

CORYELL COUNTY NEWS

LARGEST PAID CIRCULATION IN CORYELL COUNTY

Local Representative Associated Press

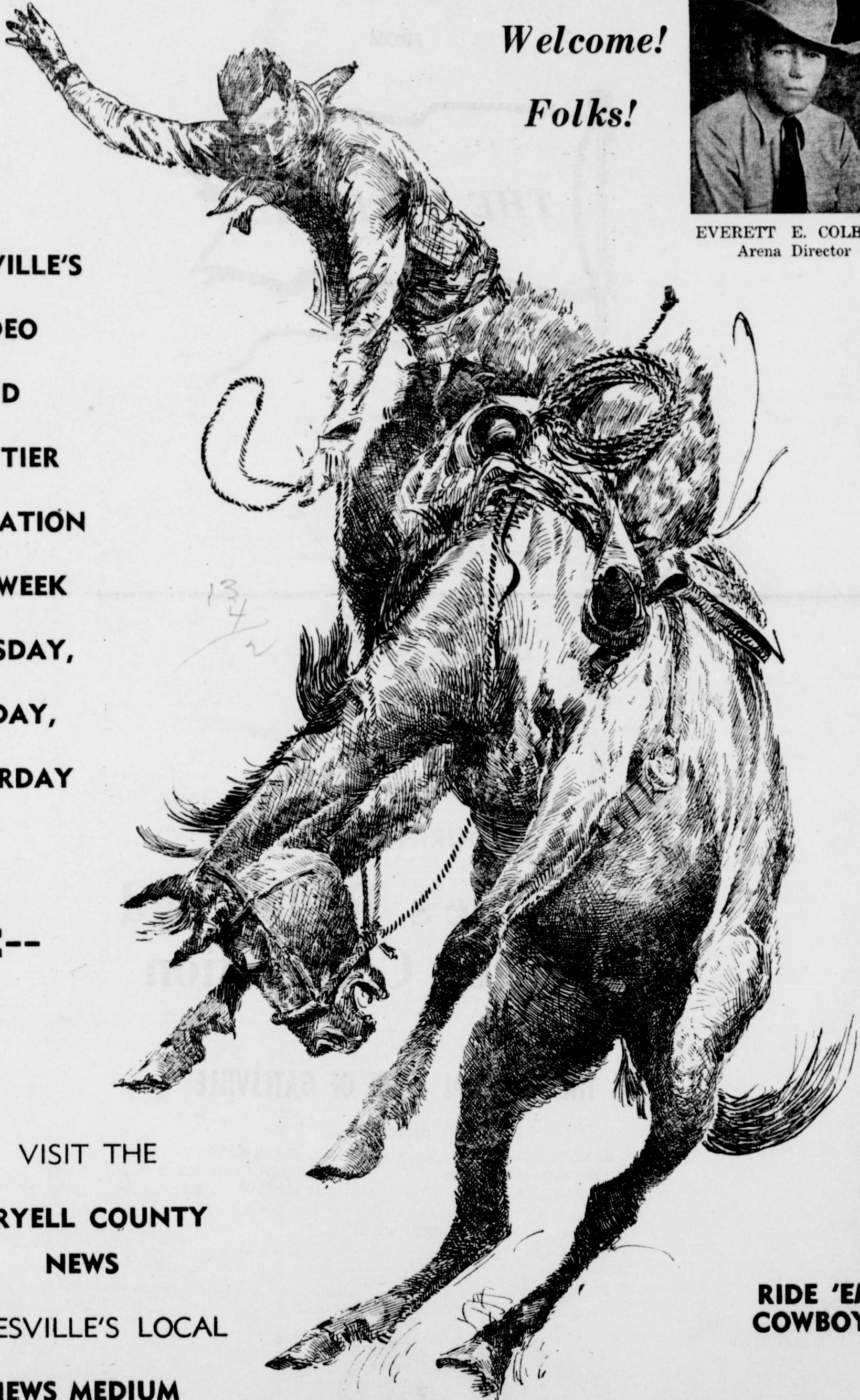
Member Texas Press Association

Local Representative Texas Election Bureau

VOLUME VII

GATESVILLE, TEXAS, TUESDAY, MAY 30, 1939

NUMBER 46



Welcome!
Folks!



EVERETT E. COLBORN
Arena Director

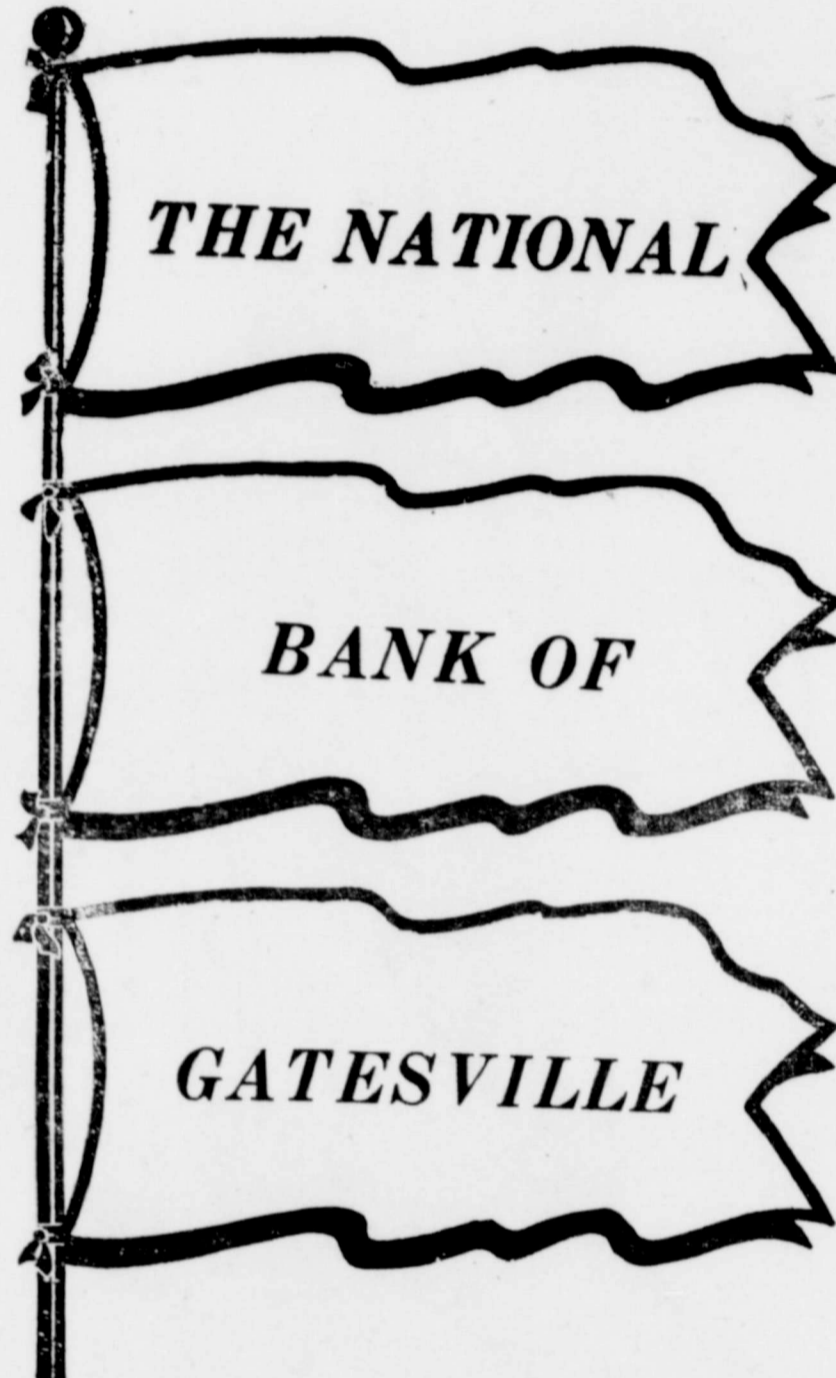
GATESVILLE'S
RODEO
AND
FRONTIER
CELEBRATION
THIS WEEK
THURSDAY,
FRIDAY,
SATURDAY



VISIT THE
CORYELL COUNTY
NEWS
GATESVILLE'S LOCAL
NEWS MEDIUM

**RIDE 'EM
COWBOY!**

WEATHER: FAIR — HANDSHAKE: STRONGLY WESTERN
AND
Good Old Southern Hospitality
TO ALL
FROM



BEFORE, DURING, AND AFTER

Gatesville's Rodeo and Frontier Celebration

THE NATIONAL BANK OF GATESVILLE

OFFICERS

DAN E. GRAVES, Chairman of the Board
J. P. KENDRICK, Executive V-Pres.
DAWSON COOPER, Cashier

LEAKE AYRES, President
ANDREW KENDRICK, V-Pres.
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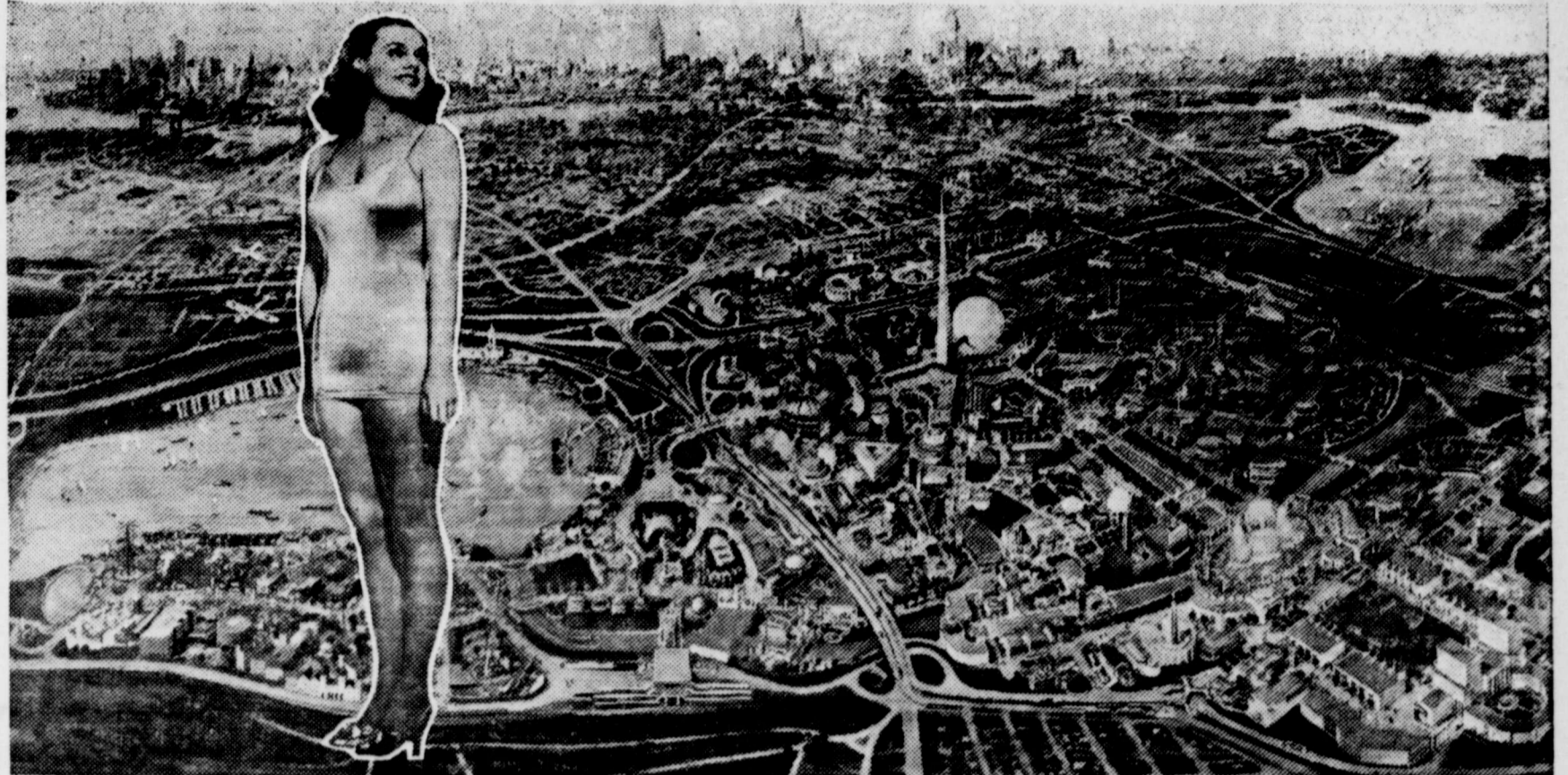


Cotton is the fibre of American prosperity. Consumption is the barometer that tells what price level a commodity will reach. Remember cotton during National Cotton Week, May 22-27.

At least one-third of the 48 states—including several in the South—have laws taxing heavily cottonseed oil products, according to a survey made by the National Cotton Council of America.

God has made every man fit for his work.—Ruskin.

FUN FOR THE VISITOR TO NEW YORK FAIR



NEW YORK—The 280-acre Amusement Center, shown in this section of a drawing by Artist H. M. Pettit, will be devoted exclusively to thrills and rib tickling. There will be a jungleland, enchanted forest, "old New York" village, a Penguin Island with live

penguins, a Wild West show and other features. Outstanding in entertainment will be a million-dollar Aquacade featuring Eleanor Holm (inset), Olympic and stage star, to be presented in the 10,000-seat Marine Amphitheater.

**WELCOME
FOLKS
TO
GATESVILLE**



**AND
AFTER
AND
BEFORE
THE
BIG SHOW**

**Get Cooled
Off!**

**Ice Cream
10c a Pint**

DOC'S CAFE

"Doc" Rutherford, Mgr.
E. Side Square

How Visitor Can See "Whole Show" at World's Fair For Only \$15

NEW YORK.—Despite the variety and numerical scope of the entertainment and exhibits at the New York World's Fair, the average visitor will not have to worry about excessive financial costs even if he or she wants to see "the whole show," Grover A. Whalen, President of the Fair Corporation, announces.



Grover Whalen

For \$15 it will be possible to see everything—and that includes a view of the inspiring spectacle of "The City of Tomorrow" in the Perisphere, 300 industrial, foreign and state exhibits, visits to the art museums, attendance at the million-dollar Aquacade in the Marine Amphitheater and—important to those seeking sheer fun—all of the fifty or more concessions in the Amusement Center.

In fact, a strict tabulation of the admission prices to all the "villages," rides, shows, stands and concessions charging a fee, together with admission to the Fair Grounds (75 cents) and rides on an intramural bus, trackless train and electric car brings the total cost to exactly \$14.90 for one individual.

The Children's World can be viewed free, except for special features. The Cuban, Old New York, Merrie England and Sun Valley Villages cost only 25 cents, each, with the spectacular Wild West Show and Frontier Village setting its admission price at 40 cents. Fourteen different rides (from a bobsled to a parachute jump) may be enjoyed for a total of \$2.85; twenty shows (from the 5-cent skeep-and-chime ball to the 40-cent admission to the Marine Amphitheater show) will cost \$4.55; a guess-your-weight stand costs 15 cents; seven major shows in the main exhibit area (from the 10-cent admission to the model railroad show to the spectacular "Gardens on Parade" and "Masterpieces of Art" Museum at 40 cents each) costs \$1.75.

One can tour the grounds in an electric chair for \$1.00 an hour, or enjoy a ride on a trackless train for twenty-five cents, or get from one place to another on an intramural bus for 10 cents.

Of course, the cost of food is entirely up to the visitor for he has the choice of numerous foreign and American restaurants at prices to suit his taste and his pocketbook. Meanwhile, one can go from Manhattan to the Fair Grounds on a subway or elevated train at only 5 cents a ride—the best bargain of its kind in the world. Hotels; rooming houses, and restaurants in New York are maintaining as low a price level as possible, and under the watchful eye of city officials, exorbitant prices will be "out."

Nothing can be beautiful which is not true.—Ruskin.

WHAT TO SEE IN NEW YORK CITY

NEW YORK—The metropolis will offer to the visitor many inspiring and thrilling sights to supplement the New York World's Fair. Some of the outstanding ones are:

- American Museum of Natural History.
- Aquarium.
- Broadway at Times Square at Night.
- Bronx Zoo.
- Central Park.
- City Hall.
- Empire State Building.
- Fifth Avenue shops.
- Financial District at noon.
- Grant's Tomb.
- Greenwich Village.
- George Washington and East River bridges.
- Hayden Planetarium.
- Metropolitan Museum of Art.
- Radio City.
- Statue of Liberty.
- West Side elevated highway.
- Holland and Lincoln tunnels.
- Yankee Stadium, Polo Grounds and Ebbetts Field.

Preseverance is more efficacious than violence, and many things which cannot be overcome when they stand together, yield themselves up when taken little by little.—Sertorius.

God is with those who persevere.—Koran

Nothing is so difficult but that it may be found out by seeking.—Terence.

Gatesville,
The Rodeo
Committee
and
JIM MARTIN

SAY
WELCOME
FOLKS!
AND
HOWDY,
STRANGER!



**NOLTE'S
WELCOMES
YOU TO
GATESVILLE'S
BIGGEST
ENTERTAINMENT
CAR TROUBLE? SEE US!**

NOLTE'S GARAGE

S. W. Corner Square

Phone 154

WE INSURE EVERYTHING
EVEN A GOOD TIME AT
**Gatesville Rodeo And Frontier
Celebration**



DON'T FAIL TO HAVE A
SWELL TIME DURING
GATESVILLE'S BIG
SHOW

JACKSON & COMPTON

In First Natl. Bank Bldg.

Since 1909

Phone 20

It's Fair Back Field



This quartet of backs will be among those competing when the most perfect back is selected in an international contest at the California World's Fair on May 29. The contest is being sponsored by the San Francisco Unit of the Affiliated Chiropractors of California and will climax Chiropractors' Day at the Fair. The girls are (left to right) Kaye Laurens, Patricia McMillan, Bettina Norberg and Georgina Wells.

**DONALD DUCK AND MICKEY
MOUSE IN RACE TO S. F.
FAIR**

Donald Duck, he of the violent temper, and Micey Mouse, the little fellow who is all smiles, have started an 18-week race across the United States to the Golden Gate International Exposition on Treasure Island.

Donald will come by the southern route; Mickey plans to speed westward thru northern states. Courses of the two may be fol-

lowed in the Travel Tyke Weekly issued thru Standard Oil service stations. Thirty-six pictures of the contestants will be issued, each telling some phase of the race.

Women's colleges suffered more from lack of bequests and gifts, during the depression, than men's colleges.

The death rate from tuberculosis is five times higher for negroes than for whites.

FAN DANCE—BY FLEA

Headline act of a flea circus at the California World's Fair is one

of the tiny insects doing a fan dance.

—Try your home merchants first.

Grasshoppers cause the greatest loss of young trees in the shelter belt program of the prairie states, but other natural enemies such as

The World Is Yours This Summer



**MAKE IT THE
MAGNOLIA WAY**

**START BY
ATTENDING
GATESVILLE'S
RODEO AND
FRONTIER
CELEBRATION**

**DON'T FORGET TO STOP AT
THE SIGN OF THE FLYING
RED HORSE**



Magnolia Petroleum Co.

**EARL ASHBY, Agent
DEALERS**

**S. L. ASHBY, Gatesville
BOE WRIGHT, Gatesville
LOYD RUSSELL, King
ADA WHITLEY, Purmela**

**J. W. HERRING, Ater
J. W. SHORT, Turnersville
J. J. NICHOLS, White Hall
BROCE MOORE, Coryell City**

WELCOME! RODEO VISITORS

Stop In And See Us



COLD DRINKS

FILL UP ON GOOD GULF GASOLINE AND MOTOR OIL



GUS A. KOCH

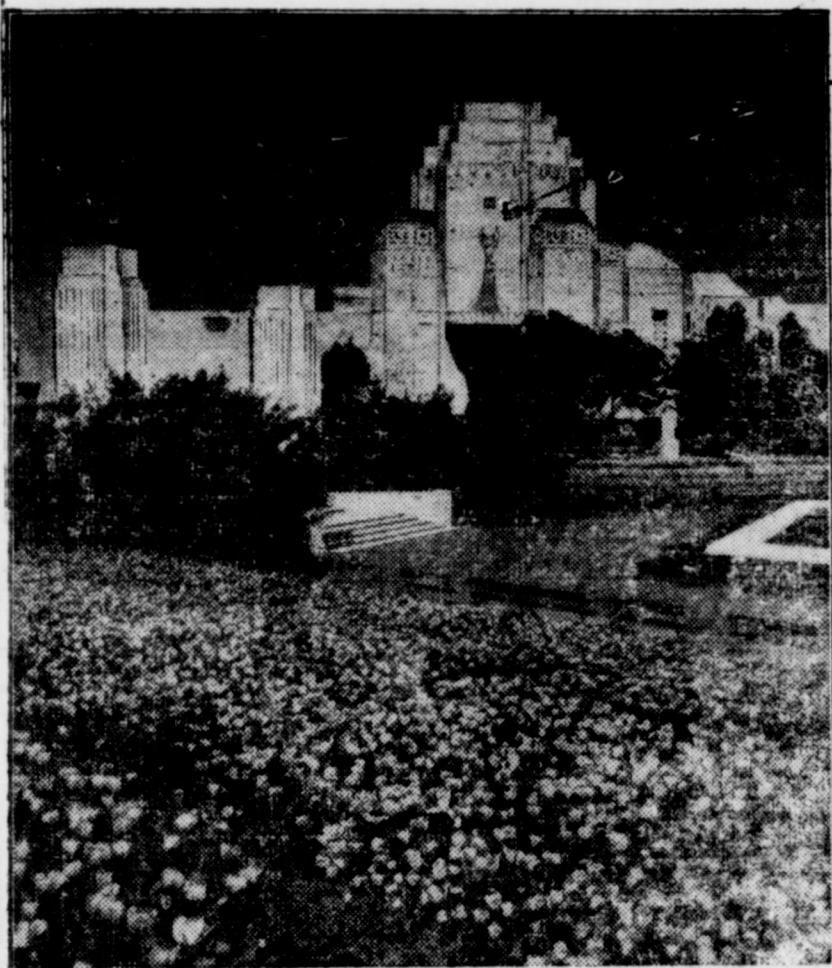
W. Main Street

On U. S. 84 West

Phone 101



Entrancing Vista



When it comes to beauty, the magic isle in the middle of San Francisco Bay which is the site of the California World's Fair, is a setting which leaves nothing to be desired by even the most imaginative. This spring the thousands and thousands of tulips have been a show in themselves. Here is a portion of Treasure Garden which is a riot of blooms, with the Palace of Fine Arts in the background.

Zoe In Fairyland



Scores of the displays at the California World's Fair are like fairyland, and here beautiful Zoe Dell Lantis gets an obvious thrill as she makes a closeup inspection of a building in a Redwood Empire diorama. The Redwood Empire building is one of nine exhibiting wonders of California county groups.

FAIR GAYWAY SHOWS PACK IN THRONGS

There's fun on the Gayway of Treasure Island!

Whether your taste for entertainment runs to breath-taking speed rides, naughty nice girl shows, the fine art of glass blowing, amazing aerial trapeze work, Chinese opera, Western barn dances or midgets, there's something at the Golden Gate International Exposition to hold you and to keep you coming back.

The throngs pack every show many times a day.

There are 20 rides in the fun zone. They range from a miniature streamlined train for children, which races three-quarters of a mile, to the Cyclone Coaster,

a dipper which from the first drop keeps your tummy doing flip flops. There's a French merry-go-round which does a Jack in the box trick with you as "Jack" as it swirls around.

Among the scores of shows which run from noon to 2 a. m., are two Sally Rand ventures, the d'Nude Ranch and Miss America. The ranch sports 40 girls clad chiefly in sombreros, botts and necherchiefs; the Miss America show present lovely Miss Vivian Cardier. Other girl shows include Daydreams, Greenwich Village Follies, Temptations, the Sultan's Harem, Dancers of the World, an art class and a candid camera class.

Happy Valley Ranch is the scene of many a "wild West hoe-down",

and the bar there is the world's longest.

The Baby Incubator, with 8 infants draws out the "mother-love" of men and women alike, and the Midge City, featuring 50 of Leo Singer's performing mites, holds a fine appeal to old and young alike.

Musee Cecanique, with antique mechanical dolls is entertaining and educational. There are shooting galleries, a fun house, the world's largest horse, a pen of mighty pythons, the Chinese Village, Scotch Village, Midget City's circus, a Children's Village featuring a nursery where you can park your children in safety and comfort. Buck Jones also appears there with Silver, his famous horse.

Welcome! Visitors

IT'S HERE!

THE 1939 Westinghouse REFRIGERATOR

EVERYTHING YOU EVER DREAMED OF... AND MORE!

...AND **WHAT A "BUY!"**

THE MOST COMPLETE FOOD STORAGE FACILITIES EVER OFFERED!

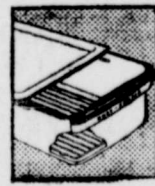
Features include extra-large HUMIDRAWER for fruits and vegetables... new and bigger MEAT-KEEPER... new, sliding ADJUSTO-SHELVES... fast SUP'P FREEZER... with EJECT-O-CUBE Trays and extra space for frozen storage... plus the sensational new TRUE-TEMP Cold Control, insuring steady temperatures for all your foods regardless of fluctuating room temperatures. The thrifty Westinghouse ECONOMIZER Mechanism assures ample cold... at extra-low costs. Better see this wonder refrigerator, today! It's the "Pacemaker" for '39.

LOOK AT THESE SENSATIONAL IMPROVEMENTS!

TRUE-TEMP COLD CONTROL
Simply dial 40°... and you get forty degrees. Stabilizes cold for better food protection.



NEW MEAT-KEEPER
Better than ever... 50% larger! Covered... vented... slides out like a drawer.



IT'S THE **PACEMAKER** FOR '39

BETTER FOOD PROTECTION
KITCHEN-PROVED CONVENIENCE
LONG, LOW-COST OPERATION

SEE IT TODAY!

ARNOLD ELECTRIC CO.

27
30
40
27
4

YOU'LL HEAR IT ON EVERY SIDE—

WELCOME!



DURING

Gatesville's Rodeo and Frontier Celebration

AND

AN ESPECIAL WELCOME IS EXTENDED
TO ALL VISITORS AND CITIZENS OF
CORYELL COUNTY

BY

YOUR COUNTY OFFICIALS

GUY POWELL
County Agent

SIDNEY GALE GIBSON
County Home Demonstrator

BILL ALLEN
District Attorney

CHARLIE MOUNCE
County Clerk

C. E. ALVIS JR.
County Attorney

GEORGE MILLER
Justice of the Peace, Precinct 1

DAVE CULBERSON
Tax Assessor-Collector

J. H. BROWN
County Sheriff

CARL McCLENDON
District Clerk, Coryell County

W. D. STOCKBURGER
County Superintendent

L. W. BLACK
Constable, Precinct 1

FLOYD ZEIGLER
County Judge

O. L. BRAZZIL
County Treasurer

WELDON BURNEY
Representative, 94th District

WE GIVE YOU

GATESVILLE!

OUR BANK
OUR OFFICERS
OUR DIRECTORS
OUR EMPLOYEES

JOIN

All Gatesville in

EXTENDING



TO EACH VISITOR A
MORE THAN CORDIAL

WELCOME

TO

GATESVILLE'S RODEO AND
FRONTIER CELEBRATION

GUARANTY BANK & TRUST COMPANY

OFFICERS

C. C. SADLER President LEWIS HOLMES Active V-Pres.
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W. P. FREEMAN J. O. BROWN C. C. SADLER B. K. COOPER

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

MEMBER FEDERAL RESERVE SYSTEM



Thousands of Children Making School Tours of World's Fair

Reduced-rate school tours to the Golden Gate International Exposition are bringing thousands of school children from the eleven Western States to Treasure Island. Railroads have offered reduced rates for school tour groups, some as low as three-fourths of a cent a mile.

In California, children are allowed school attendance credit for time spent on official school tours to the Exposition.


The tours are available to children from any school in the United States, when accompanied by

at least one adult to every 20 children. Rates also apply to the adult sponsors up to one adult for every 10 children.

Meals, lodging, admission to the Exposition, guided educational tours of the grounds, admission to "Cavalcade of the Golden West" the Fine Arts Palace and approved attractions are included in the tours at rates ranging from \$1.50 for one-day tours to \$5.75 for 3 day tours.

School groups ranging from 100 to 2,000 children are landing on Treasure Island daily. The tours end May 31.

EDWARD SMALL presents
ADOLPHE MENJOU
KING of the TURF



WHAT HAS GONE BEFORE:

Among the hangers-on at the Saratoga racing meeting is a disreputable drunk whom old-timers know as Jim Mason, once a fabulously successful stable owner whose track victories won him the title, "King of the Turf." Now he is down and out, but still privately cherishes his belief in the principles of square dealing for which he was respected while in his prime. Mason, having spent his last dollar on drink, hops a freight train at night in a driving downpour and finds himself in a horse freight car presided over by fifteen-year-old Goldie Smith, a jockey out of a job because he refused to "throw" a race. When Goldie finds out who his guest is he is over-awed, and they become fast friends.

Chapter Two

"Mr. Mason, this is Mr. Taylor." The horse train had pulled into the siding at Pimlico, and Taylor, a hard-bitten trainer with a facial expression not unlike that of a

beauty moved him scarcely at all in comparison to the thrill he felt on reading the inscription on the case: "TO THE BOSS, FROM JOHNNY."

"I wouldn't take a million dollars for that watch," muttered Mason. "I've been broke...hungry...But now — well, maybe Johnny Downs would understand. After all it's a hospital."

"You couldn't do that, Mr. Mason. Not Johnny's watch." He fished into his pants pocket. "Look at this."

"Why, this is a receipt — the hospital bill—"

"Sure. I forgot to tell you — I got a job. Two jobs."

"You mean — you used money you earned — for me?"

"Well," almost defensively, "I had to get you out of hock, didn't I?"

"Twenty-seven fifty I've got; twenty-seven fifty I've got," chanted the auctioneer. "Twenty-seven fifty for a Black Tony colt out of Midnight...Do I hear three thousand? Who'll give three thousand?"

Mason and Goldie, with two dollars between them, had come out to the racehorse auction to kill an afternoon. They listened to the



"I wouldn't take a million dollars for that watch."

rodent with dyspepsia, had boarded the car. While he stared unpleasantly, Mason, swaying from his early morning libation, drew himself up with unsteady affability.

"How do you do?" "Why, you little tramp," Taylor growled at Goldie. "What do you mean, riding a bum like that with my horses?"

"He ain't no bum, Mr. Taylor. He's Jim Mason. He's a right guy."

"Oh, he's a right guy, is he?" The trainer struck out viciously with his crop, hitting Goldie across the side of the face. Mason at once lunged into the fray, to be knocked clear through the open door of the car with a blow to the jaw and another one under the eye. Meanwhile Goldie came charging in, his fists flailing. Taylor caught him neatly in the eye with his fist, and Goldie followed his friend through the car door, falling in a heap in the straw outside.

