



Office Supplies For Sale - News Office

Christmas

and another year has

passed. To us here it has been a year of accomplishment and

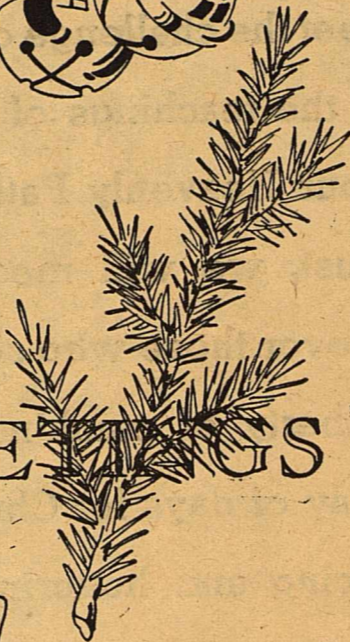
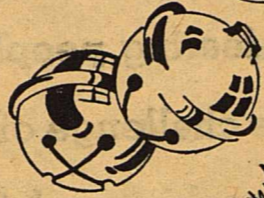
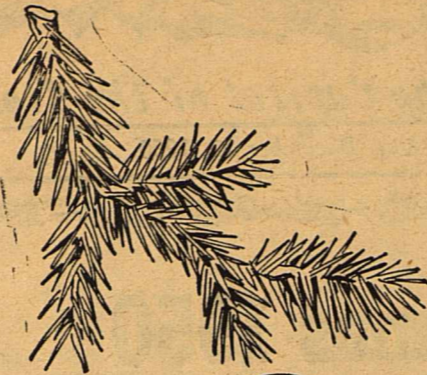
satisfaction. But without your friendship and goodwill, and

contribution you have made toward our success this year. We

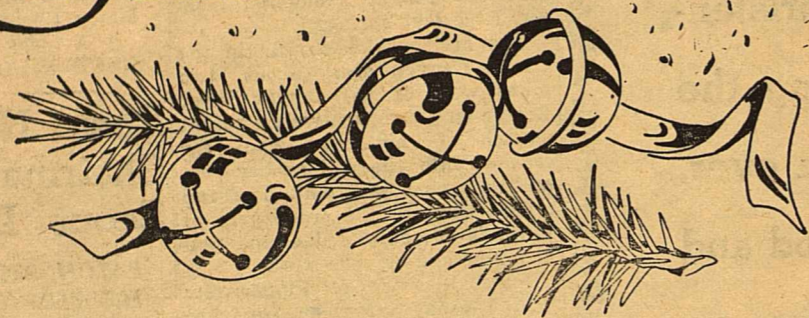
hope that your Christmas will be a Merry one.

So we say thank you. Thank you very sincerely for the comment could not have been possible.

the friendliness of other splendid folks like you, such achieve-



SEASON'S GREETINGS



Sonora Motor Company

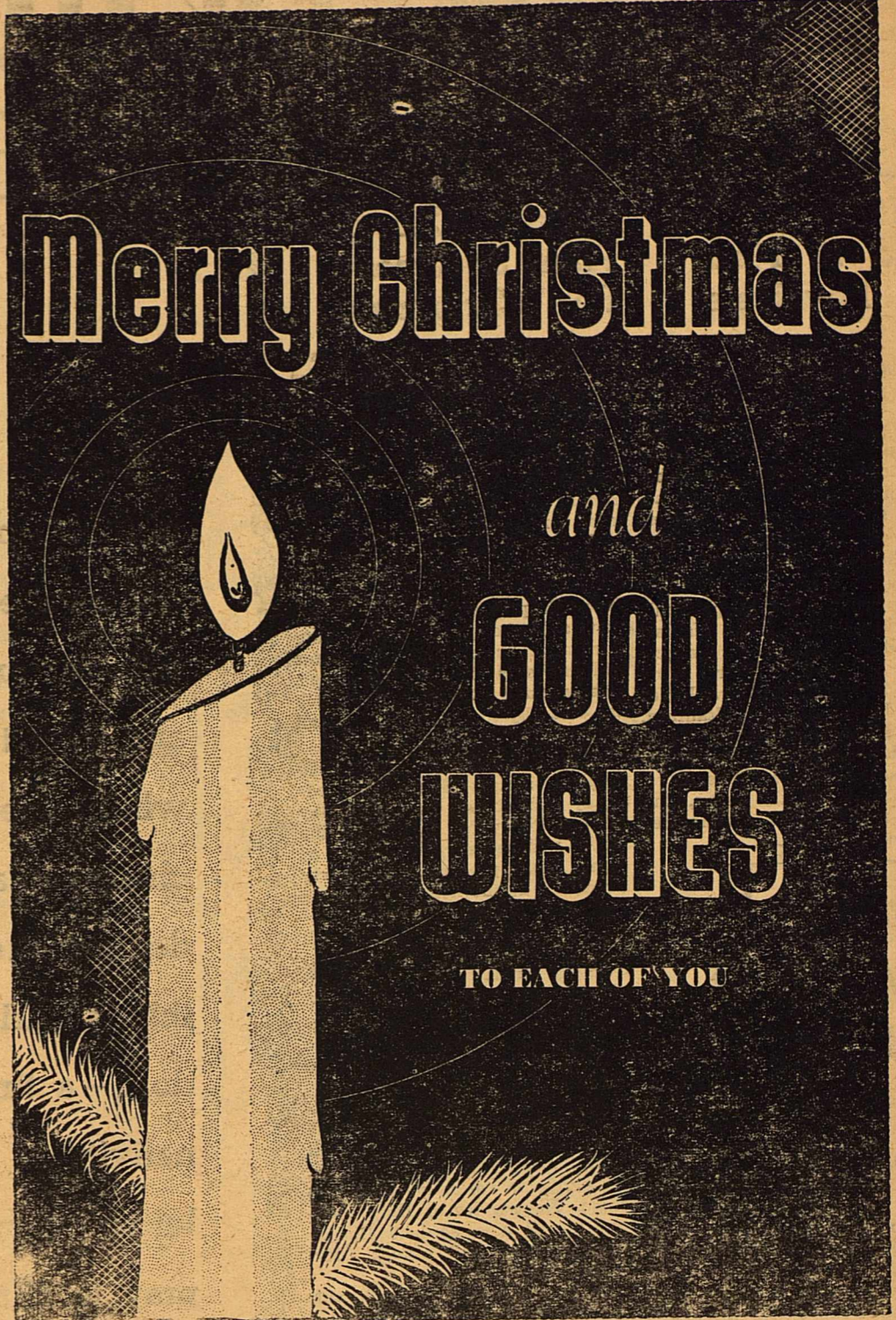
Ford Cars Ford Trucks

Merry Christmas

and

GOOD WISHES

TO EACH OF YOU



The Western Motel  
The Drive Inn Package Store

GREETINGS



The spirit of Christmas helps us to appreciate the true value of the friendly folks whose loyalty makes it possible for us to successfully go on Christmas after Christmas.

Business has friendships . . . many of which gain strength as they go down through the years. Old names on the ledgers, old familiar voices on the telephone, old customers entering our doors . . . all make us realize that behind every successful business there is a powerful force of friendship that gives warmth and feeling to the everyday things of life.

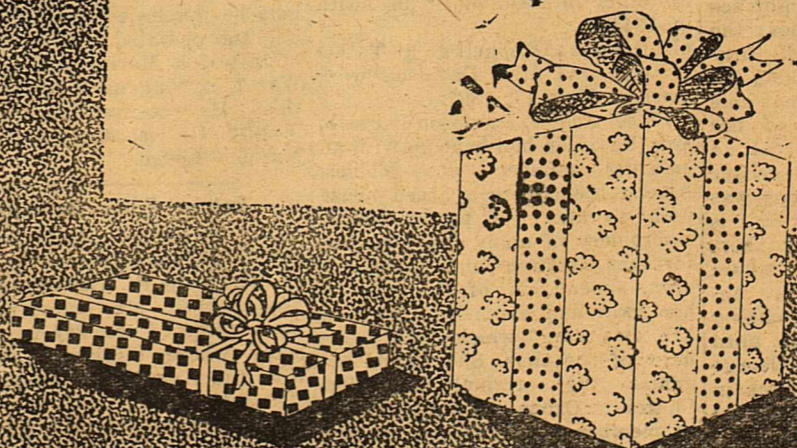
H. V. STOKES FEED CO.

Lin Turney, Owner

Merry Christmas

As you and your loved ones gather 'round your cheerful Christmas tree, with its sparkling lights and shiney tinsel and gay ornaments, we want you to know our thoughts are with you this Christmas morn. It is our way of expressing our appreciation for your generosity during the past year.

May the warm cheerfulness and well-being that manifests itself on Christmas morn remain with you forever. That's our Yuletide wish.



GRANGER & JOHNSON MOTOR CO.  
Your Pontiac and Cadillac Dealer  
Wes Granger L. E. Johnson, Jr.

Approximately 90 percent of all farms and ranches in Texas now have central station electric service.

FOR SALE: 15,000 bundles of Hegira, late cut. Fine as you ever saw to rain since cut. \$30 per ton. Delivered and stacked at above price. Bill McCravey, Phone 23811, Eldorado, Texas. tfn7-Adv.

Joe Kile, who is stationed with the Navy at Alameda, California, will arrive here this weekend to spend the Christmas holidays with his parents, Mr. and Mrs. F. A. Kile.

Attend SOME Church Sunday.

# Ka - Bar

HOLIDAY

# DANCES

Saturday, Dec. 23 & 30

9:00 TIL -

JOHN LANDON

& His 8 Piece Orchestra

with

Betty Wiese

at the piano

\$5.00 per couple, tax incl.

## Soil Conservation District News

News of Edwards Plateau Soil Conservation District  
Prepared by Local SCS Personnel

Robert Kelley's Northwest Alley Pasture looks good after a year's continuous grazing. This pasture had been deferred during the summer of 1948 and 1949. The good grasses that had increased during these periods of deferrals have maintained themselves during a relatively dry summer.

Kelley's Southwest Trap has improved considerably after several summer deferrals followed by winter grazing. With the exception of two pastures Kelley's whole ranch has been deferred for periods of 8 to 12 weeks this year.

This year's dry spring and summer has had some effect on grass plantings made in the District. Lea Allison planted 10 acres

of his Silo Field to KR bluestem and sideoats grama this past spring and in spite of the dry period that followed the planting a good stand of sideoats grama is present. The seedlings are small but present in considerable quantity. KR bluestem has come up to a fair stand, and most of it produced seed this year.

G. H. Davis deferred his Buck and Billy Pasture for about 3 months this past summer. In addition to making considerable improvement in ground cover there is a very noticeable increase of little bluestem and sideoats grama in the composition. Davis is convinced that pasture deferrals more than pay their way.

Blue Panic and KR bluestem have been taken readily by cattle at Cleve Jones, Jr. Home ranch. Jones planted these grasses in his Long Field in 1949. In addition to the grazing provided these grasses are producing large quantities of good seed, which Jones intends to use in range re-seeding work.

By keeping livestock numbers in line with grass forage production Jones has managed to make much improvement on most of his range the past two years.

Many of the better, more palatable, high feed producing grasses are moving out from protected areas and increasing considerably.

Madrid clover, planted this past spring on Jones' Home Ranch is still showing quite a bit of "green" in spite of dry weather, hard freezes and an accidental plowing.

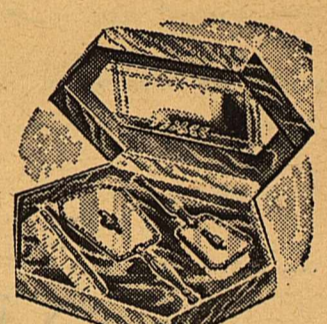
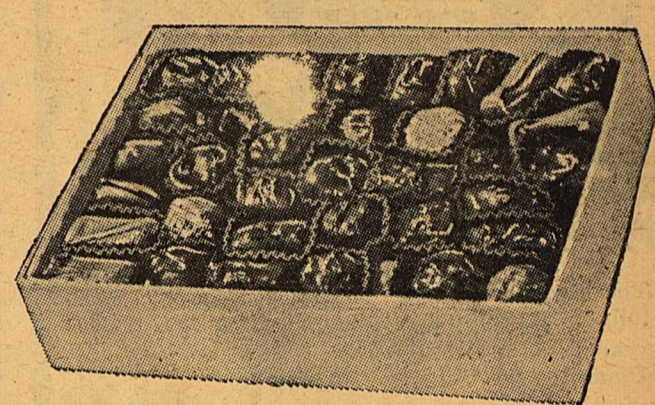
The Board of Supervisors of the Edwards Plateau Soil Conser-

The Rev. and Mrs. W. H. Marshall will have as their guests Christmas their son and family, Mr. and Mrs. Charles W. Marshall and son of Corpus Christi, and daughters and sons-in-law, Mr. and Mrs. George Shoup of Memphis and Mr. and Mrs. Edwin Eardleys of Carizzo Springs and their families.

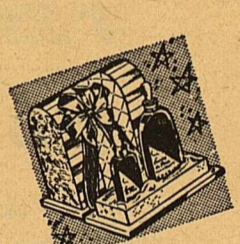
Conservation District held their regular monthly meeting last week at the Joseph Vander Stucken ranch. Those present were Joe B. Ross, Frank Bond, Edwin Sawyer, Vander Stucken and E. B. Keng, SCS District Conservationist.

Plans for conservation work were approved on the Emmet Pfluger ranch consisting of 14,520 acres, and the John Sentell ranch, consisting of 6,038 acres.

After approving the plans the board observed range conditions and improvements on the Vander Stucken ranch.



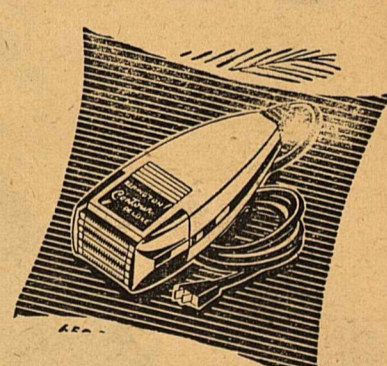
... Her favorite manicure kit or fine perfumes, powders and other gifts to keep her looking sweet and lovely!



Say it with an exquisite flacon of perfume from our toiletries department. A gift she'll love for its sentiment and luxury! Gift wrapped free!



Everything for the smoker! Choice tobacco mixtures. Selected grain briar pipes... handsomely gift wrapped at our tobacco counter!



