

# Christoval Observer

VOL. XXVII,

CHRISTOVAL, TOM GREEN COUNTY, TEXAS, FRIDAY, JANUARY 22, 1937.

NO. 1

## Basketball In Christoval During Past Four Years

(By June Chapple)

Basketball is one of the five major sports in the world today. It is especially a broad sport in Texas and we may say that it is the only sport in Christoval.

This is the only interesting sport and it is encouraged by the fine support given by the people of the town.

In school all boys work hard in order to pass their work so they will be eligible to compete in the game of basketball. If the boys do not do satisfactory work in school they are not allowed to play ball.

This material has been gathered from records to show the number of games that Christoval has won and lost in the past four years and what per cent of the games were played at home, and the high point men:

Year	Won	Lost	Home	Away
1933	11	11	12	10
1934	5	7	5	7
1935	5	7	5	7
1936	7	6	5	8
Total	28	31	27	32

In 1933, Robert Rawls was high point man, scoring 132 points during the season. June Chapple was second high scorer with 95 points.

In 1934 June Chapple scored 89 points for high point honor, while Glen Jones scored 84 for second.

During the season of 1935 a score of 66 points was basketed by June Chapple with 46 for Harry Chapple.

Again in 1936, to the present writing, June Chapple has scored 82 points while Walter Montgomery has scored 48 points.

After close study an approximate estimate for expenses was figured with Coach Nail's assistance and it was finally con-

## Mother of Local Woman Fatally Burned Monday

Mrs. J. H. Benningfield, 58, of Sanco died last Monday morning at 10:30 as a result of burns received when her clothing caught fire from a wood heater.

Mrs. Benningfield was the mother of Mrs. John Scarborough of this city.

Survivors include the husband; two sons, S. C. and Herman, both of Coke County; and two other sons, Elbert, of Kermit; and J. E. of Utah; and one daughter, Mrs. John Scarborough, of Christoval.

Mrs. Scarborough left Monday for Sanco to be with the family for the funeral.

Interment was made in the Sanco Cemetery.

## San Angelo Standard Editor Attends Funeral Of Father In Missouri

Dean Chenowith, editor of the San Angelo Standard was called to Missouri last due to the death of his father.

Graby Hill, son of Mr. and Mrs. B. G. Hill is in charge of Mr Chenowith's desk during his absence.

## W. M. S. To Install Officers Tuesday

The Women's Missionary Society of the Methodist Church will meet next Tuesday afternoon at 8:00 for the installation of officers.

All members are urged to be present.

cluded that expenses ran about fifty dollars a year totaling some two hundred dollars for four years amusement. With twenty five games played at home and estimating conservatively, fifty people at each game the estimate charge, if any had been made, would have averaged sixteen cents a person which is a small price for an hour and a half of entertainment.

Comparing this cost to other amusements of the same length one may readily see the value of basketball from an economical standpoint. So we contend after offering the given records that basketball in Christoval for the past four years has been an asset rather than a liability to the Community.

F. C. Van Horn Sr., made a trip to San Angelo Monday.

## Bobbie Rawls Injured In Car Wreck Tuesday

Miss Bobbie Rawls, daughter of Dr. and Mrs. F. W. Rawls of this city, received severe injuries Tuesday when the car in which she and five others were riding crashed with a truck near Jacksboro.

All occupants of the car were slightly injured with Miss Alice May Shanafelt of Bryson, receiving serious injury and a possible skull fracture.

Dr. and Mrs. Rawls left for Graham Tuesday afternoon, returning Wednesday morning, bringing their daughter with them. Her condition is reported as being as well as could be expected.

Miss Rawls is a sophomore at John Tarleton College.

## Local Merchants Offer Attractive Bargains

This week local merchants are offering merchandise at prices that should appeal to all citizens of Christoval and there is certainly no necessity of leaving town to buy your week-end supply of merchandise.

We earnestly urge that our readers peruse these ads and to patronize the merchants who make this service possible. Advertising is news of importance and by patronizing these merchants you will help to build Christoval and we will all profit financially and otherwise.

