

# Eldorado Success

Schleicher County's Only Newspaper

—Offering The Best Advertising Medium—

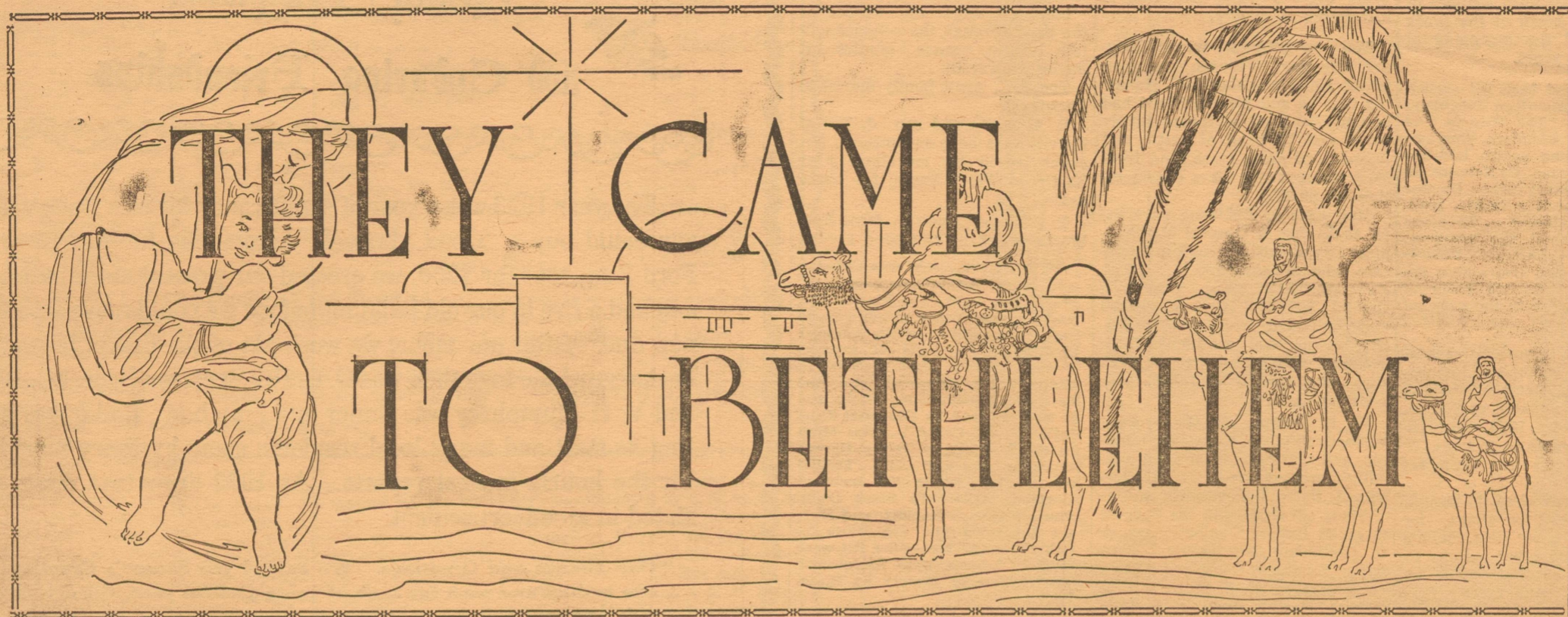
—Est. 1901, This County's Oldest Business Enterprise

62ND YEAR

ELDORADO — SCHLEICHER COUNTY — TEXAS

Thursday, December 26, 1963

NUMBER 52



**WISE MEN** came from the East, three kings were they. They had long searched their hearts and studied the stars and their mission was to follow the brightest of stars.

These kings of men were not mere wanderers in a strange land, but men of purpose, seeking the fulfillment of prophecy.



Far from home and accustomed regal comfort, these weary travelers pushed onward, waiting the moment when the light of the star would signify they had reached journey's end.

They had traveled far, these kings of men, to kneel down and pay homage to a mere infant—a newborn child—the “King of Kings”.

**SHEPHERDS** there were, watching their flock, upon the hillsides near Bethlehem. These were men of simple birth and of simple faith, far different from the Three Kings of the Orient who passed in the night enroute to Bethlehem. Because the King born in Bethlehem was not only the “King of Kings,” but the King of all men, everywhere, a heavenly messenger was sent forth to announce the glad tidings to the gentle shepherds.

These men of simple means possessed no gold, frankincense or myrrh, but they brought gifts, as best they could afford, and offered them with a full and happy heart.



**ANGELS** were the messengers of joy that night in Bethlehem and they instructed the shepherds to leave their flocks and go forth into Bethlehem where they would find the newborn King.

How easy it would be for us all to believe more deeply if God should choose to send us a personal angel! Yet, should we not realize, on this Christmas day, that God has sent to us the greatest gift of all?

God chose to send forth His Son. During his 33 years upon earth, Christ lived for the most part an ordinary life. No heralds preceded his footsteps. He never sat upon a throne; His only crown was one of thorns.



**JOSEPH**, the carpenter from Galilee, was a humble man, strong and filled with determination to fulfill the requirements of the great responsibility for which he had been chosen.

The great faith of this man Joseph should provide inspiration for all of us. Joseph did not question the will, nor the purpose of God.

In the face of adversity and filled with great concern for Mary, Joseph could have cried out in anger against the world which seemingly denied aid and comfort in so great an hour of need.

**MARY**, the mother, suffering in silence, was at the same time overflowing with joy.

The journey to Bethlehem had been a difficult one. Without her great faith and the realization of the supreme importance of her mission in life, we must wonder if Mary might not have been tempted to give in to despair and defeat.

Mary certainly was not immune to pain, yet she never complained, not even to Joseph. Mary knew well the hope and the joy of all mankind.

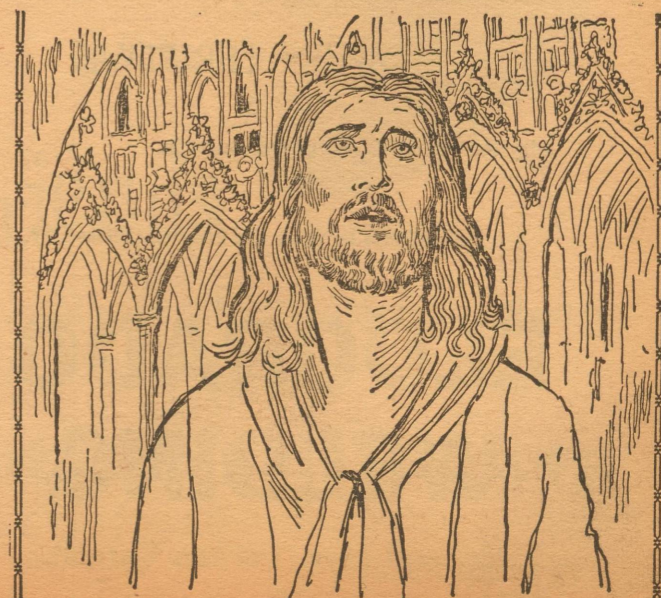


**JESUS**, the son of God was born in Bethlehem, in the simple surroundings of a crude stable. He was to spend 33 years upon earth, living a life of humility, faith, obedience and highest example. He offered friendship and love to every man and lay down a foundation upon which every man could build eternal happiness.

Centuries have now come and gone, yet the story of Bethlehem remains essentially the same.

It is now the season of Christmas, in the year 1963. The world which surrounds us may be far from perfect, but we need only look to see the progress of Christianity, wherein lies the hopes of all mankind.

To all Christians, everywhere, Christmas is the time for realization that a glorious life on earth and unselfish death on Calvary has not been in vain.



# That Gay, Wonderful Year 1923 Closed 40 Years Ago

Call it what you will—The Jazz Age, The Era of Wonderful Nonsense, The Roaring Twenties, The Get-Rich-Quick Era, The Golden Age—the years between the First World War and the New Deal constituted a most significant period of American history.

The decade of the 'twenties has become enveloped with a nostalgia once reserved for the Gay Nineties. This Harding-Coolidge prosperity was to last until October of 1929 when the crash of the Stock Market marked the beginning of the Depression years.

The stage had been set earlier, in 1918, when American doughboys returned from "The War to End All Wars." A President Woodrow Wilson in failing health had attended the Peace Conference in Paris the following year. He was to return from it a broken man, his ideals unfulfilled. . . Everyone was talking about the imminent passage of the Suffrage Amendment which would give women the right to vote, enabling them to take "a finer place in the national life."

Jess Willard, world's heavy-weight boxing champion, lost his crown to Jack Dempsey in the third round of a match at Toledo. The following year, 1920, was highlighted by Republican Warren G. Harding's defeat of Democrat James M. Cox.

This period was when the Boston police force went on strike for higher pay, and after riots, moving in of troops, and other actions by the governor of that state, an inconspicuous, sour-faced man with a reputation for saying as little as possible. Now he made the statement that there was "no right to strike against the public safety by anybody, anywhere, any time"—and overnight Calvin Coolidge became a national hero.

By 1921, radio was getting a start and was developing into a craze. Bathing beauty contests and tabloid newspapers were also innovations.

If you kept up on things in early 1923, you were trying to learn the Chinese game of Mah Jong. You learned how to "break the wall" call "pung" or "chow", wield the Ming box and tal, learnedly of bamboos, flowers, seasons, South Wind, and Red

Dragon. The Mah Jong craze was to last well into the year getting under way.

This, then, was the background of the year 1923 which was drawing to a close 40 years ago. The faded and yellowing pages of the Eldorado Success of the period tell of times here perhaps more confined and less worldly, but interesting, nonetheless, to those old enough to remember the times, while those younger will find it interesting as history.

The year got under way in January with Sam Williams, ranchman of the Rudd neighborhood, reporting that he and his son Floyd had bought 750 head of sheep, mostly ewes, and 76 head of cattle and leased 1920 acres grass land from Will Montgomery, for a consideration of \$9,000.

Mrs. Kate E. Robinson advertised as Dealer in General Merchandise, Dry Goods, Groceries, Furniture, and School Supplies. The First National Bank advertised Capital \$75,000, Surplus \$30,000 and Undivided Profits \$30,000. J. B. Christian was president; J. A. Whitten, vice-president; W. O. Alexander, cashier; and J. E. Hill, assistant cashier.

W. H. Parker, in the grocery business 10 years, moved his building and business to his lot recently purchased from H. H. Murchison, the old blacksmith site.

Other advertisers in the Success included Haynes Confectionary, J. O. Hightower Dry Goods, West Texas Lumber Company, Ben's Confectionary, F. S. Miller's Meat Market, Benton Abstract & Title Co.; Whitten, Whitten, & Murray; R. A. Evans Commission Company, Wright's Cash Store, H. T. Finley's Palace Barber Shop, and the Robbins-Fletcher Co. garage.

Joe Williams, tailor, advertised custom measured suits priced from \$22 to \$48.75.

Sixty-one local citizens turned out to hear Rev. P. M. Boquet, Catholic priest from San Angelo, lecture in the Hoover Hall.

Mrs. J. O. Willoughby went to Weatherford to attend the wedding of her sister, Miss Gertrude Sammons, and Frank Parrish Cole.

