

LOCAL—EASTLAND—SOCIAL

OFFICE 601 TELEPHONES RESIDENCE 288

Beethoven Group Names Its Officers:

The Beethoven Jr., Music Club met recently with Mrs. A. F. Taylor, the session being called to order by the president, Anna Jane Taylor.

A report of the last meeting was given by Johnnie Lou Hart.

Officers for the coming year were elected: President, Ruby Lee Fritchard; Vice President, Johnnie Lou Hart; Secretary, Emalee Hart; Pianist, Jocile Coffman; Critic, Irene Reik; Treasurer, Annie Jane Taylor and Reporter, Velma Baggett.

A piano solo was given by Lavon Bowden, "Surf riding," and Jocile Coffman played "Edelweiss Glide."

Refreshments of pink and white brick ice cream and cookies were served to Misses Irene Reik, Jocile Coffman, Johnnie Lou Hart, Vern Ella Allison, Martha Neel Warden, Emalee Hart, Velma

Baggett, Bula Mae Herndon, Lavon Bowden, Homer Meek, Anna Jane Taylor, Betty Joe Beskow, L. Y. Morris, and the teacher hostess, Mrs. A. F. Taylor.

The next meeting will be with Johnnie Lou and Emalee Hart on Wednesday, October 6. Program will be on German composers and music.

Mrs. Searls Entertains Bridge and Tea:

On Thursday afternoon Mrs. Robert Searls entertained friends with bridge. Five tables were arranged for players and one extra for guests coming in at close of games for refreshments. Low bowls of roses throughout the rooms indicated the warmth of hospitality of the gracious hostess.

High score went to Mrs. Hubert Jones, second high to Miss Roberta Kinnard, cut for all to Mrs. Roy E. Townsend. Luscious tomatoes stuffed with chicken salad

on lettuce leaf, rolled cheese sandwiches, wafers and mints and iced tea completed the refreshment course.

Those attending: Miss Roberta Kinnard, Mmes. W. C. Campbell, Grady Pipkin, James Pipkin, Morris Kensler, Tom Flack, R. N. Wilson, Jack Frost, Turner Collier, John D. Harvey, F. M. Kenny, Donald Kinnard, Roy E. Townsend, Hubert Jones, Art Johnson, Allen Dabney, W. B. Pickens, P. L. Crossley, J. F. Collins, W. P. Leslie, Carl Springer, Dan Childress, B. W. Patterson, W. S. Poe and Mrs. A. G. Tuttle of Cisco.

West Ward School P.-T. A. Opens New Year:

The Parent-Teacher association of West ward school opened their new year of study and co-operation programs, on Tuesday of last week. The new officers took their places; the President, Mrs. Guy Patterson, and Mmes. Hollis Bennett, A. J. Treadwell, W. F. Davenport, in their respective roles. The chairmen of committees were presented in: Finance, Mmes. W. E. Brashier and Ed T. Cox Jr.; Membership, Mrs. H. Hassell; Health, Mrs. John Turner; Pro-

gram, Mrs. K. K. McElroy; Hospitality, Mrs. H. Hague and reporter, Mrs. Karl Page.

The president's address of welcome was followed by reports of officers. Dues were set at 25 cents per person, per year. Short talks of proposed P.-T. A. activities were made by the committee chairmen. The room attendance prize of \$2.00 was awarded Mrs. McElroy, who conducted the program, presenting, Mrs. John Turner in address, "Health of School Children." She closed with statement, she is compiling a library on ailments of children, which she will place in the West ward school library.

Mrs. W. F. Davenport discussed "Infantile Paralysis," and program closed with ensemble singing, "School Days," with Mrs. Herring school principal at piano. Punch and cakes were served from a lace laid table, by Mrs. Hague and Mrs. L. V. Simmonds.

Those present: Mrs. Henry Calboway, Mrs. L. D. Ripley, Mrs. Lee Bishop, Mrs. Jack Settles, Mrs. Harley Fox, Mrs. Ruel Ellis, Mrs. Aubrey Van Hoy, Mrs. B. G. Blair, Mrs. D. P. Richardson, Mrs. V. O. Hatcher,

Mrs. Harry Sone, Mrs. Guy Womack, Mrs. H. Hassell, Mrs. Nobel Harkrider, Mrs. Jess Richardson, Mrs. W. E. Brashier, Mrs. W. F. Davenport, Mrs. A. J. Treadwell, Mrs. Robert Searles, Mrs. T. L. Amis, Mrs. Joe Coffman, Mrs. Hollis Bennett, Mrs. Oba Red, Mrs. K. K. McElroy, Mrs. Ed T. Cox, Jr., Mrs. Herman Hague, Mrs. L. V. Simmonds, Mrs. John Turner, Mrs. J. C. Allison, Mrs. Geo. Hipp, Mrs. Guy Sherrill, Mrs. W. B. Pickens, Mrs. Ray Hardwick, Mrs. Ruth Poe Herring, Mrs. K. F. Page, Mrs. Guy Patterson, Miss Nettie Thornton, Mrs. Jo Kindred.

Ladies Auxiliary To Plan Banquet:

The Annual Banquet tendered by the Ladies Auxiliary of Firemen Association to the Firemen and their wives, and the City Council and their wives, will be planned for at the coming Auxiliary meeting at 7:30 p. m., in the club room of City Hall, on next Tuesday, so announces the Auxiliary President, Mrs. Johnnie Hart. The date for banquet has been set for Friday, October 1, at the City Hall. The Auxiliary lists

twenty-three active members. Committees will be appointed to arrange for the various features of the banquet, and the program. All members are urged to attend Tuesday night's session.

Ray Technicians Met Saturday Night:

The Abilene Society of X-ray Technicians, and a few friends of this district attended chicken barbecue at Dr. Caton's farm on Saturday evening at 7:30. About 50 guests were expected from the following towns, Abilene, Breckenridge, Cisco, Lubbock, Brownwood, Dallas, San Angelo Sanatorium; Hamlin, Sweetwater and Eastland.

New Sub Deb Club Meets:

The Sub Deb Club met with Dorothy Perkins Saturday afternoon. Louise Davis, president, presided over the business meeting during which plans were made for fall activities. Hot chocolate with whipped cream, open face sandwiches and cookies were served to Fannie Pitzer, Glenna Johnson, Louise Davis, Nancy Seaberry, Betty Hyer, Annette Bender and the hostess.

Goatz-Karkalits Wedding at Tyler:

Miss Margaret Goatz of Tyler and Mr. Jules F. Karkalits of Sherman were united in marriage Sunday evening in a 7 o'clock ceremony at the First Baptist church at Tyler, Texas.

Out-of-town guests included Louise Karkalits and Miss Roberta Kinnard of Eastland, and Mr. and Mrs. C. S. Karkalits of Eastland, parents of the groom.

South Ward School P.-T. A. To Assemble Tuesday:

The Parent-Teacher association of South ward school, will open their 1937-38 season of study and school co-operation, next Tuesday at 3:30 p. m., in the school cafeteria. The new officers will take their places, the personnel presenting Mrs. M. B. Griffin, president of association; Mrs. J. Frank Sparks, first vice president; Mrs. Cecil Lotlif, second vice president; Mrs. E. L. Everett, secretary; Mrs. C. W. Hoffmann, treasurer; Mrs. O. L. Hooper, hospitality chairman and Mrs. C. A. Horn, membership chairman. The local organization was federated in September, 1920 in the First District Texas P.-T. A.

Past Presidents

- Mrs. J. F. Little, 1920-21-22-23; Mrs. J. M. Weaver, 1923-24-25; Mrs. George Davidson, 1925-26; Mrs. H. O. Satterwhite, 1926-27; Mrs. LeRoy Arnold, 1927-28-29; Mrs. R. C. Ferguson, 1929-30; Mrs. J. L. Cottingham, 1930-31;

(Continued on page 3)

Congratulations

TO THE Texas Coca-Cola Bottling

On Their New Eastland Plant

And Welcome to All Employees and their Families to Eastland!



DEE HIGH

Paints All The Coca-Cola Signs FOR ALL ARTISTIC SIGN WORK, SEE DEE HIGH

Congratulations

TO THE Texas Coca-Cola Bottling

On Their New Eastland Plant

And Welcome to All Employees and their Families to Eastland!



THE TEXAS COMPANY D. S. HOOD, DISTRIBUTOR DEALERS:

- C. T. Lucas, Earl E. Weathersby, R. M. Tierce, Mrs. L. M. Horn

Reddy Kilowatt is in the Coca-Cola Business



Reddy Kilowatt is one of the most important members of the operating personnel of the new Coca-Cola plant in Eastland—he has a dozen or so jobs to do and he does them all efficiently and his wages are astonishingly low.

Reddy is doing the same kind of a job in every other business establishment and home — his tasks are legion and in many he must be on duty twenty-four hours a day, every day in the year. He runs factories, furnishes light and power for office buildings, does a hundred and one things in the home and in general makes himself extremely useful wherever he is put to work.

Put him to work in your home or business — he will do the same kind of a job for you.

Texas Electric Service Co.

CONGRATULATIONS

TO THE Texas Coca-Cola Bottling Company ON THEIR NEW EASTLAND PLANT



And Welcome to all Employees and their Families to Eastland!

We Greet You and are glad to have you here with us!



We're proud of the opportunity to furnish building materials for the beautiful plant.

HIGGINBOTHAM - BARTLETT COMPANY West Main EASTLAND Phone 111

CONGRATULATIONS

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**Texas Coca-Cola
Bottling Company**
ON THEIR NEW EASTLAND PLANT!



★
And
Welcome
to all
Employees
and their
Families to
Eastland!



We Greet
You and
are glad
to have
you here
with us!

★
CHEVROLET SALES AND SERVICE
HARVEY CHEVROLET COMPANY
East Main Street, Eastland

Local-Eastland-Social

(Continued from page 2.)

Mrs. J. W. Armstrong, 1931-32; Mrs. L. Y. Morris, 1932-33; Mrs. C. W. Hoffmann, 1933-34; Mrs. J. F. Sparks, 1934-35; Mrs. Guy Patterson, 1935-36; Mrs. Johnnie Hart, 1936-37.

Sunday School Class Entertained

Mrs. W. A. Martin was hostess to her Sunday School class at her home on Friday evening at seven thirty. Games, included an exciting "Murder" mystery to be solved, occupied the young guests. Miniature corsages were plate favors, and the class presented Mrs. Martin with a talisman rose corsage. Open-faced pineapples, cheese sandwiches, cookies, candy and ginger ale were served to the guests. Mary Fay Beskow, Betty Wiggand, Betty Hyer, Nannette Tanner, Mava Lou Crossley, Dorothy Perkins, Glenna Johnson and the hostess.

Mrs. Martin presented each girl with an autograph album, each containing a Memory Verse appropriate to the girl receiving it.

Mother-Teacher Club Called To Meet Sept. 29th

Mrs. Beula B. Connelley, president of the Mother-Teacher club of Eastland High School, has issued a call for an organization meeting Wednesday, September 29, at 4 p. m., at the High School. Election of officers will be held at that time. All patrons interested in the school are urged by Mrs. Connelley, to attend this important session.

Mrs. Chalker Presides For Home Makers

Mrs. R. W. Chalker, presided over the Home Makers Class, Baptist church school at its meeting last week.

Mrs. W. G. Womack opened with prayer. The report was given by Mrs. Earl Weathersby and Mrs. Joe Blankenship was welcomed as a guest.

The devotional was given by Mrs. Henry Simms. It was followed by the lesson, "My part in making up the nations mind, Deuteronomy 11."

Personnel: Mmes. R. W. Chalker, W. G. Womack, J. J. Bowen, D. S. Hunt, Fred Redus, H. W. Simms, Artie Liles, G. W. Jackson, O. M. Reed, Earl Weathersby, Mrs. VanHay and visitor, Mrs. Joe Blankenship.

Sub Debs Plan For Park Picnic

The Sub Deb club met Wednesday afternoon of last week when

members planned for a picnic at the city park. Each member invited a guest.

Refreshments of sandwiches, potato flakes, pickles, olives and ice tea was served to Misses Louise Davis, Dorothy Perkins, Betty Hyer, Nancy Pitzer, and Glenna Johnson. Guest: Misses Elizabeth Wiegand, Frankle Mae Pierce, Amy P'Pool, Mava Lou Crossley, Beverly June Smith, Margie Lou Horne and Laura Lee Herring.

The Delphian Club Entertains With Luncheon

The Delphian club opened the 1937-38 year's work on Thursday with a delightful luncheon at 1 p. m., in club house assembly room. Mrs. J. Leroy Arnold, the president, presided as toastmistress.

The invocation was offered by Mrs. Iola Mitchell, general chairman of the entertainment.

Club colors, black and gold, were developed in the center floral arrangement of variegated yellow flowers in long, low black bowl, the compliment of Mrs. P. L. Parker, who afterward presented the lovely flowers to the honor guest, Mrs. Wigger Noles, guest of her sister, Mrs. Arnold, the club president. Coffee was demonstrated and graciously served by Mrs. Bill Burton.

Officers who took their places were: Mrs. Arnold, president; Mrs. W. F. Davenport, vice president; Mrs. L. C. Brown, secretary; Mrs. L. Marvin Hood, treasurer; Mrs. N. N. Rosenquest, critic; Mrs. Frank Crowell, parliamentarian, and Mrs. Iola Mitchell, social chairman. Others present: Mmes. John Harrison, J. W. LaMunyon, George Hipp, J. F. McWilliams, Ora B. Jones, Geo. E. Cross, Roy L. Young; Misses Mabel Hart, Sallie Mims, guests, Mmes. Wiggerhus and Bill Burton.

The year's course of study has for general theme, "Topics of the Day." The year book committee, Mmes. Rosenquest, L. C. Brown, Iola Mitchell and W. F. Davenport, have arranged most interesting programs for the alternating Thursdays of the club meeting opened in community club house at 2:30 p. m., with next meeting on October 7, when the subject will be "Successful Programs."

PERSONAL

Mr. and Mrs. O. E. Harvey have returned from a vacation in Old Mexico.

Mrs. W. F. Page of Winfield, Kansas, arrived Wednesday to visit her son and wife, Mr. and Mrs. Karl Page.

Today, Sunday, is promotion day in the Methodist church

(Continued on page 4)

CONGRATULATIONS

TO THE
**Texas Coca-Cola
Bottling Company**
ON THEIR NEW EASTLAND PLANT!



★
And
Welcome
to all
Employees
and their
Families to
Eastland!



We Greet
You and
are glad
to have
you here
with us!

★
CITY OF EASTLAND

CONGRATULATIONS AND BEST WISHES

TO THE TEXAS COCA-COLA BOTTLING CO.

ON THEIR

NEW EASTLAND PLANT

FROM

THE MANUFACTURERS OF THE FINEST FRUIT
JUICE FLAVORS AND EXTRACTS IN AMERICA!

PENRITH AKERS MFG. CO.

Minneapolis, Minnesota

CONGRATULATIONS TEXAS COCA-COLA BOTTLING COMPANY ON YOUR EASTLAND PLANT

Congratulations, too, on using

DIVERSEY RELION



... the most efficient cleanser and sterilizer known to chemical science for washing bottles. Sparkling clean, sterile bottles not only protect the health of your patrons but guard the refreshing flavor of your product that everyone enjoys so heartily.

THE DIVERSEY CORPORATION
CHICAGO, ILLINOIS

Eastland Personal

(Continued from Page 3)

hood. The ceremonial service for young people and other form-features of the program will be at 11 a. m. the usual church service hour.

Joseph M. Perkins returned Friday from a short trip and is home for a few days, visiting with his family. Mr. and Mrs. W. B. Bevette of Fort Worth, who visited Carlsbad Cavern on their vacation tour of Mexico, and

have been visiting her mother, Mrs. J. M. Peckins and brother, Robert, leave soon for their home. Mr. W. F. Searight of Austin, is visiting Mrs. Beula B. Connelley, who is expecting Mrs. Scott Key of Santa Fe, New Mexico, who will arrive Tuesday for several days' visit with Mrs. Connelley and other close friends.

Mr. and Mrs. Keith Beyette left Saturday morning for Fort Worth, following their visit to her parents, Mr. and Mrs. Joseph M. Jenkins.

Misses Evelyn and Mabel Halbert were luncheon guests of

What It Takes To Win A Place In The Movie World At Hollywood

"Be made up on the set at 9 a. m." Not an individual with even the slightest ambition for a screen career wouldn't welcome those words typed on a "call" sheet.

But how many know the significance of being "made up and on the set" by 9 a. m. or any other time? Few, because only the individual who must get up at six o'clock to get made up and on the set ready to "shoot" by nine knows just how much goes into the business of getting "made up."

