

THE OZONA STOCKMAN

The Only Paper In Crockett County—3,000 Square Miles Of Livestock Territory

"Out In The West, Where The Air Is Pure, The Climate Agreeable, And The People Friendly—The Best Place On Earth To Call Home"

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OZONA, CROCKETT COUNTY, TEXAS, THURSDAY, MAY 1, 1930.

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No. 3.



POLITICS

Presidential politics always become a topic of conversation in any President's second year. Some people are hinting that Mr. Coolidge would like to run again in 1932. Mr. Coolidge is reported to have said to a friend that there are only two possible candidates for the Presidency next time, Herbert Hoover and "some Democrat." The Republicans have always renominated their Presidents and must do so in Hoover's case, whether they like it or not. So the only point worth discussing is who will be the "some Democrat."

From here it looks certain that it will not be Mr. Smith. It also looks certain that it will not be Governor Ritchie of Maryland. Both are avowed "wets," though there are other reasons given why they will not be serious contenders. Many people are looking carefully at Governor Franklin Roosevelt of New York. Gov. Roosevelt is "dry" but has a "wet" party organization back of him. Some suggest Owen D. Young; others think he has too close a connection with power interests. Others are whispering "Keep an eye on Harry Byrd." Byrd is a dry Democrat who has just retired from the Governorship of the dry Commonwealth of Virginia. He is a newspaper man and a brother of Admiral Byrd, the explorer.

REDUCING

We can blame a good deal of the trouble of the wheat growers on the world-wide effort to avoid surplus fat, according to Professor James L. Boyle of Cornell University. Bread consumption in the United States has declined 30 percent, Professor Boyle says, because women—and men, too—are afraid that eating bread will make them fat.

The taste of the ultimate consumer is the controlling factor in every line of industry. Short skirts injured the textile manufacturers but made fortunes for the silk stocking-weavers. Makers of dress goods the world over combined to establish a new fashion with longer skirts, which is beginning to make headway. It will be harder for wheat-growers, millers and bakers to convince women that a reasonable amount of fat makes them more attractive.

KINGS

There are a few kings left, but they are mainly figure-heads. Mussolini rules Italy; Primo de Rivera up to a few weeks before his recent death, ruled Spain; Admiral Horthy rules Hungary; King Alexander of Jugo-Slavia, King Christian of Denmark, King Albert of Belgium, Queen Wilhelmina of Holland and Queen Marie of Roumania hold their thrones only because they do not attempt to run their nations.

The Countess of Warwick, a descendant of King Charles II of England and of Oliver Cromwell, who has been an intimate of royalty since girlhood and a power in British politics, predicts that the present king, George V., will be the last king of England, and the prince of Wales will be the first President of the British Republic under the name of David Windsor. If that proves true, and stranger things have happened, he will have more power than his father has ever dared exercise.

FISHING

It takes a fisherman anywhere from two to seven or eight hours to land an 800-pound swordfish after he has sunk the harpoon in it. The swordfish is one of New England's favorite foods and is found in

(Continued On Last Page)

RAINS WORTH MILLIONS TO WEST TEXANS

Downpours From Inch To Four Inches Reported Over Area

2½ INCHES HERE

Ranch Section Thoroughly Soaked By Drouth Breaker

Drenching rains which definitely broke a drouth that has prevailed virtually since last fall and which will be worth millions of dollars to the livestock industry and to business in general over West Texas soaked practically the whole of West Texas during the last four or five days.

The heart of the stock raising section, within a two hundred mile radius of Ozona, was visited by general rains ranging from one to three and four inches.

The general rains followed on the heels of scattered showers that have fallen intermittently for more than a week and this time covered all sections of the area, some that have not received rain since last fall.

Ozona has been in the path of nearly all of the scattered falls during the last week. Last Thursday a half inch fell and the rains beginning Monday swelled the total fall here to 2½ inches. All of Crockett County was soaked and heavy clouds that still hang over the section indicate that more rain is in store for the next few days.

In addition to soaking into the ground that had dried out in months of continued dry weather, the fall was sufficient to fill all draws and water holes in the section and will provide water in most of the ranching section for the rest of the summer.

Sid Slaughter Sells 1,000 Yearling Ewes For \$10 Per Head

There aren't many goatmen in Crockett County. In fact, a one-legged man could count them on his fingers and toes. About the only goatmen are T. A. Kincaid, B. B. Ingham, Ralph Watson, the late J. W. Scott, S. S. Millsbaugh, the old S. E. Couch property, a man down on the river and one or two others. Twenty thousand goats will call the roll in that county but it will require 400,000 sheep, believe it or not.

This is in black face type for it's a real news story of the sort that the boys have been wanting to read for the last few weeks. Sid Slaughter, who has a ranch eight miles west of Sheffield, has sold to Jeff Harkey of Sheffield 1,000 yearling ewes out of the hair, delivery June 1, for \$10 a head. The making of the deal involved a day and it sets a new high mark for the late weeks. Trading has been plenty scarce, as scarce as grass has been, until the rains reached down into the dust, bathed the face of the grass seed, told them to rise up, get green, for spring is here, and the sheep are hungry. — Sam Ashburn in S. A. Times.

ANNUAL SCHOOL EXHIBIT TO BE HELD MON., MAY 12

The annual exhibit of work of the Ozona High and Grade Schools will be held in the school building Monday afternoon, May 12, it was announced Thursday morning by Supt. John L. Bishop. Local patrons and friends of the school are cordially invited to attend this exhibit.

In view of the fact that examinations will be in progress on that day, the exhibit will be open to the public after the close of school at 3:15, Mr. Bishop said.

Cooking School Begins Tuesday

Mrs. Stella Floyd In Charge Of Hotpoint Demonstration

A three-day cooking school will be held in Ozona at Joe Oberkamp's store, beginning May 6th, under the direction of Mrs. Stella Floyd, Home Economics Expert of the West Texas Utilities Company.

This education school will be of special interest to the aggressive housewife for Mrs. Floyd brings with her a multitude of new recipes which are aimed at the desire of all housewives to combine the tasty and wholesome foods. Mrs. Floyd, in addition to giving out these helpful recipes and household hints, will demonstrate the superiority and comparative ease of the modern methods of cooking over the older through the new Hotpoint Electric Range.

It is expected this school will be the largest, most complete and extensive ever held in Ozona and the ladies are most cordially invited to attend the free demonstration which will begin each afternoon at 3 o'clock for three days. Each day different recipes, hints and demonstrations will be given.

Ozona Lions To Put On "Model Luncheon" At State Meet

A group of Ozona Lions, headed by President M. M. Fulmer, will leave for Austin Sunday, May 11, to be on hand for the opening day of the state Lions Club convention which will be in session at the capitol city three days, May 12, 13, and 14.

The Ozona Lions Club representatives will go with a specially prepared program which will be presented at a "model luncheon" to be staged by the Ozona Club on the opening day of the convention. Several of these "model lunches" are staged at noon on each of the three days, and the convention visitors are divided and assigned to the various groups. Only about a dozen clubs in the state are given the honor of staging the "model luncheon."

On the opening day the Ozona club will be responsible for the luncheon hour program, to furnish the entertainment, the presiding officer, the club organization and the speakers, if any.

Among the entertainment features to be presented by the Ozona Club at the "model luncheon" will be "Arkansas" Jordan in his famous drunken dancing act. Other musical and entertainment features will also be worked up by the local delegation.

Lion Tamers Guests Of Lions At Monday Luncheon Program

Six members of the Lions Tamers baseball squad, who trimmed the Lions in such decisive manner on the local baseball diamond recently, were honored guests of the Lions Club at its regular luncheon Monday noon. Other members of the squad were invited but were unable to be present.

The Lion Tamers present included Manager Mary Kincaid, Pitcher Mary Augustine, Catcher Gracia Swanson, Fielders Beth Davidson and Maxine Roth and First Baseman Hester Bunger. The absentees included Carolyn Montgomery, Alma Johnigan, Mrs. Glenn Rutledge, Elizabeth Perner and Wanda Watson.

Two members of the Lion Tamers present demonstrated that they were good entertainers as well as baseball players. Miss Beth Davidson presenting a series of songs written by herself and sung to popular tunes, one describing the styles worn by the Lions in the baseball game, another a song of victory for the Lion Tamers and still another a greeting to the Lions Club. Miss Gracia Swanson gave a humorous reading which was greatly enjoyed.

Miss Leta Powell, who has been

LIONS PLAN LADIES NIGHT PROGRAM

Club Celebrates Opening Of Third Year In Ozona

HOTEL BANQUET

Interesting Program; Neighboring Clubs To Be Invited

Lions and their ladies and invited guests will gather in the Hotel Ozona ballroom next Monday night for a "Ladies Night" program in celebration of the beginning of the third year of the Lions Club's existence in Ozona.

Decision to stage the "Ladies Night" banquet next Monday evening was reached at the regular club luncheon Monday noon. Good feed and an interesting program will be arranged by a committee composed of Lowell Littleton, chairman, John L. Bishop and I. G. Rape.

Approximately 100 persons are expected to be present for this event. Pres. M. M. Fulmer has announced the engagement of Rev. Elmer Ridgeway of San Angelo as the principal speaker of the evening. Rev. Ridgeway is pastor of the First Baptist church of San Angelo and is a forceful speaker. His subject has not been announced.

