



**THE SUDAN NEWS**  
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 H. H. Weimhold . . . . . Editor  
 \$2.00 PER YEAR, IN ADVANCE  
 Reading Notices, Obituaries, Card of Thanks, Resolutions of Respect, Etc., 10 per line.



**Sign Of Recovery**

That those house-to-house canvasses to enlist consumers in the ranks of the NRA can have a direct and beneficial effect on the nation's buying habits is indicated by a current statement from an executive in a large chain of retail stores. This man flatly says that the NRA house-to-house campaign has been "one of the greatest stimulants to retail buying."

His company has stores in every city of 100,000 population or more in the United States; and in the period immediately following the NRA appeal to consumers it enjoyed business 300 per cent better than that for the same period in 1932.

It does not take very much pondering to make one realize what an enormous impetus business will get if such a pickup in retail sales is general.

**Outlaws De-Bunked**

Much as a romantically minded person might like to take these bold, bad gunmen of the modern underworld at their own valuation, it just doesn't seem to be possible.

There are, for example, those two desperadoes, Harvey Bailey and Machine Gun Kelly.

Both of them were famed as walking arsenals, tough man-killers who trod the earth with such a mighty tread that all peace officers ran to cover before them. But each one, somehow, was captured without a shot being fired. The officers walked in on them, got the drop on them, and they surrendered as meekly as drug store cowboys.

And this is a bit damaging to the legend. The real bad men of the old west weren't taken that easily. They might be surrounded and covered, but they fought to the end. These modern bad men, apparently, only shoot when the cards are stacked in their favor. Billy the Kid or Deadwood Dick wouldn't have been caught in the same jail with them.

**Three Squares A Day**

One of the most significant figures yet issued in connection with the young men who are enrolled in the Civilian Conservation Corps—the official title of President Roosevelt's "First Army"—is the one which has to do with the recruits' weight.

It has been shown that each man in camp has gained, on an average, 12 pounds in weight since the corps was organized.

Now it is worth remembering that all of these youngsters have been engaged in strenuous outdoor exercise all of the time. They have been doing the kind of work that ordinarily would be expected to reduce their weight.

That they have made such substantial gains indicates not only that they are being well fed, but that they weren't getting anywhere—nearly enough to eat before the crops was formed.

**Precinct No. 2 In Good Condition**

A drive over 340 miles of nicely graded roads in Precinct No. 2 of which our good friend and citizen, C. A. Daniel is commissioner, will convince anyone that M. Daniel's efforts as commissioner have been successful.

He has not shown any partiality. Towns, in, and adjoining his precinct have as good roads leading into them as Sudan, his home town has.

Not only has Mr. Daniel kept up the roads in his precinct, but he has also kept his bank account in good shape, and is able to pay for the road work the first of each month.

He furnished much work during times when employment was needed and has rendered personal aid to the unfortunate, and has otherwise assisted in taking care of the unemployed of Precinct No. 2 during the past depression. He is appreciative of constructive criticism and is liberal in its consideration.

Of his own personal affairs he has made an outstanding success, and at the age of more than a half century is one man, who has the envied record, of not having borrowed money to finance his personal interests.

The citizens of Precinct No. 2 have a right to be proud of their commissioner, C. A. Daniel.

**The Golden Rule**

Were the Golden Rule applied to all business, the government and the individuals, there would be no need for the NRA movement, but so long as human nature enters into every element of business, just so long will greed exist.

Politicians become mad with power, and the public suffers the consequences. The short sighted business institution looks only to immediate profits, and the future of the community is lost sight of till it is too late.

The individual looks to his own selfish interests and forgets that the greatest good to the greatest number is the paramount issue. Do unto others as you would have them do unto you, is the greatest sentence in the English language, and by so doing all worries would be past.

The above editorial taken from the Portales Valley News is very fitting at this time of the year when business institutions are apt to look too much to profit rather than the welfare of the community. "The Golden Rule" if applied to all problems of mankind would solve the most complicated problems easily.

**School Needs Help**

During the month of September school patrons came to the rescue of our local school by paying over \$15,000.00 in school taxes, but so far this month collections have been slow.

The irresistible force is that the school needs more money to operate on and pay its indebtedness—must be met; therefore the school board is doing all in its power to collect these taxes. It is offering a five per cent reduction on all taxes paid in during this month.

This is a great saving to the tax payers of this district, providing they will take advantage of it.

The school board is doing its part by giving us a good school at the lowest nominal cost; therefore let's do our part by paying up our taxes during the month of October.

Help yourself by helping Sudan—Trade at Home.

