




Are Your Clothes Clean Fo Vaction Time?

See GWIN
The Better Kind Of

Dry Cleaning Is the Ansuca GWIN - The Cleaner

Phone 321
and that the building on Fisher St containing my offices, and forme known as the Smith-Childress Cli will hereafter be operated a Smith Clinic.
C. M. SMITH, M.D.

Clinic Phone
Home Phone

4-H Safety Workers in All-Out Atte to Reduce Accidents on Farms in 1


## of 72 dailies, milline rate comparisons as a basis

 WHY ARE WEEKLY NEWSPAPERS SO MUCH BETT- The weekly newspaper is a Town Bulletin carrying news about people the reader
knows.
- It is read by every member of the family
- An advertisement has less competition for readership and the reader can go through short time. SHIP?


## Bural

any time in history.
Their 1948 income of $\$ 41,000,000,000$ was ove three times their income in 1939. They are able buy anything the adve In GREATER WEEKLIES newspapers, an ad vertiser can reach 1000 families for .017 per line. When the great readership of these newspapers is
considered this may well be considered the outstanding buy of any advertising media.
Analysis of individual studies on which these
ple should write to htm, an
tell of their original thinking tell of their original thinking.
This sounds like a good thing provided people will try not
let the "something for nothin 13 Surveys Show Readership To Be 7 Times That Of Dailies!

| Cerat Classifation | Number | $\begin{gathered} \text { Total } \\ \text { Tirouiter } \end{gathered}$ |  |  | Readernht |  |  | $\begin{aligned} & \text { Averago Rate } \\ & \text { Per } 1000 \text { Families } \end{aligned}$ |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |  |  |  |  |  |
|  |  | 52,285,299 | 29,352 | \$3.32 | ${ }^{53.32^{*}}$ |  |  |  |  |
|  | 8,676 | 13,643,463 | 1,58 | 22.2 |  |  | 49 |  |  |
|  | 1,950 | 4,039,982 | 2,070 | 19.0 | 2.72 | . 039 | . 55 | . 019 | ${ }^{26}$ |
| - |  |  |  |  | ${ }_{6.15}$ | . 027 | ${ }_{38}$ | . 043 |  |
| GREATER WEE | 234 | 535,393 | 2,288 | 17.22 | 2.46 | . 040 | 56 | 017 | . 24 |



## ${ }^{4}$ Why dooe

The answer is: IT DOESN'T
Advertisers who think it does have given undue with circulation and has nothing to do with
more important subject of READERSHIP.
Daily newspapers have an average milline rate
of $\$ 3.32$. GREATER WEEKLIES newspapers have a milline rate of $\$ 17.22$. Without further analysis,
the dailies would appear to offer a big rate advan tage.
But READERSHIP ANALYSIS turns the tables by seven reputable organizations) show the read
ership of weeklies to be SEVEN TIMES that of dailles
If the advertiser wants to buy readership, and the milline rate of the weeklies by 7 , giving
READERSHIP RATE of $\$ 2.46$ for GREATER for dailies
Thus the advertising dollar buys MORE REA
Readership analysis is not an exact science. But Readership superiority as compared with studies


## MELBA <br> Society And Clubs <br> Telephone your Parties, Socials, Club ker. orts, and Personals To EARLENE NIX. Telephone No. 80, or after 5 p. m., No. $87-\mathrm{W}$.

For a Cool Restful Evenng Come to The Theatre and THURSDAY And FRIDAY NIGHTS
ROD CAMERON, BONITA GRANVILLE,

## 'STRIKE IT RICH'

Filmed In the East Texas Oil Fields. Also Chapter 10-"SUPERMAN"

SATURDAY MATINEE And NIGHT
FREE Picture of ROY ROGERS Given to Every Child

## 'GRAMD CAIYON TRALLS'

In Trucolor
Also Chapter 10-'Superman' Shows Saturday Matinee
Saturday 10:30 Prevue, Sunday And Monday
'WEXICAN HAYPIDE'
TUESDAY And WEDNESDAY NIGHTS 'THE Yearlilig'

In Technicolor-Starring

GREGORY PECK And JANE WYMAN With ADELE JERGENS And MARC PLATT 'WHEL A GIRL's BEAUIIFU'
Consc CHICEEN Every Suloar' 'EL PASO' 'BAD MEN OF TOMBSTOME'

