

Palce of Sweets

"The Place that Gave Mission Its Reputation"

Every time you see our car bouncing along the road from Mission to McAllen you know we're delivering 40 gallons more to our satisfied customers.

Give us your order for bulk ice cream Price 80 cents at the store, 90 cents delivered.

Phone Mission 81

Palace of Sweets

Elliot B. Roberts, Prop.
Mission, Texas

Gregory & Cardwell

HARDWARE, McALLEN

Three Stores Rolled into One, and every one of them Filled with things that the Soldiers Need.

Call and see our stock of everything in the hardware line. We have the goods and want you to know how complete our stock is.

Look for us on Main Street.

Gregory & Cardwell

Model Pharmacy

McAllen, Texas,

We carry pure drugs and druggists' sundries of all kinds, soap, tooth brushes, talcum powder, sponges--call on us for all toilet articles like these.

THE MODEL PHARMACY offers you the most complete stock of any drug store in McAllen, and a stock equal to any store in the Valley. Our fountain is at your service. Try it.

FOR BEST SERVICE AND
PURE MATERIALS GO TO

The Model Pharmacy

ENGINEERS BUILD REMARKABLE RANGE AT LA GLORIA

A heretofore ungratified desire of Major General O'Ryan ever since he has been in command has at last been realized. The Engineers, principally of C company, commanded by Lieut. Palmer have built a rifle range for combat work unlike anything in existence in this country and as a corollary on which will be worked out problems never attempted on any other range before.

The range was devised and planned by Major Fred M. Waterbury, Chief Ordnance Officer of the New York Division. Major Waterbury brought to this work an expert working knowledge of target and rifle range construction and field firing problems. Under his guidance and instruction the Division has developed many expert sharpshooters in the past and the efficiency in marksmanship of the various regiments has increased a hundred per cent. The range for La Gloria, as planned by Major Waterbury, will be one of the best target ranges ever constructed. The New York State Rifle team, of which Major Waterbury is the head, has left for the National Rifle match at Jacksonville, Florida.

La Gloria is an admirable site for such a range. A cleared space exists, about two hundred yards. In this space are arranged the first three pits and targets at ranges not known are given, this being part of the problem for the commanding officers to estimate proper ranges.

The troops advancing on the range first come upon a series of isolated targets being operated from the first pit. Advancing past these, the second pit operates a four-man target on each side of the pit. Beyond is a pit from which are operated two groups of eight men targets. Beyond these targets is a considerable patch of cactus and chapparal but no trees. This has been left uncleared.

Having advanced through this the skirmishers come into a clearing, about 300 yards long at the end of which are the main line of four targets where the main firing line stops, this being the closest range to this line allowed by the rules of the contest.

This arrangement permits of two important combat problems being worked out. The attack of an outpost or an advance guard action.

A unique system of scoring has been devised by Major Chandler. Hits on the first scout targets count 2 only because they will be made by the company sharpshooters who will be expected to get these scouts in any event. Hits on the second bunch of targets, outposts or advance party, will count 3 and hits on the next bunch, pickets or support, will count 4. Hits on the main line of targets, the reserve or main body of troops, count 5. This method prevents the sharpshooters of the company running up a high score on the easy shots and makes those count most where the best fire control is exhibited.

Many ingenious kinks in the mechanical manipulation of the bobbing targets have been worked up by Captain E. F. Robinson and Lieut. Palmer, both of the Engineers.

BUSINESS BITS

That neat white tent affair you've seen opposite the McAllen depot, friends, is "The Palms." That is the name selected by Helen M. Jalufka who came from Corpus Christi to open and manage our newest restaurant.

If Helen M. Jalufka can cook as well as she can talk, we predict a great prosperity for "The Palms." Try one of their imported Fort Worth steaks, with a side of Corpus Christi bread.

And mention The Rattler when you order your steak. Isn't that right, Miss Jalufka?

If you feel a kind of cold feeling creeping up your spine and find a little trouble locating an extra blanket from the q. m., invest a little of your extra pay in a real wool comforter at Zachry and Cawthron's, alongside The Palace, McAllen. Mr. Zachry says they're selling fine.

Capt. J. B. Ridley, whose transition from chaplain of the Second Field to the ranks of the Rankin-Hill Co., was chronicled exclusively by the Rattler and the Brooklyn Eagle, announces that he is the father of a boy, born September 27th. Just as soon as the son is old enough to move, the family will travel south and settle in a new house, to be built by the Hammond Lumber Company.

"THE FALL OF A NATION" AT COLUMBIA.