Mr. and Mrs. E. C. Hill, who had spent Christmas in Calvert, made the 310-mile return trip in a day.

C. B. Hudspeth of El Paso was Congressman and Oscar Frink of San Angelo was district attorney.

County Commissioners were J. H. Hill, Jr., L. L. Ball, Joab Campbell, and Lee Williams. W. F. Ford was county judge.

Rev. F. G. Clark was Methodist pastor; Rev. J. D. Coleman, Baptist; and W. A. Nash, Presbyterian.

Miss Vadah Brown, teacher at Wall, spent last week at home with friends and relatives.

Mordecai Davis, who worked at the bank through the summer and fall, left to resume studies at Baylor University.

The J. E. Arott family moved to Christoval.

E. F. Jones and son J. R. of Melvin were here on business. Mr. Jones leased his stockfarm near Kaffir to Felix Susen for three years.

T. J. Bailey came in from Fort Worth where he had been a year.

F. Scott Fitzgerald was bringing out several novels including *Dancers in the Dark*, *The Plastic Age*, and *Flaming Youth* which were to make the problem of the Younger Generation a topic of anxious discussion from coast to coast. . . Emily Post's *Etiquette* was the best-selling non-fiction book, and it was followed by Giovanni Papini's *Life of Christ*. . . *The Mind in the Making*, by James Harvey Robinson, also sold well. . . Fiction on the best-selling list included *Gertrude Atherton's Black Oxen*, *Sinclair Lewis's Babbitt*, and *Rafael Sabatini's The Sea Hawk*. . . Others on the best-seller list were *Sinclair Lewis's Main Street* and *The Outline of History* by H. G. Wells.

First grade honor roll for the fourth month of school: Cleone Morgan, Jessella Johnson, Robert Evans, Virgil Boothe, Cecil Weaver, Sammie Luedecke, Luther Kent, Lola Mae Owens.

Second grade: Lucile Oglesby, Lawrence Morgan; third grade: Eli McAngus, J. R. Conner, Bessie Mae Weaver, Hazel Bruton, Clarence Butler; fourth grade: Erlene Luedecke, J. T. Ballew, Elizabeth Bradley, Etta Mae Luedecke, Ethel Enochs, Joe Muller Christian, Margaret Tisdale, Charlotte Tisdale, Vera Wade.

Fifth grade honor roll: Isabella Isaacs, Louise Williams, Norone Perry, Ruth Bruton, Oma Ford, William McAngus, Lila Parker; 6th grade: Alvin Luedecke, Jym Newsom, Hick McElroy, Taylor Wright, Louise Hinyard, Lyonelle Ballew, Ola Mae Watson, Lorena Robbins; 7th grade: Nellie Mather, Forrest Alexander, Agnes Wright, Lula Mae Bruton, Bernette Perry, Pat Craig.

Eighth grade: Lila Lee Watson, Ouida Beavers; 10th: Lelah Belle Davis, Lizbeth Hinyard, Ruth DeLong; 11th: Marjory Clark.

Lewis Holland and Lee Hill of Christoval and Melvin Hudgens of San Angelo returned from the Juno country Sunday where they had been on a two-day hunt.

Rev. Plez Taylor of Ballinger preached at the Christian Church.

The Schleicher County Chamber of Commerce had a meeting and reported 81 members in the group. Mr. Rust and Mr. Hart of San Angelo spoke.

Jim Myres was painting and decorating the Thad Thomson headquarters ranch house for Dean Swift, foreman.

Lodges carrying announcements in the Success included the I.O.O.F., E. W. Brooks, N. G. and A. T. Wright, secretary; A.F.&A.M., Rex McCormick, W.M. and C. A. Womack sec.; and the Woodmen of the World, L. M. Hoover, commander, and A. T. Wright, clerk.

The Methodist church bought some land adjoining their church property.

Will Foley finished painting the new farm home on the J. H. Boothe place.

Mrs. F. B. Gunn advertised that she could deliver milk 10c quart or butter 40c pound.

Ralph and Murray Brown left for Laredo to work in the oil fields.

Fifty Good Cigarettes made of Genuine Bull Durham Tobacco, cost 10c.

Van McCormick and J. T. Ballew leased the lots on the corner formerly occupied by W. H. Parker's grocery store and announced plans to erect a filling station.

Carl Ellington of Las Cruces, N.M., visited here, where he formerly lived and worked in the McWhorter Bros. store.

Rev. F. G. Clark and Rev. J. D. Coleman left for Austin to attend the inauguration of Governor Neff. Also attending was D. C. Hill.

Bush-Smith Co. was authorized Ford, Lincoln, and Fordson dealer for this area.

The new stone building was going up to house the Eldorado Hardware Co.

On January 11th, a son was born to Mr. and Mrs. Lester Cochran.

Robert King and H. T. Finley announced that a group of local people were planning to build a new dance hall here.

The month of January drew to a close with Bush-Smith Co. an- (Continued On Next Page)

May there Come to you at  
this Holiday Time an Abundance  
of the precious Things of Life;  
Health Happiness  
and Enduring Friendships

The year 1923 was a year of significance for us. Back when you could buy a "Good Maxwell" automobile for \$1,010 or a Ford Runabout for \$269, we erected our present store building and had a fire in our old building before we could move into the new one. After our move, we went out of the casket business. In charge of the firm then was D. C. Hill, with son Ernest C. Hill, and V. H. Humphrey was tinner and plumber. Radio was getting its start and many local residents came by every morning for the hourly market reports. As 1923 drew to a close, we stated in an advertisement:

"Our Thanks and Greetings. We extend the Season's Greetings to one and all and wish for each of you a fruitful year, filled with the milk of human kindness. We wish to say to each of our friends and customers that we feel grateful for the business you have given us during the past year, owing to our fire loss, but we continue to build with newer and better equipment, until we will be able to serve you better in 1924. Your business is greatly appreciated and we are at your service day or night. Wishing each of you a Happy New Year" we still remain

## Eldorado Hardware Co.

Plenty of Last-Minute Gift Items

Phone 23351



There is no time quite like Christmas for remembering

the friendships we cherish. And there are no greetings

like the old tried and true—

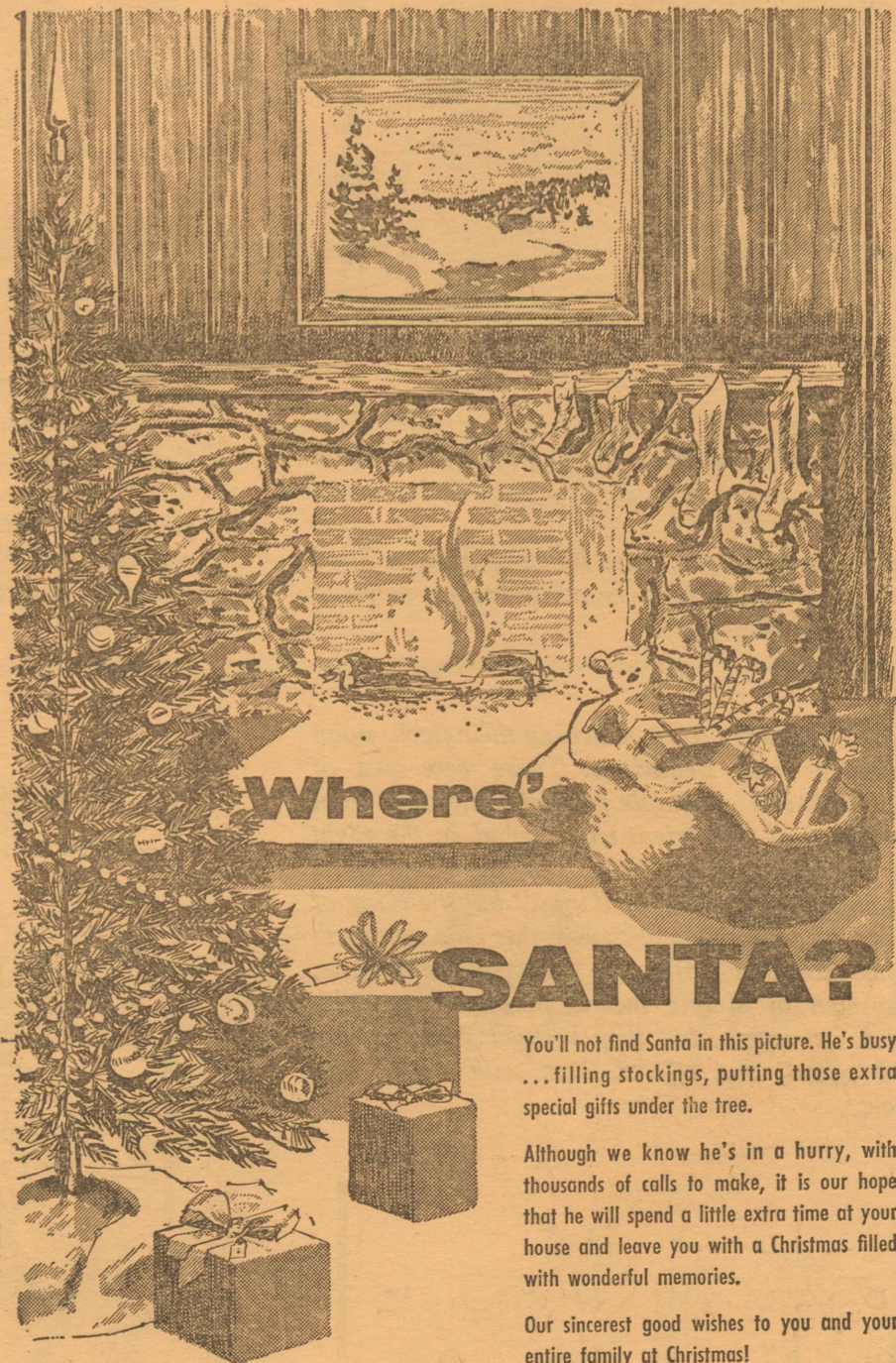
**MERRY CHRISTMAS**

May the choicest blessings and graces in

abundance be yours this Holy Christmas Day.

**ELDORADO WELDING**

Mr. and Mrs. Vernon Carroll



You'll not find Santa in this picture. He's busy . . . filling stockings, putting those extra special gifts under the tree.

Although we know he's in a hurry, with thousands of calls to make, it is our hope that he will spend a little extra time at your house and leave you with a Christmas filled with wonderful memories.

Our sincerest good wishes to you and your entire family at Christmas!

*Wishing you Holiday Joy*

**The First National Bank**

of Eldorado

"Since 1907"

Year 1923—Continued . . .

nouncing that on Feb. 1st they would go to a CASH ONLY basis in order to carry out the Ford policy of giving better merchandise, lower prices, and better service.

The four high school classes had nominees for queen of the annual. They were Salome Stewardson, Senior class; Ruth DeLong, Junior; Maggie Lee Isaacs, Sophomore; and Floyd Craig, Freshman.

Mrs. L. J. Shugart and Miss Hampton left to return to their homes at Brady and Dallas after visiting relatives here. Ben Isaacs took them to the train at Menard. Leonard Isaacs, son of Mr. and Mrs. W. L. Isaacs, had his arm broken while cranking a Ford truck.