## ICAI HAYRIDE' FEST A \& C FILM,

 HICHH RIOTTea Honor

| onor |  |
| :---: | :---: |
| Reva Mae Horton |  |
| A tea honoring Miss R |  |
| Horton was given on We |  |
| Ed Juiy 20 h at the Ba | sun shone dimly through the |
| attendin. ${ }^{\text {a }}$ ( |  |
|  |  |
|  |  |
| were assisted by |  |
| Rudd, Mrs, Luther Souls |  |
|  |  |
| L. F. Bain, Mrs. Maico |  |
| Jernigan. |  |
| Mrs. Jim Weatherby ${ }^{\text {Preured }}$ tea and Mrs. Phill Nickols |  |
| nd Mrs. Phillp Nick |  |
| served cake. The table was covered with a white linen handdrawn table cloth and centered |  |
|  |  |
|  |  |
| with a white arrangement of gladioli petunia, obelia, white |  |
|  |  |
| carnations, white dalias. |  |
|  |  |
|  | S |
| nounced the honorees. Mrs. Emery and Miss Janet Soules |  |
| played popular organ music inoughout the party. The house party consisted of |  |
|  |  |
|  |  |
|  |  |
| Mrs. Lula Horton, Mrs. Capple Moreland, Mrs. Charles W. Hill bride's book. |  |
|  |  |
|  |  |
|  | GULD STAR GIRL |
| On July 18th Joyce Hart daughter of Mr. and Mrs. L. B. |  |
|  |  |
| daughter of Mr. and Mrs. L. B. was selected the winner of Gold |  |
|  |  |
| Star award for Mills County. |  |
| She has well established demnstrations and has been in club work four years. |  |
|  |  |
| Other girls participating for the award were: Joanne Koppe, |  |
|  |  |
| Priddy, Myrlene Reynolds, Gold- thwaite Jr. 4-H; Helen Hasley, |  |
| Mullin, and Mary Lee Aldridge, <br> Staz. |  |
|  |  |
| The judges were Mrs. G. C. | satin ribb |
| H. D. Club; Loraine Burdette and LaJoy Clary, $4-\mathrm{H}$ girls of Goldth- |  |
|  |  |
|  |  |

## Stewart-Toliver <br> 

## Rites Solemnized

The marriage of Miss Mar-
garet Oleta Stewart, daughter

Hardman Reunion


OP IN AFTER He movies
For A Tasty
Snack:

$\mathrm{C}^{2}$ host of delicio
Son our menus.
Now Serving NDAY DINNER


he Snack Bar


I Have Purchased the

## MAGMOLLA SERVICE STATION

Located next door to the Telephone Office on North Fisher Street.
I Ask All of my friends and former customers of the Station to Call on me when in need of Gas and Oil, Wash and Lubrication or any other Servicefor your Car.
mobilgas MOBILOIL

MOBIL TIRES . . . BATTERIES DELMA FEATHERSTOM

OWNER AND OPERATOR Telephone 308

## Thewh Swingo collusif min marits

| EBONY NEWS- <br> by clementine wilmeth briLey <br> We still have dry weather, but somewhere it must have rained, for the days and nights are delightfully cool. <br> Mrs. Cecil Crowder and childthe Griffin home for sometim have joined Mr . Crowder at Eastiand, and are making their <br> Miss Lilla Jo Thompson has a bookkeeping job at Comanche. Pauline Russell and Erma Joy Reynolds are working in Odessa. We find that Miss Edith Thompson was married to George Russell of Big Spring at the Methodist church in Brownwood July 16. After a honeymoon in East Texas, they are at home at Big Spring. <br> Mrs. Gene Egger, Mrs. Cecil Egger, Ynell Egger, Mrs. Hubert who attended the shower given by Miss Schrank at Priddy for believe it was the nicest shower they ever saw. |  |  |  |
| :---: | :---: | :---: | :---: |



PHONE 311
International Harvester Dealer


President Truman 'Should Not Run Again,' Say Texas Voters In Poll ARROW MILLS will receive Mills County Grain Sorghum for storage under Government Loan. Inquire at GERALD-WORLEY COMPANY.

## 



## MA.JOR OVERHAUL



## On Any Make Car 20 PER CENT DOWN

Balance In 12 Monthly Payments

## SAYLOR

ChEVROLET CO.
GOLDTHWAITE, TEXAS

## Your trip to California in Santa Fe Chair Cars costs less than by automobile ...


hard to believe (aill you sigure it out for yourself)
Even when you divide the cost Remember too, you can enjoy among two people-the cost famous Fred Harvey meals when

YOU MAKE BIG ONES OUT OF LITTLE ONES . DELAYING CAR REPAIRS
so, Have inspections made reg ularly to keep minor car diso: aers from becoming major nces . Hittle repalr blls from becuming bls ones! We have repalr paits to keep your car ruening eiflciently -ir you see to tha none are wasted bacugh repairs ala de necessary by carclessnea and delay. Observe this rule and let Reld and Waiker handie the
inspection job. . We can keep your car in tip-top shape with expert service and work.
JACK JERRY REID \& WALKER
is still less per person via Santa Fe chair car.
Just add up the cost of driving your car to Californiagas, oil, depreciation and night's lodgings (to say nothing of wear and tear on your-selff)-and you'll see for your self!
you travel Santa Fe.