\*Cosmetics\*Perfumes



**Sonora Drug Co**  
PHONE 38  
SONORA, TEXAS

### SUPERETTES SHOPPERS' GUIDE...

## HOLIDAY SALE

Friday Dec. 22      Two Days      Saturday Dec. 23

Coffee, Folger's, lb. tin 83c - 2 lb. tin \$1.65

DEL MONTE -- WHOLE Green Beans, No. 2 Can	31c	OCEAN SPRAY Cranberry Sauce, 300 Can	19c
DEL MONTE PEAS, 303 Can	21c	HASSE -- MARACHINO CHERRIES, 8 Oz.	29c
DEL MONTE OR HEART'S DELIGHT Pears, Halves, No. 2 1/2 Can	49c	CHARMIN TOWELS, Each	15c
DURANDS Sweet Potatoes, Each	23c	CARNATION MILK, 2 Tall Cans	25c
SLICED OR CRUSHED Pineapple, No. 1 Flat	15c	POWDERED OR BROWN -- 1b BOX SUGAR, 2 Boxes	25c

SHORTENING, SPRY - 3 lb TIN - - 93c

SUGAR, IMPERIAL - 10 lb BAG - - 89c

FLOUR, GOLD MEDAL - 10 lb BAG - - 91c

### PRODUCE

LETTUCE, Each	9c	Texas Oranges, 5 lb Bag	29c
CELERY, Stalk	15c	Texas Grapefruit, 5 lb Bag	29c
CRANBERRIES, lb	19c	TANGERINES, lb	17c

SPUDS, NO. 1 IDAHO - MESH BAG - - 39c

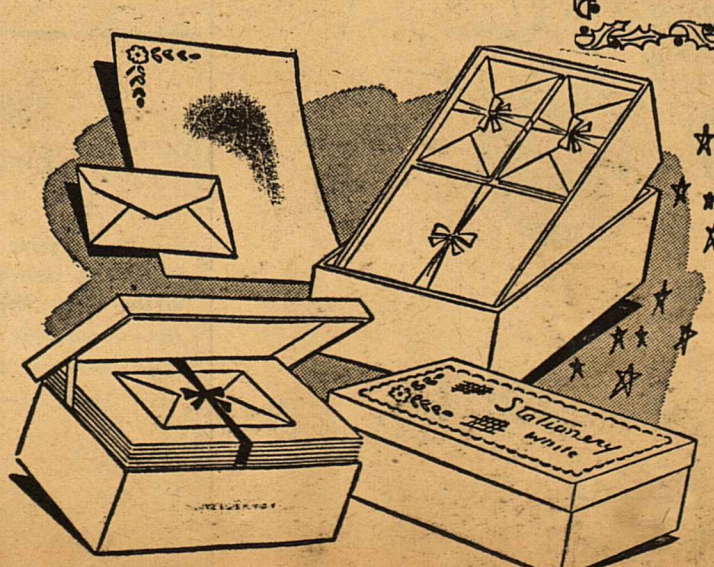
### MEATS

Old Fashioned Hickory Smoked Hams, Whole, lb - - 55c

WILSON'S FANCY SEAL PACK SLICED BACON, lb	45c	CUT FROM SHOULDER Round Bone Steak, lb	59c
WILSON'S CERTIFIED -- 2 lb CLOTH BAG Pure Pork Sausage, 2 lb	75c	BABY BEEF CHUCK ROAST, lb	55c
YOUNG LEAN FRESH PORK ROAST, lb	45c	Still a Few Choice Turkeys Left	

We Wish to Express Our Gratitude and Appreciation for Your Past and Future Patronage and to Wish You All A Very Merry Xmas and Happy New Year.

**SONORA** Superette **MARKET**  
E.V. SMITH, MGR.



# SOCIETY NOTES

THE DEVIL'S RIVER NEWS

Sonora, Texas, Friday, December 22, 1950

## SONORAN'S PARENTS TO OBSERVE GOLDEN ANNIVERSARY SUNDAY

Mr. and Mrs. Frank Morrison of Granbury will celebrate their golden anniversary with an open house in Granbury Sunday.

Mrs. Morrison, the former Miss Pennie Wilson, was born and reared in Hood County. Morrison, a native of Georgia, came to Texas as a small boy. The Morrises were married at Paluxy and have lived in Hood County most of the time. Morrison is a retired farmer and ginmer and served several terms as county commissioner.

They have several children: Meses. J. F. Knight of Odessa, Gene Fowlkes of Rockdale, and H. E. Wilkerson of Flora, Ill.; Dick Morrison of Sonora, Alton Morri-

## LOGANS HOSTS TO CLUB LAST THURSDAY NIGHT

The Thursday Night Bridge Club met last week at the home of Dr. and Mrs. Joe B. Logan for dinner and cards.

Those attending were Messrs. and Mesdames L. P. Bloodworth, Hillman Brown, Henry Greenhill, Robert Kelley, Dewitt Lancaster, F. L. McKinney, G. C. Allison, Marion Elliott, Norman Davis, and Wesley Sawyer and Web Elliott.

## SUBSCRIBE TO THE NEWS

son of Plainview, Johnny Morrison of Denton, and Sgt. F. B. Morrison of Kessler Field, Miss. Mr. and Mrs. Dick Morrison and children, Joe and Janet, will go to Granbury Saturday.

## Woman's Club Holds Christmas Open House

The annual Christmas open house was observed by the Sonora Woman's Club Friday afternoon at the club house. The Rev. Stanley Hauser, rector of St. John's Episcopal Church, told a Christmas story.

Miss Flora Dell Davis accompanied Misses Peggy Sue Reiley, Inez Chalk, and Carnie Sue Wyatt as they sang several carols. Mrs. M. E. Genrich gave highlights of the Texas Federation of Woman's Club convention.

Introduced as new members were Meses. E. A. Brodhead, Gene Shurley and Sears Sentell.

Hostesses were Meses. Carl Cahill, Ed Grobe, Armer Earwood, Howard Espy and Lea Allison. Twenty-five attended.

## ALLISON ESPY GIVEN PARTY ON BIRTHDAY

Allison Espy was honored on her third birthday Tuesday, December 12, when her mother, Mrs. H. T. Espy, and her grandmothers, Mrs. S. H. Allison and Mrs. Thomas Espy, entertained at the home of Mrs. Allison.

Games were played and cake and ice cream were served to the following: Jessie Lem and Janet Kay Johnson, Susan Allison, Judy Lancaster, Jan McClelland, Randie Fawcett, Diana Cahill, Jo Ann Lowe, Mary Jon and Tom Elaine Espy, Cindy Galbreath, Kay Campbell, Mary Faye Baker, Clara Margaret Schwiening, Lue Glasscock, John David Fields, Gaddy Lyles, Bobby Kelley, Joe Moore, Gil Allison and Jimmy Wilson.

## Tipton Home From Syria

Edward B. Tipton, former Sonoran, arrived this week from Damascus, Syria, where he has been with the Socony-Vacuum Co. for the past two years. Mrs. Tipton and daughter, Carol, returned here in September. They are visiting Mrs. Tipton's parents, Mr. and Mrs. O. G. Babcock, and his mother, Mrs. Margaret Tipton, and brother, Ralph.

Nelson Stubblefield brought his father, S. A. Stubblefield, here last week from Pueblo, Colorado for the holidays.

Attend SOME Church Sunday.

## Christmas Square Dance Held By Club Monday

The Rancho Square Dance Club entertained members of clubs in this area Monday night at the Ka-Bar Club with a Christmas dance.

Hosts for the evening were Mr. and Mrs. Collier Shurley, Mr. and Mrs. Howard Espy and Mr. and Mrs. Rip Ward. The club was decorated in the Christmas motif and Christmas candles were placed about the room.

Ray Hudgins acted as master of ceremonies and caller. Other callers included Pierce Kay, Station B., Dr. Maurice Hyman, Menard, U. E. Rogers, Menard, Mr. and Mrs. Volney Snodgrass, Bryce Snodgrass and Ross Merritt of Mountain Home and Albert Ward of Sonora. Music was furnished by W. Peel of San Angelo.

Out-of-town guests were members of square dance clubs from Ozona, Menard, Eldorado and Mountain Home. About 80 attended.

## Change In Beef Grade Standards To Aid Industry

Changes in the Federal grade standards for steer, heifer, and cow carcasses have been approved and will become effective on December 29, says the Production and Marketing Administration of the U. S. Department of Agriculture. The changes are in line with a USDA proposal made on May 12, 1950.

Under the new standards, the present Prime and Choice grades of beef will be combined under a single grade, to be known as Prime. The present Choice grade will be known as Good, and a new Good grade will consist of beef from the higher quality cattle now graded Commercial.

These changes are being made in an effort to make the grades more closely identify the different kinds of beef produced and preferred by the housewife.

The higher quality young beef in the present Commercial grade is popular with many housewives. Its identification as a separate grade will be beneficial to both the producers and consumers.

Less than one-half of one percent of the total U. S. beef production qualifies for the present Prime grade, but with the combining of the present Prime and Choice grades, the new Prime grade will become an important factor in meat grading.

These changes in beef grade names should have no effect on price. Beef prices are determined by the demand of certain grades. Grades are a uniform guide for use in trading in meats.

These announced changes will affect only Prime, Choice, Good, and Commercial carcass beef grades. The standards for Utility, Cutter, and Canner grades will remain unchanged. The Production and Marketing Administration is now taking steps to bring the grade standards for slaughter cattle in line with the revised grade for beef carcasses.

DRIVE SAFELY! OBSERVE STOP SIGNS!

## POSTED

No Hunting.  
Trespassers will be prosecuted.

E. S. MAYER & SON  
Sonora, Texas



217 S. Chadbourne  
SAN ANGELO  
Phone 5384

\$500  
Reward

I will pay \$500 to any person furnishing information leading to the arrest and conviction of anyone stealing any kind of livestock from any ranch in which I am interested.

SOL MAYER

## Life Of Bach Told At Music Club Program

Mrs. E. D. Shurley told the life of Johann Sebastian Bach to the Sonora Music Club Thursday evening in the Methodist Church.

Miss Flora Dell Davis, guest artist, played "Come Sweet Death" by Bach, and Miss Dorothy McLure played three Bach preludes on the organ. Mrs. Shurley played "Prelude in C Major" as a piano solo.

Carols were sung to the organ accompaniment, played by Miss McLure. "The Christmas Song" was sung by Miss Ruby Deakins and Mrs. Malcolm Bollinger, accompanied by Mrs. Shurley. Mrs. Jack Ellington sang "Jesu Bambino" with Miss Lady Lou Terry playing violin obligato and Miss McLure, the organ accompaniment. Hostesses were Meses. H. M. Smith, Sterling Baker, J. C. Stephen and B. W. Emert.

Refreshments were served to thirty-five.

WANTED AT ONCE: Man or woman to supply Consumers with Rawleigh Products in the City of Sonora. Full or part time. For details write the W. T. Rawleigh Co. Dept. TXL-1730-216, 139 W. Illinois, Memphis, Tenn. 4c7

FOR SALE: 15,000 bundles of Hegira, late cut. Fir as you ever saw to rain since cut. \$30 per ton. Delivered and stacked at above price. Bill McCraeve, Phone 23811, Eldorado, Texas. tfn7-Adv.

## CARD OF THANKS

I wish to thank my friends for the flowers and many other kindnesses during the past three weeks.

Mrs. Charles J. Oatman.

## Robert Massie Co.

General Directors, Embaim  
Superior Ambulance  
Service  
Phone 8121  
Day or Night  
SAN ANGELO, TEXAS

## EYES EXAMINED

GLASSES FITTED

## Dr. C. L. Basket

Optometrist

DEL RIO, TEXAS

## EXPERT Stock Drenching

Prompt, Dependable Service

We drench your stock and get it back on the range in the shortest time possible.

ALSO, WE CARRY A FULL LINE OF STOCK MEDICINES AND VACCINES

Dial 23431 or 21581

Sonora, Texas

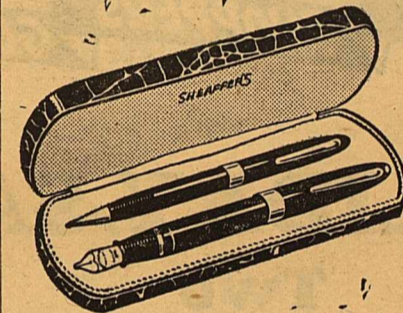
## TAYLOR & MOORE STOCK MEDICINE CO.



SHEAFFER'S SENTINEL THREESOME  
Shining metal caps sparkle on colorful barrels. Complete set includes Touchdown Pen, Pencil and Stratowriter Ballpoint in leather-grained case. \$30.00; no fed. tax.

Give  
**SHEAFFER'S**  
AMERICA'S *First* CHOICE!

The finest writing instruments in the world... gifts that prolong the pleasure of Christmas giving! Our complete selection includes styles for every name on your list, priced to fit every gift budget.



SHEAFFER'S STATESMAN ENSEMBLE  
Smart flowing lines and lustrous colors offset with gleam of gold. Touchdown Pen and Pencil are attractively gift-boxed. \$14.00; no fed. tax.



SHEAFFER'S "TRIUMPH" DESK SET  
Classic-black Jet Crystal base, complets with smooth-writing "White Dot" pen, \$15.00. Others in wide choice of bases, from \$8.75 up.

YOU CAN BUY ANY SHEAFFER WRITING INSTRUMENT INDIVIDUALLY, OR BEAUTIFULLY BOXED IN SETS. PENS FROM \$3.75

See Sheaffer's New TOUCHDOWN. Easiest Pen in the World to Fill...because air does the work!

# MERRY CHRISTMAS

TO OUR MANY FRIENDS



Home Hardware & Furniture Co.

Your Firestone Dealer  
Jack Mackey, Owner

"I'm the secret desire  
of the Bride"

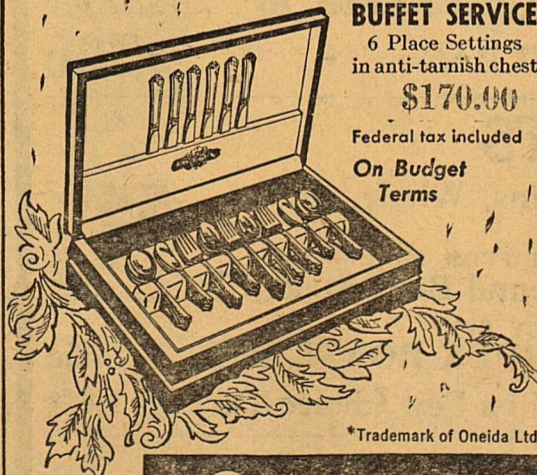
I'll give her a glow of pride and pleasure every time she places me on her table. And though I'm used 3 times a day for a hundred years, I won't show wear. I grow more lustrous, more lovely as time goes by. For I'm solid silver — all the way through!

Ask about our easy payment plan.

6-piece Damask Rose\* Place Setting  
only \$29.75  
Federal Tax Included

36-Piece  
BUFFET SERVICE  
6 Place Settings  
in anti-tarnish chest  
\$170.00  
Federal tax included

On Budget  
Terms

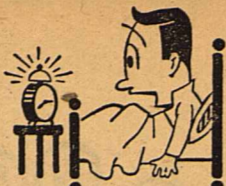


\*Trademark of Onelda Ltd.

Heirloom Sterling  
FROM GENERATION TO GENERATION\*

Geo Barrow  
Your Jeweler

It's Not Too Late  
TO BUY YOUR



**CHRISTMAS SEALS**



**CHRISTMAS SEALS  
FIGHT TB  
ALL YEAR ROUND**

IF YOU'VE ALREADY  
MAILED YOUR GIFT FOR  
SEALS SENT IN NOVEMBER  
—THANK YOU VERY MUCH

Please mail your contribution to:  
MISS BETTY RANKHORN, First National Bank



And so, to you,  
our family of friends,  
we extend most cordial  
Christmas greetings.

**THE CLUB CAFE**

**BEAUTIFUL GIFT ITEMS**

FOR CHRISTMAS

Vases - Figurines

Hand-Painted China

MRS. LOUIN MARTIN

Dial 27461 Sonora, Texas



Keep Cool with  
**CANVAS  
AWNINGS**

to suit your taste  
in **PAINTED STRIPES..**  
in **WOVEN STRIPES..**  
in **SOLID COLORS, too!**

• Finest quality materials ...  
superb workmanship ... and  
distinctive design—all these are  
yours today. But don't wait—  
decide now to make this your  
most joyous summer. Tele-  
phone us today for an estimate.

- Truck and Trailer Covers
- Window Shades
- Roll Duck
- Awning Stripe
- Car Door Awnings

Acme Auto Top  
& Awning Co.

