

OZONA STOCKMAN

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W. EVART WHITE
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Notice of church entertainments where admission is charged, cards of thanks, resolutions of respect, and all matter not news, will be charged for at regular advertising rates.

Any erroneous reflection upon the character of any person or firm appearing in these columns will be gladly and promptly corrected if called to the attention of the management.

THURSDAY, AUG. 6, 1936

THEY ARE NOT PUBLIC CHARGES

Continuation of the steel strike brings to the fore once more a question which there is much violent opinion, but little agreement. It is simply this: Are strikers to be considered as "jobless" and entitled to state unemployment aid?

In Ohio, where wartime Price Administrator Mike DiSalle is now Governor, his close friends are letting it be known he could be drafted for the Presidency, recent legislation permits strikers to draw on both the state and the union for jobless compensation at the same time.

In neighboring Indiana, things are not cozy, since Governor Harold W. Hanley has denied relief money to striking steelworkers. The publication Human Events quotes the Governor as saying: "A man is not destitute when a union with millions in its treasury is ready and willing to help him. If the law is relaxed for strikers, the inevitable result will be to dissipate all the poor relief funds and fasten the burden on the taxpayers."

In our own view, public relief for strikers is more a question of principle than expediency. Academically, it must be assumed that (a) a striker doesn't want to work, or (b) his union won't let him. In the former case, he has no claim on public support; and in the latter, he is clearly the union's responsibility.

This very real and practical problem that is of mounting concern in every steel-making state — and soon will be in those others that are major steel consumers — should further accentuate the need for labor reform legislation that will give the unions back to their

membership and protect the right of the man who pays dues to vote, and to vote in privacy and in freedom from intimidation.

There is nothing wrong with unions that honest and respectable union leadership can not correct. But there will be no changes until there are laws that are strong enough to enforce and police the needed reforms.

AMERICA WILL DO IT AGAIN

America's pioneer automobile builders made their products the envy of the world about the turn of the century. Even then there were fine automobiles abroad, many whose engineering and fine hand craftsmanship in both engines and coachwork challenged our own. The difference between US and foreign cars lay in a fourth dimension — of lightheartedness and the spirit of excitement, fun and adventure.

In Europe, where the purchase of a car was restricted to the mighty and represented a serious decision, his vehicle was expected to reflect the dignity of a royal coach, the solidity of the owner — and to last about as long. But these sterling virtues had limited appeal for Americans-at-large who bought automobiles — as they still do — to add fun and excitement to their hard-working lives. Utilitarian and essential as cars have become, the buying impulse remains the same and the promise of excitement must prevail.

Today, we are about to see the emergence of "small" cars from America's major production lines. But it is safe to say they will not be "European" cars. The traditional difference in automobile concepts will prevail. Detroit will show our friends overseas how compact automobiles can be built at no sacrifice of the spirit, dash, smartness and glamor that three generations of Americans have learned to expect.

The problem, as Detroit sees it, is not one of pounds but of personality. Thus, we can expect ingenious engineering and imaginative design, distinguished by brightwork of time-tested, enduring stainless steel which lends spirited, practical and protective styling. We can expect a new, distinctively American car — built to cope with American mountains, back roads and super highways, American driving habits, climatic conditions and magnificent distances — in a smaller package.

It will be neat — and still fancy.

Phone news to the Stockman

South Texas Lumber Co. OF OZONA

UNDER NEW OWNERSHIP

South Texas Lumber Co. has been bought by W. H. (Whit) Whitaker and associate.

This firm is now an independent organization instead of belonging to a large corporation, and will be known as

SOUTH TEXAS LUMBER CO. OF OZONA

Our policies will be the same as heretofore and we will retain the same personnel to serve you.

We want to take this opportunity to thank you for all past business and favors and to solicit your future business.

My family and I are very happy over this change. Ozona has been wonderful to us and we are glad to feel that we are more or less permanent here now.

W. H. WHITAKER

SOUTH TEXAS LUMBER CO. OF OZONA

NOTICE OF REWARD
I am offering
\$500 Reward
for apprehension and conviction of guilty parties to every theft of livestock in Crockett County — except that no officer of Crockett County may claim the reward.
Billy Mills
Sheriff, Crockett County

ROBT. MASSIE FURNITURE CO
San Angelo, Texas Phone 6721
ROBT. MASSIE FUNERAL CHAPEL
Ambulance Service Day or Night
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Complete Optical Service
25 YEARS IN SAN ANGELO
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A. F. O. E. L.
Meeting on 2nd Monday of each month.

Its Price
... will say "Yes" to your heart!



Not only does a Cadillac cost no more than many models of other makes—but it often costs less when you consider the many important features included in its basic price. And just as a Cadillac is unrivaled in its original value—so it has no peer in value retained over the years. In light of these extraordinary facts, we invite you to visit your Cadillac dealer to learn how that Cadillac in your heart can become a Cadillac in your life.

Cadillac

VISIT YOUR LOCAL AUTHORIZED CADILLAC DEALER
KNOX MOTOR CO.
Avenue E and 9th Street
Ozona, Texas

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From The Agent's Office
Pete W. Jacoby

Annual Beef Cattle Short Sale will be held at Texas A&M August 10-12, 1958. This sale which last year had attendance from five states, Mexico and America will include research by animal men and geneticists of the Agricultural Experiment Station and beef cattle producers. It will be a very important meeting for those interested in improving their beef

will have its annual Billy Goat Sale on August 10-11. About 100 selected billies 8:00 a. m. This will be the closest sales to obtain prices for improving your

Texas Crop and Livestock Service in its latest report that wool production in 1959 is estimated at 1,000 pounds. This is 15 above the 38,718,000 pounds a year ago, but 5 percent under 1948-57 average production of 9,211,000 pounds.

weights for the 1959 clip 7.8 pounds, which include fleeces at 8.6 pounds and fleeces at 5.0 pounds. The spring clip averages 12-month clip weighing 8.3 pounds and fleeces included at 8.1

fall clip turns out about 7.5 pounds compared with 7.5 last year and the 10-year average of 7.8 pounds.

shorn and to be shorn this year estimated at 5,637,000 compared with 5,134,000 last year and the 10-year average of 5,134,000 head.

shorn and to be shorn in the United States in 1959 is estimated at 251,929,000 pounds on a basis. This is 5 percent

larger than 1958 and 10 percent above 1948-57 average, and the largest since 1946 when 280,908,000 pounds were produced.

RUTH CLASS ELECTS

"Christmas in August" was the theme of the meeting of the Ruth Class of the First Baptist Church, with the G. A. girls giving the devotional. New projects were planned by the group and officers for the coming year were elected. Mrs. Wayland Jordan was named president. Other officers are Mrs. Oscar Lout, Mrs. J. B. Cutright, Mrs. Sam Ligon, Mrs. Arnold Merriman, Mrs. Garland Allen, Mrs. Ralph Eversole. Mrs. Sam Ligon was chosen publicity chairman.

