

New Braunfels Herald

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CHARLES W. SCRUGGS
Publisher

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An Independent Newspaper—devoted to the interests of New Braunfels and Comal County.

Friday, February 21, 1936

Subscription Rates: \$1.50 per year, payable in advance.

Advertising rates: Display advertising, 40c per inch, flat rate. Readers 10c per line. Classified: 2c per word first insertion and 1c per word thereafter; minimum 25c. Black face type charged at double rate.

A music publishing house reports the acceptance of only three songs out of 5,000 submitted. And safe to say they were the silliest three.

Open House Will Feature Formal Showing of Ideal Home In Landa Park Estates Sunday Afternoon

Culminating weeks of planning and construction, Cameron's new "Ideal Home" in Landa Park Estates will be thrown open to the public Sunday afternoon in its finished form. In making this announcement, Harry L. Richards, local manager for Wm. Cameron & Co., issued an invitation to the public to attend "open house" at the Ideal Home at this time.

Through the co-operation of J. Jahn Furniture Store, Eiband & Fischer, Geo. Goepf and Locke Nursery and Floral Company, the Ideal Home will be furnished and landscaped throughout, presenting a complete picture of a modern, comfortable residence.

The modified Colonial design is carried out with "Ideal" millwork, Gold Medal wallpaper and Minnesota paints were used for the interior trim.

The plumbing is by Crane, and bathroom tile is from Cameron's tile department. Richardson "Setab" asphalt shingles were used for the roof.

The Ideal Home was designed by Royce V. Swartwout, local architect. Edwin A. Hanz was the contractor; J. H. Platz, electrician; and Travis & Kratz, painters.

The Home will be open from 2 until 9 p. m. Sunday, from 2 until 6 p. m. the following Wednesday, and from 2 until 9 p. m. Sunday, March 1.

After the recent blizzard a northwestern newspaper said: "Snow blocked the roads completely. Not a wagon, sleigh or auto got through yesterday. In fact, the largest animal seen was a man on snowshoes."

WHY WOMEN BUY

It is well known by all live merchants, and by husbands as well, that practically all buying for the home is either actually done by women or directed by them. For this reason the merchant's greatest problem is to attract the favorable attention of women to his wares.

Women are alert to grasp opportunities to secure merchandise at a bargain and they are more discriminating buyers than men, as a rule. They read advertisements and act upon the information obtained thereby.

In order to determine just what advertising mediums have the greatest influence on women's buying, a recent survey made by a Los Angeles advertising club developed some interesting facts. Replies from 1,000 women of all classes were obtained in answer to a questionnaire listing the various advertising mediums and asking what form of advertising influenced them most. Newspapers were credited with most influence by 36 per cent of these women, magazine advertisements 22 per cent, street car advertising by less than 4 per cent, while

booklets, pamphlets and circular letters influenced less than 2 per cent.

Thus again is demonstrated what every wide-awake merchant must have already observed—that newspaper advertising is the most potent medium for reaching women buyers. And this applies with equal force to men buyers, too.

To Test Meteorite
A test of a meteorite is to hold one face against an emery wheel or carborundum stone, and grind it a little. If the smooth surface shows minute, bright points of metal looking like polished steel, it is probably a meteorite.

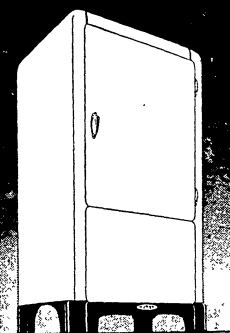
Protection for Camel's Eyes
Long, thick eyelashes protect the camel's eyes from the sun glare on white sand.

Cameron's New Ideal Home

Is equipped with

NORGE

Rollator refrigeration



...and you can immediately begin saving with Norge. Owners report savings up to \$11 a month—more than enough to meet the monthly payments. Why put off owning a beautiful Norge that actually pays for itself? Come in.