A star may have a dresser and a makeup artist assigned to him or to her exclusively but even a star can get no more attention in the

matter of makeup than is lavished on the lowly extra. The camera is no respecter of persons and the makeup must be applied just as carefully upon the lowly face as it is upon the blooded princes and princesses of the screen. And so practically every person to appear upon the screen is made up by an expert.

The expert knows just exactly the right makeup to use with what film is being used. Perhaps a certain featured player must have a certain shading in makeup because of certain effects desired. How this player looks in relation to the others in the same scene must be considered and so, willy-nilly, all the other players must be made up in harmony. The makeup department is an important one—and an expensive one.

The Metro-Goldwyn-Mayer studios, being no different than the rest in this respect, naturally maintain an extremely expensive staff of makeup artists who make up every person who appears before a camera. And this applies with equal force to all who are given screen tests. More, the rule will apply to the seventy-five Texans who will be given screen tests by Metro-Goldwyn-Mayer in Ft. Worth, Dallas, Houston and San Antonio during the month of October when extensive screen tests will be given to audition selections to be sent in to them from all over the state.

Metro-Goldwyn-Mayer, in an intensive search for talent throughout the state, has assigned one of its best makeup artists to the special test crew and upon this person will rest the responsibility of making up each of the seventy-five tested so that the best features of each will be enhanced, and the worst hidden.

The test selections will be made up from auditions conducted in Interstate-Texas Consolidated Theatres throughout the state and in the vicinity of Albuquerque, N. M.

Each town will conduct auditions for the purpose of selecting the most promising material and will send one contender for future screen fame to one of the four test cities. Here complete screen tests will be made and the tests will be sent to the Metro-Goldwyn-Mayer studio where executives and talent scouts will study them for possibilities.

From among the 75 so tested four will be selected in Dallas and sent direct to the MGM studios in Culver City, Calif., for further studio tests, with all traveling and living expenses paid.

The local auditions to be conducted for the purpose of finding one person to send to Fort Worth for a screen test will take place at the Connelley theatre on Oct. 6, and 7.

The auditions are open to all residents of Eastland between ages of 16 and 28, excepting employees of Metro-Goldwyn-Mayer and Interstate-Texas Consolidated Theatres, or anyone who has had screen credits in a nationally distributed motion picture. Persons with professional stage or radio experience are not barred, however.

Weather Signs Are Crossed by Nature

By United Press DALLAS, Texas—Nobility predicts coming weather in Texas, where even the best signs fail.

Pet deer near Clarendon, Tex., are putting on a new winter coat, 30 days ahead of time. Texans started to prepare for an early winter.

Then Tom McDougal, Bonham, Texas, newspaper man, noticed a flock of geese flying south. McDougal recalled the old Indian weather prophets.

"We'll have a late autumn, he informed his readers."

Congratulations
TO THE
Texas Coca-Cola Bottling Co

On Their New
Eastland Plant



And Welcome to
All Employees
and their Families
to Eastland!

KIMBRELL HARDWARE CO.
South Side Square

Congratulations
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Texas Coca-Cola Bottling Co

On Their New
Eastland Plant



And Welcome to
All Employees
and their Families
to Eastland!

MILLERS' VARIETY STORE
5c — 10c — 25c
West Side Square Eastland

CONGRATULATIONS TO THE
TEXAS COCA-COLA
BOTTLING CO.

AND A LITTLE ABOUT US

We don't take our hat off to nobody when it comes to Barbecue—whether chicken, beef, pork or what you will you have. You'll always find it here—a beautiful place to come to.

ROOT'S' BAR-B-Q PIT
WEST MAIN In the Heart of EASTLAND

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MICKLE HARDWARE & FURNITURE CO.
400-402-406 West Main Street
Eastland, Texas

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GASOLINE — OIL
BROWN-NAYLOR DISTRIBUTORS

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J. E. LEWIS, Jr.
Distributor
MARATHON GAS AND OIL
Next Time Fill Up With "Marathon!"

CONGRATULATIONS
Texas Coca-Cola Bottling Co.
On Their Eastland Plant

IT'S OUR BANK BECAUSE IT'S...
FRIENDLY



Its policy of friendliness is one reason why few clients of our bank have ever changed accounts. In every department, friendly advice is offered for every client's financial problem, a friendly solution is available.

IT'S MY BANK BECAUSE IT'S...
MODERN



Modern women appreciate today's banking services. Checking accounts give them protection and control over expenditures and aid in sound household management and simplify budgeting for future home improvements.

IT'S MY BANK BECAUSE IT'S...
CONVENIENT



The convenience of complete banking service is appreciated by most of our clients. Whether they are served as individuals or as representatives of a business, they enjoy the convenience of a good banking connection, at home and abroad.

SAVE MONEY ----- WHEN YOU SEND MONEY!

We feel sure that you, as a depositor, are interested in realizing all of the benefits to be gained from your most pleasant relations with this banking house. We would therefore like to call to your attention one of the services offered by the bank which may have been overlooked by you.

Many business houses request that payment on purchases, etc., be made by draft (which is a Cashier's Check) or by Post Office Money Order. We wish to call your attention to the convenience of obtaining Cashier's Checks from this bank . . . at a saving . . . COME IN AND WE'LL TELL YOU ABOUT IT.

EASTLAND NATIONAL BANK




NS TO THE
A-COLA
CO.

OUT US

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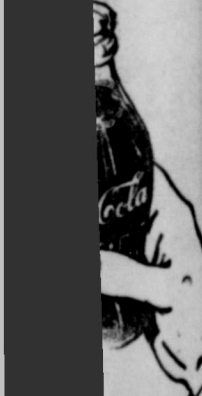


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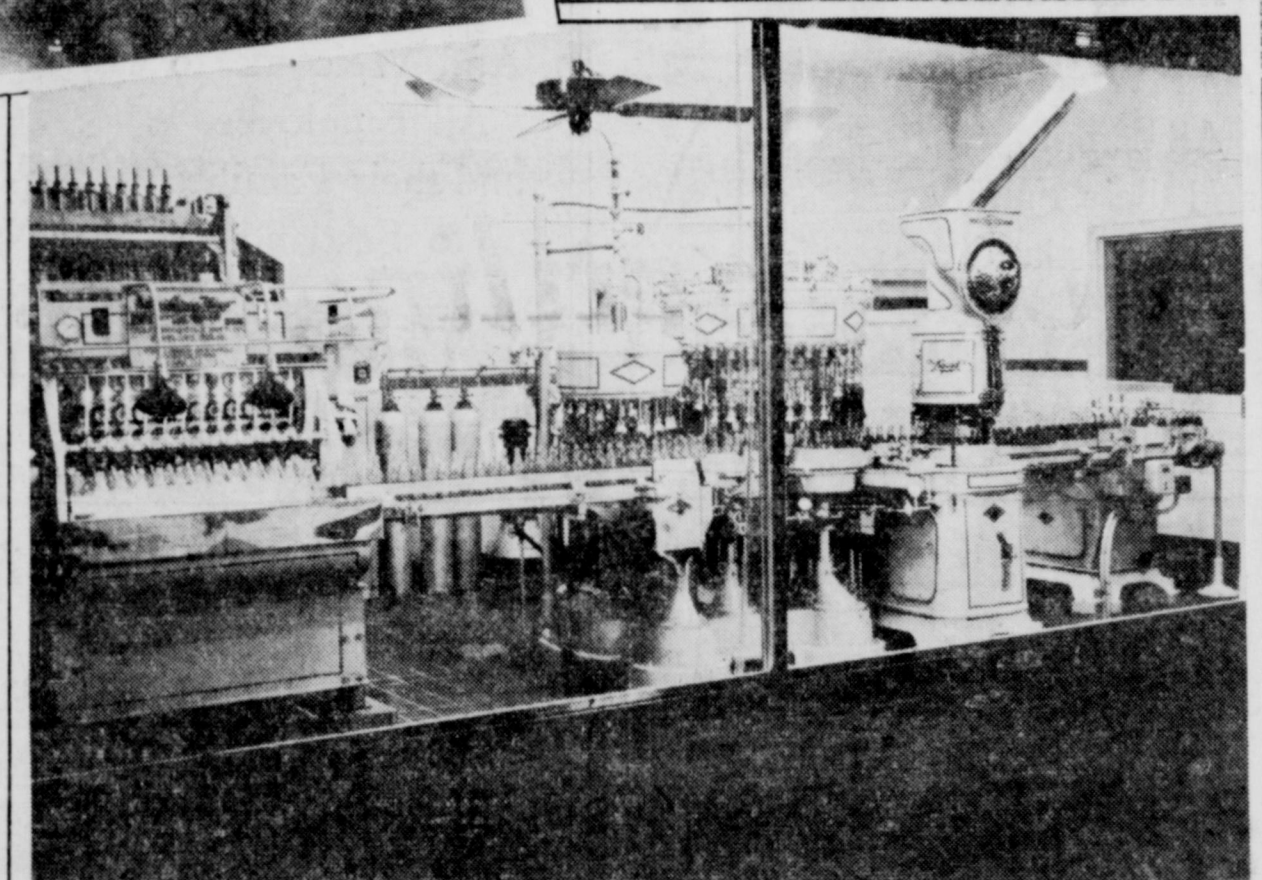
ND OIL
athon!

Interior Views of New Eastland Plant Texas Coca Cola Bottling Co.



SALES ROOM

SYRUP ROOM



BOTTLING ROOM



OFFICE

STOCK ROOM

Vendo Is Maker Of "Self Server"

Vendo Sales company, Inc., Kansas City, Mo., is another of the out-of-town manufacturers

congratulating the Texas Coca-Cola Bottling company, Inc., upon the opening of its new Eastland plant.

The company's dispenser is described as "the most practical coin control dispenser ever offered Coca-Cola bottlers." The dispenser uses the cracked ice meth-

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And Welcome to
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HENRY V. DAVENPORT

Commissioner . . . Precinct 1 . . . Eastland County

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CROWELL LUMBER CO.

West Main

Eastland

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HOFFMANN & PAGE

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GUY SHERRILL

ELECTRICAL CONTRACTOR
Did All Electric Wiring on the New Coca-Cola plant.

BUCKAROOS WIN 67 TO 0 OVER THE BULLDOGS

The Breckenridge Buckaroos defeated the Ranger Bulldogs in the first conference game for both teams at Breckenridge Friday night by a score of 67 to 0.

The Buckaroos started their touchdown parade in the first minute of the play when Hogan, fleet Buckaroo back, raced over right tackle for 30 yards and a score and Bagwell kicked goal.

The same procedure with the same two participating, was repeated before the quarter ended.

In the second quarter, White, who went into the Breckenridge backfield as a substitute tallied from the five yard line and Hamil followed with a similar run to make the score 27 to 0.

In the second half Ranger started passing, with disastrous results, the first pass being inter-

cepted by Hogan and raced back for a touchdown and White, not to be outdone added two more to his rapidly growing string of trips to the goal line.

Ranger again started passing with the same results, Hogan intercepted for a touchdown and Coach Eek Curtis of the Buckaroos sent in his second string as the quarter ended.

The last two Breckenridge touchdowns were made by Hamil, and who plunged over from the four and Hogan, who made a similar run after a Ranger punt had been blocked.

In spite of the 67 to 0 defeat on the defense than on the offense, with Briley at left half stopping most of the plays in the last half and Byers, Hargraves, Hall and Ames doing good work in the line and McKelvin stopping line plays as a linebacker.

Experience, man power, drive, speed and aggressiveness told heavily against the Bulldogs, who could not get their plays started properly throughout the evening.

Boney, who started at full, sustained a knee injury that is expected to keep him out of the game for two weeks and Smoot sustained a slight injury that will not prevent him from playing in the Abilene game.

Anderson, who played at full against Strawn, was shifted to tackle in the latter part of the game and showed improved form, this being the second game in which he had participated.

Olden Wins Over Pioneer By 37-0 In First Contest

The Olden Hornets opened their conference Friday with a 37-0 victory over Pioneer. This was the most impressive win that the Hornets have ever had.

The weather was more like baseball than football, but it didn't stop the running and plunging of the Hornet backs. A couple of touchdowns were uncovered in Norton and Holt, the former scoring three times with runs of 60 yards, 30 yards and 25 yards.

Holt also scored three touchdowns with runs of 40 yards, 25 yards and 15 yards.

Rex Howell played the best game of his career with a fine exhibition of line plunging and blocking. James Hendricks played his first game looking very good on punt returns.

Charles Hunter also playing his first game looked good at end. Ray Howell tackle, played his best game in two years and Jiggs Fowler stopped everything that came his way at end.

The Hornets play their first home game Friday with Scranton. Starting lineup:
Ends—Fowler and Hunter.
Tackles—Ray Howell and R. C. Howell.

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CHRISTIAN SCIENCE SERVICES

Sunday School, 9:45 a. m.
Morning worship, 11 a. m.
Wednesday, testimonial service, 8 p. m.

Public cordially invited.
"Reality" is the subject of the Lesson-Sermon which will be read in all Churches of Christ, Scientist on Sunday, September 26.

The Golden Text is: "For ever, O Lord, thy word is settled in heaven" (Psalms 119:89.)

Among the citations which comprise the Lesson-Sermon is the following from the Bible: "Thus saith the Lord the King of Israel, and his redeemer the Lord of hosts; I am the first, and I am the last; and beside me there is no God" (Isaiah 44:6).

The Lesson-Sermon includes also the following passage from the Christian Science textbook, "Science and Health with Key to the Scriptures" by Mary Baker Eddy: "The Scriptures imply that God is All-in-all. From this it follows that nothing possesses reality nor existence except the di-

HARBORMASTER TRAVELS FAR

By United Press
CLEVELAND — Capt. Dan Henderson, Cleveland harbormaster for 27 years, estimates, he has traveled more than 67,500

Guards—Langston and Eakin.
Center—Fox.
Back—Rex Howell, Norton, Holt and Hendricks.

miles along the Lake Erie water-front and up and down the Cuyahoga River, which the city's industries

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PARKER FLORAL S

Green and White

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All Employees
and their Families
to Eastland!



L. J. LAMBERT

That Good Gulf Gasoline and Gulf
South Seaman Street, Corner Patton

Congratulations

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Eastland Plant

And Welcome to
All Employees
and their Families
to Eastland!



HAL JACKSON

Distributor
MAGNOLIA PRODUCTS

Congratulations

TO THE
Texas Coca-Cola Bottling Co.

On Their New
Eastland Plant

And Welcome to
All Employees
and their Families
to Eastland!



CONNELLEE HOTEL

BEST IN THE WEST

Congratulations

TO THE
Texas Coca-Cola Bottling Co.

On Their New
Eastland Plant

And Welcome to
All Employees
and their Families
to Eastland!



M. L. KEASLER

Distributor, T-P Oils and Gasoline
NEXT TIME — BUY T-P

Congratulations

TO THE
Texas Coca-Cola Bottling Co.

On Their New
Eastland Plant

And Welcome to
All Employees
and their Families
to Eastland!



Jarecki Manufacturing Co.

Eastland

Congratulations

TO THE
Texas Coca-Cola Bottling Co.

On Their New
Eastland Plant

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All Employees
and their Families
to Eastland!



EASTLAND IRON & MET

Henry Pullman, Prop.

Congratulations

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On Their New
Eastland Plant

And Welcome to
All Employees
and their Families
to Eastland!



FREYSCHLAG INS. AGENCY

ALL KINDS OF PROTECTION

Phone 173

Eastland

Congratulations

TO THE
Texas Coca-Cola Bottling Co.

On Their New
Eastland Plant

And Welcome to
All Employees
and their Families
to Eastland!



AMERICAN NATIONAL INSURANCE COMPANY

J. V. FREEMAN, Jr., Asst. Supt.
213 Exchange National Bank Building
EASTLAND TEXAS

Congratulations

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Texas Coca-Cola Bottling Co.

On Their New
Eastland Plant

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All Employees
and their Families
to Eastland!



NEW PORT ICE CREAM PARLOR
EASTLAND DAIRY PRO

CONGRATULATIONS

TO THE
Texas Coca-Cola Bottling Company
ON THEIR NEW EASTLAND PLANT!



And Welcome to all Employees and their Families to Eastland!

We Greet You and are glad to have you here with us!