R. L. (Bob) Young  
M. L. Young, Jr.  
113 - 115 N. Chadbourne  
DIAL 6130  
SAN ANGELO, TEXAS

**News Want Ads Bring Results**

May You Have a

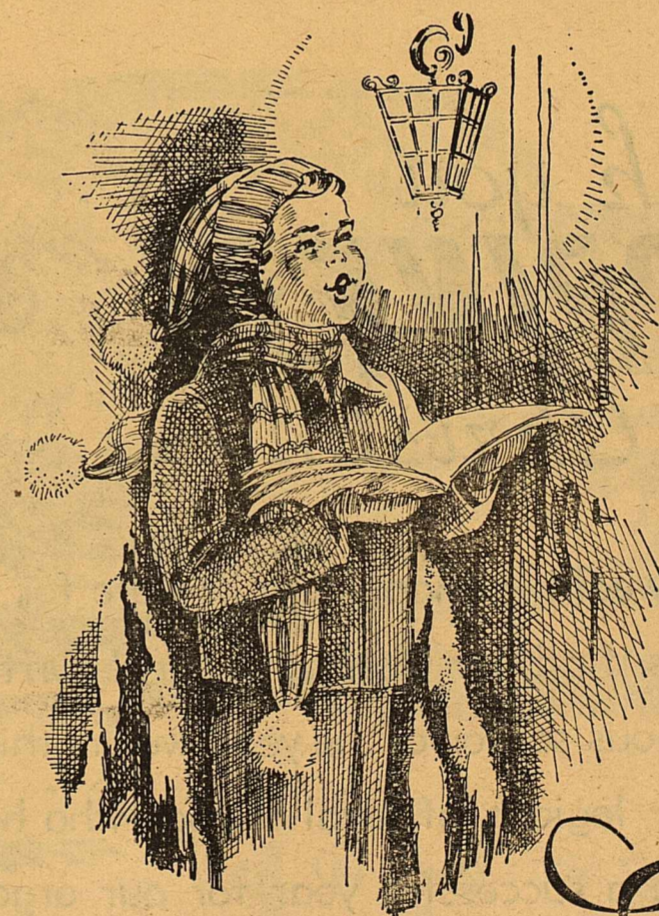


Christmas

That's our wish to you for a  
Merry Christmas

**JOSEPH'S**

Sonora's Apparel Center



EVERY time we hear a  
Christmas carol, we're going to think of  
you. It's folks like you, our customers, who  
have been so considerate in the years past  
that make our Holiday complete. So when  
that day rolls around again, we'll think of  
you, and wish you a very Merry Christmas!

**WM. CAMERON CO., INC.**

H. M. Smith, Manager

FRIDAY  
DEC. 22

**PIGGLY WIGGLY**

SATURDAY  
DEC. 23

Where The Cost Of Living Is Down

**A Very Merry Christmas To All**

**CRANBERRY SAUCE, Ocean Spray, tall can - 12c**

SWIFT'NING, 3 lb Can ..... 93c	MISSION PEAS, No. 303 Can ..... 15c
Apple Cider, Monarch, Qt. Bottle ..... 33c	DEL MONTE -- YELLOW CREAM
SWIFT'S -- HOMOGENIZED	CORN, 2 - No. 1 Cans ..... 25c
PEANUT BUTTER, 12 Oz. Jar ..... 33c	Fig Pudding, Heinz, 14 Oz. Can ..... 59c
HEINZ -- SWEET	HORMEL
PICKLE STICKS, Pint ..... 45c	HAMS, Ready to Eat, 1½ lb Can ..... \$1.25

**SUGAR, Imperial, 10 lb. - 89c**

CATSUP, Del Monte, Yarge Bottle ..... 23c	SPINACH, Diamond, No. 2 Can ..... 15c
CHOCOLATES, Assorted, lb Box ..... 79c	Green Beans, Diamond, No. 2 Can ..... 15c
SUNSHINE	KIMBELL'S
Chocolate Covered herries, lb Box ..... 59c	Mexican Style Beans, Tall Can ..... 12c

**Fruits & Vegetables**

LETTUCE, Large Heads, Each ..... 11c
TOMATOES, Texas, lb ..... 18c
NEW POTATOES, Good, lb ..... 5c
CELERY, Large Stalk, Each ..... 19c
CRANBERRIES, Eatmor, lb ..... 18c

FRUIT — NUTS — CANDY

**Meats**

Bacon, Armour's Star Sliced, lb ..... 49c
SPARE RIBS, Meaty, lb ..... 45c
PORK CHOPS, Lean, lb ..... 50c
SAUSAGE, Pure Pork, lb Roll ..... 42c
SEVEN STEAK, Baby Beef, lb ..... 55c

HENS — TURKEYS — FRYERS



*Season's Greetings*

May the Peace of Christmas surround you,  
The Joyousness of Christmas inspire you;  
The Spirit of Christmas abide with you always.

La Vista Theatre

**JUNIOR FOOTBALL TEAM GIVEN BARBECUE SUNDAY**

Mr. and Mrs. Jack Ellingson and Mr. and Mrs. Dave Locklin were hosts last Sunday night at a barbecue for members of the junior football team. The barbecue was held at the Elementary School cafeteria.

Awards were presented to George Wright as the most valuable player on the team, and to Rus Chalk as the player showing the most improvement. Selections were made by members of the team.

Also attending were Mr. and Mrs. Oliver Wuest, Mr. and Mrs. M. R. Wright, Mr. and Mrs. George D. Chalk and sponsors of the grades represented on the team.

**CARD OF THANKS**

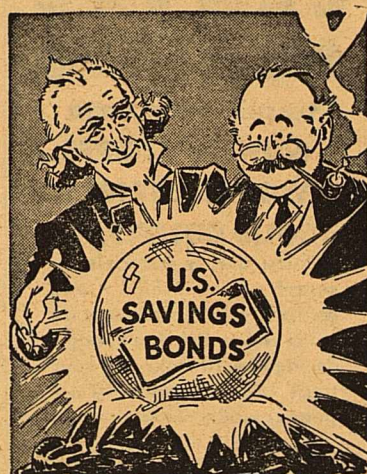
I wish to thank my friends for the flowers and many other kindnesses during the past three weeks.

Mrs. Charles J. Oatman.

Mrs. May Johnson, accompanied by her son-in-law, Pete Bernhard, was here last Sunday to see her brother, Theo Savell. Mrs. Johnson and Bernhard live in Wichita Falls.

Louis Davis who was ill at home Tuesday is up and around again.

**Uncle Sam Says**



You have, right at hand, the means of changing the course of your life—just sign up today at your company's payroll office for the Payroll Savings Plan, and indicate the amount you wish to invest from each pay check. U. S. Savings Bonds are better than money. If you lose cash, it's gone. If a Bond is lost or stolen, it will be replaced. So start saving—TODAY.



We hope you and your loved ones and friends enjoy this occasion to the fullest extent and that you may have an abundance of joy and happiness.

A very merry Christmas to you, our friends.

PARK INN CAFE

to wish you  
**HAPPINESS**  
at Christmas

There's a wealth of happiness in store for you this Christmas if all our wishes come true. On this, the most glorious season of the year, we are thinking about our legions of loyal friends who have made possible a successful year for our organization. You have been considerate and liberal with your patronage and we are truly appreciative of all you have done to make the past year an enjoyable one.

That's why, at Christmastime, we welcome the opportunity it affords to express our sincere thanks and to wish you a pleasant holiday.

**Sonora Feed & Supply**

Herbert Fields, Owner



FRIDAY, DEC. 22

SATURDAY, DEC. 23

**PINTOS, 10 lb. bag - 89c**

Brach's Miniature - Milk Chocolate		WASHING POWDER	
CANDY, 1lb Box	75c	TREND, 2 Boxes	39c
CANDY		DREFT, Giant Box	75c
Midget Jellies, 10 Oz. Bag	19c	AJAX	
XMAS		CLEANSER, 2 Cans	25c
FRUIT CAKE, 14 Oz.	45c	NORTHERN	
VAN CAMP'S		TISSUE, Roll	10c
CHILI, No. 2 Can	29c	LIGHT CRUST	
OCEAN SPRAY		FLOUR, 5 lb Box	49c
Cranberry Sauce, Can	19c		

**FLOUR, AMAPOLA — 25 lb BAG - \$1.35**



LETTUCE, 2 Heads	25c
BANANAS, 1lb	14c
CALIFORNIA	
ORANGES, 1lb	12c
CELERY, Nice Stalk	21c
APPLES, Delicious	
1lb	10c
Buy a Box	\$4.25



STEAK, Choice Round, 1lb	79c
SWIFT'S COOKED	
PICNIC HAMS, 1lb	49c
ARMOUR'S STAR or SWIFT'S PREMIUM	
HAMS, 1/2 or Whole, 1lb	59c
VELVEETA	
CHEESE, 2 lb Box	89c
PURE PORK	
SAUSAGE, 2 lb Bag	90c

ADMIRATION COFFEE, 1lb 83c

Hens - Fryers - Turkeys

**Chappell**

**Grocery** *Free DELIVERY*

DIAL 21341

**A Red & White Store DIAL 21341**

Classified Ads Bring Results

The Devil's River News

ESTABLISHED 1890

PUBLISHED EVERY FRIDAY MORNING

ENTERED AT THE Postoffice at Sonora, Sutton County Texas, as second-class matter under the Act of Congress of 1879

CLAY PUCKETT . . . . . Editor and Publisher  
NO ERRONEOUS REFLECTION upon the character, standing, or reputation of any person, firm or corporation will be gladly corrected if the matter is brought to the attention of the publisher.

SUBSCRIPTION RATES — PAYABLE IN ADVANCE  
One Year in Sutton and Adjoining Counties . . . \$2.00  
One Year Elsewhere . . . . . \$2.50

Sonora Marine Figures To Get Xmas Dinner Here By Skin Of Teeth

Clay Odom, 19, a private first class in the United States Marine Corps, is home for Christmas. He's figuring on getting his Christmas dinner at home with his parents, Mr. and Mrs. Bob Odom, by the skin of his teeth."

what he means now that boot training is behind me. And I'm sure glad I get aviation."

YOUR HEALTH

Marine Pfc. Odom is following in the footsteps of his brother, S/Sgt. E. J. Odom, in his Marine Corps career. Like his staff sergeant brother he, too, has been assigned to Marine Corps aviation. Pfc. Odom is home on delay en route to Memphis, Tenn., where he will study electronics at a naval installation. He departed on this trip from the El Toro, Calif., Marine Corps aviation installation where his staff sergeant brother served before him.

Most fathers and mothers want their boys and girls to go to school regularly. They send them off in the morning willingly — sometimes thankfully. The fact that there is a law which compels parents to send their children to school seldom or never occurs to them, says Dr. Geo. W. Cox, State Health Officer.

Pfc. Odom is due to arrive in Memphis on December 27 and reckons he will have to leave Christmas Day right after dinner to make it on time. "But at least I'll have Christmas dinner at home," he announced.

Various studies in the United States and Canada show that sickness is the cause of the great majority of lawful school absences. Certainty it would be impossible to wipe absences because of illness and accidental injury entirely off the record. But they can be reduced in number and shortened in length if parents, teachers, and the doctors, nurses, and guidance personnel serving the school work closely together.

Pfc. Odom enlisted last June 4, at San Angelo. On August 18, the day before graduating from "Boot Camp," he received his first stripe; that of PFC.

The boy or girl in the beginning stages of a cold or sore throat or some other catching illness is a focus of infection from which new cases easily spread outward in ever-widening circles. Often the parents can help to keep infectious diseases from spreading in school by keeping children at home when they are not in their usual health. Teachers can help by having an evenly heated and well ventilated room and by teaching children to stay home when ill.

Odom's staff sergeant brother, E. J., now on recruiting duty at Southern Recruiting Division headquarters, Dallas, was not aware that brother Clay had signed into the Marines until records of the enlistment reached Dallas headquarters.

DRIVE SAFELY! OBSERVE STOP SIGNS!  
SUBSCRIBE TO THE NEWS

S/Sgt. Odom forthwith wrote a letter to the then Private Odom advising him to withstand the rigors of "Boot Camp" as he did and to " . . . take it as it comes, good or bad."

"That was pretty sound advice to get," said Pfc. Odom. "I see

May Your  
CHRISTMAS

be a Happy One

This is the sincere wish of every member of this organization.

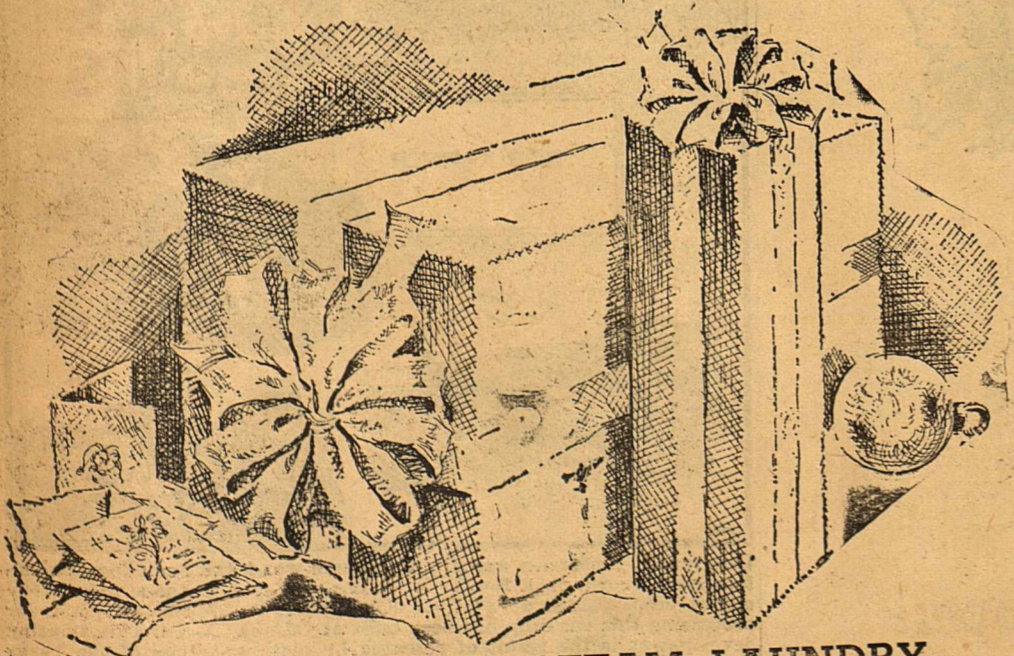
We are deeply appreciative of the opportunity we have had in serving you . . . and we truly hope that for each of you, this may be a day of great joy.

FOXWORTH - GALBRAITH LUMBER CO.

S. M. Kerbow, Manager

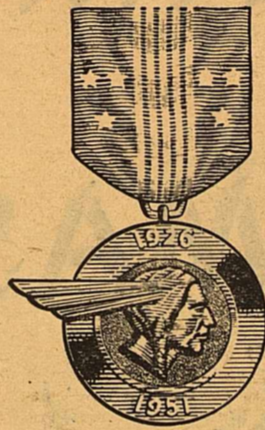
IT really wouldn't be Christmas unless we experienced the thrill and excitement of last minute shopping, wrapping gifts and searching for cards and the thousand other things that enter into the full enjoyment of a real Christmas. There's always just one thing after another.

Yet, through it all, the true significance of the occasion is always present to remind us of the friends each of us have. That's why we send our best wishes for a Merry Christmas!