It took more than a week in the city hospital to bring Jim Mason around to some semblance of physical condition. But Goldie came every day to visit his hero. At last the boy came jubilantly bringing the news that his friend would be discharged on the morrow. But Mason's joy was dampened by the realization that he lacked money to pay his bill. Thoughtfully he reached under his pillow and took out a gold watch.

"How much do you think this is worth?" Goldie looked at it. It was a beautiful thing; but its intrinsic

value moved him scarcely at all in comparison to the thrill he felt on reading the inscription on the case: "TO THE BOSS, FROM JOHNNY."

"That's the one I was telling you about, Goldie," observed Mason, watching casually.

"He looks sound. Good chest, good legs, good looking. But he's kind of on fire, ain't he?"

"A good race horse can't be too lively. And he ought to be. His name is Red Gold — he's the son of White Gold out of White Queen. That colt has one of the best blood lines in the world."

Meanwhile the horse kept pawing, stamping and rearing wildly, making his groom more and more jittery. The auctioneer's voice began again in the paddock nearby. "Now, ladies and gentlemen, I call your attention to the last and most important offering of the day. A maiden three-year-old son of White Gold out of White Queen. Bring that horse in, boy!"

The two friends followed as the groom led the horse, still pawing and fidgeting, over to the auctioneer's stand. As he came to a stop, Red Gold put his ears back, snorted, and pawed the air with his front legs. The spectators grinned knowingly at one another.

"A thousand dollars, gentlemen," cried the auctioneer, for what may be another Zev, Morich, Cavalcade — or I might even say Man O' War."

The horse reared again, and the crowd laughed boisterously.

(To be continued.)

The Light Crust Doughboys In Person



These popular radio entertainers will make a personal appearance here June 3rd, through the courtesy of the millers of

LIGHT CRUST FLOUR "The Finest Of Fine Flour"

VALUABLE COUPON in every sack entitles you to a pair of LIGHT CRUST SWEETHEART HOSE at a HANDSOME SAVING.



LIGHT CRUST FLOUR is distributed by the THOMSON WHOLESALE GROCERY CO in Gatesville

TIRES PUNISHED IN EXHIBIT OF STRENGTH

A modern guillotine in action, heavy enough to lop off a human head yet not tough enough to beat a modern automobile tire!

That is an attraction at the Golden Gate International Exposition of B. F. Goodrich Co., in Vacation Goodrich officials were quick to point out their modern implement is merely a tire tester, bloodless

and entirely interesting. The 'guillotine' does not actually behead a tire, but a tremendous weight is dropped onto the tire again and again, showing how it will withstand bruising.

GLIDE EASILY ON STAR TIRES



WE'VE Groceries TOO, ALSO COLD DRINKS

TRY T & P Gasoline and Oil

VISIT US DURING GATESVILLE'S RODEO

AND FRONTIER CELEBRATION

BILL NESBITT

N. Lutterloh

"Home Of Stars"

Phone 291

CORYELL COUNTY NEWS

LARGEST PAID CIRCULATION IN CORYELL COUNTY

Local Representative Associated Press

Member Texas Press Association

Local Representative Texas Election Bureau

VOLUME VII

GATESVILLE, TEXAS, TUESDAY, MAY 30, 1939

NUMBER 46



or Section

for the **MODERN FARMER**

TO OUR FARMERS AND RANCHERS

No country, however, large; no city, however magnificent, is complete without the politically called "sons of the soil" and "riders of the purple sage"—The Farmer and The Rancher!

These, are the FIRST in the chain of civilization.

It is by their soil that the raw product is produced, which in turn processed, merchandised and sold to the entire population of the world.

Them, we do homage to, in this section of our Rodeo and Frontier Celebration Edition.

WELCOME TO THE

HOME
OF
THE



GOOD
GOLDEN
GATE
FEEDS

Coryell County Cotton Oil Company

Across From New Depot

V. C. RAY, Mgr.

Phone 6

SCIENCE NOTES

From
NEW YORK

AUTOMATIC CHEMIST

The Electrical Testing Laboratories in New York have a machine which automatically translates a piece of mineral, animal or vegetable matter into terms of the length of light waves refracted from it. By drawing a graph of these refracted light waves, a complete chemical analysis of the sample is made in three minutes without the aid of a chemist. It will trace one three-millionth part of any material in the sample.

INFRA-RED FOR ARTHRITIS

A Manhattan physicist has discovered that infra-red rays from a low-powered lamp aids in relieving arthritis.

HAIR'S BREADTH

At the New York World's Fair is a precision machine that measures the thickness of hair. A visitor drops one of his hairs into the machine and a printed slip comes out showing the hair's thickness in thousandths of an inch.

IRON IN METEORITES

Iron is rarely found in pure form, except in meteorites. It must go through many costly processes before industry can use it.

3 EQUALS 33

A giant steam locomotive which would ordinarily require 33 men to pull it can be easily pulled by only 3 men when it is equipped with tapered roller bearings.

Will Rogers'
Humorous Story

By WILL ROGERS

THERE was a sailor sitting on a gun or something talking to a girl that just loved sailors and had



come out to visit the fleet. All of a sudden eight bells sounded, and the sailor jumped up and started to go. "Eight bells — that's my watch!" he says, and tried to get her to let go of his arm.

"Oh, you're just too mean for anything," she says. "You're trying to get rid of me. That ain't your watch, and you know it. No watch strikes that loud even if it strikes at all. And besides that's a big bell that somebody is hitting with a hammer, and you know it. Let your old watch alone and tell me the rest of that story about the whale you caught with a lasso."

(American News Features, Inc.)

Eskimos use the jawbones of whales for roofing materials.

GATESVILLE

INVITES YOU

JUNE 1-2-3

TO ITS THIRD ANNUAL

Rodeo and Frontier Celebration

JUNE 1ST

Mammoth
Frontier
Parade
11 O'Clock

Rodeo
Afternoon
And
Night

JUNE 2ND

Poultry
Product
Show

World Championship
Rodeo Corporation

Under Direction of Everette E. Colborn
Brings

THE WORLD'S BEST RODEO STOCK

For

CHAMPION RODEO PERFORMERS

To Risk Life and Limb To
Break Records and Thrill You

Bareback Bronc Riding
Saddle Bronc Riding
Brahama Bull Riding
Brahama Calf Roping
Mexican Steer Roping
Junior Calf Roping
Bulldogging

Making This Annual Event

Bigger, Better Than Ever

AT NO ADVANCE IN PRICE

JUNE 2ND

Wool
And
Mohair
Show

Rodeo
Night

JUNE 3RD

Lightcrust
Doughboys
on Public
Square in
Afternoon

Rodeo
Night

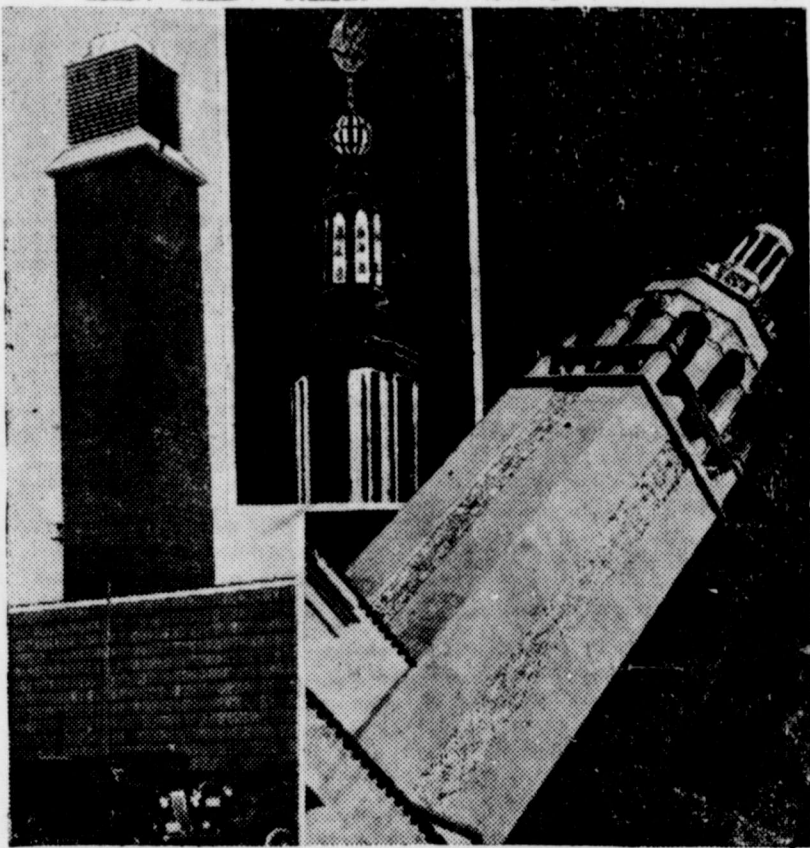
SO . . .

STRAP ON YOUR SIXSHOOTER AND BE ON HAND
WHEN THE SHOW OPENS WITH A

BANG! BANG!! BANG!!!

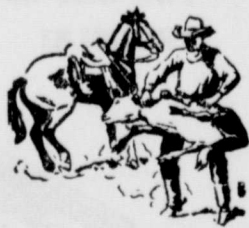


NEW YORK.—Office workers in the towers above Fifth Avenue can look out of their windows to the east and see this striking view of "The World of Tomorrow" which has risen overnight on two square miles of land adjacent to Flushing Bay. In the center foreground is the East River with part of the Queensborough Bridge above and to the left. Prominent on the World's Fair skyline are the Perisphere and Trylon, theme structures of the Exposition which opens April 30, and the square towers of the United States Federal Building to the left. The photograph was taken from the forty-third floor of 500 Fifth Avenue with the aid of an infra-red filter.



NEW YORK.—The music of many bells will constantly fill the air at the New York World's Fair grounds and will come from the three tall towers shown in this photo. At left is the 155-foot tower of the Belgium Pavilion which holds a carillon of thirty-six bells. The striking tower at the right, rising above Florida's beautiful pavilion, contains the world's largest carillon. It has 75 tubular bells, weighs 25 tons and is operated electrically and will be played by outstanding visiting musicians. The Netherlands tower, centre, is 110 feet high and its belfry has 35 chimes which will sound the hour

COWGAL!
You Can't Get a Cowboy
Without Gettin'



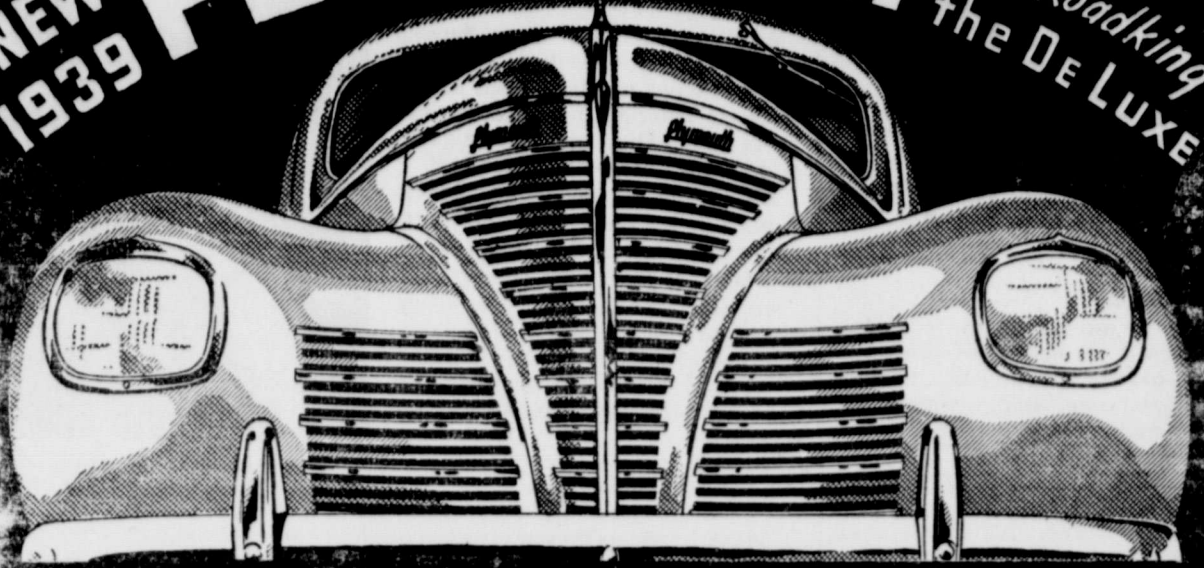
"PURTIED" UP. GIVE US A TRY AND
WELCOME TO THE RODEO!

KIGER BEAUTY SHOP
South Side Square

If You Can't Ride a Horse,
RIDE A

NOW HERE!...SEE IT TODAY!

NEW PLYMOUTH the "Roadking"
1939 the De Luxe



SO BEAUTIFUL YOU WON'T BELIEVE IT'S A LOW PRICED CAR!

Sumptuous New Luxury Throughout... Longer Wheelbase and New High-Torque Engine Performance—with New Economy . . . Perfected Remote Control Shifting—with *New All-Silent Auto-Mesh Transmission . . . New Amola Steel Coil Springs . . . Improved Airplane Type Shock Absorbers . . . New True-Steady Steering . . . New Safety Signal Speedometer . . . a Sensational New Ride!

TRY THIS BIG, beautiful new Plymouth today. Discover for yourself what astonishing new value these great new engineering features bring to the low price field now for the first time.

Discover, too, the better value of Plymouth's famous 100% Hydraulic Double-Action Brakes . . . Safety Steel, Safety-Styled body . . . Floating Power engine

mountings . . . record economy with full power in "the car that stands up best!" Come in—soon. We have the new Plymouth here for you to try.

*Standard equipment in 1939 De Luxe models.

"Roadking" \$
5-PASSENGER
SEDAN ONLY . . .

E. W. JONES & SON

DESOTA, PLYMOUTH AND PONTIAC
Gatesville, Texas

Though Bible sale in Europe during 1938 shot to an all time high of 1,660,000, sales in Germany slumped 31,000, the International Bible Society learned at its annual meeting in London. World

sales of the holy book, printed in 732 languages and dialects, totaled 11,039,491 volumes—a drop of 279,084. Biggest decrease was in war-torn China, where sales fell nearly a million copies.

Oliver Wendell Holmes had a four-word definition for an afternoon tea: "Giggle, gabble, gobble, git."

—Try your home merchants first.

**THOMSON'S DON'T
HESITATE, EVER**



TO SAY WELCOME!
'Specially During the Rodeo

The Thomson Grocery Company

Gatesville, LOUIS THOMSON, Mgr. Texas

TRUTH about ADVERTISING

By CHARLES B. ROTH

'HERE COMES THE QUEEN I'

I WAS talking in his office with a man who is head of a large store. I was complimenting him upon the extraordinary courtesy and service a woman told me she always received in that store.

"My friend says that your salespeople treat her as though she were the queen," I explained.

"Come with me," the executive said, and left his chair, and started downstairs. "I want to show you something."



Charles Roth

I followed.

He took me behind the counters. He pointed out neatly printed white cards pasted up at close intervals throughout the store, where the clerks couldn't help seeing.

I read what they said.

"HERE COMES THE QUEEN!" "It's our slogan," the executive explained. "Yes; it's more than a slogan. It's our watchword, our business policy, to treat every woman who enters the store as though she were the queen."

I happen to know that this policy has paid handsome dividends to the store. As I think it over, however, only in form and expression is that policy different from that of every other organization which advertises for your trade. All have to treat you as though you were the queen—or the king.

Anyone who has been buying much in the stores will tell you that the treatment received from clerks is vastly different from what it was years ago. They are more considerate. They are better informed.

The reason for this change is that they have the ideal which advertising has created in their minds, and to this ideal they must conform.

All over the country, in every newspaper, advertisers are vying with one another in telling the story of their products and in improving their products to make them more acceptable.

Their desire is to produce something fit for the queen—or the king—and their advertising sets up a standard to which they must strive.

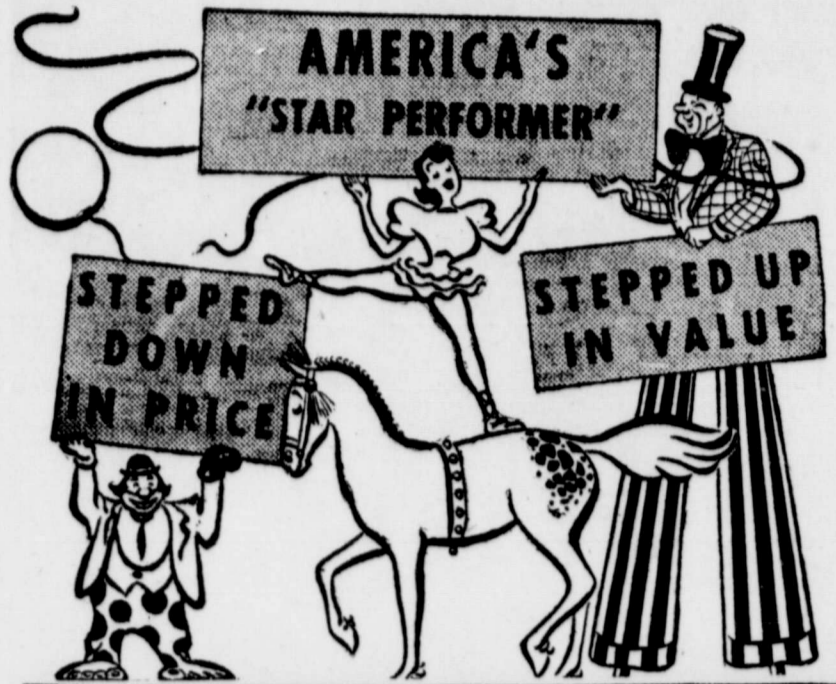
In the process you get the best products and service it is possible to provide.

© Charles B. Roth.



"Come on inside and see the show, boys," shouts the barker as the dancing girls, lovelier and more daring than in bygone days, perform to the music of fashionable orchestras. Here's a dancer from Greenwich Village enticing the boys to the "Greenwich Village Follies" at the Golden Gate International Exposition.

HURRY! HURRY! HURRY!



JOIN THE PARADE! SEE

GOODYEAR'S GREATEST

"G-3" ALL-WEATHER TIRE



For years the leader, outselling every other tire made—the national standard of service and value!

NOW YOURS AT "EASY PRICES"

A BETTER TIRE FOR LESS!

STEP RIGHT UP, FOLKS! LOOK AT THESE AMAZING FEATURES!

- Improved "G-3" All-Weather tread with wide riding ribs for long non-skid mileage and easy-roll ride.
- Deep center-traction—heavy shoulder blocks.
- New low stretch Supertwist cord—tougher, stronger, safer.
- New ply-construction—more cords per inch—firmer, harder, longer-wearing.
- Smart side-walls with heavy prisms to guard against curb scuffing.
- "Lifetime Guarantee"—backed by Goodyear and by us!

DON'T WAIT FOR OLD MAN TROUBLE!

Let us strip off those old, worn tires and put "G-3" All-Weather safety on your car—TODAY. A new value-bargain for any man's money!



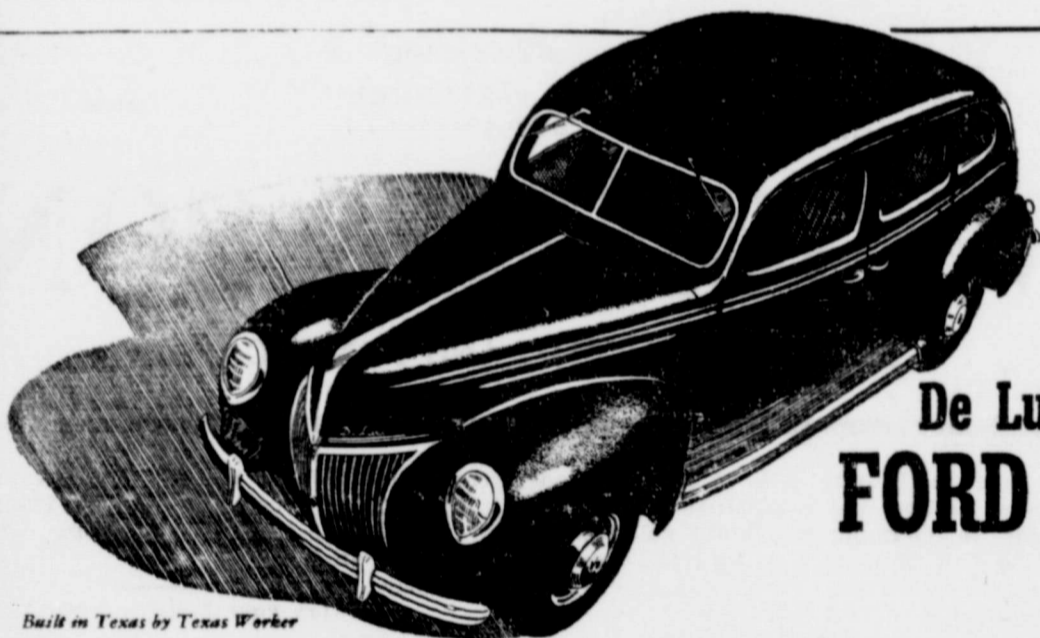
LOW COST...

.. HIGH VALUE

SAVE at the Sign of the Goodyear Diamond

CHAMLEE'S GARAGE

CENTER OF EVERY ATTRACTION
1939 FORD V-8
BOTH 60's AND 85's



De Luxe
FORD V-8

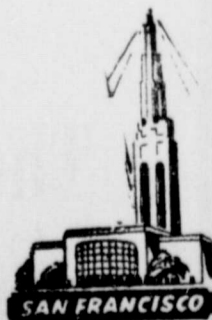
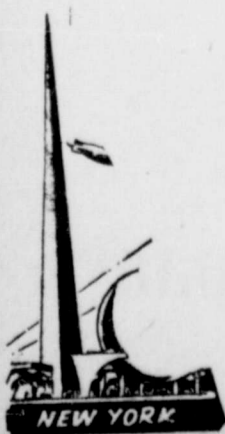
Built in Texas by Texas Worker

SEE THE NEW MODELS DURING THE Rodeo and Frontier Celebration

IN GATESVILLE IF YOU VISIT EITHER FAIR MAKE IT IN A FORD V-8

CORYELL MOTOR COMPANY

SALES AND SERVICE



**GIANT MURALS
AT WORLD'S FAIR**

HIS theme the strong, stark beauty of the machine, Dean Cornwell, one of America's foremost painters, has completed two massive murals, each 15 x 65 feet, depicting the birth and growth of a motor car body, for the Fisher body exhibit in the General Motors Building at the New York World's Fair.

In his ten-foot giants, heroic figures which spread majestically across the canvas, Cornwell has caught the human relationship of man and machine, and the power of steel fused to steel.

"In art, a strong draughtsman is one who looks on a human being as a machine, with an understanding of all the parts, how they work and function as an esthetic whole," Cornwell says. "When the same artist draws a machine he should treat it as a human, living thing."

The murals, done in gold and aluminum leaf against a jet-black background, show the giant workmen, their bodies rippling with strength, molding crude steel into an articulate whole—man's duality of grim practicality and instinct for beauty at work.

It did not take Cornwell long to be in complete sympathy with the processes of the making of a motor car body. He was able to see deeper into the machines than that which meets the eye. The machines began to live for him, and he looked upon them as a living symbol of his age.

The murals, which flank the stairway leading to the Fisher exhibit, are said to rank with the painter's other important works. These include the murals in Los Angeles public library, the Lincoln Memorial at Redlands, Calif., the County Court House at Nashville, Tenn., and the Raleigh Room of the Warwick Hotel in New York City.

Leading critics and connoisseurs, who have seen the work, hail it as an important contribution to 20th century American art, certainly one of the finest artistic endeavors to be seen at the Fair, and millions of people will view the murals before the fair ends.

East at Fair



From the Netherlands East Indies comes this style of architecture to thrill visitors at the Golden Gate International Exposition. The delicately wrought and ornate tower surmounts a building of truly Oriental design which contains hundreds of fascinating displays.

With half of a promised \$10,000,000 endowment already transferred to its credit, the Alfred P. Sloan Foundation for mass economic education made its first annual report. Biggest gifts: \$43,000 to the University of Chicago for its Sunday broadcast, "The Round Table of the Air"; \$72,000 to Stephens College, Mo., for a National Institute for Consumer Education; about \$100,000 to Brookings Institution in Washington D. C. for research.

The sperm whale breathes thru a hole in the top of his head. His brains would be air-conditioned—if he had any.

Fifty cents an acre more spent for good seed corn may mean an increase of five to 15 bushels in yield.

The Rhoades Family . . . by Squier



TWO WEEKS' WAGES GO FOR MOTOR TAXES!

More than half of the motorists earn less than \$30 per week and they pay an average of \$50 a year in taxes on their cars. That means that nearly two whole weeks' wages are paid by many motorists for automotive taxes.

Alcohol is a quicker pain-killer even than morphine, reported Drs. Hardy, Wolff and Goodell of the Cornell Medical College in New York City. Rating intolerable pain at 100 per cent, they found that alcohol can still it by about 40 per cent in 15 minutes. Aspirin, they reported, lessens pain by about 35 per cent; but many aspirin tablets, they found, have no more effect than one.



**Ride Him in Here,
Cowboy!**

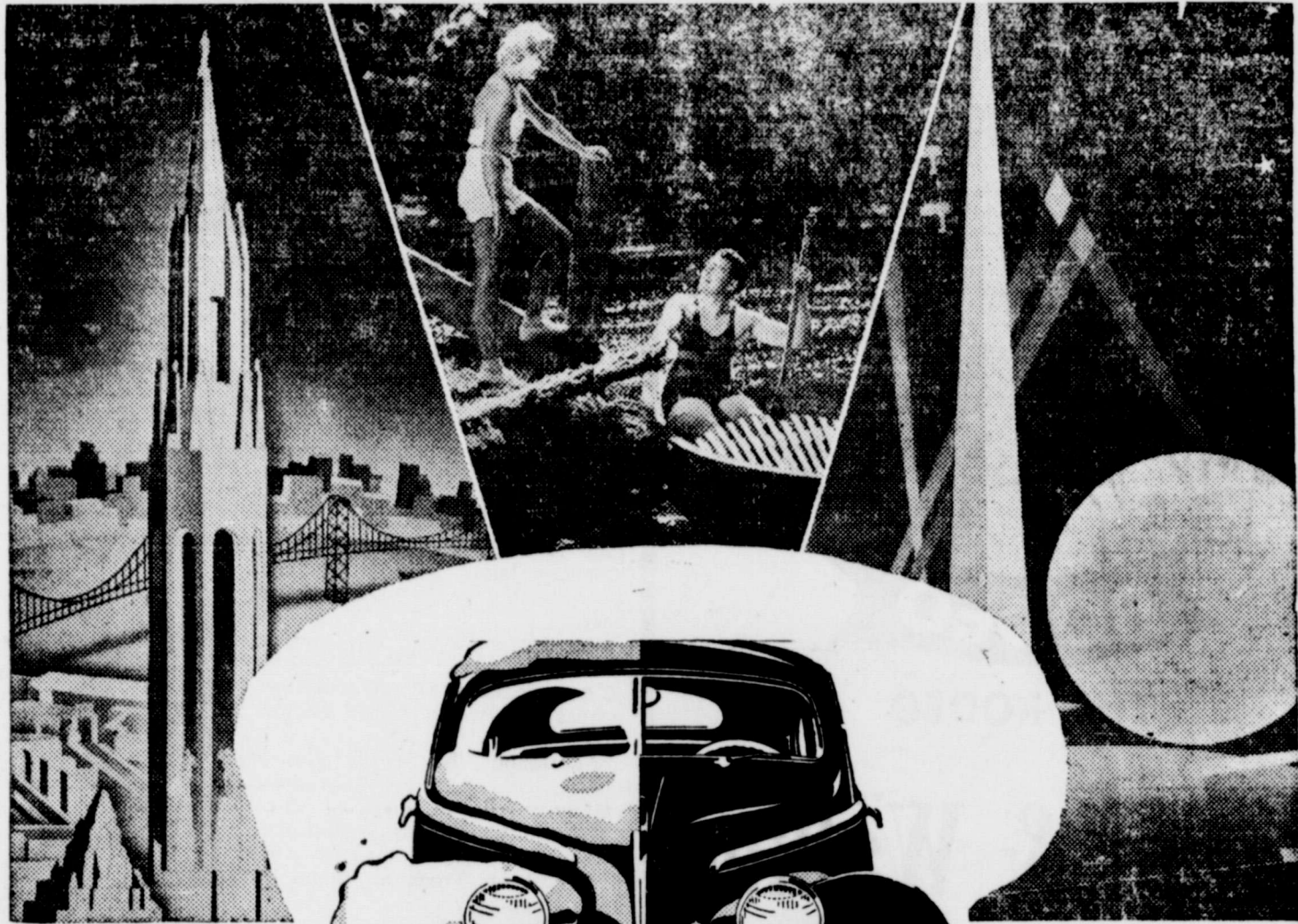
**We've Got
BETTER EATS**

**OUT OF THE CROWD
In Our Air-Cooled
Plenty Parking Space**

DIXIE GRILL

Kay Ament, Prop.

WELCOME FOLKS! Wherev er you go, go TEXACO



YEAR IN . . . YEAR OUT

You need this oil

Insulated Havoline is an oil that can "take it"—give peak performance winter and summer—in any car, new or old. Don't trust to old-fashioned oil that's likely to break down and form piston varnish that makes pistons drag and not give the lubricating protection your car needs. Havoline is not only Insulated—it's Distilled—clean and pure and won't deposit hard, injurious carbon. Havoline is waxfree, too, so it flows freely, quickly, even in cold winter weather. Why don't you drive in—change to Insulated and Distilled Havoline; it's a better oil in any weather—in any car.



THE TEXAS COMPANY

MABEL GARDNER, Agent

Near Old Depot

Phone 350

Handwritten notes: 1 2 3 4 5 6 7 8 9 11

**WELCOME
COWBOYS!
AND
COWGIRLS!**



Drop in and Buy a
FLOWER

Mrs. J. B. Graves
FLORIST
Phones 43 and 442

**FREE DANCE LESSONS IN
VILLAGE AT FAIR**

Free classes in Highland dancing are an added attraction at the Scottish Village at the California World's Fair. All Exposition visitors who have envied the dancing of the Scottish villagers, are eligible for free lessons in any of the dances they select.

Martin Graham has over 700 medals to his credit received in prize dance competition all over Scotland.

**LOW COSTS PLEASE SAN
FRANCISCO FAIR CROWDS**

Low transportation costs to the California World's Fair and minimum charges for even the most attractive shows on Treasure Island are amazing thousands of visitors.

Those who drive their own autos to the Fair discover that average cost of transportation, including bridge toll and parking is 25 cents per person, which with admission

ROCK-A-LONG COWBOY!

