Eme The Swetwater Dally Reporter $=$ =-
Now


|  |  |  |  |
| :---: | :---: | :---: | :---: |
| $\qquad$ <br> President of Company Announces Drop-Peformance Improved | DODGE FACTORY EXPANSION <br> Eight Millions to Be Invested in Buildings Before January 1 | browning leads again Local Chevrolet Salesman Is First in Texas In June Sales | $\left\|\begin{array}{l}\text { are finally assembled and welded in } \\ \text { the cages is one through which every } \\ \text { finished bearing must pass -the pro- } \\ \text { cess of being de-magnetized. Prac- } \\ \text { tically every bearing after having }\end{array}\right\|$ |
|  |  |  |  |
| DETRIOT, Aug. 1.-Walter P. Chrysler, president of the Chrysler Corporation, announces new and lower prices on the Chrysler Six, as well as a number of improvements and refinements in engineering design which | DETROIT, Aug. 1.-The largest ex pansion program in the history of Dolge Brothers, Inc., is now in pro- |  |  |
|  |  |  |  |
|  |  |  |  |
|  | Continually oversold since the |  |  |
|  |  |  |  |
| finements in engine raise this car to new performance peaks. <br> The new price range is from $\$ 1395$ | this year in spite of the fact that production has been consistently in excess of 1,100 cars a day, the manage |  |  |
|  |  | Brawning recently, notified him of his winning first place in sales among | Cars regist |
| for the Phaeton model to $\$ 2,095$ for the Crown Imperial, f. o. b. Detroit. Included | ment is determined to take extraordi- |  | Sales Remain Steady During Past 6 Week Registration Records Show |
|  | ments of its dealers in 1926. <br> Five large new buildings are already | Texas salesmen. This is the thirl time that Brown- |  |
| motor of greater power and smoothness, a chassis of greater sturdiness |  | ing has tad the salesmen in ZoneTexas. |  |
|  | under construetion and three otherswill begin immediately, it is announe- |  | e sales in Nol |
| and rigidity with greater use of alloy |  |  | during the past week were up to the average of the past several 'weeks with a total of 10 cars registered atthe tax collectors office up to Saturthe tax collectors office up to Satur- |
| sel steels, and a group of the most attres tive body diesign and coloring. "These refinements are but | ed by F. J. Haynes, president general manager. | make roller bearings |  |
| tural and obvious resuls | , | Steel Ribbons Converted Into 51,000 - Bearings Daily at Ford Plant |  |
|  |  |  |  |
|  | tional men. The cost of the expan- | Transforming steel ribbon into rol- |  |
| ments of the Chrysler Sjx. <br> "When we first brought out m | sion will be approximately eight |  | C. S. Boyles Motor Co., to J. D. Hammett, eity, Chevrolet. C. C. Justice to Brack Mitchell, eity, |
| we were greatly flattered to have it | When the present construction pro-gram is completed on January 1, 1926, |  |  |
| rly |  |  | Reo. |
| c, our engineering and factory | Dodge Brothers, Inc., will have a capacity of 1,500 cars a day. The | ber of special Ford designed engines play an important part. | Hodge. Allen to H. P. Mecinty, eity, |
| etives worked unstintedly to im- |  | this department may be gainel from |  |
| ve the design of the ear and |  |  |  |
| withstanding the fact that the motor- |  | is used daily in the production of roller bearings at the present output | ton, city, Ford. ${ }_{\text {a }}$ Dabney Motor Co. to E. K. Booker, |
|  | Dodge Brothers constr |  |  |
| our product was two years ahe | partment has ereeted every buil | schedule, permitting the assembly of | feity, Ford. $\begin{aligned} & \text { c. } \\ & \text { c. S. Boyles Motor Co. to Guy Gray }\end{aligned}$ |
|  | ly will be responsible for evof the present program. | The steel ribbon useed is five thirty-seeonds of an inch thick and about |  |
| tation have enabled us to enhance |  |  | city, Chevrolet. <br> Roscoe Motor Co. to Claudie Alton, <br> Roscoe, Ford. |
| Chrysler Six performance qualities at | mated that fully $1,000 \mathrm{men}$ will be em- | 俍 half an inch wide. It is wound in Ford |  |
| the same time that application of fur- | ployed the rest of the year in the expansion project now under way. | designed and built machines known as "Winders" and when it emerges from these machines is in the form of a heavy spiral rod with a narrow opening through the center. <br> Thelast operation before the roller | Don't stay awake and fight mosquitoes. Use Sweet Dreams, sold and guaranteed by Palace Drug Store. 158-1tde. |
| bined 'with greater quantity pro tion, has resulted in economie |  |  |  |
| ch have enabled us to reduce ally the Chrysler Six prices." | Read Page 86 in Saturiay Ev |  |  |

## Now CHRYSLER SIX <br> A New Thsityanal A Thevill Mrecuturnted

Again Chrysler Six is the one car talked about above all others.
Again, when it seemed that the full gamut of engineering and manufacturing ingenuity had been run, the new Chrysler Six, the product of new scientific manufacturing methods and the most modern mastrides far ahead of all other cars. This new Chrysler Six gives new superiorities in performance, in quality, in ride-ability, in beauty of body design and coloring, and in everything that confirms and strengthens the leadership it has held since its inception. If there ever was a thrill in Chryster Six performance and appearance before-and the whole worid knows We are eager to have you experience this new thrill We are eager to have you experience this new thrill
yourself! We will gladly afford you the opportunity for thorough and personal demonstration.