GEO. GOEPF

Norge Dealer

The Ideal Home

A Quality-built Home

furnished with

"Quality Furniture"

Every suite is priced for your convenience, and your comments are appreciated

PERSONAL ATTENTION GIVEN TO YOUR DESIRES
IN THE HOME FURNISHING LINE

J. JAHN

"Quality Furniture Store"

New Braunfels Texas

The Pantry of The Ideal Home

is stocked with

RICHMONT

"Finer Foods"

and

Government Inspected Meats

Exclusive at

Eiband & Fischer

"The Big Store on the Plaza"

Telephone 664

YOU ARE INVITED...



REMEMBER THE DATE, Next Sunday Afternoon, February 23

Plan now to attend this community event. There'll be endless excellent suggestions to use in planning your own 'Ideal Home.' You'll enjoy your visit to this latest in new home developments.

ATTENDANCE PRIZES

Furnishings Through Co-operation of

J. Jahn Furniture Store

Geo. Goepf, Norge Dealer

Eiband & Fischer, Inc.

Locke Nursery & Floral Company

To Attend OPEN HOUSE

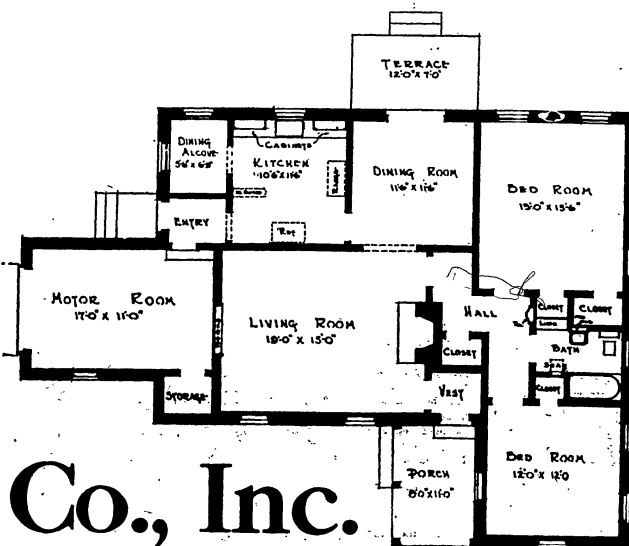
At Cameron's New

IDEAL HOME

In Landa Park Estates

SUNDAY AFTERNOON, FEBRUARY 23

The Ideal Home, completed and furnished throughout, will be open for your inspection from 2 until 9 p. m. Sunday. It will also be open Wednesday from 2 until 6 p. m. and Sunday, March 1, from 2 until 9 p. m. Attendance prizes will be awarded.



PHONE 17

FLOOR PLAN Laid OUT FOR COMFORT AND CONVENIENCE

Wm. Cameron & Co., Inc.

HARVY L. RICHARDS, Manager

Architects Picked For School Jobs

12 Projects to Include New Schools,
Cafeterias, Five Enlargements

Executive architects were named this week for 12 building projects for the San Antonio Independent School District. Phelps and Deewe and Simmons are architects for the board of trustees.

Three new school buildings are included among the projects. They, their size and the architects who will design them are new elementary school structures in Highland Hills subdivision, about 20 rooms, Leo M. I. Diekmann and Richard VanderStraten, Jr.; on the De Zavala Elementary School site, Julian and White; and a school at Babcock and St. Cloud Roads, about 20 rooms, cafeteria and assembly room, Phelps and Deewe and Simmons.

Three schools will get cafeteria buildings. They and their designers are Navarro Elementary School, G. Van Maltzberger; Franklin Elementary School, E. I. Freeborn; and Woodrow Wilson Elementary School, Henry Walther.

Five school buildings will be enlarged. Approximate sizes of additions and architects selected to design them are Ivanhoe Elementary, 10 rooms, Clarence Rinard; Washington Elementary, four rooms, Charles Huie, Jr.; Ogden Elementary, eight rooms, John M. Marriott and Associates; Carvajal Elementary, 13 rooms, J. Clyde and Percy W. Williams; and Will Rogers Elementary, 10 rooms, Paul G. Silber and Company.