Have a Big Time at



THE RODEO

Byrom & Walker

PHONE 106

**WELCOME TO THE RODEO!
WE'LL TACKLE ANYTHING**



CURT ROGERS GARAGE

Elmo Washburn

Phone 71

Curt Rogers

**THEY'RE TOUGH, WHEN IT
COMES TO BULLDOGGING**



**IT'S A GRAND SHOW, FOLKS, AND
WELCOME!**

JOHN HODGES

Grocery and Filling Station

Last Stop East on U. S. 84

Phone 283

costs brings the total to only 75c per person. That cost is figured on an average of four persons to the automobile.

Costs are (1) 50c Bay Bridge toll, which includes return trip from Treasure Island to San Francisco or Oakland, or trip to either side upon departure; (2) 50c parking; (3) 50 cents admission for adults and 25 cents for children of 5 to 12 years. With four adults, that's only 75 cents each. If the trip to Treasure Island is made by ferry boat the charge is 10 cents each way.

Hundreds of attractions are free, including famous bands, noted singers, lectures by renowned scientists and world famed personages.

Admission charges to banner shows are low at the Calif. Fair, ranging from 10 cents to many Gayway attractions to \$1.00 for the famous Ziegfeld Follies of 1939 produced on Treasure Island by Jake Shubert.

James Whitcomb Riley, Hoosier poet, at one time use the pseudonym of Benjamin F. Johnson.

The SNAPSHOT GUILD

TRICK PICTURES



"Castle in the clouds"—an easy trick shot you can make at home. For how to do it, see below.

TRICK pictures made with the aid of glass or mirrors are easy—and these devices permit many unusual effects.

Place an object on a table with glass top—shoot from underneath the table—and the object seems to be floating in air, for the glass, of course, will be invisible.

That is how the picture of the "castle in the clouds," shown above, was taken. A big piece of glass served as support—the castle is a toy one—the clouds are pieces of fluffy cotton. And a portrait attachment was used on the camera to permit shooting "close-up." Diagram 1 shows how things were arranged.

You can use this same technique in shooting a picture of a pet—in picturing a ship model—showing a doll making a high dive—and in many other clever, striking snap-

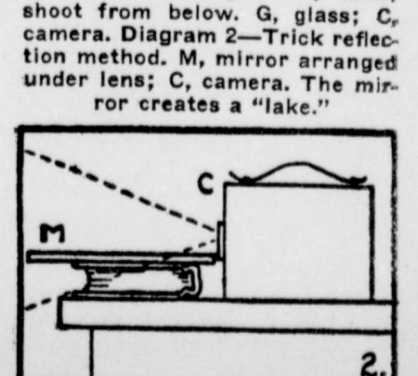
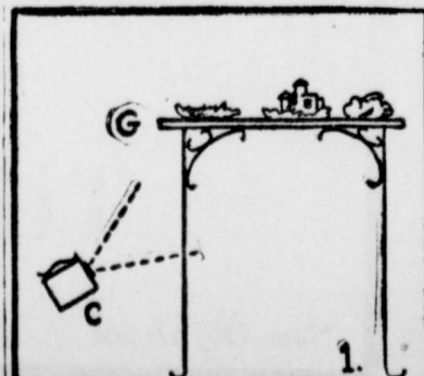
shots. Just have the glass well cleaned, don't allow it to pick up reflections from your photo lights, —and your pictures will truly puzzle anyone who views them.

Mirrors are extremely useful in making trick snaps. For an amusing shot, get a plain unmounted mirror, and place it level just under the camera lens as shown in Diagram 2. Take a picture of your house with this arrangement—and if the mirror is correctly adjusted as shown, your picture will show a lake in your front yard! The mirror cuts off the lower half of the scene, and substitutes an upside-down reflection, just as would appear in a smooth sheet of water!

Try these simple, amusing camera stunts. You can make trick pictures as well as anybody!

John van Guilder

Diagram 1—Castle picture. Put subject on glass sheet or glass top table, shoot from below. G, glass; C, camera. Diagram 2—Trick reflection method. M, mirror arranged under lens; C, camera. The mirror creates a "lake."



NIGHT LIGHTS SPECTACULAR PART OF FAIR

Fame of the spectacular illumination of the Golden Gate International Exposition, on Treasure Island in San Francisco Bay, has spread far and wide, judging by inquiries received by the Exposition. Hundreds of letters have requested information on the lighting of the Exposition.

Latest person to communicate with the Exposition concerning the illumination is Lois Troumbley principal of the Freat Falls, Mont. Junior High School.

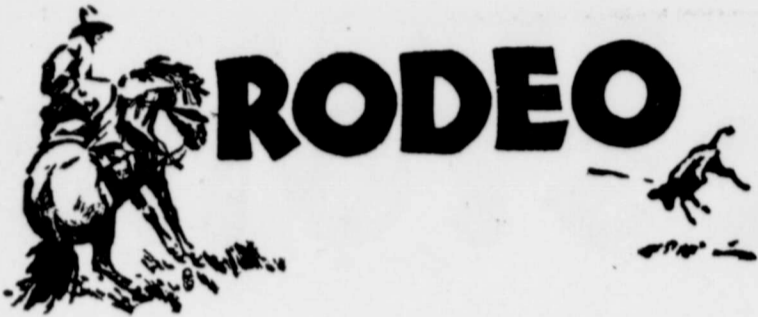
She wrote: "I expect to attend the Exposition this summer and I want to get the most out of it, so please send me any literature which would be helpful. I have heard that it was worth the price of the trip to see the light display.

Designed by A. F. Dickerson, General Electric illuminating en-

gineer, the exterior lighting of Treasure Island cost more than \$1,000,000 and at night turns the Exposition site into a "magic city afloat on the water of San Francisco Bay."

Dickerson mixes light as an artist mixes paints. Millions visiting the Exposition never see the light sources which make them feel gay and glammers in one court, serene and silent in the next. Glaring, gaudy lights are taboo, and there are no burning eyes nor jarred nerves.

What Helps Business Helps You!



RODEO

FRIENDS
WELCOME TO
OUR
ANNUAL RODEO
THREE BIG DAYS OF FUN
And Splendid Entertainment.
Cool and Refresh Yourself At

KOEN-FOSTER DRUG

South Side O'Main

'Ambassador of Rhythm'



Pretty Marie Louise and Anson Weeks, famous orchestra leader, display a scroll appointing him "Ambassador of Rhythm" for the 1939 Golden Gate International Exposition, on Treasure Island in San Francisco Bay.

Just, "A One Year Old"!

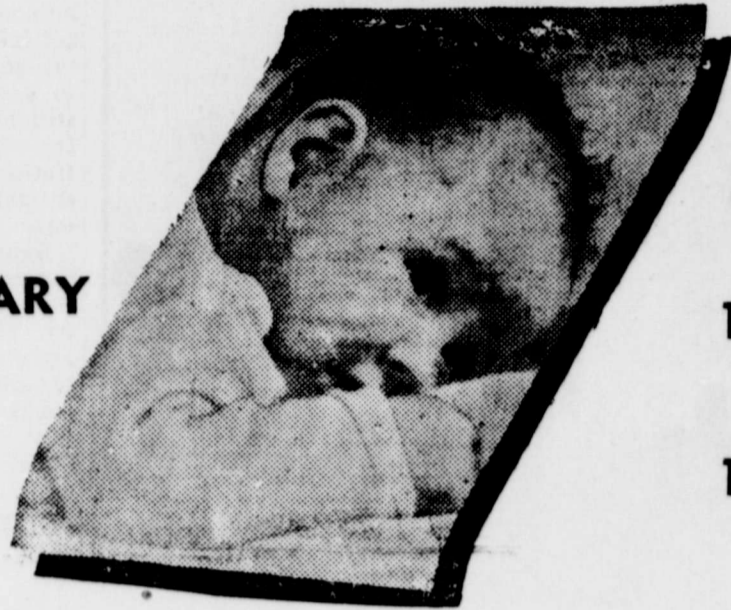
FIRST
ANNIVERSARY

AND—

JUNE 1

1938

1939



WELCOME'S WRITTEN
All Over Our Faces. Call
and See Us During the
RODEO AND FRONTIER
CELEBRATION

Murray's Gro. & Market

Stage fright overcame Dr. Peter Sammartino when he arrived to take the New York State examination on his fitness to head the modern language department of a city high school. Confronted by three famed Italian scholars, awed Dr. Sammartino flunked. Last week he petitioned for another chance on the ground that his examiners had been "so distinguished . . . as to unnerve any candid-

ate. Each of the anchors aboard the British transatlantic liner Queen Mary weighs 16 tons.

COME ON, FOLKS!
WE



WELCOME YOU ALL TO GATESVILLE'S
RODEO AND FRONTIER CELEBRATION

RE-NU CLEANERS

J. H. BARNEBURG, Mgr.
Across From Ice Plant

16
10/24/38

Beauty at Exposition



Beautiful vista in the Court of the Moon at the 1939 Golden Gate International Exposition, now completed. In the back ground, the 400-foot Tower of the Sun. The young lady in the foreground adds to the scene.

who laughs at "luck charms" may teach her children that toads cause warts.

Proof of such "old wives' tales" persist among educated persons was on record last week. A three-year survey by Dr. F. H. Kilander, dean of the Panzer, N. J., School of Physical Education and Hygiene among 11,000 high school seniors, college freshmen and adults revealed that all three groups cling to a number of senseless superstitions about health. On the whole Dr. Kilander reported, college freshmen were not much more enlightened than high school seniors.

Some of the commonest "misconceptions" discovered by the Panzer Dean had to do with heredity. Thus almost half of all those interviewed thought communicable diseases, such as tuberculosis, could be inherited. About 40 per cent of the 11,000 believed that expectant mothers could make their children musical by listen-

ing to good music during pregnancy, and that "various marks of disfiguration on the child are due to fright of the mother during pregnancy."

The notion that wearing rubbers indoors injures the eyes was entertained by nearly a third of both student groups, but by only 13 per cent of the adults. On the other hand 25 per cent of the adults

thought that a "taste" for alcohol could be inherited, while only 20 per cent of the college freshmen and 15 per cent of the high school seniors made this "error".

Most striking of all the curious ideas encountered was the formula given by three per cent of the high school students for maintaining a healthy mind—"monotonous living."



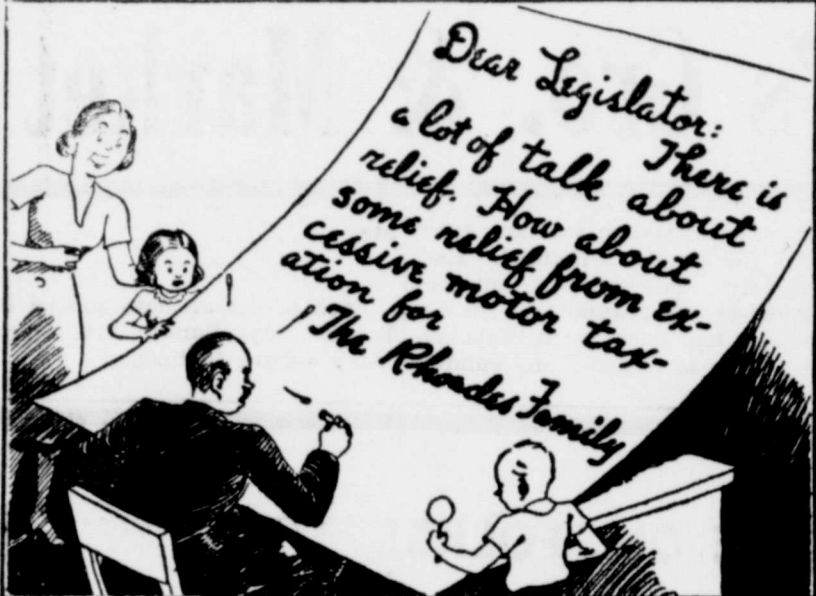
FOLKS!

Make Yourself at home,
At
GATESVILLE'S RODEO
AND FRONTIER
CELEBRATION

U. D. MAXWELL

Mill, Mattress Factory, and Feeds
N. Lutterloh

The Rhoades Family . . . by Squier



Mark Twain said that everybody talks about the weather, but nobody does anything about it. That's about the way it is with the excessive automotive taxes. Everybody complains about them. If the motorists presented a united front, writing and talking to their legislative representatives tax relief would be obtained before long.

SUPERSTITION SURVEY

Hardest of all superstitions are those pertaining to the human

body. A man who scorns "knocking wood" to ward off evil may be convinced that eating fish will "build up" his brain; a woman

Firestone

Put The Farm On Rubber



Only FIRESTONE Ground Grip Tires Have These Patented and Exclusive Advantages Triple-Braced Traction Bars which cannot bend, break or tear off.

Longer Tire Life, because of the patented Firestone Gum-Dipping process.

Tread Guaranteed Not to Loosen, because of extra layers of Gum-Dipped cords under the tread.

Scientifically-Spaced Traction Bars provide better cleaning.

52 to 89 Extra Inches of Traction Bar Length give greater traction.

32% Greater Tread Bar Surface Contact assures increased pulling power.

21% Flatter Triple Braced Tread provides shoulder traction.

Continuous Triple-Braced Traction Bars, joined together for smoother riding.

WELCOME!
VISITORS,

TO HAUL
YOUR STOCK
AND YOURSELF
USE



TEXACO FIRE CHIEF
Or
THE NEW SKY-CHIEF
GASOLINE

Visit Us!

DIXIE SERVICE STATION
REB AND BOB

Corner Main and Lutterloh

Phone 67

VISIT US, FOLKS,
During

GATESVILLE'S RODEO

And
FRONTIER CELEBRATION

Gatesville Auto Supply

The **Firestone** Store

Tom Freeman

Bill Freeman

CORYELL COUNTY NEWS

LARGEST PAID CIRCULATION IN CORYELL COUNTY

Local Representative Associated Press

Member Texas Press Association

Local Representative Texas Election Bureau

VOLUME VII

GATESVILLE, TEXAS, TUESDAY, MAY 30, 1939

NUMBER 46



Mayor C. E. Gandy, one of Gatesville's "firsts", who is in a way responsible for the Rodeo and Frontier Celebration for all of Coryell County.

Greatest Honor of Year

Goes to Gatesville High School's Girl Basketball Team Winner of The County's First State Championship in the Entire History of This County and City as Well



Coach Fred Schwarz. To say he coached the First State Chamionship Team Gatesville and Coryell County ever had, does this fine coach only partially the praise he deserves.

1939 STATE CHAMPION G.H.S. GIRLS B.B. TEAM



Here they are: Front, left to right, Miss Thomasson, White Hall; Miss Shoaf, Plainview; Miss Hinson, Gatesville; Miss Weaver, Jonesboro.

Second row: Miss Rutherford, Gatesville; Coach Fred Schwarz; Miss Patterson, Ames; Miss James, White Hall.

Girls not in the picture, who were on the team, and served as "cannon fodder" and played in many games: Miss Davis, Gatesville; Miss Wiegand, Plainview; Miss Hardin, Plainview; Miss Curry, Plainview; and Miss Cole, Gatesville.

Photo by Mayes Studio, cut by Coryell County News.

PICTORIAL GATESVILLE

Note: (Always a necessity in any special edition). Anyway, in this section of the Rodeo and Frontier Celebration Edition of the News, The City Section, we boast and boost our local institutions, giving a partial pictorial review of past accomplishments, and worthy institutions of our little city. Unfortunately, we have only a part of what we would like to give you in this localized pictorial section.

Also, outlined will be a few of the major progressive items the News has endeavored to foster in Coryell County.



10
39
4
587

WE, BUSINESS AND PROFESSIONAL MEN WELCOME YOU!

Gatesville, IS the heart of Coryell County;—BUT what is a heart without arteries and veins.

GATESVILLE'S heart and entire system is closely wrapped up in ALL of Coryell County.



Your interests ARE OUR interests. OUR welfare depends on every one of the 19,999 Coryell County citizens! OF COURSE, We welcome you!

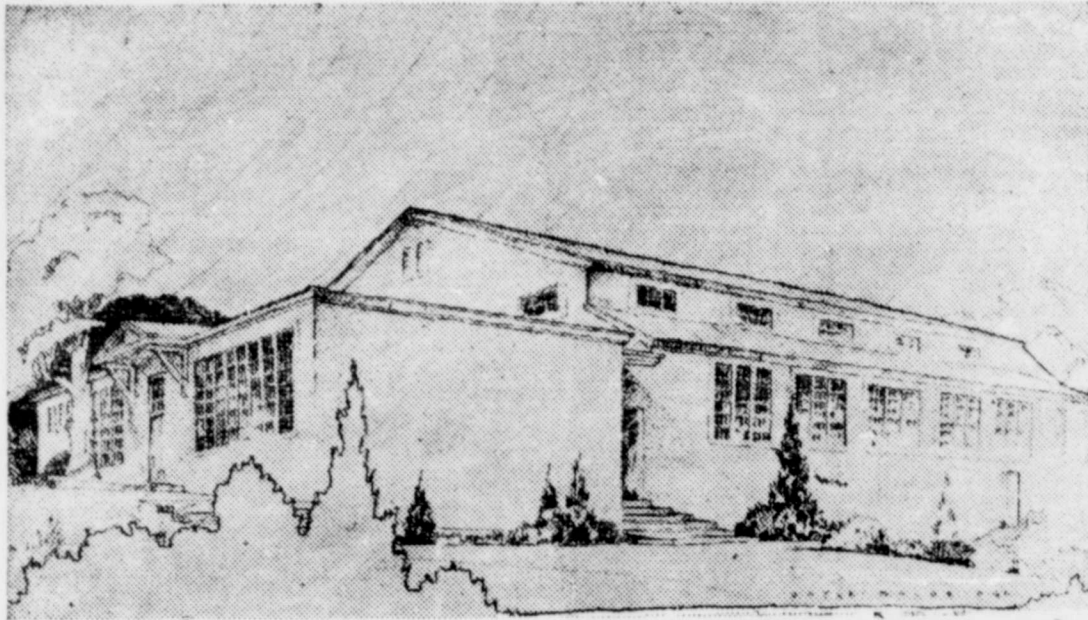
GATESVILLE

CHAMBER OF COMMERCE

J. Hurl McClellan, Pres.

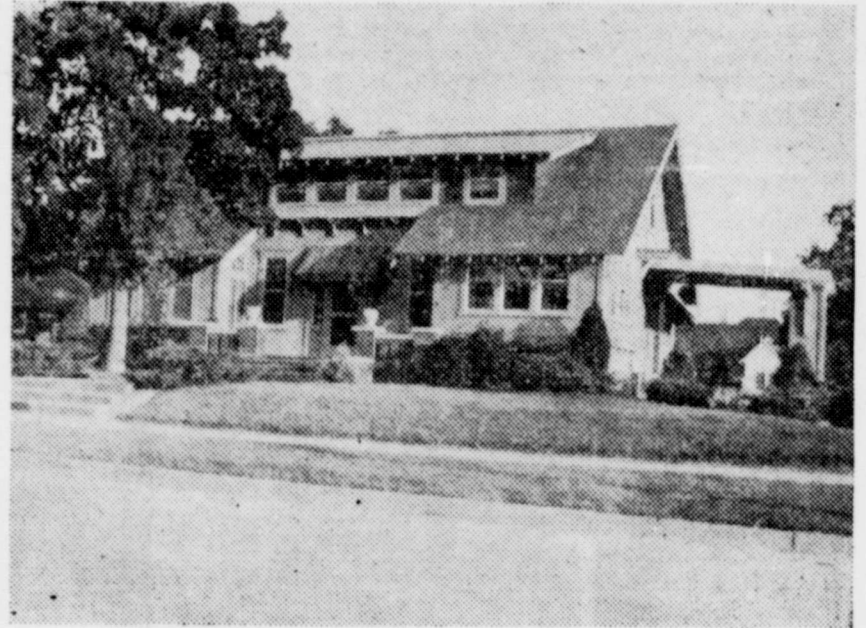
Guy Powell, Sec.

GATESVILLE HIGH SCHOOL GYMNASIUM



The playground and recreation facilities of Gatesville's complete school system. Nearly 500 are in High School here.

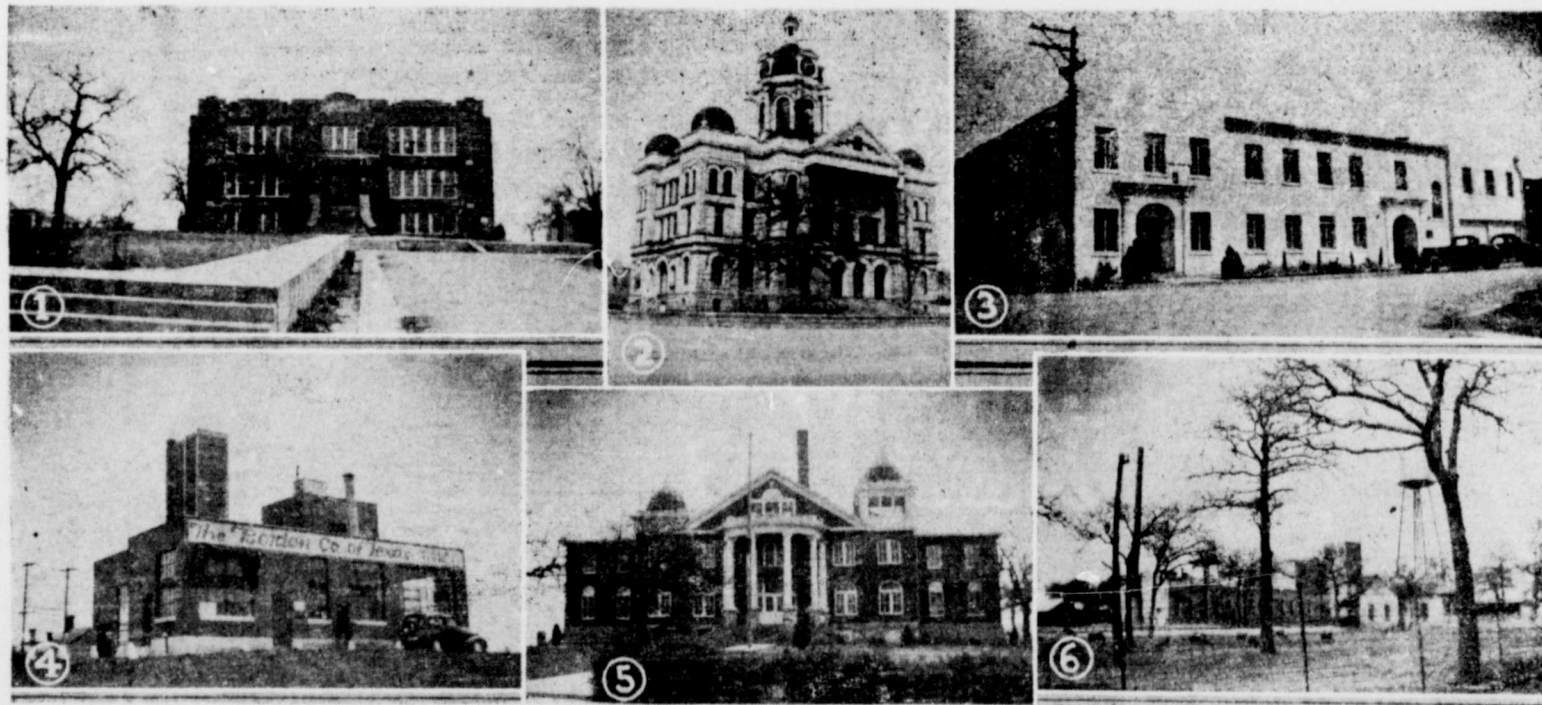
MILTON POWELL MEMORIAL HOSPITAL



A home-owned Service institution, here for the service of all Coryell County people. Open to all practicing physicians.

OF COURSE

ALL GATESVILLE, ITS CITIZENRY, ALL BUSINESS AND ADMINISTRATION WELCOME!



Public and outstanding buildings in Gatesville: 1. Gatesville High School. 2. Coryell County Courthouse. 3. City Hall, Fire House, and City Auditorium. 4. The Borden Company of Texas' local plant. 5. Gatesville Elementary School. 6. Coryell County Cotton Oil Company Plant.

THE CITY OF GATESVILLE

Rufus Brown, Alderman
E. Routh, Alderman

C. E. Gandy, Mayor
Eiland Lovejoy, City Sec.

J. O. (Jim) Brown, Alderman
R. L. (Bob) Saunders, Alderman

*This can be
Your Home*



RODEO FOLKS,
HAVE A GOOD
TIME, AND

WHEN YOU GET HOME
AND THINK OF YOUR HOME
FIGURE ON YOUR HOME
WITH THE

Home

Lumber Company

Across From City Hall

Phone 40

The number of curb markets in North Carolina increased from 28 in 1934 to 42 in 1939 and in 1938 did a business of \$309,150.

Java has complete religious liberty.

FIRST BAPTIST CHURCH



FIRST METHODIST CHURCH

Japan proper contains five main islands and some 600 smaller islands. Georgia's peanut crop averaged 800 pounds an acre, an increase of 60 pounds over 1937.

RODEO
FOLKS,
WE'RE



Singing
A
WELCOME
TUNE
to all of
YOU!

Car Trouble?

WE CAN DO
THE JOB

LESTER
BRITAIN
GARAGE

Rear E. W. Jones & Son

"DREAM HOUSES"
WILL REMEDY THE
DEPRESSION, SAYS
NOTED EDITOR

"THERE are too many little dream houses in this land of ours," says William Frederick Bigelow, editor of Good Housekeeping in the June issue of the magazine.



Editor Bigelow

"Their number has increased by two or three millions in the last half dozen years and there is no let up in their building," he adds. But these dream houses are only dreams. Mr. Bigelow points out

The statisticians will tell you how many houses short we are. Their figures will be startling, but they will be cold, impersonal figures; they will not tell how many times a dream house tumbled into ruins, became a heartbreaking house instead of a home," he says.

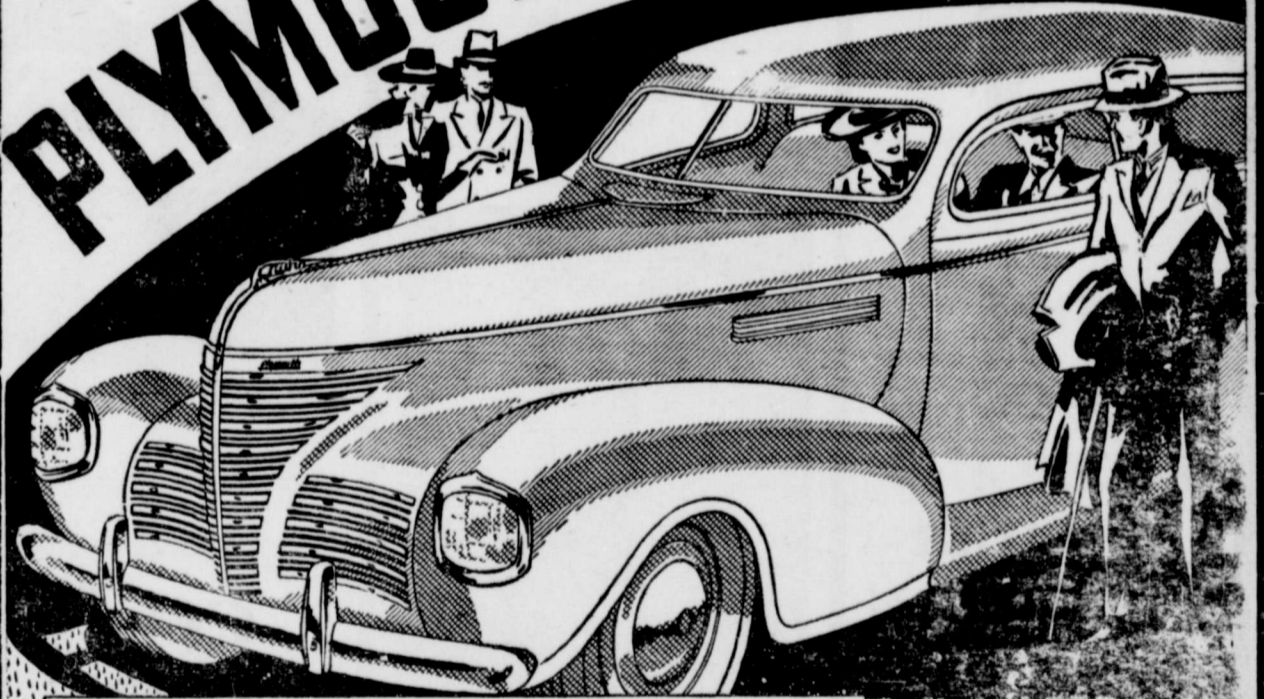
The article states that the housing shortage is one of the most serious phases of the depression and that meeting this shortage would aid greatly in ending the slump in business.

But the cost of building stands in the way, Mr. Bigelow says. "To know that giving every bride a chance to have a home of her own would give millions a chance to become prosperous again is a challenge to the ingenuity of America."

What Helps
Business
Helps You!

RODEO VISITORS, WELCOME
SEE THE CAR

FOR 1939
PLYMOUTH'S THE CAR



WORLD'S FAIR USED
CAR SPECIALS

"GET IN AND GO"

READY FOR COAST TO COAST TRAVEL

Shepherd Motor Co.

M. H. "Doc" SHEPHERD

120
40
18
10
24
7

Visit Gatesville's Rodeo June 1, 2, 3.

AND

Western Auto Associate Store

DAVIS TIRES
Guaranteed up to 24 months
WIZARD BATTERIES
Guaranteed up to 36 months
FRIGIDAIRE
WASHING MACHINES
HARDWARE
BATTERY SERVICE



TRUETONE RADIOS
BICYCLES
SPORTING GOODS
GOOD PENN OIL
ELECTRICAL SUPPLIES
RADIO SHOP
WESCOTE PAINTS

"EVERYTHING FOR THE AUTOMOBILE"

SATISFACTION OR MONEY BACK

W. T. HIX, Owner and Manager

Gatesville, Texas

"The Dove of Peace can find no rest for her weary feet," declares a paragrapher. The heck she can't brother; she has been out on a limb for many weary months.—Richmond News Leader.

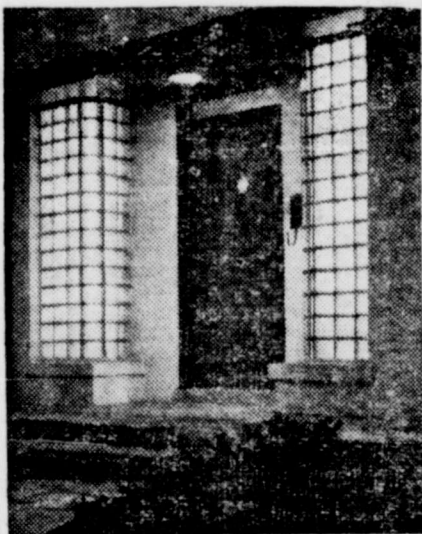
No Cobwebs in His Brain

"John Nance Garner was born on Nov. 22, as near Thanksgiving as so modest and wise a person would choose to be. His countrymen can't help numbering him among their blessings this week," said an editorial in the New York Times a year or so ago in commenting upon the vice-president's birthday. "He holds playfully," said the editorial, "that the books have got the year of his birth wrong. They say it was 1868. He prefers '69. For us it is '69 until he selects some other date."

