

Texas and Texans

by WILL H. MAYES
Austin, Texas
All Texans for All Texas

Business Failures Drop

Croakers have been hard hit by the statement of the Bureau of Business Research of the University of Texas that business failures were less in December in Texas than in any month since July.

Banks Re-opening

The re-opening of closed banks in many Texas cities and towns is a most encouraging sign of better business.

Eastern Bank Influence

Not only will the small banks of the South, including those of Texas, be more conservative in making loans and less eager for large dividends to stockholders.

Lowering Tax Rates

Many Texas cities and towns have been studying tax rates to their advantage and have been able to introduce economies that have resulted in lower rates.

Progressive Texas Movement

Recognizing that the proposed Texas Centennial celebration will contribute more to Texas development than perhaps any other movement

that could be inaugurated for the progress of the State, the recent meeting of the board of directors of Progressive Texans, Inc., unanimously voted to give the unqualified support of that organization to the Centennial.

Patronize Home Merchants

The Elgin Courier calls attention to the fact that Elgin lost at least one good business recently because Elgin people did their Christmas shopping elsewhere.

Mohair Mill Building

The Texas Sheep and Goat Raisers Association has started negotiations for the use of the San Marcos Mills as a nucleus for a Texas mohair mill.

Working Kaolin Deposits

The Texas Rock Asphalt Company of San Antonio deposits of kaolin in Real county, about 45 miles north of Uvalde.

Making Cans in Texas

A large can manufacturing company has purchased an industrial site in Houston with the purpose of building a can manufacturing plant.

Llano County Prospers

The Llano News says postoffice receipts at Llano in 1931 were larger than in 1930, building activities show an increase, banks have more money, the turkey and pecan crops were larger.

awful."
Neff Publishes Book
Ex-Gov. Pat M. Neff has issued a book composed largely from addresses he has delivered from time to time in Texas.

Home Economics News Letter

Another helpful publication that has reached me is the monthly Home Economics News Letter of the State Board for Vocational Education, and edited by Miss Lillian Peek, Supervisor.

Some Farm Facts

Irvin Ellebracht of Mason county, got \$1.12 per bushel for corn and 50 cents a bushel for oats fed to 13 fattening calves.

Mrs. A. C. Voyles of Delta county, kept the grocery bill for a family down to \$16.00 for four months—\$4.00 a month—by having plenty of vegetables grown in her own garden.

Four dairy demonstrators in Coryell county realized 45 cents a bushel for oats and 76 cents for corn by feeding to dairy cows.

Roberts Rogers, a Wharton county boy, fed eight pigs corn and hedges for which he realized \$1.14 a hundred pounds, when mixed with ricepolish, cotton seed meal and tankage.

Mrs. W. C. Rogers of Howard county, sold eggs at \$1.09 a dozen in the form of angel food cakes and chess pies. With this she placed a new floor in the living room, made sheet rock walls that she papered, put in a new glass door, refinished the piano and living room furniture, made a writing desk and bought a library table.

A Hopeful Look Ahead

Already we see signs that 1932 is going to be a better year for most everybody than 1931 was. Perhaps the most encouraging sign is the hopeful outlook that most people seem to have.

There is nothing logical, of course, about such reasoning; in fact, it is not reasoning at all. But human affairs are seldom, or never, governed by reason, but rather by sentiment.

somehow, 1932 is going to be better, reflects a widespread hope, then 1932 certainly will be better.

There is more than mere emotion, however, on which to base the belief that we are going to get pretty nearly out of the woods before this year is over. Probably there never has been so much painstaking, intelligent research into economic conditions as has been going on during the past year.

Even if the rest of the world does not find quick relief from its troubles, however, nothing can be more certain than that we in the United States are beginning to pull out of the Slough of Despond and that is the first step toward planting our feet firmly on the road back to prosperity.

Did You Ever Stop To Think

(by Edson R. Waite)
Shawnee, Okla.

One mile south of the border line between the United States and Mexico (Lower California) is located beautiful Aqua Caliente, reached after a half hour's drive from San Diego over a fine paved road.

I must confess that I was astonished on my arrival here to find so beautiful a place, and I cannot hope to adequately describe it in this short article. A wonderful Hotel and Casino, of concrete construction in a distinctive Mexican style and coloring built about a huge patio with beautifully landscaped grounds filled with brilliant tropical flowers, palms, etc.