Invitations have been sent out from the office of the secretary to clubs in adjoining towns and representatives are expected to be here from a number of neighboring clubs.

The program will begin at 8 o'clock Monday evening. The banquet will be served by the hotel management under the supervision of B. H. Murphy, manager.

CROCKETT CO. POPULATION TOTALS 2600

Increase Of 1100 Over 1920 Count; Ozona Has Total Of 2150

Crockett County's population has almost doubled in the last ten years, according to preliminary 1930 census reports made Thursday morning by Miss Edna Phillips, local enumerator for the United States Bureau of Census.

The population of the town of Ozona has also increased more than one-third in the ten year period, the census count shows.

The total population for Crockett County as given in this first report of the local enumerator is 2600, a gain of 1100 over the total in the 1920 census and a gain of more than 1300 over the 1910 population.

Ozona's population as given in the 1930 census is approximately 2150, a gain of 650 over the 1920 count. The total population of the county at present shows a gain of 500 over local estimates in 1928.

Fletcher Freeman, former student of the Ozona High School and member of the gridiron squad last fall, and now a student at Buena Vista in Pecos County, passed through Ozona Wednesday on his way to Austin to enter the state meet in track events. Fletcher won the county and district championship in the rural pentathlon and will enter these events in the state meet at Austin, May 1 to 3.

assisting Secretary Hugh Childress in the club work, was also a special club guest.

Wool Shrinkage Tests Discussed

S. P. Davis, Wool & Mohair Specialist Of A. & M. Gives Talk

A discussion of the values of a ranchman knowing the shrinkage of his wool and mohair by S. P. Davis, wool and mohair specialist for A. & M. College, drew an assembly of about forty ranchmen at the Hilton Hotel Saturday afternoon. The meeting was called by Mr. Davis who is making a tour of the ranch country, appearing at Kerrville, Sonora, Rocksprings, and other points. At the conclusion of his talk the ranchmen asked many questions.

Mr. Davis in his address said: "The Texas Agricultural experiment station has been conducting a study of Texas wools for interested wool growers of this state for the past ten years. The object of the work is to learn more about the characteristics of Texas wools which are greatly influenced by breed and type, range and climatic conditions. All of these factors are of great importance to the wool grower as they are valuable and have some effect upon the quality desirability of the wool for manufacture and the selling price."

"It is of interest to the sheepman to gain some definite knowledge of this nature about the wool his sheep produce and to gain information as to the grade and shrinkage of this product from year to year."

"In 1919 as a result of active interest shown by sheep and goat men of the state, the wool and mohair scouring plant was established at College Station, Texas. This scouring equipment, while on a smaller scale, is of the same type as that used in the large wool manufacturing units of the northeast. During the past ten years approximately 100,000 pounds of wool samples have been sent to this scouring plant by wool growers, wool warehouses and a limited number of wool buyers."

"After the wool scouring plant was established, it became necessary to develop some reliable method of selecting a representative wool sample due to the wide variations in shrinkage which exist in one flock. The results of these studies show us that at least 25 entire fleeces selected at random at the shearing pens are needed to obtain results which will be sure to be very close to the shrinkage of the entire flock."

"One of the most satisfactory (Continued On Last Page)"

MUSIC CLUB NOTES

The regular meeting for April 24, for study of Madame Butterfly, was called off because of so much illness. The program that was to have been given during National Music Week was also called off.

The club will sponsor the music for the Baccalaureate Services at the Baptist Church on Sunday, May 11.

Some members are in arrears on fines and dues. These members are asked to see the secretary at once so that the club's year book may be paid for. Also members who have not paid the 35 cents for National Federations dues are asked to bring this amount to the next meeting as that will be the last meeting with the present officers on duty.

The next meeting of the club will be devoted to a program of Indian Music. The club will meet at the home of Mrs. Victor Pierce on Thursday afternoon, May 8, with the following program:

Mrs. Victor Pierce, Mrs. Elton Smith and Mrs. Joe Oberkamp, hostesses, and Mrs. Lowell Littleton, leader.
Chorus, "Indian Dawn."
Piano Solo, selected—Mrs. S. M. Harvick.
Indian Dance, selected.
Vocal Solo, "From the Land of Sky Blue Water," Mrs. Bryan McDonald.
Violin Solo, "Indian Lament"—Victoria.
Choral Practice.
Social Hour.

\$3,000 WORTH IMPROVEMENT FOR 1930 FAIR

Grandstand To Be Enlarged and Goat Sheds Added

IMPROVE TRACK

35-Foot Addition To Be Made On Grandstand, South End

Nearly \$3,000 worth of improvements are being made by the Crockett County Fair Association in preparation for the biggest Rodeo, Race Meet and Stock Show ever held here when the 1930 show opens on July 3 for a three days run.

This was the announcement made this week by Joe Pierce, president of the association.

Enlargement of the grandstand and the addition of sheds and pens for the goat show, a new department added this year, constitute the major items in the 1930 improvement program. Mr. Pierce said.

Work is already under way on the goat shed and contractors will start in the next few days on enlargement of the grandstand. The grandstand will be extended south 35 feet, thus increasing the seating capacity by approximately one-third.

In addition to the extension on the grandstand, this work will also enlarge the sheep pens, located under the grandstand, by adding 35x48 feet more pens, making it possible to greatly enlarge this department of the show with the added facilities. Estimates on the work of enlarging the grandstand place the total cost at approximately \$1700.

The new goat shed will be 35 by 50 feet in dimensions and will be as nearly weather-proof as possible. The space thus provided under the shed will be cut up into pens of convenient size for registered goats entered in the show and sale. The goat show and sale is an added feature this year. The association is offering some handsome cash premiums in the goat show, announcement of which is expected to be made next week, and this department is expected to run close to the sheep show and sale in importance in a few years. A number of goat breeders in the section have already manifested their interest in this department and Allen Robertson, chairman of the goat show and sale, is expecting many entries this year.

In addition to these improvements, fair officials have decided on considerable additional improvements on the race track this year. Last year the north end of the track was raised about three or four feet, making the half mile circle almost level. The north end is still a little low, however, and this low section will be filled in this year to make the whole practically level.

Snowwhite Creameries Trim Mike Couch Nine 8-3 In Game Here Sun

The Snowwhite Creameries City League team from San Angelo carried off the bacon here last Sunday afternoon when they defeated the Mike Couch Campers 8 to 3 in a game that was more stubbornly fought by the locals than the score would indicate.

Neville Davis, hurling ace for the Couch nine, was pounded freely at intervals, the visitors being able to bunch their hits to the extent of pushing over run after run. Except for these few intervals of weakness, which the visitors pounced on with a vim, Davis pitched a credible game, however.

Mrs. Harry J. Friend, Jr., is in San Angelo visiting her parents.

Rev. J. H. Meredith left Wednesday afternoon to take part in the Sunday School Training School in San Antonio.

The OZONA STOCKMAN

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

Notice of church entertainments where admission is charged, card of thanks, resolution of respect and all matters not news, will be charged for at regular advertising rates.

THURSDAY, MAY 1, 1930.

The co-operation of every resident of Crockett County should be given the census enumerators of this county in order that a complete and accurate census count might be had. It will be another ten years before the census is taken again and it is important that the count be as nearly complete as possible.

Enumeration in Crockett County is under the direction of Miss Edna Phillips. Miss Phillips and members of her family have been working diligently on this task, but even in a county with a population as small as this, the work of taking the census is a formidable task. Especially is this true in a county as large as Crockett and as sparsely populated. To cover every ranch and every settlement in the county would require months of work and travel.

To get an accurate count, then, the census enumerator must depend on the people for their co-operation and assistance. Ranchmen who have families on their ranches should find out whether or not all members of these families have been listed in the census count and if not they should see the enumerator and get them on the list.

If you have not yet been questioned by the census enumerator, or if you know of anybody that has not, see the census taker at once. The government has set May 1 as the date for submission of reports, but this time will be extended any community that has not yet completed its count. Then, supplemental reports may be made from time to time and the total thus swelled. Let's have a complete count in Crockett County.

Last week the editor of The Stockman received an anonymous letter, or rather a note, giving us a pat on the back for a certain editorial comment appearing recently. Now, an editor is no more nor less than human and dearly loves a pat on the back, especially if he is making an honest effort to serve his community, to advance its interests and to serve its people to the best of his knowledge and ability. He is always certain of receiving a slap on the jaw, either figuratively or literally, should the occasion arise, but to get it on the back is a thrilling experience.

But how much better would this one have been had the note been signed. We abhor anonymous letters, even if they do carry a pat on the back. Although the editorial "we" is used in this column, it is no means anonymous, for this editor's name is carried in full at the top of the column, and that is why, that any who might want to know who is responsible for this blabbering have but to look there and see.

Any communication to this news paper by its readers, friends or enemies, if any, will always be held in the strictest confidence when so requested. Communications for publication which involve editorial comment must always be signed or else they will not be published, but the name of the writer will be held in confidence if so requested and the communication is such that its publication anonymously will be fair to all.

So, we appreciate your interest, your encouragement and your comments of whatever nature, but we will appreciate them much more if they are signed.