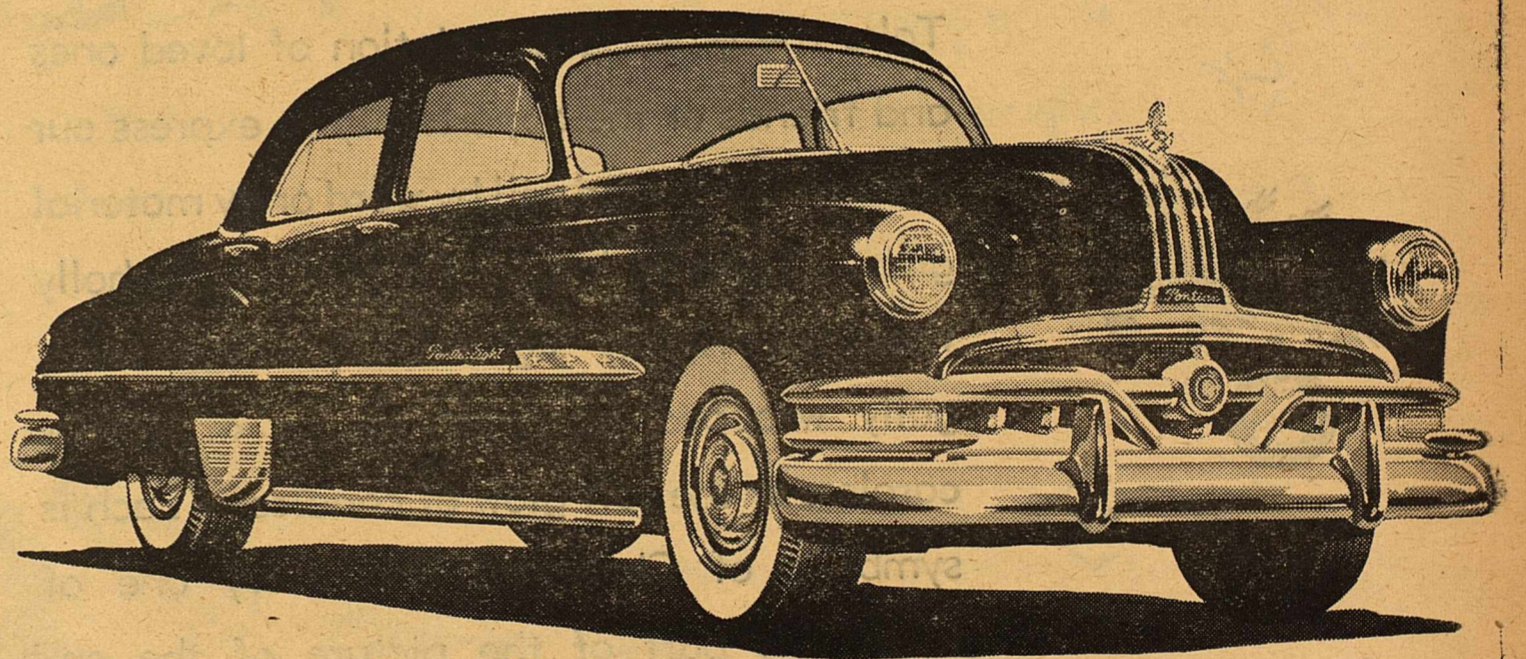


SONORA STEAM LAUNDRY

Tommy Thorp Clyde Clemens



Come in and see the  
New Silver Anniversary  
Pontiac



- ① A look at the Car proves its Quality
- ② A look at the Price proves its Value!

Double Proof

that Dollar for Dollar you can't beat a Pontiac!

\* \* \*

In the short time since it was presented, thousands of people have flocked to see the great new Silver Anniversary Pontiac—few cars have ever had a reception to equal this. Most people came to admire, which is natural enough. But a great many people do more than admire, they start figuring—they begin to compare this wonderfully beautiful and desirable car with the modest price tag it bears. The conclusion is obvious—no car, at any price, offers more for every new car dollar you invest than a great new Pontiac! Drop in any time and look at the car—then look at the price—you'll be doubly sure that dollar for dollar, you can't beat a Pontiac!

Granger & Johnson Pontiac-Cadillac Co.,  
Concho and Plumb  
Sonora, Texas

### Shivers Backs Economy Commission Work As Aid To State Government

REPORT NOT TO BE READY BY JANUARY

By Allan Shivers Governor of Texas

(Editor's Note: This is the last in a series of five articles on the Texas Economy Commission.)

Just as the housewife engages in "spring housecleaning", state government needs to clean house now and then.

If unneeded or overlapping services have accumulated, they must be eliminated. Only by doing so can we make sure that necessary state services will be provided efficiently and economically.

The Texas Economy Commission is undertaking to provide financial support for the necessary research upon which to base a sound,

progressive reorganization program.

Hundreds of Texas citizens have accepted appointment to this commission, which is purely a people's project. It has no connection with state government, except that appointments to the commission were made by the Governor.

We hope for and expect the Texas Economy Commission to grow into a real grass-roots movement for good government. Everyone is for economy in general. Most of us like to talk about it -- but taking action is a different matter.

I hope that the Texas Economy Commission will soon get beyond the talking stage.

When will this commission have something to report? That

question is not easy to answer.

When the commission was originally started last March, I had hopes that it would be able to start its work promptly and have at least a preliminary report ready by January, 1951, when the 52nd Legislature will meet.

There have been inevitable delays, however, in the organization process. As might be expected, most of our problems are financial in nature. No state funds are available for this program, which will require a minimum of \$75,000 search upon which to base a sound, Capable personnel must be acquired for the research staff, and persons of the desired qualifications are not easy to find.

They are already gainfully employed elsewhere; they are not eager to accept assignments with this new organization until the money is in the bank.

Thus the actual research program of the TEC has had to wait

on completion of the drive for a \$75,000 operating fund. About 20 per cent of the commission's first-year budget has been deposited. Efforts are being pushed to raise the balance.

Meanwhile, county organizations have been perfected in about 50 counties. Fund-raising is in progress in other counties as well. The money will be subscribed, I am confident.

Thus the timetable of the Texas Economy Commission has had to be revised. It is unlikely that a report can be made that will be helpful to the Governor and the Legislature during the forthcoming session.

This delay is to be regretted, but it will not be fatal.

The field in which the Texas Economy Commission will operate is broad and complicated. A careful study and report somewhat delayed would be eminently preferable to a hasty and incomplete

### NOTICE

Sealed bids will be received in the County Commissioners' Court Room in the Court House in Georgetown, Texas, until 11 o'clock A.M., Monday, January 8th, 1951 for leasing Oil and Mineral rights, for 5 years, 2,436 acres Williamson County Permanent Fund School Land located in Sutton County, Texas. Said land being Survey No. 1, Abstract 780 containing 1,476 acres; Survey No. 2, Abstract No. 781; Survey No. 3, Abstract No. 782; Survey No. 4, Abstract No. 783, each containing 320 acres.

The right is reserved by the Commissioners' Court to reject any, or all, bids submitted. Further information may be obtained

one. I am convinced that the Texas Economy Commission is in position to do a great deal for economy and efficiency in state government -- and that it will do so.

### JUNIOR FOOTBALL TEAM GIVEN BARBECUE SUNDAY

Mr. and Mrs. Jack Ellingson and Mr. and Mrs. Dave Locklin were hosts last Sunday night at a barbecue for members of the junior football team. The barbecue was held at the Elementary School cafeteria.

Awards were presented to George Wright as the most valuable player on the team, and to Rus Chalk as the player showing the most improvement. Selections were made by members of the team.

Also attending were Mr. and Mrs. Oliver Wuest, Mr. and Mrs. M. R. Wright, Mr. and Mrs. George D. Chalk and sponsors of the grades represented on the team.

LOST: Shaeffer fountain pen. Maroon and gold. Lost in vicinity of high school. Reward. Call 21271. 2tc9

from the undersigned. H. A. Hodges, County Auditor. Sam V. Stone, County Judge.

FILED Auditor's Office December 15, 1950 Williamson Co., Texas. 2tc10

**WANTED VOLUNTEERS!**



**FOR THE U. S. MARINES**

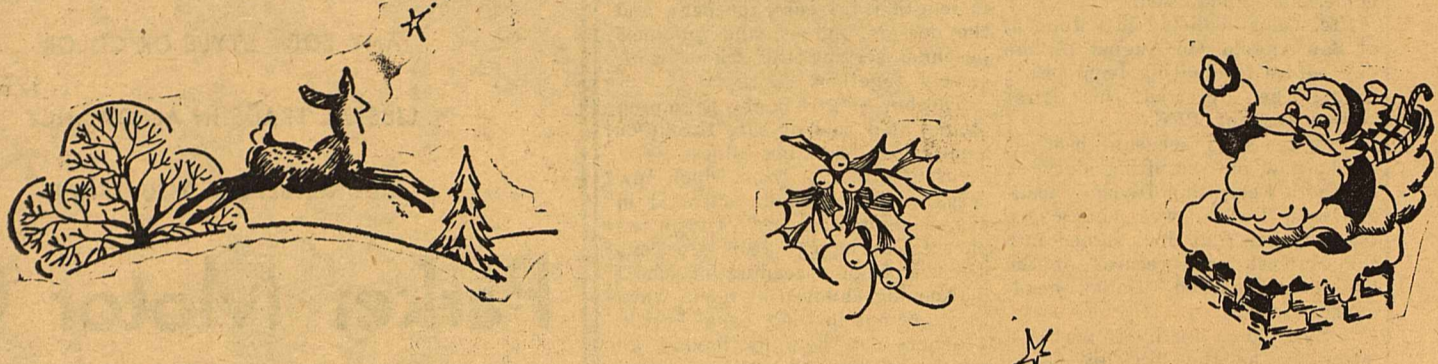
For Information call or write now to U. S. MARINE CORPS

POST OFFICE BLDG. SAN ANGELO, TEXAS

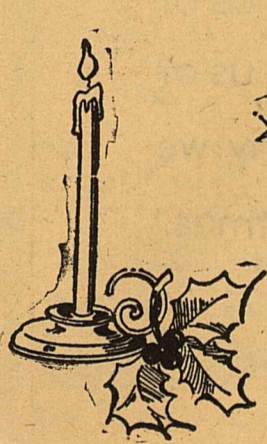
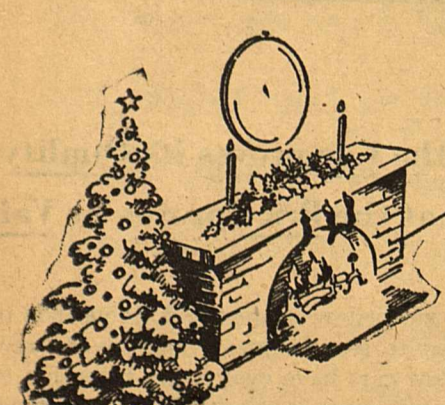
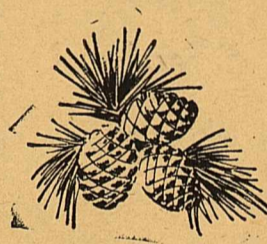
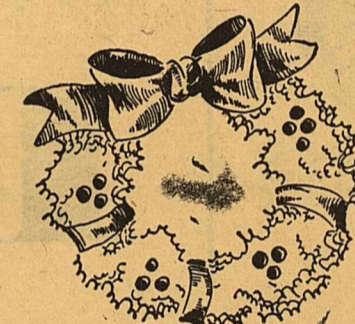
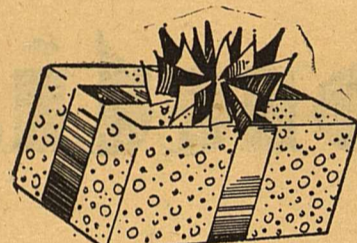
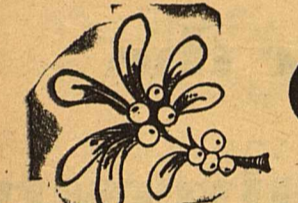
### NOTICE

The Kring Trucking Co. Phone 22351

Now located corner US 290 and Main Street



# THE ENCHANTMENT OF CHRISTMAS



Take the glowing association of loved ones and friends or the opportunity to express our sentiments of good will by word or by material gifts. Take a lot of little things -- holly wreaths, brightly lighted Christmas trees, gaily wrapped packages, songs of joyous carolers or the soft glow of candles -- Each is symbolic of Christmas and every one of them fills part of the picture of the enchantment of Christmas.




**Texas Venture**  
In Education • 1876-1951  
Our first state college—Texas A. and M. is now in its seventy-fifth year

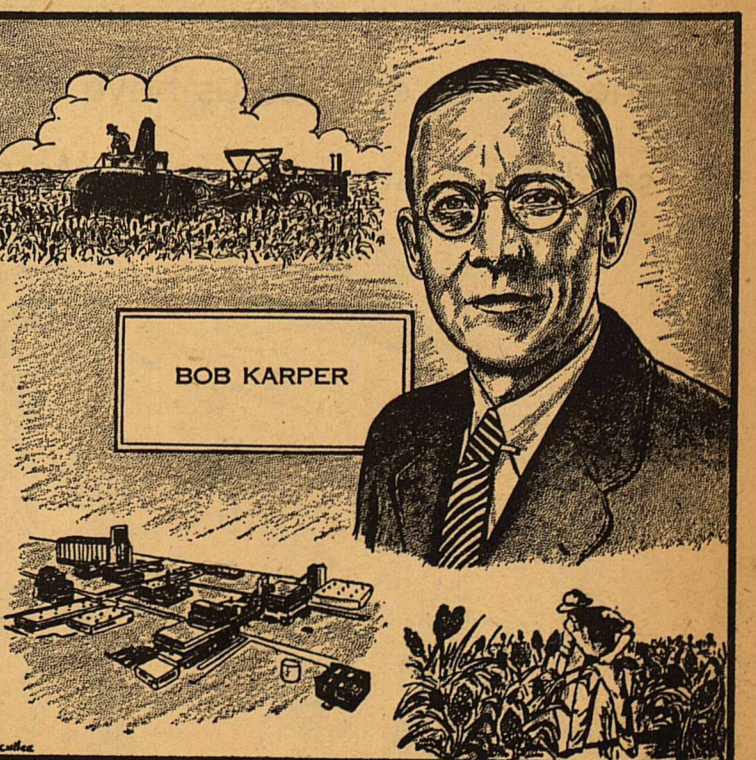


TEXAS' OLDEST STUDENT ORGANIZATION — THE ROSS VOLUNTEERS

Organized in 1887 as an honor company and crack drill unit, the Ross Volunteer company at the A. and M. College of Texas is the oldest student organization in the state. The first company was called the "Scott Volunteers" in honor of the popular Col. T. M. Scott, then business manager of the college. In 1890, when the illustrious Lawrence Sullivan Ross, Confederate General and former Governor, became president of the college, the name was changed to honor him, and the group became permanently established as the honor company of the college. Through the years the Ross Volunteers have held to high standards of character, scholarship and military precision. In addition to their spectacular precision drills, they have served as honor guards for distinguished visitors to the campus and have participated in many state ceremonies as an honor guard to the Governor. Ross Volunteers, in their white dress uniforms, are shown here grouped around the statue of their patron, Sul Ross, which is a campus shrine at the Texas school.



**Texas Venture**  
In Education • 1876-1951  
Our first state college—Texas A. and M. is now in its seventy-fifth year



BOB KARPEN

Less than a generation ago grain sorghum was a tall spindling chicken-feed crop, grown on a few Texas farms. Today it is the state's second money crop, valued at \$166,000,000 a year. A \$24,000,000 plant for processing this one crop has been built at Corpus Christi. This amazing development is the result of research by plant scientists of the Texas Agricultural Experiment Station of the A. and M. System, under the leadership of R. E. (Bob) Karper, A. and M. agronomist at Lubbock. By juggling the genes within the grain sorghum seed, Karper and others have been able to pull it down to a thrifty low-growing plant with big heads at uniform height throughout the field. This made it possible to harvest the grain mechanically, completely revolutionizing the agriculture of the Texas plains area. The present day combine-type grain sorghum is being further developed for a variety of uses and is increasing rapidly in value to Texas farmers, as a result of the work of this Pennsylvania farm boy who has been engaged in agricultural research on the Texas plains since 1915.

