THE 1938 AGRICOLA

ADVERTISING
RUSSELVILLE CHAMBER OF COMMERCE

*  *  *

AN INSTITUTION FOR THE UPBUILDING of RUSSELVILLE AND POPE COUNTY

*  *  *

AT THE SERVICE OF THE PUBLIC AT ALL TIMES

*  *  *

Office Located on the Ground Floor of Masonic Temple

*  *  *

TELEPHONE 444
The Bank of Russellville

RUSSELVILLE, ARKANSAS

A Bank of Service and Safety

ESTABLISHED 1897

OFFICERS

A. J. Mathews________________________Chairman
Geo. S. Neal________________________President
R. L. Jenkins________________________Vice-President
L. M. Reed________________________Cashier
M. J. Hickey________________________Assistant Cashier
Genevieve Harmon____________________Bookkeeper
Hervie Hill__________________________Bookkeeper
Clarence Allison______________________Bookkeeper

*       *

Courteous Treatment Extended to Everybody

*       *

Deposits Insured By

THE FEDERAL DEPOSIT INSURANCE CORPORATION

Washington, D. C.

*       *

$5000—Maximum Insurance for Each Depositor—$5000
FOR REAL ENJOYMENT EAT

Purity Ice Cream

AND

Purity Butter

MADE IN RUSSELLVILLE

* * *

We Cater to Parties

* * *

Purity Ice Cream Co.
PEOPLES EXCHANGE BANK

RUSSELLVILLE, ARKANSAS

* * *

Capital $100,000.00

Jno. W. White ______________________________ President
L. B. McClure ____________________ Vice-President
E. C. Bradley _________________________ Cashier
C. E. Lemley ________________________ Assistant Cashier
J. M. Lewellyn ____________________________ Teller
A. M. Withers ______________ Bookkeeper
Hazel Gillispie ______________ Bookkeeper

* * *

Member of Federal Reserve System

Deposits Insured By
THE FEDERAL DEPOSIT INSURANCE CORPORATION
Washington, D. C.

* *

$5000—Maximum Insurance for Each Depositor—$5000
FRIENDSHIP...

THERE'S NOTHING OF AN EARTHLY NATURE MORE VALUABLE THAN FRIENDSHIP

* * *

Ice refrigeration is the friend of the entire family. It is an unfailing, unvarying guardian of food, flavor, weight and appearance, as well as bacteriological condition. Like all true friends ICE is willing and ready to give its life for you.

* * *

ARKANSAS-OKLAHOMA ICE CO.

MANUFACTURERS OF DISTILLED WATER ICE
RUSSELLVILLE PLUMBING & HEATING COMPANY

F. E. CAMPBELL, Prop.

* * *

SANITARY PLUMBING

AUTOMATIC WATER SYSTEM

Vapor, Steam, and Hot Water Systems

PHONE 282

* * *

113 East Main

Russellville, Ark.
READY-TO-WEAR

MILLINERY

HUNT-WAL-DEN INC
THE BEST AT POPULAR PRICES

RUSSELLVILLE'S LEADING
DEPARTMENT STORE

Supporting and Boosting Arkansas Tech

SHOES

HOSE

Compliments of

SMITH-GARDNER CLINIC

and

ST. MARY'S HOSPITAL

Russellville

Arkansas
Cowan-Goodwin Company
CLOTHING, SHOES, AND FURNISHINGS
"For Men and Young Men"

The Newest in Style . . .
The Best in Quality . . .

* * *
WE ARE EXPERTS AT TAILORING OF
SUITS—GARMENTS GUARANTEED

* * *
NUMEROUS SELECTIONS

* *
YOU WILL ALWAYS FIND A
WELCOME HERE

Make Our Store Your
Hangout

Compliments of

Ritz and New Theatres

"ALWAYS THE BEST IN ENTERTAINMENT"

* *

Henry A. Brownlee, City Manager

Russellville
Arkansas
Compliments of

THE NEW STORE
IN RUSSELLVILLE SINCE 1895

* * *

MEN'S AND LADIES' CLOTHING
HATS, SHOES AND DRY GOODS
OF ALL KINDS

S. A. WALKER
PRESCRIPTION DRUGGIST

"Prescription Compounding Our Specialty"

A full line of NATIONAL ADVERTISED DRUGS
and DRUG SUNDRIES

"King's Chocolates"

* * *

Russellville, Ark. Phone 57

Next to Bank of Russellville
COUNTY OFFICIALS

M. L. Turnbow ____________ County Judge
D. A. Bewley ____________ Sheriff and Collector
J. N. Alford ____________ County Clerk
J. T. Murphy ____________ County Treasurer
Reuben Chenowith ____________ Tax Assessor

* * *

DISTRICT OFFICIALS

A. B. Priddy ____________ Circuit Judge
Hays Gibson ____________ Circuit Clerk
Louis Robinson ____________ Prosecuting Attorney
J. B. Ward ____________ Chancellor Judge
Boyd Keathley ____________ Court Reporter

Burnett-Wyss Lumber Co.