Members present were Mmes. Oscar Lout, Bill Cavanaugh, Vera Key, Ralph Eversole, J. B. Cutright, Arnold Merriman, Wayland Jordan, Don Sager, Jimmy Barbee, and Garland Allen and special guests Lana Alford, Teresa Truove, Mary Ann Pitts, Gloria Loudamy, and Mrs. George Glynn. Games and refreshments were provided by Mrs. Wayland Jordan and Mrs. Jimmy Barbee.

HOMEMAKERS CLASS

The Homemakers Class of the First Baptist Church met Tuesday morning with Mrs. Dudley McCary and Mrs. Homer Good as hostesses. Mrs. Hoyle Thompson brought the devotional. A nominating committee to choose a slate of officers for the coming year was named. On the committee are Mrs. Thompson, Mrs. H. V. Huff, Mrs. E. E. Carnes and Mrs. Good. Present for the meeting were Mrs. Thompson, Mrs. Carnes, Mrs. Good, Mrs. McCary, Mrs. Clovis Womack, Mrs. Bob Pitts, Mrs. C. E. Dover and Mrs. Bob Franklin.

Kerry Tandy was here last week-end from Dallas for a visit with his parents, Dr. and Mrs. H. B. Tandy. He is employed with the Web-Thomas Aircraft Sales Co. of Dallas, Piper dealers, and had delivered a new plane to a customer in Del Rio.

Open Season For Bow And Arrow Hunters To Be Discussed In Meets

Austin — Bow and arrow hunters will have an opportunity to pass on recommendations on their proposed pre-season hunt this year to the Game and Fish Commission, it has been announced by the executive secretary. Hearings will be held in each of the regulatory authority areas, where these suggestions may be passed on either in person or in writing.

The meeting dates and locations will be set as soon as possible after August 11, effective date of the enabling act passed by the Legislature. The Commission has scheduled a meeting for 8 p. m. August 20 in Junction to discuss the proposal in this region.

These hearings affect only the counties under regulatory authority. Although the act calls for a 30 day pre-season, hunting will be permitted in each county only for a duration equivalent to the regular open season. This means if the regular deer hunting season is only

10 days, then the pre-season hunt can be for only 10 days.

Three counties in Texas, Parker, Wise and Jack, are limited in their hunting to local residents only. This limitation was placed in the bill by local representatives. In other counties covered by the general laws it will not be necessary to hold hearings.

Mr. and Mrs. Glenn Sutton will be in Fort Worth Friday night to see their son, Bobby, Ozona High School's football star the past four years, play as a member of the North squad. They will visit in the home of Sutton's brother in Fort Worth and will return by way of Waco to visit the campus of Baylor University where Bobby will be a student next year.

Mrs. Kit Pettigrew and sons, Mike and Craig, are here this week from Lubbock for a visit with her parents, Mr. and Mrs. Frank McMullan.

FOR RENT — Unfurnished house. Newly decorated. Phone 2-2584.

IN NEW QUARTERS

Perry Hubbard Body Shop is opening this week in its new quarters in the Spencer building, the rock building next to the Johnson draw bridge. Hubbard has been operating in the Woody Mason Motor Co. building basement. He has recently added a new lacquer and enamel paint machine and is equipped to do all kinds of body work, automotive glass and paint work.

Harold D. Payne of San Marcos, a nephew of Mrs. Taylor Word, is here for a visit with Mr. and Mrs. Word.

FIRE INSURANCE

Auto — Residential — Furnishings, Business Property
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Prompt service in case of loss

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"We Trade for Anything"
5% — Up to 7 Years Financing
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SPECIALS — FRIDAY AND SATURDAY AUGUST 7th & 8th
LESS THAN SALE QUANTITIES REGULAR PRICE

B & B PURINA	WHOLE	HAMBURGER	
FRYERS lb	33c	MEAT lb	39c

PEYTON'S SMOKED		PORK	
HAMS Half or Whole lb.	49c	ROAST lb	39c

PEYTON'S COUNTRY STYLE		CHUCK (CHOICE BEEF)	
BACON 2 Lb. Pkg.	95c	ROAST lb	59c

STOCKTON CATSUP	2 bottles	29c	KIMBELL'S SALT	box	9c
POLLY BAG	10 POUND		PINTO	10 LB. BAG	
SPUDS		39c	BEANS		79c

FRESH PECOS CANTALOUPE	lb.	7 1/2 c	DEL MONTE TOMATO SAUCE	3 for	27c
FRESH KY. WONDER BEANS	LB.	23c	KIMBELL'S FLOUR	25 lb. Bag	\$1.79

NEW POTATOES	lb.	7 1/2 c	DEL MONTE WHOLE GREEN BEANS		27c
FRESH OKRA	LB.	19c	MAXWELL HOUSE COFFEE	LB.	59c

Ballard, Pillsbury, Meads — BISCUITS	6 cans	69c	APPLE KEG 46 OZ. CAN		79c
FLYING W — RED CARTON EGGS	2 ctns	57c	APPLE JUICE	2 for	79c

COCOA PUFFS BREAKFAST CEREAL	2 boxes	49c	FLUFFO GOLDEN (3 LB. CAN)		69c
DEL MONTE EARLY GARDEN PEAS	2 CANS	39c	Shortening		69c

CHARMIN TOILET TISSUE	4 roll Pack	49c	ROSA RITA REFRIED BEANS	2 cans	35c
			DIAMOND SOUR OR DILL PICKLES	Qt.	27c

			PEYTON'S PURE LARD	8 lb. ctn.	\$1.15
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WOOL MOHAIR
RANCH SUPPLIES

Report to the People

THROUGH The Ages, economists have disagreed sharply whether one effective method of curbing inflation is by deliberately curtailing our money supply.

Champions of this theory who hold that continued inflation will lead to a complete economic collapse, say that by bringing about high interest rates borrowing and credit buying will drop as money becomes scarce on the open market and thus the dollar will stabilize. The results, they argue, will be a swing away from spiraling inflation without sending our economy into permanent decline.

Opponents of this theory are themselves split into two widely dissenting factions, one of which agrees that inflation is bad but think "tight" money policies will only hasten it; and the other contends that some inflation is inevitable in an expanding economy, which is to them far more preferable than depression. The first of these two groups opposing tight money believes that no real retreat from credit buying and borrowing will be made. Instead, they say money will only be borrowed at a higher rate and the

persons borrowing it will jack-up the prices of their own goods and services to cover their increased interest costs, leading to another round of cost-of-living jumps rapidly accelerating inflation. The other group dissenting from tight money claim it can only curtail our gross national product by causing businessmen to retrench rather than expand, by forcing individuals to lessen their purchasing power and consuming habits thus bringing about less production, which will in turn lead to mass unemployment — all ending in recession, threat of a stock market crash and ultimately end general prosperity in a nation grown accustomed to the world's highest standard of living.