You could subscribe to the Dallas Journal for \$4.00 a year. The Eldorado Success cost \$1.25 a year. On January 27th, a daughter was born to Mr. and Mrs. A. T. Wright. The new arrival was named Mabel Beatrice. A daughter was born Jan. 31 to Mr. and Mrs. H. H. Whitley.

Discovery of the tomb of King Tut-Ankh-Amen in Egypt by a team of archaeologists was big news, and this overshadowed the Radical trials and Ku Klux Klan scandals, and dress manufacturers began to plan for a season of Egyptian styles. [Not until this year was the public to be so minded of Egypt when Elizabeth Taylor came out in the giant motion picture, "Cleopatra."]. The hit song that swept the country was "Yes We Have No Bananas."

February came on with Judge H. W. Smith officiating at the wedding of Ruel Pankey of Pontotoc and Miss Annie May Morgan. The County Commissioners were to consider putting Home Demonstration work in this county, to include hiring of an agent.

The Junior class won in the beauty contest which netted about \$130 for the annual. Ruth DeLong was their candidate.

A play, "In Ye Olden Days," was given at school to raise money for buying weighing and measuring scales for the high school. The cast included Jettie Grace DeLong, Thomas R. Jones, Grace Hardeman, Mrs. E. W. Brooks, Marie Doty, and Mrs. H. W. Smith.

Dor Brown, Tom Green County Farm Demonstrator, spoke here on marketing.

S. W. Holland of the Holland Hotel advertised Headquarters For Everybody; Prices Reasonable; Table Good. All Tourists should spend one delightful night in Eldorado.

Ben Hext sold his confectionary business, including fixtures, to Sam Lawhorn.

Bush-Smith Co. advertised the Fordson tractor for \$395, f.o.b. Detroit.

Twin sons arrived at the home of R. C. Spurges, local truckman. Dr. Patton reported mother and babes doing nicely.

Five inches of snow fell and A. A. Bush won the prize when he pulled off his shoes and socks and walked around the City Barber Shop in the snow, some places knee deep.

W. E. Eaton closed his Divide Garage and went to work for Robbins-Fletcher Co.

Buck Bailey was home again in Eldorado, after driving from Los Angeles to here in a Ford Roadster.

George Anderson, while driving a Ford touring car, collided with Bob Evans, Jr. who was riding a Shetland pony. The pony belonged to Jeanette Henderson and its broken leg was placed in a splint. The car had about \$10 damage.

The seventh graders were planning to stage a grammar school graduation. There were 31 in the class and officers were Pat Craig, president; Ima Beth Williamson, vice-president; Lucile Page, secretary; and Mossie Brown, reporter.

Dr. Patton reported that a 13-pound boy was born at the home of Mr. and Mrs. Arthur Henderson on Feb. 14th.

C. H. Hensel died at the age of 58.

Mary Thompson, 8-year-old daughter of Mr. and Mrs. John L. Thompson, was run down by the Bruton auto near school, but was not seriously hurt.

F. S. Miller went to Austin to get his daughter who was suffering from rheumatism; he planned to take her to Christoval for the baths.

Bids for building of the 10-mile gap in the highway north of Eldorado were to be received by March and J. L. Neill, county engineer, was predicting work to get under way about March 20th.

There were 636 poll taxes paid in the county for the year, and the telephone system was out of commission because of ice storm damage. A new stone building to house the telephone office was begun.

Sam E. Jones, G. C. Crosby, J. R. Alexander, A. K. Bailey, Leslie Jones, W. H. Williams C. S. Chick and J. E. Garvin were named election judges for the year at a Commissioners Court meeting. Dr. W. D. Patton was appointed county health officer at \$15 a month.

J. B. Christian, J. A. Whitten, and Sam E. Jones made a business trip to Dallas and Fort Worth.

A group of campfire girls hiked to the rock quarry for a supper. The girls with Miss Hardeman played games and Misses Ebba Jones and Mary Alice Stewardson made the fire and prepared the supper. Other girls present included Frankie Jones, Salome Stewardson, Bernice Jones, Agnes Wright, Maude Kent, Lucile Page, Nellie Mather Louise Hinyard, Ida

Brazelton, Fenna Jones, Ouida Beavers, Lila Watson, and Bernette Perry. Herbert Finley brought 15 of the group back into town in his coupe.

On the silent movie screen, adventure and spine-chillers were big: Lon Chaney in The Hunchback of Notre Dame, Ramon Navarro in Scaramouche, Clara Bow in Down To The Sea in Ships and Douglas Fairbanks in Robin Hood. A young artist named Walt Disney arrived in Hollywood and began to experiment with movie processes and animated cartoons.

The month of March got under way with Mrs. H. W. Smith announcing that the Junior League would meet for a Study of India.

The Ozona Stockman newspaper was sold by W. C. Easterling to Robert J. Cooke. John H. Sawyer was to be manager.

New radios were installed in the homes of J. E. Hill and J. B. Christian.

Report was given that Miss Ruby DeLong's domestic science girls entertained their mothers with a formal dinner.

You could buy a Ford truck chassis from Bush-Smith for \$380, f.o.b. Detroit.

Mr. and Mrs. Jeff Enochs were parents of a new baby boy.

B. J. Bruton, school superintendent for two years, was re-elected to that office.

A. E. Shepperd died suddenly at Christoval.

Lodice Putman was teaching at the Bailey Ranch school.

Rice & Bates was awarded contract for building the 10 miles of highway to the Tom Green county line, at a Commissioners Court meeting.

The Woman's Club play, "Sophronia's Wedding," earned \$72 for that organization.

Report was received here that Bob Bates had shot and killed Customs Inspector James A. Wallen on the Rio Grande near Del Rio.

J. D. Coleman, pastor of the Baptist church, announced that a revival would get under way with W. Y. Pond as evangelist.

Cox-Rushing Greer Co. in San Angelo was advertising Spring Fashion Arrivals. New dresses were \$15 to \$19.95; suits \$27.50 to \$87.50; and "Modish Hats For Spring" \$3.50 to \$27.50.

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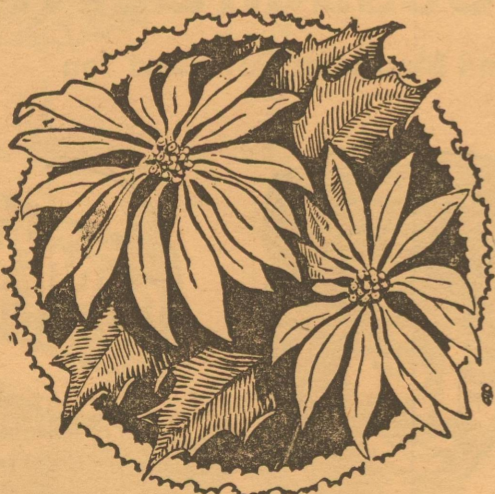


from  
**Eldorado**  
**Wool Company**  
Best Wishes To You All  
for 1964



Wishing you  
the  
**MERRIEST**  
**CHRISTMAS**  
Ever!

**Palace**  
**Barber Shop**  
Rance McDonald  
Pat Jungk



Pot Plants For Christmas  
Poinsettias — Azaleas — Mum Pots  
and others

A nice selection — \$2.50 up

Also plastic wreaths and Christmas  
centerpieces, and some novelties

**Eldorado Flower Shop**  
Mrs. O. L. Woodward—Phone 22331

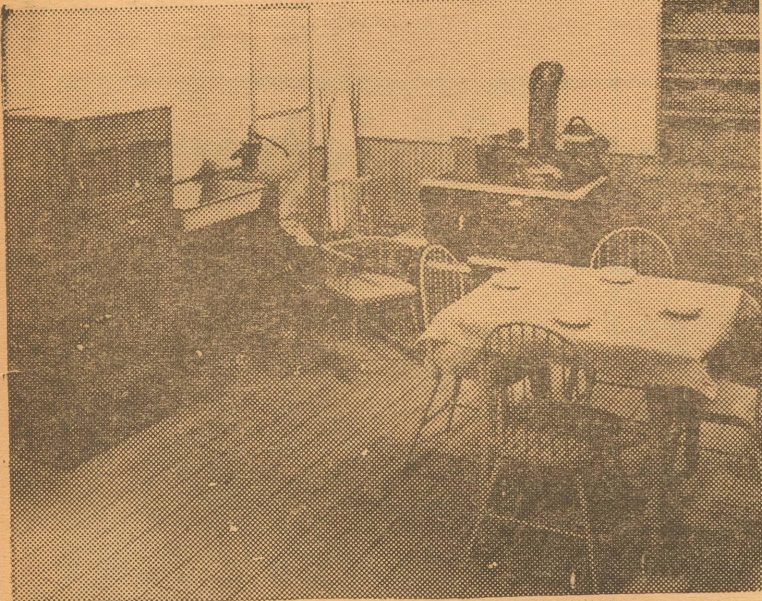


tie a ribbon  
on this:

**HAPPY HOLIDAYS**

May this happy Holiday Season bring  
to you and yours merry-making happiness  
and every full measure of contentment.  
All these things we wish for you,  
remembering as we do all your past favors  
and kindnesses to us, and recalling too,  
what a pleasure your friendship has been.

**FOXWORTH - GALBRAITH**  
**LUMBER COMPANY**



TYPICAL KITCHEN of 1923 featured cabinet with flour-dispensing bin, hand-operated pump in the sink, and wood burning range; wooden floorboards had to be scrubbed regularly. Every iceman had a hot business delivering large cakes of ice which were put into ice boxes.

Year 1923—Continued . . .

G. Baker died at the age of about 70 at Fort McKavett.

E. P. Sweatt reported that his daughter, Miss O'ella, and Roy Williamson married at Fort Worth. The Eldorado Grove of Woodmen scheduled a monument unveiling on Easter Sunday. The monument was that of Mrs. Alma Watson.

J. F. Wagner died at Mercury in McCulloch county. He was brother of Mrs. D. J. Garvin.

Miss Ruby Jones was chosen a debater at the College of Industrial Arts in Denton (now Texas Woman's University).

Dr. Patton reported the arrival of a baby girl born to Mr. and Mrs. Frank Brazelton. A daughter was born to Mr. and Mrs. Bailey Montgomery.

H. W. Smith resigned his position with the San Angelo Telephone Co. and was to become manager of a new Ice and Electric Light plant to be installed here.

Baker-Hemphill Co. of Angelo was advertising Easter Fashions, including Lovely Dresses \$12.50 to \$89.50; Suits \$14.75 to \$99.75; and Shoes \$9.00 to \$13.50.

Petitions were reported being circulated calling for the issuing of \$70,000 in bonds for building of a new courthouse for Schleicher County. Editor Wright of the Success, R. M. Murray and Mrs. D. C. Hill were taking them around for signatures.

Ira McDonald advertised a 45-horsepower Tips Oil Engine for sale.

Seth, Hal, and Herrin Ramsey bought the garage business of Robbins-Fletcher Co. The latter firm was going to put in the Light Plant here.

The month closed with a daughter born to Mr. and Mrs. Clyde Henderson of Bailey Ranch.

