



# DESDEMONA

Rev. Bob Butler of Farwell, former pastor of the Methodist church here, and who conducted the annual revival here last summer, came from Eastland Wednesday evening to see the new church building and to visit with his friends and relatives, Mrs. W. H. Whitworth and family. He was accompanied by his brother, Cy Butler of Eastland, whom he was visiting.

Mr. and Mrs. T. L. Acrea attended a picnic at Gorman Tuesday night, given by the Rebekah lodge.

Sam Ritchie of Gorman was here Monday, visiting the Gallagher & Lawson No. 1 Mrs. Bobbie Terry well.

Rev. and Mrs. O. D. McDonald drove to Gorman Monday afternoon for Mrs. McDonald to have her eyes examined.

An accident that came near being serious occurred on Main street Thursday night, when a horse belonging to Mahorn Wilcoxson became frightened and jumped in front of a truck driven by Dave Koonce, who lives south of town. The horse was being ridden by Mrs. Dale Keith of Fort Worth, a bride of a few days, and a friend of hers, Miss Morgan, of Abilene. Mrs. Keith had one ankle badly broken besides other injuries. The horse had one leg broken and had to be killed, and the truck had one fender broken off and was otherwise damaged.

Friday afternoon Desdemona citizens were made to rejoice when the news was brought from Eastland that details had been worked out with the commissioners' court whereby a state highway would be secured. The proposed highway is to be constructed from DeLeon to Strawn or to a point between Strawn and Ranger, to connect with highways No. 1 and

# Hoppy and His Pal



William Boyd and George Hayes in "Hills of Old Wyoming," showing Friday and Saturday at the Connellee.

No. 89. Representative business men from Strawn, Desdemona, DeLeon and other places in this section have been working on the proposition for two years. Those from Desdemona who went to Eastland Friday in the interest of the road were Mitch Bailey, O. M. Harrison, L. E. Clark, W. H. Davis, J. H. Rushing, Jr., T. H. Key, T. L. Acrea and Joe Gibson. It was reported that owners of the immense Allen ranch had offered to give the right-of-way through their land and the people of Strawn had made up a large donation to be used in the purchase of right-of-way. Desdemona men signed a guarantee to secure the right-of-way through this section. Mr. and Mrs. Bill Parks and Sunday.

daughter, Gaynell, returned on Thursday from a vacation trip through East and South Texas. Kathleen Henslee of Freer came home with Gaynell. Mr. and Mrs. O. C. Sloan of Stephenville, who lived here during 1926 and 1927, came by for a few minutes Saturday morning as they were moving to Donna Anna, New Mexico, about 25 miles north of El Paso. For the past year Mr. Sloan has been a candy salesman and has made regular trips here each Monday, usually bringing with him Mrs. Sloan, who visits friends. They are making the change on account of his health. Dr. P. M. Kuykendall of Ranger was here on business Tuesday and Wednesday.

John McKain is improving after having been quite ill.

Mrs. Terry and daughter, of Fort Worth, have spent the past week with her brother, Wiley Powers, and family. Jimmie Duncan Jr., of DeLeon, has also been visiting his cousin, Jack Powers.

Rev. James Lunsford of O'Donnell left Monday for his home after having been here two weeks, conducting the Baptist revival at the tabernacle. As a result of the services 12 members were added to the church, six by letter and six on profession of faith. The pastor, Rev. H. N. Balderee, and the members, feel that the revival was quite successful. As a mark of appreciation those who attended the services gave donations that amounted to \$70, besides 50 jars of canned vegetables and 4 fruits.

The Methodist Missionary Society met Monday afternoon at the church for the regular monthly business session and program from the bulletin of missionary news. The meeting was presided over by the president, Mrs. Charless Lee, with Mrs. Snodgrass as secretary. Born—On Tuesday, July 27, to Mr. and Mrs. C. B. Miles, a 9-lb. daughter, who was given the name of Leuticia Diane. The baby, who is the second daughter of Mr. and Mrs. Miles, was born at the home of Mrs. John Nabors, mother of Mrs. Miles.