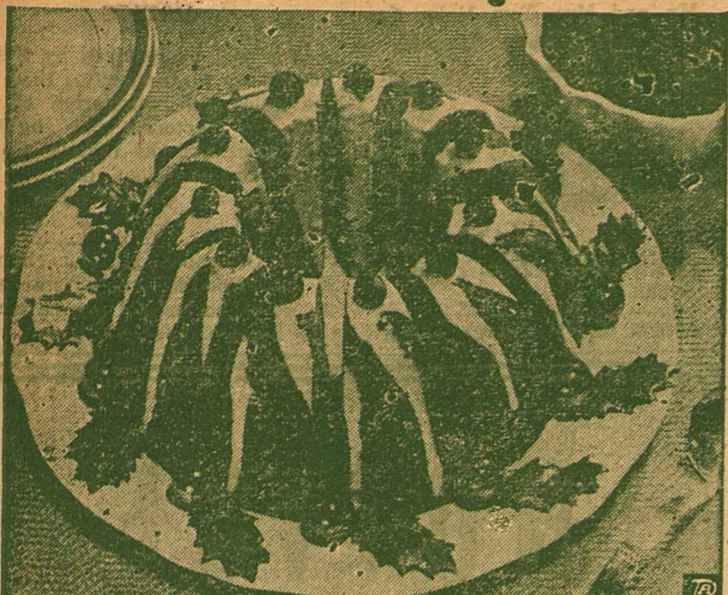


**First National Bank**

SERVING SUTTON COUNTY 50 YEARS



### Yuletide Pudding



Steamed puddings come with the holidays. This cranberry pudding is one that is both easy to prepare and delicious with fruit flavor.

A handsome dessert to grace your holiday buffet table is steamed pudding. It's as easy as making a cake. Whole cranberry sauce is used to flavor today's pudding, thus eliminating preparation of fruits.

Pour batter into a large mold or eight individual molds, covering tightly. Individual molds need only be steamed for 45 minutes. Steamed puddings can be made a day or two ahead, left right in the mold, and re-steamed for service. Top with hard sauce or whipped cream.

Because steamed puddings keep well, they are an excellent choice for the small family. They are a wise choice from the point of good nutrition, too, since enriched flour provides generous amounts of B-vitamins and food iron. Cranberries, eggs and nuts add extra food values.

You'll find steamed puddings add delightful variety as luncheon desserts. Try this menu: eggs goldenrod or Welsh rabbit on enriched toast, crisp lettuce salad, and steamed pudding, with hot coffee.

#### STEAMED CRANBERRY PUDDING

- 2 cups sifted enriched flour
- 2 teaspoons soda
- 1/2 teaspoon salt
- 1/2 cup shortening
- 1/2 cup sugar
- 1/4 cup molasses
- 2 eggs
- 1/2 cup water
- 1 cup whole cranberry sauce
- 1/2 cup chopped walnuts

Sift together flour, soda and salt. Cream together shortening and sugar until light and fluffy. Add molasses and eggs and beat thoroughly. Combine water and cranberry sauce. Add flour mixture to creamed mixture alternately with water and cranberries. Stir

in nuts. Pour into greased one and one-half quart mold. Cover, or tie a double layer of waxed paper securely over top of mold. Steam one hour and 15 minutes. Unmold. Serve with whipped cream or hard sauce. Makes one pudding.

### San Antonio Show Features Quarter Horse Division

EXPOSITION SLATED FEBRUARY 16-25

A Quarter Horse show and cutting horse contest will be held during the San Antonio Livestock Exposition, Feb. 16-25 at the Coliseum according to stock show manager, James F. Grote.

The Quarter horse show shall consist of Halter and Performance classes with \$2,700 in premiums being offered by the San Antonio show.

Cutting horse owners will compete for \$2,000 in prize money plus entry fees during the 15 performances of the Everett Colborn World's Championship Rodeo.

Approximately \$1,850 in pre-

miums is being offered in the Halter Classes with trophies being awarded by the American Quarter Horse Association for the Grand Champion Stallion, Mare and Gelding. Trophies will also be awarded to the best Get-of-Sire and the best Produce-of-Dam.

In the performance classes, exhibitors of reining horses will vie for more than \$900 in premiums. The four horses making the highest score will perform in the Championship class in the Feb. 24 rodeo performance.

Competition in the Quarter Horse show starts, 9:00 A.M., Feb. 23 and continues through the 24. Cutting horses begin their contest Feb. 15 in the first go-round.

The San Antonio show has the approval of the American Quarter Horse Association and the National Cutting Horse Association and will be under the direct supervision of the San Antonio Livestock Exposition.

### Broncs Take Double Over Time Game

EDGE OZONA LIONS 31-29 IN TOURNEY MATCH LAST WEEK

By Bobby Joe Granger

The red-hot Sonora Broncos, paced by Bill Baldwin, scored a

thrilling double-overtime 31-29 victory in the second game of the 20th Annual Ozona Tournament Thursday night to go into second round play with the Brady Bulldogs. The Bulldogs drew a first round bye.

Baldwin, the stalwart Sonora guard, racked up 19 points to take scoring honors. Bailey of Ozona paced the Lions with 10 points.

The Broncos held a 15-6 edge at halftime, but the Lions, not to be denied, came back in the third stanza to score 14 points compared to the Broncos' 6 to pull within one point of the Sonorans. The game ended in a 25-25 tie. In the first overtime, Bailey scored a field goal to put the Lions ahead 27-25. In the last 10 seconds the Lions seemed to be on the way to victory when Baldwin stole the ball from a Lion and put the ball through the hoops to end the first overtime at 27-27.

In the second overtime, two field goals by Baldwin iced the game for the Broncos as they settled down and held the ball to win a 31-29 victory.

### NOTICE!

TOP FUR PRICES

See Sutton

AT G. E. ELLIS'S

EACH SATURDAY

# SANTA'S HERE

## to Make You Happy!

Let's prepare a warm welcome for the kindly old gentleman.

He's not likely to pass up the type of people we have in this community, the finest anywhere. He likes to visit where folks are friendly, considerate, thoughtful and that is just what we have here. We know from experience

So, friends, get ready! Old Santa's sure to come by.

Let's give him the warmest, kindest reception he ever had, one that will remain with him through the

Christmas season and for many years to come.



Sonora Wool & Mohair Co.  
Bonded Warehouse

### Happy Birthday

Friday, December 22—

Linda Lambert

Ralph Tipton

Lea Roy Aldwell

Mrs. B. M. Halbert, Jr.

Frank Leslie Moore, Jr.

Saturday, December 23—

Benny Friend

Mrs. Pete Ballard

Sunday, December 24—

Mrs. J. W. Pepper

Alan W. Saunders

Jack Darryl Moore

John Douglas Moore

Monday, December 25—

Durard Archer

G. W. Archer, Jr.  
Betty Sue Allen  
Ben Cusenbary  
Jon Barton Dunigan

Tuesday, December 26—

Mrs. C. D. Wyatt

Lewis Roueche

Sallie Dawn Prater

Wednesday, December 27—

\*\*\*\*

Thursday, December 28—

\*\*\*\*

WANTED AT ONCE: Man or

women to supply Consumers with

Rawleigh Products in the City of

Sonora. Full or part time. For

details write the W. T. Rawleigh

Co. Dept. TXL-1730-216, 139 W.

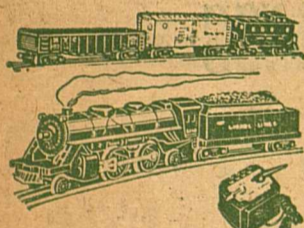
Illinois, Memphis, Tenn. 4tc7

WESTERN  
AUTO  
ASSOCIATE  
STORE

## STRETCH

Your Christmas Money!

J. E. BRANSCUM, Owner



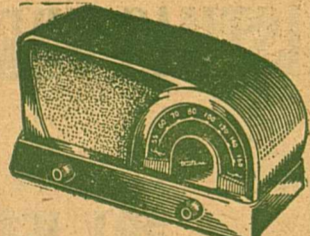
Puffs Smoke!

LIONEL FREIGHT

Powerful 4-driver engine. Remote control. New Magna-Traction. With transformer. \$31.00

\$19.95

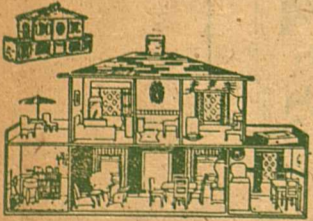
Easy Terms



Truetone Table Radio

Modern walnut plastic cabinet. Phono attachment. 5 tubes plus rectifier. Rich tone. D3017. Ivory cabinet, D3018.

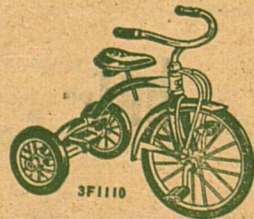
\$37.45



27-Piece Deluxe Furnished METAL DOLL HOUSE

7 rooms with all furniture. Garage. car. 28" wide. E7209

\$4.95



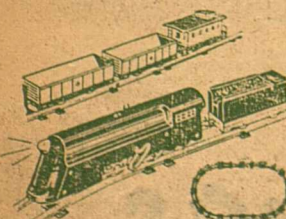
DeLuxe 10" TRICYCLE

Truss Rods! Ball Bearing Front Wheel!

\$10.89

Bright red speedster. Spring saddle. Full 1" tires.

Also in 12", 16" and 20" Sizes.



Hafner Wind-Up FREIGHT

Starts and stops automatically. Ringing bell. Electric headlight. 5-unit.

\$5.25



SAVE! 8-Light INDOOR TREE SET

Assorted color G. 98c

E. bulbs. E3300

Cleveland Nance, who reported for army duty December 8, has been assigned to Camp Chaffee, Arkansas. Mrs. Nance and his parents, Mr. and Mrs. R. G. Nance, will join him there for Christmas.

Mrs. G. E. Berry of Cisco, Mr. and Mrs. Horace Linthicum and daughters, Susie and Priscilla, of

Eldorado, and Mr. and Mrs. H. P. Allison of San Angelo will spend Christmas with Mr. and Mrs. Lea Allison and children. Bill Whitehead, who has been

undergoing treatment at the Gonzales Warm Springs Foundation, will be at home for Christmas.

SUBSCRIBE TO THE NEWS

PHONE **HAMILTON GROCERY** PHONE  
21601 A Red & White Store 21601  
Friday, Dec. 22 DELIVERY SERVICE Saturday, Dec. 23



IDAHO POTATOES, 10 lb Paper Bag 27c  
CARROTS, Bunch 6c  
BELL PEPPER, lb 13c  
SWEET POTATOES, lb 8c  
CRANBERRIES, lb Pkg. 21c  
FRESH COCOANUTS, Each 18c  
ORANGES, 5 lb Bag 29c



Sugar Cured Bacon Squares, lb 39c  
PORK CHOPS, lb 59c  
SIRLOIN STEAK, lb 69c  
Armour's Star Sliced Bacon, lb 65c  
Kraft's American Cheese, Sliced, lb 55c

Hens - Fryers - Hams - Turkeys

A MERRY CHRISTMAS  
TO ALL OF YOU  
FROM ALL OF US

Gold Medal FLOUR 10 lb Bag 96c	Del Monte PUMPKIN No. 2 1/2 Can 23c
Imperial Powdered or Brown SUGAR lb Pkg. 13c	Red & White Moist MINCE MEAT 18 Oz. Can 21c
Betty Crocker Party CAKE MIX 20 Oz. Pkg. 39c	Libby's Tiny Whole Red Beets lb Jar 26c
Baker's Shred COCOANUT 4 Oz. Pkg. 21c	Wilson's PURE LARD 3 lb Carton 59c
Baker's Unsweetened CHOCOLATE 8 Oz. Bar 47c	Red & White Cut GREEN BEANS No. 2 Can 24c
KARO White Syrup Pt. Bottle 22c	Welch's GRAPE JELLY 10 Oz. Glass 22c

31 Years Ago

Mr. and Mrs. Arthur Stuart were in from the ranch Saturday.

Lamar Wilkinson was in town Tuesday from the ranch in the Owensville neighborhood.

Miss Bertha Eaton, who was delegate to the Order of the Eastern Star meeting at Waco last week, returned home Thursday.

Miss Myrtle Briant of San Antonio, who has been visiting relatives at Ozona for several months, is in Sonora this week the guest of Mrs. H. P. Allison.

J. E. Grimland received a letter from his son, Wade, who is attending the University at Austin, saying that he has made good for the first month, but is worried about his next theme which is, "What I Am and What Am I Here For."

Nat Guest, who is working for the Whiteheads on the Rose ranch, was in Sonora this week mingling with old friends.

Mr. and Mrs. Sol Kelley were in town Saturday shopping.

Miss Mae Jeter of Junction is the guest of her sister, Mrs. S. C. Dunn. Miss Jeter has many friends in Sonora, having lived here several years ago.

Mrs. T. L. Miller is visiting her parents, Mr. and Mrs. R. Thoie, at Big Lake.

J. A. Cauthorn was in from the ranch Monday visiting his family.

T. J. Stuart of San Angelo was here this week visiting his son, Arthur Stuart, on the ranch.

Mr. and Mrs. W. D. Wallace were in from the ranch a few days this week.

Sam McKee, who ranches 25 miles southeast of town, was in Sonora Monday visiting his family and attending to business.

Miss Clara Allison returned from a business and pleasure trip to Angelo Thursday.

Bill Glasscock, who is ranching near Sanderson, was a business visitor in town Friday.

NOTICE

Mr. and Mrs. Tom Nolan from Ozona were in town Saturday on their way to San Antonio on a visit.

Mrs. J. T. Shurley and son, Collier, were in from the ranch Thursday shopping.

J. N. Roselle, the boot maker, returned Monday from Dallas and Sherman.

Attend SOME Church Sunday.

Bids will be received by Sutton County up to January 1, 1950, for the sale and installation of butane gas heaters, and lighting equipment, for the District Courtroom. Specifications may be secured at the County Judge's office.

On December 29, the changes in the Federal grade standards for steer, heifer and cow carcasses will become effective.

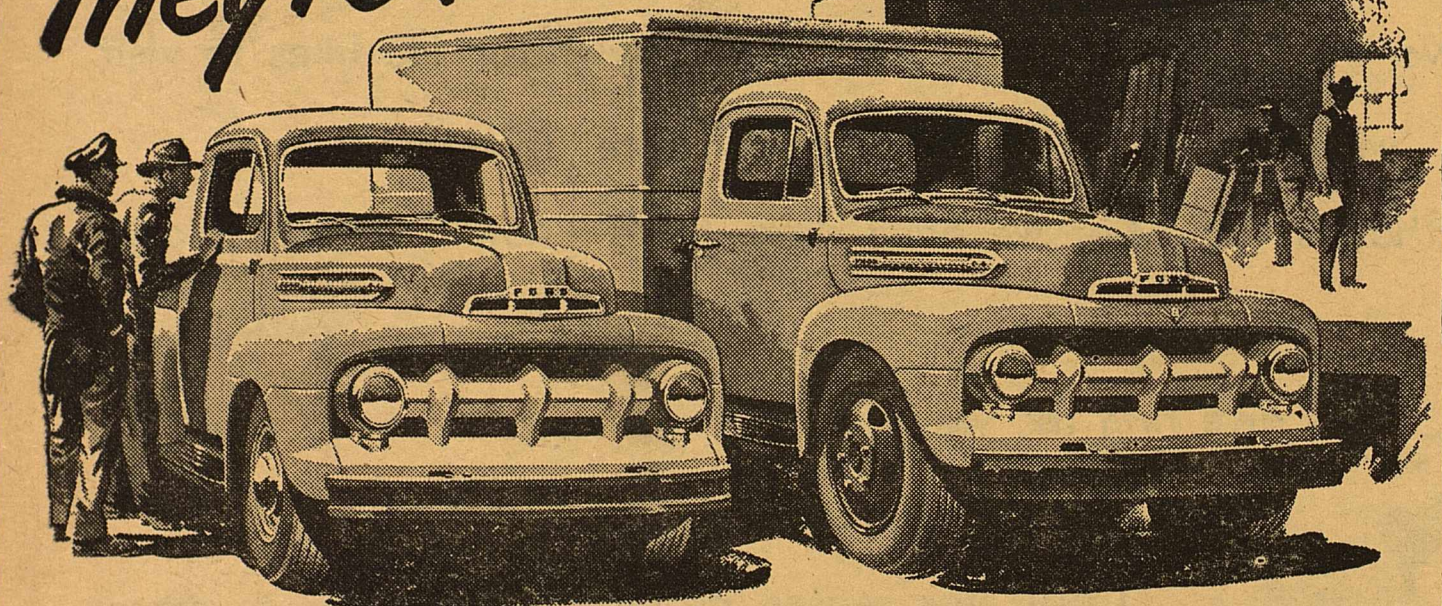
NOTICE

We cannot accept Beef or Pork for processing unless we are notified ahead of time. Our facilities are taxed to the limit at present.