March of 1923 was when a state locating board was looking over Texas to find a suitable site for the new Technological College. Ultimately they chose Lubbock, but the neighboring town of Menard held a mass meeting and selected a committee to try to get the school there. Members of the committee were Frank Hartgraves, J. W. Munsell, R. M. Heyman, A. E. Nauwald, George C. Stengel, and H. W. Bennett. A pamphlet was printed entitled, "Brief of Menard, Menard County, Texas, to the Honorable Locating Board, Texas Technological College."

Easter Sunday ushered in the month of April and the day concluded the revival at the Baptist church; a collection was taken during the revival which amounted to \$720. Rev. C. R. Brewster of Merton was to preach at a revival to start at the Methodist church.

Patent medicines advertised in the Success included Cardui, Cham-

berlain's Tablets, Chamberlain's Cough Remedy, Dodson's Liver Tonic, Theford's Black Draught, California Fig Syrup, Tan-Lac, and Hall's Catarrh Medicine.

Eldorado Hardware, Bush-Smith Co., and Ramsey Bros. issued a statement that they were complying with Sunday laws and could sell auto gasoline, oils, repairs, etc. on Sundays only in case of emergency. This followed Grand Jury action.

Margaret, Louise, and Albert Williams entertained the 4th and 5th grades with an Easter egg hunt.

R. M. Murray was notified of the death of his father, who was 82.

A. J. Atkins, Frank Bradley, and Payne Robinson were elected school trustees in the election. Hold-over trustees were George Williams, W. F. Edmiston, R. P. Hinyard, and T. W. Johnson.

The Independent Order of Odd-Fellows had an oyster supper at the Cloud Restaurant.

You could "Fill Your Spring Needs" at J. O. Hightower's. Busby Gloves cost \$2 and \$3.50; Silk Hose \$1.25, 75c and 50c; Knit Underwear was 75c.

On a Junior League program were Louise Hinyard, Fenna Jones and Agnes Wright.

"The Good Maxwell" Touring Car, seating five adults in complete comfort, cost \$1,010 at the Ramsey Brothers Garage.

C. M. McWhorter attended the funeral of Dr. Ellington in Cass county.

Mrs. E. C. Haynes advertised Cold Drinks, Ice Cream and Fruits, a complete stock of Confectionary Goods, Cigars and Tobaccos, and Fresh Lunch Goods.

J. B. Bruton advertised that he had lost the crank for his Paige auto.

The early months of 1923 saw the arrival of a Frenchman who was to influence thought and motives for a time. He was Emil Coué and he suddenly became the most talked about person in the country. Coué Institutes were established and as audiences went to hear the master speak, they were hushed into awesome quiet as he repeated himself the formula which was already on everyone's lips, "Day by Day in every way I am getting better and better." People thronged to the newly organized Coué Institutes [perhaps a forerunner of the Dale Carnegie courses of our own day], while others went to hear the little Frenchman's magic formula from his own lips. But like anything else, the fad of Couéism did not last. After a while people were making jokes about it.

May, 1923, was the month when all of Eldorado went to Christoval for a basket picnic. Will Isaacs painted the front of the Hext building, and the Methodists announced plans to build a new stone church with Dr. E. B. Newsome,

Mrs. E. C. Holland, and A. T. Wright on the steering committee (but they didn't get a new church built for another 15 years).

Rev. E. C. Mahuren of Crosbyton and Rev. Hamp Richard of Rule came to conduct Primitive Baptist services.

Felix Miller Jr. left for Dallas to attend a six weeks course in grading cotton.

J. A. Enochs announced purchase of the entire business interest of Robbins-Fletcher Co.

"We Get Buyers and Sellers Together" advertised Newsome, Hines & Galbreath, real estate commission men.

The County Commissioners called a \$60,000 bond election for a new fireproof court house. Members of the Court were W. F. Ford, county judge; and commissioners: J. W. Hill, Prct. 1; L. L. Ball, Prct. 2; Joab Campbell, Prct. 3; and Lee Williams, Prct. 4.

Mrs. Carl Reagan's piano pupils presented in recital were Ethel Tisdale Una Ford, Oma Ford, Margaret Tisdale, Margaret Swift, Vivian Reagan Cicero Swift, Lelia Parker, Linna Parker, Lila Lee Watson, Frances Evans, Laura Tisdale, Agnes Wright, Myrtle Dell Espy, Nina Smith and Ena Ford.

Robert Sproul and Miss Ray Farrington married.

The Chamber of Commerce called a public meeting to discuss the upcoming court house bond election. It was held at the Woodmen Hall.

Van McCormick started building a new filling station on the corner opposite the hotel.

Miss Marie Doty Mrs. B. J. Bruton, Mrs. Mary Espy and "Uncle Steve" chaperoned several members of the L.O.V.E. Club on an outing to Christoval. Girls attending included Misses Annie Neill, Elizabeth Stewardson, Myrtle Dell Espy, Ula Wright, Lola May Tisdale and Tommye Dee Oliver.

This month of May, too, was when the Success reported that "Eldorado Has Disastrous Fire; Loss About \$18,000." Businesses destroyed or severely damaged included Ben Hext's business house, Joe Williams' tailor shop, H. T. Finley's barber shop, E. H. Sweatt saddle shop, Mrs. E. C. Haynes' confectionary, and the Eldorado Hardware which was still doing business in their old building pending completion of their new one.

Word was received of a disastrous tornado in Mitchell county. A. V. Grimes of Eastland and Hubert Grimes and wife of Dallas came here to visit old friends; they fished at Dove Creek.

Mary Bruton's poem, "The Little Rill" won honorable mention in a contest sponsored by Baylor college at Belton.

Rev. J. D. Coleman preached the Baccalaureate sermon at the Baptist church for the '23 graduating class of E.H.S. Members of the

**As Christmas approaches . . .**

. . . all of us see many changes in this world of ours. But the relationship with the people we serve remains unchanged . . . for we can progress only as we earn your friendship. The Christmas season, dedicated to good-will among men, is an appropriate time for us to voice our thanks, and to tell you how much we have enjoyed serving you. All of us here at General Telephone wish all of you and yours a very

**MERRY CHRISTMAS and A GOOD NEW YEAR**

**GENERAL TELEPHONE OF THE SOUTHWEST**

class were John McElroy, Herrin Ramsey, Paul McWhorter, Richard Bearce, Truett Stanford, Margie Clark, Eddie Mae Finley, Lora McDonald, Carrie Brown, Delta Boothe, Sadie Cheek, Salome Stewardson, Minnie Ramsey, and Mary Bruton.

"This is the largest class ever graduated from the Eldorado school, and only spurs us up to the point that we can see what our past years have sown, and entices us to go to even greater things," said the Success.

The George DeLong ranch house 18 miles northwest of Eldorado

was destroyed by fire.

At Wright's Cash Store you could buy Paramount Aluminum Ware, including a 6-quart preserving kettle and an 8-quart rising pan for \$1.58 with each \$5.00 purchase.

When the pageant, "In the Shadow of Fort Concho" was held in San Angelo, Annie Marie Doty was Lady Eldorado, Lady Sonora was Velma Savell, Lady Eden was Antonia Shuster, Lady Christoval was Blanche Van Horn, and Lady Angelo was Mallie Jones.

Jones Motor Co., at the Old Grand Leader Corner in San An-

gelo, was dealer for the Durant automobile, priced from \$1,050 to \$2,675.

In this county, voters approved the bond issue for the new court house.

May 28, 1923, Reagan county's discovery oil well, Santa Rita No. 1, blew in 13 miles west of Big Lake to usher in West Texas as the most prolific oil and gas producing region in the world. This started the University of Texas on the way to their permanent fund of almost \$400 million. This boomed up the towns of Big Lake, McCamey, Iraan, and all the Permian Basin area.

(Continued On Next Page)

**Play By The Senior Class**  
**Where East Meets West**  
 A Western Play in III Acts at  
 School Auditorium Friday Night May 11, 1923  
 at 8:30 P. M.

**CAST OF CHARACTERS**

Elec Saunders—A Typical Ranchman—Truett Stanford  
 Jim White—Foreman of the ranch—Richard Bearce  
 Madge Jackson—A young ranch owner—

Mr. Winslow—A rich young banker—Herrin Ramsey  
 Chauncey Winslow—A College Junior—Paul McWhorter  
 Thomas Jefferson Davis—Negro chauffeur  
 to the King—John McElroy  
 Nell King—Eastern prejudice against  
 the West—Delta Boothe  
 Jewell King—In love with the west—Margie Clark  
 Mrs. West—Aunt to the Misses King—Minnie Ramsel  
 Mrs. Geo. Washington—Negro House-  
 keeper—Eddie Mae Finley  
 Martha Washington—Negro servant girl—Carrie Brown  
 Mrs. Shafer and Miss Bamsey—Out West  
 for their health—Lora McDonald  
 and Sadie A. Cheek

Admission 25 and 35 Cents  
 Every one Come you'll get your money's worth

**Many Thanks**

To thank you as we'd like to do  
 Is far beyond our powers;  
 For if we had no friends like you  
 There'd be no firm like ours.

Merry Christmas — Happy New Year

**Davis Cosden Service**  
 Mr. and Mrs. Lum Davis and Jan

Year 1923—Continued . . .

June came on with H. S. Espy, local commission man, reporting that he had closed a deal where George Sofge purchased the four-section ranch of Mr. Huey, located about 22 miles west of Eldorado. Price was \$10 per acre.

R. M. Murray purchased F. S. Miller's City Meat Market, and Harris Rounds was to be associated with Mr. Murray in the market business. They were having some work done on the building.

Rev. Clark officiated at the wedding of his daughter, Margie, and Joe A. Williams.

The Pathfinders class of the Methodist church presented a play, "Deacon Dubbs."

A son was born to Mr. and Mrs. Edwin DeLong.

Tom Mather left for New York City where he was lined up for a job caring for polo horses.

On a Senior BYPU program were Mrs. Wilson, Lorene Mercer, Truett Stanford, Tom Kent, Dick Mercer, Jewel Roach, and Grace McClatchy.

Jerry Blasienz and Miss Cleveland Blasienz of Calvert were here as guests of Mr. and Mrs. E. C. Hill. They, with the T. W. Johnson family and Mr. and Mrs. D. Q. Lyles of Ozona, left for Devil's River on a fishing trip.

Clyde Meador, better known as Pecos Pete, was leaving for Be-gonia, New York, where he was to train horses for an endurance race.

College students home included Paul Hinyard, Southwestern U. at Dallas; Fred Baker, El Paso; Ruby Jones, C.I.A.; Maude Jones, C.I.A.; and Mordecai Davis, Baylor.

Mr. and Mrs. A. J. Atkins and Earline and Annie Neill visited in Christoval with Mrs. W. B. Silliman, who was there camping.

Buck Bailey had his leg broken while playing in a game at Brady, and was on crutches.

Shelby, Montana, July 4, 1923—  
World's heavyweight boxer, Jack Dempsey, met challenger Tommy Gibbons in a match. Inactive since his 1921 defense against Georges Carpentier, Dempsey toiled through 15 rounds to a decision. The fight was broadcast by radio and radio was so new here in Eldorado that E. C. Hill connected his receiving set in the hardware store to his telephone so that through the local telephone exchange other Eldoradoans could hear the fight by the rounds.

