

A City Auditorium
for Clarendon

THE CLARENDON NEWS

Natural Gas Supply
for Clarendon

\$2.00 Per Year

All The Local News—While It is News

CLARENDON, DONLEY COUNTY, TEXAS, THURSDAY, SEPT. 15, 1927

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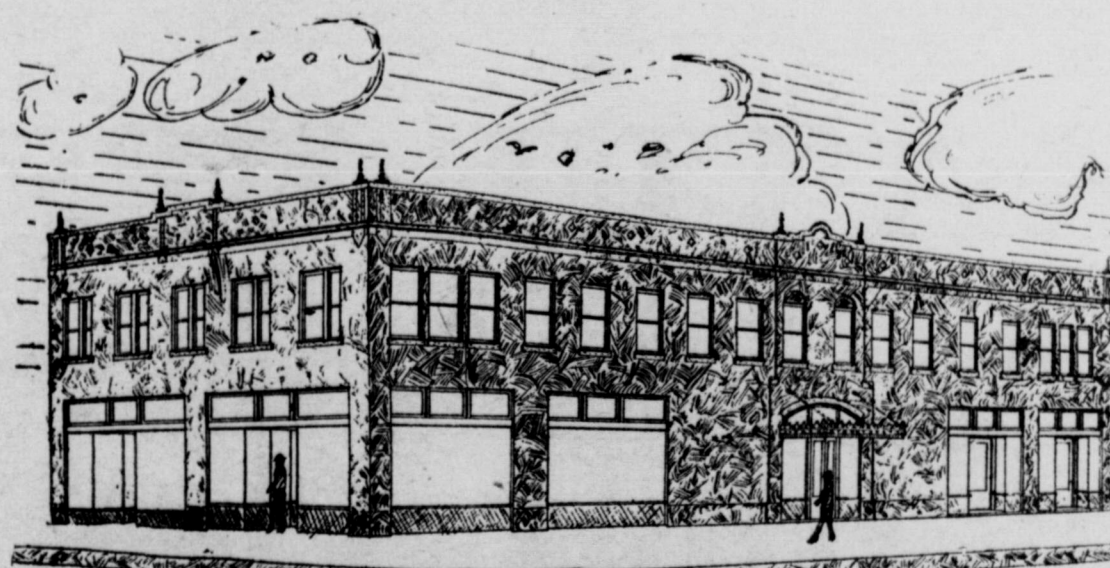


ANNOUNCING

The Formal Opening

OF

The Goldston Building



BUILDING FOR MR. JOE GOLDSTON - CLARENDON, TEXAS
BY W. C. TOWNES, ARCHITECT - AMARILLO, TEXAS.

Friday Evening, September 16th, 1927

6:30 to 9:00 o'clock

Formal Opening Of The New Goldston Building Friday Evening

FORMAL OPENING OF GOLDSTON BUILDING TO BE AFFAIR OF GREAT INTEREST TO CLARENDON AND SURROUNDING TERRITORY. BAND WILL PLAY AT OPENING AND OTHER ENTERTAINMENT FEATURES WILL BE SEEN. STRUCTURE IS ONE OF BEAUTY AND CONVENIENCE.

The formal opening of the Goldston block in Clarendon is an event that has long been expected by the people of Clarendon. The original date for the opening was set at thirty days past, but matters beyond the control of the builders kept the event from coming to pass at the first thought time. The final date was set at September 16 and the visitors are all urged to take advantage of this opportunity of seeing the insides of one of the most beautiful buildings in the city.

The doors of the building will be opened at 6:30 p. m. tomorrow evening and will be kept open until 9:00 o'clock. The opening event for the occasion will be a short concert by the Clarendon Municipal Band, which has been secured for the evening. Other features of the evening will be found to consist of the inspection of the building from the ground floor through to the top.

Each renter will be found in his place in the building to receive guests at that time. It has been stated that there will be little or no business transacted during the hours that the building will be held open for the looks of the admiring populace. The News has planned to have a number of copies of this edition where those who desire them may take them when they visit the several offices in the structure.

The building will be lighted in all apartments and the visitors are asked to make their way through the entire structure before they stop in their rounds. The second floor is as fine a piece of work as there is in the city and is as nicely arranged as any other place of business in town. This will be of especial interest to the visitors since many of them may have occasion to visit some of those offices that will be represented in the upper part of the structure. A directory will be found elsewhere in this section of the paper.

The ground floor will be equally as interesting and will prove to be one of the drawing cards to the tour of inspection. Nearly everyone has had occasion to visit some

part of the building before this date, but not many have had the privilege of seeing the entire structure at one time in the evening. While the place is pretty in the light of day, the magic of artificial light makes the interior take on a glow that may not be seen in the daytime.

One of the features of the opening will be found in the new automatic Victrola that will be on display in the Goldston Brothers part of the stores. This machine was sent here for the opening and is one of the finest pieces of machinery for the reproduction of music that was ever brought to Clarendon. The machine will play without stopping, ten records of any standard size that are placed on the rack. When the program is completed, the machine will automatically stop in position for the next record to be played and will only need to be started again to play an entire program again.

Other features that are too numerous to mention are planned for the opening and the people of Clarendon and surrounding territory are asked to be present to assist in making this opening one of the best that has ever been staged in the city.

GRASS FOR SWINE

Grass, some variety of which can be produced on most every farm, is the cheapest feed for hogs, according to E. Z. Russell, swine specialist of the Bureau of Animal Industry, United States Department of Agriculture. Alfalfa is the best hog pasture and red clover a close second, while all clovers are good. Some farmers probably cannot arrange permanent pastures, but many different temporary pastures may be provided; rye, rape, soybeans, cowpeas and oats are all good. When hogs are on pasture practically all the manure is saved, whereas when they are in a dry lot some is unavoidably wasted.

JOE GOLDSTON

Joe Goldston, owner and builder of the Goldston Building, is responsible for this notable addition to the business section of Clarendon. He is a partner in Goldston Bros. Jewelers and Optometrist, and in Douglas and Goldston Drug Store. He has been in the jewelry business in this city for eighteen years and has been a partner in the drug store for about five years. He is the optometrist of the Goldston Bros. firm, and received his training for this work at the Needles Institute of Kansas City. He also studied at Dryers Watchmaking School. In addition to the handsome new store and office building, Joe Goldston owns another business house and some residential property in Clarendon.

Like most successful business men, Mr. Goldston has other interests to which he gives effort and attention.

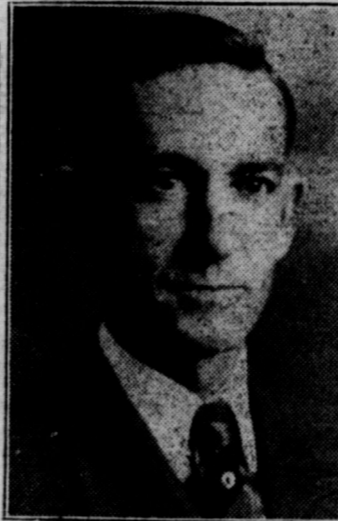


JOE GOLDSTON

He is a leading member of the congregation of the First Baptist Church. He is a deacon, superintendent of the Sunday School, and an active worker in the B. Y. P. U. He also plays in the Church's excellent orchestra. He is a Knight Templar Mason and a Shriner. He is, of course, a member of the local Chamber of Commerce.

CLYDE J. DOUGLAS

Clyde Douglas of the Douglas and Goldston Drug Store is a registered pharmacist. Before entering the partnership and buying the store five years ago, Mr. Douglas was pharmacist for his predecessors in the business, Mr. E. F. Bryan and Mr. R. L. Long. He studied pharmacy in the Medical School of the University of Texas, at Galveston,



CLYDE J. DOUGLAS

and received his degree from that institution. He was with the Army Ambulance Service during the World War and spent one year in Italy. Mr. Douglas has been in Clarendon most of the time since 1907. He graduated from Clarendon High School. He is at present an active member of both the Chamber of Commerce and the Clarendon Lions Club. He is a mason and a Shriner. He is also a member of the Hillcroft Golf Club and generally plays with the team.

GOLDSTON BROTHERS

Goldston Brothers, Jewelers and Optometrist, have one of the most advantageous locations in the Goldston Building, or indeed, in the city. The firm occupies the Northeast corner of the building, facing both Kerney and Second Streets, a location which the firm has had for

many years. The Goldston Building was so planned to provide the jewelry store with one of the best display windows in this part of the State. A small, beautifully fitted window on the East is usually used to display jewelry. The woodwork in this window is especially attractive. The long window on the North has glass shelves on which pottery, glass ware, and other goods are effectively exhibited. Handsome show cases and cabinets make the interior of the jewelry store as attractive inside as the exterior.

Tom Goldston has been a member of the Goldston Brothers firm for fifteen years and is numbered among



TOM GOLDSTON

the very popular business men of the city. He is a member of the First Methodist Church, and is a Mason. He is, of course, a member of the local Chamber of Commerce.

Lacy Bourland left Monday night for Bryan. He is Colonel of the Cadet Corps of A. & M. College this year, and it was necessary for him to return to school in advance of the other students.

DIRECTORY OF THE GOLDSTON BUILDING

GROUND FLOOR:

GOLDSTON BROTHERS
Joe Goldston
Tom Goldston

DOUGLAS & GOLDSTON
Clyde J. Douglas
Joe Goldston

BRYAN-MILLER & CO.
Allen Bryan
Clarence E. Miller

POWELL & PATMAN
C. C. Powell
J. T. Patman

SECOND FLOOR:

DR. C. G. STRICKLIN, M. D.
Surgeon

DR. J. G. SHERMAN, D. D. S.
Dentist

CURTIS E. THOMPSON
County Attorney

J. R. CALHOUN COTTON CO.
Cotton Buyers

V. A. KENT
Insurance

CHAS. H. DEAN, JR.
Attorney-at-Law

C. H. DEAN
Business Men's Association

BRYAN-MILLER CLOTHING CO.

WE

CONGRATULATE YOU

AND HOPE

CHURCHILL CLOTHES

FOR MEN AND YOUNG MEN

Will Be One Of The Factors Of Your Success

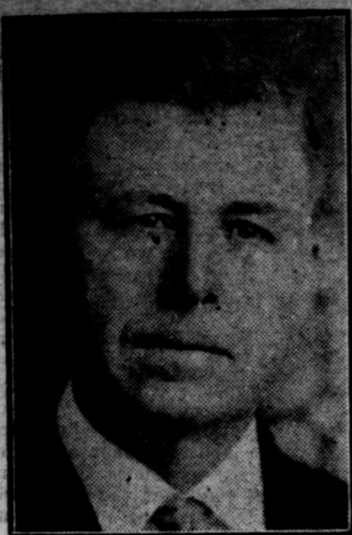
SHERMAN & SONS, INC.

