SEMI-ANNUAL CLEARANCE

Of Our Entire Summer Stock

Such great reductions, they are possible but twice a year! All brands, broken sizes, discontinued lines—all at prices "way below regular."

OUR FAMOUS Style-EEZ Selby Style-EEZ A SELBY SHOE Line Goes On Sale At $4.88

NUNN-BUSH—Ask the Man who owns a pair, On Sale in White only . $5.85

The balance of our white Shoes, in an array of patterns—Oxfords, Pumps, and Ties—oodles of shoes to choose from, have been placed in

4 Big Value Money-Saving Groups

99c $1.99 $2.99 and $3.99

SHOP EARLY!

The Frank Stephens Company

Eagle Lake, Texas

Eagle Lake Headlight

ESTABLISHED MARCH, 1903.

BRUCE W. SHEARY, Editor and Publisher

Official Organ City of Eagle Lake.

Eagle Lake Advertiser (established in 1895) absorbed March 9th., 1908.

TELEPHONE NO. 88

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ONE YEAR	$2.00
SIX MONTHS	$1.25
THREE MONTHS	$ .75

FRIDAY AUGUST 7, 1936

Chesterville News

George Leo Gray of San Antonio, who is the guest of his step-grandmother, Mrs. George Gray, and also Mrs. Alice Webber in Eagle Lake, called on Mr. and Mrs. James Tellaro and sons, Clarence and Sylvester, and Mrs. Chas. P. Salladay Thursday afternoon. Leo, as a young boy, was especially liked by this correspondent and her family. He has grown into a fine young man, is married and has two sons. His brothers, Ralph of Alpine, and Stewart of San Antonio, are both doing well. Stewart is married. His sister, Thelma, is married and lives in Kerrville. This fine family lived here a long time ago, when all of these young people were small. The children, after their mother died, went with their grandparents, Mr. and Mrs. Audis, to Iowa, and Mrs. Alice Webber took care of them. Stewart was then a young baby. Miss Alice, as she is called by all her loving friends, deserves a great deal of credit for her devotion to these young people. When Leo was about 15, he, with his brothers, Ralph and Stewart, came from Corpus Christi, where they were living, and visited Mrs. Gray on her ranch. Mrs. Gray had invited Billy Salladay, who was a pal of Ralph, to spend the summer with the boys. Billy had a burro and while the boys were pulling off pranks, Ralph fell off the burro and broke his arm. Stewart thought he would do one better, so he put his finger in the flat piece of iron that goes into the pump, and when the windmill forced it down it took the end of his finger off. Such a pitiful thing to happen. Mrs. Gray has been a fine, loveable grandmother to these boys and we that know them so well know they appreciate everything her loving hands have done for them.

Mr. and Mrs. R. A. Salladay and mother, Mrs. Chas. P. Salladay, motored to Houston the first month of Eagle Lake Sunday afternoon. The rice fields out that way are a beautiful sight and certainly worth a ride out to see.

Mrs. R. T. Westmoreland of Eagle Lake was a guest of Mrs. R. A. and Mrs. Chas. P. Salladay Monday afternoon.

Mrs. Ruthabell McFarland and sweet little daughter, Dorothy Gene, of Houston, came to visit week before a few days' visit to her parents, Mr. and Mrs. T. B. Tubbs. Clinton Tubbs came Friday night and spent Saturday and Sunday with his parents, Mrs. McFarland returned to Houston with him Sunday.

Mrs. L. Tyler and son, Walker, of Altair and Mrs. Laura Selph of Sheridan spent last week with their sister and daughter, Mr. and Mrs. Selph and family.

Mr. and Mrs. Joe Vasina and baby daughter, Betty Jo, spent Sunday visiting her parents, Mr. and Mrs. J. H. Brown, in Waller.

Mr. and Mrs. R. Denton and family spent Friday with Mr. and Mrs. Lansing Ingram and family.

Lillian Mae Wills is spending a few days at Pierce Junction with her sister, Mrs. Fred Gertson, and family.

Mr. and Mrs. Weaver and family spent Sunday with their daughter and son-in-law, Mr. and Mrs. Leroy Briggs.

Mr. and Mrs. Edgar Adkins are rejoicing over the arrival of a fine baby girl, born last week.

Roy Graves came home from Pearsall last week, where he and John Larsen are putting in peanuts.

Eldridge News

Mrs. R. C. Burttschell of Dime Box is a guest at the home of Mr. and Mrs. Malton Zuehlke.

Mrs. E. H. Rodgers of Eagle Lake spent Friday afternoon visiting friends in Eldridge.

Mr. Herrington and children of Columbus were visiting friends here Sunday.

