

Today's issue of The Sweetwater Reporter is be ing printed from the big press recen
gest newspaper presses in the world, for the Boston Post and the New York World.
The.Reporter's new press will print and fold a four, six or eight page newspaper at a speed of 6,000 per hour. It prints from a large roll of paper, and the en tire operation is automazie from beginning to end. The
paper does not have to be touched from the time the type is placed on the press until theprinted newspaper is delivered already folded.
Sweetwafer is among the very few Wesf Texas cities that have such large and expensive printing equipmeyg for their newspapers
The press arrivedin Sweetwater Saturday, De cember 27. Mionday afternoon Paul Drake esfrived from the factory to install the big machine. He had it in operation Saturday, aJnuary


Claims aggretatIn,
John w. TVerkins
confidential seceret是范

POSTOFFICE NOWCl/ WIL PAVE
IN FIRST CLASS THREE STREETS

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## o.



REPORTER IS NOW IN NEW HOME
Plant and Equipment Now Housed in
Former Texas Bank Building on
moving is strenuous
Several Days will Be Required Be-
fore Equipment is Completely
After four days of strenuous tear-
After four days of strenuous tear-
ing down, moving and erecting, The
Sweetwater Sweetwater Daily Reporter, is at last fully and firmly established in
its new home, formerly the old Texas
Bank Building, but from now on out, Bank Building, but from now on out,
The Sweetwater Reporter Building. The Sweetwater Reporter Building.
Al the equipment and supplies of
The Reporter were moved from the The Reporter were moved from the
old building on Oak stret and are
now set up in the new building, ready or years of uninterrupted opera-
for
Naturally dis-arranged after moving, the equipment of The Reporter
will require several days of straightening and arranging, but by the mid-
ile of the week it is expected to have the entire building and its contents halt publication Thursiay and Fri-
lay while the equipment of the plant was moved to the new building, wate Transfer Company who hand-
ef the massive machinery easily and ed the massive machinery easily and
quickly. Otto Carter had a lot of fun unscrambling a frozen heating
tem, and the Sweetwater Battery enjoyed life finding time to run wir-
ng for the various motors, including the big one to the press. Jesse Hemby is doing the carpenter work.
A host of improvements have been
completed for the plant, which will enable a bigger and better newspaper to be published. The new home of the
paper is considered the greatest aspaper is considered the greatest as-
set besides the new Duplex press.
The Reporter's new home is built of yellow brick and is 90 feet long by 30 feet wide. The building faces
south on the paved $\mathbf{W}$. N. 3rd street. south on the paved W. N. Srd street.
A roomy news and business offiec is
located in the front of the building, located in the front of the building,
while the remainder of the structure while- the remainder of the struct
is given to the printing plant. is given to the printing plant.
Tne buitdig is weft thitited by
massive windows during the day, and big dome lights in the ceiling at night, s. well as numerous wall and drop ights. A basement houses the heat-
ng plant and the building is heated
hroughout with a hot water heating
tystem.
The business office is situated on The business office is situated on ing, the business office handles ac-
counts, classified advertisements and
circulation. To the right of the buildcirculation. To the right of the build-
ing upon entering, is the editorial and 105 and the news department tele-
shone is 46 .
New improvements will be added fom time to ime in order to keep
tep with the constantly developing
city and every effort will be made by the entire personell of The Repor-
er to give Sweetwater a modern and The Reporter is not yet in shape to house warming" shortly when every-
ne will be invited to inspect the new
farewell visit
$\qquad$
$\qquad$
$\qquad$ Carewell trip to Sweetwater for this
season when his popular orchestra lays for the Elks dance Tuesday
ight. The dance will be held at the Elks Clubrooms and is for Elks and
Junions. This promises to be one of Juniors. This promises to be one of
the most successful of the many sucessful social affairs sponsored
beal lodige of Elk this season. men are jailed Believed To Have Stolen Clothing From Lines Over the City. Officers picked up two men Friday ight and loiged them in the city jail prowling that is believed to be going
on over the city. The men had a
quantity of clothing. in ther
 ng was stolen from clothes-lines ovThe men are being held pending Patterson Returne Patterson Returns.
ude Patterson has returned to Claude Patterson has returned to
Dallas after pending the holiciays in Sweetwater with his parents. Mr.
Patterson is foreman of the night ad-

