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page two

## SWEETWATER REPORTER

Fublished each afternoon and Sunday
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medition on Turarsay by The Bwetwater Reporter, Inc. Houston
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Tragedy is trageily at any Tragedy is tragely at any time bu
it seems more poignant at the Christ
mas time when joy is supposed to mas time when joy is supposed to
reign suppeme. Seldom has the news
of the day been burdened with so
muth of sadness as was the case Fri-
day when tale after tale of death, by
fire, by poison liquor, by flood, came ver the wires.

wonst for many seaons for that mat-
ter-i ite one at Hobart, Oklahoma. The neighbors had gathered for
Community cetebration at a countr ecool house, as you and 1 have done big Christmas tree became ignited Castumes of the little foiks in the Christmas pageant caught fire. Heavy dows and the panie stricken erow
presumably jammed the doot. The presumably jammed the doot. The
ormor of the casuing sceng begsar
meription. Thowe who drink bootleg liquor tnow the risk they, are running. It
oould be hard to bar the use of can-
dhes in residences if common sense satt working, but by all means author-
tives should bar the use of candle from schools, ehurches and other put-
lie gatherings. Take care of the lie gatherings, Take care of the litt
folks at least.
 drowned when the ice gave way under him. It may get cold in Texas but not cold enough to permit skating
Folls who don't want to run a chance of losing their little ones mighit keep them off from the lakes aro
sweetwater.

 hat it occupied a freight car all by Secifie folks to hook that car onto he back end of the Sunshine Specia and judging by the speed with which


Dr.P.T.Quast


[^0]WEETW


## The New Year Is Near

-We give the credit for the success of this business in 1924.
-We are thankful and very graieful to you for the business you have afforded us this year.
-The rush of the holiday shopping is over and from the number of shoppers who continue to visit this store, we feel that they are finding our merchandise and prices to be right.
--Sincere appreciation of your putronage is expressed in our wish ihat the new year will bring to you New Joys, splendid Health and Greater Prosperity.

MAY THE MORNING STAR OF THE NEW YEAR BRIGHTLY LIGHT YOUR PATH OF LIFE

## 

## 1924 |GREETINGS|| 1925

May you have a Happy New Year that will bring the fulfillment of every cherished desire and the richest blessings any twelve months ever bestowed on your life.

## .and to this wish let us add

Our grateful appreciation for all patronage of the past year and give you the assurance that during the new year we will bend every effort to serve you in such a way as to give complete satisfaction.

301 W. N. 3rd St. Phone 534

| Christmas Eve Party. <br> Miss Helen Davis entertained her friends with a Merry Christmas Eve Party Wednesday evening at her home on Cedar Street, when games, music, and a lovely Christmas tree furnished ample diversion for the evening. The home was beautifully adorned with Christmas colors and evergreens, but the dominant attraction was the heav- <br> ily laden Christmas tree, which held gifts for the entire party. <br> Following the fun program a lovely turkey luncheon was served to Misses Fritzie Shugart of Tulsa, Okla; Nina May Majors, Elizabeth MeKissiek, Frances Hamilton, Claire Belle Willis, Ruth Davis, Frances Fitzgerald, Bill Sheridan, Merlyn Toler, Dudley McCall, Robert Fitzgerald, Ralph Wright, <br> Holiday Greetings <br> We wish to extend our sincerest thanks and appreciation to our many patrons for their business accorded us this past year. We certainly appreciate it and will endeavor to give you the very best there is in the years to come. To you, one and all, we wish the very Merriest of Christmases and Happiest of New Years. <br> Holley Market <br> Bend - Gainor and Headrick Phone 477 <br> We have plenty of fine turkeys and chickens for your holiday meals. | Bruce Gibson, Joseph Robinson, Burton Herring. <br> Sorosis Club. <br> Mrs. E. L. Frost was hostess Friday afternoon at a meeting of the Sorosis Club, with Mrs. H. R. Bondies leading the program on "Henry David Thoreau." The reading assignment was from "Walden," which was feateatured in the program. <br> Roll Call: Current Events. <br> Paper, "The Story of Thereau's Peculiar Life"-Mrs. Joe Boothe. <br> Paper, "The General Aim, Scope and Quality of Walden"-Mrs. M. A. Belcher. <br> Reading, "The Battle of the Ants" <br> -Mrs. Elizabeth Holmes, <br> Discussion, "The Accuracy of <br> Thoreau's Observations of Nature"Led by Mrs. Poffenbach. <br> Reading, "Sounds"-Mrs. F. J. Neal. <br> The regular accumulation of business was quickly disposed of with Mrs. Tom Hughes, the president in the chair. Mrs. J. T. Hughes shared Mrs. Frost's hospitality with the club members. A turkey salad course, with cake and coffee, was served at the close of the program. |
| :---: | :---: |

## Are You Making Full Use Ot Electricity

Plan for 1925 Now!