The fact that the feeders took

a loss last year and are buying more sparingly this year, and the short lamb crop this year should combine to make the sheepmen's a path of roses next year. If estimates on the lamb crop are correct, demand should certainly catch up with supply this year.

It always rains "just in the nick of time," doesn't it? Well, nearly always.

Read the ads of Ozona merchants appearing in The Ozona Stockman. They are making an honest effort to serve you, to keep you informed on what is new and how you can save in your necessary purchases. They are helping to support your town and are asking nothing more from you than a fair deal. If you buy out of town only what you cannot get here, you are doing all you are expected to do toward supporting your home town and your merchants ask no more.

LINDY DOES IT AGAIN

The "Lone Eagle" has made another long jump in the records of aviation. Col. Charles A. Lindbergh, with his young wife as passenger and navigator, flew from Glendale, California, to Roosevelt Field, Long Island, in 14 hours and 45 minutes, with a single brief stop at Wichita for fuel. This beats the transcontinental record of Capt. Frank M. Hawks by nearly three hours.

The Lindbergh's flew at a height of from 10,000 to 14,000 feet—more than two miles up in the air most of the time. That was the secret of their speed. By flying high, Col. Lindbergh believed, he would avoid bad weather conditions close to the ground. He holds that this flight has demonstrated that long-distance flying in the future will be at higher altitudes than has been customary, and therefore safer and more certain. Any flyer will tell you that if his engine is going to go dead or anything else happen which might

cause a crash, he would rather be two miles up than one mile. From the greater height he has a far wider gliding area in which to angle down to a safe landing, and if he has to take to his parachute the difference of a mile or so is almost no difference at all. Most aviation accidents happen when the plane is too close to the ground to get out of trouble.

But the interesting and really important thing about this latest achievement of the young man whose intimates affectionately call him "Slim" Lindbergh, is that it demonstrates again that his position as the supreme aviator of the world is not merely luck.

Thousands of envious and lazy persons dismiss every achievement of which they themselves are not capable as "luck." Thousands of young men believe that if they could only "get the breaks" they could do what Lindbergh has done, or Ford, or Edison. That is not true of success in flying or in any other human activity. Lindbergh's success is due to

the fact that he did not shirk the hard, grinding drudgery of a long apprenticeship in order to master his art. Because the public had never heard of him before he flew the Atlantic, many forget that he spent years in preparation. "barnstorming" in his own crude plane, then the gruelling two years of training at the Army aviation school at Kelly Field, the most difficult training in the world in a school where only one out of ten who enter ever gets through the course, then a year in the hazardous night flights of the Air Mail between St. Louis and Chicago. When a man has come through training of that sort he has learned his trade.

Instead of envying him, every young American should take him as an example of what he may achieve, without means or influence but simply through persistence and the hard work without which any sort of success is impossible.

Mrs. S. E. Couch returned Monday from a visit in Waco.

TOWN IN NEBRASKA FINDS THAT CASH POLICY PROFITABLE

BLOOMFIELD, Neb.—There is no credit here.

You pay cash for everything. Slow collections in 1928 prompted merchants to make a gentleman's agreement to demand cash. And now, R. D. Wilson, president of the retail merchants, in a report has come to the defense of the system.

"It has kept customers out of debt for years," he said. "Under no circumstances would we go back to the old credit system. Moreover, customers do not send out for goods now. They buy them from local merchants."

If a merchant violates the gentlemen's agreement he is fined \$100. No one has yet been fined.

Mr. and Mrs. J. M. Baggett and Miss Beulah Baggett spent the week-end in San Angelo, Sweetwater and Abilene.

Crockett Co. Annual Stock Show and Sale

Rodeo and Race Meet

OZONA, TEXAS

July 3-4-5

Rambouillet Sheep Show

V. I. Pierce, Wilse Owens, Chairmen

Registered Class Type "B"	1st.	2nd.	3rd.	4th.
Aged Ram over two years	10.00	5.00	2.00	Rib.
Yearling Ram	10.00	5.00	2.00	Rib.
Aged Ewe over two years	10.00	5.00	2.00	Rib.
Yearling Ewe	10.00	5.00	2.00	Rib.
Champion Ram	10.00			
Champion Ewe	10.00			
Group—1 yearling ram, 2 yearling ewes	10.00	5.00	2.00	Rib.
Registered Class Type "C"				
Aged Ram over two years	10.00	5.00	2.00	Rib.
Yearling Ram	10.00	5.00	2.00	Rib.
Aged Ewe over two years	10.00	5.00	2.00	Rib.
Yearling Ewe	10.00	5.00	2.00	Rib.
Champion Ram	10.00			
Champion Ewe	10.00			
Group—1 yearling ram, 2 yearling ewes	10.00	5.00	2.00	Rib.
Ram with best fleece wool	15.00			
Ewe with best fleece wool	15.00			

WOOL SHOW

Jones Miller, Chairman

Fine French Combing	15.00	10.00	5.00
Fine Clothing	15.00	10.00	5.00
Fine Staple	15.00	10.00	5.00

Angora Goat Show

\$200.00 in Premiums

Allea Robertson, Chairman

This is the first year of the Goat Show and Sale. Accommodations will be provided as for the other stock exhibits.

Registered Herefords

Joe T. Davidson, Chairman

BULL CLASSES	1st.	2nd.	3rd.
Bull born before Jan. 1, 1929	25.00	10.00	5.00
Bull born between Jan. 1, 1929 and Jan. 1, 1930	50.00	30.00	20.00
Bull born after Jan. 1, 1930	25.00	10.00	5.00
Grand Champion Bull	50.00		

COW CLASSES

Cow born before Jan. 1, 1929	25.00	10.00	5.00
Cow born between Jan. 1, 1929 and Jan. 1, 1930	25.00	10.00	5.00
Cow born after Jan. 1, 1930	25.00	10.00	5.00
Grand Champion Cow	50.00		
Cow and calf	25.00	10.00	5.00
Get of sire (1 bull, 1 heifer)	25.00	10.00	5.00

Grade cattle will be awarded money and ribbons in their respective classes.

Remount Colt Show

Rob Miller Chairman

Best Stud Colt—First, \$50.00; Second, \$25.00.
Best Fillee Colt—First, \$50.00; Second, \$25.00.
A Cash Prize of \$50.00 will be given for the Best Crockett County Two-year-old.

Free Barbecue Each Day

JULY 3rd

Paul Perner, Chairman of Races

2:00—BREAKAWAY	\$50 1st, \$25 2nd, \$75 Final
3:00—BRONC RIDING	\$50 Day, \$50 Final
4:00—COW MILKING	\$25 Day, \$50 Final
5:00—CALF ROPING	\$75 1st, \$25 2nd, \$75 Final
5:30—1/4-MILE (2-yr.-old) RACE	\$50 1st, \$25 2nd
6:00—1/4-MILE RACE	\$75 1st, \$50 2nd, \$25 3rd
6:30—1/4-MILE RACE	\$75 1st, \$50 2nd, \$25 3rd

JULY 4th

SAN ANGELO and DEL RIO DAY

2:00—BRONC RIDING	\$50 Day, \$50 Final
3:00—COW MILKING	\$25 Day, \$50 Final
4:00—CALF ROPING	\$75 1st, \$25 2nd, \$75 Final
MAVERICK CALF ROPING	\$50 Prize
5:00—1/2-MILE RACE	\$75 1st, \$50 2nd, \$25 3rd
5:30—1/2-MILE RACE	\$75 1st, \$50 2nd, \$25 3rd
6:00—1/4-MILE RACE	\$75 1st, \$50 2nd, \$25 3rd
6:30-BUSINESS MEN'S DERBY	\$150 1st, \$75 2nd, \$25 3rd
6:45—WILD HORSE RACE	\$40 1st, \$20 2nd

JULY 5th

2:00—BREAKAWAY	\$50 1st, \$25 2nd, \$75 Final
3:00—BRONC RIDING	\$50 Day, \$50 Final
4:00—COW MILKING	\$25 Day, \$50 Final
5:00—CALF ROPING	\$75 1st, \$25 2nd, \$75 Final
5:30—1/4-MILE RACE	\$75 1st, \$50 2nd, \$25 3rd
6:00—1/2-MILE RACE	\$75 1st, \$50 2nd, \$25 3rd
6:30—RANCHMEN'S DERBY	\$150 1st, \$75 2nd, \$25 3rd
6:45—NON-WINNER RACE	\$60 1st, \$30 2nd, \$10 3rd.

Dancing Each Night
Good Music
Open Air Platform
Carnival Attraction

Those interested in the Stock Shows and Sales, write Chairman of each division for any information desired.

\$5,000 In Purses & Prizes

C. H. McMILLAN, Okmulgee, Okla., Secretary and Starter of Races

GUNMAN'S BLUFF

By *Edgar Wallace*
COPYRIGHT BY EDGAR WALLACE

Returning as quickly as he came to the place where he had left Luke, he lifted him and went cautiously and gingerly down the steps toward the water. There would be a boat there. Presently his keen eyes discerned the dim shape of it as it moved uneasily on the rising tide.

He had considered the possibility of leaving Luke to be discovered by the police, and had rejected that plan. He owed a debt to this man—he could not leave him to discovery and disgrace. If what Connor had said was true, Maddison, in his capacity of brigand, was as much wanted by the police as Connor himself.