The New Chrysler Six Prices



Neu Prices NewQuality








 Disilimeracece cengine power.









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| tiren |

HUBERT TOLER Dealer


Western Motor Co.


Away Frosm the Crowas

## America!

Away from the paved highways, deep in the hidden solitudes -are shady groves fragrant with the scent of flowers-sunbefit your mood. Waiting to please you with their unouched charms.

Take your Ford and venture forth into the delights of the anknown. Leave the beaten path to others. Go where you will-whether the road is paved or not.
It is the car for the true adventurer; the car that no going -be it sand, dirt or rocky road-can halt; the car that will take you safely, certainly and happily to where Nature hides
her true loveliness.
Foxed






# Sweetwater Serves You Better 

And So Does WADE BROTHERS

By her situation at the intersection of three main lines of railroad, which gives her outlets to the markets of the world in six different directions, SWEETWATER is peculiarly suited to be the distributing center of all West Texas, and, if a good distributing center, she must also then be suitable for manufacturing for the same reason.

Many have talked manufacturing, but few have ever . ventured it. Recently however a new industry has raised its head in our midst, which bids fair, in time, to offer this territory a better outlet for its livestock by creating a market, and at the same time supplying an
ever increasing demand for meat. SWEETWATER is justly proud that it can now boast an abbatoir, which though small in comparison to those operated by larger concerns, is complete and modern in every detail of its structure and equipment.


We will appreciate the citizenship of West Texas giving us their support providing ours is a just and worthy enterprise. If, after thorough investigation, you do not find it worthy of your patronage and you can not conscientiously be a booster for this new business, we invite your constructive criticism, and where possible will do everything to carry out any new ideas advanced.

WADE BROTHERS.

A modern building of tile, brick and concrete located one mile west of Sweetwater on the Texas \& Pacific Railway, houses the newest enterprise to be introduced to West Texas. Modern in every respect, electrically operated where machinery can be used, and as clean and sanitary as careful keeping and watchfulness can make it, Wade Brothers Abbatoir is indeed an asset to Sweetwater and the surrounding territory.

Three hundred feet of spur track from the main line of the T. \& P. serve to bring cars up to the doors of the plant, which gives employment to fifteen people and is presents a payroll approximating $\$ 2,000.00$ per month.
A conservative estimate would place the valuation of this plant at $\$ 20,000$. Four huge storage vaults which his plant at $\$ 20,000$. Four huge storage vaults which re contanly 70 ept a five car
ducts. There is also a concrete salt vat in which hides are kept for shipment.
Heading this enterprise are two of Sweetwater's biggest boosters, Will and Tom Wade, the former handling sales and the latter being the livestock man. They are distributors in this district for Wilson \& Co. They are distributors in this district for Wilson \& Co.
products and are handling at the present one solid car products and are handling at the present one solid car
of hams, bacon, etc., each week, each car representing of hams, bacon, etc., each week, each
an average valuation of $\$ 6,000.00$.

This is one of a series of pages devoted to the upbuilding of SWEETWATER and made possible through the co-operation of the following Progressive Business Men. Watch for the next one.

## WRIGHT FURNITURE \&UNDERTAKINGCO.

WEST TEXAS ELECTRIC CO. Do it Electrically.

WADE BROTHERS
MANROE\&MORRIS
Texaco
WHIT AKER BAKERY
The Home of Best Yet Bread
SWEETWATER COTTON OIL CO. Sweetco Feed
S.EDW ARDS GRAIN CO.

