Wllimem $^{\text {Clls }}$
 TWO CARS COLLIDE
ON WEST HICHWAY H II

OF CLARENDON MAKES
APPLICATION FOR $\$ 23,000$ APPLICATION FOR $\$ 23,000$
OR FLOOD CONTROL FOR FLOOD CONTROL.




Tate Grove Picnic Program Planned


INTIATORY TALKS MADE BY LION CUBS

## JOE HILL WILL SPEAK TONGHI


YOUNG GOLFER
TAKES CROWN


Football lighting
For the past several weeks a series of articles pertain.
ing to the lighting of football fields to enable night football ing to the lighting of football fields to enable night footbal
games, written by J. L. Kerby, local high school coach, has games, wreten in The News. We understand this project was taken up last year, but that it came up too late to be
accomplished in time for the football season. This year, accomplished in time for the football season. This year
the campaign is being renewed in plenty of time to allow the campaign is being reneweed in plenty of time to allo
its completion before the opening of the football season. The proposed method of financing the project, as it
has been explained to us, is to set aside one or two games
during the season which are to be played upon a flat has been expeased which are to be played upon a flat
during the season
guarantee rather than upon a percentage basis. Advance ticket sales upon these games will be made in the hope
that local citizens will buy the tickets in sufficient quanthat local citizens will buy the tickets in sufficient quan-
tities to pay for the installation of the lighting system.
This method should prove hizhly sucessful if fort is put forth and we see no reason why Clarendon can not have night fifotball this season.
It has been estimated by those who know about such
things, that an adequate system can be installed at of $\$ 1,500$ to $\$ 1,750$. This sum should not be difficult to raise in Clarendon by advance ticket sales on two of the
outstanding games The lights will be of great benefit to the athletic de-
partment of the school as well as to the school itself. The attendance under the lights, if percentages work out here
as they have in other towns where lights have been inas they have in other thowns where hat it was at the day
stallet, will be more than doube what games. Naturally, this will be of great assistance to the
athletic department in a financial way, and will give the school an opportunity to build up a much better athletic
department in that it will afford funds for equipment, etc. In addition, the project will serve to let the rest of the In addition, the project will serve to let the rest on the
country know that Clarendon is awake and on its toes, and
ready to back any worthy project to the limit. This is a very progressive undertaking, and one that is logical and
will prove of great benefit to the school and the com ${ }^{\text {mumint Think it }}$ a block of tickets, And when you are called upon to buy
purpose.


## DOLLARS WASTED ON UPKEEP

 CAN'T BUY NEW ROADSInferior rond, seem cheap and
enes to build. They
aterech $a$ par-log fund $t$ ot that it covers 4 olo of
the errouble besions M Mainteance, contiog money is is pent oo upkeep It and no more eev roide are
Thant
That's why ir's wise-and eco-
nomical to build concreteronde.
Concreete laust It requires al.
paving fund builds more miles of
concrete until the whole job is concrete until the
done-for keeps: Concrete's smooth, non-skid surface is safe and satisfactory to
drive on. It speeds up traffic to reduces accidents .. saves mo-
rest torists up to two cents a mile in
gas, tires, oil and repairs, at gas , rires, oil and repairs,
compared with driving on is. ferior roads: Get concrete. Insist on it-for sufety, comfort and economy

Give our Centennial Visitors the Protection,
Economy and Comfort of Safe Highways
"An Open Leter to Henry Pord" is a booklet worth havinga It's FREE! Paute this coupon on \& portal card PORTLAND CEMENT ASSOCIATION 1301 Norwood Bldg, Austin, Texas
Send Free: "An Open Letter to Heary Yord." Name.....
Sireet.:
Cit

ADVERTISING IS NEWS TO READERS

Paradoxical as is the statement in that headline, it is
nevertheless. Advertising is information and as such it is a kind of news. Business information is business news and people subscribe for newspapers to get that business
news as well as to get other kinds of news. An advertisement which contains no news isn't much of the name of the advertiser and the location of his place of business, that will be news to someone. If the adivertise-
ment speaks specifically of certin ment speaks specifically of certain goods and tells the reader and if it names an attractive price, then it is interesting news indeed.

There is the classic story of the merchant who didn't believe in advertising until a resourceful advertising man
prevailed upon him to try an experiment. The merchant had a large supply of brooms which had cost him $\$ 3.00$ a dozen. The ladvertising man told him that it would be
good business to advertise a special offer of one broom at nine
store

The merchant was dubious but agreed to try it. When
opened his store the next morning he found several he opened his store the next morning he found several
hundred women waiting to get a nine-cent broom only sold the 100 brooms at that price in record time but the women had been made "broom minded" enough so that most of his stock was sold at the regular price. Besides
that they bought many other articles before they left the store-all because of the "news" of the nine-cent brooms that merchant's ad.
P. S. After that the merchant was a believer in adver-
tising-advertising which is "news."