Manufacturers of

YELLOW PINE LUMBER

Phone 196

RUSSELLVILLE, ARKANSAS
Good Equipment Makes a Good Farmer Better

Horse Drawn Machines        Power Farm Equipment

McCORMICK DEERING DEALERS
INTERNATIONAL TRUCKS

BLOUNT-BALDWIN COMPANY

CONWAY       RUSSELLVILLE      FORT SMITH

Substantial Saving on Your Fire Insurance

To Business Men and Home Owners:

Can You Afford to Pay 25 Per Cent More Than Your Competitors or Neighbors?

Discreet inquiry may reveal that your business associates, fellow club members, even your competitors, men whose judgment you esteem, have long carried their insurance in mutual companies. We do not ask you to blindly follow the judgment of these men but we do suggest that you give this subject of mutual insurance your careful consideration.

The aggregate business of Mutual Insurance Companies reaches a figure so gigantic we can scarcely comprehend it. Such a business must of necessity be founded upon the soundest of principles—must have earned public confidence. Those who seek additional information may do so freely, comfortable in the knowledge that their inquiry incurs no obligation.

MATHEWS INVESTMENT COMPANY, Inc.

RUSSELLVILLE, ARKANSAS

Masonic Temple Building    Telephone No. 67
Compliments of

CAUDLE and WHITE LAWYERS

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Russellville, Arkansas

CHIC HATS CO-ED DRESSES

CLAUSSNER HOSIERY

DAVIS
Fashion Shoppe

"We Show the Latest First"

BEAUTIFUL UNDIES

PRINTZESS COATS

Compliments of

GARDNER-PATE FUNERAL HOME

Arkansas Burial Society

Five Million Six Hundred Thousand Dollars Burial Protection

Russellville, Arkansas

Compliments of

SHINN & SON FUNERAL HOME

LADY ASSISTANT

Instant AMBULANCE SERVICE

319 South Commerce

PHONE 368

Russellville Arkansas
<table>
<thead>
<tr>
<th>WARD'S ICE CREAM</th>
<th>EAT SHIPLEY'S HOLSUM</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;For Pleasant Results Try WARD'S&quot;</td>
<td>BUTTEREG AND HONEY KRUSHED WHEAT BREAD</td>
</tr>
<tr>
<td>* *</td>
<td>* *</td>
</tr>
<tr>
<td>C. C. Ward, Manager</td>
<td>SHIPLEY BAKING COMPANY</td>
</tr>
<tr>
<td>Fort Smith, Arkansas</td>
<td>Fort Smith, Arkansas</td>
</tr>
</tbody>
</table>

Compliments of C H E E K Wholesale Grocer Co.

* *

Wholesalers of JACK SPRAT and DEL MONTE FOODS

* *

Atkins Arkansas

Ask Your Grocer for

Blue Mountain and Betsy Ross Canned Vegetables and Fruits

* Betsy Ross Coffee
* Betsy Ross Tea
* Peacock Flour
* Bird Brand Shortening

PLUNKETT - JARRELL & Co.