Then there are those who think inflation is a simple, uncomplicated thing that can be solved in Washington or some vague "somewhere" by turning the economy on and off like a water faucet. They think we can lower the prices of goods and services without having any effect on income and revenue — but history proves them wrong, no matter how much they may wish to be right.

FOR BETTER or for worse, those who advocate the tight money program are going to get a chance to see it tried. We are, whether it is realized or not, on the threshold of a tight money era. How long it will last, how successful it will

THERE MUST BE A BETTER WAY!



be, and how far it will go is something that, if known, would allow Government officials, economists and business leaders of all opinions to sleep better tonight.

This Fall, the rate the nation's corporations must pay for short-term loans is slated to go to 5 per cent, highest in modern times for essential loans. Corporations will also be asked by their banks to keep part of their loans on deposit, which will, in effect, raise the real cost of their total loans to well over 5 per cent. Sometime this fall the rate the banks must pay for short-term loans from the Federal Reserve System is scheduled to go to 4%, sending interest rates the banks must pay on money they want for loan purposes to a 30-year high. The FRS also will ask banks to hold loans to a minimum, and this will put more of a lid on borrowing than the higher interest rates.

UP AND DOWN the line, borrowing costs will climb to peak levels for this generation; every type and caliber of borrower will find loans more expensive to get from every type and caliber of lender. Obviously, these things will result: (1) A rise in mortgage money will start that could send it back to the historic level of the 1920's; (2) The flow of mortgage money into new housing is certain to slow down, as will production of home appliances, furniture and

related items; (3) Cost of installment loans will hit unprecedented peaks; (4) States and City Governments will shelve plans for many projects because they'll be barred by law or regulations from paying the rates demanded for loans to finance their projects; (5) Many more risky applicants; (6) Loans of all types will be harder to get, even today banks are screening so speculative borrowers will be eliminated because banks having a limited amount to lend will understandably favor old, established customers over new and possibly every loan application with mounting care in anticipation of the tight money program.

The fall is the big season for borrowing because the economy always perks up then, but this year banks will enter the fall more "loaned up" than in recent years. From all indications, the FRS will be determined not to pour enough additional money into the banking system to permit all who want to borrow to get all they want — for fear of starting inflation anew. In short, the nation's monetary authorities are drawing a pattern of credit control in business expansion to fight the inflation they fear will undermine world confidence in our dollar and destroy our currency.

The people apparently want to try something—almost anything—

to end inflation, although many confess in letters to me they know not how to end it. But my mail reflects that people consider inflation our number one national problem, and my Congressional colleagues report similar sentiment. I realize that spending of the Federal Government is a big contributing factor to inflation, but feel it will also require cooperation and sacrifice by local and State Governments, management, labor, and the individual citizen. If we do it, it is indeed a financial "bust", tight money is on the way for sure. Whether this

will solve our problems, whether our people will like the answers to which where in the future.

Mr. and Mrs. Ernie children left this week for Springs where they will parents, Mr. and Mrs. and Mr. and Mrs. Dan school all-star football Ozon's Bobby Sutton and will cover the game Stockman.

FOR ALL YOUR TV & RADIO REPAIR SERVICE

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Several Good Used TV Sets For Sale
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At The Ozona Best & Saddlery

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for safer summer driving

GOOD YEAR 3T NYLON Safety All-Weather

\$17.95

The best Nylon Tire Value on the Market. Other sizes and types low priced, too! See us!

Budget a set of four as little as **\$135 a week!**

3T RAYON Safety All-Weather

\$15.95

Your old tires may make the difference.

KNOW MOTOR COMPANY
OZONA, TEXAS

WHY DO WITHOUT A LITTLE LUXURY LIKE THIS... LET ALONE THESE BIG CHEVY VIRTUES!

greater roominess
Automobile Manufacturers Association records carry the facts on this. In a Chevy sedan, for example, you've got more front seat head room than all but one of the high-priced cars! And Chevy's front seat hip room spreads up to 5.9 inches wider than comparable cars.

bigger savings
Here's hard proof that Chevrolet customers save more out of a gallon: In the famous Mileage Economy Run, two Chevrolet sizes with 1954 engines took the first two places in their class. Winning mileage: 28.5 m.p.g. And that, friends, beats top honors for Chevy from every full-sized car!

full coil ride
You're the expert on ride, so you'll want to try Chevy's surprising smoothness for yourself. **TRIMM** TRIMM magazine can give you a hint of what you're in for: "... the smoothest, quietest, softest riding car in its price class." And Full Coil springs, of course, never squeak, never sag, never wear.

bigger brakes
Bigger, yes, and built with bonded linings for as much as 60% longer life. And how's this for proof that Chevy's a real stopper: In a NASCAR-conducted test of repeated stops from highway speeds, Chevrolet outstopped both of the "other two" times after time.

award-winning engines
The NASCAR Outstanding Achievement award goes to Chevrolet! Chevy wins for "the creation and continuing development of America's most efficient V-type engines... for the establishment of new levels of V8 competence combined with outstanding smoothness." And you can choose among eight V8's and the Six that won the Mileage Economy Run for its class.

fresh styling
POPULAR SCIENCE magazine gave Chevy's styling a thoughtful look, then said it this way: "In its price class, Chevy establishes a new high in daring styling..." You'll find your own happy way of saying that Chevy's the only unmistakably modern car in its class.

higher trade-in
N.A.D.A.* Guide Books prove that your Chevrolet will keep its value. Chevy used car prices last year, for example, averaged up to \$125 higher than comparable models of the other two cars in Chevrolet's field.

COME IN TODAY

West Texas Utilities Company

FRIGIDAIRE brings you the PULL 'N CLEAN OVEN

KNOW MOTOR COMPANY
AVENUE 2 & 20, — OZONA, TEXAS

DAY, AUG.

BOWLING

Results

Team, 3-game 2553; 2nd Petroleum 2 Spencer W Individual 3 Spencer's 3 J. W 32; 3rd high team game 944; 2nd high 901; 3rd high 869.

Individual Mery, Knox 1 M. Miller, high — B. P. 3.

Stadium

Welder Texaco Welding Petroleum Rancher Shop Natural Motor Co Cafe

ROCKETT 1

Results

Southwest '66' 2; Be Evans Fox Ranch Feed Team Star

Gulf AFS West 6 Foodway Feed Barber 3-g 'Defenders' Elmore's G teams 1-g Supply 827; C 797.

Individual: Hulsey 551; 545; Armonc Zietz 222; J. J. Howert (Te) 199.