"The Fall of a Nation," that super-spectacle of the cinema by Thomas Dixon, author of "The Birth of a Nation," has been secured by Mr. Anderson, manager of the Columbia Theatre, McAllen, and will be exhibited at his playhouse Thursday evening, October 12th.

This great drama of preparedness attracted much favorable comment at its recent run at the Liberty Theatre, New York City. The military scenes in this production won the especial praise of the metropolitan critics, both for their realism and exciting nature. They were staged at Los Angeles and environs by Director George L. Sargent, with the assistance of the California National Guard. Mr. Sargent is a military director of note and his work always bears a verisimilitude to the real thing. In this production he uses the types of howitzers and siege guns now employed by the German army.

An augmented orchestra will play the score Victor Herbert composed especially for this photodrama. "The Fall of a Nation" has been called the first grand opera motion picture.

Mr. Anderson has installed his own electric light and power generator at the Columbia and is now independent of the vagaries of the town lighting plant. During the recent light famine Mr. Anderson's theatre was not put out of business as were all the others, but continued to give its excellent program.

ANOTHER HARDWARE STORE.

The latest business man to go after the business and go it hard is Mr. T. B. Sammons of the Hayes-Sammons Hardware Co., of Mission. Finding that the McAllen trade refused to leave McAllen, Mr. Sammons has moved his stock over to a store across from D. Guerra's three blocks west of Main Street, and is now supplying all comers with all kinds of soldier's hardware.

The big Hayes-Sammons store in Mission will continue in business for the benefit of those lucky enough to have a "caballo" or a Ford or a ticket on the railroad train.

1,000,000 FEET OF LUMBER

As cold weather approaches the camps of McAllen are speedily changing from a "tent city" to permanent wooden buildings. While we have not been given orders to construct barracks as yet, and only the officers have wooden houses, the amount of lumber used in building permanent mess shacks, supply stores, warehouses and hundreds of tent floors is considerable.

Mr. Harry Hammond of the Hammond Lumber Co., estimates that a million feet of lumber have been used in the camps of McAllen to date, and possibly more. While some of this was purchased abroad by the Government under contract, enough of it was bought right in McAllen to keep the lumber yards busy.

THE SPORTING EDITOR THANKS YOU.

(From The Mission Times.) Among the famous newspaper men now sojourning in the Valley with the Guardsmen is Stuart J. Saks, one of the sport writers of the New York Evening Mail and who, while here, is sporting editor of the Rio Grande Rattler, the army paper gotten out by the 6th Division of the U. S. Army composed principally of New York troops. Mr. Saks is a member of the First New York Cavalry.

To convey some idea of the importance of the position which Mr. Saks holds with the Mail, it is conceded that next to the Goldberg cartoons which are leading features of the Mail, the sporting section has been a factor in increasing the circulation of the big daily which has long since gone beyond the 100,000 mark. Mr. Saks has had to do with this increase because of his ability as a sporting editor. He is known among New York sporting men as an authority on football, base ball and prize fighting and is fully capable of covering any story that in any way relates to athletics.

(N. B.: The Sporting Editor didn't know we were going to print this in The Rattler.—Ed.)

Lieut. Sidney A. Storer, Troop L, 1st Cavalry, is doing a tour of duty under the auspices of the Depot Quartermaster at McAllen. Lieut. Storer is now conducting that very popular department which passes out transportation to departing troops. More power to him!

WE SELL FRUIT California Oranges

Apples all varieties
Also canned fruits of all kinds.

THIS IS "SOME" STORE

Come and see our stock of clothes, blankets, groceries, tinware and sundries

D. Guerra & Sons

Three Blocks west of Main Street. The nearest Store to the McAllen Camp.

Rodriguez & Co.

"The Little Confectionery back of Rodriguez' big Store."

Remarkable Mexican souvenirs, imported by us from Mexico City.

Everything Guaranteed Genuine.

Come here for your fountain drinks and look over our stock at the same time.

Rodriguez and Cia.

McAllen, Texas

Hall's

GROCERY

Just received a special shipment of Boston Brown Bread in cans. Also Saratoga potato chips, Sunbeam golden dates, sweet peppers, and New York cheese. Pickled pears and peaches in glass jars. Exclusive stock of fancy groceries.

Come here for your candies

"The Grocer Who Sells For Less"

A. P. HALL

GROCER

McALLEN, TEYAS

Hammond Lumber Co.,

The place the soldiers come because they know our quality and our service.

Our big yards, holding 250,000 feet, have been emptied twice since the troops came. Keep it up!

Hammond Lumber Co.