PLEASE PHONE 26141

Sonora Food Locker

They're Here!



The famous F-1 Pickup . . . with new features for '51 such as the steering column gearshift! New massive modern front end makes Ford the style favorite.

The heavy duty champion! . . . the new F-5 for '51. In postwar years, truck users have bought more F-5's than any other truck in the 1 1/2-ton field!

NEW FORD TRUCKS for '51

FEATURE POWER PILOT ECONOMY

FOR 1951, more than ever, economy-wise truck buyers are going to follow the trend to Ford!

New Ford Trucks for '51 give you step-ahead engineering advantages, such as America's only truck choice of V-8 or Six . . . a choice of over 180 models—from 95-h.p. Pickups to 145-h.p. Big Jobs—to fit your hauling job better . . . strength reserves that make Ford Trucks last longer.

You'll find these new features in engines, clutch, transmissions, axles, wheels, cabs, Pickup body—wherever there have been opportunities to make Ford Trucks do a better job for you, for less money!

Ford's POWER PILOT is especially important to you. No matter what kind of truck duty you are interested in, the Power Pilot is a PROVEN money-saver, on every hauling job.

Driver comfort, too, gets plenty of attention in new-styled Ford Trucks for '51. The new optional 5-STAR EXTRA Cab features foam rubber seat padding, glass wool roof insulation, automatic dome light and many other comfort extras, at only slight additional cost.

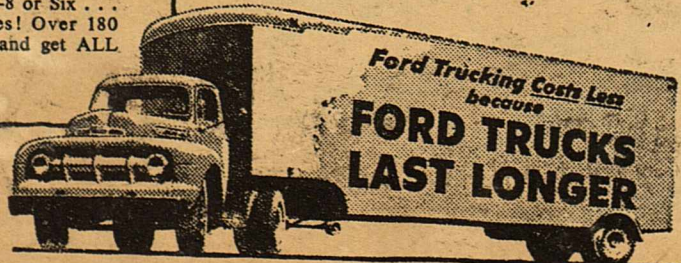
And only Ford gives you a power choice of V-8 or Six . . . four great engines! Over 180 models. Come in and get ALL the facts.

The Ford Truck Power Pilot is a simpler, fully-proven way of getting the most power from the least gas.

It automatically meters and fires the right amount of gas, at precisely the right instant, to match constantly changing speed, load and power requirements.

Unlike conventional systems, the Power Pilot uses only one control instead of two, yet is designed to synchronize firing twice as accurately.

You can use regular gas . . . you get no-knock performance. Only Ford in the low-price field gives you Power Pilot Economy!



Using latest registration data on 6,592,000 trucks, life insurance experts prove Ford Trucks last longer!

See 'em today!

SONORA MOTOR COMPANY

We'll send our

CHRISTMAS GREETINGS

any way

you prefer,

but--

it will still

say

Merry Christmas

Louie Trainer, Owner  
PIGGLY WIGGLY

**HOME IMPROVEMENT —  
Proper Selection Of Shrubs Can  
Add To Your Home, Says Agent**

Now is the time of year to order the shrubs needed to complete the landscape plans for your home. There are many things to remember when choosing shrubs, and Sadie Hatfield, specialist in homestead improvement with the M College Extension Service, suggests a few.

For instance a shrub should be hardy enough to withstand the cold and drought and it should remain attractive the year round. The rate of growth should be considered — whether it is fast growing or so slow that a long period of time has to elapse before it is large enough to add to the landscape. The type of soil, too, has to be considered because on alkaline soils some shrubs never grow well

and some turn up with yellow leaves.

Now, in placing the shrubs, at least five feet from the walk or doorstep and five feet from the house should be allowed. Sometimes when shrubs are placed too near the house or doorway they have to be cut back so severely that they are no longer attractive. Miss Hatfield suggests the lodense privet for entrances because it is hardy, an evergreen, low growing, and it is easy to prune. In South Texas the manzanita or dwarf crepe myrtle makes a good accent plant.

In choosing a corner planting, the specialist says that it should be taller than the doorstep planting. Wax ligustrum can be used

as a corner planting. In Central and Southwest Texas the Burford holly is an excellent corner planting. In Central and East Texas Miss Hatfield suggests the yucca. Arborvitae is a good screen planting.

When placing plants beneath windows, Miss Hatfield reminds the shrubs should be low growing — unless a shade is needed in the summer months to shut out the sun. In this case, she suggests planting redbud or vitex — a shrub which sheds its leaves in the winter months, but has a thick growth of leaves in the hot season.

As for the depth of planting, the specialist says shrubs should be planted the same depth as they grew originally. The hole should be large enough for the roots to spread out and it should be filled with moderately rich topsoil. The plant should be watered immediately after planting. Small shrubs

**Sutton 4-H Club  
Asked To Houston  
Fat Stock Show**

Sutton County 4-H Club members will be honored on February 10 at the Houston Fat Stock Show and Livestock Exposition, President W. A. Lee announced.

In a letter to County Agent D. C. Langford, Lee reported that special concessions in prices would be made on that day which has been designated as 4-H Club Day. Veteran agricultural students will also be feted on the day.

Four-H Club members and veterans agricultural students throughout Texas may obtain special tickets for matinee performances of the World Championship Rodeo, providing their order is received by the Stock Show before January 15, Lee said. Price of the rodeo tickets will be \$1.80, including tax and front gate admission, less than one half the established price for tickets.

In announcing the special day, Lee expressed appreciation for the splendid cooperation accorded the show by members of the extension service staff, county agents and home demonstration agents since the beginning of the show.

Show dates for 1951 are January 31 through February 11. The rodeo will star William "Hopalong Cassidy" Boyd, with Eddy Arnold, nationally-known ballad singer, and his Oklahoma Wranglers. A calf scramble is also being set for all 19 performances.

Other tickets may be obtained

by writing Rodeo Ticket Director, P. O. Box 2371, Houston. They are priced from \$3.60 to \$2.10. Orders should be accompanied by a money order or check, plus 40 cents to cover handling and registration.

**THIS TASTES GOOD  
IN TEXAS**

Molded Cranberry Salad  
2 cups sugar  
1 cup water  
2½ tablespoons gelatin  
soaked in  
½ cup cold water  
4 cups raw cranberries, ground  
1 medium-sized orange with  
rind, ground  
1 cup chopped celery  
1 cup chopped nuts  
Cook sugar and water to make  
thin syrup. Add soaked gelatin.  
Stir until dissolved. Cool. Add re-  
maining ingredients. Pour into  
mold. Chill. 16 servings.  
Complete Menu

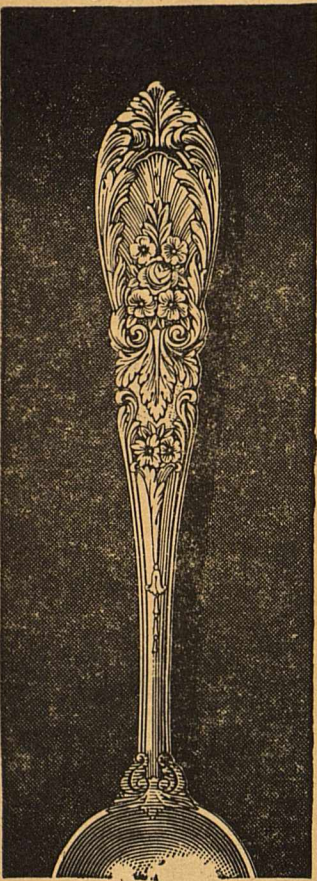
Max Darrell Murray, student at the University of Texas, is here to spend Christmas with his grandmother, Mrs. B. C. Murray. Murray is a member of the Naval R. O. T. C. unit at the university.

**FOR RENT:** Three-room street house. Call Mrs. C. F. Bode at 27022.

**LOST:** Little black female terrier with brown spots over eyes. Long sharp claws, wearing collar. Name Penny. **REWARD.** If found call Mr. Ohl, 11463, Del Rio collect. 17599

**SUBSCRIBE TO THE NEWS**

Creamed Turkey with Roasted Almonds on Toast  
Buttered Peas - Broiled Tomatoes  
Molded Cranberry Salad  
Apple Pie  
Coffee

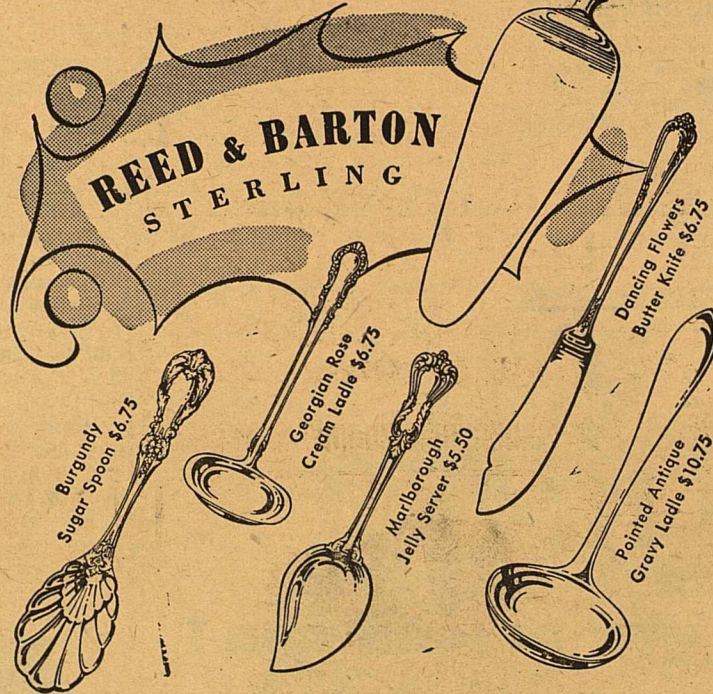


REGAL GRANDEUR FOR  
YOUR TABLE

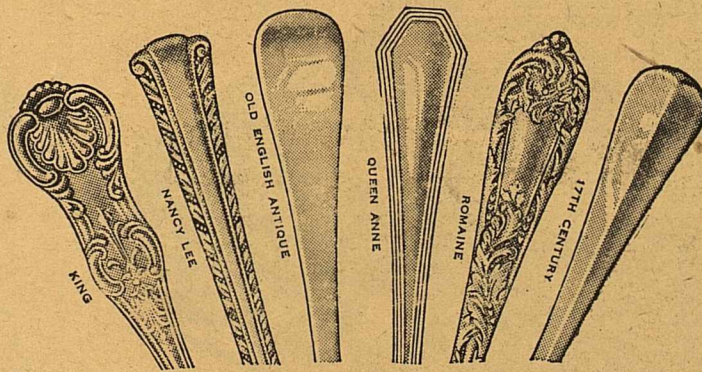
**Richelieu**  
IN  
INTERNATIONAL  
STERLING

The courtly air of old France is captured in the spirited design of International's proud creation... Richelieu. Here is traditional design translated for today's use by the most skilled artist-craftsmen. Here is truly the solid silver with beauty that lives forever. To fully appreciate Richelieu stop in and see it today.

Six-piece place setting, \$26.25  
Fifty-piece service for eight, \$228.00  
Prices include Federal Tax



Prices shown include Federal tax. See our complete selection of serving pieces in all Reed & Barton patterns.



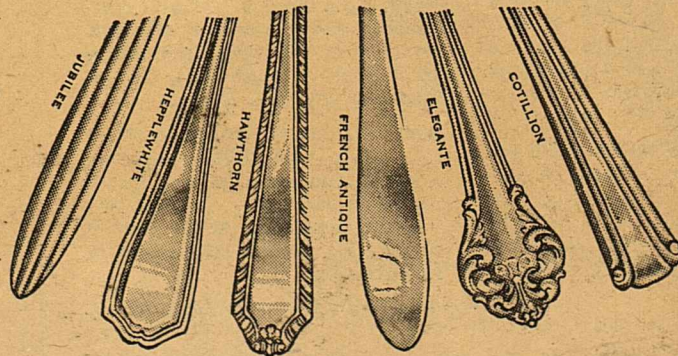
NOW—You Can Add To Your Service  
In Any Of These Twelve Patterns In

**Reed & Barton Sterling**

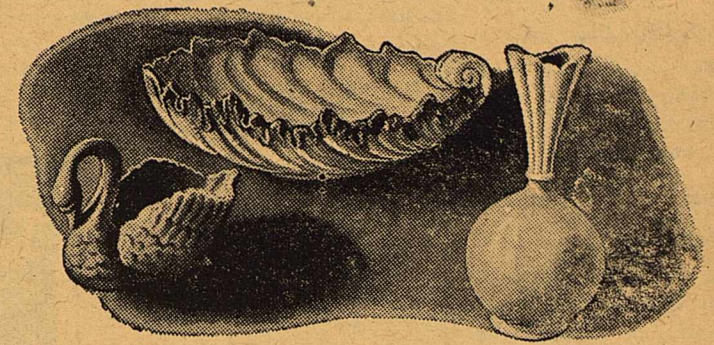
The long-popular solid silver patterns illustrated here, all of which were suspended early in the recent war, are available once again in unlimited quantities, on a special-order basis. Orders placed before the coming Dec. 15 will be delivered during March, April or May, 1949. Now is the long-awaited time to fill in your set. Write, phone, or call at our store for a leaflet giving full information and prices of any of these 12 patterns.

**JEWELER'S NAME**

**A D D R E S S**



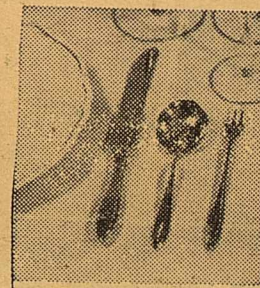
The Wesley Sawyer Jewelry  
"House of Quality"  
Sonora and Ozona, Texas



Delicate shell dish, in beautiful Lenox china  
Charming, exquisitely made china swan dish  
An ideal gift... fine Lenox china bud vase

**GOLDEN-HUED DIRILYTE**

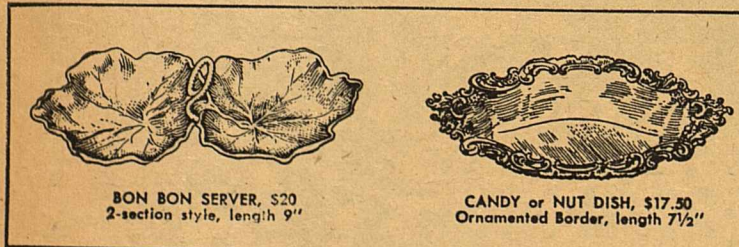
The Thrill That Lasts... a Lifetime!



ORIGINAL & GENUINE

Lovely, golden-hued Dirilyte flatware adds enchantment to your table just as sunshine adds it to flowers. Dirilyte bestows drama, gaiety, and a glowing sense of hospitality. This luxurious table ware is solid, not plated—the golden color goes all through. Dirilyte flatware is a lifetime investment in magical beauty, yet it's moderate in price. A 26-piece service for 6, complete in chest (a splendid starter set for newlyweds) is only \$58.50. An 86-piece service is comparably reasonable!

*For the People at the Top of Your List*  
**Reed & Barton Sterling**



BON BON SERVER, \$20  
2-section style, length 9"

CANDY or NUT DISH, \$17.50  
Ornamented Border, length 7½"



THE STRATFORD TEA SERVICE  
The five-piece set (coffee pot, tea pot, sugar bowl, cream pitcher, waste bowl) of heavy sterling, \$600, the kettle and stand, \$425, waiter (made to order) without handles 24" \$350.