**ORDINANCE NO. 28**  
 An ordinance of the City of Sudan, providing for the levying of license fees for the manufacture and brewing for the purpose of sale or the sale or distribution of beer within the City of Sudan or the corporate limits hereof, prohibiting such manufacture, brewing, sale or distribution of beer within the corporate limits of the city without first obtaining receipt showing payment of such license fee, providing for forfeiture of license, providing penalties, and declaring an emergency.

**BE IT ORDAINED BY THE CITY COMMISSION OF THE CITY OF SUDAN:**  
**SECTION 1:** It shall be unlawful for any person or persons, firm or corporation to sell any beer at any point within the corporate limits of the City of Sudan, save and except such territory thereof as is included within the fire limits thereof as heretofore prescribed by the appropriate city ordinance; by the term "beer" as used in this ordinance is meant beer containing one half of one per cent alcohol, by volume and not more than three and two-tenths per cent of alcohol by weight.

**SECTION 2:** There is hereby levied and assessed against every person who may hereafter engage in business in the City of Sudan, as a manufacturer, general distributor, local distributor or retail dealer of beer an annual license fee as follows:

(a) For a license authorizing the manufacture and sale by a manufacturer, two hundred and fifty dollars (\$250.00).  
 (b) For a general distributor, one hundred dollars (\$100.00).  
 (c) For a local distributor, twenty-five dollars (\$25.00).  
 (d) For a license authorizing the sale of beer by a retail dealer for consumption on or off the premises where sold fifty dollars (\$50.00).  
 (e) For license authorizing the sale of beer by retail dealer in the original container direct to the consumer, but not to be consumed on the premises where sold, twenty five dollars (\$25.00).

**SECTION 3:** Any person desiring a license to engage in the business of handling beer, either as manufacturer, distributor, or retail dealer within the corporate limits of the City of Sudan shall first file with the City Secretary an application therefor, which application shall be sworn to and shall state:

(a) That such applicant has procured a State and County license to engage in the business for which a license is sought.  
 (b) A full description of the place where such business will be conducted.  
 (c) The character of business for which a license is sought.  
 (d) Whether or not the beer to be sold is to be consumed on the premises.  
 (e) Whether or not the sale of beer is to be the principal business engaged in by applicant at the designated place.  
 (f) Whether or not the licenses of the applicant have been revoked within one year preceding the date of the application.

**SECTION 4:** Any license issued upon any such application shall specify the particular business to be engaged in by the applicant, the place where same is to be carried on and the time for which such license is issued, all of which matters shall be fully stated in such license so issued.

**SECTION 5:** Any person engaging in either of the businesses herein referred to, shall at all times keep posted in a conspicuous place in his said place of business the license authorized to be issued to such person under the terms hereof.

**SECTION 6:** Any and all licenses issued under the terms of this ordinance shall terminate at midnight, on the 31st day of December of the year for which issued, and no license shall be issued for a longer term than one year. On or before the first day of January, 1934, and annually thereafter, each and every person owning a license issued under the terms hereof, may, at any time, not more than thirty days prior to the first day of January, following the issuance of such license, have same renewed for one year from January 1, following such application for renewal or issue, by the payment of the annual license fee levied and assessed hereunder to the City Secretary. Any person desiring to extend such license as herein provided, shall be required to furnish to the City Secretary the same information as is required for an original license and to pay the license fee thereunder.

**SECTION 7:** The City Commission of the City of Sudan, after five days notice and hearing may revoke the license of any such license of such city as follows:

(a) When disorderly or immoral practices are permitted on the premises, or spirituous, vinous or malt liquors are illegally sold on the premises.  
 (b) Where the word "saloon" is printed, painted or placed upon or over a door, window of such place of business, or in any other public place on or about the premises, when the word "saloon" is used in any advertisement by the licensee.  
 (c) When the State or County License shall be forfeited.  
 (d) When it is shown that any false information was given in the application for such license.  
 (e) When it is shown that the licensee keeps or permits to be kept on said premises any

spirituous, vinous or malt liquors, which he cannot legally sell under his license.  
 (f) When the licensee violates any of the provisions of this ordinance.  
 (g) When the licensee violates any of the provisions of House Bill No. 122, passed and adopted by the 43rd Legislature of the State of Texas.

(h) When the licensee refuses to allow inspection as provided for in this ordinance.

