

Sweetwater Reporter

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Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation which may appear in any of The Reporter's publications, will be cheerfully corrected upon being brought to the attention of the publisher.

REALITY

Folks in this section will have an opportunity tonight to hear a real singer. The musical standards of the Metropolitan Opera House in New York are the highest of the known world today and yet May Peterson is a world star of that galaxy of musical luminaries that has included Caruso, Jeritza, Farrar and other artists of all time.

And yet May Peterson's program will not be "highbrow." It will consist of the songs that are known and loved the country over as well as some perhaps heavier yet easily understandable numbers.

It is perhaps the first time that an artist of this rank has appeared here. She is well worth hearing by everyone, regardless of one's knowledge of so-called high class music.

SOUND EXPENDITURES

Some interesting facts covering advertising appropriations were brought to light at the convention of the National Retail Dry Goods Association held recently in Detroit, Mich.

Wm. J. Brown, advertising manager for James McCreery and Co., of New York, explaining his advertising budget system, said the appropriation usually came between 2 and 5 or 6 percent of total sales. His average generally accepted as a sound appropriation he placed at 3.5 per cent.

Figuring that a store does an annual business of \$20,000,000, an advertising appropriation of \$700,000 would be reasonable.

Mr. Brown pointed out several factors in the handling of retail advertising that publishers might find worth while to pass along to some of their retail store owners who advertise with out any definite knowledge of what they are doing. For example, Mr. Brown pointed out that his advertising appropriation is divided into twelve periods. Then is decided the amount that shall be spent during each period.

Approximately two-thirds of each month's appropriation is spent in news papers. No successful store confines its advertising appeal to one newspaper cent of total sales. The average paper. The other one-third of the appropriation goes into direct mail and other advertising media, and into salaries, excluding of course the salaries of the advertising manager and his staff, which are covered by the overhead. Various departments receive a certain share of the advertising appropriation. Generally speaking the McCreery policy is that the main floor departments, on account of their easy access, do not require as much advertising as do the departments on the upper floors.

It remains a fact, however, that the newspaper is now permanently accepted by all successful merchants as their chief selling force.

Every girl closes her eyes while kissing, and some have sense enough to keep their mouths shut afterward.

Following the line of least resistance gets many a man's arm around a waistline.

Who remembers the nice warm days of last summer when we longed for the nice cool days of this winter?

EDITORIAL COMMENT

By C. R. Nowell

Respectable People Must Respect the Law President Coolidge appeals to religion as the final sanction for



obedience to law. That will help, for those who acknowledge religion. The country would be better off if there were more who did.

But there is no religion in the bootlegging trade, and little enough among the bootleggers' customers. For the bootleggers, the only remedy is fear of the penalties of the law.

For the customers, the appeal must be to religion, for those that have it, and to loyalty to their country and its institutions for those whose devotions are confined to the mundane sphere. Then there will be a remnant to whom the only appeal is that provided for the bootleggers.

If the "respectable" law violators will once make lawbreaking disreputable, the police can cope with the disreputable ones.

Charges are made an denied that the negro crew of the burned steamer Comanche were drunk and incompetent. Let us be generous and accept the denials rather than the charges. The situation, even then, illustrates

a condition on the sea which landsmen should appreciate.

These negroes were not hired because they were particularly good sailors, or because the owners of the Comanche loved the negro race. They were hired because they were cheap, and for no other reason. Ships on other oceans hire Chinese, Lascars, or Gorkas, for the same reason. The urge is to seek ever downward, for whomever is cheapest.

The much-derided La Follette law is the only protection against the consequences of this situation, and it is an inadequate one. And yet, at any moment, the safety of thousands of valuable lives may depend on the intelligence, courage, skill and character of crews selected for some of these qualities.

The cost of labor is the smallest element in the operation of a ship, but is the one which arouses the most excitement. If the price of coal goes up, that is unfortunate, but understandable. If the price of labor goes up, that is "an outrage."

It arouses real moral indignation, and a holy zeal to fight it to the uttermost. The result is a lower and lower standard of competence in crews. For passenger boats, at least, a better class of men should be imperative.