-Sweetwater is fortunate in having access to almost unlimited light and power making possible the full use of current to lighten the household duties of every home, and for every manufacturing purpose. We can furnish from 3 to 3000 nosepower cheaper than from any other source of energy.

## USE ELECTRICITY FOR COOKING-

Electricity is not only more efficient in cooking, cleaner and better, it is cheaper. No Kitchen can be modern without its electric cook stove.

## USE ELECTRICITY FOR W ASHING-

Those who do not or cannot afford to send their clothes to the laundry should have electric driven washing machines. It pays in so many different ways.

## USE ELECT RICITY FOR POWER-

Use it for sewing, use it with suction sweepers, phonographs. There is no power available with satisfaction so sure as electricity.

## USE ELECTRICITY FOR HEAT-

Use it for your hot water system. Use electric reflector heating stoves. There are modern inventions without which no home can fully appreciate the present-time comforts.

West Texas Electric Company



## Sweetuater Irr Yoods Ge.

Shopping Center of Sweetwater

## If-- <br> Santa Claus

 Disappointed YouAnd failed to bring you just what you needed, now is the time to remedy the deficiency. Our holiday business was large but our stocks are still complete in most lines.

Come in Monday!

WE ARE GRATEFUL FOR OUR 1924 BUSINESS
year. Each day brings us great opportunity. MCCORD BROS. Sweetwater
"The Busy Store"

New Year Resolution

Resolved: That in 1925 I will do business with the Davis Drug Co. where service means what it says, where my presence is always appreciated and where the highest standards of quality prevail.

## Davis Drug Company

"The Careful Druggists" Phone No. Is 711

They have exceptionally prompt delivery service, for they tell you to "Count the Minutes" after you phone them.


## "Send It To the Laundry"

That sounds easy-and it is easy. A step to the phone - a few brief words - then a day or so later our driver delivers your laundry-finished or rough dry, as you wish. And it's all so clean and fresh; so much better than if done at home. For here at the laundry we have softest, purest water from our own expensive water purifying equipment.

## MODERN EQUIPMENT

No laundry in Texas has more modern equipment than your Sweetwater laundry. This enables us to give our patrons laundry service unexcelled anywhere and equalled only in the larger cities. This new and improved machinery is very expensive. We know, because we have bought a lot of it. Nineteen twenty-four was no exception.

## NOT EASY FOR US

And so, when you phone 42 and remove your washday worries for another week, remember that the service you get is not just a happen-so, but the result of years and years of experience, the investment of thousands and thousands of dollars and with the ambition always to render you the best service possible. And we wish you a

## Happy New Year

Remember that in 1925, as in 1924, we are at your service with ever improving facilities and a sincere appreciation of your patronage.

Jweetwater Laundry Co.


We are deeply appreciative of the many courtesies extended us this past year and of the faith that has been shown in us.

MAY 1925 FIND YOU HAPPY AND PROSPEROUS
J. P.Majors

Jeweler and Registered Optometrist

## MAY THE SMILE OF GOOD CHEER BE YOURS SINCERE

And the fond recollections of the joys of a Merry Christmas light your way down the road of 1925 to success.
-We Thank You
-We Greet You We Greet You we are thinking, building, planning to make this business more worthy of your confidence, esteem and patronage.

CITY PRESSING PARLOR
Phone 134

As the Sun In Its Glory Dispels
THE CLOUDS SO MAY THE NEW YEAR
dispel all your clouds and troubles and open before your pathway a clear vision to the greater joys and prosperity.
For all patronage of the past we offer our sincere thanks. And we trust it will be our pleasure to serve you in 1925.

## Quick Service Grocery and Market <br> 10 -Phones-49?

## The Wright

-WISHESTO EXTENDTO ALL ITS FRIENDS and Patrons greetings and best WISHES FOR THE NEW YEAR.
-DURING THE YEAR NOW ALMOST GONE QUITE A NUMBER OF IMPROVEMENTS, INCLUDING THIRTY NEW GUEST ROOMS, A NEW DINING ROOM, A NEW BANQUET AND BALL ROOM; AND NEW EQUIPMENT THROUGHOUT, TOGETHER WITH EX PERT DEPARTMENT HEADS AND EFFI CIENT SERVLCE WHICH GUES SWEDr W AT ER THE RECOGNIZED LEADING AND BEST OPERATED HOTEL IN WEST TEXAS. IN THE "WRIGHT" SWEETWATER CAN DEPEND ON US TO KEEP PACE WITH THE GROWTH THAT IS SURE TO COME DURING THE YEAR 1925 AND THE YEARS TO FOLLOW.
-WE GLADLY ACCEPT THE RESPONSIBIL ITY OF DOING OUR PART DURING THE NEW YEAR TO MAKE SWEETWATER A LARGER AND BETTER CITY TO LIVE IN.