## Home Demonstration Club Outlines Plans For The Coming Year

The Home Demonstration Club in a meeting at the home of Mrs. Donald McKenzie last outlined plans for the coming year.

A report of the recent meeting in San Angelo was read by Mrs. John W. Wilbanks, council delegate, after which a discussion of yearbooks was held, followed a reading by Mrs. Bobbie Jones.

Refreshments were served to the following ladies:

Mesdames. Wilbanks, L. Hale Williams, W. E. Legg, Sam Calhoun, F. C. Van Horn Jr., C. L. McMillan, A. D. Wright, Maggie Harris, Joe Kemp, P. R. Crawford, Bob Cozley, W. C. Swarts, J. W. Warnock, R. C. Kirby, Dick Roe, Martha Davis, Jones, Mallory and Miss Crowder.

Mr. and Mrs. J. D. White left Tuesday for Phoenix, Ariz. to make their home. The move was made for the benefit of the health of their small daughter.

A. M. Peeples, who has been in San Antonio for the past two months disposing of his trained polo horses has sold all but two of his ponies.

C. S. McKinny, County Judge of Schleiker County was in Christoval last Friday, taking treatment at the Rawls Bath House.

## San Angelo Attorney Sends Subscription Compliments Observer

I. J. Curtsinger, San Angelo Attorney, is the first to send in a subscription to the Observer by mail.

Mr. Curtsinger states that he was well pleased with the first issue of the paper and sends the following message:

"You have located in one of the finest and prettiest communities in Texas, and here's hoping that you will both be of great help to each other.

Our opinion of the community coincides with that of Mr. Curtsinger and we hope to be here a long time.

## B. G. Hill Is First To Pay Subscription To The Observer

Shortly after The Observer was placed in the post office last Friday, B. G. Hill came in and handed us a dollar for his subscription.

He was the first subscriber to produce the cash.

Mrs. L. F. St. John was the second person to pay her subscription last Friday and Mrs. Jennie B. Fisk was the third.

Due to the inclement weather and the danger of the highways local persons were unable to attend the Railroad Meeting in San Angelo Friday.

A new petition is now being circulated and will be presented to the Highway Commission for a new hearing at a later date.

Hixson Murray, Mr. and Mrs. Emmett Wilson, Clarice Atkins, Mr. and Mrs. Joe Kemp, Dewitt Holland Waldo Kennedy, Happy McMillan, Buck, John and Clay Atkins attended the wrestling match in San Angelo Tuesday night.

Mrs. Fisk had charge of the Chappel program Tuesday Afternoon and the subject of the program was "Health."

The first and second grade pupils presented the play "The House That Jack and Joanna Built." A health song was sung by a group of boys. Concluding the program, Mr. White gave a talk on health.

## Actions of "Special Agents" Unauthorized By Old Age Commission

According to an announcement by Orville S. Carpenter, director of the Texas Old Age Assistance Commission, one or more persons are calling upon aged people in various parts of West Texas and posing as "Special Agents" of the Texas Old Age Assistance Commission.

Mr. Carpenter's message follows:

"According to our information, these "Special Agents" are representing to the old people whom they call on that it is necessary to buy an insurance policy before they can receive old age assistance, or that if they do buy such an insurance policy it will greatly expedite or practically insure their receiving old age assistance.

"We have been trying for the past several days to locate this person or persons, but so far have been unable to do so for the reason that the aged people whom we have been able to contact do not have the name or address of the person who came to see them and do not know the company he claims to represent."

Mr. Carpenter further states that any such actions are not authorized by the Commission and that such actions are part of a scheme to deceive and defraud these aged people. He also says that such person or persons will be vigorously prosecuted upon apprehension.

Anyone having any information about such practices is asked to turn such information over to the authorities.

## Atkinson To Preach Here Sunday

J. L. Atkinson, pastor of the Methodist Church sends announcement that he will deliver a sermon at 7:30 Sunday evening at the local Church.

Everyone is invited to come and hear the message.