NEW YORK DAY BY DAY

One weakness of the church and its allied forces for good is a deeply grounded, but not well grounded, notion that there is no fun in being good. I believe this notion has been created by an attitude of personal piety on the part of pastors. Also, I believe that this attitude is rapidly disappearing from the clergy.

This line of thought comes forward at the moment because I have just been talking to Dr. Percy Silver, rector of the Church of the Incarnation on Madison avenue.

"I see that they have taken obeyance of the wedding ceremony," I remarked to the clergyman. "Yes," he answered. "I heard someone say they had knocked obey out of the marriage service and hell out of the burial service."

Dr. Silver is a man of dignified mien and the embodiment of the popular conception of clerical appearance. Yet he seems full of rare good wit and it crops out at every turn of the conversation. I would like some time to ride across the continent with him. He would be a charming smoking room companion. He was telling me of another gentleman of the cloth who was busily occupied in his church when his good wife approached with a question. "My dear," quoth the clergyman, "you remind me of an umbrella—shut up." After the services, quoth the wife to the clergyman, "My dear, I remind myself of an umbrella—a few ribs united to an old stick."

Dr. Silver had just come from a meeting with educators at which the child problem of Manhattan had been discussed. There had been talk of complexes, dispositions and temperaments.

Before many days these men are deep in the maw of the earth, looking for all the world like swarming insects. They pull and strain and push and soon they have loaded heavy crates to the brim with crushed rock.

An engine purrs and wheezes and yanks the crate up to a truck. Like a great ogre with a long, elastic arm it swings its heavy burden about as though it were a mere crumb and drops it into the truck.

The shouts of men are drowned out in the mechanical fury of the place, the chattering drills, the thud of picks, the snorting of engines and the chugging of motors. So one fat little man stands down there in the center of things, making gentle movements with his fingers and the detritus and the trucks and all the rest of it seem to obey his every whim.

Princes and Paupers, millionaires four-flushers, president, butter and fishers, presidents and batter-and-egg men—he has carried thousands of them up and down.

And they all know him as "Barney."

The other elevator boys at the Waldorf-Astoria are just "boy" to the patrons. But Barney has been on the elevator for 23 years. He has carried three generations of visitors. He has carried brides and grooms to the wedding suites and he has watched their children grow to adolescence. Barney Garland is an institution.

He will tell you that Teddy Roosevelt always had some pleasant thing to say to him, and that William Howard Taft puts a cigar in his mouth just before he leaves the elevator.

Also he will tell you that you can always tell a parson of importance by his courtesy. The most unyielding and impatient people are those who are getting their first taste of authority and money and who believe

they have to put all forms of servants in their places.

Traveling men, on an average, are the chummiest and women are more nervous than men about waiting for the car to start. Men, however, look in the car mirror more than women, which knocks a popular notion aside, and invariably men wriggle their ties about and smooth their hair. Men are growing more and more careless about taking off their hats.

Such are but a few of the observations about human behavior that Barney could jot down for you—and there are countless others.

Barney came from Ireland—County Monaghan to be exact. And while he has been operating an elevator, he has had his dream planned to a little farm that he bought there before he left and there, he says, he will end his days. Like most people in New York who come day in and day out to the city, he has been putting it off and off, and he says, he will wait two years more. Then he will have capped a 25-year sojourn.

Meanwhile—so they tell me—Barney has put enough away for the rainy Irish days to merit three bank books.

Which is possibly considerably more than thousands of the passengers he carries to expensive rooms can boast.

And speaking of the Waldorf—there's a fine old society custom connected with that hotel that has become almost a tradition.

If you were to pass the hotel on a Monday morning during the opera and concert season you would see most of the social register driving up in limousines and hurrying in.

For 25 years some great artist has entertained New York's society leaders at a Monday morning concert. And Barney rather likes what he remembers the diluted cowboys of yesterday who came up in their horse-driven phaetons and sweet in with the "social register" society in their motor cars.

—JAMES W. DEAN.

