# Guretuater 3atily 秓eporter 





## THE FEET OF SWEETWATER

And Vicinity are Being Comfortably, Stylishly and Cheaply Fitted With Elegant and Durable Footwear, at the-
greatest price slasiling campaign ever seen in the state of TEXAS, at

## HERNDON'S SHOE SALE

Hundreds have attended and thousands are yet to come to participate in this GREATEST OF SHOE SALES. See our window display for a few of the low prices that cover our entire stock.


SWEETWATER, TEXAS



 Kice nstite Houtton, wweek agoo, a Ford car hit Chitwood, breaking his
sophs save been warned by Dean
Caldwell that the anti-haning rule in leg.



Coming to
Sweetwater

## Oct. 30

Largest Circus in the World, giving free daily street parade.

seats and veneral admission tickets on sale the day of show at Davis Drug Store. Same pric

## TOO HARD BOILED <br> Visitor Kicks at Mail Service, Now Works Out Fine <br> Works Out Fine.

SCOTTS BLUFF, Neb., Oct. 20.doesn't pay to get hardboiled here.
Kenneth Jefferies, a visitor, found this out when he called for his mail
at the local postoffice last Sunday. at the local postoffice larst Sunday.
Failing to receive same as promptly as he thought he should, Jefferies, ac-
 igh powered language. Judge chenck upon hearing a sample of it,
fixed a $\$ 20$ fine and costs as the pen-
ilty. Jefferies is alty. Jefferies is working the fine

Budget More Than Income OKLAHOMA CITY, Ok., Oct. $20 .-$
 gram for the University of Oklahoma at Norman, Ben F. Harrison, state
budget officer, announced today. Harbudget officer, announced today. Har-
rison pointed out that the state depart rison pointed out that the state depart-
ment and state institutions are asking for a $\$ 20,000,000$ budget next year while the state's income won't exceed
$\$ 10,000,000$. The university is asking $\$ 10,000,000$. The university is asking
to increase its annual maintenance to increase
budget from $\$ 220,000$ to $\$ 422,000$, ac cording to Harrison.

Six Oclock Dinner Party. Miss Lorene Williams asssisted by
her mother, gave a delightful six her mother, dinner nanty Thursday evening, complimentary to her guest,
Miss Mitty Jones of Clyde. Following Miss Mitty Jones of Clyde. Following
dinner the remainder of the evening dimner the remainder of the evening
was pleasantly pent with games and music.
Plates were Lidd for Misses Mitty Jones, Janet Wade, Hazel Miller, Lo
rene Williams, Mrs. G. O. Daugherty rene Williams, Mrs. G. O. Daugherty
of Dallas, Messers Rupert Daniel, Glenn Thomas, Leyd BcBeth and Mrs.
J. D. Williams.

## ARE YOU FAIR <br> to your home town Merchants?



WHEN money is slack; when crops fail; when credit is needed it is the home town merchant whom we seek for friendly service. He tides us over with credit; he charges no interest; he provides us with reliable, guaranteed merchandise fairly priced.

In short, he "holds the bag for us." That is why he deserves all our patronage in times of plenty as well as in days of stress.

And isn't it a pity there are many who use him as a leaning post-to tide them over the slack days and use their cash to fill the coffers of the big town mail order houses who wouldn't trust them over nighi-with, or without interest.

We all neod that merchant-we need his confidence, his friendship. Our town needs his enter-prise-the service he renders in handling only guaranteed, first-class goods that he is here to stand back of day in and day out.

Let's give him our cash when we have it. Let's pay his bills as promptly as we can. Let's earn, and merit, the confidence he has placed in us and our community. Let's support him-we need him and he needs us, our trade, and our unselfish good will.

## "be fair!"

CITY NATIONAL BANK
The Bank for Everybody
FIRST NATIONAL BANK
Oldest Bank In Nolan County"
WEST TEXAS ELECTRIC CO.
WESTERN MOTOR CO.
Buick Dealers
SWEETWATER DRY GOODS CO.
"The Store Ahead
SWEETWATER VULCANIZING CO
"Service With a Smile"
H. B. ALLEN

Dodge Brothers Service
D. A. CLARK

Insurance-Bonds
E. E. ROY

Accessories, Gas, Tires Prestolite Batteries GEO. ALLEN MUSIC HOUS
"Where Musicians Trade"
McCALL \& GORDON
Real Estate Farm Loans
COOPERS MEN'S STORE Phone 316
CARTER HARDWARE CO.
Estate Heatrolas
GALBRAITH'S
East Side of Square OTTO CARTER
Plumbing-Sheet Metal Works
JONES DRY GOODS, INC
S. EDWARDS GRAIN CO

Coal and Purina Chows

## J. B. HAWKINS

Drinks as Cold as Amarillo
SWEETWATER CANDY KITCHEN
Home Made Candies and Ice Cream.
SCUDDAY-SHEPPARD CO. Insurance-Loans
SWEETWATER REPORTER Daily-Sunday-Weekl
TEXAS HOTEL AND CAFE SWEETWATER COTTON OIL CO SWEETWATER ICE CREAM CO
SWEETWATER LAUNDRY CO.
Nicest Laundry In Texas

## YOUR OPPORTUNITY TO MEET

 a Woman of National Fame in the Culinary Arts--Mrs. Mildred A. Rees, of New Britain, Conn.-LECTURING on the advantages of e le et ric a l cOokery. Mrs. REES WILL ENTERTAIN THE LADIES OF SWEETWATER.

CHAIRS WILL BE PROVIDED FOR ALL. SPEND THE AFTERNOON.

THIS IS A SOCIAL EVENT - DAINTIES SERVED EACH AFTERNOON.


## Given FREE Between 3 and 4 P. M. Each Day ONE ANGEL FOOD CAKE

IF Your mind is running to Instantaneous, Convenient, Economical, HOT WATER for every purpose in your home-Hot Water every day or night

See the SEPCO

Mr. J. G.Curtis, factory representative, is here to help our customers solve their Hot Water Problems this week-See him.

## See the SEPCO

OCTOBER
20
21
22


OCTOBER 23 and 24

Universal Enclosed Speed Hot Plate Range