CLOTHING MAKERS

POWELL AND PATMAN

The firm of Powell and Patman, Insurance Agency is a year and a half old. This firm occupies the North West corner of the lower floor of the Goldston Building. Their office extends across the North unit of the building and is one of the largest offices in the building. It was especially built for the insurance company, with built in desks, shelves and other fixtures. It includes a private office and a huge built in vault.

C. C. Powell of the Powell and Patman firm has been in the business of selling insurance in Clarendon for four years, during which time he has been in partnership with Mr. A. M. Beville and Mr. Whitfield Carhart. Before going into the insurance business, he was Post Master nine years and Assis-



J. T. PATMAN

Chamber of Commerce, and is a member of the Lions Club, Hillcroft Golf Club, and Clarendon Country Club. He is a member of the Methodist Church.

NON ADVERTISERS FAIL.

A check of the records of the Federal bankrupt court in Los Angeles has just disclosed that 92 per cent of the firms which have failed this year were non-advertisers. The average for 32 cities covered by a survey was 83 per cent of failures occurring among concerns which did not advertise. In Troy, N. Y., not a single advertising firm failed.

Ample statistics have been published from time to time to demonstrate that among businesses which fail the vast majority are those which have refused to avail themselves of the benefit of advertising.

There is a significant hint in these figures for the business man who is wise enough to profit by it.

A hog calling contest, for the championship of Texas, is one of the new annual features inaugurated by the State Fair of Texas. These contests have proven popular in the north and east, and as we have thousands of expert hog-callers in Texas, should become quite a feature in this state.

The plan to create three new gates so as to clear the grounds of the State Fair of Texas quickly and without confusion after big events such as major football games, has met with such approval that the fair directors decided to make the number of new exit gates six, instead of three.

To be sure that Texas would get the original New York company which was playing "Countess Maritza" on Broadway when the booking committee of the State Fair directors saw it and selected it as the attraction for the Auditorium during the fair, a copy of the program, with the names of all principals, actors, singers, comedians and dancers, was written into and made part of the contract between the State Fair and the Messrs Shubert.



C. C. POWELL

tant Post Master five years. At one time he was a merchant in Clarendon.

Mr. Powell is an active member of the Chamber of Commerce; he is secretary of the Board of Trustees of Clarendon Public Schools; and is a steward in the First Methodist Church. He is also a member of the Clarendon Country Club and Hillcroft Golf Club. He is a Knight Templar Mason.

J. T. Patman has been in Clarendon long enough to be called an old timer. In fact, he has been in Clarendon twenty-eight years; and throughout that time he has been a prominent figure in the advancement and progress of the town. He was ten years Sheriff of Donley County. He has also engaged in various businesses in this city, the Clarendon Motor Company in which he was a partner with J. W. Martin being perhaps the largest. After selling that business to its present owners, Mr. Patman joined Mr. Powell in the insurance agency. Mr. Patman is president of the

PUBLIC EDUCATION

PURPOSES OF THE JUNIOR HIGH SCHOOL

By B. F. Hardy.

(Continued From Last Issue.)

To provide for a more gradual transition from the elementary grades to the high school.

The necessity of providing a more gradual transition from the elementary grades to the high school was one of the earliest arguments advanced in favor of reorganizing our school system. The early advocates of a change almost without exception pointed to this gap or sudden break in subject matter, method of teaching, and control, between the elementary and secondary schools, and urged the necessity of bridging it. In Texas, and especially in Clarendon, is this gap glaring, and as a result an undue number of children fail during the freshman year of the high school. This is no fault of the teachers or the pupils, but the system is largely responsible for this failure; and the Junior High School soon to begin its work in our midst is commissioned to remedy this evil. The public, however, must not be fooled into thinking that an effective junior high school can be formed merely by grouping together the last two years of the elementary school and the first year of the high school in one building and doing the same work as before in the same old way. No, a good Junior High School that fully fills its mission, in Clarendon or elsewhere, must be organized in keeping with the work to be done, must have ample supply of equipment, strong and resourceful teachers specially fitted and trained for the task and completely sold to the Junior High School work. Then and not until then can children be carried successfully from the close of the fifth grade to the beginning of the ninth and made to fit into the work of high school.

During the seventh and eighth grades a great many children lose interest and drop out of school. It is the purpose of the Junior High School to work a change here also by making the child's field of activity broader, more self-directing, and democratic than is done in the elementary grades, and by a closer and more personal touch than is found in the high school. The number of failures and withdrawals are to be checked also by providing work that is more interesting and valuable and by organizing and presenting this work by methods and devices more in keeping with early adolescent psychology than is employed either in the grades or the high school.

To provide vocational training for those who must leave school early. The Junior High School is commissioned also to help the individual find himself and as far as possible, if necessary, start him on his life career through prevocational training. In small school systems like this of course very little real

TESTED RECIPES

Furnished The News through Courtesy of Miss Eula Key, Home Demonstrator for Donley County.

Sliced Cucumber Relish

2 large cucumbers sliced thinly
1 1/2 quart onions sliced thinly
2 tsp. salt
1 red pepper chopped fine, or
1-2 tsp. cayenne
1 quart vinegar
4 cups sugar
2 1/2 tsp. tumeric
1 tsp. grated nutmeg
1 sticks cinnamon 1 inch long.
Sprinkle salt over cucumbers and onions. Let stand one hour. Drain well, place in kettle sugar, vinegar, spices and bring all to boil, dissolving sugar well. Add slices and boil hard till slices glisten, usually about 30 minutes, counting from boiling point. Seal in sterilized jars.

Crystal Pickle

7 lbs. green tomatoes
1 qt. lime
2 qts. vinegar
1 tsp. grated nutmeg.
1 tsp. ground ginger (tied in cloth)
2 gals. water
4 1/2 lbs. sugar
6 strips cinnamon bark (1 1/2 or 2 inches)

Slice green tomatoes 1-4 inch in thickness, place in porcelain lined or granite vessel, cover with the two gallons of water in which the quart of lime has been dissolved. Let stand 24 hours. Remove, rinse well through several cold waters to remove all lime sediment.

Dissolve sugar in vinegar, add cinnamon sticks and cloth containing nutmeg and ginger. Bring to a boil, add slices of green tomatoes and boil rapidly until slices are glazed and stuyp clings to the spoon in drops. Fill sterilized jars with the slices, arranging cinnamon sticks

work along this line can be done; but a short survey of the various trades, vocations, and professions may be given in a course on vocational guidance. By this means the boys who must leave school early would know more about the fields of labor open to them. A study also would be made of the requirements for success, the social significance and economic values of the occupation before him.

The junior high school age from twelve to sixteen is certainly the most crucial period of life, in school or out, full of awkwardness and self-consciousness, filled to the brim with mental visions, and fired through and through with emotional dreams, one minute happy and buoyant and the next sad and gloomy. Then without doubt the Junior High School calls for special work to be done by specialist and is so recognized by the leading educators of the country.

Congratulations

To Mr. Joe Goldston on the Opening of his New Building
May his business grow to justify his faith in Clarendon.

The Pastime Theater

HOMER, MULKEY, Owner.

attractively with the slices in the jar. Discard the cloth containing nutmeg and ginger. Process quarts 10 minutes, pints 7 minutes.

Green Tomato Soy

1 gal. sliced green tomatoes
1-2 cup salt
6 pieces cinnamon bark, 1 inch in length

2 tsp. tumeric
2 1/4 qts. sliced onions
6 cups sugar
2 tsp. grated nutmeg
2 qts. vinegar.

Sprinkle the half cup salt over the slices of green tomatoes and onions, mix well with slices, and let stand one hour. Drain well to

get all the liquid out. Mix sugar, vinegar and other ingredients; bring to a boil and add slices of tomatoes and onion. Boil rapidly until thick, stirring occasionally. Pack in sterilized jars. Process 10 minutes and seal.

Dill Pickles

Dill pickles are made from fresh or salted cucumbers (the former are choicer, but the latter have better keeping qualities). Employ pickled dill seed or herb and "Dill spice" composed of allspice, black pepper, coriander seed, and bay leaves, in addition to the brine.

Pack 100 cucumbers in a 30 quart gree brine (about 15 oz.) salt to 6

quarts of water until brine will give an acid test with litmus paper. Drain and arrange in a crock, putting in a layer of cherry or grape leaves first, then the cucumbers, then a few cloves, and the dill, a few small pieces of red pepper and then the leaves. Continue until crock is full. Cover and seal tight for winter use.

Temple—Contract has been let for construction of a \$125,000 five story hotel to be erected here.

Austin—The University of Texas is planning a \$450,000 addition to the university library here.

Making Ten Dollars Look Like Sixteen

If you could make ten dollars look and act like sixteen would you be satisfied? Well, you can! No—not in stocks nor bonds, gold mines nor oil wells.

Just in an every-day, every-way necessity—shoes! Smith Smart Shoes make your ten dollars do the work of sixteen.

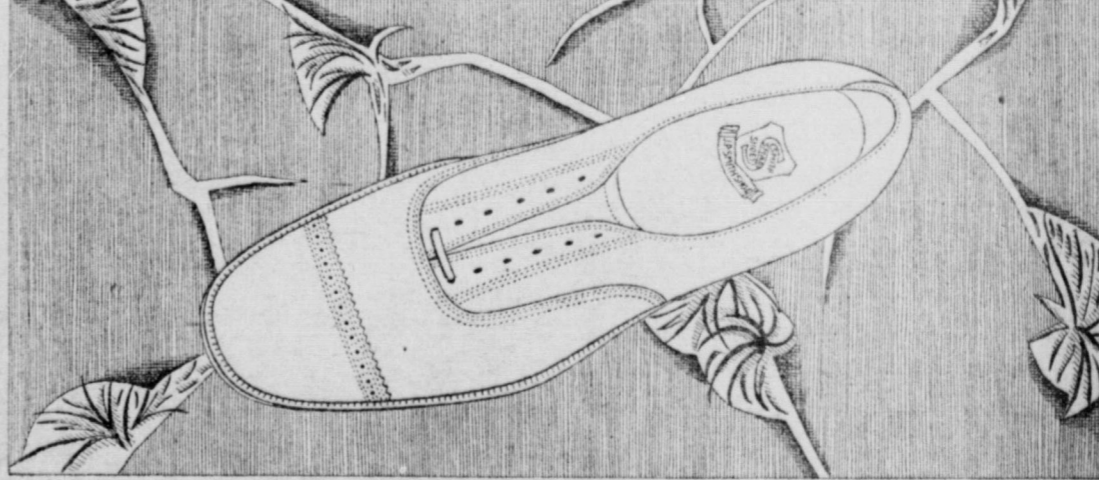
Doubtless sixteen dollar shoes are worth the money. But you find in Smith Smart Shoes the

same sixteen dollar qualities. You find counters and soles of select, all-leather; hand-tailored linings, uppers hand-cut from such choice stock that only 8% of the upper leather of America is accepted.