He drew the boat to the broken stone causeway with the heel of his boot, and put Luke aboard by the simple process of laying him level with the edge of the wharf and rolling him onto the boat. It took a few minutes to balance him. As he himself stepped astride of the man, he heard the sound of voices in the yard, saw the flicker of electric lamps. Untying the painter, he pushed off with his hand, dragged an oar from under the reclining figure and paddled his way to midstream, keeping a sharp lookout for the river police.

He saw the launch coming down stream at full speed, and drove his boat into the shelter of two moored barges as the tiny steamer swung in a semicircle.

"A bit late," muttered the Gunner.

He was free from detection now unless he met another patrol, and finding the second oar, he pushed Luke down between the two seats and sitting, rowed steadily downstream.

In an hour there would be daylight; already the eastern sky was whitening. The Gunner knew a safe landing near Rotherhith; the tide was turning and would, he

judged, carry him to safety.

He judged wrong, and saw, before he had reached London Bridge that he could not make his destination in the darkness. He took his decision quickly. Stooping over side of the boat, he filled his hat with water and dashed it in the face of the slumbering man. Luke shivered and groaned, and the Gunner repeated his experiment. He heard the moaning voice of the man at the bottom of the boat.

"My head . . ."
"Keep quiet!" hissed Haynes. "I'm taking you to London Bridge Stairs."

There was no answer, and the Gunner prodded with his heel at his uneasily moving cargo.

"Do you hear me?"
"Yes, I hear you. What has happened?"

Haynes did not reply, but pulled at his oars, and in a minute Luke heard the jolt of the boat striking against stone.

"Can you get up?" The Gunner's hand gripped Luke's wrist and drew him to a sitting position.

With the boathook he drew the little skiff against the steps and came to land. It took five minutes before Luke could follow him. His knees gave under him, and he wanted all the support that his companion could give him.

"Sit on the steps," commanded the Gunner, and Luke obeyed. "Now try to stand."

For five minutes Luke sat crouched up, his face in his hands and then the Gunner's voice aroused him.

"There are too many people passing over the bridge to please me," he said. "We had better get up before it's light."

He assisted the half-conscious man to rise to his feet.

Neither spoke as they climbed the steep flight until they emerged flush with the footpath. The peo-

ple who were hurrying across the bridge took little notice of them, and gripping his companion by the arm, the Gunner led him down toward Tooley Street. When he saw a slowly moving cab he hailed the driver and bundled Luke inside.

"My friend's a bit under the weather," he explained to the cabman with a smile. "Drive me to Lennox Street, Clerkenwell."

There was a large block of model buildings in Lennox Street, and for years the Gunner had had his secret headquarters in a fairly large flat on the ground floor. It was a place to which he very seldom came, and of whose existence the police were ignorant. It was his pied-a-terre, jealously preserved for emergencies. He had slept there two nights before, and the woman who came in daily had made the bed. Upon this he laid Luke Maddison.

"They must have given you a pretty large dose," he said. "I'll make you some coffee."

Luke shuddered.

"Coffee—ugh!"
"Gave it to you in that, did they? That's probably why you're not dead."

He pulled down the blinds before he lit the gas; then, going into the little kitchen, he made coffee.

The Gunner had kept house in places as wide apart as Biarritz is from Munich, and knew how to brew that delicious beverage. When he came back Luke was sitting on the side of the bed, his head in his hands.

"A couple of Aspirins ought to put you right," said the Gunner, and went in search of the little white pellets.

Luke gulped down the medicine, and then for the first time became conscious of his benefactor.

"Aren't you Gunner Haynes?" he asked.

Haynes smiled.

"That is my name."

"Where is Connor?"

Again that cryptic smile.

"In jail, I hope," said the Gunner. "Now, Mr. Maddison, are you well enough to talk?"

Luke looked up eagerly.

"You know me, then?"

The man nodded.

"I knew you the first time I saw you. There's one thing I want to ask you—is it true, the story that Connor told? That you were in that smash-and-grab raid at Taffany's?"

Luke nodded.

"I drove the car. I hadn't the slightest idea what they wanted me to do or what it was all about until it was too late."

"So you're the bearded man?" mused the Gunner. "That certainly is amazing. I'm not asking you to explain—"

"I'll explain as soon as my head stops splitting," groaned Luke.

It was after two that afternoon when he awoke from an uneasy sleep. His head was still thick, his mouth tasted like a limekiln, but after a cold wash at the kitchen sink he was near to his normal self; and over a cigarette and a cup of tea he told the story from start to finish, and this time reserved nothing.

The Gunner listened in silence, making no comment until he had finished.

"Did you tell Connor this story?"

Luke nodded.

"Yes, except that naturally I didn't speak about my wife and the—money. Why do you ask?"

Gunner Haynes pursed his lips.

"I don't know. Connor is a pretty bad man. Your only hope is that he's sent down for a stretch—by which inelegant word I mean a term of penal servitude. If he gets away with this police raid, supposing they find nothing on the premises—and like a fool I gave him plenty of warning—Connor is the sort of man who would investigate the most unlikely story if he thought there was a chance of money in it. And that is going to make your reappearance a rather difficult matter."

He lit another cigarette and stared past his guest.

"Tell me why your wife hated

you—you rather glossed over that part of your yarn."

Luke was silent for a long time.

"I don't think that is very difficult to understand," he said. "She thought I was responsible for the

death of her brother. He shot himself."

"But why did she understand that?" persisted the Gunner. "Al-

(Continued On Page 6)



Use Safety Deposit Boxes

Don't wait until it is too late; after you have lost some valuables! Our Safety Vault is available for keeping valuables in any space to suit your requirements.

Small deposit boxes can be rented at a cost of a few cents a week.

Play Safe!



Ozona National Bank



Heat Your Home The Modern Way

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The most efficient and the most economical automatic heating system ever developed. Positive in action, reliable, simple and efficient. Let us explain the principle and figure with you on the cost of heating your home the modern way.

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Ozona, Texas



Mother's Day

MAY 11

SEND HER CANDY

The sweetest way to send your greetings on MOTHER'S DAY is to send her candy.

ARTSTYLE'S finest assorted chocolates in beautiful Mother's Day boxes specially priced.



Place your Order NOW to Be Sure of Prompt Delivery



SEND HER JEWELRY

A beautiful and wide assortment of fine Quality Jewelry will be found in our Jewelry Department specially priced for Mother's Day. She would appreciate a gift of jewelry—a Bar Pin, Ring, Necklace, Wrist Watch, Brooch, or one of hundreds of other

suggestions you will find here. Come in and see how inexpensively you can give her jewelry.

Smith Drug Store

Owned and Operated by Concho Drug Co.



SLIDE LINES

This is the business record of John Smith, who is now forty-one. He started work on a newspaper, and while he was there, he pieced out his income by selling real estate. Then he transferred into the bond business and sold insurance on the side.

He is now selling wall-paper, which, according to him, is such a poor job that he has to carry samples of floor-wax and a patent attachment for radiators in order to keep going.

John is honest and hard-working. His complaint about the meager returns which the business world has given him caused a friend of mine to make an investigation. It revealed the following facts:

One of the men who started on the newspaper with John Smith is now part owner of the paper and has an income of more than twenty-five thousand dollars a year.

Real-estate has steadily advanced in the city where John Smith played with real-estate as a sideline, and a number of real-estate men, no older or smarter than John are now very well-to-do.

Both the insurance business and the bond business have prospered in John's old town, providing automobiles and comfortable homes for several men who were formerly his colleagues.

As for wall-paper, I myself happened to be riding with the sales manager of a wall-paper company a few days after hearing John's story.

"I understand your business is a poor business," I said. "Does any body ever make a really good thing out of it?"

Said he: "Old Adrain Meeker is the best answer to that. He worked for us as a salesman for twenty years. Hard territory his was, too. The other day he retired with one hundred and fifty thousand dollars and took his family to California."

So it seems that each of the businesses which John Smith tried on the side has been very good to the people who stayed with it on full time.

J. C. Penney told me the other day about a young man who might have been one of his first partners. The young man played the trombone and was compelled to leave the store early every night because he made five dollars a week by tooting his horn in an orchestra. He is still tending a store in the daytime and tooting at night. Mr. Penney is the head of more than eight hundred stores.

There are men who have made fortunes by running bootblack stands, by buying junk from automobile factories and even by contracting with a city to collect its garbage. Almost any business seems to be a good business if a man gives it all he's got.

But the side-line is the slide-line.

Mr. and Mrs. Will Baggett and Miss Kathryn Baggett returned Friday from Georgetown and Temple where Mr. Baggett has been receiving medical care.

is less sickness among the children as we want them to see this picture.—J. H. Meredith, P. C.

EYE SIGHT SPECIALIST COMING AGAIN

Dr. Fred R. Baker, San Angelo's popular optical specialist, will be at the Hotel Ozona Thursday, May 8, one day only. The doctor has fitted his famous glasses for such a large number of local people for several years, that he needs no special comment. He says he will furnish the names of a large number of pleased patrons upon request; and he says the big value in glasses is in the expert fitting. Don't fail to see him.—Ad.