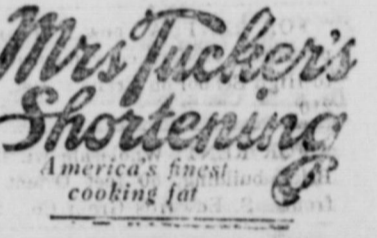
We have the Suits. Good ones too—they're— CURLEE'S \$28.50 UP Whitten's Shop



Just ordinary shortening cannot give you the best cooking results

ANIMAL fats cannot impart real richness to your cooking and baking. They are heavy, greasy, indigestible. And, of course, it is too expensive to use butter all the time.

With Mrs. Tucker's Shortening, however, you can get the richness of butter at half the cost—and at the same time evade all the detriments of lard. That is because Mrs. Tucker's is a pure vegetable shortening. Get a pair of Mrs. Tucker's from your grocer today! It is made exclusively of choice cottonseed-oil. Use it whenever you use shortening. You'll be delighted at the difference it will make in your cooking. You'll find it goes further than ordinary shortening. And you'll appreciate the sanitary, airtight container. This seal assures you shortening that is always fresh and pure. When empty, is very useful about the house. Interstate Cotton Oil Refining Company, Sherman, Texas.



The Best ALL-SEK Chiffon HOSE in Texas for \$1.95 Cowen's QUALITY FOOTWEAR of course

When the second act has come to an end—and the curtain is rung down amidst whirling applause—when you mingle outside with the excited throngs in the lobby—have a Camel!



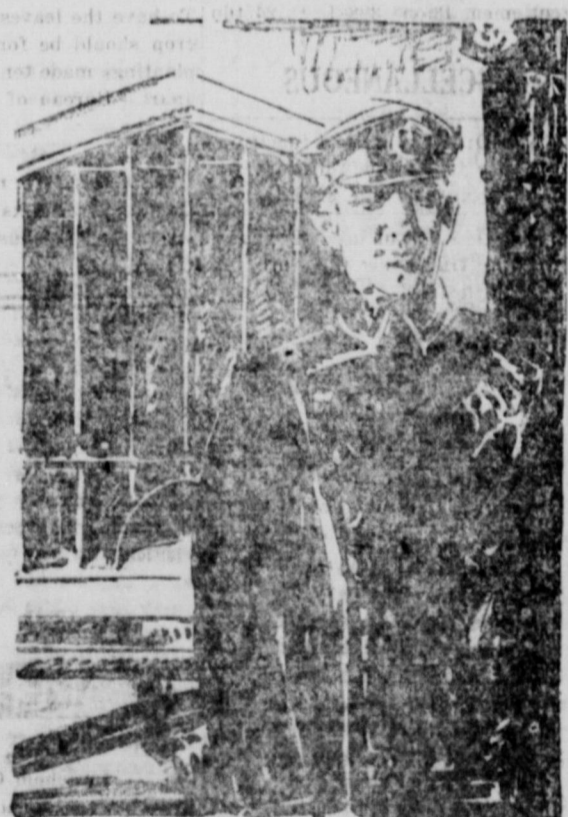
WHEN the thrilling second act of the best show of the year has just come to an end. And the stars have taken their curtain calls in answer to round after round of applause. When you join the crowds outside just as pleased and thrilled as yourself—have a Camel!

For no other friend is so cheerful, so resting between acts as Camel. Camel adds its own romantic glamour to the brightness of memorable occasions. No other cigarette ever made—and kept—so many friends. Camels never tire your taste no matter how liberally or zestfully you smoke them. Camels never leave a cigarette after-taste. All the desire to please, all the skill to serve of the largest tobacco organization in the world, goes into this one cigarette.

So when you leave the theatre pleased and inspired for greater things, when you see life's problems and their solutions clearer—lift the flame and taste the mellowest smoke that ever came from a cigarette.

Have a Camel!

Into the making of this one cigarette goes all of the ability of the world's largest organization of expert tobacco men. Nothing is too good for Camels. The choicest Turkish and domestic tobaccos. The most skillful blenders. The most scientific package. No other cigarette made is like Camels. No finer cigarette can be made. Camels are the overwhelming choice of experienced smokers.