"He has been at Washington for nearly 35 years. He has minded his own business perfectly. He has minded the nation's affairs carefully and competently."

"He can be patient with policies that he disapproves. A sort of Ben Franklin, he has no cobwebs in his brain. He can be exposed freely to fantasists and fanatics and keep the peace. It is lucky for his own that he is a philosopher. The felicitations of his colleagues drove him from the chamber. Politicians who habitually spread their ears upon the ground can admire a man given to forming his own opinions."

"He is wise by nature and long experience, without pretense, pedantry or solemnity. He is a good man, an able man, full of humor and a good fellow. If he doesn't make his years a round hundred, that will be the first time that he has disappointed the public hope."



Doorways of distinction are made by framing them in ultra-modern settings, like the insulux glass block shown here, a material that adds smartness by day and genuine utilitarian beauty at night. With interior illumination filtering through the translucent but not transparent blocks, such a doorway after dark becomes a friendly beacon, a mark of individual originality on the part of the owner or occupant and seems to speak a cheerful welcome to the nocturnal visitor. These glass block panels provide daytime illumination and utmost privacy for a vestibule clothes closet on one side and a lavatory on the other. This architectural innovation is by Perkins, Wheeler and Will, Chicago.

SHUBERT SHOW OPENS AT SAN FRANCISCO FAIR MAY 15

J. J. (Jake) Shubert, foremost show producer in America and successor to the late Florenz Ziegfeld as producer of the Ziegfeld Follies, plans "the greatest show on earth" at the Golden Gate International Exposition.

His show will be the Ziegfeld Follies of 1939 and will be presented the first time the week of May 15 in the California Audi-

torium on Treasure Island. Broadway stars, made famous by Ziegfeld and Shubert, will play throughout the Treasure Island run at prices between 25c and a dollar said Harris Connick, Exposition chief director.

One hundred and fifty top-flight entertainers will be in the cast. The program will be switched and enlivened on occasion, spiced up and made to move faster as public opinion demands, Shubert said. Shubert and Connick looked ov-

er the California Auditorium and found it completely suitable for presentation of the extravaganza. They inspected the Hall of Western States Auditorium, Festival Hall and other buildings where various parts of the big show will be rehearsed.

The New York impresario has promised that there will be many new and startling effects and novel creations when the "Ziegfeld Follies of 1939" opens on Treasure Island.

STRING
ALONG
COWBOY,
and
have a
BIG



TIME
At Our
RODEO AND
FRONTIER
CELEBRATION

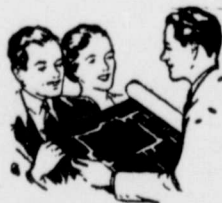
WINFIELD
HATCHERY
AND
MATTRESS
FACTORY

EDDIE WINFIELD,
Mgr.

Wm. CAMERON & CO.
Inc.
OFFERS YOU THE KEY!



Open the
Door to Home Owership!



We'll help you finance,
plan and build . . .

Why defer the pleasures and benefits of home ownership when Wm. Cameron Co., Inc. makes it so easy to attain? The rent money you've paid out in the last five years would have given you a substantial equity in a fine Wm. Cameron Co., Inc. home . . . paid for on our easy installment plan. Don't let another five years slip by before you decide to make full use of your rent money. Investigate our plan now!

Phone for Complete Information. Welcome to our Rodeo

Wm. Cameron & Co. Inc.

W. C. GUGGOLZ, Mgr.

Phone 15

WELCOME
COWBOYS
And
COWGALS!



Drop in and get your
BOOTS REPAIRED

LIVELY SHOE SHOP

Next to Regal

V. V. Lively, Mgr.

There is no credible evidence to support the theory that the mountains of the Sinaiaic peninsula were volcanic within historic time, which would thus rationally account for the "pillar of cloud by day and the pillar of fire by nite."

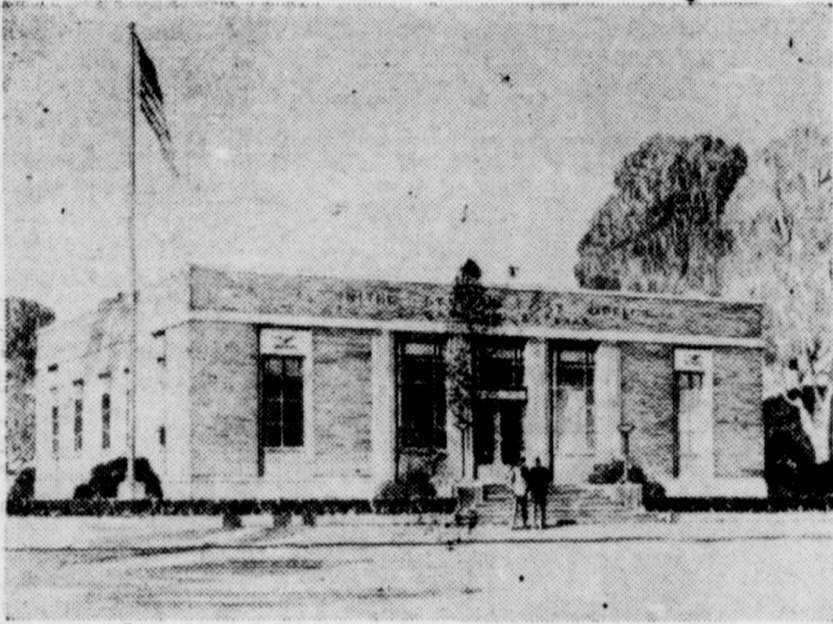
President de Valera says that, if war comes, the Irish will be neutral. That's what he thinks.—Jamestown (N. Y.) Post.

The new process of growing vegetables in trays of water has been put to use to supply the air base on tiny Wake island.

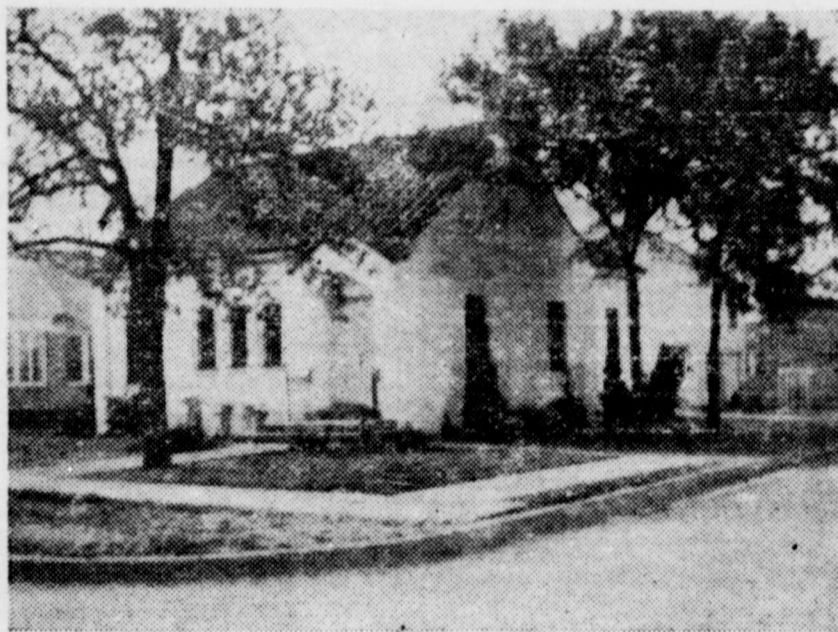
EAT BLUE BIRD ICE CREAM

*Taste
The Difference*

GATESVILLE'S NEW POST OFFICE



GULF STATES TELEPHONE CO. BUILDING



IT'LL
ALL
BE
HERE
JUNE
1-2-3



THRILLS!
SPILLS!
CHILLS!

ANOTHER THRILL
Will Be

A
FULL TANK

And
CRANKCASE
OF GOOD GULF OIL
AND GAS

WASHBURN'S
GARAGE

"Big" and "Little"
John Washburn

SCENE AT GOLDEN GLOVES TOURNEY



R. Wiederspahn, heavyweight who represented Gatesville in the Fort Worth at the State Golden Gloves Tourney.

SHE'S OVER . . . And Now
Runs as Smooth as Conoco to
The Next Long Jump



"Longer
Jumps

"Between
Pumps"

CONOCO BRONZ-Z-Z

FULL MILEAGE FOR YOU
Your Mileage Merchant.
Welcome Rodeo Visitors

CONTINENTAL OIL CO.
TROY H. JONES, Agent

AH WONDERS WHAT
WOULD HAPPEN IF A
SELF-MADE MAN
MARRIED ONE OF DEM
TAILOR-MADE
WOMEN



CITIES SERVICE WELCOMES
YOU ALL TO



GATESVILLE'S RODEO AND
FRONTIER CELEBRATION

Try Cities Service For Service
B. G. PATTERSON, Agent

CITIES SERVICE CO.
1 Block From Rodeo Arena

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HOWDY, STRANGER



Drop in and see
our Rodeo
Trailer

MADE TO ORDER
IN OUR SHOP

BREAK SOMETHING? WE'LL WELD IT!
MANNING MACHINE SHOP

West on U. S. 84, Main Street

Tomato Man



A GAY exhibit in the Heinz Dome will be the familiar "Aristocrat Tomato Man" who will come to life at the New York World's Fair as an entertainment feature for children and grown-ups. He is a chubby character standing six feet tall, attired in top hat and tails, with monocle nestled in his smiling tomato face. He talks and sings with lip motion, rolls his eyes, turns his head, moves both arms and is capable of creating facial expressions. His talks and singing are automatic, being run entirely by radio wave, receiving no manual help during the operation.

Norma Case, 1939 Atlantic high school graduate, was neither late nor absent during the twelve and a half years she attended school.

A big gold mine in Juneau, Alaska uses a million and a half pounds of explosives annually.

FAIR TO STAGE WEST AMERICA BEAUTY PARADE

Plans for "Miss America" eliminations which will culminate in a three night Western Miss America Pageant at the Golden Gate International Exposition August 15, 16 and 17, are under way in Calif. and 12 more western states.

Dell Crosby, western regional director of the Showmen's Variety Jubilee, sponsor of the annual "Miss America" contest in Atlan-

tic City, is in the northwest organizing state contests.

Following the pageant of Western beauty and talent on Treasure Island, "Miss Treasure Island," representing California and a queen from each Western State will depart for the American beauty event.

As a part of the pageant, the California finals will be held, with twelve California girls from twelve sections of the state in competition.

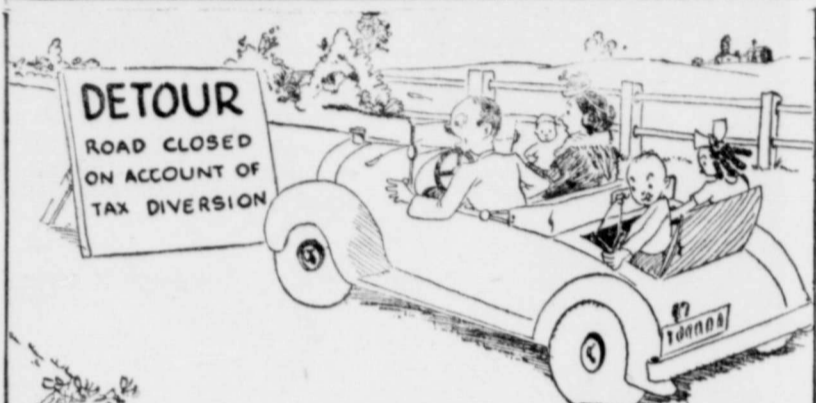
At 10-2 and 4
COWHAND, IT'S



DR. PEPPER BOTTLING CO.

Waco

The Rhoades Family . . . by Squier



Diversion of road funds to non-highway purposes often results in neglected and unsafe roads, and needlessly high taxes. Seven states have adopted constitutional amendments which prohibit diversion, requiring all automotive taxes to be used solely for making better and safer roads. Movements for the adoption of similar amendments are now under way in about a dozen states where road funds are misappropriated.

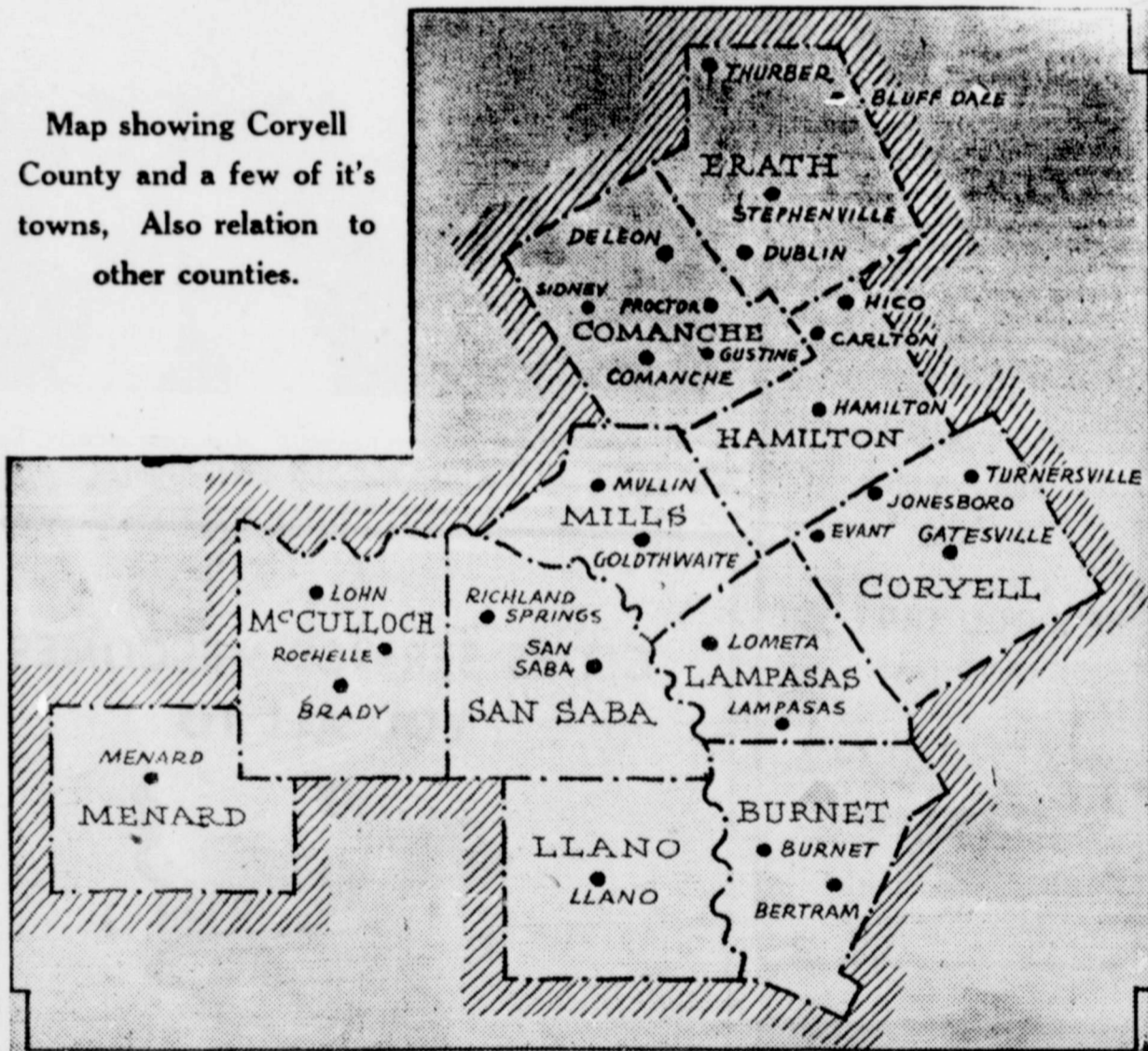
SPECIAL CHICKEN DINNER



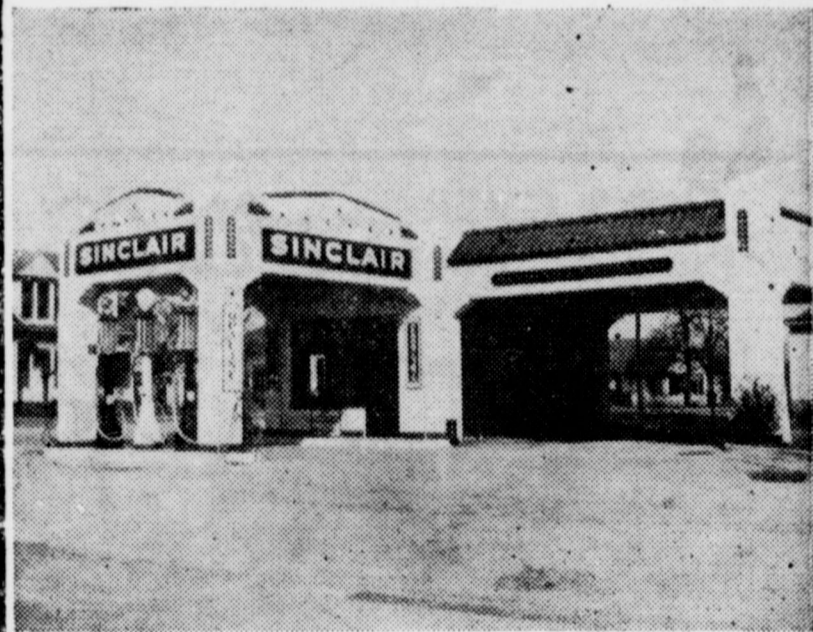
**DURING THE RODEO!
WELCOME, FOLKS!
THE COFFEE SHOP**

EARL KIGER, Mgr.
Ruth McCallister Mrs. Josie Black

Map showing Coryell County and a few of its towns, Also relation to other counties.



**RODEOANS!
VISITORS!
HOME FOLKS!**



SINCLAIR

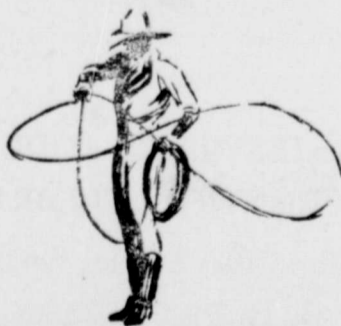
WELCOMES
YOU ALL
VISIT ANY OF OUR
STATIONS

SINCLAIR REFINING CO.

JACK MORSE, Agent

FROM ALL AROUND

**JUNE
1-2-3**



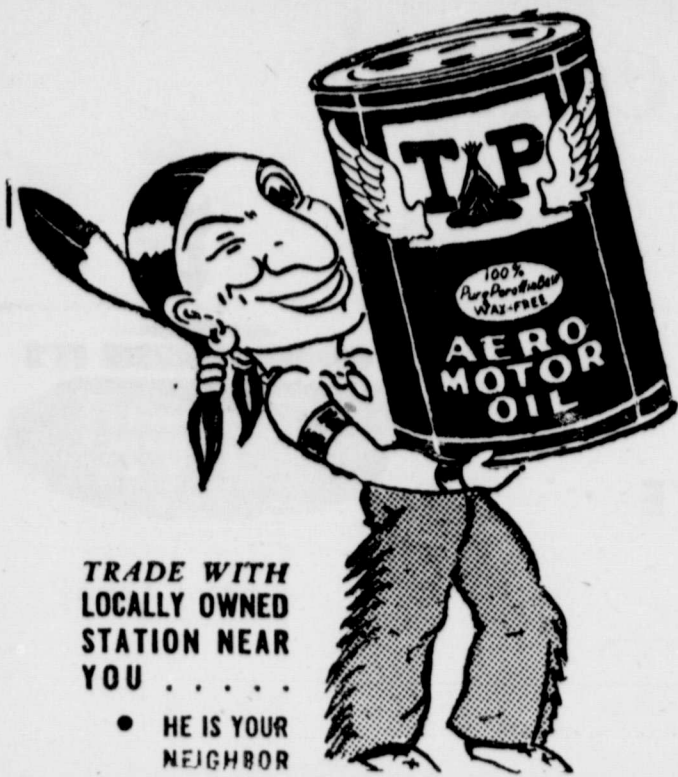
RODEO

You'll Get An All Around
WELCOME!
A & P FOOD STORE

Joe Walker, Mgr. Weldon Rogers, Asst. Mgr.

ICAN ALWAYS HAVE A
GOOD TIME THINKIN'
ABOUT WHAT A GOOD
TIME I COULD HAVE IF
I WAS HAVIN' A GOOD
TIME





TRADE WITH
LOCALLY OWNED
STATION NEAR
YOU
• HE IS YOUR
NEIGHBOR

ALL TEXAS PACIFIC DEALERS
Welcome You
TO
GATESVILLE'S RODEO AND
FRONTIER CELEBRATION
GET T-P SUMMER TRAVEL PROTECTION

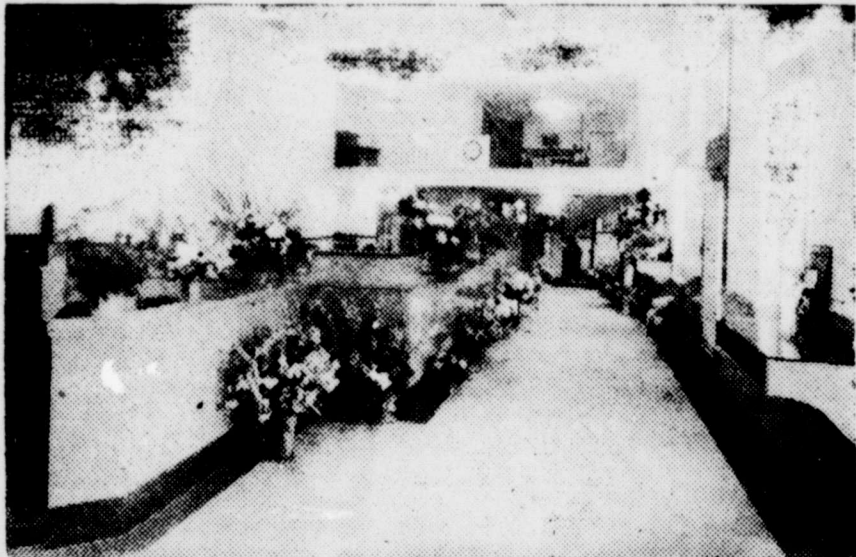
TEXAS PACIFIC COAL and OIL Co.

O. N. HIX, Agent

CCC BOY RECEIVING CONGRESSIONAL HONORS



INTERIOR VIEW OF NATIONAL BANK OF G'VILLE



to appear at his best on holidays in the range country.

Riding at inanimate rings soon grew tame when his daily tasks called for skill with the rope and in the saddle. It was natural that the cowboy should develop these various skills, and so came the roping contests of the early eighties to be followed by the cowboy

roundups of the middle nineties.

As the contests moved toward the West they encountered another civilization—almost as old as that of the knights—of the conquistadors, progenitors of the dons of California who termed these contests on fiesta days "Rodeo" after the roundups of the California rancheros. Gradually the old

terms "re-union" and "contests" have given way to the Spanish version "Rodeo". However, honors as to ancient background are about evenly divided.

—C.C.N.—
One out of every 37 persons in the United States is a criminal, according to the law enforcement committee of the American Bar Association.

WELCOME, FOLKS!

IT'S
YOUR
SHOW



COME,
ENJOY
YOURSELF

E. C. Bauman Truck Line

Connects With All Truck Lines

Gatesville

Phone 77

8
26
28
30
4
32
95

Go On, Get Dirty!

COWBOY, COWGIRL, SPECTATOR



We'll Clean Those "Duds" So Good and at Such a Little Cost You'll Never Know It.

Gatesville Laundry

CRAWFORD SCOTT, Mgr.

Phone 140

**RIDE 'EM
COWBOY**



We Milk 'em and It's
Good Milk

**GAMBLIN'S
DAIRY**

EVOLUTION OF THE RODEO

The North American rodeo as an amusement institution has an ancient and honorable background, dating back to the days of King Arthur and his Knights of the Round Table and to the Spanish Conquistadors

King Arthur's knights, clad in armour and mail, jostled at each other on the greensward with blunted spears, the victor being he who unhorsed his adversary. The early jousts marked the first organized effort of record where men on horseback engaged in tests of skill. Down thru the years as the knights became "soft and old", these jousts were replaced by tournaments, a sort of semi-military show embodying tests of horsemanship.

In the American colonies and more especially the Southern ones the tournaments became a riding tests wherein planters' sons tilted at rings suspended over a course for the favor of a lady fair.

The American cowboy on his well reined, agile cowpony adopted the sport as an outlet for surplus energy and as an opportunity

Rodeo Folks, Welcome!



Give Your Order To Our Girls!

EAT, DRINK AND
BE MERRY HERE
AND NAME YOUR ORDER,
WE'LL HAVE IT IN A MINUTE



And Enjoy Eating

THE COZY CAFE

MAIN STREET

BILL AMENT, Mgr.

PHONE 117

Personal Glimpse Of 'Jack' Garner By Old Friend

A rare, intimate glimpse of John Nance Garner, the man, is contained in a column entitled "Perspective," written in News Week magazine by Editor Raymond Moley, former assistant secretary of State under President Roosevelt.

"It's true that Mr. Garner is picturesque," he says. "But he's picturesque only because his method of life, which is simple and natural, contrasts so weirdly with the sham living that goes on in Washington. So far as I can see, he's a man who lives his life as he wants to live it. If he were the manager of a ranch or the president of a bank or the publisher of a newspaper with no possible political ends to serve by 'quaintness,' he would still do just about as he does.

"He doesn't live simply because he wants to get votes. He lives that way because he is a simple man. He refuses to go out to dinners because he wants to go to bed early and get up early. He smokes cigars because he likes cigars. He goes hunting because he likes to hunt.

"The Garner scheme of things shouts to the world: Here I am—no mystery, no deception, just a man trying to do his job. Speaking politically, if that's what you want, O.K. If it isn't what you want, good-by and no hard feelings.

"There's nothing cheap or unreal about all this. No man who's putting on an act can serve in the Congress of the United States for 35 years and still keep the affection and respect of his discerning colleagues.

"Mr. Garner doesn't read an awful lot, except the newspapers. He learns a lot from talking to people. The garden of his mind is carefully pruned.

"Now that it's become fashionable again to salute the flag and stand up when 'The Star Spangled Banner' is played, it can be said with impunity that no man loves his country with more unabashed fervor than Mr. Garner. If he seems to be less concerned about resounding phrases like 'America's destiny in the world' than some others are, that's because he's so passionately anxious to see America believe in itself. He's convinced of the durability of democracy as a way of life for the American people. He knows that any danger democracy faces in the United States comes not from without but from within—when people grow careless, indifferent, tired.

"Mr. Garner is no nineteenth-century free trader. He believes in protection for American farmers, for American industry. He believes that the concentration of financial power witnessed in the last generation was bad for the country. But, unlike Borah and Brandeis, he doesn't look with horror on big business. He takes the view that probably some businesses are more efficient when they're big and some businesses are better for the public when they're little, and that it's the government's job to try and find out which are which. He profoundly believes that much of the early New Deal legislation was sound, but he shrewdly points to a lack of coherence in its later phases.

"He's for organized labor, but made no secret of his alarm over such excesses as the sit-down strikes; to him, the sit-down strikes were nothing more or less than a forcible seizure of private property. He's against the continuous growth of spending in the government—not only because he sees financial chaos at the end of such a course, but because spending has been accompanied by increasing executive

indiscretion. No man has exercised more power in Congress over the years than Mr. Garner. It is a power that does not rest on patronage. The vitality of his mind, the ripeness of his political judgment, the warmth of his affection, his unflinching, unmitigated honesty have compelled the admiration of Republicans as well as Democrats, of radicals and conservatives, Easterners and Westerners. All this despite the tradition that the Vice Presidency is a role of impotence.

"Mr. Garner has made a throne out of a political sarcophagus."

On a cold winter night a few hundred feet of altitude on a hillside may make a difference of 10 degrees in the temperature. Cold air slides down hill on a cold still night.

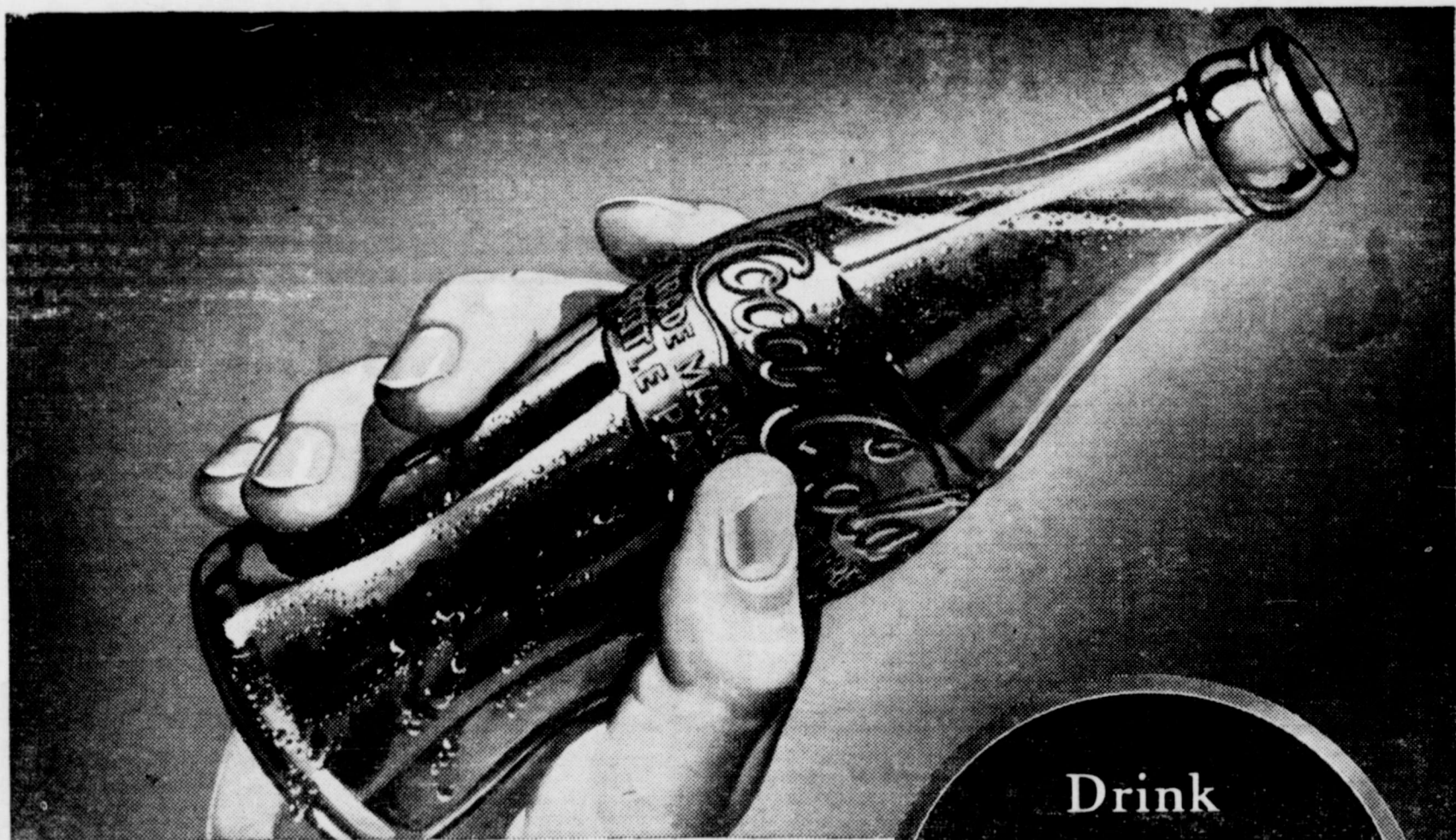
The throne chair of Napoleon is preserved in a San Francisco museum.