## We Welcome The Sweetwater Reporter As Good Neighbors

## In their fine building with their

 big press. They will sure give Sweetwater a bang-up newspaper.And remember that nexi door to The Reporter you will find the newest barbershop in town.
Scudday Barber Shop


Hills Bros Coffee-

## the pride of the West

WHAT a treat to the senses producing world. Blended with awaits the visitor to this great rare skill, roasted to a turn, ground empire of the West-the sight of with special machinery and packed our scenic glories; the touch of a in a special way. In all truth, The western handshake; the taste of our Recognized Standard. Hills Bros. marvelous western coffee, and, yes, Coffee is coonomical to use. even hearing what the West thinks of Hills Bros.!

1. No wonder this great country is known as the home of wonderful coffec. It is! Break the vacuum scal of a tin of Hills Bros. Coffiee and inhale that rare aroma. Brew a cup and lift it to your lips! In all the world, no cofiee like this! -

Because-there is no finer coffee to be had. It is the cream of the crop-not of one plantation, but of the plantations of the entire coffee-


## HILLS BROS COFFEE





Report of the Condition of


Of Sucetwater, Texas, at Close of Business December 31, 1924.


## -Liabilities-

| Capital Stock . . . . . . . . . . . . . . . . . . $\$ 100,000.00$ |  |
| :---: | :---: |
| Surplus and Undivided Profits (Taxes |  |
| paid) | 7,522.73 |
| Dividends Unpaid | 6,000.00 |
| Liberty Bonds Held for Customers | 29,750.00 |
| DEPOSITS . ......................1,120,998.01 |  |
| Total | 4,270.74 |

"The Bank For Everybody"
Where Your Business is Cordially Appreciated

## IN 1925 AS IN 1924

## Wade Quality Ever Dependable Supremacy In Fine Meats


#### Abstract

The famous quality of the products handled by this market have required great effort to keep up with the demand. Year by year there has been a sleady increase in our meat tonnage. Nineteen hundred twenty-four was no exception. Our business was greatly enlarged over the preceding year. Of course we appreciate this increase. We welcome all new customers and try to give them and our old patrons just one grade of serv-ice-and that is the best. But the reason for this increase as we see it is that people demand highest quality-and we give il.


## Wilsons Products Increase In Popularity

Every day more people are learning the distinctive flavor of Wilson's fine hams and bacon. Once used, no other will prove so appetizingly attractive. There is a zesly flavor all their own. Only the choicest meats are permilted to bear the Wilson label. They are carefully selected by experts. Then there is the Wilson method of curing and flavoring. In their own inimitable manner, with recipes perfected by years of experience and ambitious striving for superiority, Wil son has periected his packing meihods so gob will be satisfied. Your grocer or meat dealer has Wilson products on sale and will gladly supply you-or you can order them direct from us.

## Pure Sausage Made In Sweetwater

We have had to enlarge our sausage making capacity in order to keep up with the demand for Wade sausage, bologna, pure pork sausage and other products of our own sausage making department. The high standard of Wade quality, coupled with skilled operatives, and a most appetizing flavor of distinclive merit, have won popular approval to an unusual degree. Once try Wade sausage and you will be satisfied with no other.

## Depend Upon Us In 1925

There will be no change in our program for 1925. As in previous years, Wade standards of quality will be rigidly maintained. And we certainly appreciate the ever increasing patronage which has been given us in the past and which proves to us conclusively that our policy is right.