DESSERT SET, \$35  
Fluted style, gold lined

CENTERPIECE BOWL, \$35  
Fluted style, with base, length 10½"

For the gifts that really count... choose sterling. For nothing is more correct, more welcome or more worthwhile.



ROLL, BREAD OR CELERY TRAY 10", \$27.50

You will always be remembered when you give solid silver. And when you give Reed & Barton sterling, you give the finest.

**Silver Music**

from our INTERNATIONAL SILVER HEADQUARTERS

PRELUDE BY INTERNATIONAL STERLING

JOAN OF ARC BY INTERNATIONAL STERLING

MATCHING PRELUDE COMPOTE

CHIPPENDALE INTERNATIONAL SILVERPLATE

SPRING GARDEN BY HOLMES & EDWARDS

CASTLETON INTERNATIONAL SILVERPLATE

Among our wide selection of silver by International new high notes in beauty create gleaming music for your eye. See these lovely matching or harmonizing services in flatware and holloware... in sterling or silverplate. The one for you is here.

**From The Churches**

**ST. ANN'S CHURCH**  
 Sunday Masses 8 o'clock  
 10 o'clock  
 Weekday Masses 7:30 o'clock

**BAPTIST CHURCH**  
 W.M.U. Each Wednesday  
 Men's Brotherhood meets Tuesday  
 after the first and third Sundays.

**CHURCH OF CHRIST**  
 Somer B. Gist, Minister  
 10:00 a. m. Bible Classes  
 10:45 a. m. Worship  
 9:15 p. m. Young People's Meeting  
 9:00 p. m. Worship

**THURSDAY**  
 8:45 p. m., Ladies' Bible Class  
 Everyone Is Welcome At Every Service.

**FIRST METHODIST CHURCH**  
 W. H. MARSHALL, Pastor  
 Church School 9:45 o'clock  
 Morning worship 10:50 o'clock  
 Youth Fellowship 6 o'clock  
 Evening Worship 7 o'clock

**CHURCH OF THE NAZARENES**  
 Everyone Invited  
 Midweek Prayer Meetings  
 7 p.m. Wednesdays  
 Meetings held in South Side  
 Church of Christ.  
 Sunday School 10:00

Morning Service 11:00  
 Young People's Meeting 8:00  
 Evening Services 7:00  
 Mid-Week Services  
 Each Wednesday 7:00

**ST. JOHN'S CHURCH**  
 Sunday Morning  
 Holy Communion 8 o'clock  
 9:30 Church School  
 11:00 Morning worship with sermon.

**CHURCH OF CHRIST**  
 (South Side) Holiness Building  
 Services Each Lord's Day at  
 10:30 o'clock  
 Evening Services 7:30 o'clock  
 Welcome All - T. R. Chappell

**MEXICAN BAPTIST CHURCH**  
 Rev. L. R. Flores, Pastor  
 Sunday School 9:30  
 Morning Service 11:00  
 Young People's Meeting 7:30  
 Evening Service 8:00

**Archer and Son**  
 STONE MASONRY  
 AND  
 CONCRETE WORK  
 G. W. Archer Francis Archer  
 Dial 22111 Dial 27032  
 SONORA, TEXAS

**World's Champion  
 Cuttin Horse  
 To Compete**

**FORT WORTH SHOW  
 OFFERING \$25,000  
 IN PREMIUMS**

Skeeter, 1950 world's champion cutting horse, will compete in the rodeo and horse show of the Southwestern Exposition and Fat Stock Show in Fort Worth, January 26 through February 4, states a progressive reorganization pro-bara Worth Stables of North Sacramento, Calif. The champion cutting horse was purchased recently from Philip Williams of Tokio, Texas.

An entry in the horse show is expected from Mexico City, Jose Ramon Rivas having written for entry blanks for the jumper competition.

As evidencing the nation-wide scope of the horse show, here are some of the early entries:

From Missouri, Quarter horses and cutting horses owned by Robert Q. Sutherland, Kansas City; from Georgia, road horses, M. W.



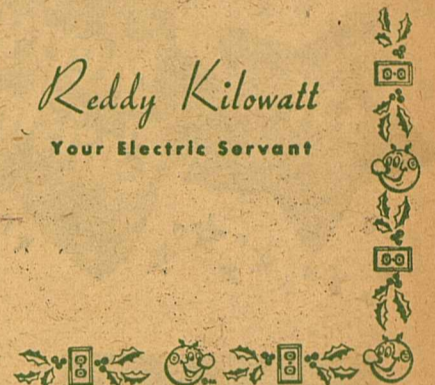
**West Texas Utilities  
 Company**

*Merry Christmas*

and  
**A HAPPY NEW YEAR**

Santa Claus is coming to town and all of us at your electric service company hope that he will leave for you and your family a bag full of Yuletide happiness and joy. "May your New Year bring peace and prosperity" is our sincerest wish.

*Reddy Kilowatt*  
 Your Electric Servant



**Davis Insurance Agency**  
 Insurance For Every Need  
 Real Estate Ranch Loans  
 Phone 22951

**Beer of the Year!**  
**"Finest JAX Ever Brewed!"**  
 JAX DISTRIBUTING CO.  
 R. A. Magill - Box 509  
 SAN ANGELO, TEXAS

Majors, Moultrie; from South Dakota, Quarter horses and cutting horse, Bill McNeil, Aberdeen; from Arkansas, gaited horses, Ed-Le-Mar Farm, Jonesboro; from Louisiana, gaited horses, Stone-wall Farms, New Orleans, and Mr. and Mrs. Jack McCrocklin, Mansfield.

**JUNIOR BASKETEERS,  
 GIRLS' VOLLEYBALL  
 TEAMS WIN GAMES**

By Bobby Joe Granger  
 The Sonora volleyball team roared to a 30-21 victory against Junction to score their first vic-

tory of the season. Onita Smith of Sonora was high point girl with 12 points.

In the "B" game, Sonora also won 30-14 to take a clean sweep. The Broncos were paced by Johnnie Johnson and Darlene Barrow who scored eight points apiece.

In the Junior High basketball games, Sonora took both ends of a doubleheader from Junction to rack up the 4th and 5th athletic victories of the day for Sonora.

In the "A" game, Sonora won 18-14. Wright was high point man with 8 points. In the "B" game, Sonora won 16-14 in a single over-

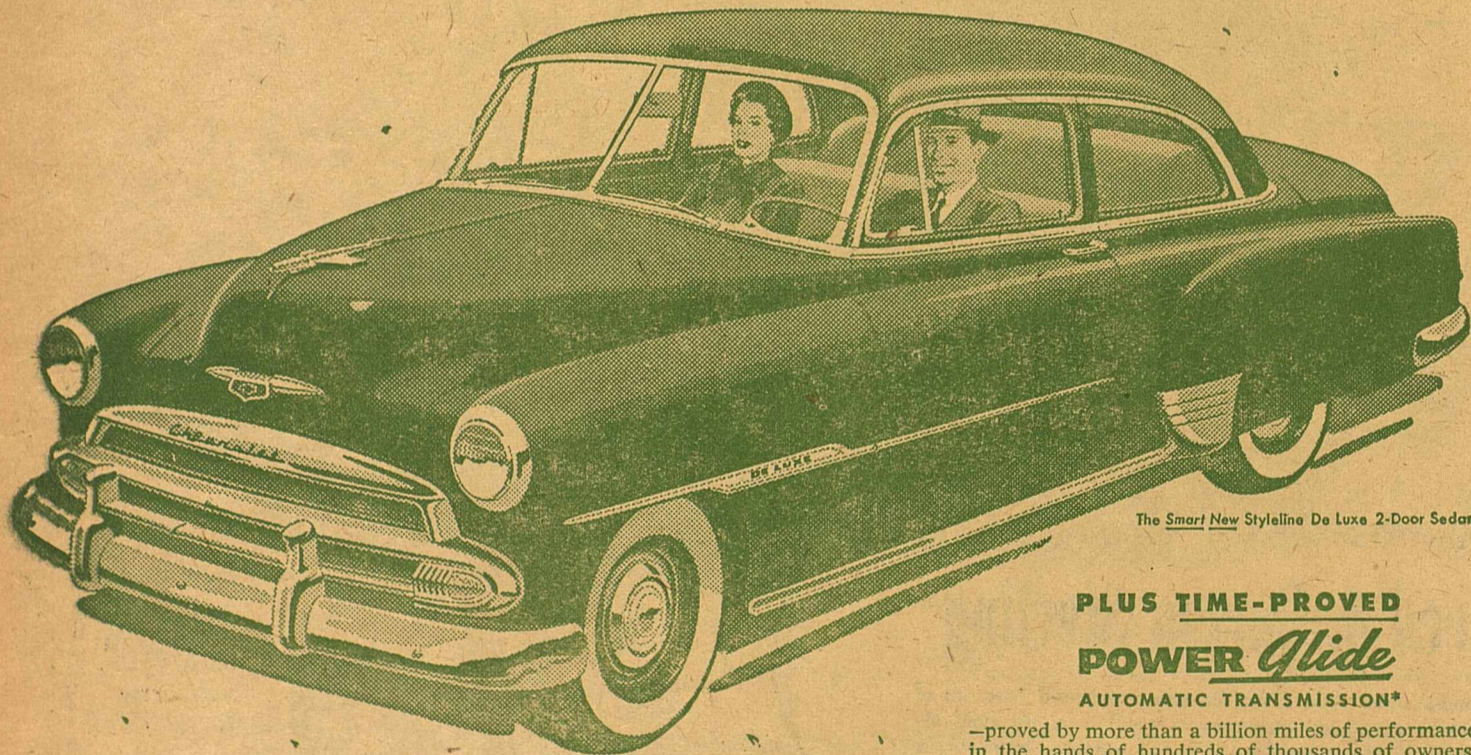
time. Turney of Sonora was high point man with 8 points also.

**EYES EXAMINED  
 GLASSES FITTED**  
**Dr. C. L. Baskett**  
 Optometrist  
 DEL RIO, TEXAS

**Typewriter Repair At News Office**

**NEW 1951 Chevrolet**

**AMERICA'S LARGEST AND FINEST LOW-PRICED CAR!**



The Smart New Styline De Luxe 2-Door Sedan

**PLUS TIME-PROVED  
 POWER *Slide*  
 AUTOMATIC TRANSMISSION\***

—proved by more than a billion miles of performance in the hands of hundreds of thousands of owners.

**All the things you want  
 IN THE NEWEST NEW CAR FOR '51!**

Choose Chevrolet and you'll own the newest new car for '51... the car that is refreshingly new, inside and out... with that longer, lower, wider "luxury look" which stamps it as most beautiful in its field.

You'll own the only car that offers you your choice of the finest, time-proved no-shift driving\* or standard driving, at lowest cost.

You'll own the car that gives the top-flight combination of thrifty Valve-in-Head engine performance, riding comfort and safety.

Come in... see and drive Chevrolet for '51... America's largest and finest low-priced car!

**AMERICAN BEAUTY DESIGN**—Brilliant new styling... featuring entirely new grille, fender moldings and rear-end design... imparting that longer, lower, wider, big-car look which distinguishes Chevrolet products.

**AMERICA-PREFERRED BODIES BY FISHER**—With new and even more strikingly beautiful lines, contours and colors... with extra sturdy Fisher Unisteel construction... Curved Windshield and Panoramic Visibility.

**MODERN-MODE INTERIORS**—With upholstery and appointments of outstanding quality, in beautiful two-tone color harmonies... and with extra generous seating room for driver and all passengers.

**MORE POWERFUL JUMBO-DRUM BRAKES** (with *Dual-Life rivetless brake linings*)—Largest brakes in low-price field... with both brake shoes on each wheel self-energizing... giving maximum stopping-power with up to 25% less driver effort.

**SAFETY-SIGHT INSTRUMENT PANEL**—Safer, more efficient... with overhanging upper crown to eliminate reflections in windshield from instrument lights... and plain, easy-to-read instruments in front of driver.

**IMPROVED CENTER-POINT STEERING** (and *Center-Point Design*)—Making steering even easier at low speeds and while parking... just as Chevrolet's famous Knee-Action Ride is comfortable beyond comparison in its price range.

\*Optional on De Luxe models at extra cost.

**MORE PEOPLE BUY CHEVROLETS THAN ANY OTHER CARS!**



**Lamar Fuqua Chevrolet Co.**  
 SONORA, TEXAS - PHONE 27921

**CHRISTMAS GREETINGS**

First, a sincere "Thank You" for your courtesy, good will and loyal cooperation, they have made our associations with you a real pleasure.

Then, a cordial wish for the best for you and yours in the Holiday Season.

**SONORA COURTS  
 AND  
 HUMBLE STATION  
 Mr. and Mrs. Rex Dullnig**

Among the 48 states, Texas ranks high in the number of dairy cows, but very low on the basis of milk and butterfat production per cow.

In connection with the observance of United Nations Week and more especially United Nations Flag Day, home demonstration agents report that 3,393 United

Nations Flags were made in Texas. DRIVE SAFELY! OBSERVE STOP SIGNS!



# A LOOK AT THE BOOK

By DR. BOB JONES, JR.

PRESIDENT OF BOB JONES UNIVERSITY GREENVILLE, SOUTH CAROLINA

The shepherds having seen the Babe in the manger went out and "made known abroad the saying which was told them concerning this Child" (Luke 2:17). What a story they had to tell! An angel had appeared to them announcing that in the manger in Bethlehem, draped in swaddling clothes, was the Saviour, Christ the Lord. Then came a majestic company of Heavenly Beings with a cry of "Glory to God in the highest, and on earth peace, good will toward men" (Luke 2:14). The shepherds had hurried to the manger and found everything as the angel had told them.

There must have been a buzz of talk in the little town of Bethlehem the next day. The news must have spread like wildfire. Luke tells us that "all they that heard it wondered at those things which were told them by the shepherds" (Luke 2:18). But, with the passing of the days no doubt the incident was forgotten or only occasionally recalled, but Mary "kept all these things, and pondered them in her heart." A mother's heart could not forget.

Doubtless, as she fled with the Infant down to Egypt, as she

all these things and ponder them in our hearts.

DRIVE SAFELY! OBSERVE STOP SIGNS! Attend SOME Church Sundays.

## Pic-Tours of Europe

At TAORMINA ON THE SUNNY ISLAND OF SICILY, VISITORS TO ITALY MAY SWIM IN THE WARM MEDITERRANEAN IN THE MORNING AND THEN, AFTER A BEAUTIFUL TWO HOUR DRIVE, SPEND THE AFTERNOON SKIING ON Mt. ETNA'S SLOPES.



BECAUSE A TRIP TO EUROPE COSTS MUCH LESS DURING THE SEPTEMBER TO APRIL THRIEF SEASON, MANY PEOPLE ARE NOW DISCOVERING THAT THEY CAN HAVE A WONDERFUL TIME ABROAD ON A SMALL BUDGET.

IN FRIENDLY, MELLOW INNS, DECORATED WITH HOLLY AND MISTLETOE, TRAVELERS IN BRITAIN AT CHRISTMAS TIME WILL ENJOY A GENUINE DICKENSIAN FEAST OF ROAST TURKEY, PLUM PUDDING AND OTHER MEMORABLE YULETIDE DISHES.



# MERRY CHRISTMAS



LAMBERT'S GROCERY

YOU'LL ALWAYS FIND GIFTS GALORE

IN YOUR FAVORITE DRUG STORE

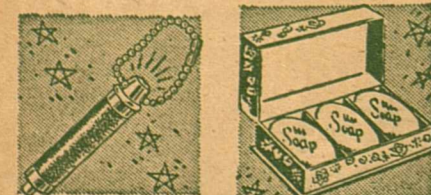
The Corner Drug Store

ELLINGSON & LOCKLIN

...for the WOMEN in your life!