## NEW LAW ON VOTING

Absentee votes may be cast in the election on Texas
stitutional amendments August 24 whether a person is onstitutional amendments August 24 whether a person is out of the county or not if the person is unable to appear at
he polling place because of sickness or physical disability. The last legislature changed the absentee voting law to The last legislature changed the absentee voting law to
is effect. It now reads: "Any qualified elector of this his effect. It now reads: Any qualified elector of absent
state who, through the nature of his business is abser
om the county of his residence or who because of sick ress or physical disability cannot appear at the poll place
nes in the election precinct of his residence on the day of holdess, cause his vote to be cast at such election in the pre-

Heretofore, only absence from the county gave the
Heretofore, only abe. In order to seure this privilege the voter must make
an application in writing to the county clerk, sending the poll tax receipt or exemption or in lieu thereof, his affidavit in writing that the receipt or exemption has been lost or
misplaced. If the cause is illness a certificate from misplaced, If the cause is illness a certificate
licensed physician must accompany the application

Absentee voting must be done not more than 15 days office of the county clerk.-Cleburne Times-Review.

A bandit chased a man two blocks before robbing him

## THIS TIRE

 Doubles Sale Mileaqe DANGER Point becomes SAFETY Point The danger point in ordinary tires becomes the safety point in
Two.Treas Seeibering.
When the first tread design wears off, a new tread appears as if by

 Bring your car up to date with 1935 Tires When you retire your car insist on the new 1935 Two-Tread Air-
Cooled tire. Three is no other tire on the emarket as good from the
tandpoint of mileage, tafety and traction.

## McElvany Tire Co.

SETBEBITS
rwotread $\lambda^{2}$ alr coorern


## A Complete Stock of Fine Foods

## The First of the Month Finds Our Shelves Filled to Overflowing with

 Fresh Stocks of Quality Merchandise. Here You Will Find a Complete Se lection of the Finest Staple and Fancy Groceries, as Well as a Most Com plete Assortment of Fresh Fruits and Vegetables Which We Buy Daily. Tak Advantage of Our Week-End Specials and Stock Up for the Week.Special Values for Friday and Saturday
RITZ BUTTER WAFERS, 8 oz. pkg. ............ 15 c
BLACK WALNUT KERNELS, per lb. .......... 50 c
PICKLES, Quarts, Sour or Dill ................19c

| Shelled Pecans, Selected Pieces, lb. 65c | Grape Jam, Ma Brown, 4 lb. jar -_59e |
| :---: | :---: |
| Gelatin Dessert, 7 flavors, per pkg. 5e | Tea Pots, Imported China, each _-35c |
| Grape Fruit Juice, Curtis Brand <br> No. 2 can $\qquad$ | Tea, Red Band, Orange Pekoe, $1-2 \mathrm{lb}$. pkg. |
| Grape Fruit, Marco Brand, <br> No. 2 can $\qquad$ 14e | Oats, Mother's, Ovenware, China or Cup and Saucer $\qquad$ |
| Kraut. No. $21-2$ can ----------10c | Hominy, No. $21-2$ can ---------10c |
| Crackers, Oven Fresh, 2 lb. pkg. --22c | Beans, Pintos, Recleaned, per lb. --7e |
| SALT, Careyized | Round pkg. $\qquad$ <br> Lilly, $1 \quad 1-2 \mathrm{lb}$. pkg. $\qquad$ 4 |
| HONEY, Texas, 10 lb. can |  |
| JELLY, Dixie Brand, Ot. | Jar . . . . . . . . . . . . . . . 29 c |

SNOWDRIFT, 6 lb. can . . . . . . . . . . . . . . . . . . . $\$ 1.12$

## CLIFFORD \& RAY

5-PHONES-412
WE DELIVER
FINER FOODS
Order Your Fresh Meats With Your Grecertes

## Get Acquainted Bargain

The Clarendon News wishes to announce that a big GET ACQUAINTED BARGAIN subscription rate is now in effect.
The new management, to better get acquainted with the subscribers of The Clarendon News and citizens of the Donley County trade territory, is offering The Clarendon News, for a short time only-

## 18 Months For $\$ 1.50$

-the price of a year's subscription - within Donley and adjacent counties. How can you afford to miss this wonderful opportunity?
Old subscribers paying $\$ 1.50$ will have their subscription expiration date extended 18 months, and new subscribers will receive the paper for 18 months. Don't miss this opportunity!