Adjoining the Hotel is a great building in which is located the most modern sulphur baths in the world, with the last word in equipment. The Casino, also adjoining the Hotel, with its great, lofty rooms of dignified proportions, invites you, if you wish to woo Dame Chance.

Many people who are not interested in racing or gambling have found Aqua Caliente a mighty restful place to stay, and its sulphur baths are attracting many patrons from the east

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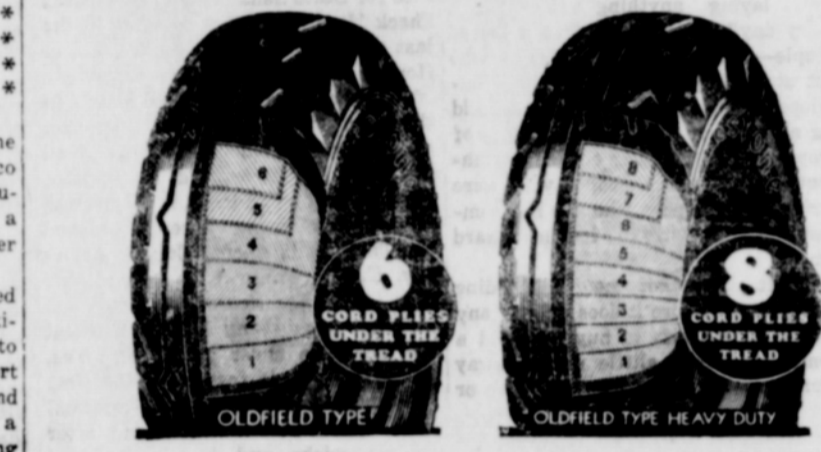
coast, who thought they had to go to German or French spas to secure relief from rheumatism, etc. A mighty good looking crowd of people here and all having a good time. A better behaved crowd I have never seen.

Throughout the establishment there is evidence of a fine business organization which functions quietly and efficiently. It's a fine place to go and you are bound to want to repeat your

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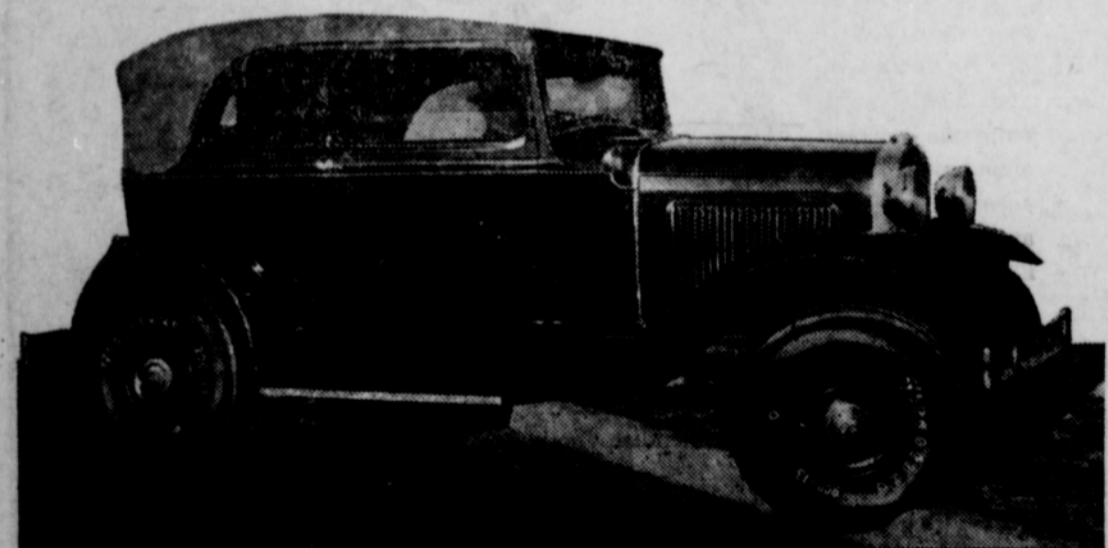
Table with columns for Make of Car, Tire Size, Firestone Outfit Type, and Firestone Outfit Price. Lists various car models and their corresponding tire prices.

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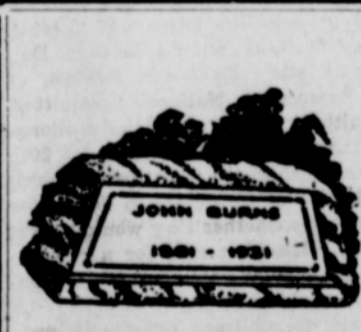
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