ARAB GASOLINE CORPORATION
Refiners of High Test Motor Fuels
A HOME TOWN PRODUCT
GET IT AT YOUR FAVORITE FILLING STATION

High School Grid Results

Polytechnic (Fort Worth) 23, Borger 6.
Lubbock 19, Slaton 0.
Plainview 28, Floydada 6.
Pampa 19, Capitol Hill (Oklahoma City) 6.
Newcastle 6, Olney 35.
Quanah 6, Burkburnett 7.
Jacksboro 2, Graham 26.
Eastland 18, Big Spring 13.
Abilene 54, Snyder 0.
Austin (El Paso) 33, Albuquerque, N. M., 6.
Alpine 0, Ysleta 56.
El Paso High 13, Clovis, N. M., 13.
Denton 19, Arlington 0.
San Angelo 0, Stephenville 8.
Breckenridge 67, Ranger 0.
North Dallas 12, Arlington Heights (Fort Worth) 6.
Riverside 33, Mineral Wells 0.
Woodrow Wilson 0, Highland Park 7.
Longview 13, Mason Home 12.
Lufkin 32, Livingston 0.
Palestine 31, Grapeland 0.
Kilgore 14, Henderson 6.
Cleburne 35, Athens 0.
Waco 7, Paschal (Fort Worth) 6.
Mexico 13, Gaston 0.
John Reagan (Houston) 8, Texarkana 0.
Beaumont High 12, Lake Charles, La., 0.
Milby (Houston) 0, South Park (Beaumont) 0.
Brackenridge (San Antonio) 7, Ball High of Galveston 6.
Pharr-Don Juan-Alamo 26, Raymondville 0.

Songs of Birds Are Recorded for Radio

By United Press
ITHACA, N. Y.—The first attempt to record the voice of any bird on film by means of radio has been pronounced successful by ornithologists at Cornell University, where the first records ever made of the voices of Atlantic petrels were tested.
Albert R. Brand of the Laboratory of Ornithology at Cornell, pioneer in bird-song recording, sought the petrels on their own doorstep. With the aid of an assistant, Brand traveled in his sound truck to northern Maine, ferried across to the island of Grand Manan and arrived within six miles of Kent Island, where Bowdoin College maintains a biological laboratory.
A mile from the laboratory among the rocks on the outer slope of the island, Brand found a colony of Leach's petrels in burrows which they dig in the loose soil.

AT LYRIC



The Beautiful Romance of Rassendyll and Princess Flavia is played by Ronald Colman and Madeleine Carroll in David O. Selznick's production of "The Prisoner of Zenda," showing Sunday at the Lyric Theatre.

MAVS OFFENSE, DEFENSE CLICKS IN TAKING THEIR FIRST GAME OF SEASON

Each man capably filling his part, the Eastland Mavericks Friday night before a crowd of 1,352 persons defeated the Big Spring Steers 18 to 13 in their first win of the conference season.
The Mavericks made the first touchdown in the second quarter with Daniels passing to Samuels in a lateral. Daniels had made four yards when he was met by a Big Spring fullback and then he tossed the sphere to Samuels, small quarterback, who raced the remaining 35 yards for the counter.
Coach E. B. Grady, Jr., reported that only one substitution was made in the game. Ingle then was put in for O'Neil in the second period.
The Mavericks running attack was improved in the game and wishing to get an accurate record of this frog-like chorus of bird voices, but being unable to get the sound truck to the island, a mile of telephone wire was laid from a short-wave radio station which keeps the laboratory in touch with the rest of the world, to the petrel colony.
A sensitive microphone, with its parabolic reflector, was attached to the end of the telephone line.
When the petrels gave their croaking notes, the microphone picked up the songs and with the aid of an amplifier they were blocking was viewed as excellent.
The Eastland players made three other runs which would have been touchdowns but for calling back because of offsidcs and throwing a second forward pass.
Big Spring was a formidable foe throughout the game, making a final touchdown in the last two minutes of play.
Shining particularly were Jim Taylor, guards; Perine, O'Neil, tackle; Cook, Pryor, ends; Samuels, quarter; Daniels, full; Sikes and Awalt, halfbacks.
Starting Eastland lineup was as follows: R. Taylor, center; J. Taylor, guards; Perine, O'Neil, tackle; Cook, Pryor, ends; Samuels, quarter; Daniels, full; Sikes and Awalt, halfbacks.
Next game of the Mavericks is Friday night at San Angelo.

Congratulations

TO THE
Texas Coca-Cola Bottling Co.

On Their New Eastland Plant

And Welcome to All Employees and their Families to Eastland!



Harkrider Cleaners & Dyers
West Main Phone 20

Congratulations

TO THE
Texas Coca-Cola Bottling Co.

On Their New Eastland Plant

And Welcome to All Employees and their Families to Eastland!



TIP TOP CAFE

Where Everybody is Heading for.—Stop - Eat - Drink
WEST MAIN EASTLAND

LIGHT - COLOR - MOTION WES-TEX



ABILENE - LUBBOCK

DESIGNERS
MANUFACTURERS
AND DISTRIBUTORS
OF FINEST
QUALITY
LUMINOUS TUBING
DISPLAYS

Congratulations

... to the Coca-Cola Bottling Co., upon the opening of their new plant in Eastland, Texas.
We likewise keep in step with the building of West Texas with our complete, up-to-date Neon service.
We maintain in Abilene the most modern and completely equipped factory in West Texas and the surrounding territory north and west.
Our organization with headquarters in Abilene has no connection with any plant in Dallas or Fort Worth.

Call upon us for any type Neon service from the smallest window job to the largest... including complete advertising campaigns.

In order to cope successfully with the peculiar problem of covering the vast distances of West Texas, New Mexico and Arizona, we maintain the largest fleet of specially equipped sign trucks in the South.

PHONE ABILENE - 5600
LUBBOCK - 3670

WELCOME TO EASTLAND "MAC"

And we hope you and your boys will use
SEIBERLING TIRES
on your trucks and private cars.

JIM HORTON TIRE SERVICE

SEIBERLING TIRE DISTRIBUTOR FOR THE OIL BELT

Congratulations

TO THE
Texas Coca-Cola Bottling Co.

On Their New Eastland Plant

And Welcome to All Employees and their Families to Eastland!



HARRISON GRO. & MARKET

North Side Square Eastland

Congratulations

TO THE
Texas Coca-Cola Bottling Co.

On Their New Eastland Plant

And Welcome to All Employees and their Families to Eastland!



WALTERS' CASH GROCERY

Main and Lamar Eastland

Congratulations

TO THE
Texas Coca-Cola Bottling Co.

On Their New Eastland Plant

And Welcome to All Employees and their Families to Eastland!



THE MEN'S SHOP

East Side Square — Eastland

EASTLAND TELEGRAM

Published every afternoon (except Saturday and Sunday) and every Sunday morning.

Member Advertising Bureau—Texas Daily Press League
Member of United Press Association

NOTICE TO THE PUBLIC

Any erroneous reflection upon the character, standing or reputation of any person firms or corporations which may appear in the columns of this paper will be gladly corrected upon being brought to the attention of the publisher.

Notarials, cards of thanks, notices of lodge meetings, etc., are charged for at regular advertising rates, which will be furnished upon application.
Entered as second-class matter at the postoffice at Eastland, Texas, under act of March, 1879.

SUBSCRIPTION RATE

ONE YEAR BY MAIL (In Texas) \$3.00

Tax Truths as Brake on Public Spending

Working on the theory that what you don't see doesn't hurt you, our American legislators have succeeded, since the war, in building up one of the most amazing systems of invisible taxes ever erected on the planet.

The result is that the tax collector manages to gouge the daylights out of the little fellow without ever drawing a word of protest.

Indeed, the little fellow seems to like it. One of his favorite diversions is to compare his lot with that of his opposite number in Great Britain, where taxes are as visible as cigaret billboards. He looks over the figures and discovers that the Briton has to start paying an income tax as soon as his earnings amount to \$500 a year—which takes in practically everybody. The American doesn't start until his income reaches \$1000; if he is married, he can earn as much as \$2500 before he has to lay anything on the line.

So, looking at the figures, the American pities the poor Briton as one who is taxed within an inch of his life, and thanks his God that in this country it is the rich man who pays the taxes.

Which is precisely where the American fools himself.

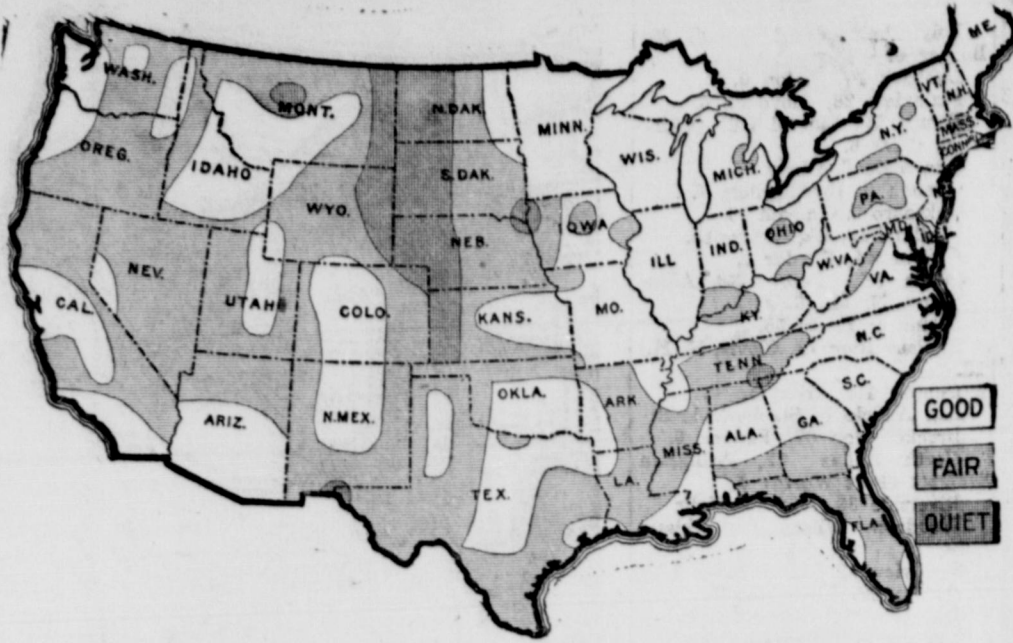
John T. Flynn pointed out the other day that an ordinary American with an income of \$4000 a year will pay some \$28 in income taxes, after he has made the proper deductions. An American with an income half that size may pay no income tax at all—but if he buys one package of cigarets a day he pays a tax of \$21.90 a year, and if he has a couple of daily glasses of beer, in addition, his tax will run to \$45.

The \$28 income tax may cause the citizen to kick like a steer. The almost equally heavy tax he pays for the privilege of smoking cigarets causes no kick at all, because he doesn't realize that he is paying it. It is invisible, and therefore painless.

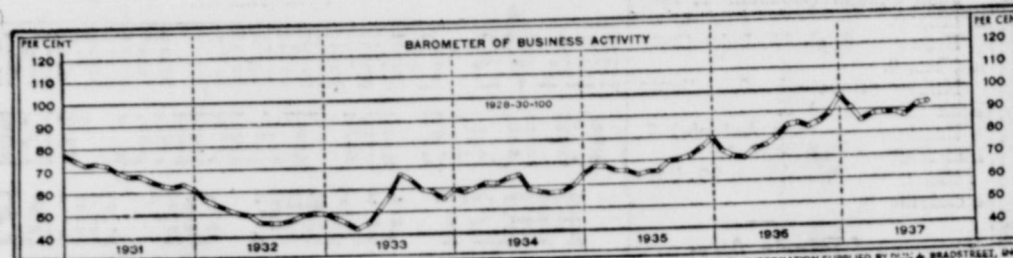
If these hidden cigaret and beer taxes were the only ones, it wouldn't be so bad. But they are just a small part of the picture. For the plain fact is that 70 per cent of the taxes collected in this country are of the invisible variety. There are gasoline taxes, cosmetics taxes, taxes of innumerable kinds on retail sales, doubly hidden taxes deriving from the tariff—until, according to the Twentieth Century Fund's recent study, a New York wage earner who makes \$1000 a year has to pay \$123 of it in taxes.

Try to collect that \$123 from the wage earned as a direct tax and he will howl to high heaven. Collect it indirectly and he never sees it—and, consequently, never utters a peep.

We need a day-by-day educational program about these taxes of ours. The ordinary citizen is paying for today's spending program, and paying it right through the nose. If he once realized the fact, he would begin to apply pressure that would cut the spending program down to a reasonable size.



This map represents business conditions as of September 1, 1937, as shown in "Nation's Business", official publication of the United States Chamber of Commerce.



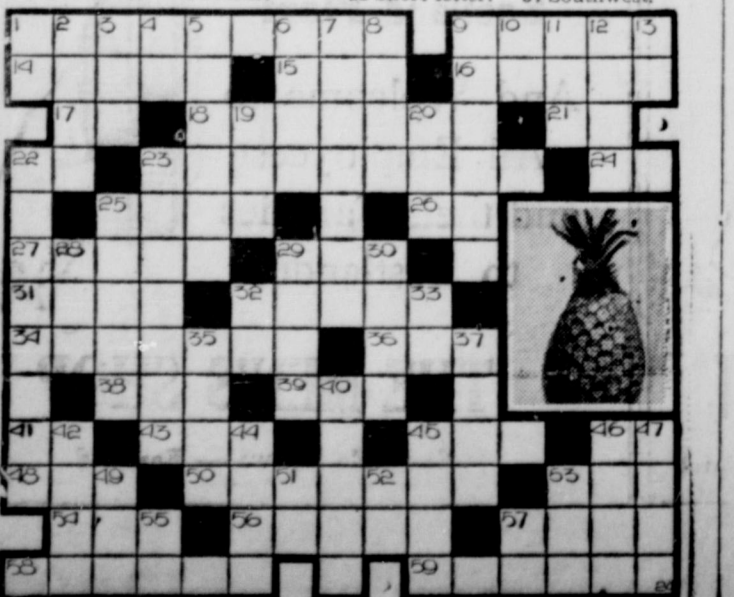
BUSINESS CONDITIONS
The Map. The Map maintains its cheerful aspect, aided by activities in agriculture and industry, which have taken up much surplus labor. Prospects of bumper crops, continued activity in mine, metal and electrical outputs and preparations for heavy holiday trade have moved the chart line slightly higher, despite uncertainties affecting trade with the Far East.

ALLEY OOP - - - - - By HAMLIN



Edible Fruit

- HORIZONTAL** → Answer to Previous Puzzle
- 1 Pictured fruit.
 - 9 It has leaves.
 - 14 Lizard.
 - 15 Rowing tool.
 - 16 Favor.
 - 17 Proposed.
 - 18 Causes to remember.
 - 21 And.
 - 22 Toward.
 - 23 Variety.
 - 24 Type standard.
 - 25 Early church.
 - 26 Grain.
 - 27 Beholden.
 - 29 Data.
 - 31 Leopard.
 - 32 Corner.
 - 34 Persists.
 - 36 Definite article.
 - 38 Beverage.
 - 39 Since.
 - 41 Like.
 - 43 To perch.
 - 45 Encountered.
 - 46 Form of "a."
- VERTICAL**
- 1 Father.
 - 2 In.
 - 3 Neither.
 - 4 Ell.
 - 5 Ventilating.
 - 6 Kind of fruit.
 - 7 Providing with a lair.
 - 8 Sea eagles.
 - 9 Hindu religious treatise.
 - 10 Pair.
 - 11 Fish.
 - 12 Short letter.
 - 13 Year.
 - 19 Night before.
 - 20 To excavate.
 - 22 It is grown in lands.
 - 23 Pops.
 - 25 Preceding all others.
 - 26 Pale.
 - 29 Handle.
 - 30 Singing voice.
 - 32 Preposition.
 - 33 Sound of inquiry.
 - 35 Remarkable.
 - 37 Picked out.
 - 40 Frozen.
 - 42 Early.
 - 44 Bugle signal.
 - 45 Lace net.
 - 46 Pertaining to air.
 - 47 Unless.
 - 49 English coin.
 - 51 Musical note.
 - 52 Within.
 - 53 Inlet.
 - 55 Half an em.
 - 57 Southwest.



Hollywood AHEAD

DO YOU think you have "what it takes" -- to win a place in Hollywood? **75** To Receive SCREEN TESTS **4** to be sent to Hollywood

SEARCH FOR TALENT RULES

1. All applicants must reside in the area where the Eastland Telegram is circulated.
2. Persons participating must be not under 16 and not more than 28 years of age.
3. Persons who have had screen credits in any nationally distributed motion picture will not be eligible, but applicants with professional stage or radio experience will not be barred.
4. No employee, or member of the family of an employee of the Metro-Goldwyn-Mayer Company, the Interstate Circuit, Inc., Texas Consolidated Theatres or the Eastland Telegram is eligible.
5. Applicants must present themselves for auditions at the Commerce Theatre if called and abide by the decisions of the committee.
6. Applicants must be free to be sent to Fort Worth for the screen tests and, if selected to be sent to Hollywood, be free for a period of no less than 30 days.
7. Applications for auditions will definitely close on Tuesday, Oct. 5.
8. Application blanks and photographs must be treated as first class mail. Mail received with postage due will be refused.