NEW LEON RIVER BRIDGE



Looking east across new Leon River bridge, U. S. Highway 84, at Gatesville. Photo taken by Mayes at completion of bridge before approaches were finished. Engraving cut made by the Coryell County News.

AT ANY EVENT OR OCCASION COCA-COLA LEADS



The drink
everybody knows

Whoever you are . . . whatever you do . . . wherever you may be, . . . when you think of refreshment you welcome an ice-cold Coca-Cola. For Coca-Cola is pure refreshment—familiar to everybody.

GATESVILLE COCA-COLA BOTTLING CO.



5¢

DECORATION DAY



UNKNOWN but not FORGOTTEN

Once again we pause to honor our war dead. Once again a grateful nation considers the tremendous sacrifices which have been made to maintain its sovereignty. Time, the enemy of memory, cannot lessen our gratitude nor dim our respect. America does not forget its fallen heroes.

"MEMORY TRAIL"

By FOG HORN CLANCY

Perhaps I am coining a new phrase or expression when I say that the man who is the subject of our Memory Trail this month has a graceful personality. But in everything he does, in all his commands to the many who work under him, he is so smooth and tactful, so frank and considerate, so wholeheartedly interested in all that work for him or with him, and those he comes in contact with, that I cannot draw on my limited vocabulary for a phrase that better describes him.

This man has climbed to the top of his chosen profession, to the top of the roughest of all rough sports and has carried with him and still retains a most gentle disposition, but as he would say "On With the Show", I will get on with the story.

Everett E. Colborn was born July 26, 1892, near DeLama, Idaho. His father, Mark Colborn, was a well known rancher and horse raiser whose brand was a reversed 69 and it was from this nice little spread that Everett first saw the Western horizon.

At about the age of five young Colborn came into possession of a pony outfit, a Christmas present from dad with an oversized toy cap pistol, a gift from one of the ranch hands. He immediately became a self-appointed sheriff or principal peace officer of both the bunk house and the corral, even at



this age showing a natural tendency to take the lead in everything he had anything to do with.

From this early start he became quite a range hand and helped with the branding of horses and cattle on his dad's ranch and also helped the neighboring ranchers with some of their branding, and these neighbors gave in return for his services a pony or horse here and there until, at the age of 15, Everett had become the owner of several horses.

Feeling sure that there was more money in cattle than horses young Colborn sold his first few horses and with the proceeds bought a dozen calves and started a herd of his own.

This cattle business on his part was no wild idle dream, and he

proceeded along the lines he has since that time of trying to be thorough in all undertakings. So one of the first things he did after acquiring the dozen calves was to pick out his brand and register same, it is an EC but the way the brand is made up it is really the letter C with an extra center arm making it also an E and much of his stock still carries this brand.

From the time he embarked in the cattle business at the age of 15, Everett Colborn still remained on his father's ranch and more and more took the responsibility of handling his father's business, the father being content to let the load rest upon the now broad shoulders of his son.

When Everett was 29 years old his father decided to move to California so the son purchased the father's holdings and continued to manage the ranch for himself.

Everett Colborn first started taking in rodeos because he was a very fair roper and could win some money at them and at the same time mingle with and visit with friends of the range. He frankly admits that he never entered the bronc riding contests because he did not feel that he could win a great amount of money that way, and because he got all the bronc riding that he cared for in the regular line of work on the ranch.

It was after attending a few rodeos that the spirit to get into the thick of things and take the lead asserted itself and so he began to rent stock to the various

little rodeos at first and gradually expanded until he was furnishing stock at larger rodeos and had taken up the work of directing the shows for the various committees.

For the past 15 years Everett Colborn has been steadily forging to the front as a rodeo official. He was a judge at the World's Championship Rodeo at Madison Square Garden for three years has directed the arena for five years, he was arena director and associate director of the rodeos staged by Col. W. T. Johnson at the Texas Centennial Exposition at Dallas, the rodeos at Indianapolis, Sedalia, Mo., Tulsa Okla., Kansas City, and Chicago. He has directed the Sun Valley Idaho Rodeo for the past two years and this year directed the rodeo at San Angelo, Texas.

Colborn still has his ranch near May, Idaho, and during the past year has purchased and equipped

near Dublin, Texas, the largest ranch in the country devoted solely to the maintenance of rodeo stock, this ranch totals 10,000 acres.

In June, 1937, Everett Colborn, with M. T. Clemons and Harry Knight, purchased the entire string of rodeo stock and equipment of Col. W. T. Johnson consisting of some 150 saddle horses, 150 bucking horses, 50 Brahma bulls, 100 head of bulldogging cattle, 90 calves, 50 wild cows, 110 saddles and other equipment, the purchase price as announced being \$150,000. They have sold off some of the stock and replaced those sold with other high class rodeo stock, bringing the number of head total to approximately 200 more than the original purchase, and move into New York each year for the rodeo in a special train.

(Continued on last page)

STAY WITH 'EM, COWBOY!



DROP IN TO SEE US

POWELL CHEVROLET COMPANY

Gatesville

Phone 44

WELCOME, RODEO, AND FOLKS!



Cord-Lock makes them 31% SAFER

● Mansfield Cushion Balloons are built the Mansfield way — three ways differently from other tires. They have Cord-Lock construction that gives a 31% greater safety factor in the sidewalls — anchored-in piano wire beads, seven times stronger than actually needed — wide, flat, tough Duro-mix treads that wear like iron and grip tight on slippery pavements.

Aubrey (Spud) Walker

BEWLEY'S CHUCK WAGON GANG

HERE THURSDAY, JUNE 1st

HOT BISCUITS SERVED FREE AFTER
PARADE.

BEWLEY'S BEST FLOUR

"Bakes Better Biscuits, Pies and Cakes"

ANCHOR FEEDS

Make our store your headquarters during the
Rodeo

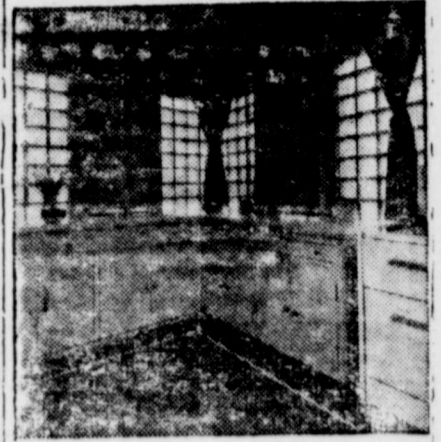
JIM McCLELLAN GROCERY

West Leon Street

Phone 95



BETTER PLANNED
KITCHENS MAKE
COOKING A PLEASURE



When buying or renting, the first thing women look for is a well-planned, attractive kitchen. That's why architects and builders take pains to design this all-important room with a view to practicality and convenience as well as beauty and attractiveness. Typical of today's better-planned kitchens is this one, designed by Jolen Perkins, architect. Panels of insulux glass block admit floods of cheerful light, well distributed over the conveniently placed work centers while step-saving arrangement of equipment helps to make cooking a pleasure in this modern domestic workshop.

fied for payment in Texas to settle claims on insured wheat crops planted for harvest this summer but already damaged beyond recovery.

The indemnities, he said, have been collected by 143 growers in Armstrong, Briscoe, Carson, Castro, Childress, Collingsworth, Comanche, Coryell, Crosby, Dickens, Floyd, Foard, Grayson, Hale, Haskell, Jones, Moore, Ochiltree, Oldham, Runnels, Swisher and Young counties.

AAA PAYS WHEAT INSURANCE IN CORYELL COUNTY

It's not a matter of counting chickens before they hatch, but at least 143 wheat growers in Texas this year have harvested wheat

before harvest.

Even more odd is the fact that these growers all had crop failures.

Reason for this novel state of affairs is federal wheat crop insurance, which has been on the proving ground only since last

summer and which already has proved itself worth the money in 22 counties.

Charles L. Thomas of Pampa, wheat grower and member of the Texas Agricultural Conservation

Committee which administers crop insurance along with other phases of the AAA program, disclosed here last week that 82,629 bushels of wheat, worth \$44,817.57 when converted to cash, has been certi-



Cowboys! Cowgirls!

Have a photo of your
Parade or Rodeo Cos-
tume made.

PRESERVE THOSE MEMORIES

MAYES STUDIO

Also Bring Us Your Films

TWO ITEMS AT THE RODEO



Emmett Digby and his High School Horse Grey Buck

VISITORS,

*It's Our Privilege and Pleasure
to Welcome You!*



MORTON SCOTT

HOUSE FURNISHER

GATESVILLE,

West Side Square

TEXAS

FROM THE COUNTY AGR'L AGENT

New Type Oats are Tried in Coryell County

Coryell County, which is noted for its oats, will have its first crop of certified Improved Nortex in 1939. Sam J. Powell near Gatesville secured direct from the Denton Experiment Station seed to plant a portion of his crop for this year. He immediately filed, in person, an application with the State Department of Agriculture

at Austin to be permitted to produce certified oats. This request was granted, subject to certain conditions. All of these conditions have been met to date. The inspector from the State Department of Agriculture inspected the field of oats on Tuesday of this week and pronounced them in excellent condition.

Commenting on the Improved Nortex, Mr. Powell states that they stood the cold weather better than his other oats planted at the same time, and for that reason was not required to plant over following the winter freezes, had. It is expected that many men will visit this field of oats while they are still standing to see and study them.

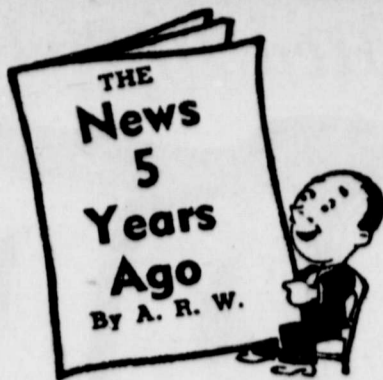
More Boys Wanted to Feed Pigs
Many 4-H Club boys have selected their pigs for the fall shows, yet not a sufficient number has been selected to fill all the classes that it would be proper to show in. Therefore, it is suggested that other boys, who expect to feed pigs, contact the county agent's office at once regarding the selection of additional pigs.

TOPSEY H-D CLUB

The Topsey Home Demonstration Club met at the home of Mrs. Homer Scott on Wednesday afternoon, May 24. The subject was "Motion Pictures and Youth". A round table discussion on the subject was led by Mrs. C. C. Adams. The members answered roll call by telling the furniture they had refinished this year.

Refreshments were served to thirteen members and two visitors, the visitors were Mrs. Tabor Jeffery and Miss Norma Louise Irvine. Members were: Mrs. Bobo Ray, Mrs. Alfred Seagert, Mrs. Vick McBride, Mrs. J. W. Irvine, Wilma Irvine, Mrs. Howard Simpson, Mrs. S. S. Vardiman, Mrs. Laura Terry, Mrs. Victor Frase, Mrs. J. R. Stiles, Mrs. C. C. Adams, Mrs. J. W. Krempin, and the hostess, Mrs. Homer Scott.

A club social was planned for Friday night at the school house on June 2. The next meeting will be in the home of Mrs. H. A. Simpson on June 7.



May 29, 1934

R. G. Davidson, son of Mrs. T. M. Davidson, and Sherrill Kendrick, son of Mr. and Mrs. J. P. Kendrick, were among the graduates of Baylor University at the commencement exercises in Waco; both these young Gatesville men received their A. B. degree.

During Mr. Morton Scott's visit in Dallas last week, he had a part in the embalming of Clyde Barrow's body.

According to a letter, Miss Gladys Martin will arrive in Gatesville on the morning of June 1 to assume the duties of home-demonstration agent of Coryell County; she will work in connection with the economic clubs of this section.

Dean Jones, 22 year old son of Mr. and Mrs. Willis M. Jones of Gatesville, graduated with honors from Baylor University College of Medicine yesterday; he was one of the six highest ranking students of a class of sixty four graduates.

Mr. and Mrs. Otis Rogers, who reside on the Cow House Creek in the Arnett community, have won a distinction that probably has never been accorded any other couple in Coryell County; they are the proud parents of triplets, all are boys.

Six people from Coryell County, Mrs. Simon Winters, Mrs. Tom Mears, Mrs. J. O. Brown, and J. O. Allin, F. W. Straw, and Ayres Compton, have been appointed to membership on the Texas Centennial Advisory Board.

Mr. Doyle Baldrige of Gatesville and Miss Evelyn Robinson of Brenham are the newly elected teachers to the high school faculty; Mr. Baldrige will be instructor in mathematics, and Miss Robinson will have charge of the Home Economics department.

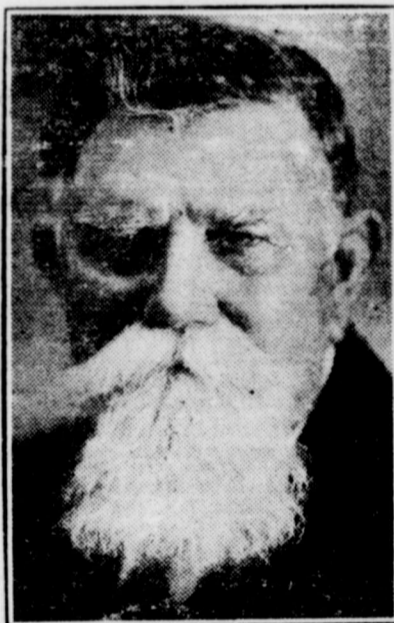
Mrs. Frank Kelso will be the general supervisor of the canning factory which will be opened at Gatesville soon.

Word was received here Sunday of the death of Dr. S. B. Raby of Ballinger, former resident of this county.

Society: Mrs. W. W. Hollingsworth Jr. honored Miss Willie Mae Hollingsworth, bride elect of Mr. Ellis Smith of McGregor with a shower last Thursday afternoon.

A Russian army leader announces "We love to fight." No matter whether Russia is considered a European or an Asiatic country, he is in the right continent.—New York Sun.

WTCC PRESIDENT



E. K. FAWCETT

Telescope Meets Star In Seven Easy Steps

Austin.—How to spy on a star, McDonald Observatory fashion, breaks down into seven steps, a staff astronomer at the plant disclosed today.

1. The driving motors of the observatory are started up. These rotate the 125-ton dome until the 18-foot wide aperture faces the sector of the sky in which the star is located. Other motors slide back the shutters over the slit.

2. The 82-inch pyrex mirror is bared to starlight when the dust and heatproof shutter over it is drawn aside.

3. The observer calculates the approximate location of the star in the heavens, using a star catalogue, making his computations and setting them on twin gauges on the telescope.

4. The finder telescope, operated from the table control, locates the star's vicinity.

5. The observer moves to the portable "match box" push button control. Other charts and calculations are used and a button sets the "slow control" in operation. The instrument is ready for exact focus.

6. Under the push-button control, the telescope automatically focuses to a hair's breadth. A small motor synchronized with a "star clock" keeps the 75-ton instrument constantly in pace with the star's flight across the heavens.

7. The observers may then examine the star or photograph it from one of three positions: directly below the base of the instrument, from the lofty bridge at the top of the telescope, or from inside the constant temperature control booth. Smaller mirrors are used to deflect the star light to the observer's point of vantage.

TEXACO DEALERS IN COUNTY ARE LISTED BY AGENT

The Texas Company, according to Mrs. Mabel Gardner, has a number of dealers in all parts of Coryell County, and they are listed in this edition for the convenience of the public, and because Mrs. Gardner intended to have them listed in her advertisement in this edition.

They are: Dixie Service Station, Brown Brothers, Chamlee Garage, E. O. Chamlee, D. D. McCoy, City Filling Station, G. D. Nolte, Shep-

herd Motor Company, John Hodges, O. G. Ward, all of Gatesville; E. N. Spradling, Evant, W. C. Edwards, Osage, R. S. Hopson, Mound, W. F. Holton, Pancake, Mrs. Ogden Harris, Purnela, S. C. Lee, Coryell City, C. C. Walker, Evant, M. B. Moore, Shafe Weaver Ames and L. B. Roberts, Ireland.

The annual damage by insects to crops in the United States is estimated at three billion dollars.

Approximately 10,700,000 farm-families and hired workers in 1938 produced 25 to 30 per cent more farm products than 12,200,000 did in 1909.

WOOL AND MOHAIR BUYERS

SEE US TOO FOR BAGS, AND TWINE

J. P. Houston
Across From Ice Plant

PROFESSIONAL CARDS

HARRY FLENTGE
LAWYER BONDS
Casualty Protection for cars. Also for trucks operating under Railroad Commission

Flowers For All Occasions
MRS. J. B. GRAVES
Florist
News Building
Phones 43-442

TOM R. MEARS
Law Office
Over Guaranty Bank Bldg.

RALPH LANGSTON
PUBLIC STENOGRAPHER ACCOUNTANT
In Harry Flentge's Office, Phone 190

Dr. C. U. (Urphy) Baize
CHIROPRACTOR
Office 110 N. Lutterloh Ave One block N Methodist Church

MONUMENTS For Loved Ones
MRS. C. BAUMAN
Bonded Agent

GAMBLIN'S BUTTERMILK
A Zestful NOURISHMENT

A TURTLE CARRIES IT WITH HIM
A turtle carries his protection and security with him and so does the automobile driver insured with the American Casualty. He is secured against financial loss because of an accident wherever he takes his car and knows that the protection is proven and at the same time economical.
McGILVRAY AND WEST

Phones 99-440

BONDED TRUCK
R. R. Permit.
HAULING, LIVESTOCK MOVING
We Buy Corn, Oats, and Wheat.

J. E. WOODSON CITY FILLING STATION
E. Leon

The most USEFUL Gift You Can Get for Them!

Remington Portable Typewriter

A Remington Typewriter will enable them to do better school work for this reason; they will take a greater pride in their work! When you give a Remington you give a typewriter that has every mechanical advantage. See our complete selection right away.

REMETTE PORTABLE **REMINGTON PREMIER**
Convenient size for school. In case \$29.75 Reg. size. With noiseless principle \$54.50

\$5.00 Down, \$3.00 a Month, \$5.00 Carrying Charge, or,
\$5.00 Down, \$5.00 a Month, \$3.00 Carrying Charge.

CORYELL COUNTY NEWS
705 E. Main News Bldg. Phone 69

For Healthy Growth Heavier Layers Better Breeders

Feed

RED CHAIN FEEDS
THE SUPERIOR FEEDS
GROWING MASH

SUCCESSFUL poultrymen know it pays to feed a balanced "developing" ration—even at a few cents more cost. Because it returns them extra dollars in more eggs and better breeders when maturity is reached. Don't gamble! Have an outstanding flock—with Red Chain Growing Mash! It develops your pullets into healthy, bigger layers and breeders. Earlier maturity is assured by safe, faster growth. Be sure of more eggs, vigorous breeders, increased profits—with RED CHAIN!

Red Chain GROWING MASH

L. A. PRESTON FEED MILL
West Leon Street Phone 93

We Extend to All a Hearty Welcome to Gatesville's

RODEO

AND FRONTIER CELEBRATION!

W. F. & J. F. BARNES LUMBER CO.

GATESVILLE

JEFF BATES, Mgr.

TEXAS

WORLD'S RECORD STEER HORNS

By W. P. Hubbard

One of the most fascinating stories that has come of the West is that of L. D. Bertillion of Mineola, Texas, who has a priceless collection of mounted horns of the now extinct Texas Longhorn cattle.

In 1926, Bertillion, who is a well known cattleman, started on a prospecting tour to find a rich silver mine which was first worked by the plains Indians and later by the Spanish. In the warfare which tore that section of the country, the location of the mine had been lost. In the course of his journey, Bertillion solved an equally baffling mystery and laid the foundation for the collection of horns.

One of the most popular topics of range campfires in Texas has

been the disappearance of what was known as the Mantalboa herd of cattle which numbered thousands of prime Texas Longhorns. The most recent snow storm in the history of Texas, the herd completely vanished, and not even a stray animal was ever found.

During his survey in Brewster county, while searching for water, Bertillion came upon a vast pile of bones and horns of cattle wedged in a canyon intersected with a cave. The enormous horns of the cattle, many of which were in excellent condition, were those of the almost legendary Mantalboa herd. After 126 years the mystery was solved.

Most of the specimens found have a horn span of over four feet with many running seven feet or better. The world's record set

of horns was found among this herd. They measure 9 feet 6 inches from tip to tip. If larger horns exist today they are unrecorded.

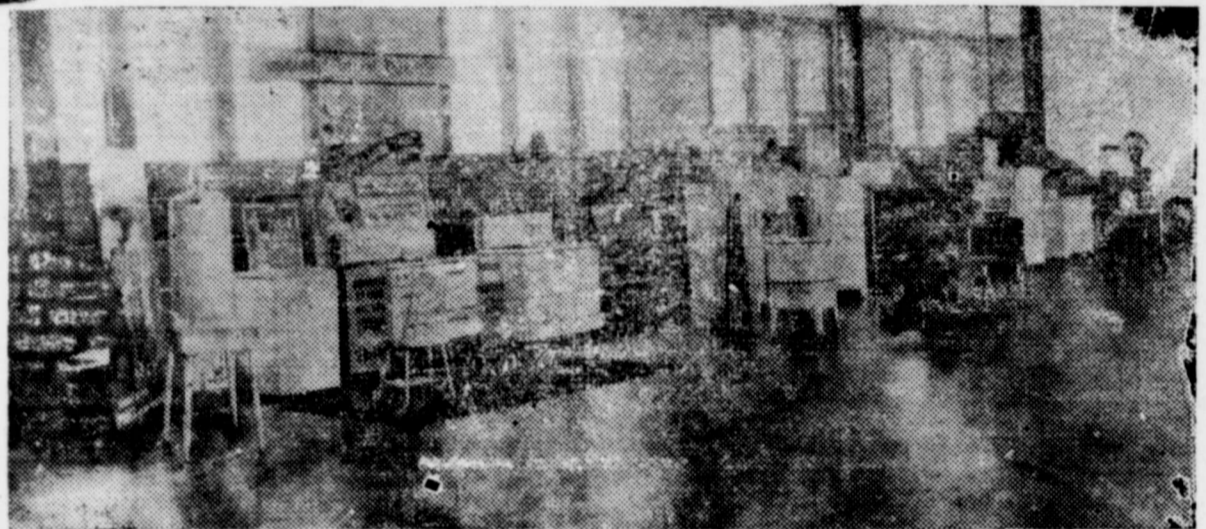
Cattlemen assume that the animals sensing the great storm,

plunged blindly over the canyon. The surviving cattle wandered in to the cave where they were trapped by the wall of carcasses, and died of starvation.

The horns in Mr. Bertillion's collection are from this strange find.

A hen producing 200 eggs per year requires only ten per cent more feed than one producing 100.

EXHIBIT SCENES AT GATESVILLE'S RECENT ELECTRIC, GAS AND REFRIGERATION SHOW



WE WELCOME EVERYBODY TO GATESVILLE'S RODEO AND FRONTIER CELEBRATION



THE COOPER CO., INC.

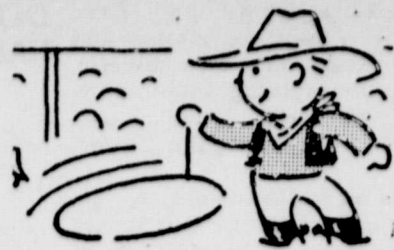
WHOLESALE Groceries and Drygoods

GATESVILLE

TEXAS



WELCOME, RODEO VISITORS!
 USE OUR HUMBLE GAS AND OIL TRY NEW
 THRIFTANE GAS, 14c



*We Fill All Short Orders and Serve the
 Best 5c Hamburgers in Town*

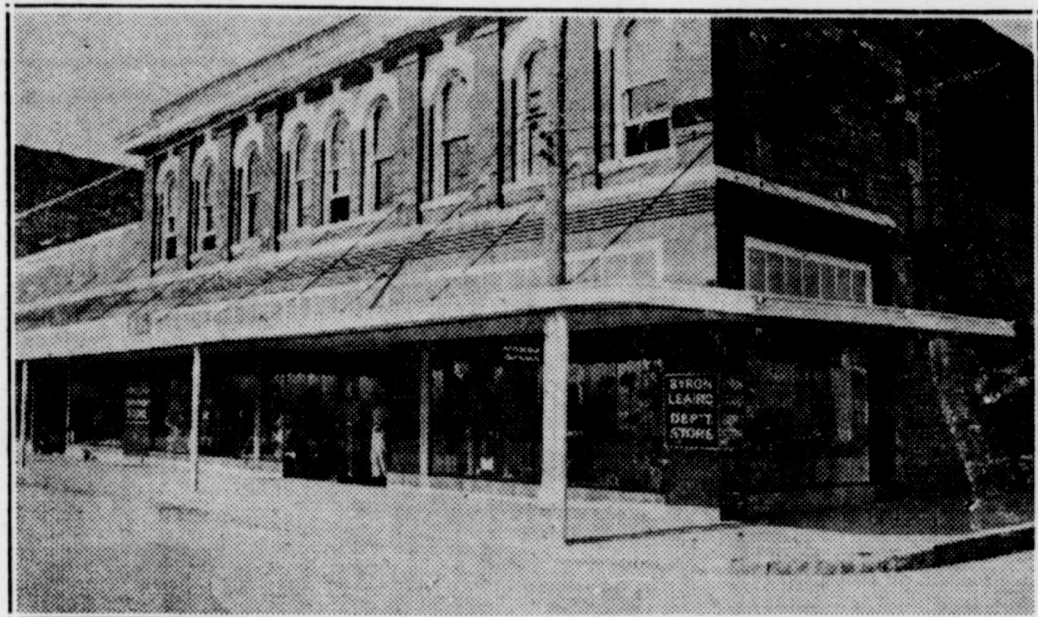
J. W. Thomson Filling Station Grocery & Cafe

EAST MAIN STREET

Mrs. Bob Clemons

Mr. and Mrs. J. W. Thomson

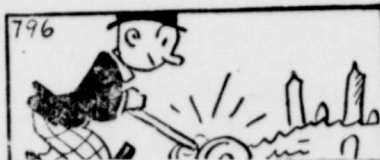
BYRON LEAIRD DEPARTMENT STORE



Will Rogers' Humorous Story

By WILL ROGERS

A GUY from Chicago got a job on a big estate in California. He told the manager he'd been used to



the great outdoors and had had four hundred men under him where he worked in Chicago.

But it turned out that the guy didn't know anything about a ranch nor about horses nor tractors nor nothing. So the manager says, just for a bluff, "Say, Slade, you're fired for lying to me when you got your job. You said you had four hundred men under you in Chicago, and I just found out you never did."

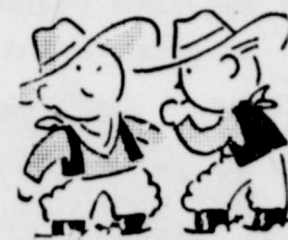
"Well, boss," he says, "I never lied to you. That was a cemetery I worked in there in Chicago."

(American News Features, Inc.)

Farms in the United States averaged \$4,823 apiece in value in 1935 compared with \$7,614 in 1930, a decline of 36.7 per cent.

HOWDY, PODNER

Come In To See Us



While At The Rodeo

JOHN R. GRAHAM TIN SHOP

WORDS WITHOUT MUSIC
 By LOUIS REID

NOMINATION of 1939's most intriguing musical play title: "The Devil and Daniel Webster."



Louis Reid

It is this work, with book by Stephen Vincent Benet and music by Douglas Moore, which inaugurates the American Lyric Theatre this May, to be followed by "Suzanna, Don't You Cry," a musical romance based on Stephen Foster's

melodies.

Jack Robbins, short, dapper, quick-tongued, has just celebrated his 25th anniversary as a music publisher . . . Because of radio's rapid exhaustion of a tune, music publishing is a more precarious business than it was 25 years ago . . . Yet, there are older-timers than Robbins in it . . . For example, Harry von Tilzer, E. B. Marks, Shapiro, Bernstein . . . Once a music publisher, always one, it seems . . . Many songwriters, like von Tilzer, become their own publishers—Irving Berlin, Milton Ager and Jack Yellen, Fred Fisher, Bob Miller . . . Add proofreaders' headaches: Sammy Kaye, Kay Kyser . . . Rube Bloom, who, in "Song of the Bayou," wrote one of America's three great jazz compositions (Gershwin's "Rhapsody in Blue" and Grofe's "Mississippi Suite" are the others), bobs up as the composer of Gotham's new Cotton Club revue . . . On the other hand, Negroes often write the music for white revues.

Classics-Swing Entente

Despite the frowns of the bigwigs classical music and rhythmic wham-wham (whether it's called "swing" or "jazz") are becoming friendlier each day. Gilbert and Sullivan have been put through the hot hopper without causing a revolution of the Savoyards. "Turkey in the Straw" and "The Irish Washerwoman" have appeared on the same program as Haydn without causing a weakening of the walls of symphony hall. Composers are even writing symphonic strains with their right hand

while their left is penning boogie-woogie. Gershwin was quite an adept at this. Grofe is a practiced hand at it. So is James P. Johnson.

The American Society of Composers, Authors and Publishers lists Johnson as a composer of such serious symphonic works as a Negro rhapsody, "Yamekraw," a suite on the "St. Louis Blues," a one-act blues opera. Recently he authored a symphony called "Harlem" (strange, no one has thought of that title before) with movements devoted to a night club, a Baptist mission and a subway journey. When he is in the mood Johnson can boogie-woogie with the best of 'em.

Sir Granville Bantock, noted English musician now in this country, reports in a newspaper interview that the Negro race is the most innately musical of all. It hardly comes under the head of news.

Old Folk Tunes Revived

Music has long been an integral part of the motion picture. Music conveys the mood of a film as action conveys the story. For the majority of pictures music is especially written, but there are instances where music, already composed, is uniquely suitable to the mood of the picture. Thirteen American folk songs of the eighties, some of them almost forgotten, enhanced the period and setting and mood of the picture, "Stagecoach," ranging from old love ballads like "Lily Dale" to narrative songs like "Joe, the Wrangler," from such tear-jerking ditties of Tin Pan Alley as "She's More to Be Pitied Than Scorned" and "She May Have Seen Better Days" to that plaintive Negro blues of plantation days, "Careless Love."