Mr. and Mrs. H. F. Boyer of Houston visited her parents, Mr. and Mrs. Chas. Engbrock and family, Sunday. Miss Marie Engbrock accompanied them back to Houston for a visit.

Mr. and Mrs. William Gates, who for some time have made Eagle Lake their home, have moved to Houston. Mr. Gates is representative in this territory for the Proctor & Gamble soap company.

Mr. and Mrs. J. C. Turner of Oklahoma City were visitors at the home of his parents, Mr. and Mrs. E. E. Turner, during the week-end.

GONZALES COUNTY PLAN OF PRODUCING SEED FOR COTTON GIVEN PRAISE

The agriculture department at Washington points to a Texas method of producing seed cotton as an example for other growers.

Declaring the one-variety community project to be a source of excellent seed, the department praised a Gonzales county program as "workable and satisfactory."

"They did not organize to promote any particular kind of seed," said a report of Roy F. Saunders, Greenville, agronomist, "but, to supply themselves with the best pure seed at the lowest possible cost. It already has demonstrated in the county that purity of good stock could be maintained indefinitely under isolated conditions, where ginning was confined to one variety.

"In Texas, where growers in the blackland area are undertaking the largest one-variety community, extended eventually to include some 5,000,000,000 acres, the cost of production and spinning quality have become the basis of varietal selection. Less attention is paid to claims of lint percentage, size of boll, size of leaf and other minor characteristics."

The department explained Gonzales county farmers first organized by cotton communities and appointed a chairman who formed a county board to select seed for distribution at cost. In a selected area 1000 bushels of pure seed were planted with an estimated production of 10,000 bushels next season. Each grower paid 10 cents over the mill price for planting seed.

"In fact," the department said, "Gonzales county's plan is so simple and workable that the Texas Blackland Cotton Association, members of which represent growers producing fully one-third of the huge Texas crop, has adopted it for its 5,000,000 acre one-variety venture."

PENSIONS, TAXES AND THE GOVERNOR'S RACE

(From The Texas Weekly)

Old age pensions and taxes played a very large part in the Governor's race. Governor Allred up field before the people of Texas the existing old age pension law, under which payments are made on the basis of need, while all of his opponents advocated the payment of pensions to all citizens sixty-five or more years of age. It seems to us that the majority by which Governor Allred obtained the nomination is conclusive evidence that the people of Texas have a commonsense attitude regarding old age pensions; they endorsed the present State law. Furthermore, it is worthy of note that Governor Allred consistently stressed in his campaign that few new taxes are needed in Texas; he pointed out that the State needs no more taxes for highways, that it needs no more taxes for education, that it needs no more taxes for general government, and that the only new taxes needed are such as will be sufficient to supplement already existing funds necessary for the complete payment of old age pensions. Each of his opponents had a special tax proposition which he advocated. It is our idea that the voters of Texas gave an overwhelming endorsement to the policy of economy in government; they do not favor porking old age pensions; they do not favor needless taxation. And it seems to us that this is much more significant than the election of any particular candidate could be. Last Saturday's primary election proved that the people of Texas have a sane and sensible slant on matters that are stirring not only the State but the entire nation; it proved that they possess a definite grasp on reality. Texas, at least, recognizes the fact that the cost of government is borne by no other than the governed, and we think the voters of the State gave a well deserved rebuke last Saturday to some of those individuals who have been prone to look into the realms of fantasy in dealing with such matters as old age pensions and government finance. And that is by far the most important result of the election, as we see it; it is one that State legislators should remember when they start tinkering with the tax laws. Texans voted, Saturday against wild taxation schemes; they showed definitely what their reaction is to tax ideas that have no merit save the doubtful one of novelty.

PRESBYTERIAN CHURCH

Sunday School at 10:00 a. m. Morning worship at 11:00 a. m. Young People's Meeting at 6:45 p. m. Evening worship at 7:45.

You are cordially invited to attend our services and join us in our worship. A welcome awaits everyone.

W. M. LOGAN, Pastor.

CHRIST EPISCOPAL CHURCH

Holy Communion at 7:30 a. m. Sunday School at 10 a. m. Morning Prayer and Sermon at 11 a. m.

You are cordially invited to attend our services and join us in our worship. A welcome awaits everyone.

G. C. MARMION, Rector.

Mr. and Mrs. M. G. Foster, M. G. Jr., Herbert and little Miss Maurelle, of Beaumont, are spending the week here with her mother, Mrs. Axel Seaholm, and other relatives. These are former citizens of Eagle Lake and old friends here are always delighted to see them.

Mr. and Mrs. A. L. Wahrmund returned Friday night from a visit to the Centennial Exposition in Dallas. They were accompanied to Dallas by their son and daughter-in-law, Mr. and Mrs. Edgar Wahrmund, of Houston.