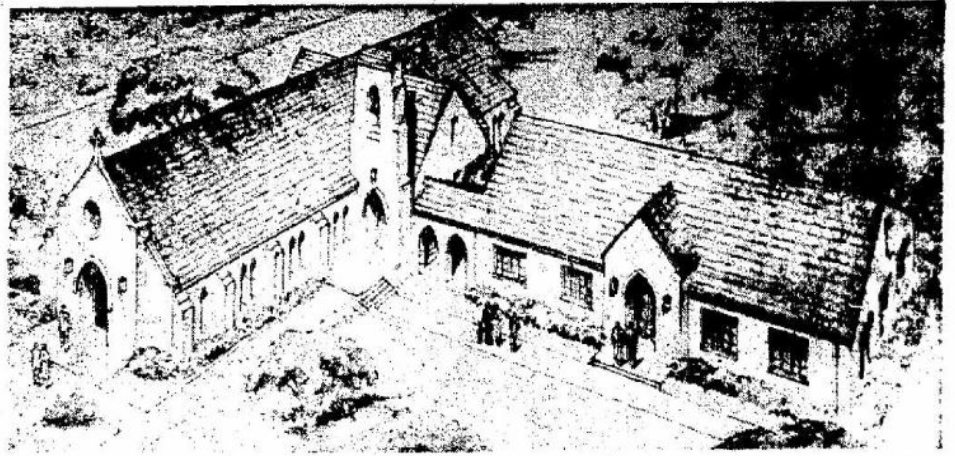
Harvey P. Smith and Associates were chosen to plan improvements for San Antonio Technical and Vocational School.

Bishop Jones Breaks Ground For Parish Hall

Rt. Rev. Everett H. Jones, San Antonio, bishop of the diocese of West Texas, officiated this week at ground-breaking ceremonies for a parish hall for St. John's Episcopal Church in New Braunfels, according to Henry Steinbomer, San Antonio architect.

Contract on the hall, to be the first unit in the church's building program, is held by Sippel and Adams. Royce Swartwout is supervising architect. Rev. D. Williams McClurken is pastor, and Lang Procter is chairman of the building committee.

Structural engineering was done by Frank T. Drought and mechanical by J. W. Baratta Engineers, Inc., both of San Antonio.



PARISH HALL CONTRACTED—Ground-breaking ceremonies were held this week for a parish hall, shown at right in this aerial perspective by Henry Steinbomer, San Antonio architect, to be built for St. John's Episcopal Church in New Braunfels. Rt. Rev. Everett H. Jones, bishop of the diocese of West Texas, officiated. Royce Swartwout is the supervising architect. Pastor is Rev. D. Williams McClurken.

San Marcos Schools Get Bond Issue Approval

Taxpayers of the San Marcos Independent School District approved a \$150,000 bond issue late last week, and plans were being formulated this week covering changes in the current school building program there, according to Harvey P. Smith and Associates, Architect, San Antonio.

Fred Kederli is superintendent. The building under construction by Leslie Crockett Construction Company, Austin, at a con-

tract cost of \$183,435, and originally designed for use as a junior high school, will be altered and enlarged for use as a senior high school. Smith said. The enlargement will consist of an eight-classroom wing to be added at the north end of the building.

In addition, a gymnasium will be built adjoining the new football field.

Cost of the expansion will be

financed from proceeds of the latest bond issue plus \$50,000 remaining from a preceding issue, Smith reported.

Two Mexican Churches Set

Two Mexican Baptist churches had completed plans this week and stated beginning of construction, according to the San Antonio Builders Exchange. They will do their own building. The Antioch Mexican Baptist

Church will build at Colima and S. Rosillo Sts., and the Mexican Calvary Baptist Church will erect a building at W. Houston and Chupaderas Sts. Architect for both structures is Will N. Noonan.