So—if you're interested in getting sixteen dollars' worth for ten, you'll be in to see our new Smith Smart Shoes. We have styles you'll like and the exact size for your foot.

TEN DOLLARS

YOU CAN'T WEAR OUT THEIR LOOKS



This new oxford on the Hampton Last leaves nothing to be desired... It's a style built for America's best dressed men and carried in Van Russia or Black Hickory Calf.

Smith Smart Shoes



Bryan-Miller Company

Save With Safety

At Douglas & Goldston Drug Co.

CELEBRATE WITH US ON

Friday and Saturday, September 16th-17th

The Opening of Your New Rexall Store

GIFTS FOR EVERYBODY

DOUBLE GREEN STAMPS

In our new location and with the new fixtures we now have, we are able to serve you much better than ever before.

We wish to thank you sincerely for your kind patronage in the past and shall endeavor to merit your confidence in the future to the same extent.

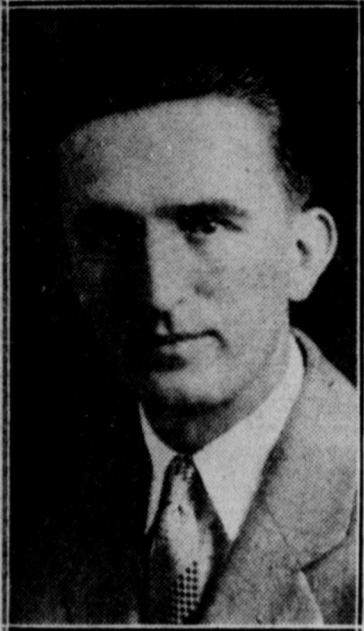
We cordially invite you to attend our official opening and celebrate with us on this occasion.

Sincerely yours,

Douglas & Goldston Drug Company

The Rexall Store

BRYAN-MILLER AND COMPANY
 Bryan-Miller and Company, Men's Furnishings, is the most recent addition to the business establishments of the city. The store occupies the South half of the Goldston Building.



ALLEN BRYAN

which was built especially for the owners. The new clothing store is one of the most handsomely furnished in the city. All clothing cabinets, show cases, and other furniture are of the most modern make. The wood work is waxed oak, of a soft gray tone that produces a neat and very attractive interior. Lavish use of plate glass throughout the store permits an excellent display of the clothing.

Allen Bryan and Clarence Miller, owners and managers of the new store, are too well known in Clarendon to need an introduction. While this is their first business venture, both have been associated with prominent business houses of the town and are well known to the buying public. Allen Bryan was pharmacist at the Douglas and Goldston Drug Store three years before forming the partnership. He has lived in Clarendon practically all his life, attending both the public schools



CLARENCE MILLER

and Clarendon College. He graduated from the last named school, and in 1924 received his degree in pharmacy from Baylor Medical School at Dallas. He is a member of the Masonic Lodge and the Baptist Church. Miller had been with Hanna-Pope and Company in this city for two years and was with the Baker-Hanna Stores at Quanah for ten years before coming to this city. Needless to say, he knows all lines of clothing and is well versed in the management of clothing stores. Following an auspicious opening August 17th, the Bryan-Miller store has enjoyed excellent business.

READ THE ADVERTISEMENTS.

WELCOME

To those visiting the Goldston Building on the date of the formal opening.

VISIT US

In our new home in room 10 and be assured that you are welcome at any time you may care to visit in the building.

V. A. KENT, Insurance Agency

"If It Is Insurance I Have It"
Phone 515

FOUR UNIT RULING TO BE EXTENDED, RESERVATIONS

We are informed that it takes four units of High School work to allow a student to enter the Senior High School of Clarendon. This has been remanded to such an extent to allow those students who have three units of High School credit and a failure in Algebra to enter the Senior High School with the condition that they make up the failure in Algebra during the first part of the school year. This ruling has been made to relieve congestion in the lower schools and to make room for the other students that may come into the lower grades of the school.

GENERAL CONDITIONS POINT TO PROSPEROUS FALL TRADE

That business conditions generally throughout the country are exceedingly fair, with every indication that they will continue so this Fall, was the keynote of a statement issued Saturday by C. F. Barth, vice-president in charge of manufacturing of the Chevrolet Motor Company. Mr. Barth's statement followed the announcement that on August 12 Chevrolet topped its entire output for 1926 by turning out the 732,147th car so far this year.

"We are looking optimistically toward the Fall season," Mr. Barth declared. "There is ample evidence of country-wide prosperity. Crop conditions are considerably better than last year, diversification having helped the South and West. In the Northwest alone the yield this year is expected to be substantially above the average for the past ten years, in Minnesota, the Dakotas and Montana the grain crop being estimated as worth \$150,000,000 more than last year.

Other healthy signs include heavy railway shipping, which stands above the million cars weekly mark; unusually large postal receipts; exports and imports above last year's high figures; and—perhaps the best business barometer of all—dividend increases far outnumber reductions.

"The automobile, like every other staple commodity, is sensitive to any change in the economic situation. Although Chevrolet may not be considered as representative of the industry because of the phenomenal demand for our cars is shattering all previous production figures for gear shift cars. Their even distribution shows that healthful conditions prevail from Coast-to-Coast and Border-to-Border. There are of course spotty areas of unemployment and depression, but they are relatively small and not of sufficient numbers to cause alarm or check the general era of good times ahead.

"We are proceeding under the heaviest production schedule in our history. Not only did we on Aug. 12 turn out the 732,147th car so far this year thus outstrip our entire output for 1926, but our August schedule calls for 89,474 units, an increase over January, February and July of this year and a considerable gain over August of 1926. Every month so far this year we have increased by a wide margin our own high marks for 1926.

"If the past may be used as a yardstick, we will set still more records before the close of this year. In both 1925 and 1926 our September production exceeded that of any other month in those years.

"While the total volume of automobiles manufactured during the past six months of 1927 may not exceed the output during the same period last year when the U. S. Census Bureau figures show that 1,694,641 units were built from July to January, it must be remembered that last year was the most successful and remarkable in all automotive history, and that a considerable drop from last year's figures would still not mean that business was below normal.

"With so many healthful signs all pointing the same direction, there is every justification for the manufacturer of a dependable product to look confidently into the future months."

There will be 13 days of running-horse races at the State Fair of Texas this fall, with five events daily. There will be no horse races on Sundays.

DIZZY RACES TO FEATURE THREE DAYS TRI-STATE FAIR

Three days of automobile and motorcycle racing, with a galaxy of speed stars greater than ever before assembled in West Texas, have been arranged for the Tri-State Exposition, which starts September 11, in Amarillo.

On Tuesday and Friday of fair week, there will be automobile racing, and on Wednesday of fair week, there will be the pop pops.

A field of 25 to 30 automobiles, including the Calhoun Special, which will be piloted by Dick Calhoun, the half mile dirt track champion of the world, will face the starter in the motor car speed events.

And there will be a field of fifteen to twenty-five motorcycles in the one-day grind which has been arranged for them.

Workmen have spent the last week on the dirt track at the fair grounds, tuning it up for the speed events, and when the cars go to the post in the several gasoline derbies arranged for the two day program, they will be on one of the fastest ovals in the country.

The track at the fair grounds lends itself admirably for motor car and motorcycle racing. The turns are banked to such a point that it is possible to maintain a dizzy pace around them, without the necessity of throttling down to insure safety in making "corners."

What's Doing in West Texas

(West Texas Chamber of Commerce)

Junction.—The "chuck wagon" idea will feature the second annual motorcycle planned by the West Texas Chamber of Commerce. It has been announced that the 1928 event, which will start at the world famed Carlsbad Caverns, will be carried out on the plan of a big camping party, and will visit Southwest Texas resort points as far as this place, and including probably Menard, Fredericksburg, and Kerrville. Tentative plans for the motor caravan are to be worked out early in the year.

Snyder.—More than 3,000 acres of peanuts will be harvested in Scurry County this year and a good harvest is indicated. This diversified product comes as result of a campaign put on by the Scurry County Chamber of Commerce, which is a comparatively new but extremely active organization in civic life of the section.

Wellington.—The North Plains-Panhandle area of the West Texas Chamber of Commerce is to be or-

ganized into a new division, according to plans made at the Wellington Convention held recently. The record meeting took other momentous action, signifying among other things that they wanted a full dollar's worth for every dollar now being spent in highway construction and asking that fair treatment be given throughout in development and exploitation of the oil and gas industries of the West.

Electra.—Calcium arsenate to the amount of 1,700 pounds has been distributed among farmers of Electra's trade area during the past week in a campaign to control the cotton leaf worm. The infestation has been spotted, and no serious damage has resulted, but preventative efforts are being made to insure a large return from this year's crop. The poison is being distributed at cost by the local Chamber of Commerce.

Coleman.—Every commissioner's precinct in Coleman County is now in possession of road building machinery which will be used to maintain highways as result of a deal recently made by the commissioner's court. County roads are expected to be kept in first class condition at small expense with the addition of this equipment.

Palo Pinto.—Palo Pinto County has made an appropriation of \$3,600 to which the Federal Government and the State have added \$1,800 and three trappers will work after

volves in this section for twelve months. Movement is under way in many other counties also to rid the State of predatory animals.

Cleburne.—A Poultry and Marketing Association is being boosted in the Cleburne trade territory and is receiving favorable comment among farmers and business men here. In connection with the work, a number of boosting trips have been made by the Cleburne Chamber of Commerce and Agriculture, in which speeches and music programs are offered at various points in the county.