\section*{Wade Market <br> | NOT |  |
| ---: | :--- |
| BECAUSE |  |
| BUT | EST <br> IGGEST <br> BECAUSE |
|  | IGGEST |
| EST |  |}

Kansas City Life Does 20 Million
Business In Texas During 1924

```
Woliey holders fopportunity to thank our more than 35,000
ur Texas fricnuls a Happy and Promperous New Year!
We direct your attention to the following statement of
1924, which we feel is ample etidence of the confidenc
*)
nce Company. Many of our old policy holders have give
*urance during the past year.
```

Total
Written in
In
Nusiness
In IEXAS over 20 MILLIONS
Total
Force Jan. 1, 1925 In
In
a live agent wanted
abled men according to Director
Hines.
Self Culture Club Gives Party.
Self Culture Club Gives Party.
The laties of the Self Culture Clu
entertaines the
entertanined their huslands Thursalay
evening with a progressive forty-two
evening with a progressive fory-two
party, in the banquet hall of the Ho-
tel Wright. The hall hal been prev-
tel Wright. The ehall hal been prev-
iously decorated with hliristmas eol-
iously decorated with / liristmas co-
ors and wreaths of holly and other
ors and wreaths of holly and other
evergreens and with the brilliant
evergreens and with the brilliant
lights created an environment in
keeping with the holiday season.
Eight thes were in play. When
Eight thles were in play. When
nine games had been played the re-
freshment hour was announced.
frechment hour was announced
Plates of mince pie, whipped cream
served on the game tables. Each ta-
served on the game tables. Each ta-
ble held small bowls of Christmas
eandies.
eandies.
This being the last of the old year
some one had been thoughtful enough
to provide a complete set of New
Year's Resolutions, which were read
俍
Year's Resolutions, which were read
by the guests, amid peals of laugh-
by the guests, amids peals of laugh-
ter fronn the others. Some of them
emed
emboried astounding sentiments, bu
were intended to have been for "the
were intended to have been for "the
good of the soul," to those able to live
up to them.
The club and their guests gave ris-
ing vote of thanks to Mr. and Mrs.
ing vote of thanks to Mr. and Mrs.
Rufus Wright for their delightful
hospitality in lendirg the club the use
of their commodious hall for the eve
of their commodious
ning's entertainment.

briage party Wednewday afternoon
naming Mrs. Charles Kirtley of Col
naming Mrs. Charles. Kirtley of Col-
orado and rMs. C. P. Shearn of Hous-
ton their honorees. The party was
orado and rMs. C. P. Shearn of Hous-
ton their honorces. The party was
given at the home of Mrs. Wimberly
given at the home or Mrs. Wimberly
and her rooms were lovely with
Southern smila and red cearnation
adell to the old year
and
Twelve tables had been placed in
readiness for the games, which claim
ed attention for several hours
the close it was found that Mrs. J
M. Slate had won high score, an
was rewarded with a beautiful laven-
in case; Mrs. Poffenbach, second
high score, was given a perfume bot
high score, was given a perfume bot-
tle; while to Mrs. Henry Rogers fell
the booby prize a lovely little satin
vanity bag.
vanity bag.
Beautiful perfume bottles were pre-
Beautiful perfume botlles were pre-
anted to each of the honor guests.
Members of the house party were Mrs.
J. H. Dosecher, Mrs. Frank Murchison
Mrs. L. B. Allen, Mrs. Will Corbett
Mrr. L. B. Allen, Mrs, Will Corbett
honor.
The ho
The hostesses gave kewpie 1925
dolls as favors. A lovely salad plate
Mrs. Lester Mays of Waco and
Mrs. Fred Shuyart of Tula were oth
er out of town guests.
Miss Lucile McEIrath has returne
to her studies at Texas Women's Col-
lege after spending the holidays with
McElrath has been honored among the
student body by election as secretar
of the Thespian Club and has been
chosen heroine of the annual bee
di chosen




 We are pleased to extend the convenience of
time.papmente A.s. about Chrysier's atractive
plan. Dealert exerywhere?

AGreat Success híjsler One year has elapsed since the Chrysler Six In the span of that year, the Chrysler has grown from a mere name to a success the One year ago, Walter P . Chrysler promised a car that would yield new and revolutionary results. Since then, the Chrysler has more than redeemed its pledge.
In compactness and beauty of design, in quickness of response and flexibility of performance, in economy and facility of operation, in power and in stamina, it has satisfied the long-cherished wants of a critical motoring public.
$\$ 50,000,000$ and upwards' has been paid by Chrysler-wild American motor car buyers for the privilege of enjoying these revolufor the privilege of enjoying these revolu-
tionary results. 32,000 cars have been built and shipped in an effort to fill the demand. It is therefore fitting that Monday, January 5 th, the Chrysler's first birthday, should be a day of celebration-for the Chrysler organization because of the unparalleled success attained in one year's time-for owners and admirers because of the $y$ achievements. You are cordially invited to attend ous birthday party.