Mr. and Mrs. Burley Burk were in from their ranch Monday of this week attending to business. They were accompanied by Wesley Burk, also a rancher near here.

## South Texas Lumber Co.

Shelf Hardware and Building Materials

See Us For Estimates

## For Sale! Or Trade For Small Ranch

One half block of land in West Texas oil town. Seven houses on plot, all of which are rented constantly. Property will make a good living for some one.

Inquire At Christoval Observer

Do You Have---

## Something to Sell?

If so, it will pay you to list it in the columns of The Observer. Whatever you have to sell or trade let us help you to find a buyer.

The Cost Is Small And The Results Are Large

# The Christoval Observer

Christoval, Tom Green County, Texas

PUBLISHED EVERY FRIDAY

A. C. Wilhelm ..... Editor and Publisher

Subscription \$1.00 per year Advertising Rates on Application

Application for Second Class Permit Pending

Any erroneous reflection upon the character, standing or reputation of any individual, firm or corporation appearing in The Observer will be cheerfully corrected upon being brought to the attention of the publisher.

Cards of thanks, Obituaries or Notices of charitable or church entertainments, where an admission is charged will be classed as advertising and will carry regular advertising rates.

### HOW ABOUT A SCOUT TROOP?

We learned with regret last week that there is no organization of Boy Scouts at the present time and we would certainly like to see a movement started to remedy this deficiency.

The boys of Scout age will soon pass on into manhood. Besides being deprived of the character building qualities of Scouting, a boy is denied a great part of boyhood if he has not the privilege of being a Scout.

### DO YOU WANT A NEWSPAPER?

While we have received many nice compliments on our first issue of The Observer, and quite a few have paid their subscriptions, the response has not come up to our expectations. However we do not intend to "gripe" about it and are going right ahead and continue to publish a real home-town newspaper. Still we cannot keep from wondering if you really want a paper.

We feel that we have made quite a few friends during the short time that we have been here, which we value more than the cash.

Although most of the local merchants carried advertising in our columns, we feel that more of them should take advantage of the opportunity to place their merchandise before local consumers. If The Observer is to make much progress toward restoring trade to the local stores it will need the co-operation of the stores. Even then the proverbial "worm" will not turn in a week.

The question of vital importance is whether or not the merchants wish to regain lost ground or if they are content to remain indifferent and to be satisfied with the few "crumbs" of trade that chance to fall in their pathway.

Mrs. Fuller Williams has gone to Grange to visit her mother. The ranchmen are busy tagging sheep.

## SPECIALS

For Friday and Saturday

- 6 big bars yellow soap and 1 bar hard water soap, all 7 for . . . 26c
- 6 cans (small) Borden's Milk . . . . . 24c
- Great Northern Beans lb. . . . . 7 1-2c
- 2 1/2 lb. box Excell or Saxet Crackers . . . . . 18c
- 3 No 2 Cans Tomatoes . . . . . 25c
- 2 lb. Package Raisins . . . . . 17c
- Small Can Libby's Crushed Pineapple . . . . . 08c
- 10 lbs. CANE SUGAR . . . . . 55c
- 3 Rolls Linen Soft Toilet Tissue . . . . . 12c
- Package Quaker Grits . . . . . 08c
- 24 lbs. Gold Medal Flour \$1.05
- One 15c can BAB-O 14c and 1 can 1c, Total 15c
- Bunch Vegetables . . . . . 04c