H. H. Hooker and family of Sterling City took charge of the Holland Hotel, as the month of July came on.

Bro. Nash of San Angelo met with local Presbyterians and they were promoting a new church building for their congregation. The steering committee reported \$3,500 subscribed.

C. C. Doty presided at a mass meeting at which it was decided to have a barbecue here. T. P. Robinson, J. E. Hill and A. F. Luedecke were named to the finance committee. On the entertainment committee were Don McCormick, W. F. Meador, Dick

Lawhon, Mrs. W. F. Meador, Mrs. Clyde Galbreath and Mrs. R. P. Hinyard.

Marriages reported: James S. Dupre and Georgia Clendenan; and Monroe Crowell and Miss Turner of Sonora.

You could buy 10 bars of Luna Soap and a box of Washing Powders for 50 cents at W. H. Parker's.

About 4,000 turned out to witness the big Ku Klux initiation at the fairgrounds in San Angelo.

Sidney Evans and wife of Blackwell visited relatives and old friends here.

B. B. Hail, West Texas lumber king, was here looking after his business. He had been in the lumber line for 26 years.

Henry T. Phelps, San Antonio architect, met with the commissioners to make preliminary plans for the new court house.

The rock work was completed on the Eldorado Hardware store building and the roof was being installed.

J. F. Cloud bought the Houston McIntyre farm of 205 acres, for \$28 per acre.

Eldorado Service Station advertised Pennant Gasolines, Oils, Cup

Greases, and Eupion Oil.

The big community barbecue attracted hundreds. The Scout Band from San Angelo furnished music, steer riders were Bruce Luedecke and R. C. Edmiston, and Frank Bradley and Edward Wiloughby tied for first purse in the breakaway contest, Cecil Meador won first in the cigar race, and Frank Bradley won the calf branding contest in the afternoon.

A daughter was born to Mr. and Mrs. W. S. Payne, at the home of Rev. Clark.

You could subscribe to the Fort Worth Star-Telegram for five months for \$3.25.

A son was born to Mr. and Mrs. John F. Isaacs and a daughter to Mr. and Mrs. Charley Mund.

Sheriff August Luedecke and his nephew, Alvin Luedecke, returned from Galveston where they attended the state sheriffs' convention.

Rev. Frank Black of Mertzon was to preach at a Christian Church meeting getting under way.

L. H. Fletcher was cleaning out the old Divide Garage, preparatory to the opening of a new filling

station and garage, with blacksmith work in connection.

A. L. Stewardson ran a notice that he would allow no more wood hauling from his ranch.

C. C. Doty reported that he had sold his calves to Mr. Coffee of San Angelo for \$12.50 a head, and that W. W. Jackson, O. K. Enochs, W. W. Barber, G. H. Farrington, W. P. Evans and Mr. Keithley also sold their calves to the same party for about \$12 per head.

J. R. Page reported that he had a four-month-old pullet that laid eight eggs in four days. Mr. Page was engaged in ranching with his son, O. B. Page.

A daughter was born July 23 to Mr. and Mrs. Ward Parks.

Col. A. H. Palmer and "Miss Kitty" returned from Fort Worth where they visited their daughter, Mrs. B. A. Rose.

By 1923, President Warren G. Harding had surrounded himself with an assortment of advisors and cabinet members, who included his political friends from back in Ohio. On August 2, 1923, Harding died in office, while on a trip to Alaska. It was after his death that scandals developed, revolving

partly around Harding's Secretary if the Interior, Albert Fall. The Teapot Dome oil lease scandal came to light and Fall spent a year in prison. Other lesser scandals were to include the Veterans' Bureau under Charles R. Forbes, and the office of the Alien Property Custodian.

August came on with Newsome, Hines & Galbreath reporting the sale of 320 acres of unimproved land for A. P. Bailey on his ranch six miles west of Eldorado to Ben H. Nolan; price \$17.50 per acre.

Willie Andrews, son of S. H. Andrews, former owner and operator of a blacksmith shop here in Eldorado, visited here with old acquaintances.

White Face Flour, \$2.05; LaFrance Flour, \$2.05; LaCorona Flour, \$1.60; and LaFrance Meal, 85c; at J. O. Hightower's store.

Paul Hinyard and sister, Miss Evelyn, and their aunt, Mrs. Bennett, left for El Paso where Paul had a position in the Federal Reserve Bank.

Rex McCormick was sporting a new Oldsmobile.

Aug. 3rd was date a new daughter was born to Mr. and Mrs. John

H. Rodgers, Dr. Patton reported. Houston McIntyre advertised that he did land breaking and tractor work and E. H. Sweat reported that he was back doing shoe, boot and leather repair work following the recent fire.

Mr. and Mrs. F. M. Brooks of Bangs visited their son, E. W. Brooks and wife, and they attended the Baptist encampment at Christoval.

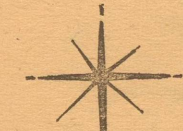
This month of August was when the Eldorado Hardware moved into their new stone building. D. C. Hill and son E. C. Hill were running it, with V. H. Humphrey employed as tinner and plumber.

Ollie B. Page reported that the local baseball team was to host the Ozona team in a game, at which people were invited "to bring along a little cash and help the boys pull off a real game."

Will Hauser came here from Ingram and bought three acres of land from W. M. Smith at Kaffir and announced plans to put in a garage, filling station, and blacksmith shop on the site.

Mr. Blaylock was to put in a line of groceries at Kaffir and ten (Continued On Next Page)

**HAPPY HOLIDAYS**

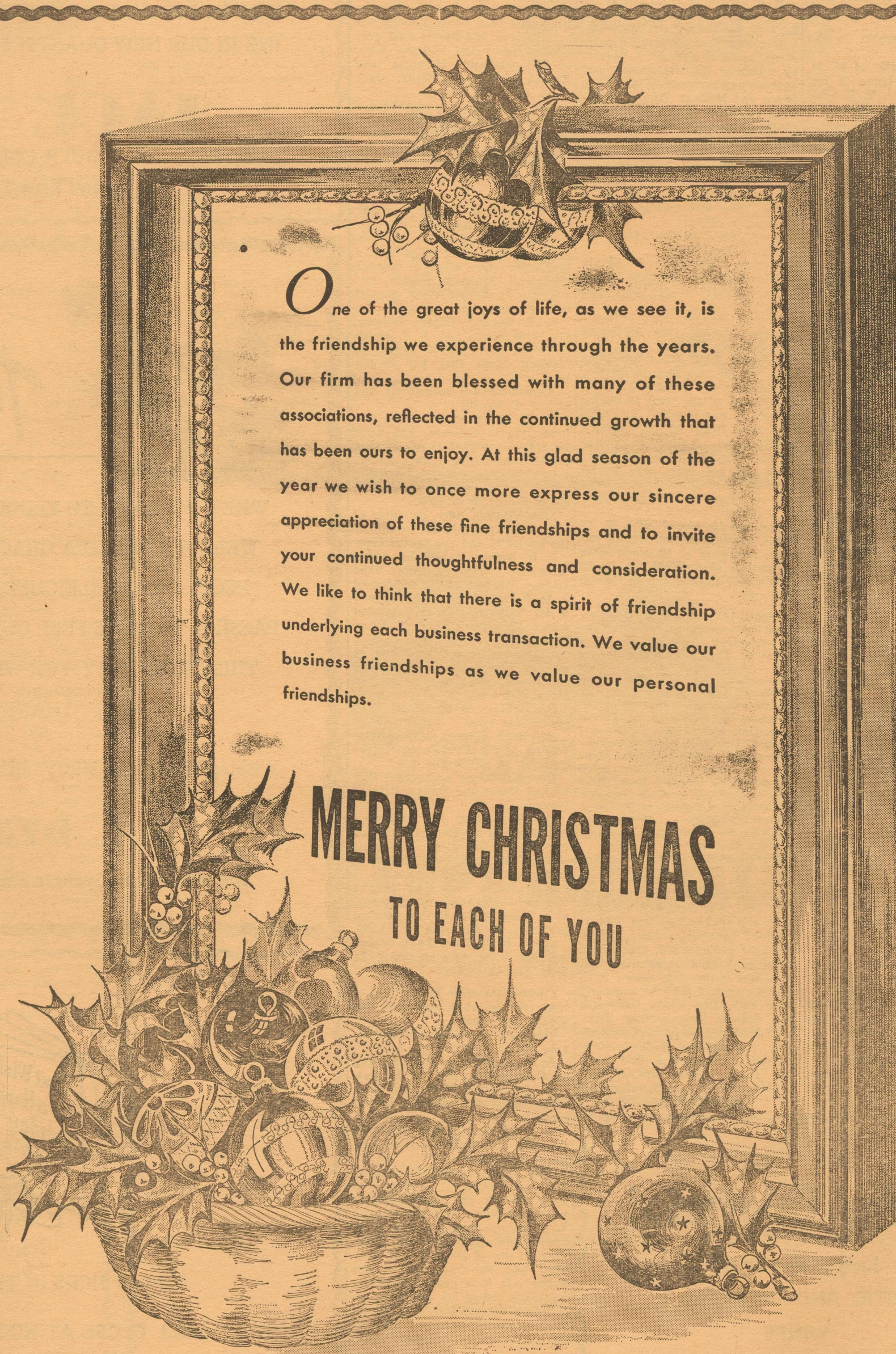


May the joy  
and peace  
of Christmas

be with you today

and always  
from your  
Mobil Consignee  
and butane  
dealer:

**Jack Halbert, Jr.**  
and family



One of the great joys of life, as we see it, is the friendship we experience through the years. Our firm has been blessed with many of these associations, reflected in the continued growth that has been ours to enjoy. At this glad season of the year we wish to once more express our sincere appreciation of these fine friendships and to invite your continued thoughtfulness and consideration. We like to think that there is a spirit of friendship underlying each business transaction. We value our business friendships as we value our personal friendships.

**MERRY CHRISTMAS**  
TO EACH OF YOU

THE OFFICERS, DIRECTORS, AND PERSONNEL OF THE CO-OP EXTEND BEST WISHES FOR THE HOLIDAYS

**Southwest Texas Electric CoOperative, Inc.**

Owned By Those It Serves

Year 1923—Continued . . .

families were planning to come to this county from Arkansas early in September and settle. (Apparently they never got here, because no further mention was made of them.)

Herrin Ramsey left for Dallas to have his eyes treated.

Marion White visited here after attending summer school at the Normal school at San Marcos. She was to teach at Manor the coming year.

A. A. Bush reported the sale of his Ford business and garage at Rankin to J. P. Rankin of that city.

Report was received from Hondo of the marriage of Emabell Rogers and Flynn Fulton. The couple made their home on the V. G. Tisdale ranch in this county.

Mrs. Laura Vina Speck, wife of Chas. E. Speck, died and was buried in Fairmount cemetery in San Angelo.

School was all set to begin on Labor Day with the following on the faculty: H. E. Welker, Miss Lucy Perry Knox, Mrs. B. J. Brunton, Miss Lula Mae Evans, Miss Ruby Jones, Miss Lucile Dameron, Miss Una Lee Lindale, Miss Annie Marie Doty, Mrs. F. G. Clark, Miss Connie Johnson, Miss Maud Jones, Miss Vadah Brown.