The Frank Ozona Ratliff North Cisner Smith Ozona Talia B & F Ozona Pioneer Ozona

BOWLING

INDUSTRIAL LEAGUE

Results
 Team, 3-games — Semmler 2553; 2nd high team — Petroleum 2451; 3rd high Spencer Welding 2427.
 Individual 3-games — B. Spencer's 608; 2nd high — J. Williams, Semmler's; 3rd high individual — Phillips 547.
 Team game — Semmler 944; 2nd high — Semmler 901; 3rd high — Phillips 869.
 Individual game — V. Emery, Knox Motor 294; 2nd — M. Miller, Esquire Shop high — B. Patterson, Semmler's.

Standings

W	L
Welder Texaco	52
Welder Welding	43
Welder Petroleum	41
Welder Ranchers	36 1/2
Welder Shop	33
Welder Natural	33
Welder Motor Co	28 1/2
Welder Cafe	22

CRICKETT LEAGUE

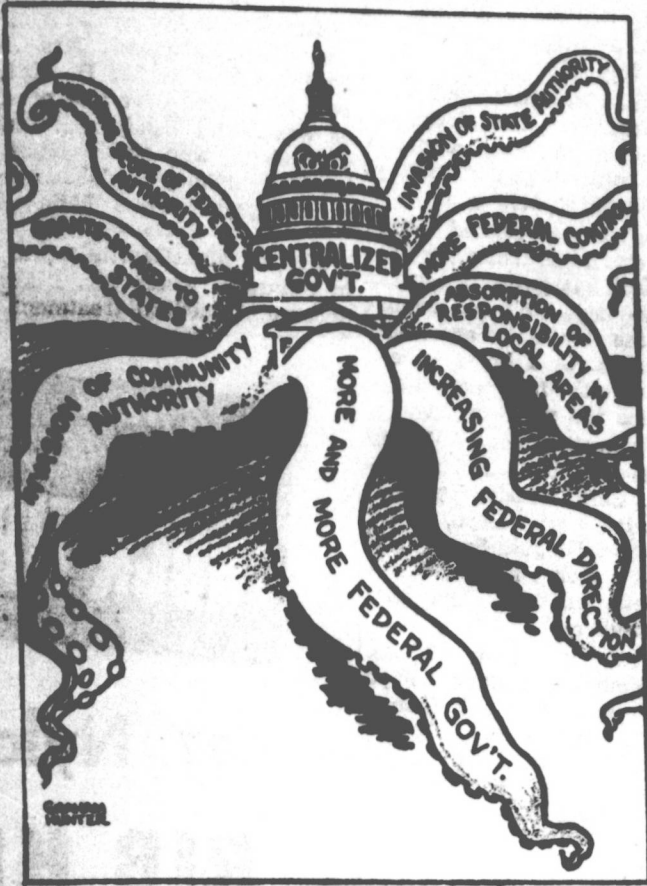
Results
 Golf 3, Conoco 1; Phillips 2, Ozona AFS 1; Evans Foodway 6, Skyriders 2; Ranch Feed and Supply 2.

Team Standings

W	L
Golf	42
AFS	40
S'west 66	36 1/2
Foodway	36
Feed	33
Conoco	33
Skyriders	30 1/2
Barber	21

Results
 Teams 3-games — Ozona "Defenders" 2360; Skyriders Elmora's Gulf 2291.
 Teams 1-game — Ranch and Supply 832; Ozona AFS "Defenders" 827; Ozona AFS "Defenders" 797.
 Individuals 3-games — Hulsey 551; Doyle Easter 548; Armond Hoover 535.
 Individuals 1-game — Zietz 222; John Childress 219; J. Horwton & Gene Wil-Tie) 199.

HEAVEN FORBID



CRICKETT HOSPITAL NEWS

Patients admitted to hospital since July 28th: Mrs. Manuel Longoria, Jr., Ozona, medical; Mrs. James Fauber, Ozona, obstetrical; Robert Doyle Cox, Ozona, surgical; Mrs. John D. Forshey, Ozona, medical; Catherine Cardona, Ozona, surgical; Gerald Dingus, Ozona, medical; Danny Galindo, Ozona, medical; Sam Perner, Ozona, medical; Mrs. Dudley McCary, Ozona, medical; Mrs. Weldon Maness, Ozona, surgical; Rex Bland, Ozona, surgical; Jesus Flores, Ozona, medical; Mrs. Neil M. Doss, Ozona, obstetrical.

Patients dismissed: Mrs. Floyd Henderson, William C. Herring, Mrs. J. P. Reilly, Mrs. Lucio Mendez, Wayne Schrivner, Mrs. Brooks Dozier, Mrs. Manuel Longoria, Jr., Mrs. James Fauber and infant son, Robert Doyle Cox, Mrs. John D. Forshey, Catherine Cardona, Gerald Dingus, Danny Galindo, Sam Perner and Mrs. Weldon Maness.

...AND I QUOTE

"There are never enough eligible citizens taking part in political life until all eligible citizens take part." — Sen. Thurston Morton.
 "Everyone admires the fellow who doesn't let grass grow under his feet — unless he uses your lawn to prove it." — Morris Bender.
 "August is the month when everybody in the office tries to make both week ends meet." — Earl Wilson.
 "About the only thing people have trouble affording in our present economy is the first of the month." — Pep Mealiffe.
 "Science will never be able to make man's life long enough for him to do all the things his wife wants him to do." — Marty Allen.



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The OZONA STOCKMAN

School Time Is Drawing Near Again!

Have You Anticipated the Expense and Made Provisions To Take Care of your Children's School Needs?

It is gratifying to know that you can use your credit to buy those vital school opening needs and say "charge it."

If you have been careful to meet your obligations on time — paying your bills by the 10th of the following

month — then it IS your privilege to have this convenience and the assurance that the merchants will be glad to charge your purchases.

Remember, YOU make your own credit rating. The Retail Merchants Association only keeps the record.

The following business and professional men are members of R. M. A. of Ozona:

- Frankie Jones Conoco Service
- Ozona Butane Company
- Ratliff's
- North Grocery
- Cineros Grocery And Market
- Smith Drug Company
- Ozona Drug
- Taliaferro Garage
- B & B Food Store
- Ozona National Bank
- Pioneer Natural Gas
- Ozona Automotive Supply Co.

- Evan's Foodway
- Ozona Dress Shop
- North Motor Company
- Moore Motor Company
- Moore Oil Company
- Ozona Oil Company
- Woody Mason Motor Co.
- Sutton Chevron Station
- Williams Magnolia Station
- Hi-Way Cafe
- Crockett County Water Control

- Crockett County Hospital
- Dr. M. A. Lemmons
- Dr. Ralph E. Simon, Jr.
- Dr. H. B. Tandy
- Dr. L. H. Sherrill
- Dr. Joe B. Logan
- Joseph's Department Store
- Devil's River Feed Company
- Foxworth-Galbraith Lbr. Co.
- General Telephone Company of the Southwest

- The Esquire Shop
- West Texas Utilities Company
- Ozona Laundry
- South Texas Lumber Co.
- Southwest 66 Truck Stop
- M & M Cafe
- Leo's Humble Service Station
- Kyle Kleeners
- Elmore's Gulf Service Station
- Snowwhite Laundry
- Saunders Flower Shop
- Fuantoz Dixie Station

BUY WISELY!