TRAFFIC CASUALTIES

(By T. Young Collins, Pt. Worth, in Dallas News)

My name is Traffic Casualty. I am the son of Hurry and Thoughtlessness.

I work by day and by night. I never sleep. My food is human life. My associates are numerous and I am always on the go. I begin my journey with merriment, but when death stalks into the crowd I leave the bewildered to consider their folly and I thumb my way on down the highway of life with another carefree driver. I use my fellow man, but he does not love me.

I hear the moans of a father as he is taken from the family circle. I hear the cries of a mother as she is snatched from the arms of her sons and daughters. I hear the whimpers of babies as my venom lulls them into the realm of slumber. I see young men breathe their last. I see fair maidens close their eyes in the presence of their lovers. I trod upon the bodies of innocent school children and I send them home—not with diplomas but with the shroud of death thrown about them. All this does not deter me for I have no heart. Red blood does not flow through my veins.

I do not obey the law; that would retard my progress. I do not observe the courtesy of the road; that would diminish my harvest. I muss speed along for I have many places to go. So far this year I have claimed many lives, and my work is not yet finished. Although I have always married, I have not yet reached my destination.

My only child is Lawsuits. I attend every trial and sit as a silent spectator. A judgment for money is entered upon the records of justice, but I do not give back that which I took—life. My greatest enemy is Common Sense.

Why Gulf is the Gas for August

Garwood Gatherings

T. C. Read, Floyd Cornelius and Jamie Hapkins are working at Dayton this week doing surveying work for the irrigation company.

Mrs. Leroy Anderson and Miss Stella Weid spent Thursday visiting Miss Laura Mae Weid in El Campo.

Mr. and Mrs. Frazier of Burnet arrived Monday for a few days visit to their sister, Mrs. W. H. Shaw, and mother, Mrs. Julia Frazier.

Mr. and Mrs. W. R. Prnka and daughter, Billie Hope, left Thursday for a visit to the Texas Centennial in Dallas. From there, Mrs. Prnka and daughter will go to Sulphur Springs for a visit to Mr. and Mrs. Seth Henderson, while Mr. Prnka is at Bazaar, Kansas, looking after his cattle interests.

Mr. and Mrs. Hugo Schneider of the Hahn community spent Sunday with Mr. and Mrs. G. F. Stallmann.

Mr. and Mrs. W. K. Leirer spent the week-end at Kerrville with their son, Billie.

Curtis Fling and Miss Gertrude Otto spent Sunday in Houston with Mr. and Mrs. Clarence Raver. They were accompanied home by little Miss Mary Frances Raver, who is spending the week here with her grandmother, Mrs. C. L. Raver.

Mrs. M. L. Heiman was hostess to the Presbyterian Missionary Society on Wednesday, when a short but interesting program on "China" was given. During the social hour that followed, the hostess served angel food cake, pears and iced grape juice.

Mrs. Egbert Otto returned home Sunday from a week's visit to Mrs. Frank Otto at Rosenberg.

Everett Cornelius, who is with the Independent Exploration Oil Company, and at present located at Mandville, Pennsylvania, spent the past Sunday at Niagara Falls, and during his visit visited over on the Canadian side. He went in company with Mr. and Mrs. Adams of Eagle Lake, and Flip and Raymond Shivers of Tyler, all of whom are with the same company.

Miss Vivian Williams, one of our pretty and popular young ladies, left Friday for an extended visit in East Texas, where she will be an attendant at the wedding of her cousin, Miss Helen Jeanette Read of Lufkin on August 22nd, at the First Christian Church. The bride-to-be is well known here, having visited in the homes of her aunt, Mrs. V. C. Williams, and her uncle, T. C. Read. Following the wedding, Miss Vivian will visit in Humble and Houston before returning home.

Lissie Happenings

Mr. and Mrs. Edgar Adkins are the proud parents of an eight-pound baby girl, born July 31st. Her name is Norma June. Our heartiest congratulations are extended.

Miss Lydia Iwan of Pasadena, California, came Saturday for a visit to relatives here and at Eagle Lake.

Mrs. Bertha Smith enjoyed a pleasant visit to friends in Houston Sunday.

The revival services closed Sunday. Mrs. Drinkwater, Robert Sieglquist and Frank Cade united with the church Sunday morning.

The Rev. Chas. Dennison, Joe Anderson, the Rev. Harry Huscher and his sister, Mrs. L. O. Jury, spent Monday in Galveston.

Mrs. J. A. Kelly and children of Port Arthur arrived Friday for a two weeks' visit to her parents, Mr. and Mrs. J. F. Hough.