The film resurrects "My Lulu," a work-gang song, once as popular as "Frankie and Johnnie," and the traditional cowboy melody, "The Trail to Mexico." Two Stephen Foster songs, "Gentle Annie" and "Jeanie of the Light Brown Hair," are also included in the score.

Foster's ballads were at the height of their vogue in the Eighteen Eighties, were favored especially by the settlers of the Far West.

DE TROUBLE WID MOST CHILLUN IS DAT DEY DON'T GO TO SCHOOL-DEY HAS TO BE SENT

Dimak SAYS

DURING THE RODEO
PARK YOUR CAR

WE'LL WATCH THEM **10c** A DAY

1/2 BLOCK EAST OF POST OFFICE

James Bradley Cloyce Brazzil

Welcome! Rodeo Visitors

Come On In Cowboy

LET'S GET ACQUAINTED

PEDERSON & MILNER

PHONE 250
CLEANERS & TAILORS

20
15
23
20
78

Scientists announce they have succeeded in putting apples and pears to sleep under an anesthetic. Can they do anything about cauliflower, Brussels sprouts and squash?—Cleveland Plain Dealer.

Banana oil is not made from bananas or any other fruit. It is one of the hundreds of by-products of coal tar.

It has been estimated that the production of one ton of butter by a cow removes 50 cents worth of plant food from the land; a ton of grain removes \$7.50 worth of plant food, and four bales of cotton, \$46.50.

DOIN' THE WORLD'S FAIR AT NEW YORK

By BRYON M. FISHER

The City of Tomorrow will be a beautiful place in which to live if it is like the New York's World Fair, but what will the people be like? Will crime be as prevalent as it is today? The New York Police Department has thrown a little light on the subject, and their announcement is encouraging. During the last three weeks three million people have passed thru the turnstiles. To date, the Special Fair Precinct revealed, there has been only one arrest for felony and 8 misdemeanor arrests. Total of complaints is thirty-two. This represents a criminal rate of approximately one-thousandth of 1 per cent.

The foreign restaurants are drawing huge numbers of visitors with their exotic menus, and a tour of them will give the visitor atmosphere surrounding the famed eating places of the various nations. Most of the food offered has been imported from the restaurant's homeland and the cooks and, in a glimpse of the many cases waiters and waitresses, have been brought from their native countries also. Many orchestras have been imported to play the music that would be heard in street rendezvous of Rome and



Budapest, Buenos Ayres and Baghdad. We have made the round of only a few, so recommendations must not be taken as entirely comprehensive. But we'd recommend Norway and Finland for good food at inexpensive prices—imagine procuring reindeer steak for thirty-five cents! If you want to pay fancy prices and receive "vittles" suitable for the most epicurean taste, you'll have a good time in the French Pavilion cafe. The British Pavilion seems to be the place most favored by New York's elite and the Stork Club set. But if you're just looking for good looking gals, try Roumania.

The words spoken by the "mechanical voice" the modern miracle on display in the Bell Telephone exhibit are formed by a young lady who controls a switchboard. The operator forms the words by syllables and sounds, and if you listen closely you may distinguish what part of New York this particular operator came from. For the girls forming the words unconsciously give them their own accent—for example, the same sentence given impulse by an operator from Brooklyn is going to sound different when the operator comes from the Bronx. But the easiest way to catch a peculiarity in the Voice's speech caused by the operator, is when the girl at the switchboard has been in the habit of mispronouncing a word. When the Voice speaks, it is also going to mispronounce the word.

The bridge illustrated in the New Brunswick diorama of the beautiful St. John River is claimed to be the longest covered bridge in the world. It is at Hartland, N. B., and is completely roofed. Covered bridges are fairly common in this picturesque Canadian province although they have not been constructed for a number of years. The roofing was believed to prolong the life of the bridge's timbers though just what advantage it had over a coat of paint is one of those questions people don't bother asking nowadays. Perhaps the added intimacy afforded grandpa in his courting of grandma had something to do with it.

A photo of the "Croatoan" tree in North Carolina, the only clue to the fate of Sir Walter Raleigh's "lost colony" at Roanoke and little Virginia Dare, the first child of English parentage born in America, is on display in the North Carolina building. A few days ago a new clue was found, completely changing the theories as to what became of the missing settlers. It is a stone, with letters chisled on its surface, and if authentic it brings to a sad conclusion the series of romantic tales about Virginia Dare. It had originally been a marker for the graves of little Virginia, aged four when she departed life, and her father. But later a message had been cut into the reverse side, pleading for aid and telling how the Indians who had always been friendly before had suddenly attacked the colony and had massacred all but seven. Among the slain were Virginia and her father. The unique specimen is on exhibit in Rockefeller Center.

The five year old Peruvian girl who recently gave birth to a child is being deluged with offers to come to New York as a "curious exhibit." One operator of a concession in the Fair's Amusement one has reportedly bid \$1,000 a week for the child's services.

The state of Illinois receives first standing in the rating of dioramas among the pavilions we have seen. Their gigantic model of the city of Chicago is an astounding piece of work. Over 500,000 buildings are shown in the model, streets, railways and even trees are there, and the model is said to be from 95 to 99 per cent accurate in every detail. It is done on the scale of 300 feet to the inch, and even the height of the buildings is according to scale. A Chicago resident, looking at the exhibit, is able to pick out his residence no matter where he lives in the city, exhibit officials claim.

English speaking people occupy more than 85 per cent of the continent of North America.

England imports matches from Japan and Russia at a price, including import duty, of two cents for 11 boxes.

The easternmost point of the U. S. is West Quoddy Head, near Eastport Me. The western most is Cape Alva, Washington.

"The South Carolina and Georgia Almanack" for 1764 is believed by experts to have been the first book ever published in Georgia.

Canada's pack of canned salmon for 1938 is estimated at 1,697,000 cases of forty-eight one-pound tins. This compares with 1,509,200 cases in 1937.

Cotton has more than 1000 major uses and it is estimated that 99 per cent of the world's population uses cotton in one form or another.

FARMS AND RANCHES FOR SALE

Priced Reasonably

Terms: Reasonable Cash Payments. Balance 5 Per Cent Interest. 20 Year Term

Monroe Blankenship
Sec.-Treas. Coryell
N. F. L. A.

Sensational SALE

SAMSON De Luxe CARD TABLES

as advertised in **LIFE** No. 798

And Look!
AT NO EXTRA COST
Two of these combination ash trays and glass holders (regular \$1.00 value) included during this special sale!

LIMITED QUANTITY... BUY NOW!

WHAT an opportunity to own one of the handsomest card tables you've ever seen! Luxurious designs and colors... 59 more square inches of playing surface... double steel-braced oversize legs... deeper tops... wood grain effects or SAMSONHYDE which looks like leather! They are sturdy... durable... beautifully finished!

\$2.98
Value \$4.00

* Note the heavier and stronger legs! The steel protecting corners & edges! The smooth, round edges making it easy to pick up cards!

Your Choice: Beautiful, new inlaid designs including Water Lily Motif (illus.), Chess Board and others; Spanish Leather effects in Ivory, Maroon and Green.

SAMSON Standard CARD TABLES No. 693

\$1.98
Value \$3.00

Your Choice of Many Stunning Styles

New Spanish Leather effects in Green... Brown and Maroon; Simulated Inlaid Walnut (illus.);... Black Tops, Ivory Tops and Checker Board Tops. All legs double braced.

ALL GENUINE SAMSON TABLES
Newest and Smartest 1939 Designs

MORTON SCOTT

HOUSE FURNISHER
Gatesville, Texas

FOR YOUR **INSURANCE NEEDS**

SEE **J. A. PAINTER**
Gatesville, Texas

WOOL AND MOHAIR

We will be open for business at the same location as in the past, (Gatesville Poultry & Egg Co. Bldg.) ready to receive and contract wool and mohair, March 15th through the season.

HENRY STALLINGS & CO.
W. L. TROUTT, Mgr.

TRY OUR HI-TEX CHICK STARTER

BETTER CHICKS BIGGER PROFITS

JUST INSTALLED—EUREKA FEED MIXER
Grinding, As You Like It—AT

G. P. SCHAUB

FOR THE PROTECTION OF YOUR FAMILY

Remove any tires that may be weak, worn, dangerous! Lives are at stake. Take no chances—

Inspect the Safe, Silent, **SKIDPROOF**

TRIPLE STAR

SKIDPROOF

Tread prevents side-sway, even on wet streets.

Tiredom's Safest Product

We refer you to a long list of users, who are elated at Star performance.

Tread in your old tires on Stars... a liberal trade-in discount will give you an advantage just now.

EASY TERMS
No Interest. No Carrying Charge. No Red Tape

BILL NESBITT
AGENT
N. Lutterloh, State Road
Gatesville, Texas

Shore, We're Sayin'



WELCOME!

We Wouldn't Miss

G. P. SCHAUB
FEEDS, SEEDS, GRINDING

Divorce litigants are estimated to spend \$3,000,000 annually at Miami since liberalization of the State's divorce laws.

Scientists say the human body breathes more air, by weight, than it consumes food in a 24 hour period.

On Jan. 2, the sun is about 3,110,000 miles nearer the earth than at any other time.

France owns three-fifths of the Sarah desert in Africa, the remainder belonging to Spain.

City Officials, Gatesville

- J. E. Gandy..... Mayor
- R. L. Saunders..... Alderman
- E. Routh..... Alderman
- J. O. Brown..... Alderman
- Rufus Brown..... Alderman
- Elland Lovejoy..... City Secy
- Dawson Cooper..... Treasurer
- Dr. Kermit Jones, Health Officer
- Pleas Walker..... Marshall
- R. H. Miller..... Fire Chief
- Frank Farquhar, Chief of Police

CHILLY STUFF!

but how good to eat in warm weather

Dorothy Greig

WERE all for jellied foods in melting weather. They siltier down so nice and cool. Some people like jellied desserts but as for us, we'll vote every time for spicily seasoned jellied vegetables, meat, chicken, or fish. When we serve such a dish we're always careful to precede it with a light hot soup to provide the very necessary hot dish every meal should have in warm weather.

This jellied salad is one of our favorites for a warm-weather luncheon or supper. We like it, first, because it tastes good and, second, because it is so easy to make.



Jellied salad is a happy thought for a summer meal.

Jellied Vegetable Salad with Horseradish Mayonnaise

- 1 package lemon-flavored gelatin
- 1 cup hot water
- 1 cup tomato juice
- 1 tablespoon lemon juice
- 1/4 teaspoon salt
- 2 cups shredded cabbage
- 1 medium-size cucumber, shredded
- 2 scallions, sliced very thin

Pour the boiling hot water over the lemon-flavored gelatin and stir until dissolved. Then add the tomato juice and set aside to cool. When the mixture begins to stiffen, add shredded cabbage, cucumber, sliced scallions, lemon juice and salt. Pour into a mold and put into the refrigerator until firm. Turn out on lettuce or greens and serve. Serves 7-9.

Horseradish Mayonnaise

- 1/2 cup mayonnaise
- 1 teaspoon grated horseradish

Mix thoroughly.

Leopards evince a preference for the flesh of dogs and for that of persons suffering from small-pox.

SEEN AT THE GROVE RODEO



FOLKS, WELCOME!

MAKE YOURSELF AT HOME



A HOME-OWNED STORE

H. B. DAVIS VARIETY STORE
5c, 10c and 25c Store



BOY, GAL!
We're glad to Meet You!
MEAT'S
Our Business
WELCOME!

FRANK'S MARKET

YES, SIR!

WELCOME!



Even in this age of mechanization of farms, we still like fine Horses!

GATESVILLE IMPLEMENT COMPANY
W. P. BURNEY

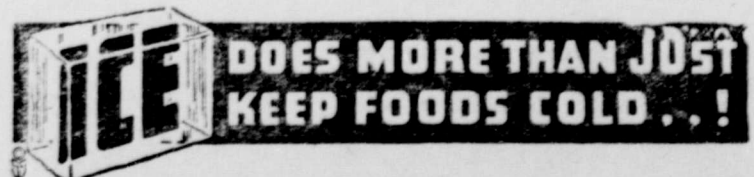
WELCOME, EVERYBODY! TO THE RODEO

Why Ice is Always the Perfect Food Preservative



Nothing to Get Out of Order When You Use Ice

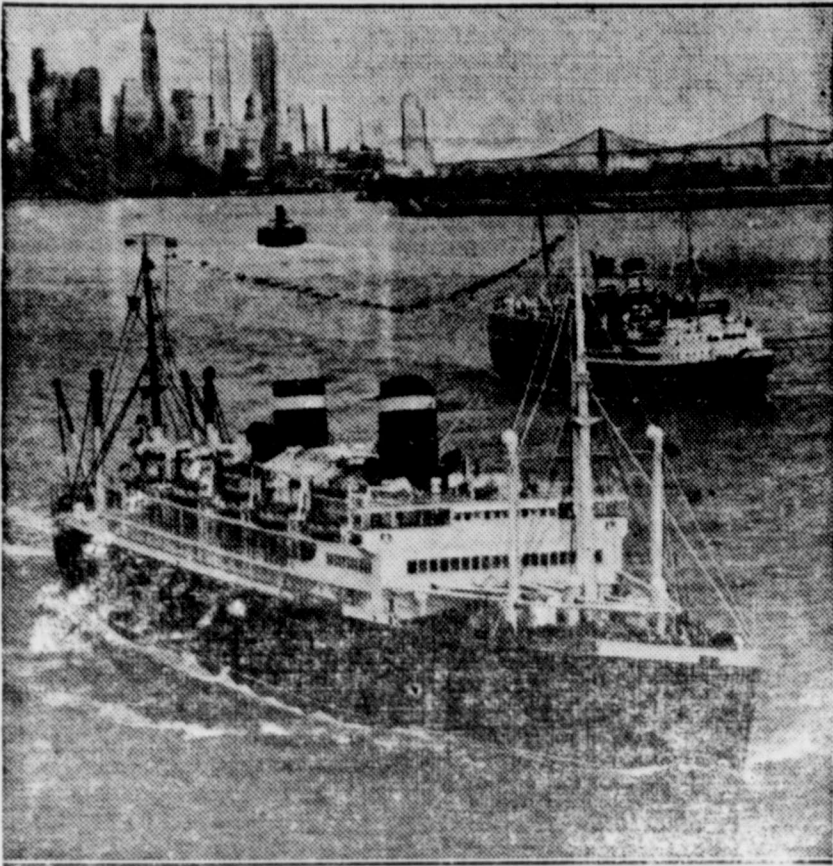
Ice provides a constant, even, never-failing cold that never gets out of order. There is no noise, no dangerous fumes, no breaking down of refrigeration in the middle of a hot summer day. More and more families are finding out that ice gives them better refrigeration at less cost . . . with no worry or trouble. See the merchant listed below and be convinced that ice is better.



YOUNG & ROUTH ICE CO.

2
30
24
19
15
24
112

BOUND FOR THE CARIBBEAN



The Grace Line's "Santa Elena," foreground, a second vessel following, steams out of New York harbor for the Caribbean with the famous Brooklyn Bridge in the right background.

**Here's a Jellied Dish
for a
Luncheon Party**

By Dorothy Greig



Pretty to look at and good to eat is this Chicken-Tomato Ring.

THIS dish is a gay deceiver. It looks all dressed up, with a creamy white layer topped by a red one giving it an air of being quite difficult to achieve. And it isn't at all. This is how it is done:

Chicken-Tomato Ring

Red Layer:

- 1 package lemon flavored gelatin
- 1 cup hot water
- 1 cup tomato juice

Pour one cup of boiling water over the lemon flavored gelatin and stir until dissolved. Then add the tomato juice. Pour into a mold and when congealed cover with the following:

White Layer:

- 1 package cream cheese
- 1 can condensed chicken soup
- 2 teaspoons gelatin (softened in two tablespoons cold water)
- 2 tablespoons salad dressing or mayonnaise

Put the cream cheese in a bowl; then mash and mix well with a fork. Heat the chicken soup and pour over the gelatin stirring until dissolved. Add the soup mixture to the cream cheese a little at a time and mix well after each addition until creamy. When cool, add salad dressing or mayonnaise. Cover red layer in mold with chicken mixture. Place in refrigerator until firm.

To serve: Turn out and garnish with greens.

Now isn't that simple! The blend of flavors is lovely, too, a contrast of piquant tomato juice with the bland creaminess of cheese flavored with chicken.

MEMORY TRAIL—

In September, 1928, Colborn married Ava Lenon of Blackfoot, Idaho and the couple has two children, Rose Mary, nine years of age, and Carolyn, five years old. During the stay in New York for the rodeo, Carolyn was selected by the official publication of the American Milk Foundation and photographed for propaganda articles, teaching the value of milk for the health of children, her beauty and healthy appearance making her a fine subject.

Right now at the top of the heap of American rodeo producers and

directors, Everett Colborn has made and retins a world of admirers and friends, and much of his success I attribute to the fact that if there be such a thing as a Graceful Personality it is his.

For each 100 pounds of feed it consumes a steer return 2.8 pounds of edible human food solids; the lamb 3.2; poultry 4.2 pounds and the hog 15.6 pounds.

English footmen formed one of the earliest labor unions in 1700.

A Japanese ceremony, symbolizing the prayer for fertility of the fields, calls upon each participant to eat six pounds of rice in less than an hour.

Nero gave a feast where \$100,000 was spent for roses alone.

A dairp cow produces 5.4 lbs. of butter, 9.4 lbs. of cheese and 18 lbs. of fluid milk for each 100 lbs. of feed she consumes.

Barn fires are among the most common causes of fire losses on the farm.



**MAKE
YOURSELF
AT
HOME
AT**



**Buckhorn Domino Hall
Buckhorn Cafe**

SOUTH SIDE SQUARE

**IN CROWDED TOWNS OR IN
WIDE OPEN SPACES**

The cook is at the chuck-box
Whistling "Heifers in the Green",
Making baking-powder biscuits, boys
While the pot is boiling beans.
The boys untie their bedding
And unroll it on the run,
For they are in a monstrous hurry
For the supper's almost done.

"Here's your bloody wolf-bait,"
Cried the cook's familiar voice
As he climbed the wagon wheel
To watch the cowboys all rejoice . . .

. . . This life is not so sumptuous,
I'm not longing for a change,
For there is no place so homelike
As a cow camp on the range.

—from "A COW CAMP ON THE RANGE"

The cowboy on the range and the city dweller in his home share at least one thing in common—a love of **Admiration Coffee**. Boiled over a camp fire or brewed in the latest coffee-making device, it's favorite coffee of Texans everywhere has a tempting deliciousness that cannot be excelled. After all, the **TASTE** of a coffee is what counts most, and **Admiration's** sparkling, invigorating flavor appeals alike to the out-door man or to those who work in city offices or live at home. Try a pound today—so many Texans can't be wrong.



DUNCAN COFFEE COMPANY
A SOUTHWESTERN INSTITUTION

CORYELL COUNTY NEWS

LARGEST PAID CIRCULATION IN CORYELL COUNTY

Local Representative Associated Press

Member Texas Press Association

Local Representative Texas Election Bureau

VOLUME VII

GATESVILLE, TEXAS, TUESDAY, MAY 30, 1939

NUMBER 46

Rodeo and Frontier Celebration Opens Thursday

LAST SCHOOL BELLS IN COUNTY RING THIS WEEK

Three school bells toll their final this week. These three bells are located at Flat, Harmon and Purmela. There has been a general round of plays, barbecues, baseball games and other forms of entertainment throught the county for the past month, as school after school closes. Some of these three schools have decided not to have any picnics, and are going to do their celebrating at the Gatesville Rodeo and Frontier Celebration, here Thursday, Friday and Saturday.

"TWINSES" IN CORYELL ARE IN "GREAT NUMBERS"

It surprised us, but there are 30 sets of twins in the rural schools of the county, according to Mrs. D. I. Campbell, of the Co. Supt's. office. Their ages are between 7 and 17. In Gatesville, there are 2 sets, Oglesby, 2 sets; and Plainview leads the list with three sets of "twinses". Mrs. Campbell said there were no triplets or quads or quints.

COUNTY JUDGE IS "PAPA" DAUGHTER BORN MON.

Barbara Fay Zeigler, made her appearance at the home of County Judge and Mrs. Floyd Zeigler, sometime Monday morning. The Judge was "out at the house," but it is not known whether he was "out" or not. His honor's office was all done up in blue and white trimmings, the "baby blue" variety, and the announcement of the arrival was on his secretary's desk. On a filing cabinet, there was also a framed picture of a baby, but, not Miss Barbara, as she is probably still camera shy. Good luck, Judge, Mrs. Zeigler and Barbara Fay.

SCHOLASTIC CENSUS IS ANNOUNCED FOR COUNTY

In Coryell county, in the rural districts, there are 3,995 rural scholastics. Gatesville has 646; Copperas Cove has 168; the State Juvenile Training School has 795, and Oglesby, 380. Other Independent idistricts in the county were not given out.

CORYELL CITY TO CELEBRATE WITH HOME-COMING

Citizens of Coryell City and surrounding communities are making preparations for a Home-Coming celebration to take place Sunday, June 4. All old citizens and friends are invited to come and bring well-filled baskets to enjoy a regular old-time get-together feast.

Markets

(As of May 29)

Wheat	50c
Wool	23c
Corn, ear	50c
Corn, ground	90c
Mohair	34-44c
Cottonseed, ton	\$20
Cream, No. 1	17c
Cream, No. 2	15c
Oats, sacked	28c
Oats, loose	26c
Eggs	11c
Hens, heavy	9c
Hens, light	7c

COMMENCEMENT PROGRAM ANNOUNCED FOR FLAT HIGH SCHOOL

Supt. C. T. Humphries announces the following program of commencement activities for Flat High School. Sunday evening, May 28, at eight o'clock the Reverend Carrol Chadwick delivered the Senior sermon in the local Church. On Tuesday evening, May 30, eight o'clock in the high school auditorium the following graduation program will be held: Salutatorian address, Beth Donaldson; Our Class, Betty Palmer; Valedictorian Address, Kelly Fay Donaldson; Vocal Duet, "Our Yesterdays", Pauline Wall and Violet Cross; Graduation Address, Dr. G. G. Singleton, of Mary Hardin-Baylor College; Presentation of Diplomas, Mr. Jim Clawson, President of School Board; Presentation of Awards, Supt. C. T. Humphries.

E. A. SHINGLE BUYS OUT L. S. SECREST'S INTEREST

This week, E. A. Shingle of the firm of Secrest and Shingle has just purchased the interest in the engineering and architectural business operated by the firm from L. S. Secrest. The firm, now known as E. A. Shingle will use the same offices in the rear second floor of the National Bank of Gatesville. Mr. Shingle stated yesterday he would be joined this week by an architect who will work with him. Mrs. Secrest has not yet formulated any definite plans for further business.

SUMMER SCHOOL OPENS HERE MONDAY, JUNE FIFTH

Summer school opens here, June 5, according to Sidney Pruitt one of the instructors for the summer session. He will be assisted by Miss Linnie Fore. Main subjects to be taught will be mathematics, English and history. Arrangements can be made with either of these teachers for the session, and special courses will be offered if the demand justifies.

Absolute neutrality will be impossible, the office cynic believes until the men of America can view the gals' latest model hats without the slightest suggestion of a smile on their lips or sarcasm in their voices.—Pontiac Daily Press.

PURMELA SCHOOL TO CLOSE THIS WEEK; PROGRAM ANNOUNCED

Wednesday night, May 31, Purmela school will have its graduation exercises; the Seventh and Ninth graduation will be combined. Following is the program as it will be presented: Invocation, Rev. Fred J. Grubb; Seventh Salutatorian, Daniel Basham; Ninth Salutatorian, Anson Bertrand; Class Song, "Our School" Seventh Valedictorian, Edgar Davis; Duet "Our Yesterdays," Betty Sue Thetford and Loretta Flatt; Address, R. D. Foster; Presentation of Diplomas and Awards, Principal C. O. Huckabee; Benediction, F. F. Flatt. Friday, June 2 there will be an all-day picnic and community gathering. The program for the day includes the following events: Rhythm Band, 10:30; Play "Bobby's Adoption", 10:40; Opperetta "The Lemonade Stand", 11:45; Basket Lunch, 12:00; Baseball, 1:30; Band Concert, 3:30; and a play "The Thirteenth Day", 8:30.

SCS MEETING DRAWS CORYELL COUNTY PEOPLE

A state-wide soil conservation day in Temple yesterday, drew a large number of Gatesville people, at which time Dr. H. H. Bennett of Washington, D. C. chief of the U. S. SCS was the principal speaker, and was introduced by Governor W. Lee O'Daniel.

Those from Gatesville who attended were Paul Hardy, Technician in Charge at the local CCC Camp; Sam A. Nixon, Superintendent of local SCS work; Elmo White, Planning Engineer; Ray Scruggs, J. C. Porter, agronomist, Ben Day, engineer, and County Agent Guy Powell and Robert Brown.

ALVIS-GARNER COMPANY PURCHASES NEW STOCK AT CONVENTION

C. E. Alvis Sr., and three employees, J. E. Mariott, Charlie McGregor, and Jack Wollard, of the Alvis-Garner Company in this city made a trip to Dallas Sunday to attend the Shoe Convention held in that city.

While there they purchased a new stock of shoes, which will be shown in the store in the future.

Queen Victoria of England died in 1901.

THREE DAY ENTERTAINMENT INCLUDES PARADE DOUGHBOYS, CHUCK-WAGON GANG, RODEO

Gatesville's Third Annual Rodeo and Frontier Celebration opens here Thursday at 11:00 a. m. with the gigantic parade, which is the "kick off" feature of the three day annual celebration. Thursday, the first day, there will be an afternoon performance, and the performances will be nightly, there after, including Thursday night.

Waco Day, the second day, will feature the Wool and Mohair Show and the Poultry Improvement day in conjunction with the County Agent, Guy Powell and the County Home Demonstration Agent, Sidney Gibson.

Saturday, will probably be "Everybody's Day, as practically everybody will be here. Headlining the Rodeo attractions will be Everett Colburn and his Madison Square Garden Rodeo Stock, and riders from far parts. Emmett Digby and his high school horse, Grey Buck, will be featured, and of course Charlie Schultz and his Clowning Mule.

It's a show, than which there is none better, probably not even excepting Fort Worth, Houston,—anywhere. The only difference, this is a REAL rodeo, and no "society horse" show. These boys have got to ride.

Special attention should be concentrated on the second day of the Rodeo, at which time, the Annual Wool and Mohair show will be held and the Poultry Improvement Day will be held. Classes for the wool will include commercial and breeders wool, and for the mohair will include commercial mohair.

A program of this feature will Coach and Mrs. Fred Schwarz and children, Carol Ann and Chas. Keith, left during the week end for Van Alstyne, where they will make their home during the summer months.

Mr. and Mrs. Carl Sadler and children, Betty Anne and Bob, of Waco were guests in the R. E. Powell home Sunday afternoon.

Judge and Mrs. Floyd Zeigler are the proud parents of an eight pound baby girl, who was born Monday morning.

Mr. and Mrs. Fred Prewitt of Austin were week end guests of friends and relatives here.

begin at 10 a. m. and continue to 3 p. m. There will be poultry, chicken, turkeys, eggs, and other items of educational nature on hand, and feed and chicken companies are expected to bring flocks and other necessities which are designed to improve these products in Coryell County.

During the afternoon, George McCarthy, Poultry Specialist of the Extension Service will speak on some phase of poultry raising. Also, outstanding, is the fact that Thursday, during the parade, the Bewley's Chuck-Wagon Gang will be here, with their music and hot biscuits, representing Bewley Mill & Elevator Company of Fort Worth.

Saturday's feature, will be the Light Crust Doughboys, of Burrus Mill and Elevator Company, who will delight the fans of radio land by their "personal appearance" Saturday afternoon in the shade on the west side of the square.

PARADERS are asked to be on South Lutterloh by 10:00 a. m. Thursday morning and also all floats. The parade will start at 11:00 a. m. sharp.

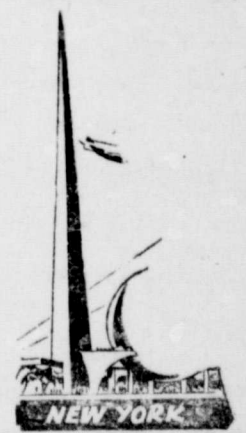
Folks, it's your "to do" and what a "to do". Let's all be here and enjoy Gatesville's hospitality, see a good show, and have a swell time.

Incidentally, look what the Gatesville merchants have done to invite you to this show, put on by The City of Gatesville. These folks, well, you count 'em in this edition have expressed their approval of this entertainment for us ALL and want ALL of us to be here and enjoy ourselves.

Mrs. W. W. Hollingsworth, Mrs. J. J. Page and Mrs. Inez Warren spent Saturday in Waco. While there Byrdann Hollingsworth left for Houston, where she will spend the summer.

Joe Ned Brown, who has been attending JTAC at Stephenville, is spending the summer vacation with his parents, Dr. and Mrs. Reb Brown.

FAIR VISITORS



Mrs. Blanche Powell
Miss Elizabeth Bigham
Mr. and Mrs. Thomas Bigham
Miss Janice Duerer.

HOSPITAL NOTES



Patients in the Hospital:
Margaret Ann Jones
Carl Gandy Jr.
Mrs. Claud Collins

LIGHTCRUST DOUGHBOYS TO JOIN RODEO AND FRONTIER CELEBRATION HERE SATURDAY AFTERNOON, JUNE 3RD



FIVE OPENING LEAGUE GAMES SCHEDULED FOR SUNDAY

All ten teams who are official members in good standing of the Coryell County Sunday Baseball league will see action next Sunday, when five inaugarals will be played at different spots over the county. The doubtful Moshlem entry will tackle the fine Mound club at Mound, the local Gatesville nine will take on the defending champion Jonesboro Eagles at Jonesboro, Turnersville will engage the newly-entered Topsey club a Turnersville, Pearl will play White Hall at White Hall, and two of the stronger clubs of the circuit, Pidcoke and Blackfoot, will meet at Pidcoke.

This is quite a lineup of games, and it is estimated that 3,000 fans

will attend the contests over the county. The locals have a tough assignment on their hands, for the Eagles should be at full strength Sunday, with Hazen Ward and Cullen Walsh back from college. This game should be one of the best. The Blackfoot-Pidcoke tangle also promises to be a thriller.

Everything points toward one of the most successful seasons ever enjoyed by any baseball league in this county. It promises to be a great battle between these clubs to finish among the first four, which will enable them to get a shot at the championship thru the Saughnessy playoff.

SUNDAY'S SCHEDULE

Moshlem at Mound.
Gatesville at Jonesboro.
Topsey at Turnersville
Pearl at White Hall.
Blackfoot at Pidcoke.