Miss Graham Honored At Joint Bridge Club Party

Mrs. Roy Henderson entertained the Friday Bridge Club and Las Amigas Club at her home Friday afternoon honoring Miss Rachel Graham. The bridal chair was marked with lilies of the valley with pink and white maline. Beautiful red roses made the floral decorations. The refreshments consisted of ice cream molded into bride's slippers and sponge cake with pink icing. The honoree was presented with a lovely piece of lingerie.

Those who enjoyed the delightful hospitality were: Mesdames Early Baggett, W. E. Smith, Joe Pierce, Ashby McMullen, J. M. Baggett, Tom Smith, Joe T. Davidson, L. J. Kittle, N. W. Graham, Evert White, Lee Childress, Leta Hawkins, Hugh Childress, Jake Short, Wayne West, V. I. Pierce, Chris Hagelstein, Misses Graham, Beth Davidson, Tessie Kyle, Hester Bunker, Eleanor and Lucile Ingham, Beulah Baggett, Kathryn Baggett, Wanda and Gussie Watson, Mary Augustine, Mary Childress, Mary Kincaid, Helen Montgomery and Mildred North.

Miss North Is Hostess At Party Honoring Bride-To-Be

Miss Mildred North entertained with an attractive party for Miss Rachel Graham Monday afternoon at her home, with five tables of

guests present. Congealed fruit salad, olives, potato chips, and iced tea were served. Mints in small green baskets decorated the tables. Miss Graham was presented with a travel set of cosmetics. Miss Wanda Watson was awarded talcum powder as high cut.

Those present were Mesdames A. A. Perry, Jr., N. W. Graham, Leta Hawkins, Evert White, and Misses Rachel Graham, Wanda and Gussie Watson, Hester Bunker, Lucile and Eleanor Ingham, Lois Riddle, Maxine Roth, Mary Child-

ress, Mary Kincaid, Mary Augustine, Kathryn Baggett and Helen Montgomery.

Mr. and Mrs. B. B. Ingham were in San Angelo the first of the week.

POLITICAL ANNOUNCEMENTS

For Congressman—16th District.

E. E. (Pat) MURPHY—San Angelo.

R. E. THOMASON—El Paso.

For County Tax Assessor—

O. W. SMITH (Re-election)

W. M. JOHNSON

U. S. (RUSTY) SMITH

For Sheriff—

W. S. WILLIS (Re-election)

HUGH YANCY

For County Treasurer—

TOM CASBEER (Re-election)

For County and District Clerk—

GEO. RUSSELL (Re-election)

For Dist. Atty.—112th Dist.—

ED YARBROUGH, McCamey

WEAVER H. BAKER, Junction.

For Judge, 112th Judicial Dist.

JOE G. MONTAGUE, Ft. Stkn.

POSTED—My ranches lying in Crockett and Val Verde Counties. Trespassing positively forbidden. T. A. Kincaid.

POSTED—All our pastures in Crockett County are posted. Hunting and all trespassing positively forbidden. W. R. & J. M. Baggett. 39-52c

The regular meeting of the Ozona chapter of the Eastern Star will take place on the 3rd Tuesday night of each month.

ROBERT MASSIE COMPANY
Superior Ambulance Service
Phone 4444 Day or Night
Funeral Directors & Embalmers
San Angelo, Texas

"Peacock Alley" Is Vehicle For Mae Murray Talkie Debut

Mae Murray makes her talking and singing screen debut at the Ozona Theatre next Wednesday only with the presentation for the first time here of the New Tiffany production of "Peacock Alley," recorded by RCA Photophone and directed by Marcel de Sano.

The title is all that remains to remind one that Miss Murray has starred once before in "Peacock Alley," for an entirely new story has been written for the title by another author—Carey Wilson this time, instead of Edmund Goulding. The entire action takes place with in twenty-four hours in New York and a detective set to guard the peacock alley of a famous hotel starts the plot boiling when he sees Claire Tree pick up a man who is a guest of the house, go to supper with him and then accompany him to his suite. She is at once spotted as an undesirable and his denouement comes just after another man has promised to love and honor her.

As Claire Tree, an actress, Mae Murray has a chance to sing and dance for "Peacock Alley." And also to wear some stunning gowns and dance costumes.

METHODIST NOTES

We will preach one more sermon on the Apostles Creed, next Sunday. Subject, "I Believe in the Forgiveness of Sins." This is one of the most important statements of the creed, because it acknowledges our deepest need, the need of a Savior. The subject for Sunday night will be "The Christian's Life." We postponed putting on the illustrated sermon or lecture on the Passion Play until there

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Any Kind of Building Anywhere

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For Cattle and Sheep Feed Our

Mineral compound especially prepared for Southwest Texas. Salt, Screw Worm Killer, Fly Repellant and Fly Bait.

Call or Write Us For Prices

TEXAS STOCKMEN'S SUPPLY CO.
SAN ANGELO, TEXAS



For the Graduate

Baccalaureate services will be May 11, and Commencement May 16. The "sweet girl graduate" will need a new wardrobe for this all-important occasion.

In preparation for this event we have ordered out a complete new assortment of silk and chiffon dresses—the newest styles from the leading stylists of the world. We can fit you. Shop early.

Gifts for the graduate are also to be found in our new stock. Silk underthings, silk hose, beads, Elizabeth Arden toilet goods, scarfs, silk night gowns, fitted bags, trunks, and a full assortment of gift suggestions for the boy graduate.

LEMMONS DRY GOODS CO.

a really STUNNING new tire you ought to see!



The Bigger, Handsomer Goodyear HEAVY DUTY

It's for extra STYLE, extra mileage, extra road protection. Your car looks smarter on these bigger, handsomer, stronger New Goodyears with their deep-cut, extra-thick All-Weather treads, the outer blocks of which are prismatic down into silver-striped side-walls. Be sure to see these really stunning new Goodyears before you again buy tires. NO INCREASE IN PRICE!

We also offer

low 1930 prices on GOODYEAR Pathfinder

New style Pathfinders, superior to many high-priced makes. Values possible because Goodyear builds more than 1/4 of all tires sold in America. All firsts—standard lifetime guarantee. Careful mounting free.



4.75-19 . . . \$12.70

Double Eagle 19.25

North Motor Co.



THE FAMILY DOCTOR

By JOHN JOSEPH GAINES, M.D.

MIND OVER MATTER

One of the most potent causes of disease in the digestive tract is mental unrest. The average medical practitioner, I believe, will agree with me when I assert that nerve conditions are more frequently the cause of constipation, liver disorders and sour stomachs—far oftener than "germs". And here I

may say parenthetically—that germs have been considerably overworked as a "cause" of many of the ills that the flesh is heir to; in other words, I have arrived at the stage in medical practice when I look out for the nerve situation before I go gunning for the "bugs". Of course, if the malady is one of known germ-origin, and its path-

ology is thoroughly established, that is different.

I believe thousands of people have told me that they become constipated only when they travel a day or two on railroad trains. Certainly no germs here; the nerve-currents have simply been diverted from their usual channels; suppose they are continually being detoured? Anxiety, business cares, grief, apprehension, any of the legion forms of mental unrest will do the same thing. If continually indulged, they will set up very uncomfortable chronic conditions, and may lead to invalidism itself.

A tranquil mind is the superlative blessing of mankind. I know of no condition that pertains more to long life and happiness; yet

men and women are toiling, moiling, day by day, year by year, for everything else but that! The pearl of great price slips away from them because they do not strive to attain it . . . which they might lay hold of if they would.

The man who expects to cure his constipation with medicine is only heaping future trouble for himself. I have seen a proper frame of mind, a carefully selected diet, and strictly regular attention to bodily routine cure the most obstinate cases—but it takes good generalship and an obedient soldier to win such a battle.

Misses Eleanor and Lucile Ingham were visitors to San Angelo Tuesday.

BRIDE-TO-BE HONORED AT BRIDGE PARTY THURS.

Mrs. Warren Clayton and Miss Mary Childress entertained with a charming party of six tables of bridge Thursday afternoon honoring Miss Rachel Graham, a bride-to-be, at Miss Childress' home. The house was profusely decorated with flowers. The honoree's chair was marked with a big bouquet of pink rose buds. The bridal motif was carried out in the tallies and score pads. The favors were little brunette brides on each plate. Pressed chicken and iced tea were served.

The hostesses presented Miss Graham with a tinted etching.

Mrs. Evart White was given lingerie for high score and Miss Mary Augustine guest soap for low.

Besides the honoree those present were: Mesdames Jake Short, Ashby McMullen, Leta Hawkins, N. W. Graham, Evart White, J. W. North, Misses Mary Augustine, Mary Kincaid, Mildred North, Lucile Ingham, Gussie Watson, Wanda Watson, Helen Montgomery, Hester Bunger, Beth Davidson, Lois Riddle, Maxine Roth and Tessie Kyle.

Mrs. Jake Short of Bandera visited her sisters, Mrs. Floyd Henderson and Mrs. Scott Peters last week.

As far ahead of Single balloons

as Cords were ahead of Fabric Tires

There's No Other Tire Like It!

MORE than a balloon—A DUAL-Balloon—and an "8," too. Not just an 8-ply tire but an 8-ply base carcass—and extra plies of RUBBER.

Note these points of difference:

(1) The fullest advantage of extreme low pressure—the lowest ever made possible

in tires—and this without the slightest penalty of premature wear.

(2) Twice the mileage you have ever had from any tire—and *double* the comfort.