## SUBSCRIBE NOW!

The Clarendon News
"OLDEST PANHANDLE NEWSPAPER"


> $\mathbf{C}_{\text {and Market }}^{\text {ITY }} \mathbf{\text { GROCER }} \mathbf{Y}$
> and Market
> nothing but the best We Deliver

Specials for Friday \& Saturday
Cabbage, nice green hds., lb. 2c
POST TOASTIES ........... $10 c$
POST BRAN FLAKES ......10c
S0AP, Big Ben, 6 for ....... $25 c$
Tomatoes, No. 2 can, 3 for ... 25 c
MEAL, 20 lbs .63 c ; $10 \mathrm{lbs} . . .35 \mathrm{c}$
KRAUT, No. $21 / 2$ cans, 2 for 25 c
No. 2 cans, 3 for
$25 c$
Lettuce, good and firm heads $\mathbf{6 c}$
Prunes, Del Monte, 2 lb. pkg. 23c
Blackberries, No. 2 can ..... 10 c
Compound, 2 lb. pail . ....... 19c
Fryers, Milk Fed, Dressed

## PHLOCALS <br> Mr. and Mrs. Ed Speed and chidren spent the week-end in Littlefield.








## SPECIALS <br> FRIDAY and SATURDAY

Peaches, R \& W, No. 1 tall, 2-25c

Pineapple ${ }^{\text {Red } \& \text { white, No. } 1 \text { Flat }}$| cans |
| :---: | $29 c$

Hominy, R \& W, No. 21/2, ea. . .12c
Peas, Big M, No. 2, per can ..15c
Catsup, Brimfull, 14 oz. .....13c
Coffee, $R$ \& W, per lb. ......3lc
Coffee, Brimfull, per lb. ....27c
Soap Chips $\underset{\substack{\text { Crystal } \\ 21-2 \text { Lbs. . Wer Phite } \\ \text { Rkg. }}}{23 c}$
Corn Flakes, Kellogg's .....10c
Rinso, Large Pkg. ...........23c
Soap, R\&W Giant Bars 6 for 25c
VanillaWafers, per lb. ......20c

Lowe's Grocery
AND MARKET

| Phone <br> 18$\quad$ We deliver | Phone |
| :---: | :---: | :---: |
| 401 |  |




Rexall Factory-to-You Specials Rexall Mikk of Magnesia
Tooth Paste $\quad .19$19

Tine $P$ Por

asmine Face Powder and
Face Cream, both ..... 50
Huretest Epsom Salt,
16 ounces ..... 19
Permedge Razor Blades,
Pachaze of 10 ..... 23
Eexall Laxative Salt,
Effervesecent ..... 39
asmine Beauty
Creams ..... 29
asmine Bath
Crystals
and ..... 39

| Stag Lather |
| :--- |
| Cream | ..... 29

Elikays White
and
and Poish ..... 19
Puretest Tincture Iodine,
1 Ounce
Ine licher ..... 19
wretese Castor oil, ..... 19
Full Pint Mi 31 Antiseptic Solution and Your Choice of 100
Puretest Aspirin, 60 Rexall Orderlies, Pint Milk of Mag-Puretest Aspirin, 60 Rexall Orderlies, Pint Milk of Mag-
nesia, Pint Rubbing Alcohol, or Tube Shaving
Cream, both for
Alum Powder, 4 Ounces, ..... 09
Monreale Olive Oil ..... 49
Many Other Items Similarly Priced



## Chestrifields "go to town"

 Then Satisfy
## DIRECTORS

Our Board of Directors is composed of representsfive men of wide knowledge, thorough experience and varied interests
With its facilities fully developed along approved principals of modern banking, this Bank is exbanking requirements of this community.
FIRST NATIONAL BANK
Capital, Surplus and Undivided Profits $\mathbf{\$ 9 0 , 0 0 0 . 0 0}$

the Extension director are as fol tor
lows: $T o$ dig trench silos or or ing a fatal putt.

 use the best practical means protecting protecting stored grain and field
crops from weevil and rat dat of chase: championship flight men in e in the
won to stack hey in the best manor wo prizes. Atm heres one for
methods to prevent deterioration: the took. Slim Parsons lost the to increase the number of milk cows. hose. sha number for mime


 stock and breeding animals
during the winter months.
 visited here Wednesday with reval
Hives, Mr. and Mrs. Homer Lives,
Elvany.
$\qquad$
The $\overline{\sigma_{0}}$ children, Billy and Sammy Jo, ar
visiting this week in Ligan, Tex
as, with her father, W. J. Aiken

C un
-that's just the 1935 way of saying what Chesterfields have been saying for years
Chesterfields do about every thing a cigarette ought to do.
Chesterfields have TASTE -yes plenty of it. But not too strong And Chesterfields are MILD but they're not insipid or flat. Chesterfields "go to town"


## th ANNIVERSARY SALE



OVERALLLS<br>Hawk Brand<br>"Nuf-Sed"

Men's $\$ 1.29$
Boys', 3 to 11 _-.......--79 79

## LUGGAGE

22 Inch Brown and Black
Suit Cases

## 98

18 Inch Overnight Cases $\qquad$ New Fall shipment of Luggage just received in all sizes in Cases and Trunks at reduced prices during 11th Anniversary Sale.