STATE'S ENTRY REJECTED AT MANAGER'S MEETING SATURDAY

The State Training School's bid for entry into the county baseball league was turned down at the meeting of the baseball managers in the News Office Saturday. Eligibility lists were worked out and the umpiring rules were made clear to the managers during the assembly. The home clubs will furnish either two or three umpires, preferably three. If either manager wishes to protest a decision of one of the arbiters, he should notify the head umpire at the time of the decision that he is playing the rest of the game under protest. After the game, he should write down in full all data about the decision and send it to this office. The league secretary will

then refer the case to the league president and ruling committee for an official decision. The News will not attempt to settle any arguments, but will merely send them on to the league officials.

Topsey and Pearl have entered the circuit, and if the Moshlem club does not withdraw, these additions will make up a ten-club circuit. It is rumored that the Plainview boys are trying to organize a club, and if they do, this would take up the slack of Moshlem's withdrawal.

GOOD PLASTER IS AN IMPORTANT FACTOR

Plaster is generally considered one of the lesser details of building, but have you ever stopped to consider its overwhelming importance to the interior of your home? It is used on every wall, on every

ceiling; the most noticeable locations in every home. If it cracks, there are a few who will not notice the defect.

It is an old proverb in the building trade that plaster covers up the mistakes of all the other trades . . . but unfortunately, there is no one to cover up the plasterer's mistakes, should he make any. Even the painter and paperhanger cannot efface the cracks and waves in the plaster.

When buying or building a home keep a close check on the plastering!

Miss Katherine Crawford will leave today for Greenville, where she will spend the summer with her parents.

Mr. and Mrs. Billy Culberson and baby daughter of Marlin were guests in the Dave H. Culberson home Sunday.



Leaird's Welcomes You!

Leaird's Department Store Welcomes you during this great Frontier event that has grown to be one of the largest celebrations in the south. For all of Coryell County and visiting friends. Leaird's have featured hundreds of outstanding specials for this thrilling event . . . Use Leaird's store to meet your friends, to leave your wraps, packages, etc Electric ice water ladies rest rooms are at your disposal . . . AGAIN WE SAY WELCOME AND BE ONE OF US WHILE IN GATESVILLE.

Our Slogan: "OFTEN A DOLLAR LESS . . . SELDOM A PENNY MORE"
SEE OUR FLOAT IN THE PARADE



\$1.95 DRESSES

One large rack beautiful spring dresses . . . to clear Rodeo week special—

99c

50c Hinds Honey & Almond CREAM

Special
29c

Regular 23c

DRESS PRINTS

80 Square. A full table beautiful 80 square dress prints. Rodeo Special.

10c

Brown DOMESTIC

What a buy. Fine brown domestic for Rodeo Week Special.

4c

yard
Limit 10 yards

Crinkle BED SPREADS

Large crinkle bed spreads in a variety of color . . . You will want several at this price.

44c

each

Regular 15c LADIES PANTIES

Here is one of the biggest buyes we offer in ladies panties. Rodeo Week special—

10c

CLOTHES PINS

4c

dozen

SENSATIONAL Furniture SPECIALS!

REALLY GREAT VALUES, QUALITY and LOW PRICE!

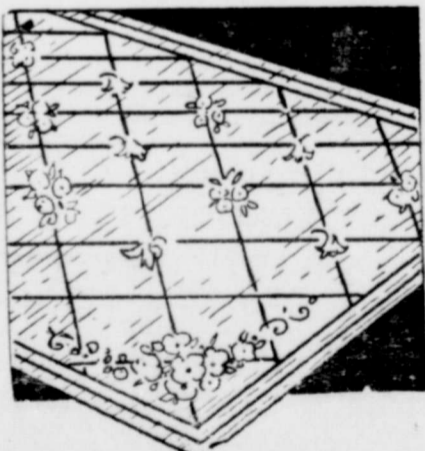
Folding Chairs



In Natural Finish With Gay Striped Canvas, Only—

98c

Felt Base Rugs



9x12 Rugs

\$3.95

FELT BASE LINOLEUM BY THE YARD

35c

CONVIENIENT TERMS

OCCASIONAL ROCKERS AND CHAIRS



EXTRA SPECIAL

\$4.45

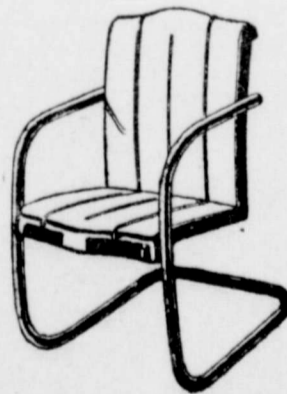
ALL COLORS

TAPESTRY AND VELOURS

Metal Chairs

In Colored Enamels, Special

\$2.95



Five Brother SHIRTS

Best Grade

Men's Five Brother work shirts, best quality, grey or blue.

49c

Boys' RODEO PANTS

Regular 98c

Made with zipper pockets and trimmed with Sun-Tan pockets. All boys will want a pair during Rodeo Week.

89c

Kirkendal BOOT SHOES

A \$6.50 value the world over. During Rodeo Week this fine boot shoe is featured at only—

\$4.95

GULF SPRAY

Rodeo Week Special Regular 45c

39c

quart

9-oz. Big Brother RODEO PANTS

Sanforized

Another one of the Big Brothers prize offers. They fit perfectly and compare with many at \$1.95, only—

98c

Boys' BASEBALL CAP

Regular 25c

Made of extra heavy duty vetine and in assorted beautiful colors . . . Complete assortment sizes.

15c

Leaird's Dept. Store

BYRON LEAIRD, Prop.

CORYELL COUNTY NEWS

Published Every Tuesday and Friday at Gatesville, Texas
705 Main Street

JONES & BETHEL.....Owners and Publishers



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Six months in this or adjoining counties, 60cElsewhere 75c

Entered as second-class mail matter June 24, 1933, at the post office at Gatesville, Texas, under the Act of March 3, 1879.

NOTICE: Any erroneous reflection upon the character or standing of any person or firm appearing in its columns will be gladly and promptly corrected upon calling the attention of the management to the article in question.

MOUND, PIDCOKE AND BLACKFOOT WINNERS IN PREP GAMES

Mound upset Jonesboro, Pidcoke walloped White Hall, and Blackfoot took a heavy-hitting contest from Turnersville in the final league "prep" games, and all teams are now ready to go to the post for the starting of the official season.

Pidcoke started early, garnering six tallies in the initial stanza. Red January was on the mound for White Hall, and this bombardment, combined with another in the third sent him to the showers. John January replaced him and hurled about three stanzas and then he too was jolted from the hill. Pidcoke also used three hurlers, Wiegand, Hall, and Frye. They divided the chores equally each toiling three frames.

Wiegand, whose slow ball was fooling the over-anxious White Hall hitters, was relieved only because his sore salary wing was bothering him. Eric held his opponents scoreless during his tenure on the mound, but the visitors kept pecking away at the delivery of Hall and Frye to tally seven times.

We have no official report on the Mound-Jonesboro battle, but learned thru the grapevine route that Mound carried off a 10 to 6 win. Foy Wicker handling the hurling chores for Mound. The Eagles came close to pulling one of their garrison finishes, filling the bases in the ninth, but Wicker nipped the rally short.

Blackfoot handed Turnersville their second straight loss in two days in a high scoring game, 11 to 8. The Buffs got away to a 2-1 lead but could not stop the heavy-hitting Long boys. Willard Long had two triples, while Slim Long hammered two singles and a triple. Between them they accounted for most of the Indian's runs.

Ivy pitched four innings for the winners, and struck out nine men during his stretch, but he was bearing down a little too hard to hard to suit the Blackfoot manager, who feared the young kid might hurt his arm. The veteran curve-ball artist, Jack Barton, finished the game.

Pidcoke defeated the Buffs 10 to 1 at the Turnersville picnic Saturday.

SPORT SCROLL

Everything is in readiness for the opening of the pennant race of the county baseball league except for a completeing and final checking of some eligibility lists. This promises to be a banner season, with three clubs battling for the first spot. Jonesboro, Mound, and Pidcoke seem to be the class of the league, with Gatesville, Blackfoot, and Turnersville right behind them. Nothing is known of the strength of Pearl, White Hall, Topsey and Moshim, so one of these clubs might come out with a surprisingly good team. Interest in the game is at a high pitch in Pearl, where the merchants have bought the team suits. Henry Clay, manager there, said that there has never been more interest or more demand for a club at Pearl.

The locals gave the colored team of this city a bad beating Sunday, 12-2. Ray Jones pitched the entire game for Hazen Ament's club, while T. P. Tackett caught. According to fans who saw them in their initial outing, said the locals looked only fair.

The various clubs are getting ready for the softball inauguration June 12, with every club having added strength except the Coca-Colas, who don't think they need it. The Firemen have taken the pick of last year's Highway club, chief among the new players being T. P. Tackett, heavy-hitting infielder, and Strongarm Blanton, wily pitcher. The Red and White team has taken on Chick McCallister and Bruce Bomar. The Arnold Electricians have added Slim Sullivan, Owen Edwards, Byron Gilbreath, Pierce Richards, and W. B. McBroom. Reports from the CCC camp lead us to believe that they will have a much better club than last year.

The official Central Texas tournament, held in Marlin last year, will be held in Gatesville this summer. The exact dates of the tournament are not yet known, but it will be around the last of July, according to Butter Schley, who is general manager, ground-keeper, ball boy, gatekeeper, and scorer for the local league. Schley is very enthusiastic about the tournament and predicts that the stands will be overflowed ever night of the 5-day tourney.

Waco's Dons, who boast one of the strongest semi-pro clubs in Texas, will battle the Wolf and Klar team of Fort Worth in Katy Park Thursday night. The Dons took a hair-raising 11-10 win from the Hallibron Cementers Sunday. Several fans from Gatesville witnessed the contest.

Youngsters over the town are anxiously awaiting the opening of the regular summer session of the swimming pool, while some of the more hardy ones have already been taking dips in the Leon River. Men are at work now repairing leaks, re-tarring cracks, and fixing up the bath houses, and it will not be long before local youngsters enjoy that traditional opening day free swim.

More interest is being manifested in golfing this year than at any time since Ben Sellers quit as course superintendent. D. W. Diserens has charge of the links this year, and has worked them up in good shape. As a result, more of the business men are able to enjoy their favorite recreation.

With a Loud Yipee! Hi! Yea! Painter's Say—

WELCOME VISITORS TO THE THIRD ANNUAL RODEO

JUNE 1, 2 AND 3

Flags are waving! Everyone is excited! Streets will be crowded with visitors, cowboys, indians, all in Gatesville to view the third annual Rodeo. Painter's truly welcome you to attend this grand celebration and take your part in the merry-making, view the thrills of the riders and ropers, and if you need merchandise make our store your headquarters as our Camp is full with values for these warm summer days.



MAKE OUR STORE YOUR CAMP

Our whole store is filled with the days of forty-nine spirit. . . we have done our part to make this celebration a success. . . we have offered special values to attract visitors, we have entered a beautiful float in the mammoth parade to be held Thursday, we have decorated our store, our windows are filled with special values and frontier displays. . . each and every visitor will feel the spirit that prevails throughout Painter's during this great Rodeo. . . again we say welcome, bring the whole family to Gatesville and bring them all to visit Painter's while here.

"SEE OUR RODEO CAMP DISPLAY"

1,000 Pair Brand New Summer Shoes

Our buyer has just returned from market and we have received 1000 pairs of brand new summer shoes. . . all new styles. . . new colors. . . all sizes. . . all widths. . . be sure to visit Painter's shoe department.



Cosmetic Colors

Lipstick Red. . . Eyeshadow Blue. . . the colors to match your makeup. . . In the daintiest of all sandals. . . Draped beautifully, and then with a dash of mesh to give it an added fillup! You'll want it in several colors. . . On a medium heel and gay round toe.

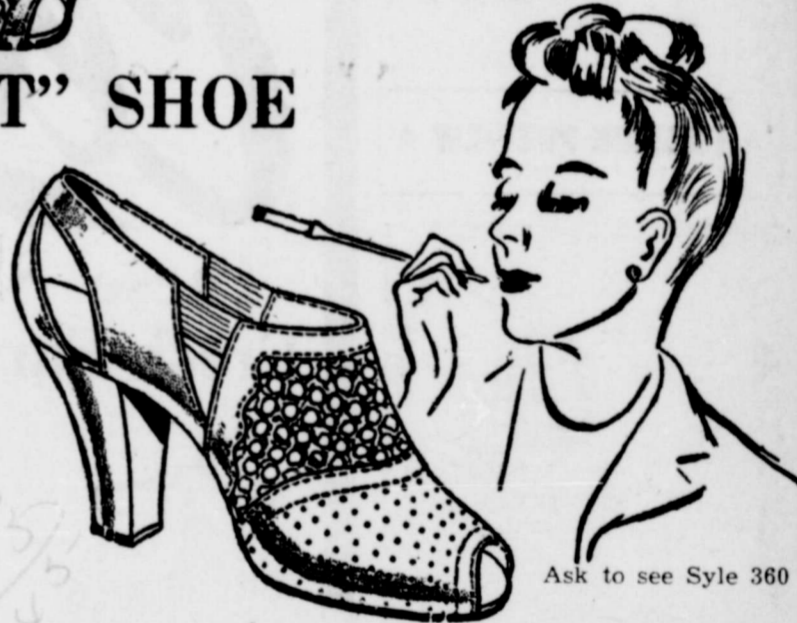
\$1.98

Ask to see the smart mesh shoes just received from leading shoe centers.

Sketched from stock. Ask to see Style 370.

THE "SPAT" SHOE

Newest sensation of a breathtaking season, this smart little shoe will be the most talked of frivolity of them all. It looks like the spat types that Irene Castle used to wear, yet it's so cleverly opened up that you'll think you're walking barefoot. . . Of smooth white kid, with a charming insert of mesh.



\$1.98

We have a complete range of widths in stock AAAA to E

Ask to see Syle 360

OUR BUYER JUST RETURNED FROM SAINT LOUIS MARKET

Our buyer has just returned from the Saint Louis market, one of the largest in the world. While there he made some very outstanding purchases. In keeping with the policy to give you the best to be had for your cash, we wish to announce we made purchases that will open your eyes in new crisp merchandise for the hot summer months ahead. Watch this space for values on special purchased merchandise.

Painter's SHOP & COMPARE - YOU'LL BUY HERE AND SAVE

EAT HERE! Rodeo Hands And Visitors



1,000 Welcomes where You Can Eat, Drink and Be Merry!

PERRY'S LUNCH ROOM

Next to Murray's Gro.

Shirey-Fleming Nuptials Performed Saturday

Miss Lula Shirey became the bride of C. R. Fleming Saturday evening at 8 o'clock at the Methodist parsonage in this city with the Rev. S. L. Culwell officiating. The bride has been employed at the Mozy Cafe for the past five years, and the groom has been in the farming business in the White Hall community for several years.

Mr. and Mrs. Carl Drake visited in the home of Mr. and Mrs. S. P. Drake Sunday afternoon, and while there they were honored with a surprise shower by friends and relatives. Mr. and Mrs. S. P. Drake are the former's grandparents.

★ FASHION PREVIEW ★



THE mature figure of average height is flattered by this morning dress, suggested by Good Housekeeping for June, as a good choice for the thin woman whose figure has settled into mature lines. The vertical stripes suggest height and the V neck and pleated skirt are becoming details.

★ FASHION PREVIEW ★



THIS play suit with bold, horizontal stripes and pleated, detachable skirt, as shown in Good Housekeeping for June, is especially suitable as a morning costume for the too-tall, too-slender figure. The peasant silhouette is the most flattering for the woman who is too thin.

JOE HANNA'S



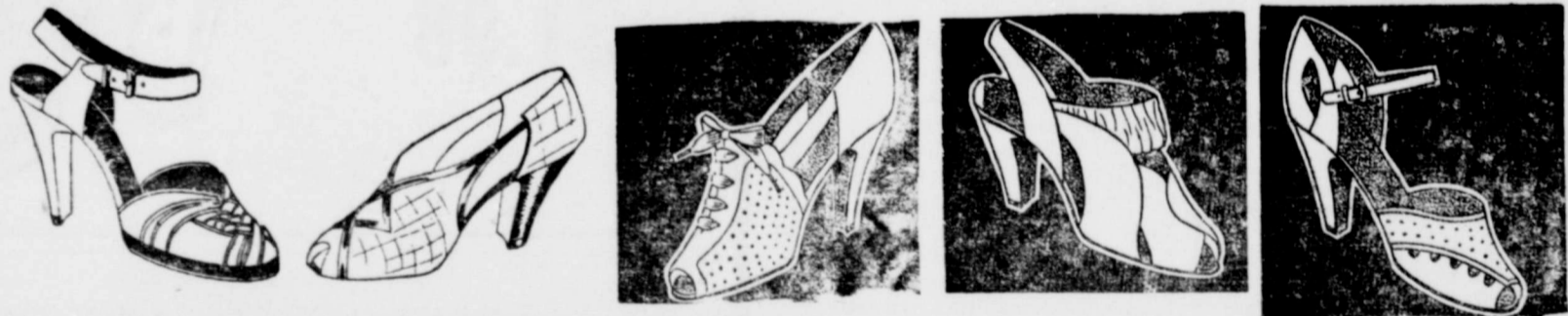
SALE

No matter HOW we do it . . . The fact remains that we ARE DOING IT. We've Blasted Prices to pieces . . . Slashed and Battered profits. IT IS OUR LOSS . . . Your Gain! So Come! Buy your needs at Savings You'll indeed enjoy.

\$1.98 and \$2.98 Men's Summer wash pants. Most all sizes. Hanna's Round-up Price—	Ladies \$1. Wash Frocks fast colors, nicely made, all sizes. Hanna's Round-up Sale—	Men's Overalls, 8-oz. san-forized Best Made. Hanna's Round-up Sale—	59c Men's Work Shirts. Full Cut, two pockets. Hanna's Round-up Sale.		
99c	77c	89c	39		
\$1.49 Kind now	79c				
Boys Dress Shirts	Children's Sox All Colors.	Men's Shorts Fast colors, all sizes.	Men's Dress Anklets, new colors.	Tennis Shoes Fresh Stock all sizes.	\$1. Boys Wash Pants
39c	5c Pr.	10c	11c	48c	79c

Clean Sweep ON SHOES

There Is Snap, Dash and Beauty in These Shoes. White, Patent, Japonica and Fresh Earth. \$1.00, \$1.29, \$1.88, and \$2.37.



\$1.00
LADIES SANDALS
NOW
49c
87 Pairs only—You Better Hurry

VITALITY shoes
Here's Value Supreme \$6.75 Vitality Now
\$2.99
Helene



JOE HANNA'S, The Friendly Store

Personals

Mrs. Morris Epps and Miss Fannie Epps of Fort Worth spent the week end with Miss Effie Simpson.

Mrs. James A. Porter is spending the week with her parents at Granbury.

Mr. and Mrs. C. E. Howard of Waco were guests of Mrs. A. A. Daniels Sunday.

Roy Hayes, accompanied by his nephew, Billy Hayes, went to Lubbock recently. Misses Linda Earle Hayes and Minnie Exa Williamson, who have been attending college in that city, returned home with them.

John Curry and Mrs. Fannie Bryan and Kasse were guests of friends and relatives here Sunday.

Mrs. Lucille Hillard and three children of Grand Saline, Texas were guests of their parents and grandparents, Mr. and Mrs. Jim Osburne over the week end. Mr. and Mrs. Osburne returned home with them for a ten day visit.

Jack Straw, who is attending State University at Austin, spent the week end with his mother, Mrs. Dan McClellan. He had as his guest Sunday Harry Corby of Calvert, who is also attending State University.

Guests in the Bailey Curry home over the week end were Mr. and Mrs. R. B. Curry and R. B. Jr. of Dallas, Mrs. D. R. Hall, Miss Frances De Montmollin, and John Hall Curry of Ballinger. They will return to their homes today.

Joe Hal English, A. and M. college student, spent the week end with his parents, Mr. and Mrs. J. D. English.

Mrs. Pearl Herring of Mart is visiting her sister, Mrs. Alma Kelley.

Tom L. Robinson, Jr., who has been attending Independence Junior College at Independence, Kansas, arrived here Saturday to spend the summer with his parents, Mr. and Mrs. Tom L. Robinson.

George Donaldson, who is attending a business college in Fort Worth, was a week end visitor in this city.

Miss Beverly Chamlee, who has been attending a business college in Abilene, arrived in this city Friday night to spend a few days with her parents, Mr. and Mrs. Ermon Chamlee. She has accepted a position with a firm in Abilene.

Mrs. Jack Barber and children, Charlotte Ruth and Billy of Fentress are visiting Mrs. Milton Pattillo. Mrs. Barber is the former

Miss Dorothy Pattillo.

Mrs. John T. Morgan and children, Bill, Sammy and Georgia of Temple have joined Mr. Morgan in this city and are making their home on east Leon street.

Vice President Garner is far too astute to allow political friends to persuade him to toss his hat into the ring at this early date. He does not want his hat to be at the bottom of the pile when the presidential campaign gets under way in 1940.—Richmond (Va.) New Leader.

"Perhaps the oratory of robot Senators, with brains of grass, will resound in the year 2000 A. D." says a story about the National Academy of Sciences convention. Wait a minute—what year?—Washington Evening Star.

The first practical typewriter was invented in 1807 by Christopher Lathian Sholes.

PALACE

TODAY AND WED.

"TWO LITTLE 'RACKET-DEARS'"
... they use that "feminine touch" system!



PARDON OUR NERVE

LYNN BARI

JUNE GALE
GUINN WILLIAMS
MICHAEL WHALEN
EDWARD BROPHY

Executive Producer Sol M. Wurtzel
Directed by H. Bruce Mumby
A 20th Century-Fox Picture

Also "Money to Loan" a Crime Does Not Pay Short

THURS. AND FRI.

RIDIN' ROMEO ROPES HEIRESS!



THE KID FROM TEXAS

with DENNIS O'KEEFE and FLORENCE RICE

ANTHONY ALLAN • JESSIE RALPH • BUDDY EBBSEN

Directed by S. Sylvan Simon
Produced by Edgar Selwyn

Plus Color Cartoon and Our Gang Comedy.

CLASSIFIED ADS

Less than 6 Lines—
1l 2l 3l 4l 5l 6l 7l 8l 9l
25c 40c 50c 65c 75c 90c \$1.05 \$1.15 \$1.25

Six Lines and More (per line)—
1l 2l 3l 4l 5l 6l 7l 8l 9l
35c 45c 55c 65c 75c 85c 95c 1.05 1.15

Citation and Publication Rate
1c per word Flat

—FOR SALE: One slightly used Electric Refrigerator. D. D. McCoy. 46-tfc

—BLACKBERRIES: 10c gallon. Pick every day. 5 miles on Browns Crossing road. Allen Graham. 41-2tp

—FOR RENT: 5-Room house, newly decorated; large SE sleeping porch, bath. Available June 1st. Mayes Radio Shop. 46-tfc

—BATH SPRAYS, colors to suit your bath room, 59c Koen-Foster Drug. 45-tfc

—FOR SALE: High grade milk, peaches, berries, double whipping cream. We sell the best. Meeks Dairy. 46-tfc

—BRING IN your Binder Canvas now for repairs and avoid the rush. Carl Parks. 35-tfc

—BLACKBERRIES For Sale: 10c gallon you pick them. One mile below Coryell City and Gatesville road on Coryell Creek. Joe Wolfe. 43-4tc

—ROOM and BOARD: Good beds, cooking. Close in, convenient. Boyer Hotel, J. C. Bunnell, Mgr. 94-tfc

—BERRIES: 10c per gallon, you pick 'em; clean patch; pick every day. D. W. Diserens. 43-tfc

—STOLEN: Out of car Saturday nite, across from Regal. Groceries, nite bag with baby clothes. Return clothes. No questions asked. L. B. Brown. 46-tfc

—FOR SERVICE: Registered Durac boar. Also Berkshire boar. 309 N. Lutterloh. See John Schley. 34-tfc

—WANTED: Good house keeper for country home; must be industrious and clean. Box 177, Crawford, Texas. 44-3tc

—APARTMENT for rent: Private bath, private entrance. Near school and town. Mrs. Milton Pattillo. Phone 176. 42-tfc

—MEN WANTED for Rawleigh Routes of 800 families in Hamilton County. Reliable Hustler should make good earnings at start and increase rapidly. Sales up this year. Write today. Rawleigh's, Dept. TXF-286-SN, Memphis, Tenn, or see R. B. Norman, Gatesville, Texas. 44-8tp

SALE OF MOTOR PARTS
Set Piston Rings, up from ... 45c
Spark Plugs ... 35c, 3 for ... \$1.00
Head Gaskets, up from ... 35c
Protex Motor Oil 2 gal. ... \$1.19
Lots of other parts at low prices.

HENSLER'S HARDWARE
41-tfc

—FOR COOL & COMFORT, Let us install you one of our COOL-BREEZ Fans in your Home or Office. See them on display at W. F. & J. F. Barnes Lumber Co. 33-tfc

—FOR SALE: One steel threshing machine, equipped with roller bearings. In good condition. Hope Thompson. 45-2tp

—FOR SALE: Six used grain binders, rebuilt. Also two used grain threshers. R. E. Powell. 47-tfc

—NOTICE TO STOCK OWNERS: I will be in Pearl Monday, June 12th, to do all kinds of veterinary work. Bring in anything you have ailing for Free Examination. Dr. J. C. Ward, Veterinarian. 45-5tc.

—SHEEP AND CATTLEMEN: Ship your sheep, goats or cattle by insured truck under R. 3 permits. Phs. 128 or 135. G. P. Schaub. 38-tfc

Civil Engineering And Architectural Service

E. A. Shingle

Phone 84 National Bank Building
Gatesville, Texas

GET READY, FOLKS

June 1, 2, and 3

Are The Days

The Center of Gatesville is Here

Make It Your Headquarters

CITY DRUG STORE

J. O. (Jim) BROWN

News Office Next to Us Phone 138



—FOR COOL & COMFORT, Let us install you one of our COOL-BREEZ Fans in your Home or Office. See them on display at W. F. & J. F. Barnes Lumber Co. 33-tfc

—BLACKBERRIES for sale. Good berries. Clean patch. Fair measure. 10c gallon. Pick every day. 9 mi. S. E. Gatesville, near Ewing. William Price. 42-6tp

FOR SALE
Ideal location for home with tourist camp, feed mill, hatchery, mattress factory or what have you in connection. On both highways. City utilities, country taxes. Tom Chapman. 15-tfc

—How much of your time do you spend in bed? Have that old mattress renovated and made new, or buy a new one. Try Winfield. 72-tfc

—WONDER PACKAGE stationery, 75 sheets and envelopes, 23c. Koen-Foster Drug. 45-tfc

HARDWARE SPECIALS
Kerr Jar Lids, 10c, 3 for ... 25c
Hoe Handle, each ... 15c
8-in. Chopping Hoe ... 60c
25-in. Screen Wire, yd. ... 15c
Paper Window Shades ... 9c
Shades on Rollers ... 23c
Razor Blades 8c, 2 for ... 15c
Collar Pads ... 39c

HENSLER'S HARDWARE
41-tfc

—BLACKBERRIES for sale. 10c per gallon. Pick every day. 2 mi. north of Gatesville on Highway 36. M. A. Ward. 41-tfc

—BERRIES: 10c a gal., you pick 'em. Anytime. Clean patch. 4 mi. SE of Gv. Follow signs from Carden. Ph. 3312. W. G. Clemons. 42-8tp

—EXPERT BICYCLE repair. Also replacement of parts. See Bill at Gatesville Auto Supply, "The Firestone Store." 25-tfc

COMING SATURDAY

Mickey Rooney and Lewis Stone in
"THE HARDYS RIDE HIGH"



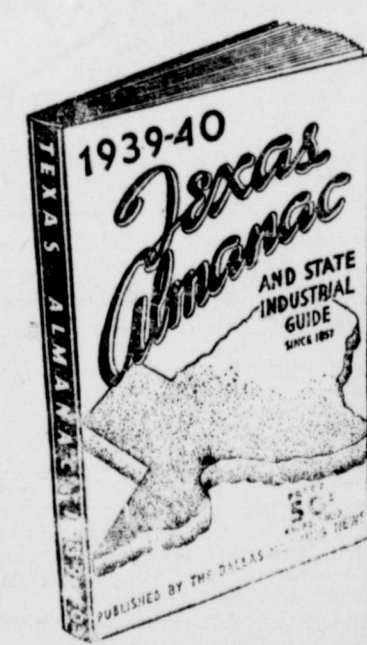
LEWIS STONE
MICKEY ROONEY
CECILIA PARKER
FAY HOLDEN

NOW!

THE 1939-40
TEXAS ALMANAC

AND
THE CORYELL COUNTY NEWS
(One Year)
\$1.35

Coryell County News
\$1.00
Texas Almanac, Alone
50c



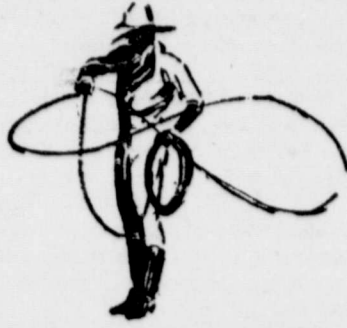
CORYELL COUNTY NEWS

705 Main St. News Bldg. Phone 69

64
14
33
101

WELCOME, FOLKS, IT'S HERE TO ENJOY!

**GATESVILLE'S
RODEO AND
FRONTIER
CELEBRATION**



**GATESVILLE
JUNE 1, 2 AND 3
THURSDAY, FRIDAY
SATURDAY**

For Harness and Saddlery
See
Carl Parks
North Side Square

Fine Shoe Repairing and
Furniture
C. L. Hord
North Side Square

For Hardware Bargains
P. C. Hensler
North Side Square

Personals

R. Coleman of Cleburne was a guest of his daughter, Miss Lois Coleman, Saturday, and she returned home with him to spend the summer vacation.

Miss Mary Ann Post and Henry Clay of Waco attended the graduation exercises in this city last Friday night.

Byron Gilbreath, who has been attending college at Lon Morris, Jacksonville, returned to his home here last week, and will spend the summer with his parents.

Mrs. Annie Turner has been visiting her son W. P. Turner, and his family in Valley Mills.

Miss Vada Jones, Registered Nurse of Tulla, Texas visited Mrs. Judson Davis Thursday.

Miss Nona Diltz has returned to Valley Mills for the summer after teaching Speech in this city the past school year.

Mr. and Mrs. Howard Straw of Corpus Christi are visiting his parents, Mr. and Mrs. Lee O. Straw, here and her parents, Mr. and Mrs. Grady Perkins of Oglesby.

Mrs. Luther Scott and Loyd Gilbert spent the week end in Cameron and Rockdale.

Rev. and Mrs. Vernon Perry and children of Round Rock were guests of George Perry last Friday.

Miss Marie Wilson, Home Economics teacher in GHS, left the past week end for Fort Worth, where she will spend the summer.

Billy Chamlee returned to Abilene with Miss Beverly Chamlee Sunday, and he will visit her and his aunt, Mrs. J. T. Leeson Jr., for a few days.