Mr. and Mrs. Boucher of Gorman were among the numbers who came here Friday to a meeting of postmasters and rural carriers.

Mr. and Mrs. G. S. Bruce left early Wednesday morning in their new car for a two-weeks' vacation trip. They went first to Port Arthur to visit their daughter, Mrs. R. D. Hendrickson, and family, and also their youngest daughter, Miss Virginia Bruce, who is attending business college there. From there they were to go to Shreveport, La., to visit Mr. Bruce's only brother, and other relatives, and then to Gladewater to visit their oldest daughter, Mrs. Bill McKain, and family. Mrs. Dick Cutting has been at Kerrville the past week with her father and step-mother, Mr. and Mrs. N. D. Gallagher, and their two children, who have a cottage at the recreation camp. Saturday noon Weldon Rushing left by train from Ranger, taking his mother, Mrs. J. H. Rushing, Sr., to Little Rock for her to be treated by a specialist. Mrs. Roy Rushing of Freer went with them. Mr. and Mrs. J. H. Rushing, Jr., took them to Ranger. The many friends of Mrs. Rushing, Sr., hope the treatment may prove successful.

It's about time for the annual labor turnover among garden store employes who mailed the castor bean seeds in envelopes marked "snappers."

# Local Greyhound Region Winner In National Safety Contest



E. F. Freeman, district superintendent of this region of the Southwestern Greyhound Lines, is shown at the left receiving the eighteenth National Greyhound Safety Contest trophy awarded to A. Knutson, operating manager of Southwestern Greyhound Lines. The local region, comprised of the Dallas, El Paso, San Antonio and Oklahoma City divisions, were the winners of the beautiful safety trophy awarded in the Eighteenth National Greyhound Safety Contest. The sixty drivers in the winning district each received a cash award for their individual contributions in compiling the best safety record of any division in the national Greyhound system to win the national safety contest.

# Yield Increased For Sugar Beets

WASHINGTON — Production of sugar beets on the West Coast has increased approximately 25 per cent through development of native-grown seed, the Department reports.

The increase has resulted from the resistance of native-grown seed to curly top, a disease that attacks non-resistant beets west of the Rocky Mountains. Income of beet farmers has increased about 2,000,000 a year through use of the seed, it was estimated. Sugar beet seed production is a new American industry developed under the direction of scientists of the Department of Agriculture in cooperation with the New Mexico experiment station. Last year more than 7,500,000 pounds were harvested.

These home-grown seeds are used also east of the Rockies, but

have had no appreciable effect on yield because curly top is not prevalent in that section, which produces about 75 per cent of the sugar beets grown in this country.

Until recently virtually all of the 15,000,000 pounds of seed needed annually was imported from Germany and other European countries. Beet growers paid 12 to 15 cents a pound, or approximately \$2,000,000 a year, for the seeds.

Seed beets are grown principally in the irrigated regions of the Southwest. The 7,500,000 pounds produced last year brought farmers an added income of about \$700,000, the seed selling from 8 to 9 cents a pound.

High seed yields from experimental plots, ranging from 2,000 to 4,000 pounds to the acre, have been nearly equalled by many large commercial fields. On 5,240 acres planted for seed production in 1936 the average acre-yield was 1,400 pounds.

Use of curly top resistant home-grown seed has increased average production on the West Coast to

5 tons an acre. Dr. G. H. Coons, bureau of plant industry sugar expert, who helped develop the seed, said. This represents an increased income of \$30 to \$35 an acre.

Sugar beet seed production was developed on a commercial scale in this country after agricultural scientists found less than five years ago that seed could be produced from sugar beets planted in the fall and allowed to stand over winter in the fields.

Under the conventional method, as used in Europe, roots are harvested and stored in pit silos for planting the following spring. By eliminating this hand work, seed can be produced efficiently in the United States, it was found.

huge reinforced concrete tunnel which will carry the irrigation waters along the Upper Valley highway will be completed by September 15.