Our highest wish, if you do not yet know Camel quality, is that you try them. We invite you to compare Camels with any cigarette made at any price. R. J. Reynolds Tobacco Co.

Classified Section

NOTICE

To Our Classified Ad Patrons

The Classified Advertising is now on a basis of

CASH ONLY

The following simple rules govern, and we request our patrons to kindly keep them in mind and follow them

No advertisements accepted for less than 30c first insertion. Consecutive insertions 1c per word each insertion. All advertisements must be accompanied by cash. No cuts or blackface type larger than eight point, accepted for the Classified Column.

Copy must be turned in not later than 11 a. m. on the day of insertion.

Out of town orders must be accompanied with cash. No advertisement accepted on an "until forbid" order. A specified number of insertions must be given.

The publishers are not responsible for copy omissions, typographical errors, or any unintentional error that may occur, further than correct in next issue after it is brought to their attention. All advertising orders are accepted on this basis only.

In order to avoid errors no copy will be accepted over the telephone.

Sweetwater Reporter

CLEVER WAY OF PAYING WAY THROUGH COLLEGE

CLEVELAND, O., Nov. 12.—Some college students are cake eaters and some wear flappy pants and have done just enough studying to know that ten yards make a first down.

But here and there are serious, ambitious young men and women who want a college education more than they want anything else in the world—who are willing to pay any sort of price for one. And it's these people about whom this story is written.

There are more ways of earning an education than waiting on table or stoking the boarding house furnace. For example

One young chap sells his blood to hospitals.

Another is preaching to earn his expenses.

A girl is making and selling potato chips.

Another girl is running a laundry agency.

All Sorts of Jobs

And so on—every sort of job that you can imagine is turned to by these young people, who somehow have the odd idea that one goes to college to study, not to have a good time. For they are the youngsters whose parents can't afford to pay their way.

Miss Erma V. Shrimplin of Columbus, O., is going to graduate from Ohio State university next year. She's carrying 16 hours of collegiate work a week—a heavy course.

To earn her expenses, she makes and sells potato chips. Every morning at 6 she goes to her little shop to peel enough potato chips to fill 25 dozen waxed paper bags. At 10 she gets into a light delivery truck and delivers her consignment. By noon she returns to her shop, sets an assistant to work frying chips for the next day, and then goes to the university to classes. They take all afternoon. All evening she studies.

Not much free time. But she's getting an education.

Or consider the case of J. Milton Goss of Tyrone, Pa., who is attending Carnegie Institute of Technology. He has only one arm, and couldn't get an ordinary job. So he sells his blood to Pittsburgh hospitals for transfusion operations. He gets \$25 for each transfusion. This is putting him through college. He'll graduate in June.

No picnic perhaps, but he's getting an education.

C. A. Postlewaite, a student at the University of Kansas is handy with a paint brush. So he paints varied designs on the backs of flaming slickers affected by his fellow students, and earns enough money to put him through nicely.

Miss Ida Lundquist of Middleton, Calif., is in Leland Stanford University. She waits on table for her board and acts as agent for two laundry concerns in various dormitories. This gives her money to defray her other expenses.

Keeping Him Busy

Leon T. David is another student at Stanford who has no money except that which he can earn while attending school. He acts as custodian of the Men's Union there, reports university news for an out of town news paper, sells second hand books, acts as a chemistry assistant and serves as recorder in the registrar's office.

There's a third student at Leland Stanford who has a novel way of getting through college. His name, oddly enough, is Leland Stanford, though he's no relation to the founder of the



college, and he preaches every Sunday in the Methodist church at San Bruno. In his spare moments he studies law at the university.

College is no gay round of pleasure for these young people. It means lots of hard work.

But they're getting something out of it besides a collection of dance programs and membership in a Greek letter fraternity.

Quack, Quack.

"I think the doctor's a duck," she remarked coyly. "Well, I wouldn't go so far as that," said her husband, "but I will say I've noticed a bit of the quack about him."—Tit-Bits.

Harmony.