(3) Single balloons depend on air alone to take the road shocks. The Dual-Balloon uses both air and rubber.

Shock Absorbers Built In!

Low air pressure alone is not enough protection. It rebounds when you hit a rough spot and makes you leave the seat.

The special built-in shock absorbers of thick, extra-soft rubber plies in the Dual-Balloon take the rebound out of rough

going. They absorb the shock *inside*. Gone forever are the discomforts of bouncing, galloping miles. Gone too, the shimmy and wobble. A bigger, softer tire—yet stronger and more firm. No more side-roll! Take the sharpest turns at highest speed.

Top Quality Throughout the General Line Guarantees the Most for Your Money

Equip Now At Lowest Level Prices!

Crude rubber cost is up 20%. But tire prices remain at the old level. Your cost for quality is lower today than you have paid for ordinary brands. Buy the quality now that will last through the next high price period.

Whether your car requires the DUAL-Balloon or the General Center Grip tread—whether you trade in for 4-ply, 6-ply or 8-ply Generals you are assured the right equipment for greatest saving, safety and all around satisfaction.

No matter how new or old your car or tires may be, come in and let us show you how easily you can equip with Generals.

Open a Charge Account . . . Or Use Our Famous G-T-A-C Payment Plan

Buy out of income on terms to suit you. As low as 65c a week for a 29x4.40—85c a week for a 29x4.75; \$1.00 a week for a 30x5.00 . . . Others equally easy.

Don't worry about the value left in your present rubber—we'll take care of you liberally on that

FOREHAND TIRE CO.

OZONA, TEXAS

Exclusive Distributor

The New GENERAL

Dual-Balloon 8

The Tire With Shock Absorbers Built In

Not only the greatest Mileage ever known—but Double the Comfort of Single balloons



"GUNMAN'S BLUFF"

(Continued from page 3)

lowing that Danty Morell is a very plausible gentleman, she would hardly take his bare word." He thought for a moment, then asked suddenly: "When that boy shot himself, did he leave any message behind?"

Luke shook his head. "I heard of none—nor was anything mentioned at the inquest." "Who found his body?" "Morell was in the room and made the discovery."

The Gunner nodded. "And immediately after that Mrs. Maddison's manner changed. Of course, you weren't married then, but that is a fact, isn't it? If that is a fact, it means that Danty carried some evidence to the young lady that was quite sufficient to make her play this trick—" "I'm not blaming her," began Luke.

He saw a flicker of amusement in the man's eyes. "You are?"

"Well, not exactly," drawled the Gunner. "I've given up blaming people. There's no profit in it."

He flicked off the ash of his cigarette carefully into his saucer. "You can't make a sudden reappearance; you can't even get to Ronda and be sure you'll get away with it," he said. "You've got your self mixed up with two bad gangsters—Connor and Morell."

He rose and paced up and down the small room, his eyes narrowed, his brow corrugated in thought.

"It's Connor that's worrying me. If he's held for trial, that problem is settled. If he isn't, and suppose you come back from Ronda, he'll be able to trace all your movements. Have you got your passport?"

He saw Luke thrust his hand inside his shirt, and a look of blank dismay came to his face.

"I've lost it somewhere." Gunner Haynes' lips clicked impatiently.

"If you lost it at Keel's Wharf then you're in the soup," he said. "There's only one thing to do and that is to get your passport back. There's another thing: I want to see the letter that boy wrote before he shot himself."

Luke shook his head. "I don't believe he wrote a letter, and if he did it was certainly destroyed."

Ten minutes later the Gunner left the house on his quest.

Haynes was not prepared for the kindness of Margaret's welcome. In a sense it was a little embarrassing. He had come not to give but to seek information. It was vitally necessary that he should not betray the fact that he had any communication with Luke.

"I'm afraid I was very rude to you the last time you came, Mr. Haynes," she said as she sat down behind her little desk and pointed to a chair. "You rather hurt my feelings about a—" she hesitated—"a friend of mine, who isn't so much of a friend as he was," she smiled.

The Gunner nodded. "That's the best news I've heard for a long time," he said. "I was a little impertinent. I remember I asked you why your husband left you. I wonder you didn't send for the police."

She laughed at this. "Do you know where my husband is now?" she asked, and when he shook his head her heart sank. She had had a vague idea that this man might have come into touch with his benefactor.

"I can tell you where Mr. Morell is now," he said, with a twinkle in his eyes. "but that's not going to help you very much. I've come to repeat my impertinence, Mrs. Maddison. At the back of my mind I've got a notion I can help you and your husband, who I have reason to believe, is in Spain."

He said this deliberately, his eyes challenging hers.

Mr. and Mrs. Pleas Childress were in San Antonio last week to witness the Battle of Flowers. Their daughter, Miss Ethel Childress, a student at the University of Texas, was maid of honor to the princess from San Angelo in the San Antonio pageant.

Mrs. William Chilton, Jr., and Mrs. William Chilton Sr. are here from Comanche visiting Mr. and Mrs. L. J. Kittle.

WHAT'LL YOU TAKE FOR YOUR LAMBS?

By E. S. Mayer, San Angelo, Texas--From National Wool Grower, April Issue

What'll you take for your lambs? Would it not be nice if we lamb-raisers could do like many other business men do, simply sit down, figure what it actually costs us to raise a lamb, add a fair profit, place the resulting figure as a price for our lamb and then get it? Yes, that would be nice, but have we ever been able to do it just that way? Will not the history of our business show that the price of our product is never governed by the cost of production, but practically always by that old law of "Supply and Demand"?

I am not going into the economics concerned in the producing and marketing of our product because I have a slightly different message which I am going to attempt to put across in this article. You all know well enough the details of the facts which I have stated in the preceding paragraph, but since the law of supply and demand is what governs our business, we should concern ourselves somewhat with the study of that law and with controlling it as much as possible, if it can be done.

The sad story contained in the present day market reports concerning lamb indicates that something is wrong. According to our aforementioned law, it should not take a particularly smart person to see that the supply is exceeding the demand. We should—therefore, concentrate a certain amount of our thought and energy in doing one of two things, either decrease the supply or increase the demand.

Now, about decreasing the supply, I need not say much, as I believe that you will all agree with me that the ranchman or agriculturist of any kind, is the hardest person in the world to prevail upon to cut down the supply of his product as long as it is bringing a fair price. That naturally means that practically the only way to get him to reduce his crop is to depress prices and this, as you know, is ruinous, and is the very method that we want to avoid.

The most logical reasoning,

therefore, would lead us to the conclusion that we should devote our energies to increasing the demand for our product and that leads us to the topic of this article.

It has been said that the hen is the greatest advertiser of all. She never lays an egg but what she tells the world about it. The effectiveness of advertising is well known to many people, but for the benefit of those to whom it might be a strange subject, I would like to state a few facts.

From a reliable source of advertising information come the following figures:

In 1917 the annual per capita consumption of bread was 74.4 loaves; by 1921, due to organized effort and advertising, per capita consumption had increased to 122.4 loaves.

In 1909 the pre capita consumption of oranges in this country was 37.5. In 1921 this had increased to 69.7 oranges per capita largely due to the educational advertising of the Florida and California citrus exchanges.

In the four years from 1919 to 1923, cooperative marketing and advertising increased the demand for face brick 143 per cent.

A marketing association of walnut growers in California started to advertise and sell their walnuts in 1915. In seven years they had increased their sales 220 per cent.

After two years of vigorous advertising, walnut sales jumped 275 per cent and raisins increased 207 per cent in seven years.

In 1909, 401,940 cases of canned pineapple were marketed in the United States. In 1919 after a period of ten years, the growers' advertising had built up this sale to 5,071,976—an increase of 1150 per cent.

In the summer of 1927, a large national advertising effort was sponsored by the Institute of American Meat Packers and was known as the Ham and Bacon Campaign. It called for the expenditure of \$300,000 in seven weeks. The

meat packing industry was in rather a ticklish situation at that time on smoked meats. In June of that year there was a surplus stock of 112,000,000 pounds of ham and bacon, and this surplus—coupled with its steadily declining price—indicated the packers were going to lose a great deal of money unless they unloaded the surplus quickly and firmed the price to some extent. The result of that campaign was that slightly over 87 1/2 per cent of the surplus was moved (normal stocks, of course, moving at the same time) and the price firmed. The packing industry gave the advertising campaign

a great deal of credit for having averted a serious situation. What advertising has done for these products, it can do for lamb, and do not lose sight of the fact that if the demand increases our present stocks will not only be moved out in quick order, but we might also expect prices to soar and remain steady.

Unfortunately, there has been much harmful propoganda tending to hinder the cause of meat consumption, and naturally lamb comes under this heading. Month after month dietitians have been

(Continued from Page 2)

**Building Materials
Builder's Hardware**

- Garden Implements — Tools — Chicken
- Wire — Screens — Lattices — Camp
- Equipment — Sporting Goods
- Lumber — Cedar Posts — Fencing

West Texas Lumber Co.

Choice Meats

**Expertly Slaughtered and Cut
Barbecued Beef, Mutton, Goat
Barbecued Bologna**

**OZONA MEAT MARKET
Phone 29**

Red Chain Feeds

THEY FILL THE EGG BASKET!