PAY PROMPTLY!

RETAIL MERCHANTS ASSOCIATION

Ozona, Texas

Sheep Producers To Vote In September On Wool Promotion Plan

Sheep producers in this area will have an opportunity to vote during September on whether or not to continue their promotion and advertising program conducted by the American Sheep Producers Council, headquartered at Denver, Colo.

Don Clyde, president of the council and himself a sheepman from Heber City, Utah, said it would be a tragic occasion for the sheep industry if the program is not continued. "It is self-help programs such as this that are removing some of the stigma from agriculture in the eyes of the general public," Clyde declared.

In its three years of operation the ASPC has developed a program of advertising and promotion for lamb in 21 major marketing areas across the country and a nationwide program for wool.

"We are trying to educate the consumer to eat lamb and wear more wool. The sheep industry, if it is to survive, must broaden the demand for its products," Clyde asserted. "No one is going to do it for us," he added.

He pointed out that it has taken time to stop the downward trend in sheep production and the corresponding drop in markets for lamb and wool. That trend has been stopped, and sheep production is on the increase. The sheep industry, Clyde declared, has a bright outlook if it continues to expand markets for its products.

"We can't expect increased production of lamb and wool to find a good market at a fair return to the producer unless we help to create such a market," Clyde said.

Mr. and Mrs. J. B. Miller and children, Mike, Van and Linda, returned Saturday from a vacation spent at their cabin at Creed, Colo. Before returning home, they attended the 63rd annual Cheyenne Frontier Rodeo in Cheyenne, Wyoming, visited Yellowstone National Park, Salt Lake City, the Grand Canyon, the Painted Desert and the petrified forests of Arizona.

Mr. and Mrs. Alex Ogilvy, III, of Odessa spent the week-end here with Mrs. Ogilvy's parents, Mr. and Mrs. Evert White. Their son, Mike, returned home with them after spending a week with his grandparents.

Mr. and Mrs. Wayne West are back home after spending most of the summer in New Mexico and Colorado.

THE AMERICAN WAY



Blind "Figure" Skating

Mr. and Mrs. Jack Sayles, daughter, Frances, and son, John, were recent guests of Dr. and Mrs. H. B. Tandy and Mr. and Mrs. R. L. Bland, Jr.

Mrs. Charles (Chick) Womack and son, Chuck, are visiting Lt. and Mrs. C. V. Tubbs in San Antonio while Mr. Womack is attending the coaching school in Fort Worth this week.

Pancho Fierro, former Ozonan, was here last week with his family from California, his first visit back to Ozona in seven years.

Mr. and Mrs. Dempster Jones and daughters, Pam and Robin, left Tuesday for a vacation in Colorado and Utah.

The Old Timer



"One sure test of will-power is to see a friend with a black eye and not ask any questions."

Mr. and Mrs. O. Q. Alford will attend the high school all-stars football game in Fort Worth Friday night.

Dr. H. B. Tandy, who was hospitalized several weeks following a slight heart attack, has recovered sufficiently that he is able to be at his office two hours each morning and afternoon.

My Neighbors



"What an opportunity! We'll make Mars a state, give them a few grants-in-aid—and tax the living daylight out of them!"

Ozona ESA Entertains District Meeting Here

Beta Rho chapter of Epsilon Sigma Alpha Sorority of Ozona was hostess to a District meeting here Sunday, July 26.

The buffet luncheon and business meeting was held at Granny Miller fellowship hall. Registration and coffee began at 12:00 p. m. and lunch at 1:00 p. m.

The theme was carried out in Western style. The tables were decorated with a large cactus arranged gold at the head table and smaller ones on the side tables and registration table. Gold horse - head plaques were the favors, and horse shoes were the place cards.

Those attending were: Meses. Mary Webster, Ann Mullins, Bettie Scott, Coralie Meinsche, Margorie Coates, Sarah Boyd, Ginny Collins, Ann Dingus, Sue Lewis, Joe Lou Chapman, Martha Henderson, Betty Hickman, and Miss Billie Chandler.

Out of town guests were: Meses. Chitch, Fambro, Joe Fanning, Faye Ratliff, Bease Gill, Wanda Campbell, Billie Guthrie, Ruby Markland, Dilly Dockery, Lucille Ellis, Doris Gore, Margaret Paulter, Coyita Bowker president and Alleen Kent.

FOR RENT — Two bedroom house with new appearance. Unfurnished. See Oscar Kost at Ozona Boot & Saddlery, Phone 2-2012.

USED TV SETS. We have several good used TV sets at bargain prices. 17-inch sets from \$49.95 up. Ozona TV System. Phone 2-2012.

Mrs. Harry Wiet, Jr., and two sons, Jimmy and Brant, are here from Merced, Calif., for a visit with her parents, Mr. and Mrs. Rob Miller.

Mrs. Brooks Dozier and children are visiting her parents in Kyle, Texas, this week while Mr. Dozier is attending the coaching school in Fort Worth.

Mr. and Mrs. Joe Pierce have returned from a vacation trip into New Mexico and Colorado.

Dr. and Mrs. H. B. Tandy and Mr. and Mrs. R. L. Bland, Jr., and children were in Abilene July 30 to help celebrate the 80th birthday of Mrs. Tandy's and Mr. Bland's father, R. L. Bland, Sr., of Abilene. Two other daughters, Mrs. Jack Sayles and Mrs. W. H. Knight, both of Abilene were also present, as was Bland Tandy and family of Abilene, who was celebrating his 82nd birthday on the same day as his grandfather's 80th.

Mr. and Mrs. Charlie Black are in Ozona from Ft. Worth. Mr. Black is undergoing medical treatment.

QUALITY ANGORA Yearlings. See Rufus W...

WISH TO BUY about 100 acres unimproved ground. Write Box 5152, Austin 20.

FOR RENT — Newly decorated one-bedroom house. Clark Barton, 608 Ave. B.

HOUSE TRAILER Home Trailer Courts. Clean, pleasant, reasonable. TV available at night.

TRUCK TIRE

3-T Nylon

RIB HI-MILER
by **GOOD YEAR**

6.00 x 10 1/2 Ply Rating
Tube-Type—Only

\$21.95

Built with Goodyear's Tough 3-T Nylon to give you a tougher, longer-lasting tire for better protection against impact bruises and breaks. Means more recaps, too!

Other sizes low-priced, too!
THINK! PAY AS YOU HAUL!