CLASSIFIED DISPLAY

CLASSIFIED DISPLAY

CLASSIFIED DISPLAY

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Bishop Breaks Ground Sunday For St. John's New Building

Ground for the new education building of St. John's Episcopal Church was broken by the Rt. Rev. Everett Jones, Bishop of the Diocese of West Texas, Sunday.

The building will be erected as an annex to the church at 312 S. Guenther Ave.

The Rev. John Herman, rector of St. John's, read the prayer service at the ceremony.

Royce Swartwout is architect, and members of the building committee are Edward Butouh, chairman, Swartwout, Willard Rush, Brig. Gen. Morrill Ross and Alton Smith.

The project if financed with congregation members' contributions pledged in the annual "Every Member Canvass," of which Smith is chairman.

Members of the Vestry of St. John's, church governing body, are Artell Byles, senior warden, Porter Fearey, junior warden, Lyle Abernethy, clerk; Edward Butouh, Dr. Jack Bergfeld, Joe Chapman, Winfred Hanz, Howard Hoerster, Lee Kohlenberg, J. B. Ruddle, Willard Rush, George Small, Alton Smith, Hazen Walker, and Mrs. Royce V. Swartwout, treasurer.

NOT MUCH OF A CROP, ANYWAY

Scheduled to be plowed under, harrowed and disced Monday morning is one of the most unproductive crops in Comal County in 1955.

The turf of Unicorn Stadium will be plowed up so that it can be replanted in time to develop into a better playing surface next grid season.

That was the word Tuesday from School Business Manager Eugene Morehead, who said that equipment for the job was being loaned by Hanno Guenther, implement dealer.

Property Owners Get Notices On Increased Values

Some 2,200 property owners in the city of New Braunfels were scheduled to receive notices from the Board of Equalization this week announcing higher values placed on their property after the recent re-

NEW BUILDING — The Rt. Rev. Everett Jones, Bishop of the Diocese of West Texas, breaks ground for the new St. John's Episcopal Church educational building. Ceremony was held Sunday at the site adjoining the church on Guenther Street.

Plans Under Way For Access Road To Canyon Dam

Clearing operations are currently underway in the Hidden Valley area, prior to the construction of a contractors road which will be used to move equipment to the dam site area during the construction period on Canyon Dam.

County Judge C. W. Rice said the road was being built in the area of an old third class road which branches from the Hidden Valley Road.

Rice says that U. S. Corps of Engineers plans for the road call for a low water bridge to be constructed across the Guadalupe at a point below the proposed dam. The work has been let out to a private contractor.

County officials still have not



PETITION — Mayor Joseph Faust is shown accepting a petition requesting the hiring of a County-City Health Nurse from Mrs. A. D. Nuhn of the Comal County Tuberculosis Association. Also present for the

presentation of the petition during Monday's City Council meeting were Mrs. Royce Swartwout (at left), Mrs. Arthur Barth (second from right) and Mrs. Cliff Jackson. (Herald Photo)

OBITUARIES

Prominent Architect Dies at 62

ROYE V SWARTWOUT, 62, 674 Edgewater Terrace, prominent New Braunfels architect, died at his residence August 30. An active churchman, he was senior warden of St. John's Episcopal Church at the time of its organization and served as lay reader and vestryman. A Mason, he had served as worthy patron of the local Order of the Eastern Star 1950-51, 1958-59, and 1961-62.

He was born May 14, 1901, in Philadelphia, the son of George A. and Effie Stanton Swartwout. He was a graduate of Pennsylvania State University. In 1929, he was married to Miss Myrtle Lovin in San Antonio. They were residents of New Braunfels 33 years. Their son preceded him in death.

Survivors include his widow, mother, Mrs. Effie Swartwout of New Braunfels, and a brother, Earle Swartwout of Lake Worth, Fla.