EASTLAND TELEGRAM

CONGRATULATION TO THE Texas Coca-Cola Bottling Company ON THEIR NEW EASTLAND

And Welcome to all Employees and their Families to Eastland!

We Greet You and are glad to have you here with us!

SMITH PLUMBING & ELECTRIC CO.

We're proud of Our Plumbing Work on the New Texas Coca-Cola Bottling Plant.
PHONE 100 For Your Plumbing and Electric Needs

CONGRATULATION TO THE Texas Coca-Cola Bottling Company ON THEIR NEW EASTLAND

And Welcome to all Employees and their Families to Eastland!

We Greet You and are glad to have you here with us!

CHAMBER OF COMMERCE

H. J. TANNER, Secretary

WANT AD IN THIS PAPER WILL BRING QUICK

UNDAY, SEPT
ATI
THE
Coca-
g Com
W EASTLAND

Coca-Cola Bottling Co.
SECTION

Eastland Telegram

Coca-Cola Bottling Co.
SECTION

UNITED PRESS BRINGS LATE NEWS OF THE WORLD TO TELEGRAM READERS

EASTLAND, TEXAS, SUNDAY MORNING, SEPTEMBER 26, 1937

PRICE FIVE CENTS

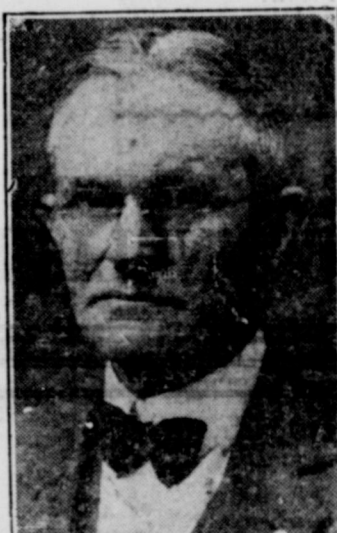
NO. 278

COCA-COLA PLANT WILL OPEN HERE

New Coca-Cola Plant Opening In Eastland



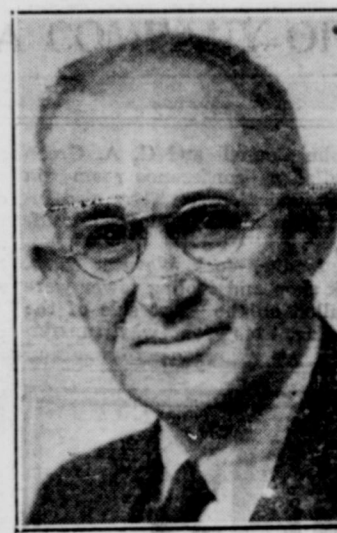
FOUR TEXAS COCA-COLA COMPANY OFFICIALS



J. S. McDaniel



E. R. McDaniel



S. M. Jay



W. E. Jarrett

Veterans in their work, above are four officials of the Texas Coca-Cola Bottling company, incorporated, bottlers of Coca-Cola and Longhorn drinks. President J. Soule McDaniel has been associated in the bottling business 51 years. He is pictured on the left. Others are as follows, left to right, E. R. McDaniel, vice-president; S. M. Jay, secretary-treasurer, and W. E. Jarrett, general manager. All are of Abilene.

Carbonic Laboratory Manufacture of Gas

Represented in advertisers in the special edition announcing the formal opening of the Texas Coca-Cola Bottling company's new plant in Eastland is the Crystal Carbonic Laboratory, Inc.

The laboratory, manufacturers of crystal carbonic gas, has a branch office and plant at Dallas. The gas is declared pure-sweet, odorless, uniform and full weight. Overnight service is available from plants at Memphis, Tenn., Jacksonville, Fla., Dallas, Charlotte, N. C., Birmingham, Ala., and Atlanta, Ga.

MORE THAN CENTURY OF EXPERIENCE IS BEHIND COCA-COLA FIRM CHIEFS

Over 100 years of experience in the bottling business is represented by the four officials of the Texas Coca-Cola Bottling company pictured in the layout of cuts above.

Leading in all experience is the firm's president, J. Soule McDaniel. He has been in the bottling business 51 years. Last year in commemoration of his fiftieth anniversary he was presented a plaque by his employees. It now hangs in the office of the Eastland plant opening formally Wednesday.

In a medallion at the top of the plaque is the firm president's portrait in relief. The inscription reads:

"Presented to J. S. McDaniel, president of the Texas Coca-Cola Bottling Co., on the occasion of the fiftieth anniversary of his association with the bottling business. We use this method of expressing our friendship, love, gratitude and admiration for the many kindnesses he has shown us in his fifty years of devotion to an ideal. We, the employees of the company, whose signatures appear on this plaque, wish him continued success, health and happiness."

Sixty signatures preserved in bronze follow.

Mr. McDaniel started in the bottling business in 1886 at the age of 14 as an employee of Buckman's bottling works, First and Main streets, Fort Worth.

He can tell you of the antiquated methods of the early days. He washed bottles in a cypress tub, using cold water and shot. The only other equipment was a stopper machine, and a hand-turned carbonator, and they made their own gas from soda and sulphuric acid, using a generator. They bottled a line of sodas and a soft drink

known as "Iron Brew."

In two years Mr. McDaniel was manager, and after several more years, J. J. McDaniel, an older brother, and he bought the plant. They used a one-horse wagon for delivery in the city; they shipped country orders by express, and they sold sweet cider in five, 10 and 15 gallon kegs. This partnership continued for 10 years when E. R. McDaniel, an older brother working part-time for \$2 a week, Sam, another brother, bought out J. J. McDaniel's interest and E. R. McDaniel went into the grocery business.

J. Soule McDaniel originated a drink he named "Wina-Vina," securing the copyright. He got quite a run on it, and later sold the formula in Chicago. Expansion continued and in 1909 the company secured the Coca-Cola franchise for Fort Worth. In 1916 he purchased the Coca-Cola franchise in Wichita Falls, sold it and came into this territory in 1918. Mr. McDaniel has been treasurer of the state bottlers association for many years, and has served the organization as president as well. He is an active member of the Methodist Church and a Kiwanian.

E. R. McDaniel, Vice President. For over forty years, E. R. McDaniel, vice president of the Texas Coca-Cola Bottling company, has been associated with the bottling business.

His first job in a bottling plant paid him \$2.00 per week. McDaniel moved to Cisco about the beginning of the Ranger oil boom, purchased the bottling plant from Wm. Reagan. It was the only bottling plant in this section.

As he had had considerable experience as a contractor and builder, he soon built a plant in Eastland. (Continued on page six)

Fort Worth Firm Is Maker of 'Star' Gas

Parker-Browne company, another of the organizations congratulating the Texas Coca-Cola Bottling company on its opening of the new plant here, is the manufacturer of "star" brand carbonic acid at Fort Worth.

"Parkers" Root Beer, "Cheer-tone" cherry trickles, high grade flavoring extracts, carbonators, soakers and conveyors are included in the products of the Fort Worth company.

REFRESHMENTS, OTHER FEATURES, ARRANGED FOR 'HOUSE WARMING'

Texas Coca-Cola Bottling company's new Eastland plant will be opened formally Wednesday to the public for inspection, R. A. McDaniel, local manager, announced Saturday.

National Artists Execute Work To Promote Business

With brushes, oils and canvas, an artist turns selected sketches into a finished painting from which a reproduction can be made.

Bradshaw Crandall, Fred Mison, Hadden Sundblom, N. C. Weyeth, Hayden-Hayden, and others are artists who paint posters for Coca-Cola.

The poster starts with an idea. Layout men turn the idea into a picture or sketch. Through many sketches the idea grows and changes until it takes shape in a design finally decided upon. Experts examine every detail, frequently sending it back for revisions and refinements.

Copy writers study the paintings, review the original idea, ponder "How shall we word the sales message that must go on the poster?" Finally the copy is added, and completed the poster is crated for shipment to the lithographers. They will reproduce it, multiplying the idea for the minds of millions.

Wife Follows Her Husband to Work At Same Business

When Andrew (Pat) Cowan goes to his work each day Mrs. Cowan doesn't stay home. She goes with him. They both work at the new Texas Coca-Cola Bottling Company plant in Eastland.

Mrs. Cowan, office manager for the Eastland plant, has the distinction of being one of the few women in the bottling business who has worked in all departments of the business from running a bottling machine to mixing syrups. Her employers commend her work highly.

The husband is sales manager of the Eastland plant. In 1917 he was given the management of the Seymour plant and continued in that capacity until transferred to Cisco and then to Eastland.

Drinks Available at U.S. Roadside Stands

It is estimated by the National Carbonator and Bottler trade publication, that bottled drinks are available at the majority of 100,000 roadside stands in the United States.

Arrangement has been made with local school officials for students to inspect the plant and machinery in the day-time.

Starting at 9 a. m. Wednesday buses from the school will take students from their study to the plant. Fourth grade students will be taken through the plant in the first group. The inspection by the students will continue until 4 o'clock in the afternoon.

From 4 o'clock in the afternoon until 7 p. m., the general public will have an opportunity to visit the plant. Children will be admitted from those hours if they are accompanied by their parents.

A hand concert is scheduled at 7 o'clock. J. H. Gain, new director of the Eastland High school will lead the concert. Mayor C. W. Hoffmann is expected to make a short address.

Souvenir refreshments will be given on the opening date it was stated.

Visitors at the formal opening will be shown the actual workings of the machinery and explanations offered under competent guides.

To assist Eastland production department workers in the plant opening several of the Texas Coca-Cola Bottling company plant at Abilene are to attend. These will include Harold Girdner Abilene plant foreman.

Others to attend the opening and assist the Eastland staff will include E. R. McDaniel vice president of the Texas Coca-Cola Bottling company; W. E. Jarrett general manager Texas Coca-Cola Bottling company and Nib Shaw, sales manager of the Abilene plant. McDaniel and Jarrett also are of Abilene.

Officials cordially invited everyone to attend the opening. Location of the plant is on the 206 block of East Commerce street.

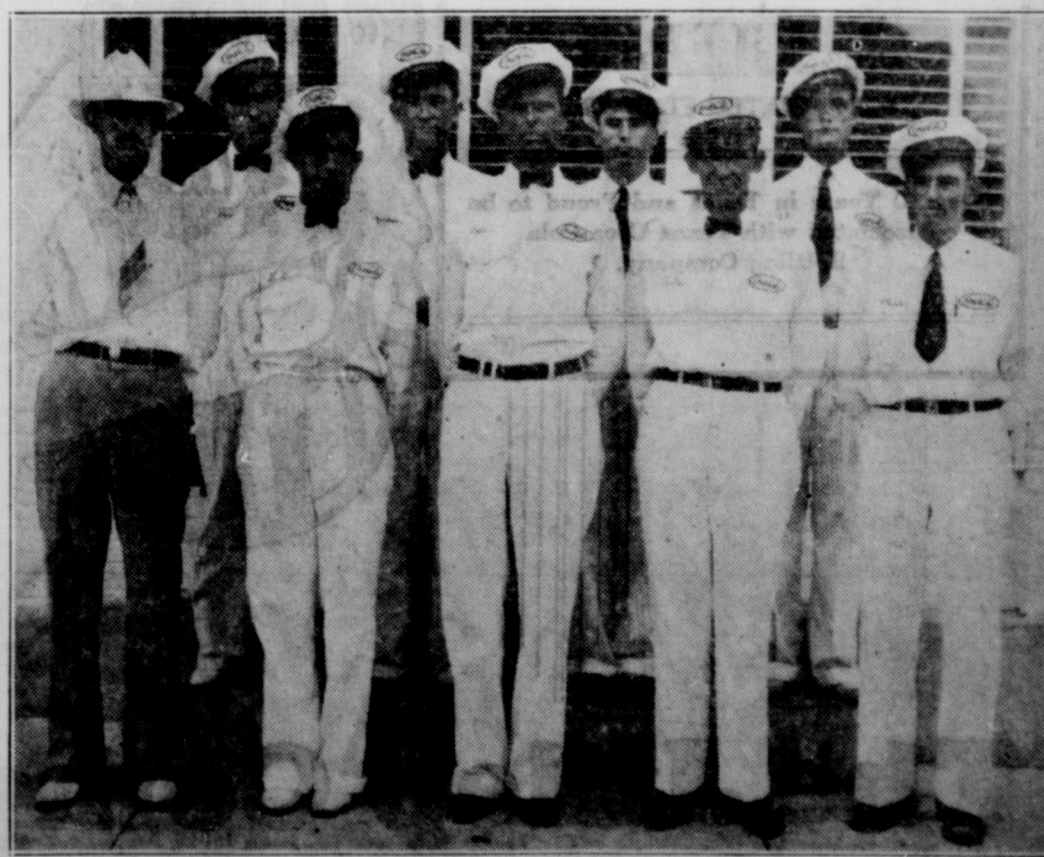
Ad Agency Salutes Coca-Cola Company

An advertising firm, Crutten and Eger, Chicago, Ill., is one of the out-of-town firms that salutes the Texas Coca-Cola Bottling company, manufacturer of the national drink, on opening of the new plant here.

Abilene Firm Gives Its Congratulations

From Abilene, home of several officials of the Texas Coca-Cola Bottling company, comes congratulations by Abilene Printing and Stationery company on the opening of the new Coca-Cola plant at Eastland.

Production Personnel of Coca Cola



Responsibility of manufacturing your Coca Cola is the task of the men pictured above. Back row, Charles Girdner, foreman; Vivian Johnson, Travis Manning, Joe Buckbee. In the front row are R. A. McDaniel, local manager, Leonard Buckee, Spud Holder, V. M. Murphy and Woodie Howell.

UNUED PROGRESS IS IN HISTORY FROM LONG FIRM'S START

Coca-Cola Bottling Co. which J. S. McDaniel, E. R. McDaniel, vice president, S. M. Jay, secretary, and W. E. Jarrett, general manager, has operated in since 1918.

was transferred from Breckenridge and made manager of the business here.

In 1925 the company again entered Eastland.

Coca-Cola Syrup Exclusively Made By One Company

Coca-Cola alone this year the combined sales of soda and soda waters in until 1936 had been rear.

Coca-Cola syrup used in the manufacture of Coca-Cola in bottles is made exclusively by the Coca-Cola company which has nine plants in the United States.

From the Dallas plant comes all syrup for Texas, Oklahoma and parts of Arkansas and Louisiana.

Syrup is shipped by rail in 50-gallon oak barrels, paraffin lined. Upon receipt of the syrup through strainers into a stainless steel tank which is impervious to syrup. All lines are block lined or stainless steel. From the syrup tank the syrup flows by gravity to a syruer.

Crowns are purchased in carload lots and are received in cartons or drums, dumped in the hopper of the crowner and are automatically fed to the top of each bottle for capping.

Machine Vending Dry Bottles Due Local Inspection

A machine that vends a dry, refrigerated Coca-Cola bottle will be on demonstration when the Texas Coca-Cola Bottling Company's new Eastland plant is formally opened Wednesday.

The machine, called the Mills Automatic Bottle Vender, is declared by officials as one of the most complete and efficient coin machines ever built.

Slug proof, it automatically delivers a bottle which is received by at a temperature of 38 degrees. Temperature is maintained day and night.