To all our credit customers we are glad to buy and furnish fresh meats

# T. L. HAMM

## ROVING

'Round CHRISTOVAL

It seems that the Rover has caused much DISCOMFORT in and around Christoval in the way of COLD WEATHER . . . not content with bringing a BLIZZARD to town with his arrival, he had to mail another one along with his first issue of the paper . . . Believe it or not, we went to church last Sunday at the Baptist church and were rewarded by hearing a MIGHTY FINE SERMON delivered by the young REV. G. ROYALTY HOPSON . . . met him after the services and he strikes us as being an ASSET to the church . . . more power to him . . . Mrs. A. L. MOEGLIN, whom we formerly knew at Eden, is kept real busy these days taking care of a new GRANDCHILD . . . R. A. CHRISMAN, a member of the "whittling club" came in and said hello to us last weekend . . . we enjoy whittling too, but our knife is dull most of the time from using it as a metal saw . . . MISS NORMA SWARZ greeted the new publishers last week with a FRIENDLY SMILE that said "WELCOME" . . . MR. BELCHER is evidently a first class TAILOR, for we caught him MENDING his own clothes . . . a lucky break for MRS. BELCHER . . . JOHN SCARBOROUGH has been taking lessons on "How to Tame Wild (house) Cats" . . . his arm exemplifies an example of what a stray cat can do . . . We'll be seeing you . . .

Mrs. F. C. Van Horn Jr. and Mrs. R. C. Kirby were in San Angelo Tuesday, Mrs. Van Horn was having some dental work done.

## 25 Years Ago

As Taken From The Files Of The Christoval Observer

Holes are being dug on Main Street for new and larger telephone poles.

Dr. Salmon has put a new red picket fence on the back of his orchard lot.

Dennis Hays was in San Angelo this week doing duty as a jury commissioner.

Mrs. Daisy DeLong and Miss Fannie Bowen were Angelo visitors Saturday.

Howard Bowen of Sheffield, who has been visiting his parents, Mr. and Mrs. V. M. Bowen, has returned home.

C. W. Runkle, formerly of Caldwell, was in town Wednesday and made The Observer an appreciated call. Mr. Runkle is the new owner of the Charles Whitt place just north of town, and he says he has found a home that suits him to the letter. He and his good wife are valuable additions to our community and we bid them welcome.

### Newspaper 'Ads' Rise 9.9 P. C. In November

New York—Newspaper advertising lineage showed a gain of 9.9 per cent over November, 1935, the Printer's Ink index showed. The increase over October of this year amounted to 0.6 per cent after adjustment for seasonal variations.

The general index for the advertising field indicated an increase of 14.7 per cent over November last year and 1.4 per cent over October.

## TALK

From Neighboring Towns

### SAN ANGELO NEWS—

J. W. Duncan, 91, last of the Confederate Veterans in Tom Green County, died at his home near Water Valley at 8 o'clock Thursday morning. He ate breakfast, smoked his pipe and died suddenly.

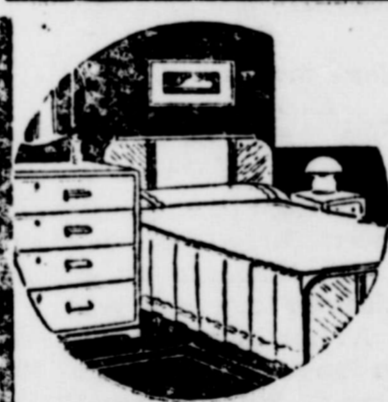
Mr. Duncan was born in Missouri, March 7, 1845, had been a resident of Texas since 1878 and had lived in Tom Green County since 1910. Surviving are two sons, A. T. and B. E. of Water Valley, two daughters, Mrs. Dollie Mingus of Fort Worth, and Mrs. R. L. Alexander of Jayton, and two grandchildren, O. D. and J. B. Franks of Humble.

### SANTA ANNA NEWS—

Approximately 80 merchants and business men of Santa Anna have joined the Trades Day Association for the year and several more are expected to enter the group within the near future, according to the records of the secretary, Pat Hosh.

The business men are co-operating in every way to boost the Trades Day this year and make it the best program for the customers and for the growth of the city that has ever been carried on.

A deal was closed Tuesday in which J. M. Rouse purchased the large two story building and land in the south part of town from C. C. Hannum. Mr. Rouse will make this his future home.



### BARGAIN In Bedroom Suites

We have some new modern suites at real prices. Before you buy be sure to see here. Special prices now on odd pieces and floor coverings.

Used Sewing Machines For Sale  
We give more for used furniture or will pay cash  
Hospital beds and wheel chairs for rent or sale

## C. R. Fox Furniture, Inc.

11 West Beauregard SAN ANGELO Dial 4374

Let Us Have Your Subscription To The Observer NOW!