Purina Feeds
DABNEY MOTOR CO.
Fords-Lincolns-Fordsons
SWEETW ATER SANIT ARIUM

MILLER\&MIZZELL One Day Auto Painters

SWEET WATER MARBLE \& GRANITE WORKS

## GALBRAITHS

East Side Square Since 1913
ROBERTSON CAFE
A Fine Place to Eat
SWEETW ATER VULCANIZING CO. Service Corner

SIMPSONFUELCO.
Domino Coal for Heat
OTTO CARTER
Your Plumber
SWEETWATER FLORAL CO.
Flowers for Every Occasion

## BULLOCK IMPLEMENT CO.

 The Farmer's FriendBRYANT LUMBER CO. Home Builders
SWEETWATER HATCHERY
CARTER HARDWARE
A Complete Line
SWEETWATER DRYGOODS CO. The Store Ahead
SWEETWATER CANDY KITCHEN Best Home Made Candies
M.D. WILLIS

Your Photographer
FIRST NATIONAL BANK
The Standard of Comparison

## J. P. MAJIORS

Jeweler and Optometrist

## Classified Section

All Classified Ads must be in the Reporter office not later than $11 \mathrm{~A} . \mathrm{M}$. 30e for first insertion.
FOR RENT FOR RENT
FOR RENT: South bedroom and
board to two young men or couple without ehildren. Phone 483 - coupl 1005
Oak St. FOR RENT-Newly finished fur FOR RENT-Nice cool bedroom 311 FOR RENT-Nice cool bedroom 311

E. N. 2nd St. Phone 106 . 65 -te. FOR RENT-Two large unfurnish| ed rooms, modern, close in. Apply 301 |
| :--- |
| E. N. First Street. 118 -tfe | FOR RENT-Five room house, ${ }^{2}$ Phone 210.

FOR RENT: A large bedroom with east and south exposure. Telepho
143 M .902 Locu:t st.
146 tfe. FOR RENT: After August 1st, 3
room furnished apartment in Wade

Apartments for couple FOR RENT: Modern three room | apartment, elose in, with garage. 61. |
| :--- |
| $\mathrm{~N} . \mathrm{W} .4 \mathrm{th} \mathrm{h}$ st. |
| 153.4tip. | FOR RENT: Furnished rooms an,

garage. 716 Lamar.

153.ctil | For RENT: Newly |
| :--- |
| Fapeed five |
| room house. Phone 128. | FOR RENT: Two unfurnished $\frac{\text { rooms, } 903 \text { Oak. } \quad 156 \text {-tfic }}{\text { FOR RENT: Three room unfurnish }}$ ed apartment, private bath, garage,

$611 \mathrm{~N} . \mathrm{W} .4 \mathrm{hih}$. $156-4 \mathrm{tle}$. FOR RENT: August 1, modern four
room apartment. S. A. Cole. 156 tal $\frac{\text { room apartment. S. A. Cole. } 156+3 \text { in }}{\text { FOR RENT: } 3 \text { unfurnishel }}$ FOR RENT: 3 unfurnished rooms.
500 W . N. 2nd strect. 156 tfed. FOR RENT: Three room apartme
with modern conveniences, furnishe with modern conveniences, furnishee
or unfurnished. I. Lee Luskk, Real Es.
tate and Insurance. 158 .tfe. FOR REN for lien: Two rooms unfurnish 2nd street. Phone $282 . \quad 158$. tf FOR RENT: 3 -room unfurnish
apartment. $611 \mathrm{~N} . \mathrm{W} .4$ th street.
158-t2dec. For Rent: Furnished rooms close
in. Modern conveniences. Call 1002 $\frac{\text { FOR SALE }}{\text { FOR SALE - One }}$ FOR SALE - One
$\begin{gathered}\text { truck, like nernational } \\ \text { Costephens Hardware Co. }\end{gathered}$ (f desired
123tfde $\frac{\text { Costephens Hardware Co. } \quad \text { 123tfde }}{\text { FOR SALE-New home, with three }}$ lots in best spot in town. All conve iences. Improved property. Terms
This is the best buy in Sweetwater
Priced right. Inquire Reporter office
 Sweetwater. Finst $\$ 200.00$ takes it. Address Box X eare Reporter. 150 dtr FOR SALE: $12 \times 14$, 10-02. tent,
wood floor, walls boxed and screened wood hoor,
Nearly new.
153.todt ww.
FOR SALE: 4 burner New Perfee
tion oil range. Good condition. Pho


Mrs. Geo. Gray $J r$. Will return the latter part of
August and will enroll pupila

## Piano and Voice

 She is now studying in NowYork under the famous Edwin Hoghes and. Miss. Bialkievier, late of the Italian Reyal Opera
CL.ASSES OPEN SEPT. 1ST


## THROW 'EM AWAY

$\rightarrow$ these instruments of wash-day torture. Use of them will age any woman before her time Steam from the washtub rums the skin, strong soapy water ruins the hands, and the wringer and iron breaks the spirit and bows the shou
They were marvelous inventions in their day, but that day has passed lorever, never
to return, all throughthe coming of better and more modern labor saving institutionsTHE LAUNDRIES Just 42
And let us relieve you of the strain and worry of all your wash-days. SWEETWATER LAUNDRY Co.
 SHOES

SALE
Beginning
Friday, August 7 ${ }^{\text {th }}$ A Bargain Fest

CLOTHING ORGANDIES

READY-TO-WEAR

PIECE GOODS
VOILES


It will pay you to wait for this coming event.