Mr. and Mrs. Hugh Morrison of Austin were guests of Mrs. Ben L. Morrison Thursday and Friday.

Mrs. F. E. Wilcox of McKinney was in this city Saturday. She was accompanied home by her daughter, Miss Rebekah Wilcox, who will spend the summer in McKinney.

Miss Eloise Cook, student at the University of Texas, spent the week end with her parents, Mr. and Mrs. B. S. Cook.

Dave Cluberson, Jr., and Byron Leaird McClellan, who are students at State University, Austin, attended the commencement exercises here Friday night.

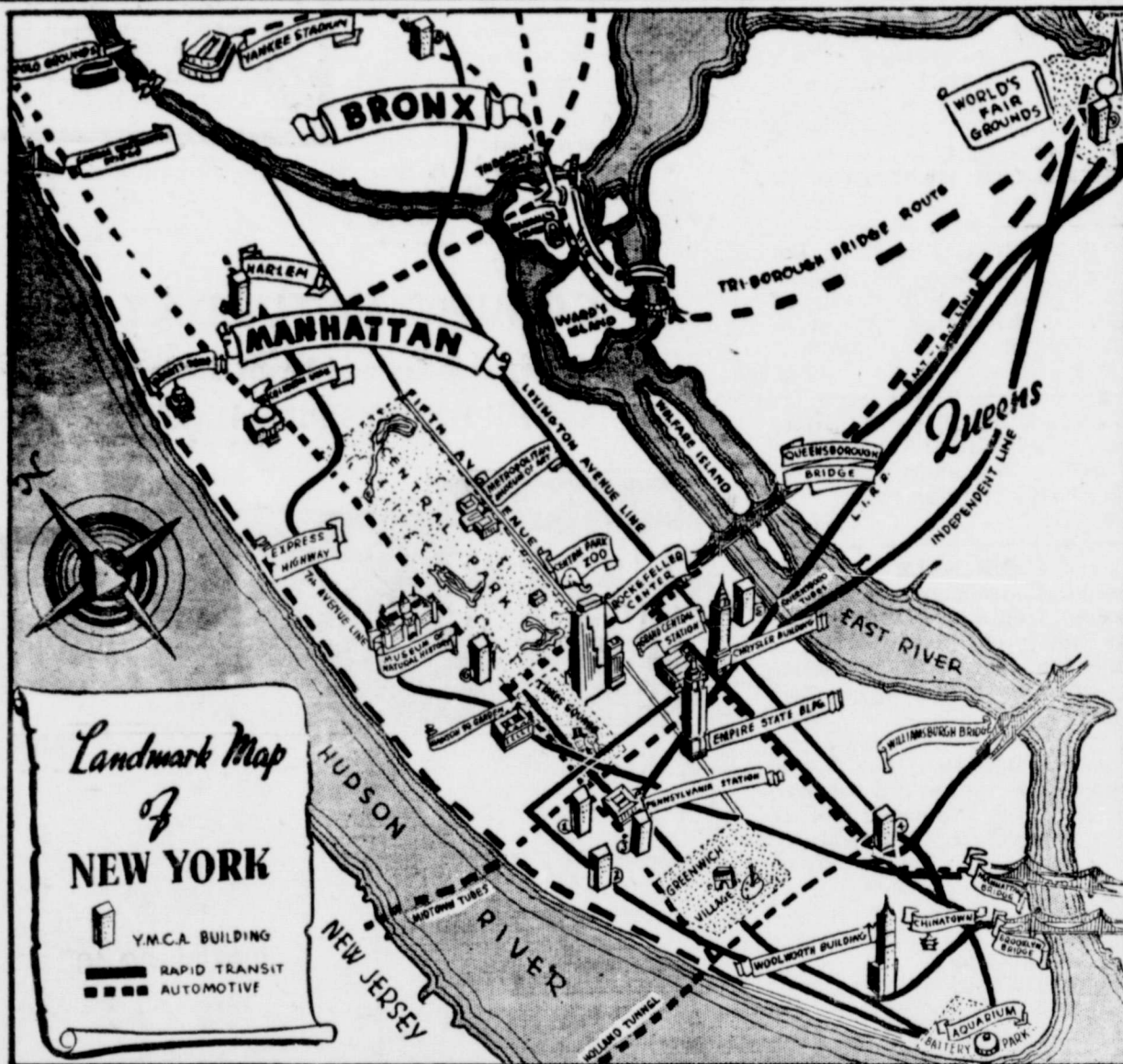
Miss Martha Foster spent the week end in Hamilton.

Miss Waldine Wharton left Sunday for a vacation trip to New Mexico and Colorado.

Mr. and Mrs. Curt Rogers and children, Charles and Joyce Lane, and Mrs. Jennie Wolf were fishing on the Buchanan Lake Wednesday.

Miss Lois Scott is visiting her parents, Mr. and Mrs. Morton Scott. She has been teaching in the Longview schools the past term and will leave soon for Austin, where she will attend The University of Texas this summer.

LANDMARK MAP FOR FAIR VISITORS



The above landmark map of Manhattan shows principal points of interest, automotive, subway and railway routes to the New York World's Fair, and the locations of nine great

Y.M.C.A. centers which are offering Fair visitors the most complete service the organization has ever made available to visitors to any fair or exposition anywhere in the world.

Spread out over Manhattan for the use of visitors to the New York World's Fair will be eight great Y.M.C.A. buildings with a ninth, a specially constructed service building in the very heart of the Fair grounds, all cooperating to offer the most complete non-commercial service ever attempted by the Y.M.C.A. Each of the buildings involved will be near at least one automotive route and one subway line going directly to the Fair. They are shown on the above map as: (1) William Sloane House, 356 West 34th St., the headquarters of the Y.M.C.A. World's Fair Service and the clearing house for all visitors who use the organization's facilities; (2) Seaman's House, 550

West 20th St., especially designed to care for seamen; (3) Twenty-Third Street, 215 West 23rd St., historic Branch of the Y.M.C.A. and a fine community center; (4) Bowery, 8 East 3rd St., the credit-relief center of the organization; (5) Grand Central Railroad, 224 East 47th St., especially designed for railroad men; (6) West Side, 5 West 63rd St., the most complete group of Y.M.C.A. units in the World; (7) Harlem, 180 West 135th St., special building for Negroes; (8) Bronx Union, 470 East 161st St., the only Y.M.C.A. in the Bronx, and (9) the Y.M.C.A. Building at the Fair, located less than two blocks from the Trylon and Perisphere and just 60 yards from the Statue of George Washington. It was erected at a cost of

\$150,000 to give visitors a place where they can find rest, relaxation and refreshment in a non-commercial, Christian atmosphere.

Each of the Y.M.C.A. centers cooperating in the Y.M.C.A. World's Fair Service will offer many free services to Fair visitors. Some of these will be travel and sight-seeing information, a room registry listing available rooms in the city which have been inspected and approved by the Y.M.C.A., ample correspondence facilities and many other personal services which will help the visitor see and enjoy both the city and the Fair. An important factor is that the organization will not commercialize on the influx of visitors in any way. The established low Y.M.C.A. prices for both food and rooms will not be changed.

Rodeo Folks, of Course You're Welcome!



TRY OUR HELPY-
SELFY LAUNDRY

MORGAN'S HOME LAUNDRY

John Morgan, Mgr.

HOW W. F. CODY BECAME BUFFALO BILL

After the Civil War, the nation's eyes turned westward, there was a new empire to be built, and men and families moved west in very large numbers.

It was in the autumn in 1867 in Hays City, Kansas. The construction of the Kansas Pacific railroad had almost reached the heart of the buffalo country.

The K. P. had an army of laborers that had to be fed, about 1,200 men and the Goddard Brothers who had the contract to feed these men were looking for a good hunter. Upon the recommendation of "Wild Bill Hickok" the Goddard Brothers hired a young man who was only 21 years of age to do the hunting for them. The young man's name was Bill Cody, and they paid him \$500 a month.

To the young man this job was of great importance and he not only supplied meat for the laborers of the railroad, but was helping to undermine the Indians. As the killing of the buffalo was taking away a great deal of their meat, it made young Cody's job very dangerous for the Indians hated the hunter as well as the railroad men. Often the Indians would attack the men while working and in many cases five or more would be killed.

Cody's job was to bring in 12 buffalo a day. He was a great hunter, and therefore was very successful. He had a system that was different than most hunters. He would ride to the front of the herd and bring down the leaders by rid-

ing alongside the buffalo and shooting downwards. This type of hunting made it very dangerous, as he would get the buffalo to milling around in a circle and then kill those that broke off. In this manner he would make his kill in the shortest possible time. The gun he used was a breech loading 50-caliber, Springfield. Cody gave it the pet name of Luvrezia Borgia after the notorious Borgia of the 16th century.

Cody also had a buffalo horse that he called Brigham, named after Brigham Young, and much of his success he owed to his wonderful horse.

In less than two year he killed about 4,280 buffalo.

Cody was well liked by the men of the railroad, so they nicknamed him "Buffalo Bill".

About this time, in 1868, his reputation as a buffalo hunter became so great that the officers at Fort Hayes decided to match him against "Buffalo Bill Comstock" Custer's guide and scout.

The officers at Fort Wallace thought that Comstock had more right to the title "Buffalo Bill" than Cody did, so they raised \$500 and bet it on Comstock. Posters were put up advertising the match and an excursion train brought about 150 people from St. Louis to see the match. Among them was Cody's young wife.

About 20 miles east of Sheridan the buffalo shooting match began. Cody used his favorite horse Brigham and his needle gun, while Comstock used a Henry rifle. This rifle shot faster but did not hit as hard.

After a while a herd was located. The two men and the referees ride into the herd and split it in two. Cody used his old system and soon had his herd milling around, killing them thick and fast until he had killed 38, finishing his run.

Comstock killed 23, scattering them all along the plains. Time was called until a new herd was sighted. Again Cody was the winner. A third herd was sighted later in the day and the hunters once more went after it in the usual fashion, and Cody was again the winner, making his total for the day 69 animals killed against 46 for Comstock. This confirmed Cody's right to the title of "Buffalo Bill" as well as the \$500 prize money.

While at the Rodeo Visit Us

AND

KEEP COOL

Air Conditioned Meeks Cafe

South East Corner Square

CONVENIENCE IS TEST OF KITCHEN IN MODERN HOME

The old style kitchen has gone out of style . . . no longer do kitchens merely "happen" to be arranged as fortune decided. Modern kitchens are planned for convenience.

Modern kitchens resemble work-

shops, so ideally are they laid out. All units are considered: the sink, the stove, the refrigerator, the pantry, the doors . . . all must be considered when aiming at reducing wasted steps and time.

Check the location of your fixtures and appliances today . . . is your kitchen up to date?

—Try your home merchants first.

BIGGEST "BUYS" IN KELVINATOR'S 25 YEARS!

ONLY! **\$154⁵⁰**
 BUYS A BIG 6 CU. FT. "THRIFTY 6" KELVINATOR



COME IN START SAVING NOW!

YOU'RE INVITED to the most smashing big-value event in our history . . . Kelvinator's 25th Anniversary! And it's your opportunity to own a beautiful new Kelvinator electric refrigerator at an amazingly low price!

Come in today. See this new Kelvinator beauty. Hear the story of its sensational cold-making power—the silent, sealed POLARSPHERE. Learn about "conditioned" cold. See startling new time- and work-saving conveniences!

And remember — at a price like this, it's easy to have one of these big new Kelvinators in your kitchen! Don't miss a chance like this. Come in—today!



20
18
20
21
16
95

THIS WEEK'S SPECIAL!

DECORATIVE WREATHS

Beautifully designed Cemetery Cypas Wreaths. Celluloid and wax flowers, decorated with pine cones and green ruscus. Three styles in beautiful assorted colors. 15 inch diameter.



25c EA.

WEEK-END TRIPS

BOUQUET HOLDERS
10c
 Flat bottom container. Size 6 7/8"x3 3/4". Removable wire stems hold vase stationary in the ground. Green finish.

TRUE VALUE SOFT BALL
49c
 Each
 Pearl grain cowhide cover. Will stand hard service. 12-inch.

SUN GLASSES
25c
 Pair
 Eye protection against dust, wind and glare. Round eye, drop eye and sport type lenses.

OFFICIAL SOFT BALL BATS
69c
 Seasoned ash. Natural finish with green grip. Block celluloid bands. Lengths 33 and 34 inch.

- FIELDERS' GLOVE—Youth's Large Size .98c
- STAND-BY JUG—Gallon size \$1.09
- TRUE VALUE GOLF BALLS \$3.98
- CROQUET SET—4 Ball Set \$1.98
- TENNIS BALLS 3 for 89c

R. E. POWELL

Will Rogers' Humorous Story

By WILL ROGERS

IF YOU got to teach a kid to be polite at the table, you are in for a tough time. The kid is almost sure to be happier if he ain't so



polite, and he don't mind letting you know it either.

Now, Adolph was eating with company, and the company was the preacher, and there was all the rest of the family, too, and some ladies of the Aid Society. Well, Adolph had been told he gotta keep still and not talk unless somebody asked him a question.

So Adolph kept acting awful excited during part of the meal, and nearly choked twice, and finally his mother says, "Well, what is it, Adolph?"

"Oh, it's too late now," he says, "but I sure wanted you to ask me a question a minute ago. There was a big bug on the Reverend's lettuce, but he ate it all up now!"

(American News Features, Inc.)

**LET'S HIT THE TRAIL FOR THE BIG
ROUND-UP AT GATESVILLE'S
Rodeo and Frontier Celebration**



**H. N. (Spud) BROWN
GROCERIES**

East Main Street

Phone 267

SOCIETY

**Fellowship Club Entertained
At Lowrey Home**

Members of the Fellowship Club, which is composed of business and professional men and women, were entertained Thursday evening with Dr. and Mrs. M. W. Lowrey and Dr. and Mrs. Elworth Lowrey acting as hosts and hostesses for the week. Five tables were arranged for the playing of 84, and each table was centered with a bowl of sweetpeas; other house decorations were various spring flowers. Concluding the compliment was the serving of delicious ice cream, cake, and punch.

**Picnic Compliments Visitor
From New Mexico**

A group of young people assembled at the Roadside Park on the new highway Thursday evening at 7 o'clock for a picnic in honor of Miss Roberta Michael of Fort Sumner, New Mexico. After the picnic supper was enjoyed, the group motored to the skating rink, where they completed the evening of entertainment.

Guests included the following friends: Misses Treva Davis, Pearl Dean Coskrey, Mary Sue Walker, Leta Faye Hunt, Lillian Michael, Lois Jones, and Messrs. Edwin Hunt, Billy Oldham, Mr. and Mrs. Pat Patterson, Mr. and Mrs. Winifred Cummings, and the honoree.

**Mrs. Stewart Hostess
To SCS Club**

Mrs. E. L. Stewart was hostess to a few friends Friday evening, at her home on Bridge Street. The arrangement of spring flowers thruout the rooms made a lovely setting for the affair.

An appetizing salad plate was passed to the following friends: Mesdames Elmo White, Richard Dickie, Ray Scruggs, Paul Hardie, Rufe Brown, Sam Nixon, and Miss Mary Oldham.

**Franks Home Scene
Of Bridge Party**

The lovely home of Mrs. Howard Franks on west Leon street was the scene of a lovely affair when she entertained a group of friends Friday afternoon. Vases of roses and sweetpeas were placed advantageously about the rooms, where five tables were arranged for the playing of bridge.

Winning high and second high score prizes were Mrs. J. D. Brown Jr. and Mrs. John Neubauer. Other players were Mesdames D. D. McCoy, L. M. Stinnett, Troy Jones, H. K. Jackson, E. C. Lay, R. W. Ward, Robert Brown, Rufe Brown, John Thomas Brown, Ray Ealy, L. S. Holmes, Roger Miller, C. B. Braden, Sam Nixon, T. R. Mears, T. P. Tackett, Dean Jones, and Paul Hardie.

Delicious ice cream and cookies were served at the conclusion.

**Guy Powels Entertain
Owl Club Thursday Eve**

Thursday evening the home of Mr. and Mrs. Guy Powell on Bridge street was opened to members of the Owl Club when they entertained with an 84 party. Vases and bowls of sweetpeas dec-

orated the rooms thruout, and also adorned the three tables.

The guest personnel included: Messrs. and Mesdames Jeff Bates, E. G. Beerwinkle D. R. Boone, Edgar Franks, Paul Martin, D. D. McCoy, Tom L. Robinson, Luke Walker, Ercell W. Brooks, Lou Hatter, Vernon Ray, and Andy Anderson.

Concluding the lovely affair was the serving of a salad course and an ice course.

A VOICE FROM THE DUST

By NEVADA

Forty-two years ago traffic was heavy on the old trail that passed through the busy mining camp of Ione.

Travelers east and travelers west—prospectors searching for Nevada's lonely places for the "mother lode" others bound for the gold beaches of California streams; hunters, trappers, and traders; freighters who transported the West's commerce of daily necessities in long wagon trains, and outlaws up the tempo of life for the pioneers and gave to the West its background of romance and glory.

But comparatively few were the homeseekers who traveled the "Ronany Road." A homestead could not be moved, therefore the West had no use for homes for the West was on the move.

In the year 1891 the firm of Jno. Lewis Childs was doing business in Floral Park, New York, selling flowers and shrubs to homemakers thruout the nation.

About the time a family pulled off the "gypsy trail" and selected a homesite near Murphy's station ten miles southwest of Rawhide, Nevada. A stone house was built near Cold Spring whose life-giving water transformed this little desert spot into a small oasis.

Today the firm of John Lewis Childs is no more. "Gone out of business" is the information furnished from the Floral Park post-office. But one of their little floral catalogs bears mute testimony of the part they played in beautifying American homes half a century ago.

This catalog was recently dug up from a mass of old papers and rubbish under the ruins of the old stone house near Cold Spring, by Joseph Kunz of Fallon while prospecting in that region. The catalog is in a wonderful state of preservation in despite its forty odd years in the discard. The colors are as bright as if it had just come off the press. Four or five of the back pages are shy a corner, chewed off by some rodent, and the front cover is torn down the center, though both the parts remain.

Looking thru is pages one is struck by the style of the type used in that period, by the almost quaint expressions and terms employed. The average woman would quickly note that many of the flowers are out of date. Nevertheless any printer of today would pronounce the catalog a tribute to the skill and artistic sense of his craft.

The little homestead has returned its former primitive state. The house that once sheltered a happy, hopeful family is long since a mass of ruins. But of the fate of

**Whoops! My Dears,
ITS A RODEO**

YOU'RE
INSURED
OF
FUN



ALSO,
INSURE
FOR
SAFETY

**WHITE & BROWN
INSURANCE**

Over National Bank

Phone 66

that family nothing is known except that it has vanished along one of the many forgotten trails of the West. Only the little catalog—in the words of the ancient prophet—"whispers low from the dust" of the high hopes and heroic efforts of that little pioneer family which ended in a desert tragedy forty years ago.—Hoofs and Horns.

WELCOME!

*Visit Us During
the Rodeo!*



E. G. BEERWINKLE

**TUESDAY, INCLUDING SATURDAY, JUNE 3rd
SPECIALS**

SUGAR Imperial Cane 10 Pounds 48c
In Cloth Bags

FLOUR Red & White 24 Pound Sack 69c
Extra Fancy 48 Pound Sack \$1.33

Shortening Diamond 4 Pound Carton 35c

Peaches Red & White No. 2 1-2 Cans 31c
In Heavy Syrup 2 for

PINEAPPLE
Red & White, No. 2 Crushed 15c

PEARS
Red and White, No. 2 1/2 can 19c

PINEAPPLE JUICE
Red and White, 46-oz. Can 27c

GRAPEFRUIT JUICE
Red and White, 46-oz. Can 15c

TOMATO JUICE
Red and White, 50-oz. Can 19c

HOMINY
Red and White
No. 2 1/2 Can, 2 for 15c

MILK
Red and White
6 Small or 3 tall cans 18c

LIMA BEANS
Blue and White, No. 2 Cans 9c

The Red & White Food Store

Phone 298

Phone 297

COURTHOUSE NEWS



Coryell Valley

Mrs. A. M. McCallister, Corp.
 Mr. and Mrs. E. O. Walters visited Mr. and Mrs. Lynn Sheppard recently.
 Johnny Lee and Sidney McCallister of White Hall visited their uncle, Tud McCallister, Saturday.
 Mr. Tud McCallister visited Mr. John Taylor one day last week.
 Mrs. Nora Knight visited Mrs. Todd of Valley Mills last week.
 Mr. and Mrs. J. J. Nichols of White Hall visited Mr. and Mrs. A. M. McCallister and Uncle Bryant one night last week. Other visitors during the week were Eddy Jones, David Wilson and Rural Turner, James Kermit Miller of The Grove, Mrs. Odean Nichols and Mrs. Modener Burton of Dallas, Mrs. Dee Riddle, Mrs. Jim Volles of Valley Mills.
 Mrs. Boge Sheppard visited with Mr. and Mrs. Dee Riddle.
 Reapers are humming, but berries is the password in this vicinity.

MARRIAGE LICENSES
 Wesley Browning and Lillian Berniece Stockton.
WARRANTY DEEDS
 J. P. McBeth and wife to B. F. McBeth.
 Mrs. R. J. (Lula) Brown to J. F. Smith.
CARS REGISTERED
 Weldon Sadler, '39 Chevrolet Sedan.

New York City Rewards The Interested Explorer

NEW YORK takes discovering, declares Arthur Gordon, former Rhodes scholar and native of Savannah, Ga., who advances the somewhat unusual opinion that New York, for all its glittering front is essentially a shy place, hiding its real personality from strangers.
 "That's why," Gordon writes in an article called "Make Friends With Manhattan," in May Good Housekeeping, "of all cities in the world, New York has the most visitors and the fewest friends. The visitors usually come for a good time and they nearly always have one. If a good time consists of buying clothes, seeing a few plays or making the rounds of all the night clubs, New York will gladly accommodate them. But when they are through, they may feel that New York is a cold, unfriendly place, where rather sinister people sell high-priced entertainment at a great profit to unsuspecting visitors from out of town."
 This arises from the fact that the average visitor never gets to know the real New York or its people but moves around in an orbit composed largely of other out-of-towners. While New York is never a gushing or a chatty place, it is genuinely friendly and ready to meet the explorer halfway.
 You don't have to have a lot of money, a guide or a car even to find things which are typical of the real New York, buried behind its overpowering facade of skyscrapers, Gordon says. An itinerary which includes something of interest to every type of individual with directions about how to get there and what to do when you do get there, is included in the article. He ranges from Spuyten Duyvil at one end of Manhattan to the Battery and suggests diversions which start with the Free Theatre on Twenty-Seventh Street and proceed to a visit at the Stock Exchange.
 There is an aspect of New York which suits every mood, Gordon insists, and states that while getting close to the heart of the city requires a certain amount of curiosity and initiative, the effort is rewarded. "Like all friendships made slowly and with some difficulty," he concludes, "Manhattan's is well worth having."

ARTIST'S MASTERPIECE IS PORTRAIT OF NOTED TEXAN



Closing a three-day celebration honoring Nathan Adams, president of the First National Bank in Dallas, who Saturday, April 22, completed 30 years of continuous service with the bank, directors unveiled a life-size portrait of President Adams in the banking rooms. The painting will hang in the lobby.
 Boris Bernard Gordon, painter of a long line of Texas cattle kings, did the portrait of the banker. Gordon began painting portraits of cattle barons 25 years ago. His portraits of Gen. Sam Houston and numerous noted Texans of history hang in the rotunda of the state capitol and in other public buildings throughout the state. Vice President Garner, R. F. C. Chairman Jesse H. Jones, Texas United States senators and representatives and political leaders at Washington have posed for Gordon.
 Financial and industrial leaders from over the United States were present at the unveiling ceremonies and attended a commemorative dinner honoring Adams Tuesday night.

PURMELA CLUB NOTES
 "I had my large mirror resilvered at a very moderate cost," a member said when she told us of refinishing a suite of furniture recently that she had had more than thirty years. Using the lye paste method for removing old varnish. "This method of paint or varnish removal is good for iron bedsteads too", she said.
 Our home demonstration agent met with us at this meeting with Mrs. Hagen. She told us to use the sanding method on walnut of other fine wood to remove old varnish. Varnish or oil finish and then wax is best for finishing. We learned that solution of one quart of hot water, 3 tsp. of boiled linseed oil, and 1 tsp. of turpentine makes a fine furniture polish and for washing furniture.
 Our Club president reminded us to remember the fall exhibit when canning. At our next meeting with Mrs. J. B. Wakins our subject will be "Home Accounts."
 The orchard and bedroom demonstrators are to make reports of their progress. We welcome visitors.—Reporter, Mrs. Q. F. Adams.

Right Of Way
 By ADELA ROGERS ST. JOHN
 (From May Good Housekeeping Magazine)

HARRY JOHNATHAN had never heard of Mr. and Mrs. William A. Stanley. There was no reason why he should have or why they should ever meet, but they did. Harry Johnathan was a proud and happy man. He was successful in the amazing and difficult world of New York. He had a nice apartment in Forest Hills and he loved his wife and his little boy, Butch. He liked his boss, Mr. Holland, and he and June were going to entertain Mr. and Mrs. Holland at dinner on Saturday night. That gave him an expansive feeling as he drove to town over the Queensborough Bridge. He felt as if he owned the world.
 Laura Stanley was a proud and happy woman. She was the brand new mother of a darling baby boy and Bill was so thrilled over their son. Her son. What a wonderful word. Laura couldn't wait to get home with the baby so that she and Bill could play with him and give him a bath and really have him to themselves. They were so stung in hospitals with new babies. Her heart was ready to burst with joy when Bill came after her that morning, and they wrapped the baby up carefully and took him downstairs and they got in their old car and started home. She and Bill had waited a long time for this moment. Harry Johnathan was coming across the Queensborough Bridge, feeling as if he owned the world, feeling proud and expansive and successful and as if everybody ought to get out of his way. Bill and Laura Stanley were taking their first baby home. That was when they met. Harry Johnathan edged over into the wrong lane of traffic and crushed against the Stanley's old car. That was how the accident happened—the accident which snuffed out the life of the Stanley's first little boy.
 It is easy to imagine the heartbreak of two young people, holding their little dead baby, but there is another kind of heartbreak. There is the heartbreak of a decent, good man who suddenly, by his own hand, finds himself a murderer.
 Good Housekeeping presents this poignant story in the May issue as a part of its campaign for greater traffic study.

Follow The CROWDS!

They are all coming to the big Out-Let Sale. Why shouldn't they come? One dollar does the work of many.

Thousands of dollars worth of drygoods, shoes, etc., being sacrificed at a fraction of their real value.

No, not a complete stock—but prices that will astound you, something that you will want and buy at the ridiculous prices placed on every item.

Additional merchandise will be added daily. Continued gleaning of stocks of short lots, broken sizes and slow moving items will continue to be added to the already hundreds of pairs of

Shoes! Shoes! Shoes!
 WHITE SHOES, RED SHOES, PINK SHOES
 BLACK SHOES
 All kinds of shoes, At a fraction of their value

Hundreds of Dresses!
 DRESSES — DRESSES DRESSES — DRESSES
 Silk Dresses, Print Dresses, Linen Dresses
 AT GIVE-A-WAY PRICES

Some of almost everything, You will want something in this stock, It is ridiculously priced.

FOLLOW THE CROWDS THEY ARE ALL COMING TO THE BIG OUT-LET SALE.

Perry Bros. Old Stand, East Side Square
 CHAS. MCGREGOR IN CHARGE.

Out-Let Store

1
30
13
8
36
89

Regal Theatre

Today and Wednesday
BARGAIN SHOW
10c and 15c



Plus Two Comedies

Ritz

SHOWING THIS WEEK
"HONOR OF THE WEST"
BOB BAKER
PLUS COMEDY AND
"HAWK" NO. 9

Artist Enriches World's Fair



TWO massive murals, each 15 x 65 feet, portraying the progressive steps in the manufacture of a motor car body, have been executed by Dean Cornwell, one of America's leading mural artists, for the New York's World Fair. Cornwell, with Edward Fisher (left), general manager of Fisher Body, and William S. McLean, director of advertising, are shown examining the sketch of the mammoth project. The murals, in gold and aluminum leaf against a jet black background, are part of the Fisher Body Exhibit of the General Motors Building at the Fair.

COWGIRL,
THAT COWBOY
WANTS YOU TO
"SHINE"



(Not Your Nose)
Let Us Make Your Beauty More Beautiful
Hair Set, Shampoos, Permanents

ETHMA BEAUTY SHOP

Mrs. Ethel Rutherford
Mrs. Nadine McCallister Mrs. Mary Hinsley



This jellied veal loaf slices beautifully.

Jellied Veal Loaf

Mmm! Good!

Says Dorothy Greig

THIS summer I expect to serve this jellied veal loaf for many a hot day luncheon or supper. It is so very easy to make . . . and truly delicious. I'll just fix it up in the morning after breakfast, slip it into my refrigerator and it'll be all ready without further ado.

With it will be a hot soup—maybe vegetable or tomato—to put tummies in good humor for the cold jellied dish, and a salad of crisp vegetables. Dessert will be fresh fruit or maybe fruit shortcake.

Jellied Veal Loaf

- 1 can condensed chicken soup
- 3 cups cooked veal, ground
- 2 teaspoons gelatin (softened in 2 tablespoons water)
- 1/4 teaspoon salt
- 1/4 teaspoon pepper

Strain the chicken soup and heat the broth. Mix the rice, chicken and celery from the soup with the cooked veal and put all through the food chopper, using the medium blade.

Dissolve the softened gelatin in the hot broth and then mix with ground meat mixture, salt and pepper.

For Garnish

- 1 hard cooked egg, sliced
- 6 stuffed olives

Arrange slices of hard cooked egg and stuffed olives in bottom of loaf pan (size 7 x 3 1/2 x 3 inches). Put meat mixture on garnish and place in the refrigerator until firm. Turn out on lettuce or greens. Serves 6-8.

★ FASHION PREVIEW ★



THE princess line is charming for a sixteen-year-old and this imported Irish linen dress with scallops from throat to hem, edged in tating, combines practicality with prettiness. Shown in Good Housekeeping Magazine for June.

Regal Theatre

WELCOME, Rodeo Visitors!

We've Selected Two Big Pictures for Your Entertainment

REGAL
Thursday and Friday



Plus Comedy and News

REGAL
Saturday, Sunday, Monday
The Biggest Picture of The Year

IT'S AMERICA
IN THE MAKING!

Filmed in
Technicolor!

Errol
FLYNN

in

DOODLE CITY

with Ann
HAVILLAND · SHERIDAN
Bruce Cabot · Frank McHugh
Alan Hale

Don't Miss This Show

SUMMER SCHOOL

OPENS MONDAY
JUNE 5

MAIN COURSES: MATH, ENGLISH, HISTORY
ENROLL AT ANY TIME WITH
MISS LINNIE FORE or SIDNEY PRUITT