KNOX MOTOR CO.
OZONA, TEXAS

WHERE'S THE BEST PLACE TO BUY A USED CAR?

AT YOUR FORD DEALER—HE GIVES YOU A NEW KIND OF PROTECTION WHEN YOU BUY!

Every A-1 Used Car is inspected, reconditioned if necessary, and road-tested. And they're warranted in writing by the exclusive new Performance Protection Policy! See cars with the A-1 sticker at your Ford Dealer's Used Car Shopping Center.

SEE PAGE FOR **FORD DEALER A-1 USED CARS**

INSPECTED • RECONDITIONED • ROAD-TESTED • WARRANTED

WANTED
3,000 Hereford Calves, Steers or Heifers

For The Hereford Stocker-Feeder Sale at San Angelo Auction Co. On August 17, 1959

Write Box 804 - San Angelo, Texas

BRAND NEW 1960 ZENITH TABLE TV

Handcrafted Quality

no production shortcuts

SOUND OUT FRONT SPEAKER for richer fuller tone

THE GOTHAM—Model 8807. 21" overall diagonal. 262 sq. in. rectangular picture area. In grained Walnut Mahogany or Blond Oak colors.

NEW!

adding complements any room in your home

NEW FEATURES

- Genuine Picture Tube
- "Finger Test" Circuit
- Full Power Transformer
- 100% Parts of Picture Tube
- 100% Parts of Picture Tube
- "Screen-Door" Compensator for longer life

Ozona TV System
Phone EX 2-0212

PERRY HUBBARD BODY SHOP

Now In New & Larger Quarters
(ROCK BUILDING AT THE BRIDGE)

We are opening this week in our new and larger building to better serve your needs

Complete Equipment For Expert Body and Paint Work And Automotive Glass FULLY INSURED

For Your Protection - Your Car is Fully Insured While In Our Hands - Inside Storage

Satisfaction Guaranteed On Every Job

Phone Day or Night - Ex 2-2003

24 - Hour Wrecker Service

Quiet Rites For Portables at the Stockman

DELIGHTS AND DELIGHTS

in State Capitol By Vern Sanford

... Texas — With the heat broken on a tax bill for pending, legislators began down the road.

Murray Watson of Miami a resolution... lawmakers... a more... year is with... resolution called on...

... whether he would call a special session... for the... ment program...

... Alkin proposed... in \$800 a year... chers would... \$120,000,000...

... what will... Leg... bill to enact Hale... Also floating around is the...

... the gasoline... is being... for that purpose...

... charged, "I think there's a definite deal... with the State Teachers' Assoc... Somebody else should...

... what's going on here... just the governor... the lobby."

... Governor Daniel... this unfair. They declared... the governor, like... couldn't tell how it would...

... after the dust settled from... over raising money for... sic budget.

LAST — When the Legislature finally voted out the new \$60,000 tax bill, it voted it a big way. Tally was 29-16 in the Senate and 116-86 in the House.

This is well over the required two-thirds to make the bill effective immediately on the governor's signing.

House, which had been hamstringing for seven months on the tax issue, came unstrung so suddenly it surprised the bill's advocates. Voting ended good naturedly with "yea" votes recruited in the atmosphere of an old-fashioned revival meeting.

Most talked-about feature of the new bill is a severance beneficiary tax of 1.5 per cent on natural gas. It was the first time the Senate had approved this tax. Many House members had said they didn't include it. It will bring in an estimated \$15 to \$18,000,000 over two years if not ruled unconstitutional.

Three-fourths of more of the bill's revenue will come from selective sales taxes. Newcomers are a 3 per cent tax on jewelry and furs, a 3 per cent tax on hotel and motel room rentals, 3 per cent on boats, motors, cameras, air conditioners, 25 per cent on tobacco products other than cigarettes.

Taxes on cigarettes will go up 3 cents a pack; liquor and wine, 20 per cent; motor vehicle sales, from 1.1 to 1.5 per cent.

Utility gross receipts will go up 20 per cent, and the corporation franchise tax will go up by 75 cents per \$1,000 capital for one year, 50 cents per \$1,000 thereafter.

LADIES DAY — Senate debate on the tax bill was enlivened by the arrival of a "women's march on the Capitol."

Gallery was filled with flowery hats and excited chatter as some 40 to 100 women (estimates varied widely) swept in "to show those lobbyists what's what."

Leaders were Mrs. Jud Collier of Mumford and Mrs. Minnie Fisher Cunningham of New Waverly, both workers in the militantly liberal Democrats of Texas Clubs.

They were, according to Mrs. Collier, "infuriated by the scandalous lobby which has blocked action on the tax bill." Specially, they favored a bill heavy on gas taxes and light on selective sales taxes.

ous lobby which has blocked action on the tax bill." Specially, they favored a bill heavy on gas taxes and light on selective sales taxes.

CITY BUSES LOSE OUT — Another cause, apparently lost for this year, is that of exempting city bus systems from the state gasoline tax.

Rural area senators, led by Sen. Wardlow Lane of Center, voted it down.

City spokesmen say the buses, needed by low-income people, can't stay in the black unless they get tax relief. San Antonio's transit system went to the wall, was taken over by the city.

Senator Lane made a scathing attack on "taking care of Highland Park" (a swank Dallas suburb) when the state is having a hard time finding money "to pay the old age pensioners."

DANIEL OPPOSES Federal Tax — Governor Daniel asked the National Governors Conference to join him in opposing an increase in the federal tax on gasoline.

Congress is considering President Eisenhower's recommended 1.5 cent per gallon increase to pump new life into the federal highway building program.

Governor Daniel charged the federal government would have plenty of money for the highway program if it would quit using gasoline tax money for other purposes. He said further gasoline taxing should be left to the states, which need the money worse.

Earlier this year the governor mentioned the gasoline tax as a possible source of additional future revenue. State gasoline tax is presently 5 cents a gallon; federal tax, 3 cents a gallon.

USED TV SETS. We have several good used TV sets at bargain prices. 17-inch sets from \$49.95 up. Ozona TV System. Phone 2-2012.

FEW NICE Angora Billies for sale. Paul Hallcomb.

Losses Heavy From Careless Handling of Livestock in Shipment

College Station — Careless handling and loading of livestock can cost producers a lot of money, says U. D. Thompson, extension animal husbandman. A recent USDA study shows the loss from careless hauling of livestock amounts to about \$100 million annually for the nation.

Four major causes account for most of this loss, says Thompson. First, almost a fourth of all trucks hauled either too many or too few livestock. Animals shouldn't be crowded but the load needs to be fairly snug to avoid shifting. Marketing agencies and most truckers have charts which tell how to load according to type of animal and available floor space.

Second, only half of the loads were partitioned by type of animal. Horned cattle were seldom partitioned, resulting in much bruising and crippling. Partitions need to be put up between animals of different sizes and types, the husbandman says.