Brady.—Though Cuero has abandoned plans for its annual "Turkey Trot" celebration, Brady is going ahead with elaborate preparation for the annual turkey show there, and has been assured that the event will be filmed by national picture concerns.

Ranger.—State and out-of-state visitors will be well entertained here October 21 and 22 when Ranger is host at a Homecoming Oil Jubilee, celebrating the tenth anniversary of the discovery of oil in Eastland County. Many diversion and entertainment features are planned, in addition to informational and educational numbers.

Wichita Falls.—President J. A. Kemp of the Texas Conservation Association and President R. W. Haynie of the West Texas Chamber of Commerce have given their approval to the names submitted for the com-

mittee of 25 Texas people who are to study Texas water rights as provided in the Abilene mass meeting. As soon as the appointees are heard from, announcement of the committee personnel will be made.

Stamford.—Personnel of the new Poultry and Dairy Bureau of the West Texas Chamber of Commerce has been given out: Col. R. L. Penick, pioneer poultry advocate of the West, and Father of Stamford, is chairman of the committee. Other members are: Col. R. Q. Lee of Cisco, Gaylord Stone, Fort Worth; J. A. Kemp, Wichita Falls; Wilson D. Jordan, Brady; W. P. Hallmark, Dublin, Herbert Jones, Post, and R. C. Nichol, Tulia.

San Saba.—President R. W. Haynie of the West Texas Chamber of Commerce, and Hon. Lon A. Smith, Railroad Commissioner, will be two feature speakers on the Hills County program here September 22 when that convention meets. A conference of goat and sheep men of the section will be held in connection with the gathering, it is announced, and Col. C. C. French of the Fort Worth Stockyards will preside.

Abilene.—Nearly one-half of the record expansion made in the area served by telephones during the past year was made in the territory of the West Texas Chamber of Commerce, especially in those sections in which oil play has developed.

WELCOME

TO OUR STORE

Friday Evening, Sept. 16th

6:30 to 9:00 p. m.

FOR OUR

Formal Opening

Bryan-Miller & Company

Men's Furnishings

Sherman & Sons Clothing

Smith Smart Shoes

Friendly Five Shoes

John B. Stetson Hats

Vanity and No-Name Hats

Wilson Bros. Haberdashery

Pool Work Clothing

COME SEE US

When Going Through the Goldston Building
**WE CORDIALLY INVITE YOU TO SEE
 OUR NEW OFFICE**

Which we believe to be the best office in Clarendon. We are centrally located on ground floor and are easy to reach when you want Insurance, Bonds, Conveyances or Notary work.

Our congratulations to Joe Goldston for the erection of this building, which is a credit to Clarendon and shows his faith in its future.

POWELL & PATMAN
 "INSURERS"

To The Owners Of The New Goldston Building We Extend Our Congratulations Hearty and Sincere

You are expressing commendable faith in the future of Clarendon.

We share in your faith in the future of Clarendon and Donley County as evidence which we are spending many thousands of dollars to keep ahead of the enormous increase in the demand for our service.

Central Power & Light Co.

"Courteous Service Always"

DR. J. G. SHERMAN

Dr. J. G. Sherman, lately of Vernon, Texas, purchased the dental office and practice of Dr. F. N. Reynolds and took charge of it the first week in September. He carried out Dr. Reynolds' plan of moving into an upstairs suite of the Goldston Building. His office adjoins the Northeast corner office and consists of a reception room and a private office.



DR. J. G. SHERMAN

Dr. Sherman has been a successful practitioner in Vernon for the past sixteen years. He graduated from the College of Dentistry of the University of Nebraska in 1911. He was

born and reared in Michigan. He and Mrs. Sherman and their one son moved to Clarendon the first part of the month and are occupying the S. H. Condon home. They are members of the Methodist Church.

V. A. KENT

V. A. Kent has a well furnished office suite for his life insurance business, on the south side of the second story. He was one of the first to move into the new building. Kent has been in the insurance business in Clarendon for two years. Before entering this business, he taught school three years, in the State of New Mexico. He has lived in Clarendon practically all his life. He is a graduate of Clarendon High School and Wentworth Military Academy and attended school at Texas Christian University.

DR. C. G. STRICKLIN

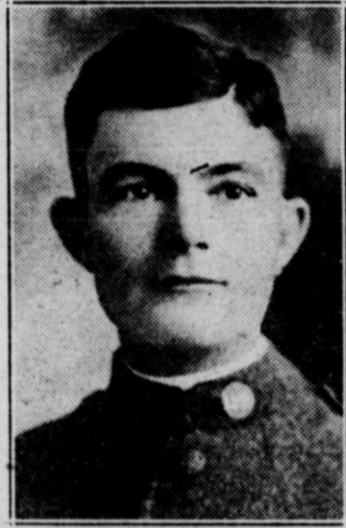
Dr. C. G. Stricklin will have the suite on the Northeast corner, second story. The rooms have been fitted with the best of modern equipment, to meet the needs of a physician. Dr. Stricklin has practiced medicine in Clarendon for something over twelve. He was with the Medical Corps during the World War. He is a graduate of Baylor Medical School at Dallas and practiced in the Baylor Sanitarium three years before coming to Clarendon. He is a Mason and a Shriner.

Lubbock—Texas Technological College here is planning four buildings to total \$27,500.

San Angelo—The San Angelo school board has plans for a \$250,000 Junior High School.

C. E. THOMPSON

C. E. Thompson, County Attorney of Donley, has the Southwest corner suite of the second story in the Goldston Building. He moved in shortly after the building was finished. Mr. Thompson has practiced



C. E. THOMPSON

law in Clarendon seven years, having come here immediately after his graduation from the Law School of the University of Texas. He is serving his third term as County Attorney.

READ THE ADVERTISEMENTS.

Don't feed your cows ear corn. Grind it with or without the cob. They fail to digest about 20 per cent of the corn when fed whole.

Marshall—The Texas and Pacific Railway Hospital Association is planning a \$200,000 hospital here. Corpus Christi—The Corpus Christi College is planning a \$100,000 building.

Cottonseed meal should not be fed to young calves.

REPORT ON MILK GRADES IN MANY TEXAS CITIES

A report from Leslie C. Frak, sanitary engineer in charge of the office of milk investigation of the United States Public Health Service, on inspection of milk supplies in Texas towns having the standard milk ordinance, has been received by Dr. J. C. Anderson, state health officer. This inspection was made in the fall of 1926, and was done in cooperation with the state department of health.

This report shows that much progress has been made in towns adopting the standard milk ordinance, with most marked improvement noted being at Marshall, where the rating leaped from 84 per cent to 98 per cent. Other towns showing a much higher grade for 1926 than the previous year are: Amarillo,

Beaumont, Jackson, Lubbock, Marlin, Neogdoches, San Angelo, Texarkana, Tyler, Waco, and Wichita Falls.

"The grades according to these cities by the United States Public Health Service," Dr. Anderson stated, "are based on standards recommended by the State and Territorial Health Officers Association," and take into consideration tuberculin-tested dairy herds, health of milk handlers, equipment used in handling and distribution, and the methods used in assuring sanitary protection.

"The following are the grades according to raw milk supplies in towns inspected in 1926 and based on above standards: Abilene, 63; Amarillo, 93; Austin, 42; Beaumont, 84; Breckenridge, 53; Brownwood, 34; Brownsville, 44; Bryan, 38; Corpus Christi, 63; Corsicana, 70; Cisco, 60; Denison, 28; Fort Worth, 90; Jackson-

ville, 86; Kerrville, 41; Lubbock, 65; Marlin, 55; Marshall, 98; Mineral Wells, 73; Nacodoches, 68; Paris, 60; San Angelo, 81; Temple, 47; Texarkana, 78; Tyler, 84; Waco, 80; Weatherford, 41; Wichita Falls, 59.

"While some of these grades may seem very low, it must be taken into consideration that at the time of inspection in some of these towns the ordinance had just been adopted and sufficient time had not been had for necessary sanitary improvements. The lowest of these grades are also much higher than grades given a number of towns not having the standard ordinance, and which have been graded by the state department of health. Regrading of milk supplies will be made this year, and further improvements are confidently expected."

READ THE ADVERTISEMENTS

Congratulations

To Joe Goldston on the completion and formal opening of the

New Goldston Building

This beautiful piece of architecture helps place our city in the front ranks in Modern Building Progress.

The PLUMBING, HEATING and GAS FITTING in this building were installed by our firm.

WATSON & ANTROBUS

With Others Of Clarendon

We Congratulate

Mr. Joe Goldston on the opening of his splendid new place of business.

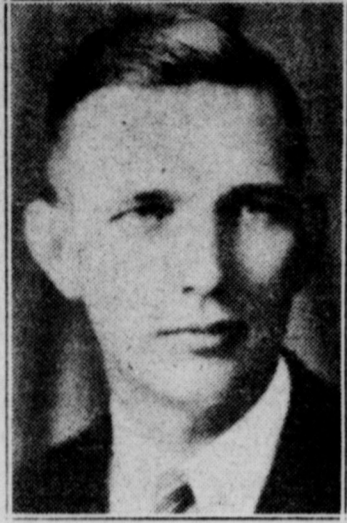
His step is one other in the forward march of progress for Clarendon.

GREENE

Dry Goods Company
 "The Big Daylight Store"

J. R. CALHOUN

J. R. Calhoun's well equipped cotton sample room and private office are located on the Northwest corner of the second floor. These rooms are among the largest in the building and are arranged to meet the needs of a cotton shipper. Mr.



J. R. CALHOUN

Calhoun has operated in and around Clarendon since 1918, with headquarters in this city. He is one of the most prominent cotton shippers in this territory. He and his family spend the cotton buying season in Clarendon each year and go to San Antonio for the remaining few months of the year.

"ARMORED" WHEAT

Many varieties of wheat well adapted to all districts in this country where flag smut is now known have been found immune or highly resistant to that disease, says the United States Department of Agriculture, among such varieties being the China, Forward, Fulcaster (including Stoner), Fulbio, Gladden, Mammoth Red, Pennsylvania 44, Portage, Red Rock, Rudy, Sheperd, Penquite (Velvet Chaff), and other winter wheats. Perhaps the greatest danger from the disease in this country in the future lies in its possible spread to the Pacific Coast States, where the climatic conditions are similar to those in Australia, and where wheats susceptible to flag smut are grown.

The Texas-Oklahoma Fair is offering more than \$12,000 in cash prizes and premiums for the 1927 exposition in Wichita Falls, October 1 to 6 inclusive.