N. Williamson brought in the first bale of cotton.

Mrs. May Estes, wife of M. M. Estes, died at the home of her parents, Mr. and Mrs. T. G. Chaney on the ranch nine miles north of Eldorado.

W. R. Nicks bought the Joe Tisdale house and was planning to move in early September.

A. E. Atkins, former county attorney here, and Mr. Miller of Rocksprings, were here looking for fat cows to buy.

With Harding's death, the sour-faced Calvin Coolidge was sworn in as President; as a boom was on in business and brief-lived postwar depression or panic had run its course . . . The automobile manufacturer rode in a position of honor in this wave of prosperity. Paved roads, repair shops and filling stations were becoming plentiful enough so that motorists could go on long and short trips without mechanical troubles or breakdown.

Radio manufacturers were coming into their own as they turned out \$136 million worth of radio sets in 1923, up from the previous year's \$60 million; by 1929, before the Stock Market crash, that figure would climb to \$842.5 million!

September saw the school year getting into swing, J. O. Hightower advertising a School Opening Sale, and the Eldorado Hardware advertising Market Reports on their radio every hour during mornings.

E. W. Brooks who had been in the Gents Furnishing business in the drug store, moved into the new store building just completed by A. T. and A. D. Wright.

At a mass meeting presided over by C. C. Doty with J. F. Isaacs acting as secretary, it was voted to have a county fair early in October. Dr. E. B. Newsome was named general manager.

Mrs. O. E. Conner, president of the Woman's Missionary Society and other women of the Methodist church, announced that they would serve pie and iced tea on the hotel lawn.

Sanitary Meat Market advertised "Get a good roast and good steak at a reduced price. We want to share with you."

Miss Bette Miller left for Washington, D.C., to return to her job in the Veterans Bureau after visiting her parents, Mr. and Mrs. F. S. Miller.

You could buy a 48-lb. bag of Aunt Jemima or Missouri flour at Wright's Cash Store for \$2.35.

W. F. Hauser opened his blacksmith shop for business in the rear of the Bearece building on Main street, between the Drug Store and Rex McCormick's.

Dave Smith and Carl Brown leased the mechanical department

of the Eldorado Garage. Mr. J. A. Enochs kept the accessories business and planned to continue selling gas and lube.

Hubert Graves was president and Mary Alice Stewardson secretary as the E.H.S. Senior class organized for the year. Lizbeth Hinyard was editor-in-chief of the annual.

Deaths reported: R. J. Flowers and R. E. Twilley.

J. A. Whitten was selling Purity Blackleg vaccine, 15c per dose.

Ruby DeLong left to resume her school work near Dallas.

Ira McDonald was in from Bailey Ranch reporting that he would have his gin in operation soon, although his oil burner had not arrived and he would use coal until it came.

H. W. Smith became local dealer for the Star automobile. It cost \$540. One of Mr. Smith's first sales was a touring car to Frank Murphy.

Mrs. Katherine Silliman and two children visited here from Abilene and were guests of Mrs. W. B. Silliman.

Dr. W. S. Sample, El Paso dentist, announced plans to come to Eldorado for a week.

E. B. Ross died at the age of 94. Mrs. H. W. Smith and Mrs. J. L. Neill entertained the "42" club.

Mrs. Sam Lawhon gave a party at the home of Mrs. A. O. Beavers to announce the engagement and approaching marriage of Miss Ebba Jones and Herbert Tipton Finley. Only members of the Embroidery Club and a few other close friends were present.

Sammie, 9-year-old daughter of Mr. and Mrs. J. H. Luedecke, was painfully hurt at the school ground when struck on the head by a swing. She was treated at Dr. Newsome's office.

A son was born Sept. 14 to Mr. and Mrs. Joe Wilson.

Truett Stanford and Herrin Ramsey left for Waco to enter Baylor University for the fall term.

In San Angelo, Miss Claudie Shepperd became the bride of James Henry DeLong.

As Rev. J. T. King, presiding elder of the San Angelo district, presided at the Fourth Quarterly Conference of the local Methodist church, it was reported that \$869 had been paid of the pastor's \$1,000 salary. Before the evening service Mrs. Katherine Silliman presented her baby son, Robert Lawrence, for infant baptism, and this was done by the pastor, Rev. F. G. Clark.

The month closed with F. C. Bates, 93-year-old Confederate veteran, returning to Eldorado after a two-year absence. H. W. Smith sold a Star touring car to George Williams.

Sept. 14, 1923.—Jack Dempsey met an Argentinean who was the heavyweight champion of South America. Luis Firpo met Dempsey in a match held at the Polo Grounds in New York City. Firpo weighed 216½ pounds and was justly called the Wild Bull of the Pampas and he started out landing the first blows. In the second round, Dempsey laid the Argentinean out. The first transatlantic radio news dispatches were broadcast to England from New Jersey. The U.S. Senate voted a \$5,000 annual pension to President Harding's widow. Henry Ford said no, he would not run against Calvin Coolidge for President. Thomas E. Dewey was graduated from the University of Michigan.

Highlight of the month of October, 1923, was Saturday, the 6th, when the County Fair was held. It included livestock, poultry, kinds of home cooking and preserving, floral show, and between 40 and 50 babies in the baby show. J. C. Johnson showed the best mare and mule colt; Mrs. Clyde Galbreath won first in fancy sewing, Elizabeth Bradley first prize in embroidery, and winners in the poultry division included Mrs. Edd Kerr, Mrs. H. W. Finley, Mrs. Randall Robbins, Mrs. C. A. Spencer, and

Hensel Matthews.

The baby of Mr. and Mrs. John Rodgers won first in 1- to 6-months age group of the baby show. Six-months to one year the prettiest girl award went to the daughter of Mr. and Mrs. A. T. Wright.

Felix Susen came in from the ranch and reported that the Kaffir School had staged a pie supper and took in \$60 to buy new seats for the school.

Palmer West was bruised considerably when a team and wagon ran off with him at the gin and he was thrown out of the wagon.

Miss Carrie Brown was a student at Sul Ross College.

J. E. Jopling was on the job at Rex McCormick's as Singer sewing machine salesman and repairman.

Mrs. J. E. Jones announced that Mrs. Ida Chitwood, H.D. Agent in Tom Green county, would be at the ranch to can a beef.

"The Sorority Singers" was to be the first attraction of four Lyceum attractions scheduled by the Eldorado Parent-Teacher Association. The Brooks, Hoover, and Wright stores had tickets on sale.

G. M. Holland died at Christoval. The home of the bride's parents was the scene of the wedding of Ebba Jones and H. T. Finley. Mrs. Sam Lawhon was matron of honor, little Miss Jetty Grace DeLong was train bearer, and flower girls were Misses Harva and Victoria Jones of Eldorado and Maryetta and Eneena Sessions of Brady. Jack Jones was ring bearer.

Mrs. Albert Bailey advertised a wood cook stove, a buffet, a heater, and a steel folding bed for sale.

Ex-Governor Jim Ferguson visited here while on his way to San Angelo after making a speech in Sonora.

J. H. Sweet, a railroad promoter, was corresponding with the Schleicher County Chamber of Commerce in the matter of building a line from San Angelo through Christoval, Eldorado, Sonora, and Junction to Kerrville, to connect with a line to San Antonio.

D. E. DeLong, George DeLong, W. H. Williams and J. T. Evans delivered about 3,000 lambs to Mertzon where they got \$5 per head.

A daughter was born to Mr. and Mrs. J. C. Crosby.

Dr. E. B. Newsome made a business trip to Coleman, and upon his return reported plenty of mud between here and there.

E. W. Brooks was advertising khaki, brown, and gray flannel shirts for \$1.75 to \$5.00.

Miss Virginia Kerr, daughter of Mrs. J. B. Kerr, died in Houston at the age of 22 and was buried here.

J. D. Ramsey named his newly completed service station "The Midway Filling Station" and leased it to R. M. Murray who opened it for business. It was located where the Ben Hext building burned.

Knee pads for cotton pickers, as well as shoe polish, collars, and collar pads were on sale at Rex McCormick's.

Henry Hays of Christoval had pecans for sale.

Bob Bates, alleged slayer of Jim Wallen of the U.S. Customs, was reported in jail at Del Rio.

George Trainer announced that he had leased the Tourist Cafe in Sonora.

Rev. F. G. Clark left for annual conference of the Methodist church meeting in Gonzales. The local church paid \$1,150 on his salary and \$225 Conference claims.

H. W. Smith, local agent for the Star and Durant cars, reported sale of a Sport Model Durant touring car to W. F. Edmiston for \$1,180.

A. A. Bush, local Ford dealer, and Mrs. Bush, were attending the State Fair in Dallas.

Contractors came on the job to start erection of the county's new \$50,000 court house.

Tom W. Palmer came from Alpine to visit old friends here.

Annie Marie Doty was attending an Eastern Star meeting in Gonzales for a few days, and Miss Maud Jones was teaching in her place in the school.

Mr. and Mrs. Van McCormick and Mrs. J. T. Ballew visited relatives in Brownwood.

And as the month of October drew to a close, C. C. Doty was appointed by the Commissioners as County Sheep Scab Inspector; a hunt was conducted at the A. L. Stewardson ranch for the three-year-old son of Mr. and Mrs. Marshall who was lost, but he was found safe in a pasture; the six-weeks-old son of Mr. and Mrs. Joe Wilson died; and Rev. J. C. Young was assigned here as new Methodist pastor, succeeding Rev. Clark.

Marathon dancing, an import from Europe, was sweeping the country. Greta Gustafsson made a movie in Sweden; in American movies she would be Greta Garbo. Portable radios for cars, set in clumsy wooden cases, made their bow. Sarah Bernhardt died in Paris at 78. A. Conan Doyle, creator of Sherlock Holmes, came to the States with a photograph supposedly showing the faces of the war dead peering in on a memorial service in London. Sir Arthur had strong connections with the spirit world.

(Continued On Next Page)

SUCCESS WANT ADS get results. Try one the next time you have anything to sell or trade.

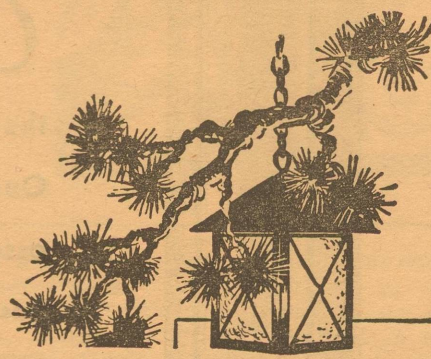


AND THANKS FOR THE OPPORTUNITY WE HAVE HAD TO SERVE YOU IN 1963

We are now operating our office in the former Eldorado Motor Co. location and are adding new stocks of tires and other accessories from time to time.

WATCH FOR OUR ANNOUNCEMENT OF FORMAL OPENING IN OUR NEW QUARTERS AFTER 1ST OF THE YEAR.