Third, almost 30 percent of the trucks had little or no bedding, leaving the danger of animals slipping or falling. Floors need to be "slip-proofed" with sand, shavings or sawdust, and a straw covering should be used to absorb moisture.

And fourth, the animals weren't handled properly when loaded and unloaded. Some truckers and farmers too-used clubs, shovels and sticks. More than half the hogs and a fourth the cattle were mishandled as a result. Thompson says the only proper way to urge livestock along is with canvas slappers or electric prods, as clubs will injure the flesh.

In order to avoid losses, Thompson urges growers to make sure their livestock are handled by reliable truckers. And be on hand when your cattle, hogs or sheep go into and out of the truck. Until sold, it's still your livestock. Producers eventually pay for these injuries, despite hauling insurance he adds.

LOST — Blue Parakeet. Has metal band on leg. Finder please call 2-3388.

Mr. and Mrs. John Childress and three sons left Wednesday for a trip to Colorado.

Mr. and Mrs. Dick Henderson and children are spending a few days at their Maria ranch.

Mr. and Mrs. Joe Pierce 4th and son, Joey, are spending a few days with Mrs. Pierce's grandparents, Mr. and Mrs. R. O. Pearson, in Hobbs, N. M.

Miss Karen Childress of Midland is the guest of Miss Grace Chandler for a few days.

Mr. and Mrs. Hillery Phillips left last week in their car for a trip to Alaska. They will return by boat, and will visit friends in Wisconsin and Minnesota on their way home.

FOR SALE — Portable electric sewing machine. Phone 2-2206. 1tc Office Supplies at the Stockman

Mr. and Mrs. Homer Good and children have returned from a trip to Rudoso and Clouderoff, N. M.

Mrs. H. H. Carden of San Antonio is here visiting her mother and sister, Mrs. Ralph Watson and Miss Wanda Watson.

FOR SALE — 12,000 acre ranch in Terrell county. All net fenced, well watered. Belongs to an estate and must be sold. Price \$12.50 per acre. Cheapest ranch in Texas. C. E. SCHAUER, Del Rio, Texas. 18-3tc

Planned Parenthood Center

122 W. 2nd. - San Angelo, Tex. Can Give You Help With

Family Spacing Pre-marital Counseling Educational Films

You are cordially invited to visit the Center, especially during our 20th Anniversary year

23 Good Reasons for taking

Rozall SUPER PLENAMINS

THE MULTI-VITAMIN CONTAINING



Science has established that a daily intake of vitamins and minerals is necessary for sustaining a healthy and vigorous body. Rozall Super Plenamins give you more than your daily requirement of all vitamins and minerals plus minerals. A balanced formula of important ingredients — all in a single tablet daily. Get yours today!

- 72-Day Supply — 4.79
- 144-Day Supply — 7.95

NATIONALLY ADVERTISED

259

24-Day Supply

Available at your **Rozall** Drug Store

OZONA DRUG
Gordon G. Aikman, Owner & Pharmacist

The Old Time



"Some people think they're big shots because they're always exploding."

ONLY FULL-SIZED

ECONOMY CAR



SAVE on special low prices. SAVE by the mile. Mercury's 210 HP engine uses regular gas! SAVE by the year. With the best-built car in America today, you'll out repair and maintenance way, way down.

'59 MERCURY CUTS ALL YOUR COSTS

WOODY MASON MOTOR CO.
OZONA, TEXAS

New Slim, Trim Styling! New Super Performance!

ZENITH TABLE TV

Handcrafted Quality
NO PRODUCTION SHORTCUTS

NEW! 70,000 VOLTS OF PICTURE POWER for super bright pictures

SUPER H 20 HORIZONTAL CHASSIS

EXTRA FEATURES

- Spectro Dial
- CHANGING Picture Glass
- Sunbrite Picture Tube
- Good Sound Sound System

THE ANSWER — Model 82201
21" overall diagonal measure. 262 sq. inches of picture viewing area. In Ebony or Mahogany Cabinet.

Ozona TV System
Phone 2-2012 - At Ozona Boot & Saddlery



Fall in love with your car again.

Remember how proud you were of your new car when you saw it in the showroom? We'd like to do all we can to keep that car as close to new as possible.

We know that next to your home, it's your biggest investment and therefore deserves the best care in the world. To us this means more than just keeping it supplied with top-quality gasoline and oil. It means extra service—the kind of service that makes your car a pleasure to drive while you own it, makes it worth more when you trade it in.

Making friends with your car is our business. And making that friendship pay off for you is our job in America's competitive and prospering drive industry. So why don't you bring your car in today — and find out for yourself that we mean all we say!

Ozona Oil Company
Phone EX2-2454 Cooden Products West Hiway 270
TODAY—OIL BUILDS for your TOMORROW!

Straight To The Point
A Summary of Vacation News From The Teenage Set
By Sally Baggett

Hi Kids!

It sure is hot and humid here. (Needless to say.)
You boys would sure like to be where I am now. I'm in my room watching a stacked blonde, Sue Nelson from Tyler, do a twirling routine for the talent show.

This place is great! And so friendly. No wonder Joe Clayton likes it.

In case you're wondering where we are, we are at the Texas Association of Student Councils workshop at S. M. U. Much work!

We left home at 8:00 a. m. Sunday and reached S. M. U. at 5:00 p. m. — Car trouble, every thirty or forty miles we had to cool off our radiator and ourselves. (Mr. Sikes, the Student Council sincerely hopes your ride to Pecos was less eventful, as far as the car is concerned, than ours, and much cooler.)

We have a regular Hercules with us, Jim Freeman, he was trying to open the car window and it came completely unhinged. That's that old Ford Wagon for you!

You'll never guess who's here? Our "dear" friends from Sonora, Sarah Lee Hardy, Jerry Potmesil, Jetty Jourg and Albert Sikes. Sara Lee's all broken out. It would be just like Sonora to try to give Ozona the measles. (The news just

Carolyn Miller, J. H. Miller's came — it isn't measles.)
daughter read in the Stockman we were going to be here this week, so she came to see us. Miss Winnie and Mr. Joe she said to tell you "hello". We should really appreciate Carolyn, she couldn't remember Sara Lee's name, so she just said she was glad to meet the "Sonora girl from downstairs." Carolyn, you are a true Ozonan at heart even if you haven't ever lived here.

Johnny Childress, Pierce Miller and Jim Freeman are burning up the bowling alleys during their spare time. When we looked in on them tonight, three good looking girls were distracting their attention from their game. There went Johnny's average (in bowling).

Friday night we're going to Ft. Worth to watch Bobby Sutton play in the All-Star game. Then home.

We'll for more news of this trip, look in on us next week!

If we get home.
See ya, Sally, Barbara, Sandra, Jim, Johnny, Pierce & Miss Powers.