**BUSINESS MEN
RAISE PREMIUM**

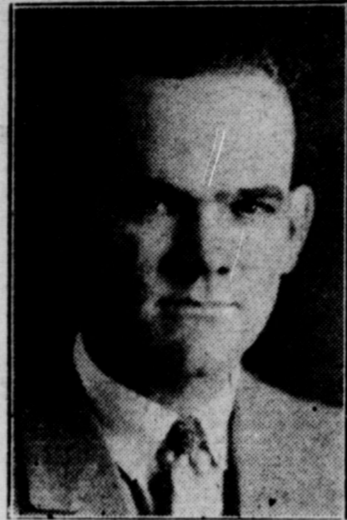
**\$100.00 TO BE SPLIT BETWEEN
FIRST DONLEY BALE AND
FIRST BALE OUT OF COUNTY**

The latter part of last week saw the opening of the cotton season in Donley County with the receipt of the first bale of cotton for the season of 1927. The bale was brought from Brice and a premium was raised to be given, part to this man and part to the first man who brings in a bale from Donley County. The following business men of the city contributed to the fund:

Donley County State Bank	\$10.00
H. C. Kerbow & Sons	2.00
Pastime Confectionery	1.00
Whitlock's Barber Shop	1.00
T. F. Connally	1.00
H. Mulkey	1.00
Chas. M. Bell	1.00
W. L. Ball	1.00
C. H. Wisdom	1.00
D. T. Dewell Co.	1.00
Quality Grocery Co.	1.00
Star Garage	1.00
Stephens Grocery	1.00
T. M. Little Mercantile Co.	1.00
Greene Dry Goods Co.	2.50
H. W. Taylor & Sons	1.00
Bryan-Miller & Co.	1.00
Goldston Brothers	2.50
Rexall Drug Store	1.00
Henry Williams	2.50
Hanna Pope & Co.	2.50
Powell & Patman	1.00
V. A. Kent	1.00
J. R. Calhoun Cotton Co.	1.00
Ed Carlson	.50
Sims-Bennett Chevrolet Co.	1.00
R. L. Bigger	1.00
Clarendon Motor Company	2.00
Parsons Brothers	1.00
First National Bank	5.00
Shelton & Sanford	2.00
Stockings Drue Store	2.00
Clifford & Wilkerson	2.00
Watson & Antrobus	2.00
The Clarendon News	2.00
Russell's Market	2.00
Johnson's Cash Grocery	1.00
Clarendon Grain Co.	2.00
Galbraith-Foxworth Lbr. Co.	2.50
M. W. Headrick & Son	.50
J. H. Rutherford	.50
R. S. Moss	.50
Farmers State Bank	3.00
Holland Brothers	.50
Badley & Noble Garage	.50
Wm. Cameron & Co., Inc.	2.00
Dr. H. L. Wilder	1.00
Central Power & Light Co.	5.00
W. E. Nelson	1.00
C. D. Shamburger	5.00
Shorty's Service Station	1.00
Piggly Wiggly	2.00
Earl Alderson	.50
A. N. Wood Grocery	1.00

C. H. DEAN AND C. H. DEAN, JR.

Suite five, which is on the north side of the office section, will be offices of the Retail Merchants Association and Charles H. Dean, Jr., attorney at law. C. H. Dean, secretary of the Retail Merchants Association, will have one room, and Charles H. Dean, Jr., attorney for the Association and lawyer in general practice, will have the other. Mr. Dean, Senior, has acted as secretary for several months. He was a merchant in this city for a number of



C. H. DEAN, JR.

years before taking up this work and is well known throughout the county.

Charles H. Dean, Jr., has practiced law in Clarendon for the past three years. He is a graduate of Clarendon College and of the Law School of the University of Texas. He is identified in an important way with musical circles of Clarendon and is a leader in the Methodist Church. He is a member of the Lions Club and the Chamber of Commerce.

S. W. Lowe Grocery	1.00
Dr. Jenkins	1.00
Palace Cafe	.50
W. C. Stewart Co.	1.00
The New Mark	.50
Will C. McDonald	1.00

**S. A. PIERCE AND SON
OPEN SHOP IN CARLSBAD**

S. A. Pierce and his son, Guy Pierce, last week opened an electric shoe repairing shop in Carlsbad, New Mexico, and are now greeting old friends from Clarendon who visit the popular resort, as well as making new ones. They have an excellent location, two doors from the post office. Mr. Pierce and his family have moved to Carlsbad to make their home, after living in

Clarendon many years. They have many friends here who wish them all success in their new business.

READ THE ADVERTISEMENTS.

CONGRATULATIONS

To the people of Clarendon on having a jewelry store of the high type of Goldston Bros.

Congratulations to Goldston Bros. on their beautiful new store.

May they have every possible success.

Shuttles Bros. & Lewis

Dallas, Texas.



We Take This Opportunity

To thank the people of Clarendon and surrounding territory for the nice business you have given us in the 17 years we have been in business here.

We are now able to give you better service in our new home than ever before.

We want you as our guest Friday evening from 6:30 to 9:00 at our Formal Opening of the Building.

Hear the new Automatic Orthophonic — it changes its own records.

GOLDSTON BROS.

GIFTS THAT LAST

Jewelers and Optometrist

GIFTS THAT LAST



T. D. Carroll, Choir Leader and Soloist
Baptist Revival, Beginning Sunday, Sept. 18th

"INSIDE" INFORMATION

Mint jelly may be made by flavoring gelatin with mint.

To make mint sauce for lamb, chop 1-4 cup of mint very fine, put them into 1-2 cup of vinegar with 1 tablespoon of sugar, and let stand an hour before serving.

Rice and potatoes are not exactly the same in food value, although both are rich in starch. Potatoes contain some minerals and vitamins in addition to starch. Milled rice is entirely lacking in these. However, when plenty of fruit and vegetables are used in the daily meals, using rice instead of potatoes makes little difference in nutrition.

To cook tougher cuts of meat, either the meat may be finely ground cutting through the connective tissue which causes the comparative toughness, or the meat may be simmered slowly for a long time, to soften and gelatinize the connective tissue, as in cooking stew or pot roast. The same principle applies whether the meat is boiled, stewed, braised, or smothered.

Spider corn bread is so-called because it is baked in a heavy iron spider or skillet instead of in an ordinary baking pan. Custard corn and acid-spoon bread are variations in the proportion of the different ingredients, resulting in breads of different consistency, all which are soft enough to be served with a spoon and eaten with forks.

Strong alkalis dissolve both wool and silk and even washing-soda or strongly alkaline soap often seriously injures these fibers. The only alkalis that should be used in laundering or removing stains from wool and silk are the milder ones like borax or dilute solutions of ammonia. With the exception of nitric acid, dilute acids do not attack wool and silk readily. Bleaching agents containing chlorine are very destructive to both wool and silk and should not be used. The use of very hot water should also be avoided. Excessive rubbing felts wool and shrinks it while silk fabrics are likely to be torn. The removal of stains from wool and silk must be done with great care.

READ THE ADVERTISEMENTS.

Goldston Building Is One Of City's Finest

The outstanding building achievement of the year, so far, is the Goldston Building, Joe Goldston's new two-story office and store building which stands on the corner of Kearney and Second Streets. Built at a cost of approximately \$30,000, it is one of the soundest pieces of architecture in the city, in both design and construction. It adds immensely to the attractiveness of the business section.

The building is 50 by 115 feet and consists of two stories and basement which is half the width and length of the building. The building is designed in the pleasingly simple style used in most fine public buildings of today, with just sufficient ornamentation to give it character. Brick is the principal material and it was used in two colors, straw color and darker brown, laid in an irregular fashion which gives an interesting surface to the walls. The effect is heightened by the white stone trim at the top of the walls and around windows and doors. The spaces between the lower floor windows and the ground are laid in bulk-head tile. The doors to the stores are recessed, while the entrance to the offices, on the North, is covered with a decorative metal awning.

One of the distinct advantages of the Goldston Building is that it has many windows and much light. The stores, which occupy the East end of the lower floor, have spacious display windows, as beautiful as any in this part of the State. Those facing on Kearney are of an unusual shape, and have glass backs with decorative framework. A long window on the North provides an ideal space for exhibiting the goods of the jewelry store and at the same time admits and abundance of light. The windows of the lower floor offices are almost as large as ordinary show windows. The second floor offices have each an outside room which is generously supplied with windows, while each room opening on the hall has large frosted glass windows.

The walls throughout the building are plastered, and the floors, except in the Rexall Store, are of hardwood. The building will be heated by steam and gas from the heating plant in the basement. Each office is supplied with a lavatory and running water.

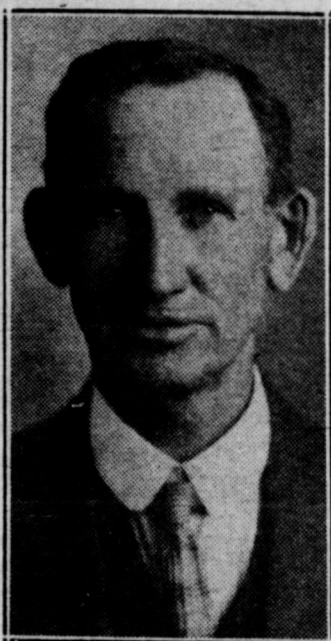
There are fourteen offices, comprising thirty-one rooms, and two stores—Douglas and Goldston Drug and Bryan-Miller & Company, in the building. The Douglas and Goldston Drug Store, together with Goldston Brothers, Jewelers, has the Northeast corner of the building, a location which this establishment

had held many years before the building of the new structure. The space the store occupies is 25 by 70 feet, to be exact. It has a terrazzo floor and walnut woodwork. The new partition between the store and the prescription room is especially attractive. The store is lighted by fourteen large electric lights which have neat, white shades.

The building was completed the first week in July, and most of it is already occupied. Some few of the office holders have not yet moved in, but will do so in the near future.

H. C. BRUMLEY

H. C. Brumley was contractor for the Goldston Building. He has been a resident of Clarendon for the past thirty years. He has been contractor for a large number of other business houses in the city, as well as for residences. In addition to his contracting business, Mr. Brumley has



H. C. BRUMLEY

had a number of sidelines, as he calls them. He has been County Sheriff several terms. He has also been actively interested in farming in the county, as he is at the present time, having farms southwest of Clarendon. He has served as County Commissioner and City Alderman during his residence here.