Uncle Sam is spending \$1,000,000 to construct the dam and diversion canal, all on American soil. The dam will be 375 feet long and 16 feet high. Mexico, by treaty, is entitled to 60,000 acre feet of water a year for use of Juarez Valley farmers.

# Try Our Want Ads!

**CONNELLEE**  
FRIDAY — SATURDAY

HEY, KIDS!

This Ad and 5c will admit any child under 12 years old Friday or Saturday afternoon.  
**5c**  
MUST BE USED BEFORE 5 P. M.

The Best of All Serials!

# Base For El Paso Dam Is Finished

By United Press  
EL PASO, Texas—Base for the Government's new diversion dam in the El Paso Smelter district has been completed, according to T. A. Van Amburg, engineer in charge for the Austin bridge and road company, which is constructing the dam.

Officials said they hope to have the dam, which when completed will control the flow of water in the Rio Grande, finished by Sept. 1.

Workmen expect also that a

First Aid for Constipation

**Nyal Mineral Oil**

A non-habit forming relief for constipation and irregular movements. Pure, tasteless and odorless.

Full Pint 59c

Eastland Corner Drug Store

**Hamner Undertaking Co.**  
Phones 17 and 564  
DAY OR NIGHT AMBULANCE SERVICE

FRIDAY & SATURDAY

OUT OF THE "PEN" ... INTO THE JAWS OF DEATH! ...

**PAT O'BRIEN** in **"SAN QUENTIN"**

with **Humphrey BOGART**, **Ann SHERIDAN**, **Barton MacLANE**

PLUS "SPORTS ON ICE" "WOODLAND CAFE" PARAMOUNT NEWS

C O M I N G . . . SUNDAY and MONDAY!

**FRED MacMURRAY**, **FRANCES FARMER**, **CHARLIE RUGGLES**

IN **"Exclusive"**

ANN PAGE SALAD DRESSING

1/2 Pt. 12c  
Pint 21c  
Quart 35c

**A & P FOOD STORES**

QUAKER MAID KETCHUP

2 LARGE BOTTLES 25c

BROKEN SLICED PINEAPPLE No. 2 20c

SUNNYFIELD CORNFLAKES Lg Pk 10c

Sweet or Mixed PICKLES, 25 Oz. 21c

Dill or Sour PICKLES, 25 Oz. 15c

PET. BORDEN'S and CARNATION MILK, 6 Smll or 3 Lg. Cans 20c

LIFEBUOY SOAP, 3 Bars 19c

RED HEART Dog Food, 3 Cans 27c

ANN PAGE Preserves, 16 Oz. 19c

A. & P. BREAD, 2 Loaves 15c

Ovaltine, Smll 33c, Lg. 63c

NECTAR Tea 1/4-Lb. Pkg. 17c

COMPOUND Peerless FLOUR, 48 Lb. Bag \$1.50

8 Lb. Carton \$1.03

**QUALITY FRESH FRUITS and VEGETABLES**

GIBB'S PORK & BEANS 16 Oz Can 5c

STANDARD QUALITY ENGLISH PEAS No. 2 Can 10c

8 O'CLOCK COFFEE Lb. 19c

Imperial—PURE CANE Sugar, 10 Lb. Cloth Bag 50c

QUALITY MEATS PRICED RIGHT!

Home Sliced Bacon Lb. 35c

Veal Chuck Roast Lb. 15c

VEAL CHOPS OR Seven Steak Lb. 18c

Special Sliced Bacon Lb. 29c

Pen Fed Dressed Fryers Lb. 23c

Odd Sliced Bacon Lb. 21c

SALT Jowls Lb. 20c

NO. 1 Cheese Lb. 23c

CHOICE Roasts Lb. 18c

BIG Bolo Lb. 12c

BACON Squares Lb. 27c

CHOICE Steak Lb. 25c

A. & P. MARKET DEPARTMENT OWNED AND OPERATED BY **S. L. (LEON) BOURLAND**

SEE OUR WINDOWS FOR ADDED SPECIALS

**PENNEY'S GREATEST ADVANCE SELLING OF BLANKETS**

FALL PRICES WILL BE HIGHER!