"All Over Arkansas"
<table>
<thead>
<tr>
<th>A. M. VAUGHT COMPANY</th>
<th>THE LEMINGS DRUGS and EVERYTHING Since 1900</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;THE STORE OF CORRECT FASHIONS AND BETTER GARMENTS&quot;</td>
<td>PHONE 24 &quot;The Rexall Store&quot;</td>
</tr>
<tr>
<td>Russellville, Arkansas</td>
<td>Russellville, Arkansas</td>
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<table>
<thead>
<tr>
<th>It's Smart To Wear Comfortable Shoes</th>
<th>LINK-WAY STORES COMPANY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friendly Five Florsheim Fortune SHOES FOR MEN</td>
<td>Everything in HARDWARE AND FURNITURE</td>
</tr>
<tr>
<td>Jacqueline Enna Jettick Paris Fashion SHOES FOR WOMEN</td>
<td>Russellville, Arkansas</td>
</tr>
<tr>
<td>WIDTHS AAAAA to EEE</td>
<td>Phone No. 8</td>
</tr>
<tr>
<td>Let Us Fit Your Feet THOMPSON Shoe Store</td>
<td>&quot;The Store of Economy&quot;</td>
</tr>
</tbody>
</table>
| A. M. VAUGHT COMPANY | THE LEMINGS DRUGS and EVERYTHING  
Since 1900  
PHONE 24  
“The Rexall Store”  
Russellville, Arkansas |
| --- | --- |
| “THE STORE OF CORRECT FASHIONS AND BETTER GARMENTS”  
Russellville, Arkansas |  |
| It’s Smart To Wear Comfortable Shoes  
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SHOES FOR MEN  
Jacqueline Enna Jetick Paris Fashion  
SHOES FOR WOMEN  
WIDTHS AAAAA to EEE  
Let Us Fit Your Feet  
THOMPSON Shoe Store | LINK-WAY STORES COMPANY  
Everything in HARDWARE AND FURNITURE  
Russellville, Arkansas  
Phone No. 8  “The Store of Economy” |
COMPLIMENTS OF
CASKEY & SONS HARDWARE COMPANY
HARDWARE . . . UNDERTAKER
Instant Ambulance Service
DES ARC ARKANSAS

Let 30 Years of Experience
BE YOUR GUIDE IN BUYING
HOME FURNISHINGS SAFELY
GIVE US AN OPPORTUNITY TO SERVE YOU
MERRITT FURNITURE STORES
RUSSELVILLE ARKANSAS

COMPLIMENTS OF
GEORGE H. MATHER
5224 "T" Street, Little Rock Arkansas
—Representative of—
Vestal Chemical Laboratories, Inc.
ST. LOUIS, MISSOURI

SANDUSKY HEADING COMPANY, INC.
MANUFACTURERS OF
TIGHT BARREL STAVES AND HEADING
FULL DRESSED BEER STAVES
RUSSELVILLE ARKANSAS
TRIBUNE PRINTING COMPANY
PUBLISHERS OF WEEKLY TRIBUNE
and
COMMERCIAL PRINTING
The Printers of the BIGGER and BETTER ARKA-TECH
RUSSELLVILLE ARKANSAS