CLARENDON DAY CHANGED TO 16TH

TRI-STATE MANAGEMENT ASKS THAT PREVIOUS DATES BE DISREGARDED.

The following statements of the days for the towns of the Panhandle to appear at the Tri-State Fair in Amarillo in the week of September 11th to 17th was received by the News Monday morning of this week. The former date set for Clarendon was September 17th, the last day of the fair. This has been changed as will be noted in the following paragraphs and Clarendon is expected to attend the fair in a body on September 16th, the day that will see the Exposition at its best.

The management of the fair has asked that the original listings of the dates be disregarded and that the new schedule be adopted and that the towns make all their plans to be at the Fair on the dates asked. Special plans will be worked out by the Chamber of Commerce and other bodies in Clarendon that there may be a huge attendance at the fair both during the week and on the date set aside for Clarendon.

The new schedule follows:

Tuesday (Santa Fe) Follett, Sherlock, Darrouzett, Gaylord, Booker, Hutton, Perryton, Lord, Farnsworth, Waka, Spearman, Borger, Panhandle, White Deer, Pampa Miami Canadian, Glazier, Higgins, Plemons, Woodward, Okla.; Shattuck, Okla.; Mobeetic, Texas.

Wednesday (Santa Fe) Umbarger, Canyon, Hereford, Friona, Bovina, Farwell, Clovis, N. M.; Portales, N. M.; Elida, N. M.; Kenna, N. M.; Elkins, N. M.; Roswell, N. M.; Hagerman, N. M.; Lake Arthur, N. M.; Tolar, N. M.; Taiban, N. M.; Lande, N. M.; Ft. Sumner, N. M.; Muleshoe, Sudan, Amherst, Littlefield and Dimmit, Texas.

Thursday (Santa Fe) Happy, Tulla, Kress, Plainview, Lockney, Floydada, Hale Center, Abernathy, Lubbock, Slaton, Post City, Tahoka, O'Donnel, Lamesa, Ropes, Brownsfield, Seagraves, Idalou, Lorenzo, Crosbyton, Anton, Silverton.

Friday (Ft. Worth & Denver) Washburn, Claude, Goodnight, Clar-

Congratulations TO Goldston Brothers

On the opening of their new store. We feel sure that the new facilities added will permit of their giving the finest service to their customers for Orthophonic Victrolas and Victor Records.

You will enjoy hearing the New Automatic Orthophonic Victrola on display. This is the newest development in the Talking Machine industry.

Southwestern Victor Distributing Company

912 Commerce St. Dallas, Texas.
Distributors of Products of the Victor Talking Machine Company.

endon, Lelia Lake, Hedley, Memphis, Newland, Estelline, Childress, Boyce City, Channing, Dumas, Hartley, Dalhart, Ware, Texline, Clayton, Des Moines, Paducah, Wellington, Quannah, Kirkland.

Saturday (Chicago, Rock Island) Conway, Groom, Jerico, Alanreed, McLean, Ransdell, Shamrock, Bushland, Wildorado, Vega, Ontoria, Adrian, Glenrio, Endee, N. M.; San Jose, N. M., Tucumcari, N. M.; Mon-

taya, N. M.; Santa Rosa, N. M.; Narvisa, N. M.; Stratford, Romero, Texhoma, Okla.; Guyman, Okla.; Stinnett, Oil City, Sanford, Deal, Wheeler, Texola, Okla.

Thaviu's Band and Halcyon Players, fifty two persons will offer rare musical programs for the 1927 Texas-Oklahoma Fair in Wichita Falls, October 1 to 6 inclusive.

READ THE ADVERTISEMENTS.

READ THE ADVERTISEMENTS.

For A Business To Prosper

There must be a foundation of ability combined with sincerity, which has proved itself strikingly in the relation that Goldston Bros. have stood to their customers which forms the basis of the strength and growth of the business that they have developed to its present proportions. Discriminating buying, both as to values and quality, is a factor that secured the patronage that this firm enjoys. We ask permission to offer our congratulations to Goldston Bros. for their achievement in the past and we offer them our best wishes for their continued success.



PIEDMONT WATCH CO.

20 West 47th St.

New York City

The Cynosure of all Eyes! The Center of all Interest!

NEVER BEFORE Such an Attractive Circulation Campaign as This!
Never Such a Fair Plan---Never Such Liberal Awards---Everybody Is Talking About
The Clarendon News Opportunity Club

GRAND CAPITAL AWARD



1928 CHRYSLER "52" TWO-DOOR SEDAN
Purchased from and on display at
White Motor Company
CLARENDON, TEXAS

SECOND GRAND AWARD



\$175.00 Diamond Ring
Purchased from and on display at
Goldston Bros.
CLARENDON, TEXAS

\$50.00 IN GOLD!

An Extra Prize to the Opportunity Club member who turns in the greatest number of New Subscriptions by Thursday, October 20. Will You Win It?

Who Will Win It? ?

THIRD GRAND AWARD



\$75.00 Diamond Ring
Purchased from and on display at
Stockings Drug Store
CLARENDON, TEXAS

FOURTH GRAND AWARD



\$30.00 Ladies' Wrist Watch
Purchased from and on display at
Stockings Drug Store
CLARENDON, TEXAS

NO ONE LOSES!



EASY TO ENTER!

My First Subscription
Good for 10,000 Extra Credits

Accompanied by the nomination blank and your first subscription, this coupon will start you in the race for those magnificent prizes with a total of more than 12,000 credits. This coupon may be used only once, and is valid only when accompanied by a subscription remittance.

Name of Subscriber.....
Address.....
Member's Name.....

BONUS CREDITS

Cash must accompany this coupon. When sent in with the Nomination Blank it will start you off with 12,000 credits.

USE
This
Blank
**N
O
W**
To Day

\$1,500 IN CASH

A special fund of \$1,500 in cash has been set aside to be distributed in the form of salaries among active non-prize winners on a 20 per cent basis. Any candidate who remains active through the campaign, making a regular report, but fails to win one of the big prizes offered, will participate in this commission feature! Think of it! One-fifth of every new subscription you collect goes into your pocket if you fail to win a prize. This arrangement assures compensation to all candidates, and means there will be no losers in this race! Could anything be fairer or more liberal than this?

WHAT TO DO FIRST

- 1—Fill out your Entry Blank. As you know of several subscriptions you can get from your friends simply for the asking—then—
- 2—Fill out your first subscription blank and bring or mail both of these blanks to the Club Manager, The News Opportunity Club.
- 3—Stop at The Clarendon News office and talk it over.

ADDRESS ALL COMMUNICATIONS TO
OPPORTUNITY CLUB MANAGER
THE CLARENDON NEWS
Clarendon - - - Texas
Telephone 66.

EASY TO WIN

USE
This
Blank
**N
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To Day

My Entry Blank
The Clarendon News Opportunity Club

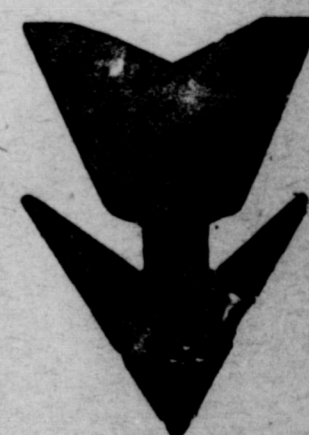
Date.....

To Club Manager, The News: Please enter as a member of
"THE OPPORTUNITY CLUB"

Name.....
Address.....
Phone.....

This blank counts 2,000 Bonus Credits. Only one nomination will be credited to a member. If so requested, the nominator's name will not be divulged. You may nominate yourself or some friend, if you wish, by simply filling out the blank and sending same to the Club Manager.

Everbody WINS



OPPORTUNITY CLUB MAKES TREMENDOUS HIT, NOW IS TIME TO GO IN AND WIN

EVERYBODY WINS FEATURE IS BEST PART OF LIVE WIRE CLUB JUST NOW STARTING ON SHORT, SNAPPY, SIX WEEKS' RACE FOR RICH PRIZES OFFERED BY NEWS. FIRST LIST OF ENTRIES NEXT WEEK.

The talk of the town! The hit of the town! What? Why, The News Opportunity Club, of course. On the streets, in the stores, in the homes, in fact, every place where people congregate, the big list of prizes, the liberal and fair plan under which they will be awarded and the shortness of the campaign are main subjects of conversation in Clarendon today.

New Plan
The Opportunity Club just now starting is a new departure from the old time "contest" of yesterday, in fact it is an entirely new plan, embracing many new features that are more than attractive to say the least. In fact the Opportunity Club is not a "contest" at all in any sense of the word. It is a thoroughly tested, scientific plan, to increase the quality circulation of The Clarendon News, the home paper, in the Clarendon trade territory.

Prizes
That brand new, shiny, 1928 Chrysler two-door sedan, worth \$890.00, purchased from and on display at White Motor Company, is the grand capital award and will go to the Opportunity Club member making the very best record of sales credits on subscriptions to The Clarendon News. The \$175.00 diamond ring, purchased from and on display at Goldstone Bros., will go to the club member making the second best record of sales credits and the \$75.00 diamond ring and \$30.00 ladies' wrist watch, both purchased from and on display at Stocking's Drug Store, to the club members making the third and fourth best records of subscription sales credits, respectively. And on top of that a special fund of \$1,500.00 in cash has been set aside for the payment of commissions to all those who do not win one of the regular prizes on a basis of 20 per cent of their new subscription sales. This means that should you enter the Opportunity Club and for some reason or other not win one of the big prizes, one dollar out of every five you collect in new subscriptions goes back into your own pocket.

Could there be any plan more fair? Any plan more liberal? Why, this commission alone will pay you well for your time and should you win that beautiful 1928 Chrysler you will be making better than \$150.00 a week for the next five weeks and a half.

Closing Date.
All these prizes and cash commission checks will be awarded the Opportunity Club members just five and a half short weeks from today, Saturday, October 22, and you owe it to yourself to make the very utmost of your opportunity and get in now on the ground floor while subscriptions cost the most and are easier to get.

Entries
Right now is the very best time to enter as early work counts, and while there have been a large number of nominations made only a few have so far started an active campaign for subscriptions and credits and there is plenty of room at the top of the prize list for a number of real live club members, those kind who can forego their afternoon nap and are willing to turn their spare time for the next few weeks into a brand new Chrysler, a diamond ring or a handsome sum in cash and at the same time boost their home paper and their home town.