...for the MEN in your life!

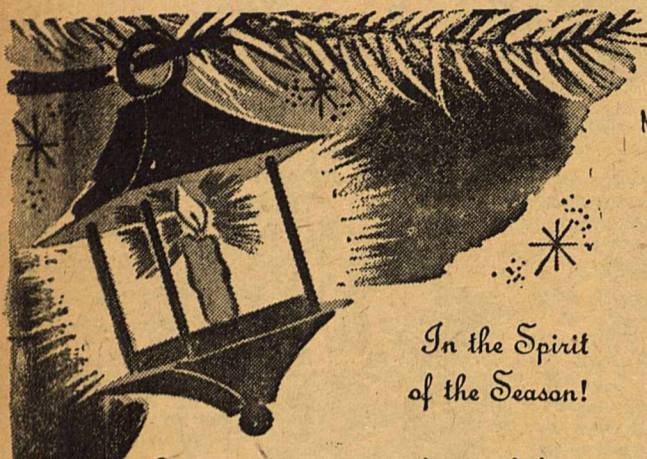


# Say Merry Christmas with Flowers

Express your Christmas sentiments with the glorious color-drama of poinsettias! They're gay, light-hearted and truly symbolic of the Christmas spirit! Give poinsettias -- and you give a treasure brimming with beauty, joy and your sincerest wishes for the happiest holiday ever! Call the Saunders Flower Shop, Dial 27191, and we'll deliver them with your best wishes.

Saunders Flower Shop

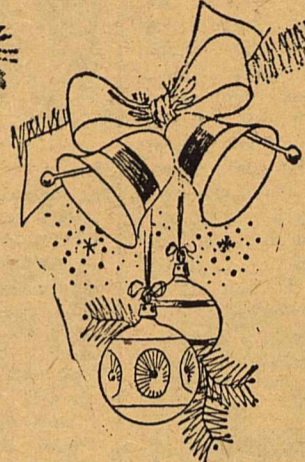
# Merry Christmas



In the Spirit of the Season!

May every moment of your holiday be filled with gaiety and happiness!

**SMITTY'S WELDING SHOP**  
Tommy Smith



We derive great pleasure in wishing you **A HAPPY HOLIDAY!**  
Richardson's Gulf Station



Christmas cheer is in the air—May its joys stay with you always!



**HAPPY HOLIDAY!**



N. W. Poteet



## BEST WISHES

Accept our wishes for a Merry Christmas!

**SONORA ELECTRIC CO.**



**OUR GOOD WISHES ...**

that your holiday hold the best of everything for you and yours!

**SONORA GAS CO., INC.**  
R. G., Howard, Doc

John A. Martin, Jr.

Greenhill's Texaco Station



**MAY ALL YOUR CHRISTMASSES**

**BE BRIGHT!**  
**BILL SMITH STATION**  
Corner Main & US 290



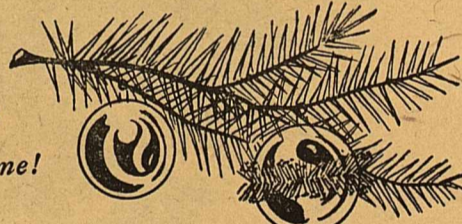
May all of you be happy and Christmas-gay!

Elliott Motor Co.



**SONORA MEN'S STORE**  
John R. McClelland

Wishes trimmed with holly and pine are part of the spirit of Christmastime!



Elliott and Elliott



**CHRISTMAS**

Santa's sack contains our wishes for your joy and happiness!

W. A. Carroll, Consignee  
**THE TEXAS COMPANY**



... when laughter and joy, and the Holy Spirit of the Holiday prevails o'er the earth!

**Hotel McDonald**



Elliott Bros.

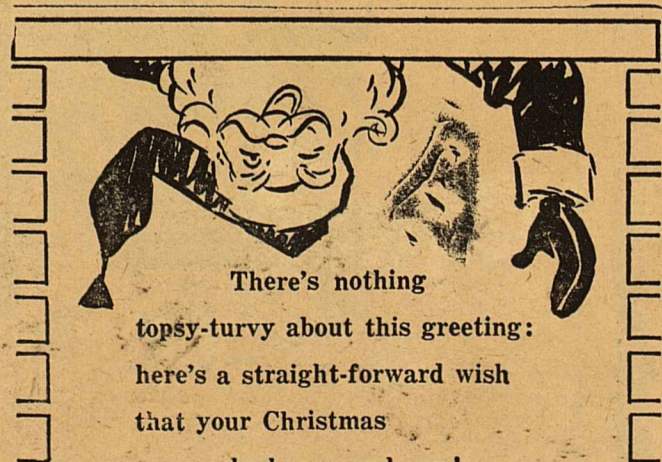


**Sonora Abstract Company**

May everything you've wished for throughout the year come true to you at this time!

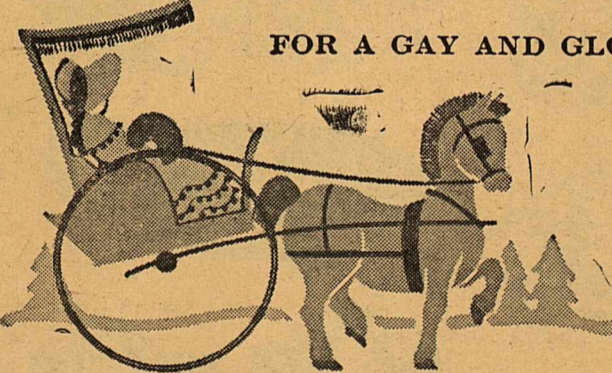


Lamar Fuqua Chevrolet Co.  
Sonora, Texas



There's nothing topsy-turvy about this greeting: here's a straight-forward wish that your Christmas be happy and gay!

**Taylor & Moore Stock Medicine Co.**



**FOR A GAY AND GLORIOUS CHRISTMAS—**

Here's to love, faith and happiness eternal qualities that always say: Merry Christmas.

**O. S. T. Sporting Goods Co.**



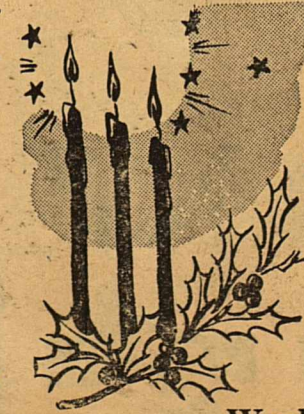
A wish for all on this happy day—for all good things to come your way!

## CHEERIO!

We join with Santa in wishing you Merry Christmas!

W. D. Kring

G. A. Wynn



May your Christmas be as bright as holiday candles...

Wesley C. Young



We're checking off our Holiday Greetings to you—you—and you!

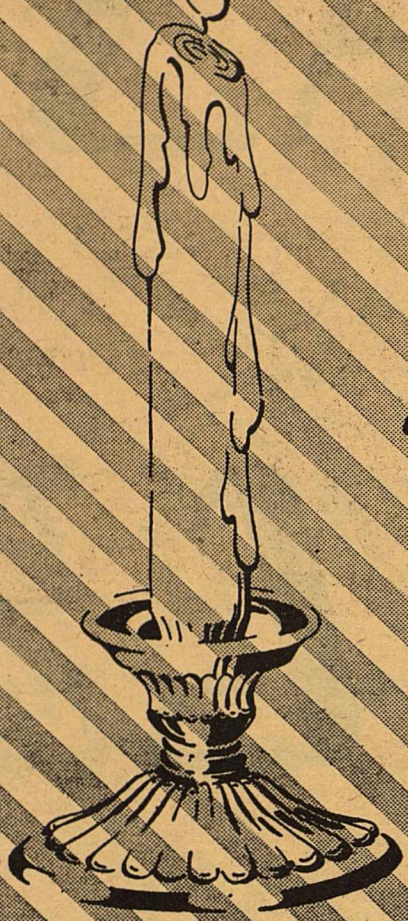
**Sonora Grocery**

**Car Fire Friday**  
A junked car which caught fire Friday evening at 6:30 o'clock brought firemen to the home of Lamar Fuqua. The car was park-

ed in a vacant lot at the rear of the house. The blaze was thought to have been caused by firecrackers some children were playing with.

Mr. and Mrs. Louin Martin and sons, Jimmy and Billy, will spend Christmas in Waxahachie with Mrs. Martin's mother, Mrs. W. W. Littleton.

# Merry Christmas



To Each of You, Our Friends

The Ratliff Store  
The Ratliff Funeral Home



## GREETINGS

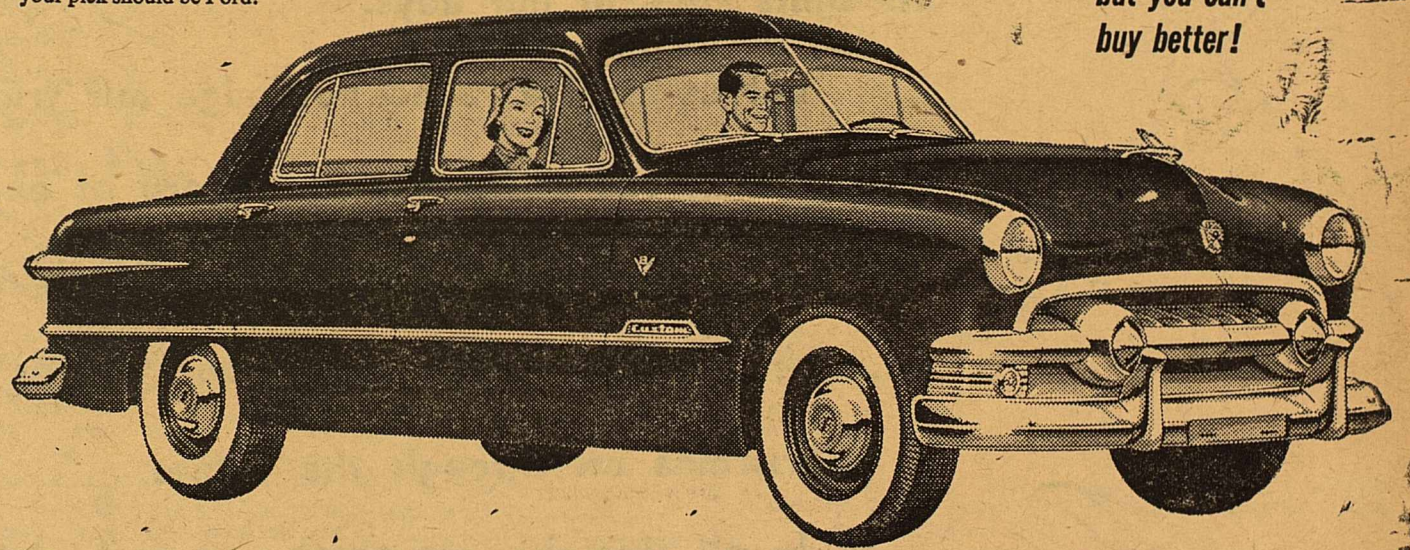
As you decorate your Christmas tree  
and light the Yule log  
May you accept our best wishes for a  
glorious Christmas Season

### The Sonora Lions Clud

# Buy for the future!

● These days you want a car that will stay young, stay in style, and keep its value. That's why, more than ever before, your pick should be Ford!

You can pay more... but you can't buy better!



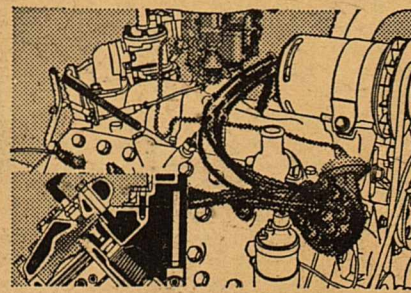
# Buy the '51 FORD!

[ WITH 43 "LOOK AHEAD" FEATURES ]

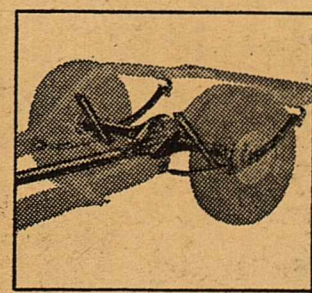
"LOOK AHEAD" features galore have been built into this '51 Ford to give it lasting comfort, beauty and economy. In addition to the features pictured Ford offers you new Double-Seal King-Size Brakes for greater safety... a new More Rugged Chassis Frame... and a new Waterproof Ignition System.

And in this '51 Ford, you'll find Fordomatic Drive,\* the newest smoothest, savingest of the automatic transmissions. You get Key-Turn Starting. And, of course, you get your choice of the silent and savingful power of Ford's V-8 and Six engines. Come in and see this new '51 Ford for yourself!

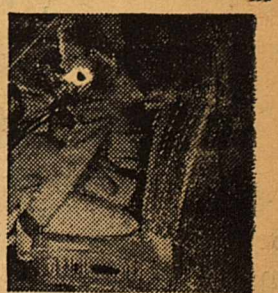
F.D.A.F.



Ford's Automatic Mileage Maker is a three-way combustion, ignition, and carburetion system that gives you high compression performance with even regular grades of gas.



Ford's Automatic Ride Control makes rough roads easy on you, easy on the car itself. Irons out the bumps—automatically.



Ford's Automatic Posture Control. Pulled forward, the seat automatically rises. Pushed back, it automatically lowers.

### It's built for the years ahead!

This '51 Ford is years ahead in style, too! You'll see beautiful new "Fashion Car" styling... with a future-styled "Dual Spinner" Grille, New Rear Window styling.

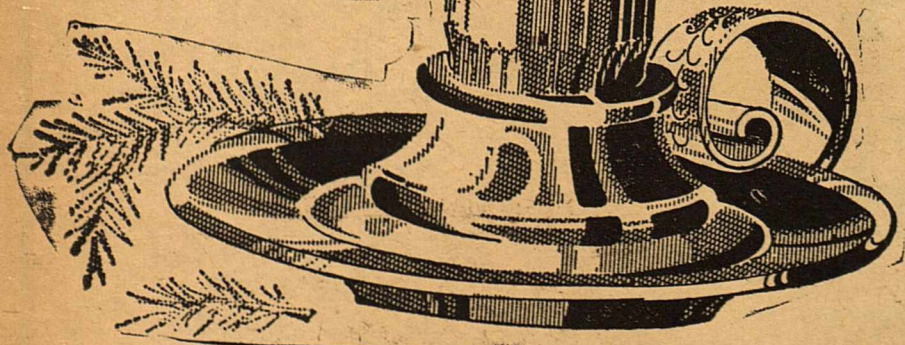
And the new, long-wearing "Color-Keyed" Fordcraft Fabrics... the new "Safety-Glow" Control Panel in Ford's "Luxury Lounge" Interior match exterior colors!

\*Optional at extra cost.

Come in for the "LOOK AHEAD" facts on the '51 FORD!

## Sonora Motor Company

During these last few busy days before Christmas we want to take enough time out to wish you a Christmas Season of happiness—with good health to enjoy it and wealth enough so you can extend your joy to all those you love. It has been a pleasure to serve you during the year just coming to a close and we look forward to another twelve months of these pleasant associations.



SAN ANGELO TELEPHONE CO.  
Sonora, Texas

# CHRISTMAS GREETINGS

Throughout the coming year, the best way to enjoy the same happiness which we experience at Christmastime, is to keep the spirit of the Yuletide uppermost in our thoughts each of our days.

Let us resolve to acknowledge our friendships more often . . . not with fine gifts particularly, but with some kind word of encouragement which will enable our friends to meet the difficult situations with which all of us are confronted from time to time. Such thoughtfulness will enable our friends to preserve the traditions of an American Christmas on through the future.

In all sincerity, we greet you and wish you a delightful Christmas season.



**THE CITY OF SONORA**  
*Home-Owned Light, Water, Sewer Departments*