**SECTION 8:** No person who may engage in the sale of beer as a principal business, which beer is consumed on the premises, under the provisions of House Bill No. 122, passed and adopted by the 43rd Legislature of the State of Texas, shall offer for sale such beer between the hours of twelve o'clock M. and seven o'clock morning, on each week day, and from and after twelve o'clock midnight Saturday and until seven o'clock A. M. Monday of the following week.

**SECTION 9:** No blinds or barriers of any kind or character shall be installed or maintained in the openings or doors of any establishment whose principle business is the sale of beer; neither shall any windows on said establishment be painted in such a way as to obstruct the views from the general public.

**SECTION 10:** No manufacturer, general distributor, local distributor or retail dealer shall carry on such business at more than one place under the same license but a separate license must be obtained for each such place of business, nor shall any such license be voluntarily assigned without the consent of the City Commission of the City of Sudan by formal action taken.

**SECTION 11:** It shall be unlawful for any person to sell, distribute, or expose for sale or offer for sale any beer which is not properly stamped and labelled as required by House Bill No. 122 as entered by the 43rd Legislature of Texas.

**SECTION 12:** Any person holding a license under the provisions of this Ordinance shall at any and all times allow the City Marshal, City Attorney, or any member of the city commission, to inspect his stock and premises where the business is conducted under his license.

**SECTION 13:** No person shall sell or offer for sale, within the corporate limits of the City of Sudan whether as principal or agent, any beer unless the same be in or from the original container bearing the original label with the full name of the brewer or manufacturer of such beer both upon the label or bottle and/or bottle and/or upon the cap or cork of such bottle or upon the keg.

**SECTION 14:** No distributor or retail dealer whose license does not authorize the sale of beer for consumption on the premises, shall permit the beer to be consumed on the said premises.  
**SECTION 15:** No person receiving a license under the terms hereof shall sell any beer to any person under the age of twenty-one years, each sale to constitute a separate offense.  
**SECTION 16:** If any person or persons shall violate any provisions of this ordinance he or they shall be guilty of a misdemeanor, and, upon conviction, shall be fined in any sum not less than Five Dollars (\$5.00) and not more than Two Hundred Dollars (\$200.00) and unless otherwise herein specially provided, each day that this ordinance may be thus violated shall be and constitute a separate offense under the terms hereof, and any person who shall aid and abet or assist in the violation of any provision of this ordinance shall be guilty as a principal of said misdemeanor of violating said ordinance and shall be punished as such principal upon such conviction.  
**SECTION 17:** If any section, paragraph, sentence or phrase of this Ordinance be invalid, then such invalidity or such invalid portion shall not in any way affect the remainder of this Ordinance, but all such remaining portions shall be deemed valid in every respect.  
**SECTION 18:** The fact that the Legislature of the State of Texas has authorized the sale of beer under certain circumstances and the issuance of licenses for such sales, and that certain persons are asking that they be issued licenses within the said City of Sudan, and that said Town by popular vote has authorized the issuance of licenses within the limits of said city, and that said city is entitled to receive certain fees for the issuance of said licenses within said city and that an ordinance is necessary to regulate the sale of beer within the limits of said city, creates an emergency and public necessity requiring the rule that Ordinances shall be read on three separate days or meetings, prior to final passage, be suspended, and such rule is hereby suspended, and same shall be in full force and effect from and after its passage, approval and publication as required by law.

INTRODUCED and finally passed and approved at a regular meeting of the City Commission of the City of Sudan, all members being present and voting for passage of same, this the 2nd day of October, A. D. 1933.

SIGNED: W. W. Carpenter, Mayor.  
 John A. Dryden, Secretary, etc

**NOTICE TURKEY OWNERS**  
 Thanksgiving Turkey Market opens Friday, November 3rd. Highest cash prices paid for your Turkeys and produce.  
 Also carry a complete line of dairy and poultry feed. Give us a Trial.

**MILEUR'S HATCHERY AND FEED**



**Step in . Sir!  
 New FALL TOGS**

STYLES you'll see flashed by the better dressed men this Fall. Curlee Suits . . . keen shirts and ties . . . everything to "perk up" your appearance.

**-and what Values**

THE SUITS—finest Curlee Wakefield Worsted for only \$22.50 and \$24.50  
 BROADCLOTH or Madras Shirts ----- \$1.00 to \$1.95  
 NEW Silk Ties -- 50c, 75c, \$1.00

**ALDERSON'S**

**There's No ?  
 About Quality**

AND  
**Low Prices**

WHEN YOU BUY AT  
**Doss Cash Grocery**

Every item in our store is sold with a QUALITY GUARANTEE AND AT PRICES THAT PLEASE. You be the judge. If you are dissatisfied with any purchase, your money cheerfully refunded.