"MRS.: 'I don't believe you intend to give me any money.'"
"MR.: 'Then for once we believe alike!'"

Come-Down.

"Has your husband still got his job as Tower Watchman?"
"No. Now he is employed in a wine-cellar."
"What a come-down for him!"—Nagels Lustige Welt, Berlin.

Generous.

"LANDLORD: 'I will forego one-half of the rent you owe.'"
"TENANT: 'Good! I will forego the other half!'"—Kasper Stockholm.

But Don't Miss

MABEL: "How is your husband getting on with his golf?"
ALICE: "Oh, very well indeed. The children are allowed to watch him now."—Birmingham Weekly Post.

—Read the Classified Page—

Waste education.—About half of the children who enter the first grade in the Elementary schools each year fail to reach the second grade. The Commissioners of Education declare that much of this waste in education is due to physical and mental defects in the children. He believes that the number of children who repeat the first grade can be materially reduced if parents will give due consideration to the defects of their children before they enter school.—Department of Interior.

"You've pulled three teeth! I only wanted one pulled!"
DENTIST: "Yes, I know. We gave you a bit too much gas and I didn't want to waste it."

We seldom speak of short dresses, but they do show how high silk stockings are these days.

Called Meetings
Sweetwater Lodge No. 571, A. F. & A. M. called meeting Friday night, 7:30 o'clock, work in the Fellowship Hall, agree; also called meeting Friday night, 7 o'clock, work in Fellowship and Master Degrees.
Jim Boller, W. M.
C. B. Robertson, Secy.

Stops Malaria, Restores Strength and Energy

Grove's Tasteless Chill Tonic

60c.

FOR RENT

FOR RENT—One six room house, modern conveniences in Highland Addition. Write R. Schantz, Rt. B, City, 230-18tdc.

For Rent: 2 or 3 furnished rooms at 215 E. N. 2nd st., modern, phone 413 or call at Cravy Bros. Garage. 242t5p.

FOR RENT: A new four room apartment. Modern conveniences. Close to High School on Crane street. Phone 210. 242t6p.

FOR RENT: Wholesale warehouse. Brick building, 50 feet Orient track front. S. Edwards Grain Co. 242t8c

FOR RENT: Furnished apartment, phone 64. 243t6p

FOR RENT: Furnished bed room. Second house east of Wright Hotel. Man preferred. Phone 196. 245t6p

FOR RENT: unfurnished apartment, 700 Bowie st. 246t3p

FOR RENT: Three or four unfurnished rooms, modern conveniences. Call 210 Bowie st. 245t3p.

FOR RENT: Two furnished rooms, modern conveniences, close in, one block south of T. & P. depot. 110 Bowie st., phone 156-M. 245tdx

FOR RENT: Three unfurnished rooms. Mrs. S. B. Cox, phone 473. 246t3p.

FOR RENT: Nicely furnished room to gentlemen. Phone 398-1. 245t6p

MISCELLANEOUS

WANTED: All your used furniture. Will buy or trade new furniture for it. J. I. Payne. 227tfc.

WANTED: All your used furniture. Will buy or trade new furniture for it. J. I. Payne. 227tfc.

WANTED: Table boarders. 304 West North Third st., phone 205. 241 12tdc

FOR SALE

FOR SALE: 320 acres of land six miles north of Roscoe, 150 acres in cultivation, 250 acres first class land, \$50.00 per acre. Will take reasonable priced house and lot or lots as part payment. Ross and Martin. 229tfc.

FOR SALE: Four room house, all modern conveniences on Elm Street. Kendrick-Thompson Agency. 201tfdh.

FOR SALE: 100 choice White Leghorn hens, Tom Barron Strain; good breeders and the best of my flock. For Rent 6 1/2 acres fine land, 1 1/2 inch water pipe runs entire length of tract for irrigating; good 4 room house, chicken house, barn and chicken wire. This is a snap for some one who dreams of truck farming and chicken raising inside the city limits. See Herman Stafford. 244t3p.

WANTED: Young lady desires position as stenographer. P. O. box 462. 244t3p.