Everyone Needs . . . .

## Printed Stationery

For all kinds of business correspondence, a nicely printed form of stationery lends an added appeal to the recipient, thereby making your message more forceful.

Whether you are a merchant, farmer, ranchman, professional man or a salaried man, you need up-to-date stationery and the price is not greatly above that of the blank paper.

We will be glad to assist you in preparing suitable forms for your particular needs. Do not delay. Come in at your first opportunity.

# The Christoval Observer

# Why Rural Trade Goes To Larger Towns!

The modern trend toward trading in the larger centers is due mostly to modern methods of merchandising, which is *advertising*. Rural merchants in many places have practically *discontinued* their advertising programs, while their larger city brothers are constantly *increasing* the amount of newspaper space used and are gradually eliminating the small town merchant.

Granting that the large merchants can buy cheaper than local concerns in no way can offset their tremendous overhead expense so the fact is that rural merchants can successfully meet the competition of large concerns by putting forth a concerted effort in the form of an educational campaign through the channels of a well planned advertising program and of meeting competition.

One good way to stimulate Home Trade is to establish a weekly, bi-weekly or monthly Trades Day. This plan has successfully operated in many small towns for a number of years and has proven its worth.

A good way to plan an advertising campaign is to lay aside a small per cent of gross sales. You would be surprised at the amount of advertising one can get by this method.

*This Page Will Be Devoted Each Week, For A While, To Something  
Of Importance To Christoval And It's Citizens*

*Local Merchants Appreciate  
Your Support*

## Trade In Christoval!

**H. A. CHAPPLE**  
GROCERY  
and  
MARKET

**FLOUR**  
Five Roses 24 lb. **85c**

Bushel Grapefruit . 89c  
Gallon Hog Lard . \$1.07

**RITZ** . . . . . **23c**

2 lbs. Soda Crackers 18c  
25 ozs. K. C. . . . . 20c  
1-2 pt. Salad Dressing 10c  
2 lbs. Cocoa . . . . . 20c