FALL PRICES WILL BE HIGHER! We anticipated the price rise—we looked ahead—we bought huge quantities and at favorable prices. These savings are being passed on to you. Many of these blankets can't possibly be offered later at these LOW PRICES! Choose yours, today!

Gay, Colorful Plaids and Indian Design

**BLANKETS**

Size 70" x 80" 1.98 Each

Here's that extra blanket! Heavy! Warm! It'll take hard wear and won't show soil easily. Ideal for motoring, camping, dormitories. Don't miss this great Penney value.

**PART WOOL BLANKETS**

Size 70" x 80" 1.00 Each

Not less than 5% pure virgin wool in these colorful PLAID blankets! Many smart colors.

**PURE WOOL BLANKETS**

Extra Size! 9.90 Each

Canadian Queen—famous for warmth and wear! Bright color, bold stripes. 72" x 84"

**PLAID PAIRS**

Extra Size! 2.79 Pair

Not less than 5% pure virgin wool! So heavy—warm—and large! Sateen bound. 72" x 84"

**Wolverine Pairs**

Size 70" x 80" 3.98 Pair

Not less than 25% pure virgin wool! So soft and warm! Beautifully bound with DuroShen.

OUR LAY-AWAY PLAN makes it easy! You make your selection NOW. We hold it until wanted. No need to carry blankets home in hot weather. No need to invest the entire cost of your blankets now. Choose from complete stocks—pay a small deposit, the balance in easy payments!

**PENNEY'S**  
J. C. PENNEY COMPANY, Incorporated  
Eastland Across From Connellee Hotel

# PIGGLY WIGGLY FOOD *News*

More Women In All Walks of Life Than Ever Are Now  
Becoming **Piggly Wiggly Food Shoppers**

COURTESY — CONVENIENT

SATISFACTION — SANITARY

**QUALITY** *You Demand*

**PRICES YOU CAN AFFORD**



Bama Purefruit  
**PRESERVES**  
Strawberry or Apricot  
1 LB. JAR ... **20c**

ARMOURS STAR  
**PEANUT BUTTER**  
Quart Jar ..... **29c**

**TOMATOES**  
4 No. 2 Cans OR 5 No. 1 Cans  
**25**  
(LIMIT 50c WORTH)

**COFFEE**  
Folgers  
Pound ..... **29c**



MIRACLE WHIP  
**SALAD DRESSING** Quart Jar **39c**

**MILK** Pet or Carnation 2 Large or 4 Small Cans **15c**

**MATCHES** Comet or True America 6 Box Ctn. **19c**

**PICKLES** Rosedale Dill or Sour 22 oz. Jar **15c**

**PURE CANE SUCAR** 10 Lb. Bag **47c**

LIBBY'S Muscat Grapes NO. 1 CANS **15c**

LIBBY'S Fruit Cocktail NO. 1 CANS **15c**

**Saxet Crackers** 2 LB. PKG. **21c**

**Pine apple Juice** 12 1/2 OZ. CAN 3 FOR **29c**

GEBHARDT'S Sandwich Spread 3 CANS **25c**

**Extract** DR. PRICE'S VANILLA 1 1/2 OZ. BOT. **19c**

GEBHARDT'S Spiced Beans 3 CANS **25c**

**SYRUP** LOG CABIN Medium Can **39c**

**CHECK AND DOUBLE CHECK THESE VALUES**

GIBB'S Pork & Beans	CAN	5c
Hominy	MARSHALL'S LARGE CANS 3 FOR	25c
Baby Foods	CLAPP'S LIBBY'S GERBER'S 3 CANS	25c
DEL MONTE MIDGET Peas	2 NO. 1 CANS	29c
PICK OF THE CROP Tomato Juice	13 1/2 OZ. CANS	5c
MAXWELL HOUSE Tea	1 LB. 4 PKG. 22c, 1 HEAVY TEA GLASS FREE!	
Tuna	TRITON LIGHT MEAT 2 CANS	29c
Pilchards	3 TALL CANS	25c
BAKER'S MOIST Coconut	4 OZ. CAN	10c
Salt	ROCK CRYSTAL 3 BOXES	10c
Corn	LOCUST BLOSSOM NO. 2 CANS	10c
Hominy	MARSHALL'S MED. CANS	5c
Potted Meat	BANNER DOZEN CANS	35c
ANDREWS or BUNGALOW Vienna Sausage	6 CANS	35c
LIBBY'S Cut Beets	NO. 2 CANS	19c
FRENCH'S Black Pepper	1 1/2 OZ. CAN ..... 5c 4 OZ. CAN ..... 10c	