LOST—Wheel and Goodrich Tire and tube, Nash Car, size 33x60. Reward return to Red Ball Stage Depot, D. Miller, Phone 38 Abilene. 245-3tde

HOUSEHOLD HINTS

(From Uncle Sam)
Brain food:—There is a popular belief that fish, because it contains phosphorus, is a brain food. Experiments however, have not found any proof that fish is more valuable than meat or other foods for brain nourishment.—Office of Experiments Stations.

Dustpan:—A long handled dustpan saves much stooping and is considered an indispensable piece of equipment by many housekeepers.—U. S. Department of Agriculture.

Opening jars:—To open glass jars, run a thin knife blade under the rubber and press against it firmly. This will let in enough air to release the pressure on the top. If it does not, lace the jar in a deep caucepan of cold water, bring to a boil, and keep boiling for a few minutes. The jar will then open easily.—Federal Bureau of Chemistry.

Children's teeth:—It is very important that a child's first set of teeth should be properly cared for until the second set is ready to take its place as much of the health and vigor of the second teeth depend upon the care the first teeth receive.—U. S. Public Health Service.

Lettuce:—As lettuce thrives best during cool weather, it should be planted in the spring and autumn. To have the leaves on hand crisp, the crop should be forced and successive plantings made ten days or two weeks apart.—Bureau of Plant Industry.

A wise fellow never stands out in the rain or thinks the world is all wrong just because he is.

CEMENT CONTRACTOR

LEE CHOATE

Let me figure on your concrete work
P. O. Box 793—City

W.H. JOBE & SON

BONDED
WAREHOUSE

DRAYAGE & TRANSFER
Household Goods and Merchandise
Phone 275

Professional Directory

LAWYERS

DOUTHIT, MAYS & PERKINS

ATTORNEYS-AT-LAW
Sweetwater, Texas

Everett True

By Cando

SAY, MR. WEST, TODAY QUITE A NUMBER OF PERSONS HAVE ASKED ME WHETHER I HAD HEARD THAT THE SMITH-JONES CO. IS IN A BAD FINANCIAL CONDITION. THESE PERSONS SAID THEY GOT IT FROM YOU. IS THERE ANY DASH FOR SUCH A RUMOR? IS THERE ANY TRUTH IN IT?

WELL, I DON'T KNOW FOR CERTAIN, BUT I HAVE MY SUSPICIONS.

DARN FEW, I GUESS, AFTER SHARING THEM WITH EVERYBODY YOU MET!!!!

AUCTION SALE FURNITURE AND RUGS

J. I. PAYNE

FURNITURE AND UNDERTAKING CO.

SATURDAY, NOVEMBER 14, 2 P. M. PROMPT

New shipment of furniture, rugs and floor coverings. Buy where you can get the best for the least money. Come to our store and inspect our stock of furniture and floor coverings. You do not have to buy but if you want to save money on furniture and rugs attend our sale and you can.

SALE STARTS 2 P. M. SHARP SATURDAY

Does Your husband expect this too?

The average husband wants his wife to keep her prettiness and charm. And, at the same time, he wants her to look out for his comfort and cook three meals every day. No small order, but it can be filled if wives put their housekeeping on a scientific basis.

The logical place to begin labor saving is in the kitchen—at the stove. Perfection Stoves are designed for women's convenience. They burn kerosene, the safe, household fuel, so there is no laborious hauling of coal and ashes.

Their roomy cooking surface is at the most convenient height, 32 inches from the floor, just like a kitchen table.

Every drop of oil is completely burned before the heat reaches the utensils, so there is no soot to blacken kettle bottoms. You are spared strenuous scouring.

These are just a few of Perfection's convenience features. Any dealer will demonstrate many more. Get a Perfection. It can help you live up to your husband's expectations.

THE CLEVELAND METAL PRODUCTS CO.
Dallas Branch, 825 Trunk Avenue

All sizes and prices. From \$7.00 for a gas-burner camp-stove to \$125 for the finest five-burner range with built-in oven.

PERFECTION

Oil Cook Stoves, Ovens and Heaters