**JACK HEXT**  
GULF CONSIGNEE  
and Ernest Finnigan



*Thank You!*  
AT CHRISTMAS

WHEN WE CAME TO ELDORADO 2½ YEARS AGO, WE WERE ACCORDED A GRACIOUS WELCOME BY THE PEOPLE OF SCHLEICHER COUNTY. WITH EACH PASSING YEAR WE FEEL OURSELVES MORE A PART OF THIS COMMUNITY, FOR WHICH WE CAN ONLY SAY "THANK YOU."

Wishing You a Very Merry Christmas and a Happy New Year!

**E. L. DYER, M. D.**  
and Mrs. Edgar Spencer and Mrs. Phyllis Montgomery



OUR OFFICES IN THE COURT HOUSE WILL CLOSE AT NOON CHRISTMAS EVE AND REMAIN CLOSED CHRISTMAS DAY AND DEC. 26

Also Closed All Day New Year's Day

**Your County Officials**  
Of Schleicher County

FOR YOUR  
**Holiday Enjoyment**  
Large Selection Of  
DOMESTIC AND IMPORTED  
WINES  
BRANDIES — VODKA — GIN  
CORDIALS  
SCOTCH BOURBON  
All Standard Brands  
To Choose From  
**Busters Package Store**  
Sonora, Texas

Year 1923—Continued . . .

November found A. N. Ship advertising 200 bushels of wheat for 80 cents per bushel. Mrs. H. S. Davis and son Will of Rocksprings visited here with Mr. and Mrs. A. J. Roach. V. G. Tisdale installed a radio on his ranch.

Grand Jurors summoned for the Nov. 12 term of District Court were J. T. Burleson, C. M. Reynolds, Brice Dabney, W. F. Edmiston, C. A. Graves, R. J. Hill, M. W. Jones, J. M. Keithley, Jess Koy, Hugh McAngus, W. L. McWhorter, Hugh Richardson, A. J. Roach, Jim Rodgers, A. B. White, and W. W. Barber.

On the list for Petit Jury were: T. W. Johnson, F. H. Watson, W. E. Baker, H. Leslie Jones, J. E. Benton, E. M. Reynolds, Ed Finigan, D. M. Garvin, J. S. Dickens, J. P. Mires, W. R. Nicks, W. J. Luedecke, A. G. McCartney, R. J. Nixon, E. F. Ramsel, Tobe Whitley, J. R. Alexander, S. M. Oglesby Jr., B. E. Moore, G. W. DeLong, T. G. Chaney, J. L. McElroy, Geo. Anderson, P. W. Sewell, A. L. Stewardson, J. E. Jones, J. A. Butler, John Yates, F. G. Keele, John L. Thompson, A. L. Jones, T. H. Wilton, W. P. Evans, O. F. Baker, and E. N. Edmiston.

Ben Ellis, while attempting to rope a calf on the S. I. Nicks ranch, has his horse to fall with him and his leg was broken in three places. He was treated by Dr. Newsome.

Mrs. Annie Belle Finley, wife of H. W. Finley, died. F. R. Keele and son Paul made a business trip to San Angelo.

The Chamber of Commerce scheduled an oyster supper and the committee in charge of arrangements consisted of Dr. E. B. Newsome, E. C. Hill, George Williams, L. M. Hoover, L. H. Fletcher, S. W. Holland and A. T. Wright. Carl Brown bought the interest of his partner, Dave Smith, in the Eldorado Garage and Mr. Smith announced plans to move to Winters.

At a mass meeting in Hoover Hall, it was voted to have a County Fair in 1924, and directors elected to the Fair Association were Dr. Newsome, J. F. Isaacs, J. E. Hill, George Williams, Dick Lawhon and Hensel Matthews.

J. E. Tisdale and family were in from the ranch and reported that a daughter was born to Mr. and Mrs. Vester Hughes of Mertzon at the Sanitarium in San Angelo.

R. C. Morgan advertised his six-room house for sale for \$1,200. Misses Lodice Putman and Leach, teachers in the Bailey Ranch school, were selling subscriptions to Holland's Magazine to help buy football equipment for their school.

The Commissioners appointed H. E. Sharp as county Sheep Scab Inspector succeeding C. C. Doty, at a salary of \$75 per month.

Mrs. W. E. Bruton and sister, Mrs. J. P. Donahew and children, and John Langford, left for Irene, Texas, to visit their father and other relatives for a few days.

Quality Coffee cost \$2.25 for five pounds at Wright's Cash Store.

Little Margaret Tisdale fell off the running board of the family car and dislocated her arm at the elbow. It was treated by Dr. Patton.

Mr. and Mrs. George E. Woods and daughter, Bernice, moved here from Field Creek, and rented the W. T. Connor farm.

The Success stated, "Saturday is getting to be a busy day for merchants in Eldorado; every Saturday finds lots of Schleicher County people in the city buying supplies."

Miss Mono Johnson and her mother of San Angelo visited here with the T. W. Johnson family.

J. H. Brannon, Guss Featherstone and Ed Featherstone of Santa Anna were here trying to buy cows.

J. Willis Johnson, one of Tom Green county's oldest settlers and one of the wealthiest men in that area, died at the age of 66.

The "Texas Jazzers" furnished music at a dance held at the Eldorado Garage.

Edwin DeLong was taken to San Angelo and operated on for appendicitis.

### PIANO RECITAL

Given by the Pupils of  
MRS. H. W. SMITH

In School Auditorium

8:00 p. m. Saturday May 12, 1923

- Tripping Over the Lawn-----Rand  
Maggie Lee Isaacs and Delaney Griffin
- Electric Flash  
Piano I—Jewel Roach and Annie Neill  
Piano II—Lola Mae Tisdale and Mable Roach
- Music Bob-----Liebick  
Maggie Lee Isaacs
- Charge of the Hussars-----Spindler  
Piano I—Ebba Jones and Lola May Tisdale  
Piano II—Annie Neill and Ruth DeLong
- A Florist Shop-----Hawkrideye  
Miss Marie Doty
- Ye Olden Days by 12 Girls
- Vocal Solo-----Dr. E. B. Newsome
- Galop de Concert-----Milde  
Piano I—Mrs. H. W. Smith and Ebba Jones  
Piano II—Ruth DeLong and Earline Atkins
- Valse-----Wachs  
Lena Parks
- Dance of the Demons-----Holst  
Piano I—Earline Atkins and Annie Neill  
Piano II—Lola May Tisdale and Ebba Jones
- Invitation to the Dance-----Weber  
Piano I—Mrs. H. W. Smith Piano II—Lena Parks
- Colonial Minuet

H. E. Sharp went to Del Rio to attend the funeral of his brother, Mike Sharp.

Joe Burleson, L. T. Wilson and E. C. Hill returned from a three-day hunting trip.

Polk Oliver reported the arrival of his first grandchild when a daughter was born at Austin to Mr. and Mrs. R. M. Tumey.

Miss Clara Pope became the bride of Ray Willoughby in a home ceremony at Marshall.

Mrs. R. W. Murchison, formerly of this county, died at the home of her daughter, Mrs. W. B. Silliman in Abilene.

C. A. Spencer reported that a new church would be built at Bailey Ranch. A box supper was scheduled to help launch the money-raising campaign.

A. B. White announced plans to build a new house on his stock-farm.

Orin Nicks and Salome Stewardson were married, with Rev. J. C. Young officiating.

Clyde Galbreath, J. H. Luedecke, G. C. Crosby, and Sam Oglesby were on a hunting trip to the Davis mountains.

J. E. Hill and A. P. Bailey returned from a hunt of several days, reporting no deer but that they bagged some turkeys.

D. C. Hill, president of the College Heights Realty Co., applied to the Commissioners to convert the 150 acres of land that had been subdivided into lots, back into acreage. It was a part of Section 50, in Block A, Certificate 27, Grantee, H.E. & W.T. Ry. Co. It was designated as the College Heights Addition to the town of Eldorado, Texas.

Bobby Jones won the National Open golf championship, at the age of 21. In baseball, Henry Lou Gehrig played first base for the New York Yankees in a few games and was shipped to Hartford, to the minors.

Manager Miller Hubbins said he needed a little more seasoning. In tennis, a 17-year old named Helen Wills, called Little Miss Poker Face by the sports writers, won the Women's National Singles from Molla Mallory.

As the year 1923 drew to a close, the month of December was when the Mayer school house burned. Miss Vadah Brown arranged with Mr. and Mrs. Sharp for a room to teach in until a new school could be built.

Jim Craig returned from a trip through East Texas where he had been selling horses and mules.

J. F. Runge, son of Mr. Runge who had recently purchased the

Hugh Richardson ranch, visited here accompanied by L. R. Bridges and E. M. Lancaster.

Hubert A. Morgan, 25, was killed in an automobile accident while on his way here from San Angelo.

Miss Cecil Williamson of Eldorado and Mr. Jim Anderson of Hamlin were married.

S. W. Holland advertised the White Flame Lamp Burner, and Corner Confectionary had fruit cake ingredients for sale.

F. B. Gunn was out from San Angelo looking after his ranch interest here, which was under the supervision of his son, Russell.

Ed Freund visited his brother, Harry Freund.

The box supper at Bailey Ranch netted \$87.75 to be applied on the piano for the new church. Pecos Pete bid \$10.50 for a box being offered, topping Irvin Mund's \$10 bid.

W. T. Whitten and Palmer West returned from a hunting trip with a 16-point buck.

The Baptist Sunday School had their Christmas program scheduled to include Buckner Orphans Home Program. Those on it included D. C. Hill, Lela Bell Davis, J. D. Coleman Jr., Mrs. Ramsay and Mrs. Brooks in a duet, Luther and Pauline Kent, Maud Kent, and Lula May Evans.

W. A. Powers bought the auto accessories and stock of the Eldorado Garage from J. A. Enochs.

Ben L. Isaacs sold his 1280 acre ranch to Robert Milligan, seven miles north of Eldorado, for \$14 per acre.

A beautiful home wedding was solemnized in the home of Mr. and Mrs. Sam E. Jones in north Eldorado on December 20th, as Miss Frankie became the bride of John Williams. Rev. J. C. Young officiated.

A new implement house was in the offing for the town. Yancy Implement Co. of San Angelo rented the Hoover building on the east side of the square and planned to open for business after the first of the year, with William Spradline in charge of the new establishment.

Misses Delta Boothe and Ruth DeLong visited Miss Carrie Brown at Sul Ross college, Alpine.

Malone Hill came home for the holidays from the Military Institute at Roswell, N.M.

J. F. Isaacs lost two suitcases full of clothing on Christmas day, on the road between Eldorado and Christoval.

Mr. and Mrs. Royster were here from Temple to visit her parents, Mr. and Mrs. J. A. Whitten.

W. A. Davis had two 12-foot Model B windmills for sale.

The final issue of the Success for the year had a 1923 Ford Tudor sedan pictured in an ad for Bush Motor Co. It was priced \$590, f.o.b. Detroit, and the caption said, "Give One For Christmas."

J. B. Christian, president of the First National Bank, was back at work after two weeks' illness.

Eldorado people made up a Christmas box and gave it to Mrs. F. E. Brazelton and her family; Mr. Brazelton had been a patient in the sanitarium at Carlsbad for several months.

