## THR BLDORADO SUCEESSS

OF AND FOR EL DORADO AND SCHLEICHER COUNTY. ALL THE TIME

## LAREE GROWD EXPECTED TO BE IN ELDORADO JULY IIth \& l2th



Eldorado Lions Have Good Meeting.
The Eldorado Lions met Wednesday at their regular hour, at
the Methodist church. There the Methodist church. There
was about twenty-three
members present, who enjoyed a good
dinner and special music renderdinner and special music render-
ed by Miss Jym Newsom on the The club voted to sponsor a
full page advertisement in the full page advertisement in the
San Angelo Standard for the com ing Rodeo and Race Meet here next Thursday and Friday, July The Lions club is still working dor the improvements in Eldoraa member, and want anything done that has been overlooked,
that is for the upbuilding of the town, take it up with a membe
of the club and it will help you of the club and it will help y

THE TOWN DOCTOR The Doctor of Towns SAYS
If I were President of a ser-
vice Club or a Chamber of Commerce ina town from two to two
hundred thousand population hundred thousand population, 1
would, one week, invite all of the gasoline station attendns to lungasoine station attendns to lun-
chon, the next week, all of the
hotel clerks, the next the soda hotel clerks, the next the soda
fountain and drug store clerks, and the next week, I'd have an evening meeting and invite all
th waitresses and restaurant
$\qquad$ these meetinge id somie well-likee meetings I'd have Who had a lot of humor, snap and pep in his make up, give a boost-
er talk on our town. Not a lot of undue praise, nor an aration
on "Our Home Town" but straight from the shoulder but call ing a spade a spade. I'd sell
those men and women on why those men and women on why
they should sell everybody with they should sell everybody with
whom they come in contact on what the town offered, what it
needed and I'd show them why they should do it for them why pocketbooks, as well as the town
l'd see to it that facts and figares were placed in their minds and hands that make it possible
for them to put up a real sales for them to put up a real sales
talk. Among other things, this taik. Among other things, this town in the last five years and why, population of trade zone and the income derived from th
trade zone, historical facts, high lights ofin terest, and industries. If the town had anything that no other town had, I'd see that
these people had all the details. these people had all the details now to place in the hands of
those who come in contact with those who come in contact with
the potential customers of the the potential customers of the
town, sales ammunition to SELI the town.
the town.
These people are the logical
people to start with and through people to start with and through
the thousands of dollars can be the thousands of dollars can b
made for every merchant. Every day there is a constan flow of gold dollars a going thru your city, but no town can ex-
pect to get an even break unless pect to get an eve
they ask for it.
"You can't sell 'em, if you do-
n't tell 'em," is as true in Tiwn elling as it is in the promotion any product.
Copywright, 1929, A. D. Stone eproduction prohibited in whole on in part.
This To
This Town Doctor Article is
published by The Eldorado cess in cooperation of the Eldo rado Lions Club.

Mrs. B. B. Brittain was a visitor in the city Monday. She was accompanied
tain Sailor.

List your oil leases with J tion number. Prefer listing direct from owner. Have con nections with good companys.
See me at Murray Drug Store See me at Murray Drug
Christoval, T.exas.
J. L. Murray.

West Texas Utilities Pub LOYALTY SHOWN licity Manager Visits Eldorado.
R. B. Niese, Jr., Publicity Manger of the West Texas Utilities Uucess office a visit last Wednesday. He was enroute to So-
nora. Niese says that"the Com-
Mr. pany is keeping its eye on Ello-
ado and the many improvements ado and the many improvements
that are going on here and as hat are going on here and a
soon as the customers here in-
rease enough to justify a build crease enough to justify a build
ng the Utilities Company is go ing to build a n icee building and
give the people of Eidorado the give the people of Eldorado the
beautiful display of electrical ebeautiful display of electrical e e-
quipment that they put in the
various towns various towns where they oper-
ate. They are contemplating on installing a line og goods here presently.
We are
are going glad to hear that we whe. It asked for nothing but are going to get a building in man who had given his life for
the future, as there is nothing in the way of improverenents that the price of 25 top steers a year,
will help the beauty of our little and who, broken in body, was to wil help the beauty of our little
town more than buildings of the
ype that this comen the that this company puts up.

Mrs. Joe Willams Home From Hospital.
Mrs. Joe Williams, who has
been in a Junction Hospital for the past five weeks, suffering with a broken leg received in a
car wreck near Junction was car wreck near Junction was
brought home last Friday morn ing. She has been suffering very
much with the broken limb and much with the broken limb and one time the doctors thought
that it would have to be amputhated would have to be ampu-
tated but from special treatment at the hospital, the infection was removed and she is at present o se her able to come home
and wish for her a speedy recovery.

MRS. VAN McCORMICK IS hostess to bridge club.
Mrs. Van MeCormick enter-
tained the Eldorado Bridge Club tained the Eldorado Bridge Club
Wednesday afternoon at her nome with t trree tables of bridge The high club prize was award
do Mrs. Lewis Ballew and high zuest to Miss Agnes Wright.