As one young married lady put it as she came into the Opportunity Club manager's office: "I am not going to let any grass grow under my feet, some of my friends have nominated me and I am out to win that Chrysler."

MR. AND MRS. CONDRON MOVE TO CANYON THIS WEEK

Mr. and Mrs. S. H. Condron and their small son moved this week to Canyon to make their home. Mr. Condron, who has been head of the Social Science Department of Clarendon College for fifteen years and dean of the school for fourteen years, is now Professor of History and head of the extension division of the History Department in West Texas State Teacher College. He is one of the most widely known school men in West Texas and is one of the most popular men who taught in Clarendon College in its entire existence.

Both he and Mrs. Condron are very valuable citizens and were highly esteemed in this city. Mr. Condron was a member of the Lions Club and belonged to various Masonic Orders represented in Clarendon, being a Knight Templar and a Shriner. He has been prominent in the work of the Methodist Church for many years and was superintendent of the Sunday School for a time. Mrs. Condron was a member of the Pathfinder Club and a charter member of the Mothers Study Club.

H. R. SPILLER AGAIN JEWELER FOR STOCKING'S DRUG STORE

Hollis B. Spiller has accepted the position of jeweler and optometrist for Stocking's Drug Store, and has taken up his residence in Clarendon, after being away three years. Mr. Spiller was a jeweler and optometrist in this city for ten years, four years of which he was at Stocking's Drug Store. He was extremely popular here, particularly with the business men, and has many friends who welcome his return to the city. He and his family now live in the home formerly occupied by Mr. and Mrs. J. B. McCarty and their family. They have lived in Childress for the past three years.

PUBLIC READING WELL RECEIVED

Miss Rita Foster's presentation of the famous play, "The Lion and the Mouse," in her recital of last Friday evening presents the temptation to use the expressive, if extravagant, slang of the professional stage. For Miss Foster's performance was marked by that finish and brilliance usually associated with only the professional stage. The audience was completely charmed by the new director of Speech Arts in the Junior College, in this, her first public appearance in the city.

LES BEAUX ARTS CLUB'S LAWN PARTY POSTPONED

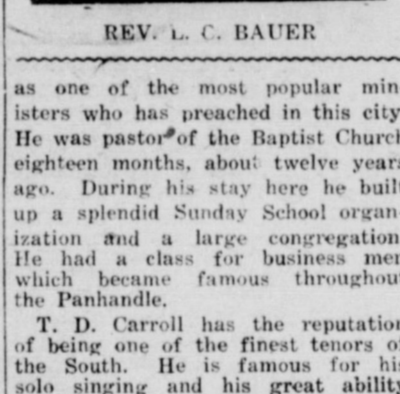
The lawn party which Les Beaux Arts Club had planned to give on September 16, for the purpose of raising funds to beautify the Court House lawn, has been postponed until some time in October, according to an announcement from the Secretary of the Club. The exact date of the party will be announced at a later date.

BAPTIST REVIVAL OPENS SUNDAY, 18

REV. L. C. BAUER WILL PREACH AND T. D. CARROLL WILL LEAD MUSICAL WORK.

A revival meeting which is expected to be one of the greatest ever held in Clarendon will begin at the First Baptist Church, Sunday morning, September 18. The Reverend L. C. Bauer of Whitehall, Illinois, who was pastor of the local church at one time, will do the preaching for the meeting and T. D. Carroll of Fort Worth will have charge of the music.

The Reverend Bauer is one of the strongest evangelists of the Baptist Church. He was notably successful as a pastor, but has proved himself even better fitted for evangelistic work. He will need no introduction to those who have lived in Clarendon for a number of years, for he will be remembered by them.



REV. L. C. BAUER

WORK STARTS ON MOSS BUILDING

R. S. MOSS ERECTING MODERN BUSINESS HOUSE ON EAST SECOND STREET.

Clarendon is to have another handsome business house in the near future. Work was started this week on the R. S. Moss building, east of the Farmers State Bank on Second Street. The building will be a brick structure and will be modern in every respect. The sixty-five foot front will have large plate glass windows and two entrances. Mr. Moss will reserve one section of the building for his battery and electric filling, a car accessories store, and a filling station. The other section, which will have a twenty foot front, will be rented. The building is to be fifty feet long.

BISHOP SEAMAN TO VISIT LOCAL EPISCOPAL MISSION

The Right Reverend E. Cecil Seaman, Bishop of North Texas Missionary District, will make his regular visitation to the local mission, St. John the Baptist, on Sunday, September 18. At this time, he will deliver two sermons, one at 11 a. m. and the other at 5 p. m., and at the afternoon service will administer the Apostolic Rite of Confirmation.

SCHOOL AND MUNICIPAL BANDS ENJOY MELON FEED

Members of the Clarendon Municipal Band and the band of the Junior College and High School found to their pleasure that band work is not all work and no play, when Director E. M. Lindsey declared the treats were on him and entertained with a watermelon feed Monday evening. The melons were served in the band room of the City Hall, and the feed was enjoyed by practically the entire membership of the two bands. This was the first "practice" for a number of new students of the College, and it made a very pleasing impression on them.

ADAMS' DRY GOODS CO. TO LOCATE STORE HERE

In a phone call to The News, Mr. Adams of the Adams Dry Goods Company of Amarillo, announced the opening of a branch store in Clarendon in the old Wallace building next door to the Postoffice. Advance notice of this event was carried in our advertising columns last week, and Mr. Adams says in a very few days the formal opening will take place. The concern operates stores in Wichita Falls, Amarillo and other points and their coming to Clarendon is a distinct compliment to this city and community.

BOARD HAS PICNIC FOR ALL TEACHERS

FACULTY MEMBERS HONORED IN ANNUAL PICNIC AT THE COUNTRY CLUB SATURDAY.

Faculty members of Clarendon Junior College and the three public schools of the city were guests of honor at a picnic which was given by the Board of Trustees at the Country Club Saturday evening. Many courtesies are extended to the teachers of Clarendon each year, but the picnic which the board gives annually is one of the most enjoyed. Coming at the first of each school term as it does, it is usually the first occasion on which the new teachers meet older members of the faculty, the trustees, and their families in a social way. It is always a greatly enjoyed affair, and those who have been attending for a number of years say Saturday's picnic was the best ever given by the very hospitable board.

BAND PLAYED CON- CERT THURSDAY

LARGE CROWD LISTENED TO SHORT PROGRAM ON CITY HALL LAWN.

A short but excellent program of classical, semi-classical and popular music was given Thursday evening by the Clarendon Municipal Band. A large crowd gathered at the City Hall lawn, where the concert was given, and heard one of the best outdoor musicals in many weeks.

D. O. STALLINGS FIRST IN CONTEST

YARD BEAUTIFUL CONTEST ENDED SATURDAY. ALL YARDS SCORE HIGH.

One of the most thoroughly enjoyed contests that has ever been held in the city of Clarendon was finished last Saturday when the judges made their final round and decisions as to the best yards in the city. Thirty yards were entered in the contest and not one of them but scored highly on the final score cards as made up by the judges in the work.

BOARD HAS PICNIC FOR ALL TEACHERS

FACULTY MEMBERS HONORED IN ANNUAL PICNIC AT THE COUNTRY CLUB SATURDAY.

The three yards which won the greatest scores from the judges were those owned by Mr. and Mrs. D. O. Stallings, Mr. and Mrs. C. W. Taylor and Mr. and Mrs. Meredith Gentry. The Stallings yard scored 100 points from all three judges, making a perfect score of 300 points. The second yard was that of Mr. and Mrs. C. W. Taylor, scoring the next best with a total of 288 points from the three judges. The third yard scored a total of 282 points and is owned by Mr. and Mrs. Meredith Gentry. One of the significant facts connected with the contest is the fact that all three of the yards are located in the western part of the city, not one of them being east of Kearney Street, where there are a number of well kept yards in the contest.

BURTON ELECTED SUPERINTENDENT

POPULAR TEACHER AND COACH ELECTED FRIDAY; L. B. COOPER IS DEAN.

H. T. Burton was elected Superintendent of Clarendon Public Schools at a meeting of the Board of Trustees Friday afternoon, following the resignation of that place by Paul Morgan, who has been Superintendent for the past two years. Mr. Morgan has gone to Commerce to become head of the English Department of East Texas State Teachers College. L. B. Cooper, head of the Education Department of the Junior College, was elected Dean of the Junior College, taking the place formerly held by Mr. Burton.

CONTEST JUDGES ARE ENTHUSIASTIC

AMAZED AT RESULTS OF YARD CONTEST, WOULD START CONTEST IN MEMPHIS.

So enthusiastic were the three judges in the Yard Beautiful Contest, Mrs. Frank Fore, Mrs. T. M. Harrison, and Mrs. T. J. Dunbar, that they plan to start at once on preparations for a similar contest in their home town, Memphis. They were much surprised at finding so many beautiful yards in Clarendon and were really amazed at the success of the contest in so unfavorable season. All three ladies declared Clarendon's beautiful yards a source of inspiration.

LOOK CLUB TO HAVE PICNIC TUESDAY, SEPTEMBER 20

For the sake of variety, the 1926 Book Club will have, at their next regular meeting time, which is September 20, a picnic instead of a program. It was decided at the last meeting that each member should invite one guest. Members and their guests will assemble at four o'clock, Tuesday afternoon at the home of Mrs. Homer Ellis, and will go from there to the Country Club.

Bill Ray was among those who attended the Tri-State air Sunday. Miss Lucy Nobis will teach in Pampa this year. She went to that city Friday.

THE FIRST POLICY OF THIS BANK

Dependable service to depositors is the first policy and principle of this bank. Service that looks forward to the success of every customer; service that stands ready to foster every commendable enterprise; service that counts for community progress and individual success. That is the first policy of this bank.

FIRST NATIONAL BANK
THE OLD RELIABLE

POSTED NOTICE

The public is hereby warned that hunting and wood hauling is forbidden in the R. O. Pasture. All trespassers will be vigorously prosecuted.
W. J. LEWIS.
(tfc)

READ THE ADVERTISEMENTS.

POSTED NOTICE

Word ranc against wood hauling and trespassing of any kind.
Commerce Trust Company,
Kansas City, Mo.
Chamberlain, Knopp, Wheatly Agents.
(tfc)

READ THE ADVERTISEMENTS.

GAS

Will soon be ready for use. Have your house piped now. I have trained and experienced workmen. Mr. Kemp has 12 years' experience and can solve your problems to your entire satisfaction.