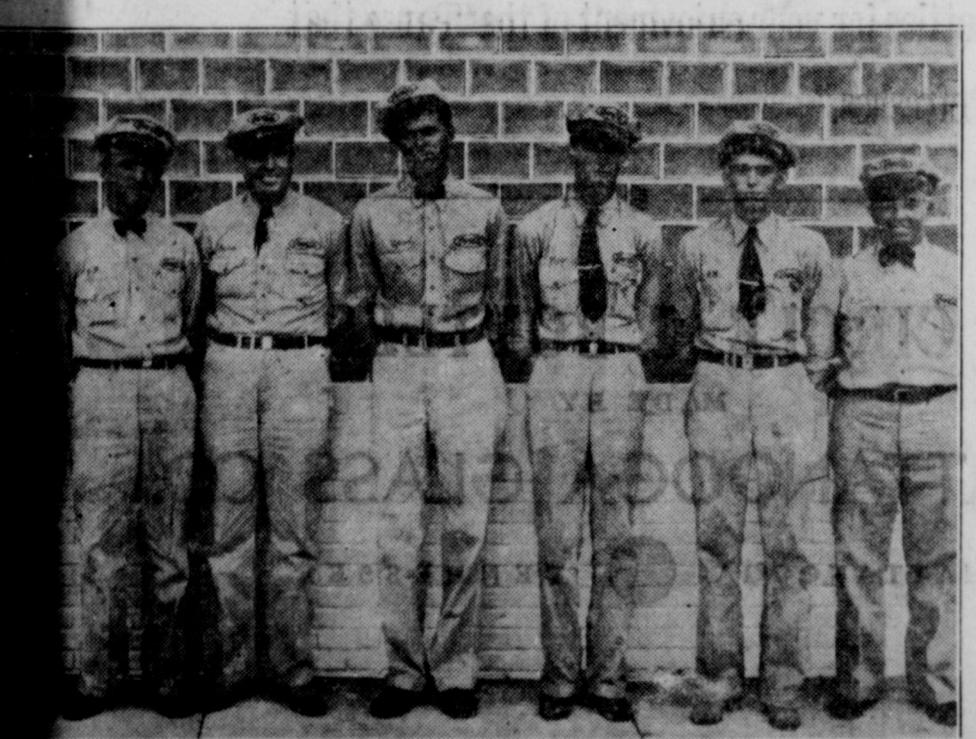
Having a capacity of 104 bottles, an indicator shows the number in the machine at all times. A red light given an "empty" signal and the nickel is returned if the machine is empty.

Magnolia Brushes Used In Industry

Established in 1921, the Magnolia Brush Manufacturing company, Dallas, is recognized by many as the "pioneer brush makers of the south."

The company, manufacturers of industrial brushes, has its product used by the Texas Coca-Cola Bottling company plant opening formally Wednesday at Eastland.

Sales Force of Bottling Company



These men with approximately 1,000 sales outlets in their territory. Counties served from plant are Eastland, Stephens, Erath, Comanche and Callahan (one half). From left to right are R. A. McDaniel, local manager, Leonard Buckee, Spud Holder, Roy Lester, Woodie Howell and S. J. Latreau, all salesmen.

REMODELING OF LONG VACANT PROPERTY FOR PLANT WAS DIFFICULT

Remodeling of vacant buildings purchased by Texas Coca-Cola Bottling company on the location of its new plant presented many problems to officials. Over a long period of vacancy most of the property located on the 200 block of East Commerce street had gone to ruin. It was necessary to tear out the

bottom floor of the Elks club building and lower it approximately two feet. All plumbing, water supply, piping, electrical conduit and sewer connections were laid before the floor was poured. Since it was impossible to get delivery of the bottling machinery immediately all connections

and equipment were installed by blue print. The supports holding the second floor were inadequate and those had to be put in new. A master builder's red metallic floor was run in the entire stock room. The front or bottling room was tiled, floors and wainscot. All the downstairs was ceiled with Masonite presswood. All plate glass was removed and re-installed with stainless steel frames and dividers. The bottom floor was ventilated. The brick panels on the west wall were replaced with Owens-Illinois glass brick, giving adequate day-time light in the stock room. The syrup room was installed in tile.

Young Roosevelts' Campus Cottage



It will be love in a cottage for heiress Ethel du Pont and her young husband, Franklin D. Roosevelt, Jr., while the President's son studies law at the University of Virginia in Charlottesville. Above young Roosevelt points out campus sights to his bride on the steps of the simple white brick house, below, which they selected to be their home.



John Connell and G. A. Green installed a conference room on the second floor. They also installed the masonite downstairs office. A loading dock, elevator shaft, work shop and cooling tower were installed on the east side of the building. This area was transferred

into a spacious court and enclosed with cyclone fencing. The opening of the corner building were closed, metal sash installed and the driveway constructed to take care of the storage of trucks. All buildings were re-roofed. After structural work the entire property was painted white.

CONGRATULATIONS

TO THE
Texas Coca-Cola
Bottling Company
ON THEIR NEW EASTLAND PLANT



★
And
Welcome
to all
Employees
and their
Families to
Eastland!

~~~~~  
We Greet  
You and  
are glad  
to have  
you here  
with us!

★  
LYRIC and  
CONNELLEE

THEATRE



# CONGRATULATIONS TEXAS COCA-COLA BOTTLING CO. ON THEIR NEW EASTLAND PLANT

We're Proud of Our Part in Furnishing—

- PAINTS
- PLATE GLASS
- LINOLEUM



Paint — Wall Paper  
Canvas

Glass — Artist Material  
Picture Framing

## Abilene Builders Supply Co.

Medical Arts Building :: Phone 5345  
ABILENE, TEXAS

# CONGRATULATIONS Texas Coca-Cola Bottling Co. ON THEIR EASTLAND PLANT

THE JULEP LINE  
SODA WATER FLAVORS

Over 30 Years in Texas and Proud to be Associated with Texas Coca-Cola Bottling Company.



## The Julep Company

CHICAGO, ILLINOIS

## A NEW PLANT

*Coca-Cola . . . . more refreshing than ever*