## Furnishe



Eldorado Man Made Chairman Of State Sanitary Board.
A. Whitten Chairman of Sanitary Stock Group. itary Stock Group.
Austin, July2.- Richard King Austin, July2- Richard King
of Corpus Christi resigned as
Chairman of the state livestock sanitary commision today. Gov-
enor Moody appointed J. A. Whienor Moody appointed J. A. Whi-
ttten of Schleicher county, memceed hime tome vacancy on the
commision whe ment of R. H. Martin of MaverThe appointments were confirmed by the senate.
King had been chairman of the oard since Governor Moody was
inducted into office in January 227.-San Angelo Standard.
R. T. TRAL IMPROVES
R. T. Trail recent purchaser the Bush Motor Company has been hard at work since he has
arrived in Eildorado to take charge of his business, re-arranging
the shop, puting in new parts. He has ordered a great deal of
modern shop equipment as well as parts accessories for all mo-
dels of Fords and when he gets
this equipmnet in
 the Ford line. He is also install-

$\qquad$ SPECIAL

Close out for Friday and Sat. | Men's dress Shirts |
| :--- |
| Size 14 1-2 to 17 were | Boy's dress Shirts

Size 6 to 14 were Men's and Boys Fore- an hand
Ties were $\$ .75$ now ----4.49 Ladies crepe gowns were $-\frac{1.25}{\$ 98}$ Ladies Beads 10 c and 15 c
A good place to trade CITY VARIETY STORE METERY ASSOCIATION
Clock there will be a regulax
read. Every body interester