Miss Ruth Causey of Houston is spending her vacation here with relatives.

Howard Wiese arrived home from El Campo Wednesday. His foot, which was cut severely last week, is doing nicely.

We are very sorry to state that David Sunderman is on the sick list this week, with a high fever. We hope that he may soon be well again.

Clifford Wiese came Monday for a visit to his parents, Mr. and Mrs. E. A. Wiese. He has been holding a meeting in the Sulphur Springs community near Belton.

The C. W. and E. H. Causey families, the Mose Thomas family, Mr. and Mrs. James Clipson, Mrs. J. H. Kelly and Misses Ruth Causey and Lydia Iwan enjoyed a trip to Galveston Tuesday evening.

League meets at the home of Miss Lucille Hough Friday evening.

The Sunday School picnic was thoroughly enjoyed by a large group on the Bernard river Wednesday evening.

Alfred Gertson, Calvin Gertson and George Cook attended the wrestling match in Houston Friday evening.

Mr. and Mrs. L. B. Byassee and family moved to Arkansas recently, where they will make their home.

Misses Dorothy and Betty Lott of Houston are enjoying a visit by their cousins, Misses Harriet and Nettie Marie Smith.

The Headlight office had a pleasant visit yesterday from R. E. Strathan of Port Arthur, one of old Eagle Lake boys, born and reared in this town. He was en route home, accompanied by his sister, Mrs. Bertie Montgomery, her daughter, Mrs. B. A. Green and the latter's two boys, Bruce and Charles, from a visit to another sister, Mrs. A. A. Nichols, near Hallettsville.

Mrs. Joe Knesek, who is with Mr. Knesek at Alvin where he has been located for several weeks with the S. & H. Construction Company, spent yesterday here with friends. Mrs. Knesek said she just "caught a ride," and couldn't resist the temptation to spend a day in Eagle Lake.

If you know an item of news, call the Headlight office, No. 88, or write it and mail it to us. We are always glad to receive and appreciate all news items that are mailed or telephoned to our office.

Mr. and Mrs. R. G. Hillendahl and daughter, Alverne, Miss Carrie Thompson and Mrs. R. J. Thompson all of Houston spent Sunday here, guests at the home of Mr. and Mrs. W. H. Albrecht.

Messrs. J. J. Whatley and W. C. Guynn of Houston were business visitors here Wednesday.

They're BLUE RIBBON VALUES every one!

AS LOW AS $4.95

The Frank Stephens Co.

Eagle Lake, : Texas

Women Who Have Pains Try CARDUI Next Time!

On account of poor nourishment, many women suffer functional pains at certain times, said Mrs. Ollie Young, of Leverlie, Ga. Mrs. Young writes: "I was suffering with pains in my side, and felt so weak I could not do my work. I had heard of CARDUI and thought I would try it. After taking two bottles of CARDUI, I felt like a new woman. I can now do my work easily." Mrs. Young is a druggist.

Q-D STORES

WE SELL FOR LESS

PURE CANE Sugar, 10 lbs . 47c

GENUINE Crustene, 8 lbs 4 Pounds 45c . 89c

2 BOXES FULL COUNT MATCHES . 05c
No. 2 Can Libby's Fancy Sliced BEETS . 10c
2 No. 2 Cans Libby's Golden Fancy Corn . 23c
No. 2 Can Medium White Lima Beans . 09c
Nc SIZE OVALTINE . 29c

3 Cans Phillips' Tom. and Veg S-O-U-P-S . 13c
Rath's Mix Cure Booster BACON, Lb 23c
FANCY YELLOW CHEESE, Lb 23c
MARGO OLEO, lb pkg 15c
2 CANS HIGRADE LYE, . . 19c

Bright & Early Coffee, Pkg . . 19c
Admiration Coffee lb pkg 22c; 3-lb pkg 65c
Admiration Coffee lb can 26c; 3-lb can 75c
4 No 2 Can TOMATOES . . 23c

Large Can Gebhardt's Spiced BEANS, . 09c
2 Giant Bars O. K. Laundry SOAP . . 10c
Large Can Gebhardt's Tabasco SPREAD . 09c
2 No. 2 Cans Hillsdale Br. Sliced PINEAPPLE . 25c
2 No. 2 Cans Libby's Halves PEACHES . 25c

2 No. 2 Cans Sour Pitted Red CHERRIES . 25c
Tall Can Peter Pan Fancy Pink Salmon 2 cans 23c
2-lb. Can Baking Powder Health Club . 17c
4 Cans American Girl Oil SARDINES . 15c
2 lbs. Red Malaga GRAPES . 25c