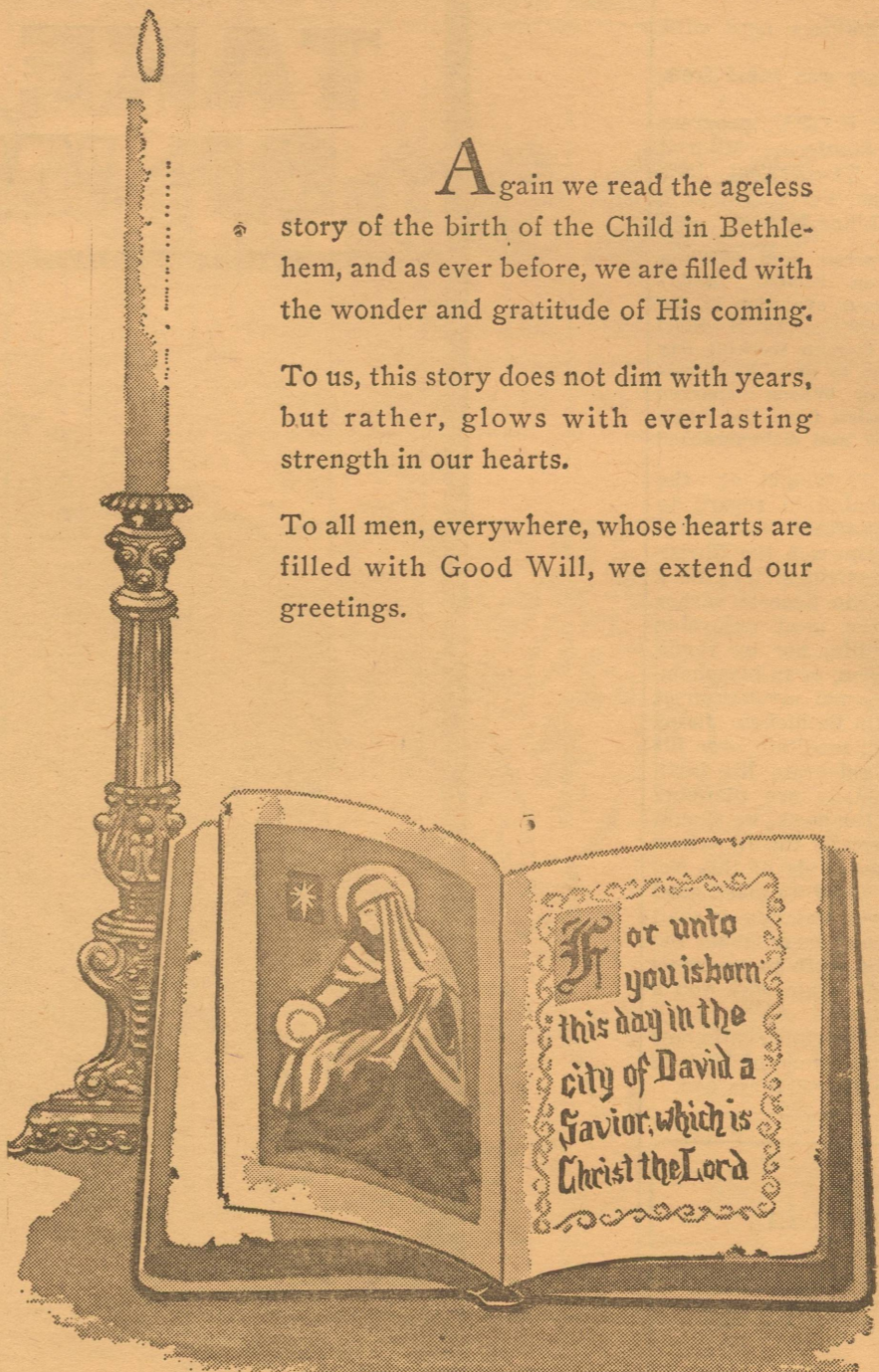
Carl E. Brown married Miss Linnie Box at Rockwood and were making their home here temporarily with the Dr. Newsome family.

Miss Pearl Chick and Mrs. May West, teachers in the Ballinger schools, were spending the holidays here.

Mrs. E. C. Hill was spending Christmas with her relatives at Calvert.

A teacher in the Sulphur Springs schools, Miss Ruby DeLong, was

(Continued On Next Page)



Again we read the ageless story of the birth of the Child in Bethlehem, and as ever before, we are filled with the wonder and gratitude of His coming.

To us, this story does not dim with years, but rather, glows with everlasting strength in our hearts.

To all men, everywhere, whose hearts are filled with Good Will, we extend our greetings.

AND OUR BEST WISHES THAT 1964 WILL BE A YEAR OF PROSPERITY FOR ALL OUR MANY FRIENDS  
For that last-minute Christmas gift, keep it in mind that fine "El Dorado" Blankets make the perfect gift

## West Texas Woolen Mills

Established 1939



We wish you a ringing, rousing MERRY CHRISTMAS! A Christmas alive with joy, and glowing with promise...  
A Christmas so wonderful, that the spirit of the day will carry undiminished for another 365 days!

### to our friends

Still a Nice Stock of Last-Minute Gifts For the Entire Family  
Open Christmas Eve — Come Claim Your Lay-Aways

## Western Auto Associate Store

Home Owned and Operated  
Phone 21141 Roy Phelps, Prop.

## Lucky 66 Jackpot Sale

is now under way at Phillips 66 Service Stations in Sonora, Eldorado and San Angelo. Here's how it works:

Drive in to any Phillips 66 station for a tank of Flite Fuel or 66 gas. If the automatic nozzle stops on three identical figures, (such as \$2.22, \$3.33) the tank of gas is FREE.

### CLOVIS OIL CO.

So. Main Street—Eldorado

Year 1923—Continued . . .

spending the holidays here with home folks. Mordecai Davis was home from Baylor. On a Junior B.Y.P.U. program were Marie Stanford, Mildred Smith, Oridell, Edwin Kent, Jack Whitten, Norine Perry, Marjorie Thornton and Linna Parker.

Clarence Darrow and William Jennings Bryan debated fundamentalism versus evolution in the Chicago Tribune . . . U. S. Steel abolished the 12-hour working day and came down to 10 . . . Ex-President Woodrow Wilson charged that our isolation from the Allies was "Cowardly and dishonorable."

Editor A. T. Wright of the Success commented in regard to the Christmas season:

"Again we approach the Christmas Holiday festivities; let's be a sane people. The Success wishes each reader the most enjoyable time of their life, not by roudiness, drunkenness, or in blaspheming, but in pleasant meditation of the babe born in Bethlehem, Judea 1924 years ago; meditate over his teaching and celebrate his birth accordingly. Many are planning merriment for the week; we should be merry, especially the American people. God has made of this Nation a leader. Shall we make good and maintain our standing or shall we flit away our merriments the destructive kind, both to our souls and nation? We again wish you a Merry Christmas."

Thus Editor Wright's sentiments in regard to that year of 1923 as it drew to a close 40 years ago.

Buy It In Eldorado!

RECEIPT BOOKS, large desk size as well as small pocket size,

In Those Days

Compiled From Success Files

ONE YEAR AGO

Dec. 27, 1962—The local girls' basketball team won first in the Christoval tournament, and Christy Moore and Linda Nixon were named to the all-tournament team.

Mrs. Frank Kemble came home from the Clinic-Hospital and was continuing convalescence.

The Eagle Drive-In Theatre was showing "Five Weeks In a Balloon."

Mrs. W. H. McClatchy was hostess to the Christmas party given by the Merry Makers 42 club.

FIVE YEARS AGO

Dec. 25, 1958—The cotton crop passed 3700 bales.

Jackie Heffernan was in the Army stationed at Fort Carson, Colorado.

Among county service men expected home for the holidays were Jimmy Doyle, David Powell, Jack Steward, Bill Bearce, and Kenneth Love.

Cement curbs and sidewalks were being installed around the new headquarters building of the Southwest Texas Electric Co-Op, while work continued on the interior.

Ed Meador presided at the final pre-holiday meeting of the Lions club.

12 YEARS AGO

Dec. 27, 1951—C. N. Shaw announced for sheriff of Schleicher

county, subject to the Democratic Primary in July. Marvin McAngus also announced.

Ray Boyer purchased from Mrs. Gladys Patton the lot on Main street which included the Ashmore Barber Shop and Boyer Electric.

Mrs. Palmer West was collecting Dr. M. G. Holcomb's accounts after Dr. Holcomb moved to El Paso.

In a ceremony in the Presbyter-

ian church, Miss Joyce Burk became the bride of Joe Chandler Whitten.

George Graf was spending the Christmas holidays here from Scott Field, Illinois.

A daughter was born to Mr. and Mrs. George Draper.

35 YEARS AGO

Dec. 28, 1928—Fernando Ram-sel, who resided 10 miles west of

Eldorado, died. Also reported was the death of Ruby Katherine Rat-liff, 9-year-old daughter of Mr. and Mrs. Ed Ratliff.

Misses Marie Doty and Lula Mae Evans, teachers in the Ozona school, are spending Christmas in Eldorado with home folks and friends.

Born, Thursday, December 20, a 7½-pound son to Mr. and Mrs. Jesse Smith.

F. M. Bradley and family spent the Christmas holidays with Mr. Bradley's mother at Fife, and with Mrs. Bradley's father, R. K. Finley.

Joe and Arthur Wilson of Mid-land were here for the Christmas holidays to visit their uncle, L. T. Wilson.

Tennyson Nixon and wife of Kerrville were in Eldorado for the holidays, guests of his parents, Mr. and Mrs. A. M. Nixon.

Mr. and Mrs. Sam Roberts are visiting relatives and friends in Llano this week.

C. E. Brown returned last week from a hunting trip to the Delaware Mountains.

Miss Tommie Dee Oliver spent Christmas with Mr. and Mrs. Lewis Ballew.

Dickens Garage advertised Seiberling All-Tread Tires, protected for one year against road hazards.

# TAKE THE WORRY OUT OF WINTER DRIVING



### ENCO EXTRA GASOLINE

Enco Extra's winter formula prevents stalls due to carburetor icing! It helps you start easier, warm up faster, gives you full power faster in stop-and-go driving.

### extended-Life UNIFLO MOTOR OIL

Instant lubrication protects your engine from friction damage caused by cold starting. Uniflo lasts longer—exceeds the requirements of every car manufacturer.

### ATLAS Perma-Guard ANTI-FREEZE

This guarantee goes with Atlas Perma-Guard: If your anti-freeze protection varies more than five degrees above the protection point you originally specified, we'll add the necessary anti-freeze at no cost.

### ATLAS Plycron TIRES

Atlas Plycron tires put more rubber to work for you the whole year long. Enjoy easier steering, a smoother ride and up to 25% greater comfort. Driving is easier, and safer, too!

### ATLAS Perma-Ful H-D BATTERY

This Atlas Heavy-Duty battery puts out all the power your car needs. Its extra-long life means low cost-per-mile, too.

**HUMBLE OIL & REFINING COMPANY**  
America's Leading ENergy Company



# Merry Christmas to All...

Surprise Them With The Keys To A Beautiful New

# 1964 FORD

We have the keys to your family's most welcome Christmas surprise! Give them months of happiness and miles of pleasure with your gift of a new car. Stop in now; see all the latest models and select yours

## Joe Gault Sales