DRINK

Coca-Cola
THE PAUSE THAT REFRESHES

HARDWARE

R. F. ROYS
"HARDWARE SINCE 1873"
Russellville

PAINT

KREBS BROTHERS SUPPLY COMPANY
Complete Equipment For Hotels, Restaurants, Clubs, Hospitals and Institutions
CHINA - GLASS - SILVER - KITCHEN EQUIPMENT AND UTENSILS
JANITOR SUPPLIES - PAPER GOODS - PAINT - SPORTING GOODS
413-15 West Capitol Ave. Little Rock, Ark.
<table>
<thead>
<tr>
<th>A. J. Bowden</th>
<th>Woody's Cafe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cleaner</td>
<td>IT DELIGHTS US TO SERVE YOU, TECH</td>
</tr>
<tr>
<td>PHONE 182</td>
<td>Russellville</td>
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<td></td>
<td>Arkansas</td>
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<thead>
<tr>
<th>COMPLIMENTS OF</th>
<th>Faulkner's Jewelry Gift Shop</th>
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<tbody>
<tr>
<td>Treadway Electric Co., Inc.</td>
<td>REGISTERED OPTICIANS</td>
</tr>
<tr>
<td>ELECTRICAL SUPPLIES</td>
<td>214 WEST MAIN STREET</td>
</tr>
<tr>
<td>&quot;Arkansas' First Electrical Jobber&quot;</td>
<td></td>
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<tr>
<td>206-210 Scott Street</td>
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<tr>
<td>LITTLE ROCK</td>
<td>ARKANSAS</td>
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<tr>
<th>Little Model Cafe</th>
<th>Brooks Hamilton Insurance</th>
</tr>
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<tbody>
<tr>
<td>For Food That Satisfies</td>
<td>121 SOUTH COMMERCE</td>
</tr>
<tr>
<td>Best Coffee on Earth or Anywhere Else</td>
<td></td>
</tr>
<tr>
<td>Buford Smith, Prop.</td>
<td>RUSSELLVILLE</td>
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<td>ARKANSAS</td>
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<thead>
<tr>
<th>Fred C. Burnett &amp; Son Agency</th>
<th>We Have a Complete Line of School Supplies for All Students</th>
</tr>
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<tbody>
<tr>
<td>Agency</td>
<td>Sterling Store</td>
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<tr>
<td>Dependable Insurance of All Kinds</td>
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<tr>
<td>REAL ESTATE - LOANS</td>
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<tr>
<td>Pearson Hotel Bldg.</td>
<td>Phone 78</td>
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<tr>
<th>Russellville Steam Laundry</th>
<th>Jackson-Lemley Chevrolet Company</th>
</tr>
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<tbody>
<tr>
<td>WE MAKE SPECIAL RATES TO THE TECH STUDENTS</td>
<td>For Economical Transportation CHEVROLET</td>
</tr>
<tr>
<td>Floyd Ragsdale, Prop.</td>
<td>Sales—Service</td>
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<tr>
<td>Russellville</td>
<td>Arkansas</td>
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<td>Company Name</td>
<td>Address</td>
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</tr>
<tr>
<td>Smith’s Cafe</td>
<td>Headquarters for Tech Students</td>
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<tr>
<td>When in Town</td>
<td>W. W. SMITH, Manager</td>
</tr>
<tr>
<td>Russellville Arkansas</td>
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<tr>
<td>Tom L. Spaulding</td>
<td>AThetic Goods Co., Inc.</td>
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<td>WE CARRY ALL NATIONALLY ADVERTISED LINES</td>
</tr>
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<td></td>
<td>409 Main Street</td>
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<td>LITTLE ROCK ARKANSAS</td>
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<td>Taylor, The Florist</td>
<td>MRS. W. V. TAYLOR, Prop.</td>
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<td>FLORAL DESIGNS</td>
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<td>CUT FLOWERS</td>
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<td>Russellville Arkansas</td>
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<td>Croom Brothers</td>
<td>&quot;The Store of Values&quot;</td>
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<td>Pete Vaughn, Mgr.</td>
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<td>Russellville Arkansas</td>
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<td>COMPLIMENTS OF</td>
<td>Russellville Sheet Metal Co.</td>
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<tr>
<td>Smith Shoe Shop</td>
<td>ALL AROUND SHOE REPAIRERS</td>
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<tr>
<td>Same Location 22 Years</td>
<td>Back of Bank of Russellville</td>
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<tr>
<td>Russellville Arkansas</td>
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<tr>
<td>Underwood Typewriters</td>
<td>J. R. Morris</td>
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<td></td>
<td>Factory Representative</td>
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<tr>
<td></td>
<td>USED MACHINES</td>
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<td></td>
<td>BOUGHT - SOLD - RENTED</td>
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<td></td>
<td>121 So. Commerce</td>
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<tr>
<td>COMPLIMENTS OF</td>
<td>Western Auto Associate Store</td>
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<td>BRING YOUR TROUBLES TO</td>
<td>Berry The Tailor</td>
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<tr>
<td></td>
<td>&quot;Over Little Model Cafe&quot;</td>
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Royal Typewriters
R. C. Allen Adding Machines
The Office Supply
H. D. Coffee
Prop.
Russellville, Arkansas

Mays Brothers
Dealers in
General Electric - Kelvinators
Philco and Zenith Radios
Russellville Arkansas

Nu-Bake Shop
Cakes and Pastries
"Pleasing Tech Students
Our Specialty"
Russellville Arkansas

Dale's Barber Shop
Service With a Smile
Welcome Tech Students
Back of Bank of Russellville
Russellville Arkansas

Roy's Cafe and Sandwich Shop
ADJOINING TECH CAMPUS
We Serve Only the Best in Eats
Plus Courteous Service
Russellville Arkansas

McAlister Shoe Store
Russellville Arkansas

Campbell's Drug Store
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T. C. Campbell, Prop.
Russellville Arkansas

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50c PER MONTH
More Tech News and More Home News
Than Any Other Paper at Any Price
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Russellville Arkansas

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CLEANER
Phone 21
Russellville Arkansas

Odorless Cleaners
and Tailors
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SCHOOL SUPPLIES
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SANDWICHES
COLD DRINKS
CONFECTIONS

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and Student Budget-Minded Prices

JIM TUCKER, Manager

Specializing in Yearbooks, Diplomas, Invitations,
School Forms, Class Record Books,
Ruled Forms, Binding

Russellville Printing Co.

Russellville, Arkansas.
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applying to yearbook problems the same sound principles the architect uses
working in cooperation with photographer, printer, and cover manufacturer
to the benefit of the staff.

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