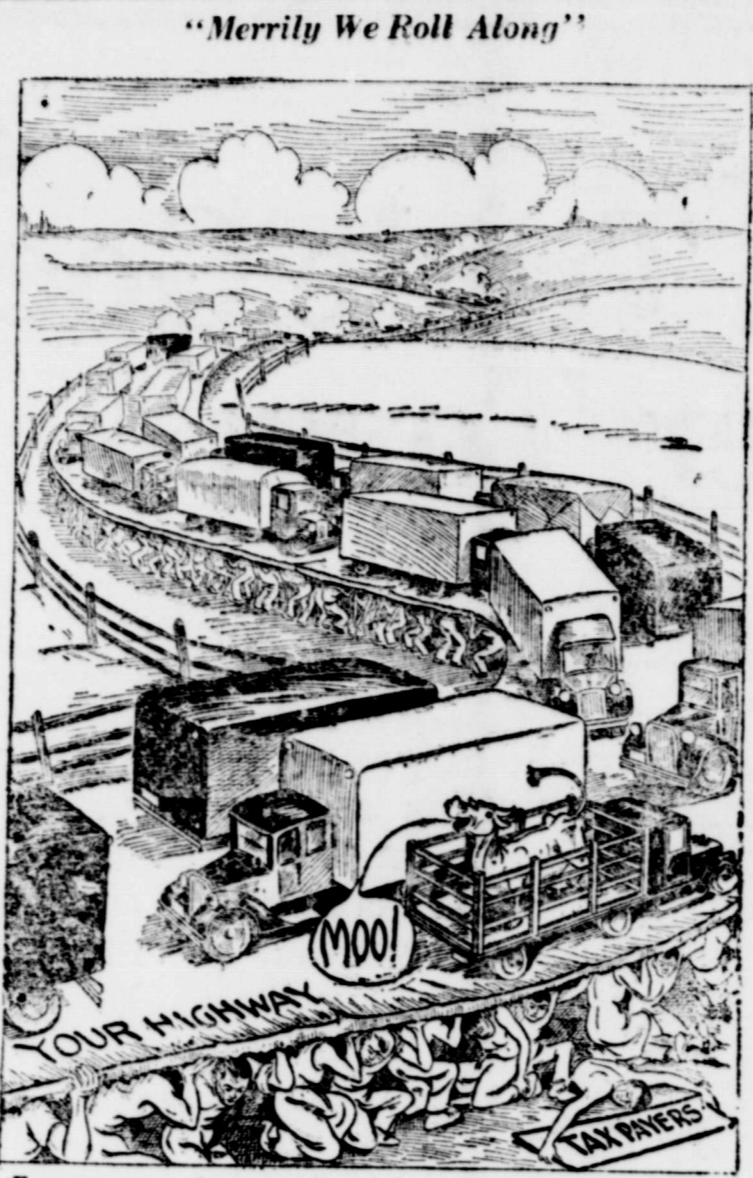
**VEGETABLES**

Bunch Vegetables . 04c  
Spinach, lb. . . . . 05c  
Cabbage, lb. . . . . 02c

**MEATS**

We have anything you might want and the price is right.

Fryers, Hens, Pork, Beef, or fresh Texas Oysters Also Cured Meats



**Christoval Garage**

Everything For The Automobile

Let Us Do Your Repair Work

Your Patronage Appreciated

Lee Crow, Prop.

H. Albert Shaw and Lewis Hale were in San Angelo Wednesday buying electrical equipment for Mr. Shaw's home.

Jane Axtell, Frances Lehman, and Madeline Shirley motored to Siquera Wednesday night to attend the basketball game between Christoval and Sonora.

Hixson Murray left Thursday for Brewster County where he will spend an indefinite time.

H. A. Chapple was in San Angelo Monday on business.

**Miss Sophia Petch Entertains Bridge Party**

Miss Sophia Petch entertained her bridge Club at her home Wednesday with three tables. Mrs. Bud Hill won high score with second high going to Mrs. Eugene Jones.

**Members present were:**  
Mesdames C. D. Atkins, Eugene Jones, T. P. Montgomery, C. L. Atkins Edwin Brown, Donald McKenzie, Bud Hill, Emmett Wilson, H. C. Williams, Joe Kemp, Misses Elna Hill, Ilaree Kennedy and Ethel Williams.

**W. M. S. Holds Bible Study Tuesday**

The Women's Missionary Society of the Methodist Church met Tuesday afternoon at 3:00 at the Church for Bible Study. The following ladies were present: Mesdames H. Chapple, T. P. Montgomery, J. L. Hill, Ella Everette, Nuten, A. C. Wilhelm, and Miss Nadell Welch.

**Personals**

Mr. and Mrs. Jack Terry left Wednesday for Lampasas to visit his sister, Mrs. Brown.

Mr. Albert Shaw is remodeling his rent house on Mocking Bird Hill.

Mrs. C. D. Atkins and Mrs. Eugene Jones were in San Angelo Monday.

Mr. and Mrs. McSpadden and family of San Angelo are now living at the Bowen place.

Mrs. J. M. T. (Salty) Sparks of San Angelo spent last week with her mother Mrs. Fred Axtell.

Mrs. Lee Hill spent Monday in San Angelo visiting her daughter Lorine, who is a nurse in a local hospital there.

Mrs. O. K. Gray has been ill at her home but is now able to be back in school.

Mr. and Mrs. R. C. Kirby and family left the latter part of last week on a tour of west Texas.

Mrs. L. F. St. John and Mrs. Ada Douthitt were shopping in San Angelo Tuesday.

Mrs. Beulah Myers of Crane is visiting her mother Mrs. Alice Alford.

**With The Local CHURCHES**

ATTEND CHURCH SUNDAY

**Methodist Church**

Sunday School 9:50 A. M.  
Epworth League meets at 6:30 P. M. each Sunday.  
Preaching services every first Sunday Morning and Evening.