~~~~~  
The new Eastland Coca-Cola plant puts your Coca-Cola in sterilized smooth-topped Circle C bottles for your enjoyment of the "Pause that Refreshes."

~~~~~  
CIRCLE C BOTTLES

MADE BY

CHATTANOOGA GLASS CO.

CHATTANOOGA ● TENNESSEE

CONG  
BOTT

"STAR  
bonic g  
exceeds  
purity  
the mar  
fect car  
ages.

PA



# PROCESSES IN MAKING THE COCA-COLA DRINKS TOLD

The article follows: Starting with the unloading of empty bottles, which are all handled by an ingenious system of platforms and lift trucks, the bottles are conveyed into the stock room and separated at to bottles for Coca-Cola and bottles for so-dawater.

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are removed, and the wooden cases cleaned. From there the bottles are fed into the bottle sterilizing machine. Twelve bottles in a row go into this machine at each operation.

The bottles are first rinsed in clear water to remove any loose articles. From that point they are carried through five different compartments of caustic soda solution. The first compartment is automatically held at 120 degrees, the next at 140 degrees, and the hottest at 160 degrees.

From that point the bottles are gradually tempered down to room temperature. Before they leave

## Roosevelts Gay on Coast Trip



The gay smile and the jaunty greeting that seemed quite undimmed by a long and disappointing Congressional session or the Black incident, the President, with Mrs. Roosevelt, sprinkled his west coast tour with platform appearances like this one. Apparently bent on setting the maximum relaxation out of the trip, both laughed and waved cheery greetings from the rear platform of the presidential special train.

the caustic wash they get a hydraulic wash under pressure, using a strong caustic soda solution as the medium. Then they are rinsed inside and out. As they move along the machine they are brushed on the outside and bottoms, then inside bottle brushes go into the bottles, revolving at 100 R. P. M., while a stream of fresh clear water plays into the bottles. There are 24 inside brushes.

After brushing, they are rinsed with 24 spindle rinsers, then allowed to drain and as they set up automatically they are carried to the syruer, which puts the right amount of syrup into each bottle, thereby insuring a uniform drink.

After getting their syrup they automatically transfer to the carbonated water filler, where they get the correct amount of carbonated water which is supplied by an automatic carbonator and controlled as to pressure and saturation by a battery of carbon-dioxide drums and regulator. The water used in the product first goes through a quartz and sand

filter where all suspended matter is removed. It then travels through a bed of activated carbon to remove any taste or odor such as might be in the city water because of algae moss in the lake, or because of chlorine used in the purification plant of the city.

As warm water will not absorb carbon dioxide and become carbonated, it is necessary to cool all the water used in the product. This is done with a large compressor, cooling coils and is thermostatically controlled. By controlling temperature of water and pressure of carbon-dioxide, the finished product can be maintained as a uniform drink.

After the bottles get their carbonated water they are crowned with a crown cap. A device in connection with the crowner is a bell which rings in case a bottle should come out without a crown. At this point the syrup is still in the bottom of the bottle and the water is on top of the syrup for there has been no agitation and the filling has gradually been done. The next operation is to mix the

(Continued on page 8)

## CONGRATULATIONS

TO THE  
Texas Coca-Cola  
Bottling Company  
ON THEIR NEW EASTLAND PLANT!



★  
And  
Welcome  
to all  
Employees  
and their  
Families to  
Eastland!

★  
*We Greet  
You and  
are glad  
to have  
you here  
with us!*



★  
EASTLAND DAILY TELEGRAM  
WEEKLY CHRONICLE

SERVING EASTLAND AND COMMUNITY 100 PER CENT

congratulate the Texas Coca Cola Bottling Company on their New Magnificent plant just completed Eastland, Texas.

IT IS one of the finest and most modernly equipped plants in Texas. We had the pleasure of furnishing some of the Builders' Supplies on this building.



**LION Hardware Co.**

ABILENE, TEXAS

## CONGRATULATIONS TO THE TEXAS COCA-COLA BOTTLING COMPANY ON COMPLETION OF THEIR MODERN EASTLAND PLANT!!

"STAR BRAND" carbonic gas in every way exceeds standards of purity established for the manufacture of perfect carbonated beverages.



**PARKER-BROWNE CO.**

FORT WORTH, TEXAS

# CONGRATULATIONS TexasCoca-Cola Bottling Co.

ON THE OPENING OF THEIR EASTLAND PLANT

Our best wishes for continued success to an ever growing concern in a wide-awake community.

We are proud of being selected as a uniform source for this new and modern plant.

**Richards Uniform Mfg. Co.**  
DALLAS, TEXAS

"LARGEST EXCLUSIVE UNIFORM MANUFACTURERS IN THE SOUTH"

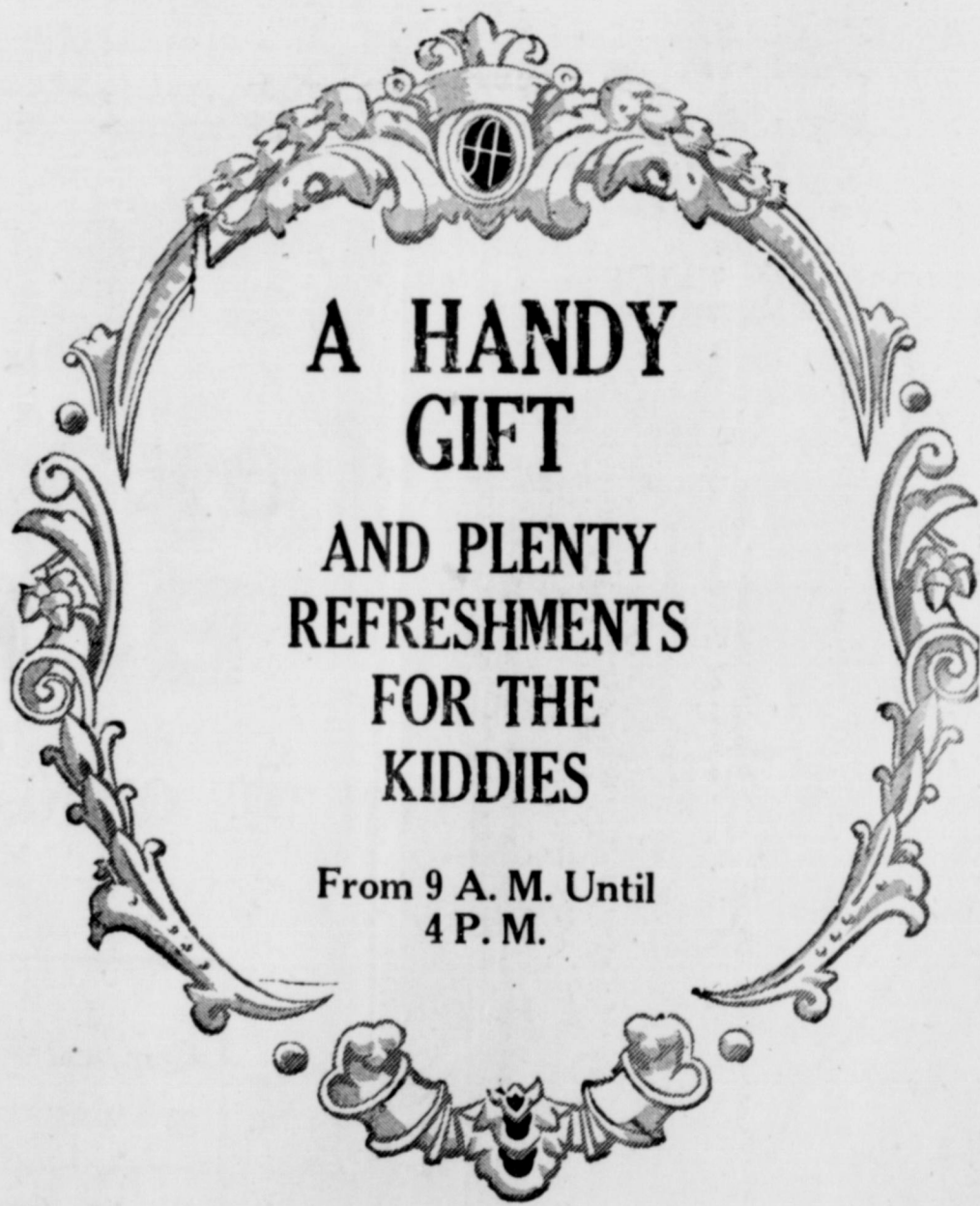




# ANNOUNCING FORMAL OPENING TEXAS COCA-COLA BOTTLING COMPANY WEDNESDAY, SEPTEMBER 29th.

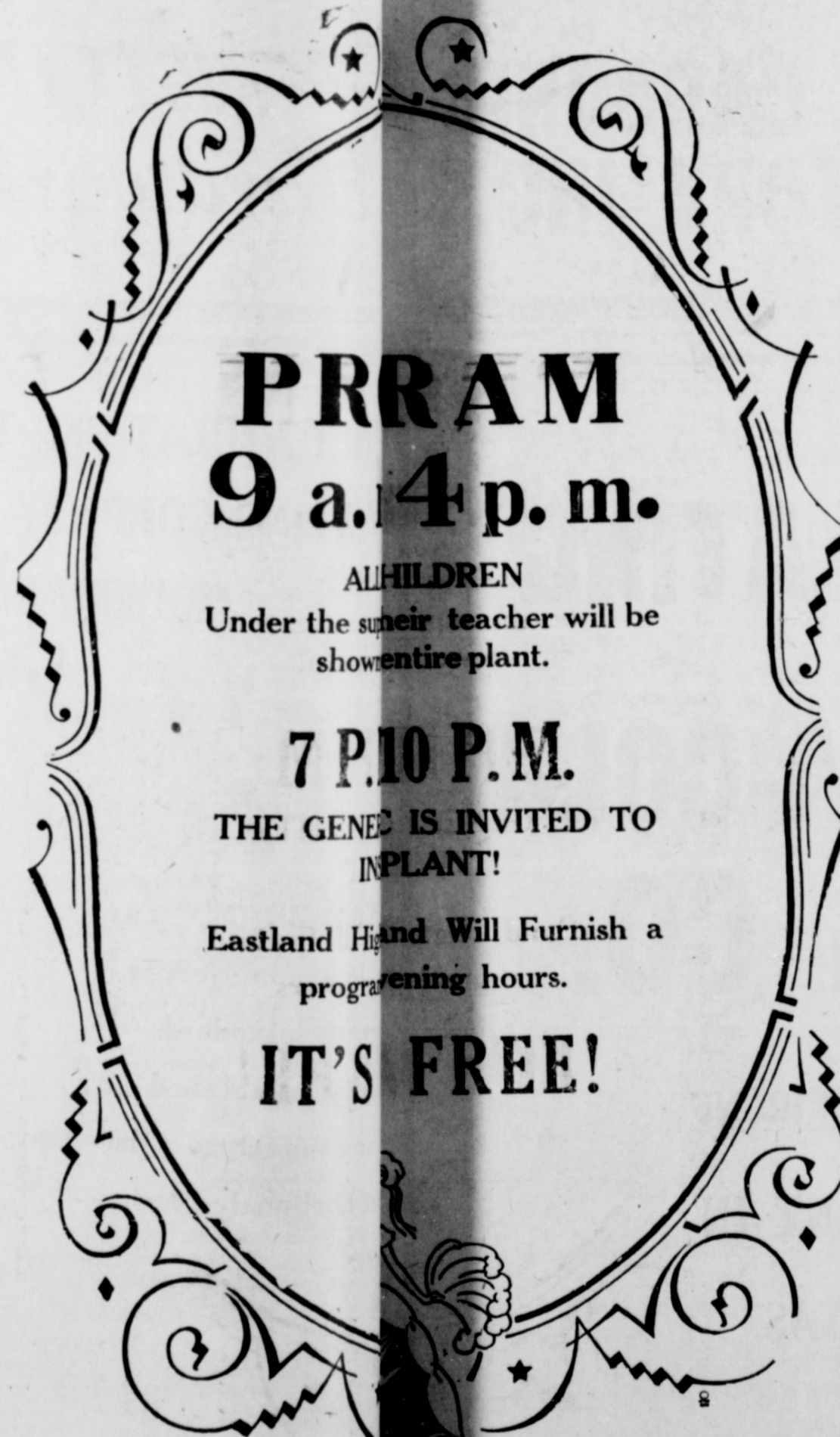
201 E. COMMERCE STREET

EASTLAND, TEXAS

**A HANDY  
GIFT  
AND PLENTY  
REFRESHMENTS  
FOR THE  
KIDDIES**

From 9 A. M. Until  
4 P. M.



**PROGRAM  
9 a. 4 p. m.**

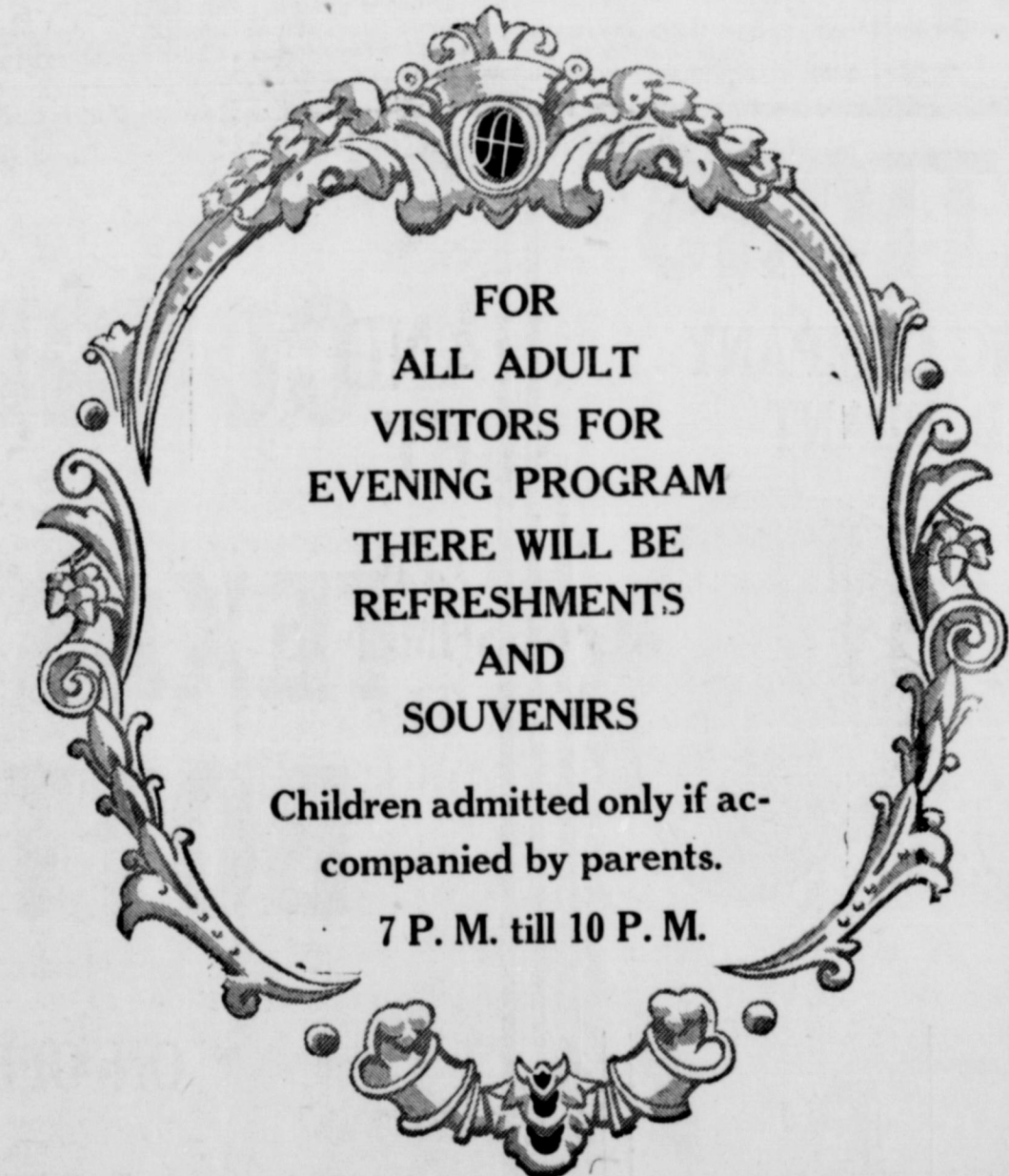
ALL CHILDREN  
Under the supervision of their teacher will be  
shown the entire plant.

**7 P. 10 P. M.**

THE GENERAL PUBLIC IS INVITED TO  
THE PLANT!

Eastland High School Will Furnish a  
program during these hours.

**IT'S FREE!**



FOR  
ALL ADULT  
VISITORS FOR  
EVENING PROGRAM  
THERE WILL BE  
REFRESHMENTS  
AND  
SOUVENIRS

Children admitted only if ac-  
companied by parents.  
7 P. M. till 10 P. M.



**—THE PUBLIC IS cordially INVITED!—**



# CONGRATULATIONS

## TO THE Texas Coca-Cola Bottling Company ON THEIR NEW EASTLAND PLANT!



And  
Welcome  
to all  
Employees  
and their  
Families to  
Eastland!

We Greet  
You and  
are glad  
to have  
you here  
with us!



### PIGGLY WIGGLY

PIPKIN BROS.

### More Than Century Of Experience Behind Coca-Cola Chiefs

Continued from page 1)  
land and one at Breckenridge.  
He continued to live in Cisco maintained his home there. In 1924 he moved to Abilene, his present residence.  
All of the building and erection of plants connected with the company's business has been under the general direction of McDaniel.  
He is a member of the Methodist church, a Rotarian, a member of the Board of Directors of the First National Bank, Cisco; president of the McDaniel Oil Corporation; president of the Elm Cattle Company and president of the Paducah Motor Company. He is a member of the Shrine body of the Masonic Lodge.

**S. M. Jay, Sec.-Treasurer**  
S. M. Jay, secretary-treasurer of the Texas Coca-Cola Bottling Company, has held that office since its incorporation. For years he was local manager of the Abilene plant as well.

Jay lives in Abilene. He is a member of the Methodist church, of the Lions club, a director of the Farmers and Merchants National Bank, Abilene, and past president of the Board of Directors of McMurry College.

**W. E. Jarrett, Gen. Mgr.**  
W. E. Jarrett, general manager of the Texas Coca-Cola Bottling Company, has been associated with the company for 18 years. In 1921 he was made manager of the Breckenridge plant, and was transferred to Eastland in 1928 when he was moved to Abilene where he has since resided.

In 1928 he married Miss Myrtle Allen, a teacher in the South Ward school. Jarrett is a member of the Methodist church and a Rotarian. He was secretary of the Eastland Rotary Club for several years.

**R. A. McDaniel, local manager**  
R. A. McDaniel, local manager, Texas Coca-Cola Bottling Company, grew up in the bottling business.

As his father, J. Soule McDaniel, had been engaged in that business for about 20 years before Raymond was born, it is as Raymond expresses it, "I was taken off a milk bottle and put on a Coca-Cola bottle."  
The first job that he can remember was a bottle assorter at the Abilene plant; thence promoted to

drayman between Abilene and its warehouse located at Stamford. He then went into the production end of the business and acted as production foreman for a number of years. His first assignment to a plant management position was at Seymour, Texas (since closed and removed to Munday). His real job came at Big Spring during the 1929-1930 oil boom there and he was instrumental in bringing that plant from a small volume business to one of the major plants in the company's operation.

Early in 1937 he was transferred to Eastland. He, his wife Ruth, and son Raymond Allen have expressed their thanks for the reception and expressions of friendliness they have received from the citizens of Eastland.

### Continued Progress Shown In History From Start of Firm

(Continued from page 1)  
larged its Eastland plant, and purchased from the First Methodist church their tabernacle building, the brick structure still located on East Commerce and now being used as a storage warehouse. The business was operated in this building until 1929, when the center of manufacture was moved to Cisco.

Since 1929 and up until the present year the entire territory has been served from Cisco.

In 1928, Jarrett was transferred to Abilene and made general manager of the company. He was succeeded by Wayne Jones, who was succeeded by W. W. Johnson, followed by Andrew Cowan.

In the latter part of 1936, the company bought at private auction the old home of the Elks Club, and shortly after purchased by piecemeal the balance of the half-block. R. A. McDaniel, son of J. S. McDaniel, was transferred from the management of the Big Spring plant to Eastland and under his supervision the remodeling and building of the present plant was undertaken. R. A. McDaniel is the present manager of the plant. Mr. Cowan is the sales manager, Chas. Girdner the foreman, Mrs. Cowan office manager. Route salesmen are as follows: Pitt Walton, Cisco territory; Gene Holbert, Eastland and Ranger; S. J. Larue, Comanche and DeLeon; Spud Holder, Cross Plains and Rising Star; Jess Howell, Dublin and Stephenville; and Frank Harris, Breckenridge. Production force includes Gird-

### Variety Programs Are Sponsored By Bottling Company

Texas Coca-Cola Bottling Company has a variety of radio programs, the following list shows:

Each Friday at 8 p. m. Columbia Network, "The Refreshment Hour" with Kitty Carlisle; ensemble, and guest stars.

Thursdays at 6:30 p. m.; Saturdays at 6:30 p. m. WFAA-WBAP; KRPC-TQN "College Night" Football Broadcasts direct from Campuses of Universities.

Friday and Saturday afternoons: Play by Play Broadcasts of Football Games over KRBC, Abilene.

Each week, Monday thru Friday at 12:30 noon, over K. R. B. C. 1400 kilocycles comes refreshment time with "Singin' Sam," a well-balanced program of song and music.

Stimulated by a national up contest, the route for the Texas Coca-Cola Company roped them down by prizes won from house slippers to suits.

Pitt Walton, Gene Harris, S. J. Larue were the prize winners at the Eastland plant.

### Red Cooler Sale Records Broken

Texas Coca-Cola Bottling Company breaks all previous records of the Red Cooler Sale.

# CONGRATULATIONS

## TO THE TEXAS COCA-COLA BOTTLING CO.

### ON THE OPENING OF THEIR NEW EASTLAND PLANT

# CRYSTAL CARBONIC LABORATORY INC.

DALLAS, TEXAS

# CONGRATULATIONS

## TEXAS COCA-COLA BOTTLING COMPANY ON THEIR NEW EASTLAND PLANT



FOR SONNY BOY, SIS, AND TO  
MOTHER and DAD

OUR EXTRACTS ARE PURE. THAT'S WHY TEXAS COCA-COLA  
BOTTLING COMPANY SELECTS OUR PRODUCTS!



# B. T. Fooks Manufacturing Co.

CAMDEN, ARKANSAS

# CONGRATULATING TEXAS COCA-COLA BOTTLING CO.

## ON OPENING OF THEIR NEW BOTTLING PLANT IN EASTLAND, TEXAS

# W. W. STARNES

(BOTTLES FOR COCA-COLA)



**CONGRATULATIONS**  
**—TO THE—**  
**TEXAS COCA COLA CO.**  
**ON THEIR NEW EASTLAND PLANT**

**LET US ABOUT SUN "AG"**

**VENETIAN BLINDS**

Blinds will enhance the beauty of your windows as by prizes won. Because they use a fundamentally principle of providing light at glare, ventilation when economy, they are one of the best investments those who take pride in the appearance of their homes can make.

**BLINDS ARE SHADES BETTER**

**SEE VENETIAN BLIND CO.**  
 419 South Summit Ave.  
 FORT WORTH, TEXAS

**TEXAS PROCURES LATEST WEIGHTS AND MEASURES EQUIPMENT**



These modern large capacity scale test units are to be used in testing wagon and motor truck scales throughout the State. Shown with the new trucks are J. E. McDonald, Commissioner of Agriculture, (left) and W. S. Bussey, Chief, Division of Weights and Measures.

**COULEE CEMENT IMPORTED**  
 By United Press  
 OLYMPIA, Wash. — Although Grand Coulee dam will be the biggest pile of cement in the world, Washington has only six cement factories within its boundaries. These factories employed 386 men and produced \$2,500,582 worth of cement in 1935. Coulee cement came from out of the state, for the most part.

**As Windsors 'Went Native'**



Two of Austria's "leading citizens," the Duke and Duchess of Windsor, were photographed above attending a folk festival near their Austrian estate in native costume. The duke's short trousers and below-the-knees stockings are reminiscent of the boyhood pictures taken of him 30 years ago. Notice the duchess' high-top shoes, held on by a strap fastening in back.

**Windows Look Better With Blinds, Firm of Fort Worth Says**

"Give your windows a chance to look their best with Venetian Shades."  
 That is the recommendation of Agee Venetian Blind company, one of the advertisers in this special edition which offers congratulations on the opening of the new Texas Coca-Cola Bottling company plant here.

The blind company has offices in Fort Worth.

Headline says Vandenburg urges firmer neutrality. Same principle as rounding off a square circle.

**Congratulations**  
**TO THE**  
**Texas Coca-Cola Bottling Co.**

**On Their New Eastland Plant**

**And Welcome to All Employees and their Families to Eastland!**



**Burr's**  
 DEPARTMENT STORE  
 West Side Square Eastland

**EASTLAND**  
*gets a*  
**"PAUSE**  
*that refreshes"*

"... and Coca-Cola is here" with a shining new bottling plant... one of the most modern and sanitary in Texas!

To the Texas Coca-Cola Bottling Company we extend a hearty welcome and best wishes for a long and successful life.

Your gas company knows from experience that this new company will find the people of Eastland appreciative of good service and a good product. And incidentally, we believe this new company will be happy to know that there are many, many gas refrigerators here that will hold lots of bottled Coca-Cola.

Inspect this new Eastland plant during "open house" next Wednesday.



**WE COMMEND YOU UPON YOUR EXPANSION PROGRAM**

YOUR FAITH IN WEST TEXAS SHOULD BE APPRECIATED.

**Jefferson Standard Life Insurance Co.**

Ewell Jones, Representative

**A MESSAGE FROM—**  
**MAGNOLIA BRUSH MANUFACTURING CO.**

We send to the new Coca-Cola plant of Eastland, Texas, our congratulations for their attainments in doing, so effectively, their part in expanding a great industry here in our state. Realizing that a good brush is to cleaning what a Coca-Cola is to a thirsty appetite, we hope to do our part to make more efficient this great plant. Honestly believing the above statement to be honest and true in every respect we offer our complete line of high grade industrial brushes, produced here in our own great state, to other industries as follows:

**WE WILL ANSWER YOUR BRUSH NEEDS JUST LIKE A COCA-COLA ANSWERS A THIRSTY APPETITE!**

MANUFACTURERS OF ALL TYPES BRUSHES FOR

- |                 |                      |                                  |
|-----------------|----------------------|----------------------------------|
| Auto Wash Racks | Bottlers             | Dairies                          |
| Creameries      | Citrus Fruit Packers | Rug Cleaners                     |
| Breweries       | Cotton Gins          | Foods Products Mfgs.             |
| Packing Houses  | Cotton Oil Mills     | Building Maintenance Contractors |
| Textile Mills   |                      |                                  |

SPECIAL BRUSHES MADE TO ORDER

**MAGNOLIA BRUSH MANUFACTURING CO.**

2021 Richardson Ave. Dallas, Texas











# CONGRATULATIONS

TO THE  
**Texas Coca-Cola Bottling Company**  
ON THEIR NEW EASTLAND PLANT!



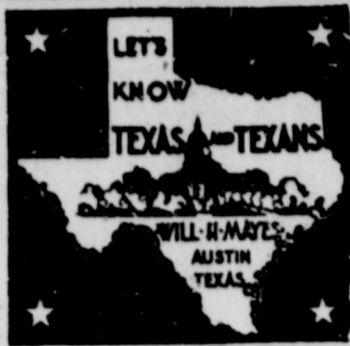
★  
And Welcome to all Employees and their Families to Eastland!

★  
We Greet You and are glad to have you here with us!



**MUIRHEAD MOTOR COMPANY**

BUICK—PONTIAC—CADILLAC—LaSALLE—GMC TRUCKS  
East Main SALES AND SERVICE Eastland



In this column answers will be given to inquiries as to Texas history and other matters pertaining to the State and its people. Address inquiries to Will H. Mayes, Austin, Texas.

Q. How many church demonstrations are there in Texas, how many church buildings and what is the total church membership?  
A. According to the United States religious census for 1936, there were 63 denominations with 15,062 church buildings and total membership of 2,280,366, Baptists, Roman Catholics and Methodists leading in the order named.

Q. What are the dimensions of Possum Kingdom Dam?  
A. The dam, to cost \$4,500,000 located on the Brazos 20 miles above Mineral Wells, will be 130 feet above the river bed, 2,200 feet long, 200 feet wide at bottom and 15 feet wide at top. The lake created by it will extend 60 miles up the river.

Q. Is the farm population of Texas increasing or decreasing?  
A. On Jan. 1, 1836, Texas farm population was 2,316,709; on Jan. 1, 1937, it was 2,209,700, according to estimates of the Division of Farm and Ranch Economics.

Q. Are more people moving from Texas cities to the country than from the country to the cities?  
A. In 1936 approximately 49,000 persons moved from Texas cities and towns to farms and 96,000 from farms to cities and towns.

Q. What Texas timbers are being used as a base for perfumes?  
A. In Palo Pinto County, oil is being brewed from cedar fence posts and shipped to France and Japan for base for fine perfumes. The cedar timber is shredded into bits, boiled to a consistency, distilled and shipped in 50 gallon containers.

Q. When was the town of Rising Star first settled and by whom?  
A. Thos. W. Anderson moved to the present site of Rising Star

(Continued on page eleven)

# Congratulations

TO THE  
**Texas Coca-Cola Bottling Co.**

On Their New Eastland Plant

And Welcome to All Employees and their Families to Eastland!



**OWEN GROCERY & MARKET**

West Commerce Street

# Congratulations

TO THE  
**Texas Coca-Cola Bottling Co.**

On Their New Eastland Plant

And Welcome to All Employees and their Families to Eastland!



**LUCAS SERVICE STATION**

GOODYEAR TIRES and TUBES - GASOLINE  
Motor Oils - Accessories - Washing and Specialties  
Batteries and Recharging.  
C. T. LUCAS, Prop. Phone 50 300 East

# Congratulations

TO THE  
**Texas Coca-Cola Bottling Co.**

On Their New Eastland Plant

And Welcome to All Employees and their Families to Eastland!



**WESTERN AUTO ASSOCIATE STORE**

Highest Quality Merchandise  
TUCKER BROS. AND CLIFTON

# Congratulations

TO THE  
**Texas Coca-Cola Bottling Co.**

On Their New Eastland Plant

And Welcome to All Employees and their Families to Eastland!



**S. L. (Leon) BOURLAN**

OWNER, A. & P. MEAT DEPT.  
We Appreciate New Customers  
... And Satisfy to Hold Them

# Congratulations

TEXAS COCA-COLA BOTTLING COMPANY  
ON THEIR NEW EASTLAND PLANT

Here's a letter that tells about Dispensing Convenience:

**BUTLER MANUFACTURING COMPANY**

Factories at Kansas City and Minneapolis  
STEEL PRODUCTS  
General Offices 13th & Eastern Ave.  
KANSAS CITY, MO.

August 6, 1937

Vendo Sales Company, Inc.,  
Commerce Building  
Kansas City, Missouri

Gentlemen: Mr. R. J. Alton.

The Vendo equipped Coca-Cola dispensing cooler, stationed in our offices, has proved of such practical use and value that we feel you should have this word of appreciation.

This unit serves cold drinks for our 75 or 80 office employees as well as for visiting customers and others, at their pleasure, and without the bother and expense of a sales attendant. The machine, being mechanically refrigerated, serviced by the bottling company, and occasionally reloaded by our office porter, requires little, if any attention on our part.

Of greatest appeal to us is the fact that, by its use, refreshing drinks are made available to our individual workers at whatever time they may want the "life" of a cooling drink on a hot day. No waiting until noon or other scheduled rates time, necessary when there isn't enough business to keep an attendant busy full time.

We were skeptical about the advisability of having Coca-Cola or other such drinks available during office hours, but are now thoroughly sold on its advantages.

Thanks to your equipment.

Yours very truly,  
**BUTLER MANUFACTURING COMPANY**  
By Oscar D. Nelson, Treasurer  
and General Manager

See the Newest Model On Display at the Coca-Cola Plant

**VENDO SALES COMPANY, INC.**  
Kansas City, Missouri

# Congratulations

TO THE  
**Texas Coca-Cola Bottling Co.**

On Their New Eastland Plant

And Welcome to All Employees and their Families to Eastland!



**FRANK ROBERSON GARAGE**

Farmall Tractors — International Trucks — General  
Garage Service — Wrecker Service Day and Night.  
WEST MAIN — EASTLAND

# Congratulations

TO THE  
**Texas Coca-Cola Bottling Co.**

On Their New Eastland Plant

And Welcome to All Employees and their Families to Eastland!



**BEARD & TAYLOR**

Real Estate and Insurance  
Office, Eastland National Bank Building

# Congratulations

TO THE  
**Texas Coca-Cola Bottling Co.**

On Their New Eastland Plant

And Welcome to All Employees and their Families to Eastland!



**Modern Dry Cleaners and Dyers**  
Phone 132



# Congratulations

TO THE  
**Texas Coca-Cola Bottling Co.**

On Their New Eastland Plant

And Welcome to All Employees and their Families to Eastland!



**TURNER - SEABERRY and SPRINGER**

Footl...  
white-trayed...  
KNOW TE...  
(Continued from...  
from Nevada County...  
opened a store...  
1836 in size, W...  
Pacific and...  
central railroad...  
1881, a stage line...  
Green Creek and...  
Blue Creek, and...  
the midway...  
understand then...  
Office which was...  
1882.  
Q. When was the...  
Hotel at...  
constructed?  
A. In 1859 by Wil...  
er, a brewery be...  
in connection...  
this hotel, then...  
game of...  
under...  
and it...  
regulation...  
country for its...  
Q. How much...  
does T...



# Football Under Present Rules Will Be Best Yet, Says Lou Little

## New Interpretation Instead of Drastic Changes Should Speed Up Game, Lion Mentor Claims

BY LOU LITTLE  
Columbia University Head Coach

Written for NEA Service and Ranger Times  
NEW YORK, Sept. 26.—Football will be a better game this fall than ever before. Largely because it will be the same game the boys played last year. Players, coaches, officials, and fans have been spared the necessity of reading up on new rules. They'll know what's what from the beginning.

The game right now is nicely balanced. If there is an edge, it goes to the offense. That is as it should be. Power, speed, and deception, with a generous amount of skill, are demanded by the sport as it stands today.

I am convinced that the rules committee was wise in not heading the near-hysteria at the end of last season regarding proposed rules changes on forward pass interference. The problem was considered at length. But going over it front and back, up and down, the rules makers could find nothing to put into words that would solve the problem.

I am confident, however, that good will grow out of all the talk that followed last year's big games. The significance of some of last year's major game decisions—and the subsequent heated discussion by fans, writers, and everyone else—will have the effect of making officials more careful, perhaps a bit more deliberate.

Sometimes, I believe, a decision has been made too quickly. A second thought and an open mind that will

ities of the play.

I expect to see officials more conscious this year than ever before of the fact that the infraction is not necessarily and invariably the fault of a defensive player. Too often officials have failed to realize that the offensive player, going down under a pass, can also interfere with the defense.

The change in rules which abolishes the second kick-off when the ball goes out of bounds on the first kick is a good one. Hereafter the ball will be put in play on the receiving team's 35-yard line or at a point 10 yards in from where it crosses the sideline.

This is bound to speed up the game. Too often in recent years, teams have kicked from the sideline, with the ball going out of bounds to necessitate the anticlimax of a second effort. Now, if they are going to kick from the sideline, they'll either have to kick accurately or give the ball to the rivals on the 35-yard stripe.

This may give the receiving team a little edge, but the result will be more care in kicking off and more preparation for this play, which is one of the most thrilling and interesting in football. It means kicking and any trend toward better kicking football helps the game.

The committee has moved in the direction of a more exact, less fluky game by ruling that a free ball may not be kicked or kicked at, intentionally or otherwise. Larry Kelley's accidental booting of the ball in the aftermath will go a long way toward clearing up the perplex-

not call interference unless there has been a deliberate attempt by the defensive or offensive player to interrupt to recover a fumbled punt against Navy last fall probably had a lot to do with the adoption of this rule. When Kelley finally recovered the ball, it was on Navy's two-yard line, instead of on about the 26, where he had kicked it. Yale scored as a result and won the game.

In that particular case, I have no doubt that the kick was accidental. However, if no action had been taken by the rules committee, this stunt might have become too frequent to be called accidental. Now, with loss of the ball as a penalty if the foul occurs on the field of play, the boys will take care to avoid such accidents.

Football is a great game as it stands today. It is based on a system of checks and balances that makes its generalship and execution a great test of offensive and defensive skill.

This year's minor changes in rules, both simple and understood, will improve that balance still further. The new attitude of officials on pass interference, which I expect to be in evidence, will give the defensive player a bit more of a show than he has had sometimes in the past.

As they stand today, the rules seem to me to have reached almost their ultimate state, at least until some new, unlooked-for element comes into the game.

It's such a great game today that I wonder sometimes what the old-timers mean when they talk about the "good old days."



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### Prison Inmates Are Turning to Writing

By United Press  
ALBANY, N. Y. — Correction Commissioner Edward P. Mulrooney may have started a number of state officials on careers as editors and literary critics.

The commissioner, in an effort to encourage prison inmates to try their hand at writing, directed prison teachers and wardens to make a careful criticism of each manuscript submitted. Worthy papers will be sent to the commissioner.

Despite the literary efforts of the many inmates, Mulrooney says few manuscripts are published. "Since I have been commissioner, only two have aroused interest of publishers," he said. "One was a short story, the other a historical treatise." Mulrooney has been correction commissioner since February, 1936. He was formerly New York City police commissioner.

### KNOW TEXAS

(Continued from page ten)  
from Nevada County, Mo., in 1880 and opened a store in a box building 12x14 in size. When the Texas & Pacific and Houston & Central railroad reached Cisco in 1881, a stage line was started between Cisco and Brownwood, 65 miles apart, and Anderson's store became the midway stagestand. Anderson then applied for a post office which was established in 1882.  
Q. When was the first unit of the Manager Hotel at San Antonio constructed?  
A. In 1859 by William A. Menner, a brewery being operated then in connection with the hotel. This hotel then specialized in Texas wild game of every kind, prepared under direction of Joseph Mitrovich, a noted chef of the period, and it soon attained reputation throughout the country for its excellent cuisine.  
Q. How much marble and high-grade stone does Texas annually

use from other states?  
A. More than \$2,000,000 worth, all of which could as well be secured in Texas, is used annually in Texas buildings.

Q. Are bananas successfully grown in Texas?  
A. Near La Feria, Cameron county, banana trees planted 4 years ago are 35 feet high and have produced finely flavored bananas.

Q. Who was the first settler in what is now Houston county?  
A. Daniel McLean was the first settler, according to Judge A. A. Aldrich, local historian. McLean built a home there in 1814 and was killed in the McLean-Sheridan Indian massacre in 1837, near the present site of Elkhart.

Q. How was the Davy Crockett Memorial Auditorium at Crockett financed?  
A. This auditorium of beautiful colonial design cost \$25,000, of which \$10,000 was supplied from Texas Centennial funds and the

rest by the city of Crockett and by Houston county.

History Projects  
"Texas Under Six Flags," 34 pages of outline pencil pictures ready for children to fill in with colored crayons, every picture conveying a vivid impression of Texas history that will not be forgotten. Front cover has large picture of Texas Capital surrounded by six flags in natural colors. This set of project book arranged for Kindergarten, First Grade and Home Instruction — a nice gift book — something every child will like. Mailed postpaid for 25 cents.  
Will H. Magee, 2610 Salado Street, Austin, Texas.  
I enclose 25 cents in coin securely wrapped, for a copy of "Texas Under Six Flags."

### CONGRATULATIONS TO THE Texas Coca-Cola Bottling Co. On Their New Eastland Plant!

All photographs of the Texas Coca-Cola Bottling Co., Eastland plant, in this edition were made by our Studio.  
We specialize in all kinds of Photograph work and invite you to visit our Studio.

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### SISTER MARY'S KITCHEN

by Mrs. Gaynor Maddox  
SEA SERVICE STAR WRITER  