Here are just a few examples of why we say there is no question about low prices when you buy at DOSS CASH GROCERY in Sudan.

Gallon Fruits at Less Than the Cost of Fresh Fruits and Cans.  
 Potatoes at Pre-War Prices.  
 Sugar—At the Very Sweetest Price.

**USE GREASE—SAVE PARTS**

Give your car longer life. Save parts by a regular and liberal use of oil and grease. Reduce fuel costs. Ride in "squeakless" comfort. Let us Service your car. Car called for and delivered.

**Phillips "66" Service Station**  
 HORACE SWINDELL, Mgr.

It pays to Buy and Sell in Sudan.

# The Vogue

Littlefield's Exclusive Ladies Shop

SEE THE VOGUES STYLE SHOW  
Palace Theatre, Friday Night, Oct. 27

## OFFERS—

The newest fall dresses in the smart high colors. Patu blue, Zennia, Rust, Chinese Red, fine silks and rough crepes. Sizes 14 to 20.

Prices at \$6.75 up

## HEADQUARTERS for leather jackets

Hollywood Leather Sportwear in suede and washable calf skins. All wanted colors. Sizes 14 to 20.

## NEW PURSES—

Over 159 smart bags to select from, envelope and pouch styles, wood cut leather, suede and calf, blue, brown, grey and black.

\$1.00 to \$3.50

## ABOUT FOLKS YOU KNOW

Mr. and Mrs. Guard Marvin took their daughter, Jane, to Lubbock Tuesday for medical treatment.

Sam Saunders and Tom Kent went to Dallas Sunday where they will probably attend the State Fair. Mr. Saunders will purchase merchandise for his variety store here as well as attend a business meeting there.

LOST—Ladies Illinois Hand Engraved Wrist Watch with initials C. H. in Roman letters, Monday night between White Rose Cafe and Sudan Hotel. Reward. It is a keep-sake. Notify Sudan Hotel.—Mrs. Jay Mackie, Room 27.

Mr. and Mrs. Dimmond Neumayer of Dimmitt visited in Sudan Monday.

Mr. Louis Allen of Dimmitt was transacting business in Sudan last week.

Mr. and Mrs. Joe Gollehon, Mr. and Mrs. Gayna Hastings, Mr. and Mrs. C. O. Bagg of

WANTED: Representative to look after our magazine subscription interests in Sudan and vicinity. Our plan enables you to secure a good part of the hundred dollars spent in this vicinity each fall and winter for magazines. Oldest agency in U. S. Guaranteed lowest rates on all periodicals, domestic and foreign. Instructions and equipment free. Start a growing and permanent business in whole or spare time. Address MOORE-COTTRELL, Inc. Wayland Road, North Cohocton, N. Y.

A WANTED: Haybaler in good repair for cash. Also Sudan Seed Wanted, highest price paid. W. H. COOKE Jr. Cleburn, Texas. 2tc.

Dimmitt visited in the home of Rev. Sam A. Thomas Sunday afternoon.

Mr. and Mrs. E. J. Stone and two children, Joyce and Jack; and Miss Cathrine Porter left Sunday morning for Silina where they will visit with relatives.

Sam Saunders motored to Southland Thursday and returned Friday, accompanied by Winnolee and Stalton who had been visiting relatives for the past week.

Mr. and Mrs. Wylie Durham are the proud parents of a baby boy born to them on Oct. 9.

Miss Louise Stuart is spending the week with Miss Wanna B. West in the Bula community.

**MONEY TO LOAN ON FARMS AT**  
4 1-2 & 5 Per Cent  
Why Pay More?  
—See—  
**J. S. HILLIARD**  
Secretary-Treasurer  
Littlefield National Farm Loan Association for Lamb, Hookley and Cochran Counties. First Nat'l Bank Littlefield, Texas

J. C. Bafron was transacting business in Dallas the first of the week.

Mr. and Mrs. Paul Dill and little daughter, Wanda spent Sunday with Mrs. Dill's sister, Miss Mittle Monroe, who is a nurse in the Plainview Sanitarium.

Miss Esta Mae Smith is employed at the Saunders Variety store.

Mrs. Bill Briscoe spent Sunday in Plainview.

J. Clyde Taylor was transacting business in Levelland Monday.

Mrs. Jack Henderson and three children of Oklahoma City are visiting her sisters, Mrs. W. J. Florence, Mrs. A. Baker and Mrs. Harvey Blanton.

Mr. and Mrs. T. L. Means and Mrs. G. C. McAdams were in Lubbock Sunday.