## HUBERT TOLER <br> Distributor

## CHRYSLER SIX



Congratulations

To The

SWEETWATER REPORTER
$\qquad$
to which it has movel. which -will emable our new

rees and ambtion to seve the community, it affordid
us real plesesure to etend cortial fecicitations.
$\boldsymbol{R} \mathbb{d} \boldsymbol{R}$ Theater Enterprises

## MAY 1925

Be Marked in Red

on your calendar, as a sign of a banner year for you in

HEALTH, HAPPINESS and PROSPERITY

First National Bank
The Standard of Comparison





## Sweetwater's Most Popular Drug Store

## BECAUSE:-

We want you to always feel at home with us, in our drug store.

## BECAUSE:-

We are striving every day in every way to give you better service.

## BECAUSE:-

We appreciate your business, whether large or small.

## BECAUSE:-

OUR store is YOUR store; make our store a meeting place for you and your friends.

## Davis Drug Company

The Careful Druggists
Free Delivery - Phone 711-Count the Minutes


FRANCE DELAYS Goes to Joil to BOSTON SUBWAY PLAN FOR DEBT $\begin{gathered}\text { spie Hubby-Ftic } \\ \text { Worth } \\ \text { Druyugis } \\ \text { SCENE } \\ \text { OF PANC }\end{gathered}$
TO APPORTION
HCOS WATERS

MANY PRISONERS TO BE PARDONED

Worlh Druggisl CENL OF PANC

| 20m |  |
| :---: | :---: |
| nommer |  |
| 5ms |  |
| Name |  |
|  | ORANGE TRAPPER |
|  |  | N LAWS HANDS

## Hight - Sweefin

Love Paci Ended By Judge Kerns

|  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |  |
| murder of W:peal for a new |  |  |  |  |  |
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|  |  |  |  |  |  |
|  |  |  |  |  |  |
| Mrs, Sweetin said she would stillfight for her freedom, declaring that she is innocent. She said she had re |  |  |  |  |  |
|  |  |  |  |  |  |




Mother Dies Soon
After Birih of Son - Santa Fails


Vegroes Celebrate With Alcohol-Rub, Get Kick and Fine

EXPECT CROWD
TAKE OFFICE




GALES TERRIFIC
REVISE POSTAL RATE INCREASE



Couple Starts New Year With Auto Wedding De Luxe
$=$




# HASSEN COMPANY FIRST ANNUAL JANUARY 

# Commencing Monday, January 5 Drastic And Sensational Price Reduction <br> ON EVERY HAT and EVERY GARMENT IN OUR LARGE STOCK 


#### Abstract

It is a custom of the Hassen Company never to carry anything over from one season to the next. In order to clear our stock and to make room for the new stock that will be arriving in a few weeks, we have marked everything in our millinery and ready-lo-wear depariment at the most drastic and sensationally low figures. Nothing is reserved. Everything must be sold. We are confident that these prices will doil. We are only quoting a few prices at random here and there throughout our large stock as an indication of the veritable Feast of Bargains that await purchasers.


Late style winter coats
With winter just nicely steried, many women will take this opportunity to buy a new winter coal at great saving. So advanced are the styles that many will start next season with one of these fine garments. Coats at Hassen Company are always worth the money but at the sensational price reductions featuring our first annual January Clearance Sale, it will be impossible to duplicate these values. A few random prices are quoted here:
A fine coal of Bolivia, formerly $\$ 23.45$, now \$15.85.
A desirable fur trimmed coat, formerly $\$ 19.85$, now $\$ 34.25$.
Lovely brushed plush coat, formerly $\$ 38.25$, now $\$ 22.75$.
Lovely Bolivia cloth, fur trimmed, formerly $\$ 110$, now $\$ 74.75$.
Girls' coats, formerly $\$ 17.50$, now $\$ 9.85$. Girls' coats, formerly \$10.85, now $\$ 7.95$. Childs' coat, formerly $\$ 7.25$, now $\$ 3.95$. Child's coal, formerty $\$ 9.50$, now $\$ 3.85$.