## MEN'S SOX

Good Lisle and work Socks, assorted colors 25c Silks, 5 pairs for 50c Interwoven Silks,
3 Pairs for

## DRESS PANTS

All Wool, year around weight Gabardines, 18 inch bottoms, values up to $\$ 5$, sizes 30 to 34 waist-

Choice $\$ 1.98$
FAST COLOR PRINTS


36 inch, $68 \times 80$ count prints, new patterns. Special-

## 1lc yd.

## WORK SHOES

Black calf skin, plain toe, Blucher composition soles, all sizes-
\$1.11 pair

## MEN'S SUITS

$\$ 19.50$ all wool, year around weight, in lights, mixtures and some darks, good styles.

## CHOICE

## $\$ 11.11$

All other suits at big reductions.

8 Summer Suits at choice ------------ $\$ 2.11$

> In appreciation of the patronage of the people of Clarendon and Donley County and the surrounding trade territory, since our opening in August, 1924, we are going to REDUCE PRICES on our ENTIRE STOCK of Dry Gods, Clothing, Shoes, Ready-to-Wear and Millinery for the next two weeks.

Buy during this sale and SAVE from 25 per cent to 50 per cent.

Included in this sale are NEW 1935 Fall shipments of Shoes, Clothing, Ready-to-Wear and Millinery.

DRASTIC REDUCTIONS ON ALL SUMMER MERCHANDISE


## SPECIAL TABLE

Of Ladies' Purses, Beads, Children's Hats and Caps, Wash Ties, Colors, Sox, and "what have we."

Choice.11c each
Ladies' Spring and Summer MILLINERY


One Table Straws, etc, well worth 39c Entire Stock at less than 1-2 price, including our Spring and Summer line of $\$ 1.95$ to $\$ 6.00$, Now-
89c, 98c, $\$ 1.48$ and up

## JANTZEN

 BATHING SUITS$\$ 5.00$ and $\$ 6.00$ Jantzens, good styles, Men's and Ladies' _----_\$1.98 All Other Wool
Suits $1 / 2$ Price

Domestics and Sheetings 14 yds., good weight Brown and Bleach.-
ed Domestic
 Bleached and Brown

## SILK UNDERWEAR



## COTTON BATS

$72 \times 90,3 \mathrm{lb}$. White Stitched 48 c
$72 \times 90,3 \mathrm{lb}$. Cream color,
 3 for
Reductions on China Cotton and Wool Bats.
MEN'S DRESS STRAWS
Spring 1935 styles Panamas Toyo's Crushes and Round Crowns, whites and colors
$81 \mathrm{c}, \$ 1.11$ and $\$ 1.48$
WINDOW CURTAINS AND PANELS
40 inch x $2 \frac{1}{4}$ yds., Panels, 48 c each
$21 / 2$ yds. Curtains, ready to hang, set ----.-.......-.-89c

Prices Are Cash During This Anniversary Sale

MEN'S WHITE OXFORDS

$$
\begin{aligned}
& \text { STAR BRAND } \\
& \text { FREEMAN AND } \\
& \text { CHAMPION } \\
& \text { BRANDS }
\end{aligned}
$$

## $\$ 1.98 \$ 2.48 \$ 2.98$

## WASH DRESSES

## Sheers, Prints and Eyelets

\$1.00 Dresses, 14 to 48
$\$ 1.95$ Values, 14 to 54

- $\$ 1.98$


## HOSIERY

29 c and 39 c Rayons, 4 pairs for $\quad \$ 1.00$ 59 c Pure Silk, 2 pairs for
79 c Full Fashioned, Pure Silk
$\$ 1.00$ Knee High and Full Length $\$ 1.25,3$ Thread, Extra Sheer

LADIES' WHITE SLIPPERS
$\$ 1.29$ to $\$ 1.65$ Sandals $\$ 5.00$ and $\$ 6.00$ Whites All Styles $\$ 3.00$ to $\$ 400$ Whites
 All others reduced Including new Fal Styles.

CHILDREN'S
SLIPPERS
Whites and Darks
$89 \mathrm{c}, 98 \mathrm{c}$ and up

## WHITE PURSES

$\$ 1.00$ to $\$ 1.50$ Values in Leather, Fabrics, etc. All Choice 59c

Batistes and Voiles
40 Inch, fast colors-new patterns and
 SHEER SEERSUCKERS, PIQUES, SWISS VOILES, Etc. 19c, 29c, 39c, 49c



