



A TRIP TO NEW YORK was won by Agnes and Bill Swigart, owners and operators of a service station in Montague, in a contest conducted among Chevron dealers in the Northern California area. The Swigarts will leave San Francisco on September 24 for the East.—Betty Dow Photo

### Gas Station Owner, Wife Win Free New York Trip

MONTAGUE — Agnes and Bill Swigart, owners and operators of Swigart's Service Station and garage in Montague, were named winners of a sales contest conducted in this area during the past several months among Chevron dealers, and have been awarded a trip to New York City and Newark, New Jersey.

Announcement of the award was made by John McIntyre, sales retail supervisor for Standard Oil of California, Sacramento Division. The Swigarts competed with 135 other Chevron dealers, as far north as the Oregon border, south to Stockton, and east to Reno, in sales of gasoline, motor oil, tires, batteries and automobile accessories from their station located on Webb Street in Montague.

In addition to the job of operating the station and garage, the Swigarts are active in various organizations. Swigart is past president of the Montague Rotary Club, member of the Knights of Pythias, Greenhorn Grange and the Shasta Valley Community Club. Agnes is equally busy with the Rotary Anns, Pythian Sisters, the grange and community club, plus the Montague Women's Society of Christian Service and the Shasta Valley Garden Club.

The Swigarts have three children and seven grandchildren. Bill Jr. works with his father in the station and garage.

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**POWERFUL KICK**  
HONOLULU (AP) — The shopping district of the town of Alea became a football casualty for a few minutes. A ball from a sandlot game was kicked into the electric power system, disrupting service for the whole area.

**ROPE THAT DEER**  
LINCOLN, Neb. (AP) — It may catch on as a deer-hunting tactic but John Scott, poultry farmer near Lincoln, captured a full-grown mule deer with a lariat. After lassoing the animal which had wandered onto his farm, Scott and a companion threw the deer to the ground and tied it up in the manner of a calf ready for branding. In short order, the deer became the newest addition to a Lincoln zoo.

**WIN** Given Away October 15th

**A Brand New 15' Mercury HOUSE TRAILER FREE!**

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### City Schools Report Gain

LAKEVIEW — Lakeview city schools opened Tuesday morning, September 2, with an increase of 134 in the elementary grades and 13 less in the high school, or a net gain of 121, according to H. B. Ferrin, city school superintendent.

A total of 1,357 students were registered from kindergarten through the 12th grade. The grades were totaled as follows: kindergarten, 136, 17 increase; first grade, 136, 26 more; second, 140, 34 more; third, 111, same; fourth, 110, 11 more; fifth, 116, five more; sixth, 27 more; seventh, 86, two more; eighth, 84, 12 more; freshmen, 99, two less; sophomores 92, one more; juniors, 77, 14 less; seniors, 73, two more.

All available rooms are being used in the school buildings with average classes just a little under 30, Ferrin said. However, a considerable decrease in the registration is expected later in the fall when construction on the Lakeview Mining Company reduction mill is expected to be completed, with a resultant drop in payroll numbers, as well as the usual seasonal slow down of lumber activities. Last year, there were 200 withdrawals during the year.

### SMITHS OUTNUMBERED

SANTA FE, N. M. (AP) — The Spanish name Martinez still heads the list as this old Spanish capital city's most popular family name. The new telephone directory lists 163. As for Smiths, which dominate so many directories, there are only 48, and the Jones tally only comes to 31.

### BROTHERLY LOVE

MONTGOMERY, Ala. (AP) — Butch Rawlings, a 12-year-old summertime vender of peanuts intends to keep his customers regardless of where the competition comes from. The newsroom of the Alabama Journal is a regular stop for Butch and recently he phoned news editor Ed Mohr this sales message: "My peanuts are hot. My brothers are cold. Wait for mine."



### The Welcome Wagon Hostess

Will Knock on Your Door with Gifts & Greetings from Friendly Business, Neighbors and Your Civic and Social Welfare Leaders

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## PENNEY'S

ALWAYS FIRST QUALITY!

Here's only a Sample of the fabulous shoe buys on sale at your local Penney's right now!

**Men's Plain Toe Oxfords**  
Long-wearing composition soles, Goodyear welt construction. Sanitized®. Black, sizes B (7 to 12), C, D (6½ to 12). **\$5.44**

**Boys' Plain Toe Oxfords**  
sizes B, C, D (3 to 6). **\$4.44**

**Women's Saddle Oxfords**  
in black and white. With black cushion crepe soles. Sizes AA (5 to 9), B, C (4½ to 9). **\$3.66**

**Girls' Saddle Oxfords.** Sizes B, C, D, (8½ to 3). **\$3.33**

**Toddler's Saddle-Shoes.** Sizes C, D (5½ to 8). **\$2.88**

**Men's Talon Shu-Lok® Shoes** have easy-on, easy-off snap closure, composition soles, Goodyear welts! Sanitized! Black in sizes B (7 to 12), C, D (6½ to 12). **\$6.66**

**Boys' Talon Shu-Lok.** Sizes B, C, D (3 to 6). **\$5.55**

**Boys' Talon Shu-Lok.** Sizes B, C, D (12½ to 3), C, D (8½ to 12). **\$4**

**Women's Suede Ties** are first choice for sports. Whisper light soles and cushion crepe spring heels. A lively walker with plenty of style. Sizes AA (5 to 9), B (4½ to 9). **\$3**

**Baby's First High Shoes** are laboratory tested to protect your tiny walker, with softest leather, durable soles, best support. Sanitized, long wearing and finely constructed. White, brown in sizes 2 to 8. **\$2.33**



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We planned this event months and months in advance to give you everything but everything you like... in fit, in long wear, in style... at prices that beat even Penney's! And not the slightest concession has been made on quality!

These Penney shoes... like all Penney shoes... are made by top makers exclusively, because only the craftsmanship of experts can produce shoes that meet Penney standards. These shoes... like all Penney shoes... boast the finest in lasts, in patterns, in materials. These shoes... like all Penney shoes... are Sanitized to keep them hygienically clean and fresh! And because the best test of shoes is how they perform when you wear them...

samples of these shoes, like all Penney shoes, were laboratory-tested and pre-tested by "live" wearing tests before production!

But come in and try on a pair yourself! Our shoe department will fit you scientifically with the Brannock device. See how fine they feel. Compare Penney's prices. Compare the value. See why millions of smart American shoppers... North... East... South... West... keep coming back for more and more Penney shoes. There's no time like now when Penney's huge Coast-to-Coast Shoe Value Demonstration brings you our most fabulous values in over half a century!

**SHOP PENNEY'S...you'll live better, you'll save!**

## more basic facts about America's basic advertising medium ... the daily newspaper

For decades, newspapers' audited circulation has kept pace with the increasing number of U.S. households. Newspaper copy sales have more than doubled since 1920.

Growth, both of the Herald and News and of the Klamath country, has been more rapid of course. Herald and News circulation has doubled that of 1937.

### Herald and News

The daily newspaper is America's basic advertising medium because it is basic in the lives of its readers. Ever interesting, helpful, informative — it is welcomed as a friend of the family in homes everywhere. To sell these families your product or services, use the daily newspaper as your basic medium of advertising!