# 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"
No



# The Spirit of Fair-Play 

Through the years gone by, Ozona merchants have stood by the people of Crockett County in fair weather and foul. They have made an honest endeavor to treat fairly with their customers in business dealings and with their community in every project of general community interest. When it was possible for them to do so, Ozona merchants have extended long-time credit

This BETTER BUSINESS CAMPAIGN is sponsored by the following Ozona Merchants:

OZONA TAILOR SHOP LEMMONS DRY GOODS CO. JOE OBERKAMPF Furniture-Hardware-Plumbing SMITH DRUG STORE
O. W. SMITH

MODEL LAUNDRY \& DRY CLEANERS
OZONA MEAT MARKET
OZONA HARDWARE CO. FLOWERS GROCERY - BAKERY CHRIS MEINECKE
JONES SADDLERY CO.
KEETON'S SHOP Sheet Metal Work and Plumbing GLENN RUTLEDGE WEST TEXAS LUMBER CO. Building Materiats-Mardware RAMIREZ BROS. BOOT SHOP M. C. COUCH

NORTH MOTOR CO.
Chevrolet Sales-Goodyear Tires
Ges Oils Mechanical Service
OZONA WATER WORKS Bryan McDonald. Manager-Phone 199 POPULAR VARIETY STORE LUTHER AND NEWBERRY Hay-Grains and Feeds OZONA DRUG STORE A Home-Owned Drus Store SAN ANGELO TELEPHONE CO. THE OZONA STOCKMAN Published Thuradays-Commercial Printing
in times of temporary stress, carrying the load of past-due accounts to their limit, tying their money up without interest waiting for payment when it was most convenient to their customers.

Ozona merchants are still willing to do their share toward helping Ozona and Crockett County to get back on its feet, but their condition is much different now from past years. Profit margins have been lowered, sales volumes have dropped off. Overhead has been reduced in most cases, but expenses have dropped in proportion to sales and profits.

Facing such a situation, it is natural that business must be done in a more orderly fashion-money must be collected promptly for merchandise sold or else the merchant will be unable to meet his obligations and if he does not meet his obligations promptly, he is soon out of business - his wholesaler has not the personal interest in him that your merchant has had in you, and DEMANDS payment when payment is due. Count the RICH business men and merchants of Ozona. How many do you find with reserve capital sufficient to carry accounts long overdue? Even when money was easy to borrow, do you think it was fair-play to withhold payment of accounts and force your merchant to pay interest on his own money-money you owed him-in order to continue in business? It wasn't right then-it is not only not right now, it is a physical impossibility. Your merchant cannot borrow money on your open account, no matter what your reputation or your assets may be.

Let's face the facts. Under present conditions business cannot take credit losses and continue. Business cannot carry past due accounts. If you have the money to pay your account, doesn't the spirit of fair-play prompt you to pay it promptly when due? If you have not the money to pay what you owe, wouldn't it be fair-play to go to the man you owe, tell him you can't pay him now, and give him an idea of when you may be able to pay him and assure him that you appreciate his letting you use his money without interest charges? In that condition, wouldn't it be fair-play also to go on a strictly cash basis yourself, live within your income, and give the merchants who are carrying your overdue accounts all of your cash business wherever possible?

Your merchant has played fair with you-now, you play fair with him.




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110ON YOUR WATER BILL

Through the balance of the summer we are offering a 10 per cent reduction on current water bills to encourage prompt payment of accounts and to do our part toward reducing living costs in keeping with the times. To benefit from this reduction, all bills must be paid on or before the 10th of the month. There can be no exceptions to this rule.

## PAY BY THE TENTH!

## Ozona Water Works

You May Win a
S150 SADDLE

To Be Given Away FREE
July 4, 1932

## 12 BE AWARDED AT SAMETMME 12

Somebody is going to get a brand new, hand made, hand carved saddle worth $\$ 150$ on July 4th next. In addition TWELVE other VALUABLE PRIZES are to be given away free. Each dollar's worth of merchandise purchased for cash, or each dollar paid on account entitles you to a chance at the capital prize or at one of the 12 other prizes.

## Pay Your Account

 Now!

## Boot and Shoe -Repairing-

Don't throw away those old shoes. We can make them as good as new-good for another whole year of wear. Expert rebuilding methods restore the original style and shape of your shoe -giving a real rejuvenation. Let us quote you prices on repairing.