2 Reg Size Smoking Tobacco Prince Albert . 19c

Camel, Chesterfield, Lucky Strike, Old Gold Per Pkg CIGARETTES . . 14c

BUSINESS LOCALS

MAN WANTED.—For Rawleigh Route of 800 families. Write today. Rawleigh's, Dept. TXH-218-SA, Memphis, Tenn. 7-aug-5t

HORACE SOULE FOR ASSOCIATE JUSTICE LED

Horace Soule for Associate Justice led his nearest opponent 23,478 to 11,774 in their home county; and led the field of seven by plurality of over ten thousand in the whole district. Independent, honest, able he will appreciate your vote.—Political Advertisement. 2t

OLD-TIME DANCE.—At Austin Hall in Eagle Lake, Tuesday, August 11th. Music by the original John Batz orchestra. Admission, 35 cents, ladies free.

BEDROOM.—Nice, comfortable southeast bedroom adjoining bath; hot and cold running water.—Mrs. G. B. Skelton. Phone 219. 31-7-1t

WANTED.—1000 acres of rice, within 10 miles of Eagle Lake, for trucking.—Joe Garcia, Eagle Lake, Texas.

FOR SALE.—Small house and large over-size lot on State Street, joining Mrs. Dan Anney's home.—H. S. Vineyard. 19-June-tf

LOANS ON HOMES.—Low Rates. Easy monthly payments.—Call or write.—H. M. Madison, Sec. Colorado County Federal Savings & Loan Association, Columbus, Texas. 10-July-4t

FOR SALE.—7-room residence on Prairie St., one block of school building, modern conveniences; will consider terms.—H. S. Vineyard. 19-June-tf

SAVINGS AND INVESTMENTS INSURED.—Any moneys (up to $5,000 per person) put into shares of the Colorado County Federal Savings and Loan Association, are protected by Federally authorized, owned and operated insurance. For particulars, write or call.—H. M. Madison, Sec., Columbus, Texas. 24-July-6t

BARRELS.—50-gallon Oak Barrels for sale at $1.25.—Dr. Pepper Bottling Co.—Phone 12. 17-july-tf

CENTENNIAL VISITORS! Desirable room and garage for rent—also rides from Fair Grounds. Write or phone for reservations.—Ethyl Davis Stubenvoll, 5809 Edison Court. Phone 34609. (17-July-4t)

SPECIAL NOTICE.

Within a short time we will be able to deliver Pre-Mix—the AIRBOO BOTTLE, the most sanitary bottle there is.

And on account of large loss of bottles, we will charge 5 cents per empty bottle that is not returned to us. And you will have to deposit cents or leave the empty bottle wherever they sell our milk.

MICHAELIS DAIRY. 2-aug-2t

OLD-TIME DANCE.—Mentz Hall, Sunday, August 9th. Music by the South Texas Ramblers. Admission, gentlemen 40 cents, ladies 10 cents.

FOR SALE.—Small cottage and lot suitable for tourist camp on highway adjoining Gulf filling station.—H. S. Vineyard. 19-june-tf

Drink CHAMPAGNE VELVET BEER—enjoy its mellow strength, on sale at Henry Beckmann's. 25-june-tf

FOR RENT.—Furnished apartment, private entrance, private bath, hot water, General Electric, garage.—Mrs. W. E. Welford. Phone 198. (7-aug-1t)

LEGAL NOTICE

NOTICE IS HEREBY GIVEN that E. J. Morse (Early's Buffet) has made application to the Texas Liquor Control Board for renewal of permit to sell intoxicating liquors at his present location, 137 Main St., Eagle Lake, Texas, subject to the laws of the State of Texas and the lawful rules and regulations of the Texas Liquor Control Board.

Notice To Ginners

The Headlight can save you money on Gin Tickets. For immediate acceptance, 1000 Gin Tickets, printed 4 tickets on the page, perforated, and easily torn out of book, with yellow duplicate pages remaining in book. Most convenient form for Ginner's use. Write for prices, which are way under any prices quoted by the houses making a specialty of printing. We have the prices of the big city printing houses on gin tickets, so it will pay ginners to write and get the Headlight's prices. If the work isn't satisfactory, don't take it. Save money on your gin tickets. Let the Headlight print them.

TO THE VOTERS:

I wish to thank each and every voter who voted for me in the recent primary.

EARL RODGERS.