POULTRYMEN
who feed RED CHAIN Egg Mash and Hen Scratch to their flocks every day—the year 'round—never worry about empty egg baskets. These two SUPERIOR Feeds make a perfectly balanced ration . . . they contain everything necessary for health and condition—as well as for the largest egg production at the lowest feed cost. If you want to fill your egg basket . . . and your bank account . . . stick to RED CHAIN

RED CHAIN Feeds Are SUPERIOR Feeds

Phone 154

Mike Couch

**Service for the
Entire Community**

**With a Complete Line of General Merchandise,
Groceries, Hardware, etc. . . we give a Service
to the city of Ozona that no specialty store can**

WITH Three departments, three separate telephones and a staff of trained clerks, we are in a position to offer the people of Ozona a brand of Service they can appreciate.

Phone 280—Our Dry Goods Department is well stocked with a large variety of work clothes, children's clothing, shoes, piece goods, bolt goods, hosiery, dresses, hats, etc. . . And very reasonably priced.

Phone 279—We carry a complete stock of high grade fresh groceries, vegetables, fresh fruits and cured meats. Our delivery of your orders—telephoned or selected personally—is prompt and courteous.

Phone 278—For the convenience of the ranchmen of Ozona we carry a full line of Hardware, Windmills, Engines, Pumps, Well Supplies etc.

Groceries—Dry Goods—Hardware

CHRIS MEINECKE

Phones

278-279-280

(Continued from page 6)

quoted as cautioning against the eating of an excess of meat. Constant vigil is being kept by the National Live Stock and Meat Board for such propoganda now and they have done much good work in counteracting its effect; but when the public once embraces an idea or doctrine, it usually holds quite tenaciously to it. Not so long ago it was customary for the average American family to eat meat three times a day. Today there is a growing tendency to eat meat at only one meal a day some people are even dispensing with meat entirely.

More and more restaurants are featuring "Vegetable Dinners". More and more business men and women are lunching at drug stores and lunch counters and the consumer's dollar spent in this way seldom includes any expenditure for lamb. Cheese sandwiches, egg and among the meats, ham and roast beef and tongue sandwiches, are habitually offered, but rarely lamb.

This gradual change in our national eating habits can be traced to the enormous advertising of rival food manufacturers. It is quite significant that the total advertising of food products in the year 1927 in magazines alone totaled \$23,700,000—and of that only \$614,000 was spent in advertising meats, \$614,000 telling the public about the healthfulness and deliciousness of bacon and ham while competition in the form of non-meat foods was spending thirty-nine times as much—\$23,086,000.

Right here let me say a word about the use of meat in diet. Contrary to prevailing opinions and instructions given by many of the medical fraternity, meat is not so harmful as many have been led to believe. An experiment conducted by the Russell Sage Institute of Pathology in which, for one year, Dr. Vilhjalmur Stefanson and Mr. Kasten Anderson, arctic explorers, lived on an exclusive meat diet, showed that general good health was retained by both men during that period and that there was no indication of "decrease in mental or physical efficiency, the kidneys and blood pressure were unaffected, and there was little change in weight." (A report of this experiment appeared in the October, 1929, issue of the National Wool Grower.)

This experiment furnishes a convincing demonstration of the value of meat in the diet.

In a new national magazine called Fortune, the following statement appeared: "Pork products make up the greatest part of the packers' total. Each day the United States eats about 30,000,000 pounds of pork products, 19,000,000 pounds of dressed beef, 5,500,000 pounds of chicken, ducks, etc., only 1,700,000 pounds of lamb and mutton." Pause a moment and think of that! Only 3.1 per cent of the daily consumption of meat is lamb and mutton. Why should this condition exist? Lamb is a very delicious and palatable meat. Doctors very often prescribe it in preference to the heavier pork and beef. People should eat more of it and it is very likely that they would if they knew more about it. And that is what we must do—tell them all there is to be told about lamb.

Let each producer ask himself if he eats his share of lamb. Do you eat as much lamb as you do beef or pork or poultry; or are you like some others, cutting out all meats?



In order to increase the demand for lamb effectively, we must reach the actual consumer of it. We can talk it among ourselves, praise it to the feeders and packers, entreat the butchers, restaurant and hotel men, but in the final analysis, it is the person who actually chews the meat and swallows it who must be reached and convinced.

In order to do this effectively, we should launch a national advertising campaign of huge proportions. A few thousand dollars or even a few hundred thousand dollars will not accomplish much. We should try to appropriate at least \$1,000,000 or more annually for this purpose, and by annually, I am implying that this should be a permanent program. The effects of advertising are often more noticeable the year following than in the year which put on.

This leads us to the most difficult problem—that of raising the necessary funds. Funds we must have, because advertising costs considerable money. That fact in itself proves, to a great extent, the value of advertising. Its various forms could not command the high prices paid for it, unless its worth had already been proven.

But the average ranchman has never become advertising minded. He has practically never before had to advertise, especially on a large scale. The packers have done a great deal of advertising in the past, mostly on pork products. They have felt, though, that livestock producers would benefit by an advertising campaign on meat proportionately with the packers, and that, therefore, they should supply some of the necessary money. Mr. R. C. Pollock and his associates on the National Livestock and Meat Board have for some time past been explaining to various livestock groups the whole subject of food advertising and its relation to the meat industry. The National Wool Growers As-

sociations interested in lamb have livestock producer to this need also become interested in lamb and prevailing upon him to contribute funds. The funds raised city and all have accomplished a so far, however, have been vastly great deal toward educating the insufficient to put on a large na-

tional campaign to reach the consumer of lamb.

Most of the funds so raised have been expended in holding meat cutting demonstrations at cooking schools and for the benefit of butchers in order to show them how to cut up a carcass more profitably and more attractively. Some money has been used for preparing and distributing recipe booklets. All of this has done

good but there have been insufficient funds for the proper work.

To show that the need for advertising is being recognized by stock men, in January the Colorado-Nebraska Lamb Feeders Association appropriated from \$18,000 to \$20,000 for a very brief radio program. It is reported that the program was quite a success when it is considered that only a small a-

(Continued On Last Page)

SAVE

On Long Distance Calls

By using Evening and Night Station-to-Station Rates

(By Station-to-Station Call is meant one wherein the Subscriber calls for a number, residence or business instead of a person—in other words, talking to any person who answers at the given number.)

SAVE NEARLY ONE-HALF IN TOLL CHARGES

EXAMPLE—CALL TO FORT WORTH

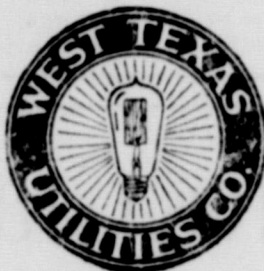
Day Rate	
Person -To-Person	\$1.65
Station-To-Station	1.25
Evening Rate—7 to 8:30 p.m.	
Station-To-Station	1.10
Night Rate—8:30 p.m. to 4:30 a.m.	
Station-To-Station	.75

Person-to-Person calls take the same rate any time of day or night.

USE THE TELEPHONE

San Angelo Telephone Co.

V. Richardson, Local Mgr.



Housewives of Ozona, Attend the Cooking School

May 6, 7, and 8 — 3:00 to 5:00 p.m., at Joe Oberkamp's Store



No Smoke - No Soot - No Fumes

The Housewives of Ozona are cordially invited to attend a special Cooking School, under the direction of Mrs. Stella Floyd, well-known home economist.

Mrs. Floyd will explain delicious recipes, demonstrate new and attractive methods of food preparation, and show you many short cuts by which you can simplify your cooking tasks, and at the same time provide better and more healthful cooking for your family.

Mrs. Floyd uses the Hotpoint Electric Range exclusively, because through the use of controlled electric heat, she can be sure that results will be consistently the same.

You are sure to enjoy and appreciate the many new ideas and suggestions you will receive at the Cooking School. Come and bring your friends—Remember, Tuesday, Wednesday and Thursday, May 6th, 7th and 8th, at Ozona.

West Texas Utilities Company

Blacksmith and Machine Shop
— Wagon and Wood Work —

O. W. Smith

Blacksmith & Machine Shop

P-L-U-M-B-I-N-G

All Kinds of Sheet Metal Work
ORDER FLY TRAPS NOW

KEETON'S SHOP

J. T. KEETON, Prop.

Today & Tomorrow

(Continued from page 1.)

large numbers off Block Island and in Nantucket Sound. To speed up their capture a method of electrocuting the fish has been devised. The harpoon line carries a wire core connected with a generator on the fishing schooner. Another wire attached to a metal plate is hung overboard and the sea water completes the circuit. The method is not exactly "sporting," but commercial fishermen are not sportsmen, and the more fish they catch in a given time the greater their profits.

HEATING

Everybody who has tried to heat a house by electricity knows that it is expensive. But also everybody knows that there is a time between midnight and daybreak when electric power plants are practically idle. In those hours the power companies have surplus power to sell for which they can and usually will make a very low rate.

A New Jersey inventor has devised a way of using this cheap current. A large tank of water in the basement is raised to the boiling point. The tank, being thoroughly insulated, retains the heat through the day and the hot water circulating through radiators keeps the house warm until the hour for cheap current again arrives, when the "juice" is automatically switched on.