KELLOGG'S  
**CORN FLAKES** Large Package **10c**  
1 Blue Cereal Bowl Free with 2 Packages!

**BAKING POWDER** 25 oz. Can **17c**

**COMPOUND** Flakewhite 4 Lb. Ctn. **52c**

LIBBY'S Apple Butter 26 OZ. JAR **18c**

LIBBY'S Kraut Juice NO. 2 CANS **10c**

**Spaghetti** GIBB'S PREPARED Can **5c**

**Mince Meat** IMPERIAL 9 OZ. 3 PKGS. **25c**

**Pep** KELLOGGS 10 OZ. PKG. 2 FOR **19c**

**Lux** TOILET SOAP 2 BARS **13c**

**Hy-Pro** BLEECHER CLEANSER QT. BOTTLE **15c**

**SOAP** P. & G. or O. K. 6 Giant Bars **25c**

*Fresh*  
**VEGETABLES**

**POTATOES** COLORADO 10 Lbs. **25c**

**LETTUCE** Large Firm Heads 2 for **9c**

**CRAPES** Thompson Seedless Lb. **10c**

**TOMATOES** Red Ripe Slicing 2 Lbs. **15c**

**CABBAGE** Lb. **3 1/2c**

**COFFEE** Pipkin's Special 3 Lbs. **50c**

**Grapefruit Juice** VALLEY ROSE NO. 2 CANS **19c**

*For Better*  
**MEATS**

**FANCY VEAL STEAK** Lb. **25c**

**SLICED BACON** Lb. **29c**

**HOME BAKED HAM** Lb. **60c**

**ROAST** Veal Chuck Lb. .... **15c** Fancy Beef Seven. Lb. **18c**

**CHEESE** KRAFT LONGHORN Lb. **23c**

**LIMES** GRAVENSTEIN SIZE 163 Apples DOZ. **30c**

DOZEN **12c**

SUNKIST Lemons DOZ. **27c**

**PIGGLY WIGGLY**  
EASTLAND — TEXAS  
(WE RESERVE THE RIGHT TO LIMIT QUANTITIES)

HOME DRESSED  
**FRYERS**  
LB. **23c**





## *You Can't Advertise Today and Quit Tomorrow*

## *You're Not Talking to a Mass Meeting . . . You're Talking to a Parade!*

BRUCE BARTON

Ceaseless hammering on the same spot helps win prize fights . . . it is the essence of advertising success. Not until enough individuals in the same neighborhood have been sufficiently saturated with a certain slogan, say, to cause them to react on one another does advertising become a social phenomenon.

The modern business man realizes that his best customers wear out at a rate of nearly 3 per cent a year. Advertising - made prospects disappear far faster. Casual impressions, however, favorable, dry like dew in the heat of competition.

"Cumulative" effects of advertising come not from one advertisement paving the way for another. This is negligible, to say the least. Cumulative effect, on the contrary, comes from salvaging as customers half-finished prospects.

Each advertiser is in much the same plight. If he quits successful, he loses money. If he quits unsuccessful, he tosses away an equity in public recognition far more valuable than the money: So many thousand partly manufactured customers. The second group are spending as little money as they can and still keep their names before the public. They believe themselves wise spenders because they spend so very cautiously—or perhaps reluctantly is a better word . . . THE BALD TRUTH IS THAT THESE RELUCTANT SPENDERS ARE, AS A CLASS, THE REAL OVER-SPENDERS IN ADVERTISING!

# WEEKLY CHRONICLE