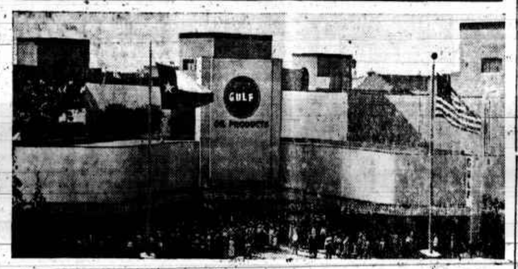
NOTICE TO THE PUBLIC:

I. S. W. Williams, will not be responsible for any indebtedness incurred by anyone except myself.

I. S. W. WILLIAMS. Bonus, Texas, Aug. 6, 1936.

OPPORTUNITIES.—Good residence trade for growing business; uptodate cleaning and pressing shop for sale or trade for clear residence; 4-alley Bowling fixtures, good condition; 7117-acre farm, Lincoln County, Colorado, good improvements, $2.50 acre, fine crops and grass.—Mrs. O. E. Butterworth, Eagle Lake, Texas.

Stars Broadcast from Gulf Radio Studios



Before the Summer is over, thousands of visitors to the Texas Centennial at Dallas, will have been entertained by a host of stars including Ted Husing, ace announcer; Rudy Vallee, and his Orchestra; Jan Garber; Duke Ellington; Cab Calloway; Ted Lewis; and by such Hollywood favorites as Robert Taylor, Lupe Velez, and Ginger Rogers.

The visitor to the Centennial will be able to see and hear the performers. For the beautiful Gulf Radio Studios, located in the heart of the Exposition Grounds, are enclosed in glass so that every movement of the performers, engineers, and sound technicians may be observed.

More than a hundred programs a week are produced and broadcast from the Gulf Radio Studios, many of these programs being broadcast for well-known companies. On numerous occasions the performers are garbed in colorful costumes. The Gulf Studios have been adjudged among the finest in the nation, having the most modern equipment, and being complete in every detail. They are truly, "The Voice of the Centennial."

Texas Becomes Mecca For Country's Radio Talent.

Texas has become the mecca for the radio and entertainment talent of the country.

Since the Gulf Radio Studios on the grounds of the Texas Centennial in Dallas were opened less than two months ago, 750 live talent radio shows have been produced there. These broadcasts include more than a score of programs which were carried all over the United States over the National Networks.

They include one international broadcast, which necessitated the crossing of the water five times.

The publicity Texas has received as a result of these broadcasts has become national and international in its scope. Radio magazines and the radio sections of newspapers throughout the country have carried stories about these broadcasts and about the unique Radio and Public Address System installed by the Gulf Company at Dallas as its contribution to the celebration of the Centennial year.

Dozens of celebrities whose names are household words throughout the United States have been heard over the Gulf Centennial Network. This network includes a system of miniature radio stations called "singing towers," which cover the Exposition grounds, and an intricate system of remote "pick up points" centered in and controlled from the Gulf radio studios.

The list of celebrities who have appeared in the studios and over the radio and entertainment world.

Included among those who have appeared are Ted Husing, famous Columbia broadcasting system announcer and sports analyst; Robert Ripley, creator of "Believe It or Not;" Robert Taylor, Lupe Velez, June Knight, Allan Jones and other famous movie stars; Rudy Vallee and his orchestra; Jose Manzanares and his orchestra, Jan Garber and his orchestra, Buddy Rogers and his orchestra, Ted Lewis and his orchestra, Ace Brigode and his orchestra, Art Kassel and his orchestra, Duke Ellington and Cabe Calloway.

Heading the list of famous personages from the political arena are President Franklin D. Roosevelt, who spoke over the system June 12, and Secretary of Commerce, Daniel C. Roper, who represented the President on opening day. Included in the list are Governor James V. Allred and the Governors of a half dozen other states.

Such interesting personalities as Barney Oldfield, David Wark Griffith, Amelia Earhart, Clyde Pangborn, Colleen Moore, Elizabeth Arden and Moran, and Van of the Two Black Crows fame, have been interviewed.

Among those who are scheduled to appear within the next few days are Bob Burns, the Arkansas philosopher and comedian; Ginger Rogers, Texas born movie star and dancer; Harry Richman, and Max Baer.

Tommy Dorsey and his orchestra are scheduled to begin a national broadcast from the studios early in August, and many other famous orchestra leaders, musicians and entertainers have been definitely scheduled for appearances later in the year.

An elaborate program of athletic events, including professional and intercollegiate football games, has been scheduled for the Cotton Bowl within the Exposition grounds this fall. Broadcasts of these games will be handled through the facilities of the Gulf Oil Network.

SERVICE RENDERED GUAGES THE PRICE OF ADVERTISING

(From LaGrange Journal)

Why do these people read papers? To get the local news and nothing else? To skip at random over the sheet and see whether there is a dance or a ball game scheduled? Maybe; we are mean enough, however, to state that we do not believe that to be the cause. Heretofore we have always brought the housewife to your attention. The leaven has been working for some time; the man on the street and the man in the office, both read the paper from the first to the last page.