LEFT-OVER meats never get another chance when they turn up in a pastry pie. Pies can be made of no more than well seasoned gravy and pastry, but of course the addition of fresh vegetables improves their flavor and value. Fresh meats are used, too — meat of almost any variety.  
These pies are hearty fare. So plan the rest of your meal accordingly. The salad bowl belongs in the meat-pie picture.  
Unusual Veal Pie (4 to 6 servings)  
One and one-half pounds boned leg of veal, 1-2 pounds good sausage meat, 1-2 teaspoon salt, 1-4 onion, 1 tablespoon butter.  
Have veal sliced the thickness of cutlets. Chop onions and saute in butter. Use a deep baking dish. First put a veal cutlet, a little onion and salt and then a layer of sausage meat, continue until dish is full. Add about 1-4 cup of water. Cover with pie crust and bake about one-half hour in a slow oven (300 degrees F) then increase heat to 350 degrees F. or moderate oven and bake fifteen minutes. Cut three slits in pie crust before putting on pie.  
Beef and Kidney Pie (4 to 6 servings)  
Two pounds flank steak, 6 lamb kidneys, 1-2 tablespoon chopped parsley, 2 onions, 1 teaspoon salt, 1-2 teaspoon pepper, 8 tablespoons butter, 4 tablespoons flour, 1 teaspoon steak sauce.  
Remove fat from meat and cut in squares, roll in flour and saute in butter. Cut kidneys in half and put in cold water and bring to boil. Remove from fire and drain. Roll in flour and saute in butter. Slice onions and saute in butter. Use a deep baking dish, put a layer of meat in bottom,

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And Welcome to All Employees and Their Families to Eastland!

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West Main Street Eastland

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### MAJESTIC CAFE

So. Side Square, Eastland

### APPLICATION FOR AUDITION in the Eastland Telegram—Metro-Goldwyn-Mayer SEARCH FOR TALENT

Name \_\_\_\_\_ Age \_\_\_\_\_  
Street Address \_\_\_\_\_ Phone \_\_\_\_\_  
City \_\_\_\_\_ Weight \_\_\_\_\_ Complexion \_\_\_\_\_  
Height \_\_\_\_\_ Sing \_\_\_\_\_ Dramatic Ability \_\_\_\_\_  
Dance \_\_\_\_\_  
Legal Guardian \_\_\_\_\_  
Paste or Fasten Application to Photograph  
This entry blank, properly filled out, must be accompanied by photograph of entrant and both must be mailed to the M-G-M Screen Test Editor of the Eastland Telegram on or before Oct. 5. In signing and submitting this application, entrants agree to abide by the decisions of the judges in all phases of selective auditions to be conducted at the Connelley theatre on Oct. 6 and 7, and grant permission of the Eastland Telegram to publish their photograph and other information submitted herein. Photographs may be called for after auditions close.  
REMEMBER! THE DEADLINE IS OCTOBER 5!  
Special Note: If you do not have a late photograph, contact the manager of the Connelley theatre for instructions.

### CONGRATULATIONS TO THE Texas Coca-Cola Bottling Company ON THEIR NEW EASTLAND PLANT!

And Welcome to all Employees and their Families to Eastland!

We Greet You and are glad to have you here with us!

### STATES OIL CORP.

EASTLAND

### 50¢

### WOULD YOU RISK YOUR LIFE FOR 50¢

WHEN YOU'RE tempted to try squeezing the last 1,000 miles out of a worn tire, WATCH OUT! You may save fifty cents at present tire prices but think of what it may cost you in repair bills... hospital bills... doctor bills. Because remember, at today's high speeds, terrific heat is generated inside all tires and this internal tire heat is the great, unseen cause of blow-outs. Unless the tires on your car are protected against this heat... sooner or later YOU may have a blow-out!

### DON'T DELAY Get Golden Ply Blow-Out Protection NOW!

Here's why Goodrich Safety Silvertowns may save your life—they're the only tires in the world that have the Life-Saver Golden Ply, a layer of special rubber and full-floating cords, scientifically treated to resist the terrific blow-out-causing heat generated inside all tires by high speeds. Thus you get real blow-out protection for yourself and family. Play safe. See us today about Silvertowns for your car. And imagine! They cost even less than other super-quality tires.

### GOLDEN PLY BLOW-OUT PROTECTION IS FREE!

### EASY TERMS TO SUIT YOU ASK FOR BUDGET DEPT.

### Goodrich SAFETY Silvertown

### GEO. H. HIPPE

E. Main St. : Eastland



## *You Can't Advertise Today and Quit Tomorrow*

## *You're Not Talking to a Mass Meeting . . . You're Talking to a Parade!*

BRUCE BARTON

Ceaseless hammering on the same spot helps win prize fights . . . it is the essence of advertising success. Not until enough individuals in the same neighborhood have been sufficiently saturated with a certain slogan, say, to cause them to react on one another does advertising become a social phenomenon.

The modern business man realizes that his best customers wear out at a rate of nearly 3 per cent a year. Advertising - made prospects disappear far faster. Casual impressions, however, favorable, dry like dew in the heat of competition.

"Cumulative" effects of advertising come not from one advertisement paving the way for another. This is negligible, to say the least. Cumulative effect, on the contrary, comes from salvaging as customers half-finished prospects.

Each advertiser is in much the same plight. If he quits successful, he loses money. If he quits unsuccessful, he tosses away an equity in public recognition far more valuable than the money: So many thousand partly manufactured customers. The second group are spending as little money as they can and still keep their names before the public. They believe themselves wise spenders because they spend so very cautiously—or perhaps reluctantly is a better word . . . THE BALD TRUTH IS THAT THESE RELUCTANT SPENDERS ARE, AS A CLASS, THE REAL OVER-SPENDERS IN ADVERTISING!

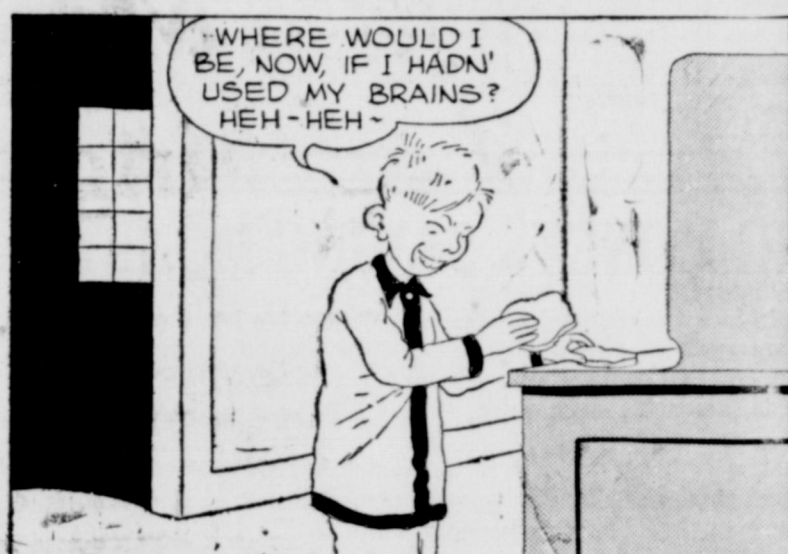
# **E ASTLAND TELEGRAM**



# OUT OUR WAY

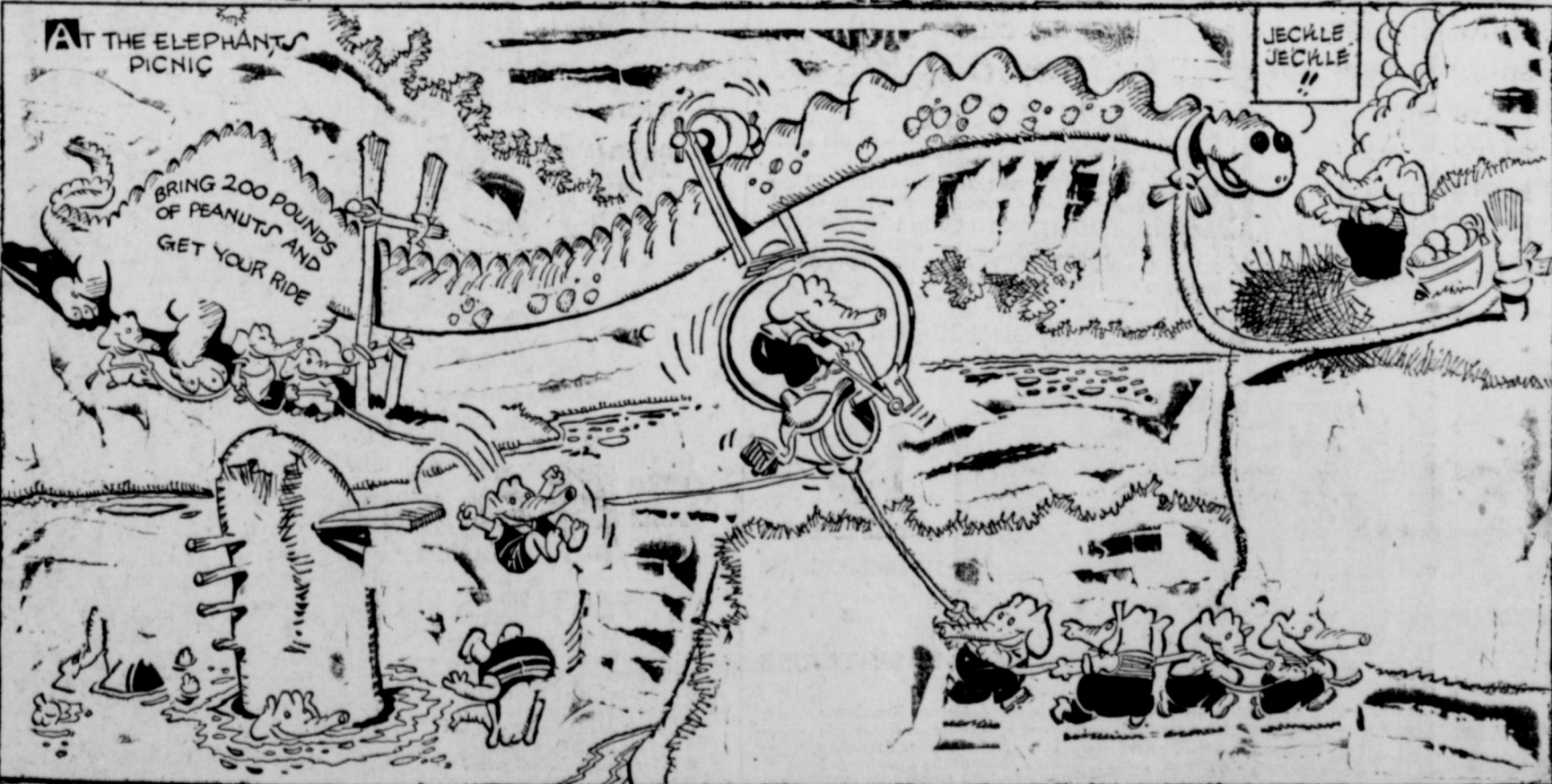
WITH *The Willets*

REG. U.S. PAT. OFF. BY J.R. WILLIAMS



## THE COMIC ZOO

By Scarbo





### Tractors Boost Price For Farm Lands

DALLAS, Tex.—It has been estimated that 7,000 Texas farmers this year will be unable to rent land.

Premiums offered by large tractor farmers for land has made it difficult for small farmers in the south to obtain fertile farms. It has been reported that tractor farmers in many instances pay a premium of \$1 an acre above the usual half or three-fourths of a crop for rent, in order to contract large acreages.

Texas last year saw 6,685 of its farm families cross the plains to California. California reported 7,821 home seekers from Arizona and Oklahoma families led the immigration for all states with 13,984 crossing the California line in automobiles.

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### Behind the Scenes in Washington

BY WILLIS THORNTON  
NEA Service Staff Correspondent

WASHINGTON.—By this time it should be clear that the question of "should the government go into business" is a purely theoretical one. The government is "in business" in many fields, and every tendency of the times is driving it farther in every year. It is a fact, not a theory.

The cases discussed here, you will note, are not those of the many agencies concerned with regulating and controlling business, but only those in which the government is performing a civil function of producing goods or services which are ordinarily produced by private firms or individuals.

Banking is one of the fields ordinarily occupied by private enterprise. But who is the biggest banker in the country today? Why, the Reconstruction Finance Corporation.

Since Hoover started that federal super-bank, back in 1932, it has relocated the stupendous sum of \$1,813,479,922, a banking operation not only far beyond the reach of any private bank, but the biggest banking job in the history of the world.

The RFC itself owns stock of the Import-Export Bank, the Commodity Credit Corporation, and many other government-incorporated agencies.

This growing form of incorporation for public business has also made the Treasury itself a sort of holding company or investment trust. It owns, among billions of dollars worth of securities, the stock of the Federal Deposit Insurance Corp., the Inland Waterways Corp. and dozens of others.

THE recently-passed Wagner-Steagall bill guarantees that the government will be a factor in the building and renting situation for the next 20 years. While this program is largely financial, in the form of aid-loans to communities, it also implies a certain amount of direct management, as the 3006 families occupying Resettlement projects can tell you.

The shipping program now being launched by the U. S. Maritime Commission is a pin primarily a financial-aid proposition, but here, too, the act contains a definite provision for government building, ownership and operation of ships if the private-aid program fails to produce results.

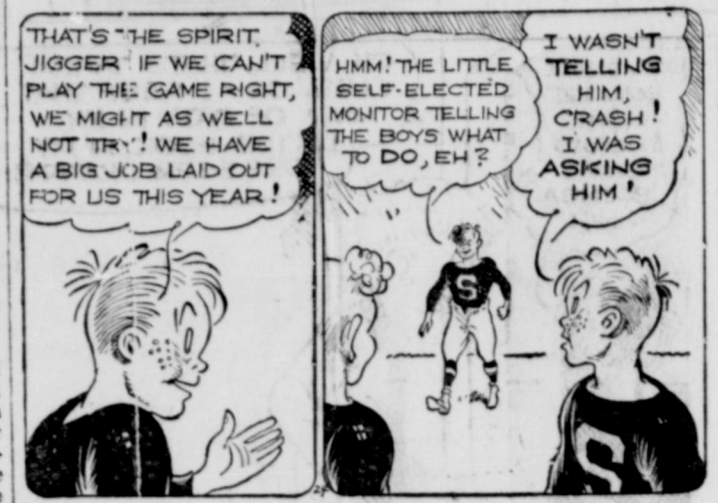
The government runs a railroad that dominates all of central Alaska, which reports a current annual operating deficit of only \$17,443.89, and considers that excellent because \$27,121.81 was spent for mining exploration making it really an operating profit of \$9677.92, "a most satisfactory improvement," says the report.

The Titanic work now being done by the Tennessee Valley Authority presents a typical case of conflict between public and private business.

When TVA recently contracted to sell \$1,500,000 worth of electric power a year to the Aluminum Co. at Alcoa, Tenn., and another \$750,000 worth a year to the Arkansas Power and Light Co., the cry against TVA from southern utilities was redoubled. They have always claimed unfair and ruinous competition.

The question of whether or not the federal government shall go into business is no longer a realistic one. The government is in business already, in a big way.

### FRECKLES and HIS FRIENDS—By Blosser



### Hints Are Offered On Waitress Skill

By United Press  
ST. LOUIS.—If John B. O'Meara, trainer of hotel employees, has his way, "hashers" will be a thing of the past and maitrondes of the food will spring up in their place.

Next time you're in a restaurant he says, ask the waitress what chicken a la king is. If she answers indifferently, "Old chicken and gravy and stuff" fixed up, she's a hasher—unmistakably.

You're being served by a merchandiser of food if she answers courteously, "It's chicken cubed it rich cream gravy with pimientos mangoes and mushrooms added. We're serving it today in flaky pastry shells."

O'Meara's first lesson for waitresses concerns the menu—where the food came from, how it is prepared and how to describe it in a way that will make the stomach tingle expectantly.

The course advances to the proper way to take an order and proceeds to kitchen vocabulary. Definitely out are such instructions to the cook as "another man wants to take a chance," for an order of hash, or "six in grease" for a half-dozen fried oysters.

### CLASSIFIED

FOR SALE: Bed room suite and living room suite. Practically new. See Tom Lovelace, 115 East Commerce.

MALE, INSTRUCTION. Reliable men to take up AIR CONDITIONING and Electric Refrigeration. Prefer men now employed and mechanically inclined, with fair education and willing to train spare time to become experts in installation and service work as well as planning, estimating, etc. Write giving age, present occupation. Utilities Inst., care of Eastland Telegram.

FOR RENT: Four room nicely furnished apartment. Close to school. 1020 West Commerce.

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FOR RENT: Furnished apartment, south front and private entrance; all bills paid, \$12.50.—310 East Main.

FOR RENT: Apartment, nicely furnished, electric refrigeration and garage, well located, close in. Call 90.

### Picnickers Given Taste of Picnicking

By United Press  
"COLORADO SPRINGS, Colo.—E. S. Keithly, supervisor of the Pike national forest, vouches for the authenticity of this story.

A rancher, whom he refused to identify, "got even" with some Denver residents who picnicked on his property and left the grounds littered with refuse.

The rancher jotted down the automobile license number of the party, checked the driver and journey with his family.

The family drove of the picnic grounds on the grass and scatter refuse. The Denver man call the police threatened to fine After finishing scattering more lawn, the rancher left.

Japan evidently China failed to the gun-typewriting left.

LYRIK

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Amazing ROMANCE High ADVENTURE

The Greatest Drama of Modern Times...

RONALD COLMAN in The Prisoner of Zenda

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### MAKING MONEY vs. SAVING MONEY

... Few people lack the ability to make money, but too large per cent of us Americans spend it all. In this respect, we compare poorly with Great Britain. The British people have a savings of \$330.00 per person, and the ratio is increasing each year.

... But we can save if we will. A lot of homes in Eastland and elsewhere in this country are being paid for out of savings. We are making ourselves save enough out of the monthly wage to pay out the home.

... Save something today... this week... and in the future. If you do not own your own home, buy one today. There is no better investment than that of the home, and if there is anything we do have to sell... it's more homes!

### EARL BENDER & COMPANY

Abstracts — Insurance — Real Estate — Rentals

## You May Be Next!

WE DON'T like to hang any crepe... but have you noticed the unusual number of car wrecks lately, caused from old tires exploding when driven at high speeds?

LOOK YOUR TIRES OVER CAREFULLY...!

... YOU MIGHT BE NEXT!

We think the safest thing you can have on your car is a new set of

### SEIBERLING TIRES!

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THE LITTLE RADIO THAT HAS Everything

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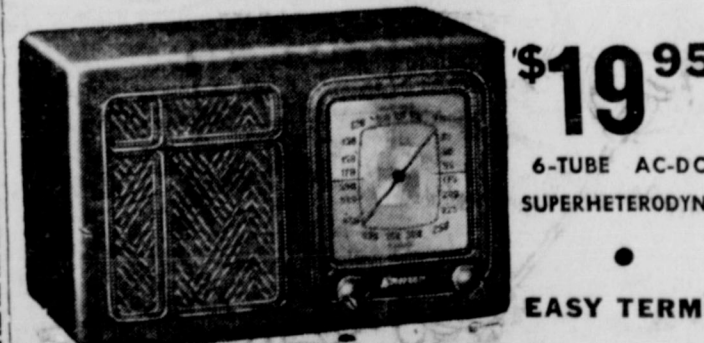
name it.. Emerson has it!

EASY TUNING? Emerson's Micro-Selector gets more stations and separates them better. And the beautiful exclusive GEMLOID Dial makes for easier tuning.

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EMERSON MODEL A-132—Standard American Broadcasts and State Police Calls... 6-Inch Dynamic Speaker... Automatic Volume Control... Signal Filter... Velvet Drive Tuning Assembly... Built-in Antenna... trim, Modern Acoustically Constructed Cabinet with the exclusive Indirectly Lighted GEMLOID Dial.

Make This FREE TEST—At your home or office see how many MORE stations Emerson Micro-Selector brings in.

EMERSON RADIOS from \$14.95 to \$99.95

EASY PAYMENTS: 20% Down — Balance Monthly.

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AUTOMATIC TUNING

PHILCO WITH INCLINED CONTROL PANEL

\$25.00 FOR YOUR OLD RADIO ON THIS NEW

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COST OF NEW 1938 PHILCO \$89.95

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FEATURES

- Cone-Centric Automatic Tuning.
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- 8 High-Efficiency Tubes, etc.
- Push-Pull Phase Inverted Audio Circuit—Magnificent Power, Selectivity and Tonal Richness.
- Philco Foreign Tuning System.
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- Philco High Efficiency Aerial.
- Many Other Features: too Numerous to Mention.

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