## LOVELY FURS

Every woman will want one of these fine fur chokers at these very attractive prices. All the wanted furs are represented in the assortment on display here, some of them double. And here are a few of the prices:
Fur chokers that were $\$ 19.50$, now $\$ 33.50$ Fur chockers that were $\$ 28.50$, now $\$ 18.50$ Furs thai were $\$ 14.25$, now $\ldots . .$. . $\$ 9.75$ Furs that were $\$ 18.85$, now ....... . $\$ 13.50$ Furs that were $\$ 10.85$, now ....... \$ 6.85

## CHILDREN'S DRESSES

Lovely lillle dresses for the kiddies at correspondingly low prices:
Dresses that were \$1.95, now . . . . . . $\$ 2.95$ Dresses that were $\$ 6.95$, now ...... $\$ 1.25$ Dresses that were $\$ 10.50$, now. .... $\$ 6.95$

MILLINERY REDUCED
All Winter Hats, late season styles, that formerly sold from $\$ 5.85$ to $\$ 9.50$ -

January Clearance $\$ 2.95$
1 ill $\$ 8.25$ to $\$ 12.75$ hats-
January Clearance $\$ 6.45$

SILK DRESSES ? ह
For winter and early spring wear. Lovely dresses in canton, cepe, satin, in black, navy, brown and other wanted shades, some elaborately trimmed, others plain, but all bearing the distinctive style and line of nations best designers.
Dresses thai were $\$ 11.85$, now. .... $\$ 8.20$ Dresses that were $\$ 22.75$, now . . . . $\$ 16.45$ Dresses that were $\$ 17.95$, now .... $\$ 12.85$ $D_{1}$ =ses that were $\$ 32.50$, now . . . $\$ 20.85$ Dresses that were $\$ 39.75$, now .... $\$ 25.25$ Dresses that were $\$ 59.85$, now .... $\$ 47.40$ Dresses that were $\$ 79.85$, now .... $\$ 53.50$ WOOL DRESSES
Advanced winter styles in wool dresses, very suitable for the coming cold winter monthe, remarkable underpriced at Januay Clearance Sale.
Wool dresses that were $\$ 49.85$, now $\$ 33.75$
Wool dresses that were $\$ 22.85$, now $\$ 14.90$ Wool dresses that were $\$ 33.75$, now $\$ 21.85$ Wool dresses that were $\$ 39.75$, now $\$ 26.25$ Wool dresses that were $\$ 29.75$, now $\$ 17.25$ One Assortment Wool Dresses That Were priced from $\$ 5.84$ to $\$ 15.95$.

January Clearance Sale $\$ 3.95$ to $\$ 7.95$

## HASSEN COMPANY

Style-Service - Satisfaction
Northeast Corner of Square Sweetwater, Texas

Classified Section

 For


Victrolas $\$ 1.00$ Down
 Columbia and Edison on same terms.
Why be deceived by off-brand machines when these have no equal for musical qualities.
New Records every day. Miss Mickey Cutbirth is now with us and glad to meet her friends here and play music for you.
Dr. Quast Music Store
Music of Quality
Phone 113




Monday-Tuesday


## $25_{\mathrm{mowt}}$ Off

Wool and Flannel Shirts, Heavy Underwear, Sweaters, Wilson's Wool, and Silk and Wool Iose.
$20_{\text {pre ent }}$ Off

Suits and Overcoats

## Freezes

Reliability Always


Western Motor Co.
When better automobiles are. built, Buick will build chem


Monday and Tuesday Midnight Madness


Adapted from Leroy Scotr"' novel, "Mother O'Day."
The story of a motherss sacrifice to save her flapper-
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$\qquad$
$\qquad$
$\qquad$
"The Coverel Wasen" mate Crue and Cruee mate
Fox News
"Smile, Please"
Admission $10 \mathrm{c}-10 \mathrm{c}$
Always Steam Heat Comfort!