Funeral service was held September 2 at St. John's Church, the



WINNERS — Mrs. Roy Swartwout, left, won the tri-color award for her night table arrangement in the "Arts of Homemaking" flower show at the American Legion Home Thursday. Sweepstakes winner was Mrs. Porter Fearey, right, who was also a co-chairman of the show. The tri-color winning arrangement featured a bowl of pink roses and violets with antique accessories. — Herald Photo.

Lucian Carter, Mrs. Elmo Kirmse, Mrs. Lewis Rose, Mrs. Willard Rush, Mrs. Robert Tays, and Mrs. Herbert Acker, Jr., dish gardens — Mrs. Herbert Acker, Jr., unusual exhibits — Mrs. G. J. Fiedler and Mrs. Frank DePasqual.

Potted Plants — Mrs. Rochette Remarz (2), Mrs. Roy Swartwout, and Mrs. Lydia Kirmse.

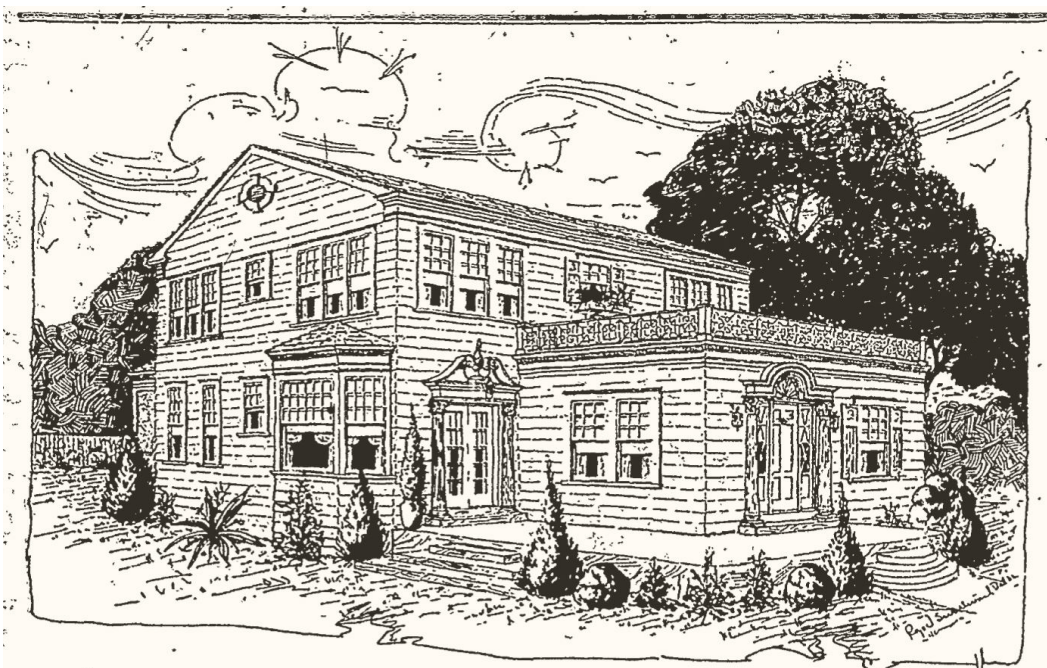
Blue ribbon winners in the green Thumbs Junior Garden Club were Lou Walker (4), Mary Fearey (3), Martha Small, Mimi Warren and Michael Warren.

The plant sale was acclaimed a success by participating clubs.

April 22-28 Is Proclaimed IOOF Week In Comal

Proclamations signed by Mayor J. F. Schwandt and by Judge C. W. Rice this week named April 22-28 as "Odd Fellows and Rebekah Week" in New Braunfels and Comal County.

They pointed out that this year marks the 137th anniversary of the International Order of Odd Fellows.



Attractive new home of Mr. and Mrs. E. Eikel now being remodeled on Seguin Street. Roy V. Swartwout is architect; A. C. Moeller, Contractor. Materials furnished by Wm. Cameron & Co. and Cameron Roofing Co.