NOTICE OF MEETING

Notification is hereby given that a public hearing will be held at 8:00 p. m. on August 20, 1959, in the County Courthouse at Junction. Kimble County for the purpose of discussing a special Archery Season in the counties of the Edwards Plateau Regulatory Region. Testimonials as concern the Archery Season will be taken verbally at the meeting and accepted in writing if mailed to the Texas Game and Fish Commission, Austin 14, Texas.

READY BUILT HOUSES

Built according to your plans and specifications.
Also 2-bedroom homes with 864 square feet of floor space and choice of room colors as low as \$5,100, completely ready to live in, moved on your lot.
Frontier Stamps given with each purchase.

Lakeview Building Material Store

Aaron D. Hodges, Jr., Mgr.
2216 N. Chadbourne
San Angelo, Texas
Phone 26060 1245

Martin Harvick

LIVESTOCK DEALER
Buying & Selling
SHEEP, GOAT & CATTLE
Phone EK 2-3597
OZONA, TEXAS
2-50p

CONSERVATION NOTES —
Ranchers Must Adjust 12 Months Grazing To 7-Mo. Growing Season
By Dick Ketchum, SCS

The last average killing frost in the spring in Crockett County occurs in the first week of April and first average killing frost in the fall occurs in the first week of November. Therefore the growing season is approximately two hundred days in length or approximately seven months in duration.
Most of the forage produced on our ranges in produced in this period as we seldom get enough winter rain to get much production from our cool season grasses. It must also be considered that little forage is produced during the extremely hot summer months, this July being an exception to the normal rainfall pattern.

Twelve months of grazing must be furnished for livestock by a seven month growing season and can be done normally if livestock numbers are adjusted to the forage production.

Since there is little that man can do about the weather except talk about it, we must adjust our ranching operations to the climate. The efficient range manager must observe his grass during the peak growing season and adjust his livestock to leave enough production to carry the livestock through the winter season.
A properly used range will show very little evidence of grazing during the peak grazing season and will be half used prior to the start of the new growing season. In this area of erratic and high intensity rainfall enough cover must be left at all times on the soil to protect against erosion and absorb the rainfall.

Mills Tandy, a summer school student at the University of Texas, spent the past week-end visiting his parents, Dr. and Mrs. H. B. Tandy. The summer term will end August 15 and Mills will be home until the opening of the regular session at the University in September.

The News Reel

A re-run of "The Ozona Story" as planned from the files of *The Ozona Stockman*

From *The Stockman*, Aug. 7, 1939

T. A. Kincaid of Ozona was elected president of the Texas Sheep & Goat Raisers Assn. for the seventh time at the annual convention of the Association held in Brady. San Angelo was chosen as the next convention city.

Funeral services were conducted Wednesday morning at Cedar Hill Cemetery for Mrs. Margaret Ann Drake, mother of Bruce Drake of Ozona and a pioneer resident of this city, who died Tuesday morn-

ing at the home of a daughter, Mrs. John Young in Alpine.

Miss Mayme Kirkpatrick, daughter of Mrs. Myrtle Mitchell of Ozona, is among 33 graduates in the class at San Marcos Academy.

Claude E. Hudspeth, retiring member of Congress from the 10th district, has unqualifiedly endorsed the candidacy of R. E. Sterling for governor of Texas.

Membership of the Texas Sheep & Goat Raisers Assn. solidly backed President T. A. Kincaid in his controversy with Congressman C. B. Hudspeth over provisions of the Hawley-Smoot tariff bill. Mr. Kincaid sought withdrawal of a provision which permitted free-of-duty entry of livestock brought back into the United States from Mex-

THE AMERICAN WAY



Socialism — Sneaky Style

ice under certain conditions.
—news reel—
A brand new Warner piano, originally priced around \$450, was purchased for less than half price at a sale of bankrupt stock in San Angelo Saturday by a committee from the Ozona Lions Club. The piano will be used for musical programs at club meetings.

A huge sign, made entire of rocks, with letters 28 feet square, will soon be in place on the hill just south of Ozona to announce to the tourist and visitors that this is "Ozona". The big sign is a project of the Boy Scouts under the leadership of Leonard Hamaly and A. W. Jones.
—news reel—

Edith: We hasten to plead not guilty. Last week the Stockman carried a matrimonial ad that invited answers to this paper. Now, that was a paid advertisement, run blind, and we are to forward all answers to the advertiser. We want it thoroughly understood that we

are happily married. We answered the letter from a man who was asking us what we want to do. Now, as a matter of fact, by city and neglected to sex clear. But we gathered tone that she wants to with a man and we had this fact clear.

LADIES BIBLE CLASS

The Ladies Bible Class of the Church of Christ met this morning at the church for its study of the Life of Darrell Brawley, minister of church, is the class leader. Members present were Mrs. Paul Holloman, Mrs. M. C. Goodman, Mrs. J. Owens, T. C. Goodman, Mrs. Johnigan, Hubert Baker, Blankenship, D. C. Williams, James, Ed Cranfill and J. W. Er.



Now—call long distance anywhere with a Telephone Credit Card
You're welcome to use anyone's phone—no embarrassment with your host—no need to reverse charges, either—with a Telephone Credit Card taking care of all charges on your long distance calls.
It not only makes phoning faster—but the charge, placed on your home or office phone bill, is a record for accounting purposes.
A General Telephone Credit Card is good anywhere in the country. We'll be glad to issue one to you—without charge—if you'll phone our Business Office.

GENERAL TELEPHONE
America's Second Largest Telephone System

COSTUME JEWELRY SALE

All Costume Jewelry At 1/2 Price or Less
SEVERAL TABLES OF GIFTS REDUCED
Caruthers Jewelry

Adventures in ADVERTISING

Vash Young and the 52 PHONE CALLS

In his book, "The Go-Getter," Vash Young tells of making a telephone call to one prospect for 52 consecutive weeks before he got results.

Vash Young is one of the all-time great insurance salesmen. He used tact, diplomacy, intelligent presentation and persistence in this particular instance he telephoned a prospect for an appointment. The prospect put him off until the next week. And then he put him off another week and another and another until the telephone calls got to be sort of a game.

Vash Young kept right on calling every week without ever getting an appointment. On the 52nd call he was startled when the prospect told him of another man who wanted to buy a substantial amount of insurance. Vash Young followed the lead and took an order for the largest policy he had ever sold.

If Vash Young had given up after the second or third call he would never have told the big order. And so it is with newspaper advertising. It takes more than one or two "calls" to the potential customer to get the best results. It is the consistent, persistent advertiser who eventually gets the "big order."

Press Association
1716 SAN ANTONIO ST. AUSTIN, TEXAS

REPORT FIRE DIAL 2626

Out In The
FROM 732N1
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Newfoundl
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