**Cloudy Weather**

C. W. Isham (local weather observer) discloses the fact that there has not been a day in January, up to last Sunday, that the sun has shone for the entire day.

R. A. Edgar, editor of The Eldorado Success paid us a call last Friday.

A message received here Saturday by Mrs. John Scarborough stated that a brother, who is an employe in the salt mines in Salt Lake City, had received a 25 foot fall and that his condition was quite serious.

**SATURDAY**

Here are a few items at unusually low prices for Saturday of this week. If in San Angelo this week and try to visit our store, it's full of big food bargains.

**MEATS**

Sugar cured Bacon Squares lb. 20c. Fresh cured, large Salt Pork Jowl 1 lb. 15c - Fat Salt Pork seasoning meat lb. 12 1-2c - Full Cream Longhorn Cheese lb. 20c - Fancy beef Rib Pot Roast lb. 12 1-2c - Shoulder Fancy Beef Roast lb. 15c.

**GROCERIES**

Carton (6 boxes) Matches 15c - 2 lb. boxes fancy Salted Crackers 15c. - 2 lb. can (32 ounces) Health Club Baking Powder 15c - 1 lb. Cello bag Monarch pure Black Pepper 15c - 10 lb. sacks Sugar cure, smoke Salt ( enough for 100 lbs Pork ) for 45c - 48 lb. sack Victor brand, Nebraska Hard Wheat, all purpose family flour \$1.49 - 5 lb. sack rolled oats 19c - Gal. can Old Tom Pure Louisiana Cane Syrup 55c.

**O. P. SKAGGS**  
FOOD System STORES  
"A Surety of Purity"



**IN TRUCK LEGISLATION**

Any change in existing Texas truck laws which will increase the present 7,000-pound load limit will affect adversely all communities in the state, both rural and urban. This statement is proved best by identifying the causes and effects upon Texas communities.

These are:

1. Increasing truck loads mean correspondingly increasing the distance which the truck can profitably carry its load.
2. Increasing the distance of profitable truck haul means bringing the small town wholesale houses and industrial plants, such as wholesale grocers, bottling plants, feed mills, oil mills, grain elevators, cotton compresses and retail lumber yards, into direct competition with similar establishments in large cities.
3. Such competition will inevitably result in further drying up the small country towns by taking from them the payrolls, taxes and local purchases represented by their present establishments. Property values, both residential and commercial, will decline; volume of retail sales will grow smaller and former employes will migrate to the cities to reinforce the ranks of the unemployed and the bread lines.
4. Large cities, at first stimulated by increased trade territories, bought at the expense of the country towns, will be ultimately affected adversely because of the resulting unhealthy condition of the rural communities forming these trade territories.
5. Because of the consequent shrinkage of the state's tax revenues from country towns, taxes from the cities will have to be increased correspondingly.
6. The lower truck load limit of Texas now has the effect of acting as a barrier at Texas borders to the movement of the larger truck loads carrying merchandise from the metropolitan and producing centers of other states. Any increase in Texas truck load limits will break down that barrier and permit the free truck movement into the state of many commodities which unquestionably would be sold directly to the retailers, thus destroying, in a large measure, the business of wholesalers and jobbers now located in Texas cities.

Conditions which affect adversely the well-being of Texas communities also affect Texas railroads in identical manner and degree.

**THE TEXAS RAILROADS**

Angeline & Neches River  
Surling's Rock Island  
Chicago, Rock Island and Gulf  
Cotton Belt  
Fl. Worth & Denver City  
Galveston, Houston & Henderson  
Gulf Coast Lines

Gulf Colorado & Santa Fe  
Kansas City Southern  
International & Great Northern  
Louisiana, Arkansas & Texas  
Lufkin, Memphis & Gulf  
Missouri-Kansas-Texas  
Missouri Pacific Lines  
Panhandle & Santa Fe

Paris & Mt. Pleasant  
Quinn, Ames & Palfrey  
Southern Pacific Lines  
Texas & Pacific  
Texas Southeastern  
Wichita Falls & Southern  
Wichita Valley