"Advertising costs too much; we have to cut down on expenses." Naturally, and when the "cutting is done, the paper that stands by your town and keeps your town on the map, in a non-political effort, is the first to feel the thrust of the knife. Advertising should not be measured by the cost; most regular advertisers figure that a certain percentage of their gross income should be spent for advertising, and thus help to increase that income. Advertising is a part of any business, large or small.

There are many instances where, when studying the cost, the cost of advertising is excessive, to the small merchant. However, he is not a patron of that class of advertising mediums. Hence what is here printed is merely informative, and gives to the reader a showing of what the larger publications charge. Seems unreasonable; not so, however, when it is considered that such mediums are national informers and not local informers. Everything is guaged in accordance with the results obtained.

Illustration: The Hearst American Weekly charges $100 per inch; a page of that paper would bring a advertising charge, the sum of $1,600.00. Local merchants could not afford to spend that much money; they would hesitate to take a 2-inch space. The Pathfinder, which is a number hereabouts read, charges $58.80 per inch; the Saturday Evening Post asks $200 per inch, $10,000 per page in one color, and if it is to be a 2-color advertisement you will have to dig up $12,500 per page.

These mediums get the price money they charge, and they get the advertising as well. Now then, if the magazines and the weekly publications we have referred to in the preceding paragraph can make such charges, there must be a reason. Compare that, however, to the 30c straight rate charged by the Journal and then scratch your chin, scratch it again before you comment and make the statement that "advertising costs too much." In some instances it does; we are soliciting advertising only in the Journal.

Remember what we said about the two men who were passing the Rambler and his political friend, and how they had stopped the local paper to find out if the business houses would be closed on the Fourth of July. In case you do not remember, let us remind you that both the housewife and her husband read the Journal, and as was the case last week, they took the Journal's advice, looked up what advertising there was, and made their buys accordingly. There was no disappointed housewife Saturday, she read that the stores would be closed and she read the advertisements; she bought at the stores she was invited to visit.

WHY OLD GRADING SYSTEM IS "ALL BUNK"

After nearly half a term's operation under the "no grading system" the county schools—merely "satisfactory" or "unsatisfactory" on pupils' report cards—County Superintendent Joe P. Harris recalled some of the incidents which convinced him that the old numerical system of grading pupils was "all bunk."

When Harris took office January 1, 1935, he announced that numerical grades would be abandoned, and the simple classifications, "satisfactory" and "unsatisfactory" would be substituted at the beginning of the 1935-36 term.

His order became effective with the resumption of classes last September. In the meantime, the Dallas public school system had announced a similar grading method, and educators all over the state have been watching results in Dallas county.

"A number of years ago," Harris recalled, "I was taking correspondence work in college. I was also teaching school, and had little time for the course, which I wanted for credit only.

"Early in the term I got a C in the course, and after that grades were consistently in the C neighborhood," he continued. "I didn't expect any better because I had no time to work. But my school was out before the college term was over, so I really buckled down to work on my term paper. I sweated over that—and it was a good paper. I'll tell you. I wanted to show the professor that I really could move up in that class if I had any time. By the way, that professor was a warm personal friend of mine in later years.

"Anyhow, I got a C on the term paper. There happened to be an unusually bright girl in the class, and she had been making A's. She was taken ill several weeks before the end of school and didn't get to finish her work. I suggested that she take my term paper, copy it and hand it in as her own. I finally convinced her it was all right, when she understood why I wanted her to 'cheat.'

"She turned in my paper, and it came back marked 'A-plus—one of the best papers I've ever seen.'

"That convinced me that grading was all the bunk."—Dallas Times-Herald.

CONCRETE COTTON PATCH IS POSSIBLE FORERUNNER OF NEW ERA IN FARMING

L. E. Floyd of La Grange, Ga., looks proudly to his concrete cotton patch as the possible forerunner of a new era in Southern farming.

Thirty stalks are growing up through small holes broken in a concrete loading platform in the rear of a cotton warehouse operated by Floyd.

The plants, of several varieties, are about twice as large as stalks of nearby farms and bear from twice to four times as many bolls. Unlike nearby well the growth in that section, they are not withered or browned by extensive drouth, although they have not been artificially watered.

Floyd started his experiment by accident four years ago when seeds from stored cotton dropped through cracks in the concrete. The plants flourished and matured without attention.

Since then Floyd has planted his strange patch each year. He puts the seeds in the ground, covers them with fertilizer and gives them no further attention.

Floyd's theory is the concrete keeps weed growth from coming out of the ground and conserves moisture. Also he says the chopping necessary to thin growing plants and keep down weeds destroys hundreds of tiny feeder roots and thus reduces the nourishment the cotton receives.