Mr. and Mrs. Vernon Head and two children of Lubbock, spent Sunday with Mr. and Mrs. Joe Covington and family. Mr. Head is working on the highway between Lubbock and Idalou.

Mrs. L. E. Slate was called to Henderson to be at the bedside of her father, who is seriously ill.

Noel Lumpkin, who is attending the Fleming Business College at Amarillo, visited home-folks and friends in Sudan over the week-end.

Miss Willie Mae Clemens, who is attending the Fleming Business College at Amarillo, visited in Sudan Saturday and Sunday.

**RAY'S CAFE**  
Hamburgers, Sandwiches and Chili

**I. O. O. F.**  
meets every Thursday of each week  
Visitors Welcome  
G. W. Damron, N. G.  
J. L. Serratt, Secretary

Try  
**Mother's Bread**  
Sudan Bakery  
At Your Grocers

**KEROSENE**  
6 1-2c  
**DISTILLATE**  
5 1-2c  
Guaranteed or your Money Back.  
SAVE ON GAS HERE.  
**McCormick Bros.**  
Independent  
Littlefield, Texas

## Public Is Warned Against Cancer

"The increasing number of persons in Texas dying from cancer, justifies a warning at this time against cancer quacks and so-called cancer cures. While newspapers, as a rule, do not carry advertising of this type, there are many other ways by which misinformation can reach the public. Undoubtedly there are many persons who, being thus deceived from seeking proper advice, unnecessarily become cancer victims, while others not having cancer, are fleeced out of much money for a cure," stated Dr. John W. Brown, State Health Officer.

"There are but two ways of treating cancer. First, by surgery; and second, by the use of radium or X-ray. Treatment must be started early and in the hands of a competent surgeon. Surgery is relied upon to remove cancerous tumors and is used in nearly two-thirds of the cases. X-ray or radium is used to advantage in one-third of the cases. Frequently the two methods are combined. Self-medication, serums, colored lights, pastes, salves, and diets are valueless.

"The great bulwark against cancer is early diagnosis. Every case is an emergency and it is unfortunate that the majority of those with cancer do not seek medical advice until beyond a permanent cure. No hope should be placed in fake cancer prophets and their treatments. Rather, the annual physical examination and an immediate reporting to your physician of any symptoms which may be suspected to be the beginning of cancer, should be relied upon. These symptoms are: Any unusual bleeding from any body opening, any lump in the breast or other part of the body, any persistent sore, particularly on the face or mouth, and chronic indigestion. These conditions may not be cancer, but sometimes they are fore-

## Safe Drivers' Code

There is one badly needed code which will not have to await an official signature. It effects every person in the country, and its adoption should be unanimous. It is "The Safe Drivers' Code."

Accident Statistics reported to June 30, 1933, according to the National Bureau of Casualty and Surety Underwriters, showed that 12,920 persons had been killed by automobiles this year. The indications, judging from unofficial reports in July and August, are that final results may show a decided increase in deaths and accidents for 1933. This is doubly significant, because there are nearly 10 per cent fewer automobiles registered in the United States this year than in 1931.

To motorists, therefore, and to pedestrians and all users of our streets and highways, the following code is directed:

1. Regulate your speed to fit traffic conditions; keep your car under control at all times.
2. Slow down for intersections and obey traffic signals.
3. Use better judgment in passing, waiting until there is at least 500 feet clear distance ahead.
4. Pedestrians: Cross at crosswalks; walk on the left side facing traffic; obey traffic signals.
5. Remember that automobile accidents constitute an economic waste totaling billions, thru property damage, high insurance costs, increased taxes, etc. Every motorist should feel that it is his duty and privilege to pledge himself this code.

runners of the more common types of this disease. Where cancer is suspected, do not delay, but consult your physician at once."

**BURNING, GNAWING PAINS IN STOMACH RELIEVED**  
Neutralize irritating acids with Dr. Emil's Adia Tablets! Prevent serious stomach trouble eat what you want. Adia gives relief or your money back Ramby's Pharmacy H4

## DR. J. H. CROFT

Optometrist of Littlefield  
Will Be in Sudan at Ramby's Pharmacy  
Each First and Third Monday  
COMFORTABLE GLASSES  
CAREFUL EYE EXAMINATION—

**BRAND NEW Chevrolet Car**  
TO BE GIVEN AWAY IN SUDAN  
**Saturday, Dec. 23, 1933**

BY THE  
**SUDAN BUSINESS MEN**

See poster or ask any of the following merchants for Particulars:

Dill's Grocery	T. L. Means Dry Goods	Guy Sharrock Sales Agcy.
Saunders Variety Store	Sudan Mercantile Co.	Jack McLarty Grocery
Armour's Creamery	Nichol's Grocery	Palace Barber Shop,
Hollis & Evans Barbers	King Drug Co.	D-Hot Shot Cafe
Doyle C. Morrow	Dr. G. A. Foote, Physician	Sudan Drug, F. M. Faris.
Homer Doty Garage	Acme Life Ins., Earl Ladd	The Golden Eagle
Chesher Chevrolet Co.	Grace Beauty Shoppe	Ormand's Dairy
Sudan Cleaners J. K. Keer	Alderson's Dry Goods	M. G. Holden
Patterson's Shoe Shop	A-1 Cleaners	C. F. Whitwell Blacksmith
Lam's Cafe	Sudan Produce & Ice	Foxworth-Galbraith Lbr.
Leonard's Bakery Products	R. E. Doss Grocery	L. J. King Blacksmith
Dr. L. P. Gibbs, Physician	Salem Dry Goods Co.,	Phillips Garage
Ramby's Pharmacy	W. R. Ray Hamburgers	Shelton's Feed Store
Sudan Bakery, W. F. New	Harris Market, J. A. Harris	Sudan News
L. T. Hunt Barber Shop	Worth Grocery	Oran Neel's Ser. Sts.
L. C. Kester Jewelryman	Mileur's Hatchery & Feed	Higgin-Botham-Bartlett
White Rse Cafe	C. L. Daniel, Garage	Stuart's Furn., Gro., Amb.
		Phillips '66' Service Sta.

## DRINK WATER WITH MEALS GOOD FOR STOMACH

Water with meals helps stomach juices, aids digestion. If coated with gas add a spoonful of Adlerika. One dose cleans out poisons and washes BOTH upper and lower bowels. Ramby's Pharmacy. J4

**BILLS & HAZEL**  
Attorneys at Law  
Sudan Littlefield

**GENERAL AUCTIONEERING**  
Farm and Stock Sales  
**COL. JACK ROWAN**  
Licensed Auctioneer

**CASH FOR YOUR HOGS**  
Phone 31  
**THOS. P. HOWARD**  
Across from Santa Fe stock pen Sudan, Texas

**A. F. & A. M.**  
Meets every third Tuesday of each month.  
Refreshments  
Practice every Tuesday night

**W. H. FORD, M. D.**  
Phone, Office and Residence. 1  
OFFICE IN CARRUTH BLDG

**EXPERT REPAIRING**  
You do not take your watch to a blacksmith for repairs. Then do not turn over your car and its fine engine to the inexperienced. Our automobile mechanics are expert engine men—and we guarantee their work. Service charge is no higher—and you get only first class workmanship.  
**CITY GARAGE**  
JOE WYATT, Prop

WE HAVE JUST RECEIVED A SHIPMENT OF  
**GULFPRIDE OIL Number 20**  
For Cold Weather Operation  
"The World's Finest Motor Oil"  
—Don't forget that Good Gulf Gasoline is Lubricated to make your motor run smoother.—  
**GUY SHARROCK**

THE WIVES OF  
CONTENTED HUSBANDS  
DO THEIR SHOPPING HERE

--The way to a man's heart is through his stomach, and the way to economy leads to this store. Plain and fancy groceries, always the freshest—well-known national brands, at low prices. --

SHOP HERE—STOCK UP AND SAVE

**NICHOL'S**  
GROCERY AND MARKET

**Light, Power and Ice**

**Texas Utilities Co.**  
D. R. PARKER, Manager

**GARDEN THEATRE**  
FRIDAY NIGHT, SATURDAY MATINEE—  
"FLAMING GOLD"  
Bill Boyd, Mae Clark, Pat O'Brien  
FRIDAY, SATURDAY MIDNIGHT PREVIEWS—  
Zane Grey's  
"TO THE LAST MAN"  
with Randolph Scott, Esther Ralston  
SATURDAY NIGHT, SUNDAY MAT. AND MONDAY—  
"COLLEGE HUMOR"  
with Jack Oakie, Bing Crosby, Burns and Allen, Mary Carlisle  
SUNDAY NIGHT AND TUESDAY—  
"RAFTER ROMANCE"  
With Ginger Rogers, Norman Foster  
WEDNESDAY AND THURSDAY—  
"ONE MAN'S JOURNEY"  
with Lionel Barrimore, Dorothy Jordan, Joel McCrea

PUT YOUR EXPERIENCE OF  
YESTERDAY INTO TODAY

And It Will Pay You A Reward Tomorrow

Profit by observation. Look around you and you will see on every side examples of men, who during their working years, spent their income regardless of the future.