DON'T PAY FOR EXPERIMENTS
Gas Ranges, Water Heaters, Stoves and All Gas Appliances
Reasonably Priced

W. C. Stewart Co.

MRS. MUF SIMS MERRELL

Exponent of the Dunning System of Music.
Classes on Tuesday and Friday
Studio at S. S. Dubbs Home
PHONE 180

OFFICE SUPPLIES AT THE NEWS OFFICE

DONLEY HAS FINE EXHIBIT AT FAIR

NON-COMPETITIVE EXHIBIT OF AGRICULTURAL PRODUCTS DRAWS ATTENTION.

Donley County's agricultural exhibit at the Tri-State Fair, now in progress at Amarillo, is one of the finest entries in the non-competitive class, according to those who have attended the Fair. Although it is deficient in the grain and cotton samples, the fruit and vegetable exhibits have attracted attention from the time the Donley booth was decorated. The exhibit of canned fruits and vegetables, to which all Home Demonstration Clubs of the county contributed, is said to be as good as the best entries in the competitive class. The melons and pumpkins are really outstanding—the finest at the Fair, say many who have carefully examined the entire agricultural show.

The drought and the late season on cotton and grain crops made it impractical for Donley to enter competition this year, and the exhibit was made for advertising purposes. In commenting on the various exhibits at the Fair, The Amarillo Daily News had the following to say: "Donley County has one of the neatest exhibits at the Fair and will share honors with others on the display list."

Mr. and Mrs. Rossell Paige moved to Newlin last week. Mr. Paige will be principal of the Newlin school this year. Miss Lynn La Fon will also teach in Newlin.

Mr. and Mrs. F. E. Crotto and daughter of Tulsa, Oklahoma, made a short visit in the home of Mrs. Crotto's sister, Mrs. Paul Shelton, Friday of last week.

Miss Opal Fry of San Francisco left for her home, Tuesday evening, after spending several weeks with friends in this city and Memphis.

Miss Bernice Bell of Amarillo visited Miss Myra Worsham and other friends in this city Monday. She is a former student of Clarendon College.

Mr. and Mrs. R. C. Weatherly and son, Robert, who have spent the past six weeks with relatives in Eunice, New Mexico, returned home Friday.

NOTICE TO CONTRACTORS

The City Commission of the City of Clarendon will receive sealed bids until 9:00 o'clock a. m. on the 24th day of September, A. D. 1927, for the construction of a reinforced concrete and brick sewer building for a pump station.
Plans and specifications are on file at the office of the City Secretary, City of Clarendon.
The right is reserved to reject any or all bids received.
All bids to be accompanied by certified check in amount of ten per cent bid.
Such contract will be let on the 24th day of September, 1927, at 9:00 o'clock a. m. or as soon thereafter as the bids received can be tabulated and considered, and such contract will be let in the Mayor's office in the City Hall in the City of Clarendon, Donley County, Texas.
H. W. TAYLOR,
Mayor, City of Clarendon, Texas.

WHAT'S DOING IN WEST TEXAS

West Texas Chamber of Commerce

Silverton. — Agricultural students in the Silverton High School are making practical application of the vocational work offered them by constructing a frame building to the school system which will be used as home for the newly added music department.

Rochester.—The Traveler's Hotel is the name of a new hostelry opened in Rochester. The building is first class and well equipped.

Breckenridge.—September 24 has been designated as "West Texas Chamber of Commerce Day" at the third annual Oil Belt Fair to be held here September 20 to 25 inclusive. Officials of the regional organization will be represented on a special program, and many diversions and entertainment features will be provided for the delegation of West Texas membership expected to attend from many points.

Olton.—Olton's new high school auditorium-gymnasium has been finished and the school system is now prepared to take care of its student body with one of the best modern and well equipped structures of this territory.

Bangs.—Awning lights are being placed in the business district of Bangs. This constructive work is being done by the local office of the Texas Power and Light Company.

Alpine.—All previous building records have already been shattered here this year, with the amount passing the quarter-million mark. One of the latest developments is construction of a \$100,000 addition to the Holland Hotel.

Archer City.—The Archer City Wolf Association met recently and conducted a wild chase which netted at its close an animal of small, broad stripe instead of the expected beast. The organization has proved effective in ridding the section of wolves in hunts held at various times.

Arlington.—A mammoth lake is to be constructed at a point about three and one-half miles north of town, and will cover more than twenty

acres. The bed of the lake will extend some three miles above the dam, with numerous necks and coves. The place will be stocked with duck and fish.

Sterling.—The county caterpillar tractor is being used as a stump puller in clearing Sterling City and Del Rio road on Sterling Creek of timber. The road will be opened for travel as soon as the fences are adjusted.

Olney.—The old townsite building, located on the corner of Third Street and Grand Avenue, here, is being remodeled and will be converted into an up-to-date store and office building.

Seagraves. — A Farmers Short Course was conducted here recently, extending over three days. The first day was devoted to home and crops; the second day dealt with livestock, poultry and other phases of agriculture. Practical demonstrations of field crops and canning were given during the course, these being directed by the Gaines County Agents.

Junction.—The Wolf Club of Kimble County met recently and outlined plans for raising funds to start a predatory animal eradication program in this section. The commissioners court is co-operating in the movement.

Gofman.—The De Leon Highway is to be hard-surfaced to the Erath County line. This work will benefit materially trade operations and activities in the Gorman section.

Farwell.—The local high school plant will be one of the best in this region when construction work is completed on the new gymnasium and auditorium just started here.

Mr. and Mrs. Matt Bennett were called to Clovis, New Mexico, Sunday, by the serious illness of their daughter, Mrs. J. W. Johnson. They were accompanied by Park Chamberlain.

Frank White, Jr., will teach in Dodsonville this year.

THE BULWARK OF THE HOME

It's your Bank Book. The man who deposits regularly in fair weather need not fear stormy times, days when he is out of employment or laid up with an illness. Open an account today at this bank.

THE FARMERS STATE BANK

TEXAS PAPERS ARE TO SHARE IN \$28,000,000 AD BILL

Texas newspapers are to share in the huge outlay of the public utility companies for advertising during the current year, says the Texas Public Service Information Bureau.

Frank LeRoy Blanchard, president of the Public Utilities Advertising Association, has announced through this bureau that the utility companies of the country will spend \$28,000,000 for advertising by the end of the year. The electric light and power companies alone, he said, would spend \$10,000,000 of this amount. Because of the rapid growth of Texas utilities a considerable share of this money is being spent in this State.

The advertising bill of the utilities has doubled since 1922, Mr. Blanchard said. Describing the development of advertising in this field, he said:

"When the Public Utilities Advertising Association was organized many of the companies represented were either advertising spasmodically or not at all. Advertising was regarded as an unnecessary expense—a waste of money. I fear there are still some companies that maintain this attitude, but their number

is rapidly diminishing. In 1922 when our organization was founded, the amount invested in advertising by the public utilities was about \$16,000,000; in 1925 it had increased to \$22,000,000, and in 1926 to \$25,000,000. According to the best estimate available this year it will be \$22,000,000, of which the electric light and power companies alone will invest \$10,000,000."

Mrs. James Mauk and son Edwin and Mrs. F. H. Britain, all of Hereford, spent Sunday and a part of Monday here visiting in the home of Mr. and Mrs. D. O. Stallings.

Miss Oressa Teague left Saturday for Clovis, New Mexico, where she will teach this year. She has been a teacher in Clovis High School for the past three years.

Misses Maude and Ella Clark returned Tuesday from Temple. Miss Ella Clark has been seriously ill and has spent the past several weeks in a Temple sanitarium.

Misses Frances and Helen Cooke are attending Institute in Canyon this week. They will teach in Panhandle this year.



Look down Your Street

"Save the surface and you save all" — Paint & Varnish

HAS it the well-kept-up look that indicates prosperity and good civic spirit? You prefer to work in a prosperous town, don't you—to live in an attractive neighborhood?

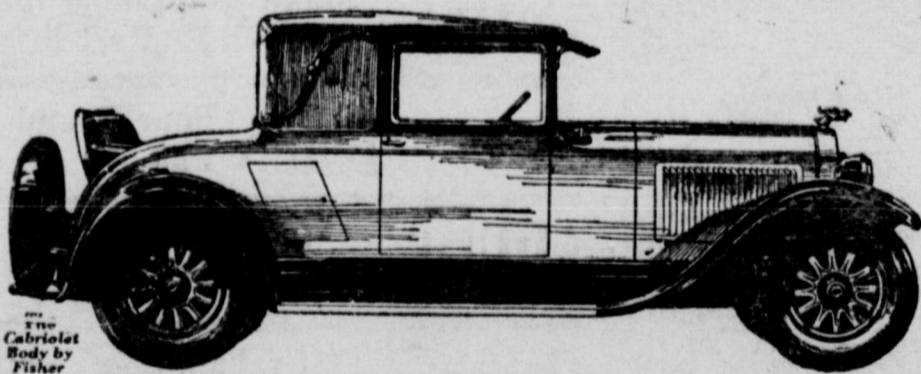
Look at your own house, your store, whatever property you are interested in. Paint and varnish, regularly applied, maintain your investment. And they beautify while they preserve. Ask your wife how they make her life easier. She'll tell you.

Then, if you need any painting, ask one of us for full information and suggestions. You can count on good work.

Wm.

Cameron

& Co., Inc.



A New American Car For All-America

No need of wasting a lot of words. No need taking a lot of time. Your eyes alone will tell you it's the new American car for all America.

Length, grace and lowness in the new body creations by Fisher. A fashionable air of fleetness—an environment of luxury and richness. Distinction on the boulevard. Mastery on the road.

No magic, of course—and no untried engineering innovations. Just a big brute of an engine that laughs at hard work. A longer, stronger chassis. And months of testing at the General Motors Proving Ground.

Come in and talk to us. Then you'll know why all America is saying, "That's the car!"

NEW LOWER PRICES

2-DOOR **\$1045**
SEDAN

Landau Coupe - '1045 Cabriolet - '1145
Sport Roadster - '1075 4-Door Sedan - '1145

Landau Sedan - '1265

The New and Finer Pontiac Six, \$745 to \$925. Pontiac Six De Luxe Delivery, \$845 to \$776. All prices at factory. Delivered prices include minimum handling charges. Easy to pay on the General Motors Time Payment Plan.

HOMMEL BROS.

OAKLAND
ALL-AMERICAN SIX
PRODUCT OF GENERAL MOTORS