Floyd figures it possible that some day whole fields will be covered with protective material—probably not concrete because of its cost—through which the cotton rows will rise.

Cotton specialists of the state department of agriculture are following his experiment with interest.

TURKEY GOBBLER TAKES NEST FROM GUINEA HEN

Our friend Emil Schindler, who was a visitor in town from his farm Saturday, says he notes frequently in the Headlight something about leap year dances, but he says fowls are carrying out the leap year idea out his way. Missing one of his gobblers, he went out to look for him, and found the gobbler had taken possession of a guinea nest of 18 eggs, and was covering the eggs "as pretty as you please. Mrs. Schindler added a few turkey eggs, and the old gobbler is continuing to set as faithfully as a hen.

Miss Lucile Tate of Yoakum came over Wednesday and spent the day here with her sisters, Misses Edna and Gladys Tate.

Mr. Willie Westmoreland of Houston spent Sunday here at the home of his parents, Mr. and Mrs. W. T. Westmoreland.

Mr. and Mrs. W. H. Strahan of Richmond were visiting in the city Sunday.

EAGLE MARKET SPECIALS

CARTER WALKER, Proprietor

FRESH Pork Bones, lb	6c	BEEF Round Steak lb	15c
HAMBURGER OR CHILI, Lb	10c	BEEF Loin Steak lb	15c
BEEF STEW, Lb	10c	VEAL RUMP ROAST lb	15c
BEEF STEAK, Lb	12c	PORK ROAST lb	17c
PAN SAUSAGE Lb	12½c	PORK CHOPS lb	18c
BEEF Rump Roast lb	12½c	VEAL ROUND STEAK lb	20c
SALT BACON, lb	15c	Boneless Barbecue, lb	30c

Fresh Vegetables and Groceries

A SPECIAL SESSION

(From The Texas Weekly)

A special session of the Legislature is a question that is being agitated in some quarters now that the primary is out of the way. The advisability of such a session is questionable, to say the least. Texas' financial condition is sound; no new taxes are needed to care for the regular expenses of the State Government. The only new taxes needed are such as will provide revenue to supplement the liquor tax in order to continue payment of old age pensions. Funds for the payment of pensions are derived to be adequate for the present, and a special session of the Legislature would cost the taxpayers of Texas something like $150,000. The needless expense of another special session of the Forty-fourth Legislature is a good reason against it, but there is another reason which is even better, and that is the fact that the Forty-fourth Legislature no longer represents the people of Texas, since a good many of its members were repudiated by the voters in last Saturday's primary. The danger of "lame duck" sessions of law-making bodies is widely recognized, and it has been only a short time since an amendment to the Federal Constitution was adopted to prohibit such sessions of Congress. Under the Texas Constitution, the Governor can, of course, call a "lame duck" session of the Legislature, for there is nothing in that document to prohibit it. But the fact remains that, quite aside from the question of the cost of such a session, the Forty-fourth Legislature can no longer be said to represent the will of the people of Texas, and it follows that the Legislature has no real right to make laws of any nature affecting the people. The voters will complete in the August 22nd primary the job, which they began last Saturday, of selecting legislators to represent them for the next two years. These legislators will assume office in January, and it appears self-evident that sound governmental policy would direct that ordinary problems of State government be left to their decision.

Mr. and Mrs. Joe Butera and Mrs. Zadie Hollinburg and little daughter, Regina, of Houston, were guests of Mr. and Mrs. W. S. Gordy this week. Both Mrs. Butera and Mrs. Hollinburg are sisters of Mr. Gordy.

Misses Clara Mae and Bertha Maurine Davidson, Lena Gus Wink, Madeleine McCarty and Mrs. E. J. Wink and Mrs. Bruce McCarty spent Saturday picnicing at Dripping Springs.

Mrs. D. R. Wintermann spent the week-end visiting her parents and friends in Houston.

EMERGENCIES part of the day's work

A telephone operator in a small Southwestern town did these things on a recent busy day:

She called a doctor for a distracted mother whose baby was ill. She helped locate a barge so a farmer could save 37 head of cattle on an island about to be flooded. She handled a call that rushed workmen to strengthen a crumbling levee. And she told an anxious motorist that the highway to the west was still above water.

To her, this was all in the day's work.

Some other things that are "all in the day's work" in the Bell System are the staff work of American Telephone & Telegraph Co., the researches of Bell Laboratories, the skillful manufacturing and buying of Western Electric.

You seldom think of these organizations. Yet without the help they give to the men and women who furnish telephone service here, it would be difficult to make that service as fast, as clear, as far-reaching, and as low in cost as you have learned to expect.

Southwestern Bell Telephone Company