expenses paid in advance. He explained in full the
duties of a helper and Mr. Moser duties of a helper and Mr. Moser
thought of a Menard man who thought of a Menard man who the time that he would later be the object of a swindle game.
The stranger said his The stranger said his business
called him to Brownwood the next lay asked Mr. Moser to ride that ar with him on the trip to Menard
and that with Mr. Moser's plans, the invita tion was accepted. After the day's cip to Brownwood in the supposed
proration officials's car, Mr. Mos er caught the Frisco on to Menard who said he had business friend, ther city the bust day in anthe Menard merchant he was coming down soon to
He arrived the day Moser's return, took the application of the party Mr. Moser recommend-
$f$ and at some length explained what duties his helper would have. Prcviously teliing Mr. Moser he due to the banks being closed the cay before he asked the former to
Joan him $\$ 30$ until the following Thursday when he would come back and at which time he hoped to have approved.
Exactly
Exactly on appointed time "Mr Confidence man" appeared at the application was favorably passed on and he was ready to put his helper to work. All this time, he had re-
minded how necessary it was that the occupation of his helper be kept
secret. He was to be a sort of sec-

## HON'T SUFFER ANOTHER DAY



STIP

## That Cold!

 With flu so popular thesedays it pays to take no chances with colds. At the first sneeze
with standard

## A. © W. Drug Store

 Phone 255
## 

WHAT was your first adventure as a customer before the world? Possibly as a very tiny tot with a penny in your fist; and your nose flattened against a show window. Long you debated with your-self-cocoanut strips, or licorice pellets, or chocolate soliders? It was serious business, for you and the store-

But he put his best values before you, and in the end everybody was happy-you, because you'd made a satisfactory purchase; he, because he'd made a satisfied customer.

In that transaction blossomed a buying acumen which no doubt has helped to serve you ever since. Likewise, the aim-to-please policy of that storekeeper is to this very day the golden rule of successful merchants and manufacturers. Read any of their advertisements and see. Could they afford to spend money for advertising space and then disappoint you? Of course not. The goods they advertise are their best offerings. They count on them to win both your immediate and your continued patronage.

When there's something you need or want-or might want if attractively made known to you-clutch your pennies and greenbacks in either hand; study the advertisements in this paper; and surely you'll be guided in the direction that leads to the most for your money.

## 

Covering the News of the Stockman's Paradise