Sivectuater Iny Yeods Gien
THE STORE AHEAO

and

## 

## 



New Studebaker and Willys Knight Cars

Comncel with taze cars to Bir Late and beat oil fieded
Phone 700




## Miller's Stage Line

 Sweetwater-Abilene ,

red ball line schedule

REA'S RED BALL BUS LNE

nortubound:
Nortibound:
Leave Wright Hotel 7:50 a. m. and 8:30 p.m.
Leave Snyder 9 a. m. and $\overline{\mathrm{b}} \mathrm{p}$. m.
Leave Post $10: 45 \mathrm{a} . \mathrm{m}$. and $6: 45 \mathrm{p} . \mathrm{m}$.
Arrive Lutbock $12: 00 \mathrm{a}$. m. and $8: 30 \mathrm{p} . \mathrm{m}$
SOUTHBOUND:
Leave Lubbock 8 a. m. and $\mathbf{8} \mathbf{p}$. m.
Leave Post 9.45
Arrive Snyder 12 m .
Arrive Snyder 12 m. . and $7 \mathrm{p} . \mathrm{m}$.
Leavi Snyder 1 p. m.
Arrive Sweetweter 2.90
headquarters:
Sweetwater: Motor Inn, Phone 700
Snyder: Manhation Hot
Snyier: Manhattan Hotel
Post: Algireta Hotel
Post: Algireta Hotel
Lubbock, Merrell Hotel
Stage meets T. \& P. No. 5 (westbound) at $5,45 \mathrm{a}, \mathrm{m}$.
Sweetwater and leaves for Lubbock 7 i. m., so buy your Sweetwater and leaves for Lubbock 7 i . m., , oo buy your
ticket to Sweetwater and take stage to Lubbock and in-
 water with Stages from Rotan, Hamlin, Colorado and Abilene.
f. 6 . ABBOT-Phone residence Snyder, 44 .

## Announcement

E. Musgrove takes pleasure in announc ing that he and his sister, Mrs. Doris Thompson, have purchased the lease and stock of Cox's Confectionery and have assumed the management of this store.

They invite the patronage of their friends and everyone, and will continue to give the same good service and quality merchandise hat have always been obtainable here

CIGARS - CIGARETTES - TOBACCOS NEWSPAPERS - CURRENT MAGAZINES ICE CREAM FOUNTAIN DRINKS fine candils, etc.

It is our intention to improve this confec tionery and add new lines from time to time

We want you to call and see us often and we pledge you the best merchandise that money can buy-and SERVICE to the best of our ability.

## MUSGR0VE CONFECTIONERY

Next Door to Post Office
L. E. Musgrove

Mrs. Doris Thompson


MAKE US YOUR BOOKKEEPERS

Men and women who have difficulty in eping track of where their money goes are nvited to let us keep their cash accounts for them.
Open a checking account with us, and pay every bill by check.
You will always know exactly where you tand and where the money went.

## First National Bank



TIMES HAVE CHANGED
Just as the old fashioned high wheeled bike has given place to the moden bicycle, so ther BUILDING MATERIAL and in ARCHITECTURE
The cumbersome, magnificent old mansion of others days, with their waste of space and materials, are now being replaced by the mod ern, smart bangalows in which not a foot of space is wasted, and in which are demonstrated years of practical building experience.
We are glad to offer you modern plans and nodern materials with which to build that home you've been planning.
COME IN AND TALK IT OVER THIS WEEK BURTON-LINGO CO.


OUR PLANS WIL E MEET
WITH YOUR APPROVAL
Let us assist you in planning and building HOME that will : ! only meet with your approval, but onc i.i will be a joy and pleasure forever. $\qquad$
As a poet expressed it, "It takes a lot of living in a house to make it HOME," but it never can be HOME unless it is your own house.
Our plans are most varied and complete, to suit any individual taste and our experience in building is wide enough that by our advice we

## GRAY LUMBER CO.

## UUALITY

SERVICE


FLORSHEIM SHOES at


Reduced Prices on hoes During This Sale STILES and ALLEN

MONDAY and TUESDAY

Presents
JACK PICKFORD
"The Hill Billy"

Also Showing
"FOX NEWS"
And Comedy
"NOBODY
WORKS
BUT FATHER"

10c
25c


New Dresses for Fall
$\qquad$


Specials for Monday worm have fieral gexilat

## Hivincen COMPANY

At The


MONDAY and TUESDAY
MrEITERS
OFIPTEASUTRE MONTE BLUE' and MARE PREVOOST in A Dynamic Drama of Redeeminglewo DO TWO WRONGSMAKEAR GETK है।


Also Showing
"PATILE NEWS"
 iweet waters Coo tof Nationad Gard Camp Matry

Also Showing LLOYD HAMILTON
"WAITING"
10c
.c.eave
40c

