## Cagle Named Mayor In Tuesday Election

 County Meet and Field Trials Feature Week End Here FREE GATE ISPOPULAR MOVE
RHITEFISH WINS
RURAL HONORS


HIT OF SEASON

$\stackrel{\mathrm{Ne}}{\mathrm{L}}$



## ITEMS OF INTEREST IN DONLEY

## MARTIN

for Sunday School Sunday morn


## WINDY VALLEY

## Pasime Theatre

The Home Of Perfect Talking Pictures FRDAY，saturday，10，11
John Mack Brown
Whata Wallace Beery Kay Johnson and Karl Dane BILLY THE KID


 10c and 3se $\overline{\text { movDAY，tuesdar，} 13,14}$ Ann Harding Mary Astor Edward Everett Horton Robert Ames and Hedda Hopper

## HOLIDAY

## A story of two sisters，one a

 young man with a dream；Awoman of tense emotions who

## IMPORTANT

Check your property against the different forms of in
．e．below and see if you are properly insured．
Accident，Disability，Automobile，Aviation，Baggage，Bonds， Burglary，Cotton，Cotton Gins，Fire and Lightning，Explo－
ion，Earthquake，Farm Property，Furs，Hail，Holddup
 Floaters，Plate，Glass，Property Damage，Public Layment
（Personal Injury），Railwas Schedules，Rain，Registered
Mail．

Wm．S．BAGBY
PHONE 61脑毫部 Hit E識管諧

## 

## 

## 

## Beauty Parlor Specials

## A Treat For The Ladies

Regular $\$ 3.00$ Facial Treatment Given Without Charge to Prove Unusual Results of New System of Beauty Culture．
As a special courtesy to our customers we have obtained at considerable expense the services of Mrs．Edna Frye，beauty expert and special rep－ resentative of Dorothy Perkins，who will be at our store April 13th to 18th，inclusive．
She will analyze your skin，advise you on your personal beauty problems， give you a complete facial treatment and show you how to give yourself the same treatment at home．No charge for this service （We will have a private booth in our store）
Phone 441 or 88 for appointment


Shampoo and Finger Wave
Shampoo and Marcel
Special Permanent Wave

## We Have Bargains Galore

 in NEW and desirable merchandise FOR SPRING AND SUM． MER．Untold economies prevail throughout this store．People in every walk of life know that for STYLE AND VALUE Little＇s Dominate in low prices

Beauty Shop Phone 441

## ©IN SOCIETY




CAN TAKE A TIP FROM CAR bUILDERS WHEN BUYING TIRES


CAFE
Next to News
SPECIAL
Sunday Dinner
 Well pee that you will be
that you will with them and
thare Tabes If You proter the
 popular prices

## BUSY BEE





# C. H. S. 

VOL. 1

 chain who recentry ndded th
late great Joseph Puliter
Iats York World to his organization's
holdings, may reflect with a sile


 better ones since.

## 

Don't Live with Regrets
A reserve fund will enable you to grasp OPPOR-
TUNITY when it Stand in readiness. Start a reserve fund here and emergencies.
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Watson \& Antrobus PHONE 3

Governor John Hammill of lowa (left) and Walter Ferrell, executive secretary of the lowa chapter of the
American Automobile Association (extreme right), congratulating the Davis brothers on the establishment of
OWA state oflcials and civic leaders witnessed the
establishment of a new world's non-motor, non-
wheel stop automobile endurance record recently, $\begin{aligned} & \text { than } 2,33 \text { hours the American non-stop endurance rece- } \\ & \text { ord which, theretofore ortcially reconnized, was made } \\ & \text { by a much lieavier car under almost ideal conditions }\end{aligned}$
 the state capitol in Des Moines atter 2,775 hours and
46 minutes of contlnuous driving When Governor Hammiti, standing with Walter
Ferrell of the American Automobile Association, Eave Ferrell of the American Automobile Association, gave
the signal to stop, the Ford had traveled a total of
the signal to stop, the Ford had traveled a total of
$47,138.3$ miles over all sorts of roads in all sorts of
weather and had exceeded by 33,680 miles and more


## PIONEERS---THEN AND NOW

Not so many years ago, hardy
pioneers, altracted by the richness,
beauty and character of beauty and character of West Texas,
halted their ox-drawn "covered wag ons" in this section of the nation's last frontier, and sensing, perhaps, its
future greatness, made it iheir hor future greatness, made it their home.
Wresting their livelihood from the vir. gin soil, these sturdy Empire-builders laid the founda-
tions for our present high standard of living, our progressive cities, substantial industries, beautiful In a comparable manner; the West Texas Utilities electric energy-has made possible, through the equal. izing influence of dependable and inexpensive electric power, the intensive development of West Texas.
Just previous to the organization Just previous to the organization of the West Texas
Utilities Company, the average residential cost per Uilitites Company, the average residential cost per
kilow hour in this territory was 333.4 cents. Now, under the modern rate schedules of this company, it has been REDUCED to 61.2 cents-
a REDUCTION OF MORE, THAN a REDUCTION OF MORE, THAN
FIFTY PER CENT! During the year 1930, monthly residential consump.
tion averaged fifty kilowatt-hours per customer. Under the present rate

tomer can increase his use of service
to three times that amount and to three times that amount and only
increase his total bill by 10 cents a
day. day. Beasore the organyzation of the
West Texas Utilities Company, a similar increase above the normal aver.
age would have cost more than four
 times that amount, or more than 40 for the additional comfort or service now available for 10 cents! In other words, you can now use an
abundance of service, knowing that the added com. abundance of service, knowing that the added com.
forts and conveniences possible in this manner will forts and conveniences possible in this manner will
make only a small increase in your total cost. The building of inks scattered communities and widely separated rural homes into one unit served from strategically. located main generating plants, was a a revolutionarary
theory when the West Texas Utilities Company first pioneered in this West Texas Utilities Company first
phis system-in a terri ory as sparsely settled and undeveloped as the West y settled and undeveloped as the West
Texas area of a few short years ago
-has increased -has increased the quantity and qual. ity of service, and at the same time
reduced rates. Only a sincere faith in the future development of the territory has warranted this investment of
many millions of dollars

WestTexas Utilities Company

## CHUSHES

(8)LOCALSt

## FIRST $\stackrel{\text { BRESBytERIAN }}{ }$