PREPARE NOW so that in your declining years you will have peace and plenty.

Open A Bank Account—Do It Today!

**First National Bank**

## Towns and Stores

From McKinney Courier-Gazette

The reputation of retail stores gives a village, town or city their character and rating in the good will and esteem of the people of their trade territory. Live, wide-awake merchants using advertising columns of their progressive public-spirited home newspapers build towns out of villages and cities out of towns. The reason why a village goes backward sometimes is because the stores go backward. The merchants of a town make a town a good one or a poor one. If they make it a poor one it is mainly because they are not good merchants; if they make it a good one it is mainly because they are not poor merchants. The time has passed when any retail merchant can maintain a flourishing business without appealing to the buying instinct of his possible customers. Advertising reminds the people of their needs, invites them to where their needs can be supplied. A store that nobody mentions is a store that does no advertising. A store that everybody mentions is a store that advertises consistently. This is invariable. There are no exceptions. Today's merchant must be modern or cease being a merchant. If he doesn't know how to advertise, he should obtain the service of some one who does know. Advertising is not a fad, it is not a temporary development, it is not a racket. It is a genuine and indispensable force in twentieth century business. The business man who deals with the public and is timid to approach the public by the approved methods is out of line with his times. He is a holdover from the past.

### FORREST FIRES

When I drove into a Dickens filling station last Sunday two fellows came running out with a rage in each hand and jumped on my car and began shining the glasses, as well as the body. One of the men then asked me what I wanted while the other checked the tires and oil and water supply. I was there only a few minutes but when I pulled the gasoline consumer out it looked almost like a new car with all of the glasses shined, and the dust rubbed off of the body. And to think of it I got all of it for the price of five gallons of gasoline with the gasoline thrown in.

When a person is traveling, he can't help but notice these things, and I would venture to say that this filling station in Dickens has a larger business than any other filling station there. The public appreciates those extras.

If The News is printed upside down, or the articles are written backwards, or carnival brogue is used, don't blame the force because a carnival is next door, and the hullabaloo comes through the closed windows and doors day and night.

Manufacturers evidently didn't believe that the "New Deal" was going to increase demand for the different products so fast, as local washing machine dealers, tire dealers, and others report that they are out of "soap" and can't get any more.

The latter part of last week when the farmers were in full swing in getting their trailers ready for the cotton harvest a large shortage in 30x3 1-2 tires was reported by local tire men, and it took several days of urgent ordering to get the shortage filled.

G. C. Holden reports that he has washing machines sold that he cannot deliver, as the manufacturing company is thousands of machines behind the demand.

If the present demand holds up, all of the factories in the United States will be running full speed again, and the nation will see a boom like the one we had in '29.

When there is sickness in the home the family physician is consulted. A lawyer is called when there is trouble brewing, and a minister is summoned when there is grief in the family. But when advertising and printing are needed, very often the inexperienced merchant tries his own hand at it and fails of full results. The price of printing is a very small factor of the whole—results are all-important, and it's real economy, good judgement and sensible business for a business man to take his local printer into confidence. He is a specialist in that particular line the same as the doctor, lawyer or minister.

The above was taken from the Muleshoe Journal and we believe local merchants can, too, profit by Editor Mitchell's advice.

It is embarrassing to find yourself short of small change. But it's the shortage of bigger money which really hurts. You can easily get change for a dollar bill.

Whether or not the people of the country are behind the NRA program in actual practice they are in spirit. No village, whistling post, or filling station is too remote from the center of things to display the blue eagle. Fifteen years ago such a rapid concert of action in a national program would have been practically impossible for it is very evident that the radio has played a larger part in the government's effort of prosperity rehabilitation. To the newspapers, however, must be given the credit of really putting the program

melon; 23. Stock Melons round citron; 24. Stock Melons, long; 25. Cantaloupe (3); 26. Peppers, Bell (6); 27a. Peppers, any other variety; 28. Okra (12); 29. Rhubarb (12); 30. Collards (3); 31. Kohlrabi (6); 32. Cucumbers, green (3); 33. Mangles (3); 34. Beans, Lima (1 gallon green); 35. Beans, Pinto (1 gal. green); 36. Beans, any variety, dry (gal); 37. Gourd.

G. W. Wyatt has returned to Fort Bliss at El Paso, after visiting his parents here for 15 days during his leave from the United States army. He left Sudan Wednesday afternoon.