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Mrs. L. M. Hoover, Sec.
``` MEETING.

Two Big Days Of EntertainmentAwait You.
One of the largest crowds ever
attend he annual rodeo and
ace meet of the Schleicher CounFair Association is expected to be on hand next Thursday and
Fricay, July 11 and 12th. The directors have been hard at work teresting program and from heir reports have succeeded.
Some of the fastest rece Some of the fastest race horses
in the state will be here, and evory one doing their best to be in
he money. The half mile regrulation tray. is is being put in firs
aciass condition telass condition and the people
will be assured of the very best races. Each day thill bery best five
races will be bene feat races will be one feature of the
two-day program. Two-day program.
The association having obtained some of the roughest bucking
horses that coluld be had, have horses that coluld be had, have Jotten the horses in good condi-
tion and the cowboys that attempt to stay aboove his mount
will be assured of no easy job. hese horses have gaind ab. ary
wide reputation among the riders of West Texas and other secwill be plenty of riders. There to take seat at these horss. A good
urse is offered for the bst. Be nand and do some judging. ng. The we ald Brahmester rid-
ner will be
contested and ander ontested and an atempt to tame tiem by some real ster riders.
There will also be some real
ropers on hand to try their skill roping and tying the calves. A fature that the rodeo has ever had before will le obsrved obtained will be on the cunds. A celeratiton is nevermat this yar we heve one enefeatured in تilioradoHOME FOR VACATION
Buck Bailey football and base
bsil coach of Washington State
coach of Washington Stase
College, returned home last week
for his summer vacation Buck
ye bulcfiohters




A I) VICE
Do not hsitate to ask our advice on any business problems that confrant you.
It is our business to help if we can, and every
facility of this bank is at your disposal.
We'll help you - you'll help us.

\section*{FirstNational Bank Eldorado. Texas.}


Bananas are banned in Italy be pleased to hear from you. because they do not grow in that W. Huffor, Special Rep-
country or in any of it colonies. restative, Brady, Texas. In Burma people born on the
same day of the week are not alsame day of the week are not al-
lowed to marry. Nearly 1,300 factories have
ieen estabished in Mexico dru-
ing the last few years. The new ing the last few years. The new the Diario de Pernambuco, estabplants employ mroe than 50,000
country each year mounts up to
workers.
about \(\$ 15,000,000\).
A 16 -year old girl of Atlant
Ga., drives a truck and bosses


\section*{Telephone Service}

When your Telephone Service is not what you think should be, Telephone us at once We deem it a favor,as we are prepared to render GOOD SERVICE
And anxious for you to have good service SAN ANGELO TELEPHONE CO.

Fred O. Green, Local Manager


\section*{Groceries}

Pure Nonrishing Groceries, Dependable in Quality, Right in Price. Our Abundant Stock, and Courteous Service make it a Pleasure to Shop here. Uniformly High Quality at iformly Low Prices

We handle nothing but Fresh, Wholesome Groceries and welcome your patronage.

\section*{Brooks Store}

QUALITY MERHANDISE

\section*{Palace Barber Shop.}

First Class Tonsorial Service.
Hair Bobbing A Specialty.
Bath A. E. BUCK, Prop. Bath

\section*{THE SWEET POTATO PASTURAGE-}
\begin{tabular}{l|l}
\begin{tabular}{c} 
Sweet potatoes are either long \\
and thin or short and chunky,
\end{tabular} & \begin{tabular}{c} 
I have some range for sheep \\
and cattle. Also have same baled \\
and eastern consumers prefer \\
the eneat for sale.
\end{tabular} \\
the short chunky ones. This & See or phone W. C. Parks. c
\end{tabular} \begin{tabular}{l|l|l|l} 
& \\
the short chunky ones. & This & See or phone W. C. Parks. c
\end{tabular} discovery led to research which
resulted in an amazing manifesresulted in an amazing manifes-
tation of man's knowledge of the soil and man's power to direct he shape of vegetable growth.

FOR SALE OR TRADE ood second hand ice boxes and refrigerators.
W. E. Cloud.
tural Experiment Station proved
that a chunky variety of sweet
potato will grow only in soil to
which fertilizer rich in potassi-
Have G. D. Hines write your um in relation to nitrogen has een applied. On the basis of five years of experiment by Pro-
fessor Schermerhorn, potato growers of New Jersey now have
available formula for fertilizer. available formula for fertilizer.
Dr. W. R. Robbins further ex-
Dr. W. R. Robbins further ex-
tended the work, finding that
short, chunky potatoes have a
high percentage of protein, and
long, thin ones a high percentage
long, thin ones a high percentage
of carbohydrates.
Specifications were given
the ideal dimensions of the com
weet potato. Four and a ha
inchs long and two and a half
inches thick.
We are willing to wager that
We are willing to wager that
ese specifications will be met.
nd there is something inspir-
And there is something inspir-
o farmer can guide the destiny of the s
telling
next!
will


FRYERS WANTED I sure would like to buy some
good fryers.
W. E. Cloud

Get some of that good White
House Rice at Wright's Cash ist with me your Lavi LIVE STOCK
H. S. ESPY

General Commission Business.
QUCK RELIEF FOR LIVER SUFFERERS Free Proof!
mien pat buex iushi, towi standpoint as well as ours

> We made no "snap" decision when wee arranged with the Westinghouse Electric \& Manufacturing Company to take over the agency for their Improved Farm Electric Plant. For months we tried to find a flaw in this plant. We tore it down awd examined every one of its few and simple parts. We put it together again and tested it out for performance on the stiffest service jobs we could think of. It passed every test with flying colors. And, above everything else, it proved to us that here at last was an electric plant that measured up to the letter of your require ment- has fewer parts to wear out-re quires less watching and attention -calls for a minimum of service-sells at a lower price. We are anxious to have you put your O. K. on this Electric Plant. Just drop in to see us whenever it is convenient-or give us a phone call. ELDORADO ELECTRIC CONII.

Robert F. Isaacs, Proprietor.

\section*{Williams Man's Shop}


FOR MEN OF FASHION

Pool Shirts
Up - to - date Neckwear

a nev independence
- momen laration of Independence. And it is good that we set aside
one day each year in which to rejoice over the freedom for which our forefathers fought and died.
- - There is still another kind of freedom which we of this modern age enjoy-Freedom from the slavery of drudgery, disease and discontent. This new freedom is the
result of years of experimenting with that great discovery result of years of e
- - By reason of its cheap and abundant supply, life has ceased to become a struggle merely to exist. The sweat shop has faded like a bad dream in the fog of time. Anaemic, spindle-legged children have given way to a race of
sturdy, red-blooded youngstars. Disease, to a great extent, has fled before the development of modern science.
- - Through the extension of its facilities, industry is moving to the country. The vermin of the tenement has
been eradicated by bright electric lights. The electric washing machine and iron, vacuum cleaner and similar lab
saving devices has swept drudgery to the forgotten past. ———We are proud of the fact that this company has a part in spreading this new freedom to 110 prosperous cit:os,
towns and communities in West Texas. Fed by three major generating stations and fifteen auxiliary plants, more than 2,000 miles of transmission lines of this company carry an "Land of Opportunity

\section*{West Texas UMHics}

Conntamy
\begin{tabular}{|c|c|c|c|}
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a new \\
incleperderace \\
- In July we celebrate the anniversary of the Decration of Independence. And it is good that we set aside hich our forefathers fought and died. \\
- There is still another kind of freedom which we this modern age enjoy-Freedom from the slavery of udgery, disease and discontent. This new freedom is the ELECTRICITY. \\
- By reason of its cheap and abundant supply, life as ceased to become a struggle merely to exist. The sweat ic, spindle-legged children have given way to a race of urdy, red-bloocied youngsters. Disease, to a great extent, fled before the development of modern science. \\
- - Through the extension of its facilities, industry is oving to the country. The vermin of the tenement has g machine and iron, vacuum cleaner and similar laboraving devices has swept drudgery to the forgotten past. \\
We are proud of the fact that this company has a art in spreading this new freedom to 110 prosperous civios, enerating stations and fifteen auxiliary plants, more than , 000 miles of transmission lines of this company carry an nlimited supply of electrical energy to the people of then
Land of Opportunity." \\
West Texas पHitios Coserbany
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\section*{SPECIALS FOR SATURDAY} 24 lbs. Cream Meal 100 pounds Shorts 481bs. Extra High Patten Flour 100 pounds Wheat Bran \(\$ 1.80\) We also have some bargins in Work Trousers and Dress Shirts.

WRIGHT'S CASH STORE
Bargain in Every Purchase

The average American is insured for \(\$ 844.00\), one-tenth of the average American's life value. -How do you rate yourself? SOUTHLAND LIFE, H. G. Parker, Agent```