WOOL SHRINKAGE--

(Continued from Page 1)

methods of obtaining a representative sample from a flock of sheep is to run 25 head at random from a much larger number of sheep into the shearing pen and take the wool from these animals for the sample. This sample should then be sent to the Wool Scouring Plant College Station, Texas.

"It is very difficult, if not impossible, to 'hand pick' 25 average sheep from a flock and the above method is sure to be more of an average sample from a large number of sheep. Unless this sample is selected in a fair manner, the results of the shrinkage tests are more than worthless and it is a waste of time and effort by all those who are interested in that particular sample.

Many of the prominent stud breeders of the state have availed themselves of the opportunity of sending individual fleeces from their stud flocks to ascertain shrinkage, the opinion of the wool grader as to quality, and to check the amount of clean wool produced by certain individuals. Often times a question arises as to the amount of clean wool from two outstanding rams, and it is of great interest to a breeder to have the results from these scouring tests.

"After these samples have been scoured, the wool will be returned to the owner upon request, or we will include his sample with our yearly accumulation which, if market conditions permit, will be sold somewhere around the fall of each year. In the past, we have been fortunate enough to secure prices which compare very favorably with the grease price the grower receives at the sale of his entire clip.

"It is the plan of the Experi-

ment Station to make no charge to Texas growers for this service provided they give full information as to the breed, sex, age, etc., of the sheep from which the wool was taken. The only expense the grower pays is the freight or express charges on the sample he ships to the scouring plant."

1. They gain a better knowledge as to the desirable characteristics and qualities of their wools.

2. They learn more about variation in shrinkages of different classes of sheep.

3. They gain more intimate knowledge of the effect of climatic and range conditions on shrinkages from year to year.

4. Stud breeders get first hand information as to the amount of clean wool a good sheep should produce and this is of vital importance in the improvement of the flocks of the state.

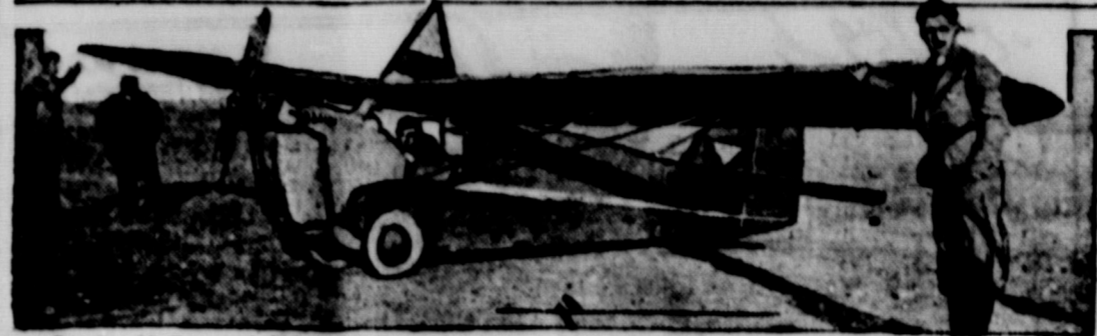
"It is interesting to note that the results of these shrinkage tests in the past several years compare very favorably with the figures issued by the National Wool Manufacturing Association.

It is hoped that growers who are interested in work of this nature will avail themselves of this opportunity to learn more about the wool their sheep produce and that those who have sent in samples in the past will continue with this study that all may gain more knowledge as to the valuable and desirable properties of Texas wools."—S. A. Times.

Bob Murchison, who has a ranch in the Fort Stockton country as well as in the Dove Creek neighborhood, had a narrow escape during the recent rains. Kepler Creek that flows into Dove came down on a rise and Mr. Murchison had to push the car out of the crossing while Mrs. Murchison drove. His hat blew off his head and traveled on down stream.—S. A. Times.

Bill Littleton of Abilene was in Ozona the first of the week.

Motor-Glider Flies from Cincinnati to New York



Stanley Huffman of Cincinnati flew this tiny machine with a 30-horsepower motor all the way on 28 gallons of gasoline.

Advertise Lamb-

mount of money was expended.

Let me repeat, what we really need is a campaign which will reach the actual consumer of our product, and more especially the housewife, who, as a rule, is the dietitian of the family. In order to do this, regular advertising should be carried on in some of the large national magazines whose power is known. Also the radio could be used to advantage on large national hook-ups. But, as has been said before, this all costs considerable money and as we lamb raisers are the ones to profit, we are naturally the ones who must furnish the money.

According to government statistics, the lamb production in the United States in 1929 was, roughly speaking 25,000,000. If each producer would agree to spend five cents per head for each lamb he raises, we could count on a net amount of at least \$1,000,000 per year to use for advertising. And what producer is there who should not be willing to spend a nickel advertising a product for which he hopes to receive not less than anywhere from \$6.00 to \$10.00? If we can raise the price of our product a dollar a head or even

fifty cents a head, it is worth that nickel. To put it another way, by spending a nickel per head it may save us from having to take one dollar, two dollars, or who knows how much less, for a lamb this fall than we have been getting in the past.

Let us all awake to this need! Help raise this money so that we may tell the world about lamb! Then the story will not be such a sad one when we are asked, "What'll you take for your lambs?"

A Ford roadster belonging to a Del Rio man was badly damaged by fire here Monday evening. The car caught fire just at the south edge of the city, near the Humble oil station. The blaze was finally extinguished by volunteer fire fighters, with the aid of chemicals.

Mr. and Mrs. Joe Oberkamp and Mr. and Mrs. Scott Peters were in San Angelo last week-end.

Nothing's got without pain but an ill name.—Scotch Proverb.

Ambulance Service

DAY OR NIGHT

Joe Oberkamp

Phone 181

POSTED

All my pastures in Crockett County are posted. Hunting and all trespassing without my permission positively forbidden.

50-11. P. L. CHILDRESS

Dr. G. Miller, M. D.

Office over Smith Drug Store No. 1
Office Phone 243 — Res. Phone 49

8-1-30.



Thorough Eye Examinations
Correct and Comfortable Glasses
at a Nominal Cost

OTIS OPTICAL CO.

G. L. PARRIS
OPTOMETRIST
SAN ANGELO

Western Reserve Life Building
on Beaugard Avenue

Hall Bros. Grain Co.

Barnhart San Angelo Sterling City

A MODERN SALT PLANT

We have recently started operating one of the best and most modern Mineral Salt Plants in the South. We are mixing this mineral salt under the direction of Dr. D. H. Bennett, San Angelo Veterinarian, and a man well known throughout West Texas.

Every ingredient that goes into this mixture is the purest that can be bought. We ask that you try it and be convinced.

Jones Saddlery Co.

"Cowboy Outfitters"

BOOTS—SADDLES—SPURS—CHAPS—LUGGAGE

ART LEATHER GOODS

OZONA - - - TEXAS

Fresh Vegetable, Cakes, Pies, Bread, Fruits, Candy,
Lunch Meats, Coffee, Sugar, Lard, Bacon, Spices,
Sweet Milk, Butter Milk, Whipping Cream, Crackers,
Breakfast Foods, or anything in Canned Goods—



—Everything the Best Money Can Buy—

PHONE 3

"We Go The Limit"

"Large Eastern Piano Manufacturer has in storage near Ozona, one Upright new Piano and two Upright second hands; also one new Baby Grand Piano. Will sell these at a sacrifice rather than ship back. Address Manufacturer's Wholesale Department, 905 Elm Street, Dallas, Texas.—3-3c.

Marbury Morrison was ill at his home in town for several days this week.

Mr. and Mrs. H. B. Cox have spent the past week visiting in Marfa.

A TIFFANY PRODUCTION MAE MURRAY PEACOCK ALLEY

She Wanted Love, Honor, Marriage—and went after what she wanted, but didn't get them until scandal took a hand in the plot.



George Barraud
Jason Robards
Richard Tucker
Billy Bevan

Sophisticated—Stirring
—Stunning

Hear the Glorious Mae Murray Voice—
She Talks and Sings. See her striking
dances photographed in color. An All-
Talking production directed by Marcel
de Sano.

WEDNESDAY, May 7 — One Day Only

Douglas Fairbanks, Jr., and Loretta Young
"FAST LIFE"

A colorful story of youth, of jazz, cocktails and parties with a rich romantic setting. A musical talking production that will refresh you.

MONDAY & TUESDAY, May 5 & 6

Allan Hale and Sally Eilers In
"SAILOR'S HOLIDAY"

A delightful comedy which follows the antics of a pair of gobs on holiday ashore.

THURSDAY & FRIDAY, May 8 & 9

JEANNE EAGLES In
"JEALOUSY"

A gripping society romance with beautiful and talented Jeanne Eagles in a more gorgeous role. New song hits and musical numbers.

SATURDAY, May 10

OZONA THEATRE

"Talking Pictures At Their Best"

SHIPPING And MUD

Of course, most people realize that it is a very difficult matter sometimes for an Inland Town, without paved roads to a shipping point, to receive freight. There have been instances in Ozona when rains have held up freight for days at a time, causing actual inconvenience to Ozona business men and citizens.

What most people don't realize, perhaps, is how an organization such as the Ozona Truck Company can nullify these conditions. Just as the Army is organized to handle problems collectively instead of in single units, so is the Ozona Truck Company organized to handle the Shipping of Ozona.

See Horace Rogers or call Phone 3 for a satisfactory Shipping Service.