## Give Us a Little Time and We Will Move the Earth!

DURING 1924 WE ADDED TO OUR ORGANIZATION:

-A new warehouse, with thousands of feet more storage space.
-New trucks, and other facilities.
-Brought the famous Yellow Cabs to Sweetwat-er-one of the smallest cities to enjoy their convenient comfort and safety.
DURING 1924 WE HANDLED HUNDREDS OF heavy moving jobs-including the heavy vault of the Texas Bank \& Trust Co. The Sweetwater Reporter has contracted with us to haul their new twelve-ton press and other heavy machinery.
DURING 1924 WE CARRIED THOUSANDS OF passengers without accidents of any kind.
DURING 1924 MANY MORE MANUFACTURers and jobbers have arranged to distribute their products via Sweetwater, using our bonded warehouse facilities as the most convenient and least expensive method to secure West Texas distribution.

1925 FINDS US IN BETTER SHAPE THAN EVER TO HANDLE YOUR STORAGE, HAULING AND FREIGHT REQUIREMENTS.

We don't want you to think we are patting ourselves on the back-but we do want you to know that your business entrusted to us will be taken care of swiftly, safely and surely. Our facilities are being enlarged to keep up with the growth of Sweetwater and its business. We want to express our thanks and appreciation to our ever increasing number of patrons and to wish them one and all

## Cordial Holiday Greetings

## Sweetwater Transfer Company

Bonded Warehouse and Railway Transfer
W. E. Henderson, President
F. O. Henderson, Vice-President


## SantaEHEMSShippers

## Record-breaking freight traffic handled without congestion or serious delay

Since January 1st, 1923, the Santa Fe has purchased new equipment costing over $\$ 50,000,000$, including 13,750 freight cars and 146 locomotives. It has spent $\$ 43,000,000$ additional on new shops, terminals, double track, etc.
As a result, from August 1st to November 1st, the Santa Fe Railway handled 48,395 cars of commercial freight in excess of any previous year-an increase of $9.7 \%$-without congestion or any material delay. Notwithstanding the heavy calls, cars have been furnished practically on demand. In the few cases of loca! shortage, due to excessive local demand, cars have been furnished with such slight delay as to be negligible.
Four years of legislative peace and fair treatment under the Transportation Act have been a vital factor in its ability to meet satisfactorily the record-breaking freight traffic of the past two years and maintain a surplus of cars at all times, barring local temporary shortages.

Good service to the farmer is of the utmost importance when prices and crops in the aggregate are good. Inadequate railroad facilities cause freight congestion, delays, waste, and loss to everyone. The wholesaler, jobber, and retailer must carry heavy stocks and place orders well in advance, to make sure their shelves do not become bare. The farmer must store his grain and hold his livestock waiting for cars to ship to market.
In a country growing like ours it is not easy to keep pace with such growth. During the war the railroads fell behind, as their expansion had to be deferred for more pressing matters. Today they are fairly abreast of the procession. They are pressing forward on a continued program of improvement which, with a continuance of present general conditions, will steadily extend their ability to serve.
W. B. STOREY, President

# Happy Memories of 1924 Bringing Inspirations and Higher Ideals for the New Year 

As we finish the journey of 1924 and reach the peak of the old year, ready to pass over into the New Year we cast our eyes back and think of pleasant memories of the dealings we have had with the patrons of this business. As we see it now we could have perhaps done better-as we saw it then we acted in what we believed to be the best interests of those whom we were serving. The memories of 1924 fill our hearts with gratitude and inspire in us new hopes, new ideals and new ambitions. Because of the confidence imposed in this business by the people of this city and section of the state and because of a generous patronage during the past year, we come now, at the close of the old year facing the dawn of the new filled with determination to serve you better and make it more delightful to you to do business with us.

## THE CHRYSLER SIX Results Never Before Achieved

## THE GOOD MAXWELL 25 Miles to the Gallon 60 Miles per Hour 5 to 25 Miles in 8 seconds

## May the New Year Be a Good Year to You and Yours Is the Wish of

 Toler Motor Co.

## Classified Section




Western Motor Co.



READ OF THE MEN OF FINANCIAL INDEPENDENCE
every man wants to be financially in DEPENDENT, AND EVERY MAN WHO SPENDS DENCE in time. how long that time whl BE DEPENDS ON HOW MUCH HE SAVES AND HOW goon he starts.

Have You Started?
One Dollar
Will Open an Account Here
First National Bank
We Pay 4 Per Cent on Savings


Monday and Tuesday


Filmed In the Ranger Oil Fields and City of Dallas
A Thrilling Tale of Flaming Hearts and Blazing Oil 1 Birl-a neete in a athack on a man bumed Texan farmo Beatis mad tore

 Bult lowe foumd a was in the perit of an arat dimater.



EXTRA!!!!

## Will Rogers

in "Big nonemts in hitue pictipes"
Fox News
Admission 40c-10c



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    ATTORNEYS-ATI_AW
    swetwater, Texas