W. H. Hasten returned recently from Central Texas where he had been employed during the summer.

Bring us your kodak films. Prompt Service and Good Work. Hanna & Hanna, Photographers, Sudan Texas, It. (Adv.)

CHILD BIRTH LEFT HER THIN, WORN, NERVOUS

"After birth of my baby I was thin, nervous, run-down. The first bottle of Vinol (iron tonic) helped. It gave me strength, needed weight." Mrs. M. Gunstone, Ramby's Pharmacy.

If you want Photos made just like you get in a city—come to Sudan. Open every day in the week except Tuesday. It (Adv.)

PRODUCE MAN URGES FARMERS TO START FEEDING TURKEYS.

With only three weeks left in which to condition turkeys for the Thanksgiving market, Herb Teal, manager of the Sudan produce and Ice, is urging that farmers start feeding the birds

they plan to sell on this market.

Mr. Teal says that in order to get the highest possible prices for the turkeys, certain weight requirements must be met. He invites turkey producers to see him. (Adv.)

\$1.00 PERMANENT WAVE SPECIAL

Mrs. Van Burkle will advertise the Clory-O-System at Littlefield October 23 or longer at the Burleson's Furniture store. Any style wave, fully guaranteed. Clubs of four only \$1.00 each, otherwise \$2.50, \$3.00, \$5.00. Find the location at the furniture store.

Students in beauty culture solicited.

### QUALITY MEATS

We believe our customers buy meat on confidence. Therefore, we carry only the best and take pride in suggesting appetizing, economical ways of serving meat.

HARRIS MARKET

### HEALTH HAPPINESS

Dr. A. S. Craver Chiropractor

Sudan in Wood's Building 12 to 2 P. M. Daily

Remainder of time in Muleshoe. A positive Cure for Piles by a new method without drugs or surgery.



### BAKERY PRODUCTS

I handle a complete line of fresh bakery products, including pastries, sweet loaves, bread, rolls, etc. Call for THE DINNER TIME LOAF at your grocery. My products are of highest quality. A trial will convince you. Your patronage will be appreciated.

LEONARD PAYNE

In Ramby Building

Over 100 New Garments Just Received

### Ladies Coats & Dresses

up to the manute styles. Beautiful materials, In models and sizes to fit small or large.

### DRESSES

Reasonably Priced

\$5.95 \$6.95 \$9.85

Two piece and one piece sports in Jerseys and other woollens. Also silks. ---

### COATS

Reasonably Priced

\$7.95 to \$19.75

You will find dress coats with fur and sport coats with or without fur in black, brown and all the newest colors. Good linings high grade materials.

Come early for your size and a choice pick.

SALEM DRY GOODS CO.

"QUALITY GOODS FOR LESS"

Sudan, Texas

THE GOLDEN EAGLE Sells for Less DRY GOODS CO. Sudan, Texas SPECIAL

It is the policy of this Dry Goods company to sell strictly HIGH grade merchandise for Less money.

On every Saturday we will offer extra Specials. These Specials may be Ladies Shoes, Coats; Overalls, Work Shoes, Blankets, Print Goods, etc. etc.

SATURDAY Oct. 21 9-4 BROWN SHEETING 22c Per Yard While it Lasts

The Blue Eagle and the Golden Eagle, Birds of Feathers, Bring Values Together

Compare These Prices

Men's Blue Denim Pants -- 98c Boy's Corduroys -- \$1.95 Ladies Silk Dresses -- \$1.48 up Men's Union Suits Cotton ----- 69c pr. Part Wool ----- 98c pr.

The Golden Eagle

Heat With Gas For Convenience- Comfort-Economy



See A Dealer Who Displays This Symbol

West Texas Gas Co. GOOD GAS WITH DEPENDABLE SERVICE

## The Amarillo Daily News

AND SUNDAY NEWS-GLOBE

ANNUAL OFFER

DAILY AND SUNDAY 1-YEAR REGULAR PRICE \$8.00

Now \$4.50

You Save \$3.50 by Subscribing NOW

A Complete Newspaper for Every Member of the family SPECIAL OFFER WITH

## The Sudan News

Both Papers for ONE FULL YEAR

\$5.50

## Lubbock Morning

## Avalanche

And The BIG SUNDAY AVALANCHE-JOURNAL One Full Year by Mail

\$4.45

You Save \$2.55

SPECIAL OFFER WITH

## The Sudan News

Both Paper for ONE FULL YEAR

\$5.45

Call at News Office