4nd that isn't all! After arriving in Los Angeles, you can travel to San Diego on your round-trip ticket via Santa Fe at no extra cost! Just tell the ticket agent you want it that way.
You'll like traveling in Santa Fe chair cars, too! Carefree clothing is the popular way to dress, and you have comfortable dressing rooms to freshen up whenever you please so that you can enjoy every minute of your trip along the scenic route to California.

## Ask your local Santa foll agen

 to give you travel cost for your city

Four Veterinarians work For Two Hours On Reindeer's Broken Leg

## OUR DEMOCRACY —byat FREEDOM TO GROW


for Blitzen, and brought both night.
 en leg, was put to sleep at $9 \mathrm{a} . \mathrm{m}$. Thursday and laid on an oper
ating table. stock farner, Gram Grompththers
paced the floor nervously. stock farmer from Goldthwate
paced the floor nervously.
Four veterinarians, none o


MEET IN SAN ANTONIO

whom had ever operated on a
$\qquad$

SHERIFF MAHAN BRINGING BACK MAN WANTED HERE Mull county sherit wiey 1
 who was preked up weanesas
 order from here
Taylor is und indictment here for burglary indectment here for burglary
and theft resulting in the taking of over a hundred dollars from the Collier Dairy safe here last winter, and on theft
charges resulting in the reroom at a hotel about the same

Mrs. Ira Alldridge and Mary Leigh were called to McKinney
Wednesday on account of the Wednesday on account of the
serious illness of Ira Alldredge who has been in the V. A. Hos-
pital at McKinney for some

Mrs. J. T. Morris, and Mr. and Mrs. A. M. Hunt attended the
graduation exercises at Howard Payne College Wednesday night where Dorothy Eunice received her B. S. Degree. Mrs. W. E. Rhodes returned
from Brownwood Tuesday where from Brownwood Tuesday where
she had been fo: treatment. She was accompanied home by her niece, little Miss Earlene
McCormick who will spend the McCormick who will spend the
week her.. Mrs. Maud Newberry returned
home Sunday after visiting sev-
eral days with friends in Austin and Paige.
Mr. and Mrs.
$\qquad$

Announcing the 0 pening of
New Branch Studio In Goldthwaid
Fortune's Studio, headquartered Brownwood, will open a Studio in Gatlin Building

## FRIDAY, AUCUST THE 12

We will take care of all your pien needs at down-to-earth prices. Watch our window displays in advance of on ing date.
Save your kodak rolls for us, we m large Jumbo prints from any smallifi FREE sittings Friday and Satrud August 12 and 13 . See your Proofs no obligations. We have good equis ment and trained operators. We give you photography that will ple you at prices you can afford. From th who come for sittings on the 12th 13th, we will select by drawing bers, five individuals and will prex each a beautiful $8 \times 10$ portrait abolis ly free.

## Ottice Supplies

Desk Calendars
Ledgers
Journals
Ledger Binders
Ledger Sheets
Columnar Pads
Card Index Files
File Folders
Adding Machine Paper
Adding Machine Ribbons
Acco Fasteners
Typewriter Ribbons
Stamp Pads
Stamp Pad Inks
Paper Clips
Blank Statements
Parcel Post Labels
Pen And Inks

Index Cards
Index Files
Lead Pencils
Dateline Stamps
Index Alphabets
Paper Fasteners
Second Sheets
Manuscript Covers
Erasers
Carbon Paper
Rubber Bands
Arch Files
Clip Boards
Salesbooks
Cash Register Paper
Money Receipts
Pencil Sharpeners
Mimeograph Supplies
Letter Files
Rand Portable Typewriters Safes, Adding Machines, Cash Registers, Stee Filing Cabinets, all sizes.

## Phone 80

EAGLE OFFICE

$\qquad$
Sinzle Copie
SubscriptionSubscription
Subscription
Outside Tex

DNAL EDITORIAL
AHYASSOCIATION
Atica Mamber


STOP AND THINK
A system of all-weather Rural Roads means more than just convenience in the production and market
ing of our food and fiber. They mean a better mail service, better medical care, better educational opportunities, better land use and conservation, a chance to develop the social cultural and Christian potentiality develop the social, cultural and Christian potentialit of Rural Texas-it means giving an even break to the man on the farm at the "second cross-roads." He's a
Texan too-just like the man living on the pavement.

Interest in rural areas by making rural life more attractive through rural roads and other advantages must undergo a tremendous development, if Texas is and "small-town spirit" because of the growing trend toward city life and the increasing flight from rural

Further attention to this serious situation is emphasized by John E. Surrat, Secretary of the Keesler Plan Association, which is currently carrying on a campaign to interest rural young people in rural community development. At Dallas, several days ago Mr. Surratt pointed to the dangers of an "overbalanced" urban population, and said that his organization is preparing to present a series of scholarships to raral youths in a 7 -county North Texas area with a view of preserving community spirit and to aid in the betterm.
tion.

MEAT FROM THE WIDE OPEN SPACES
The average American family has meat on its menu few of us have any comprehensive knowledge of the complex mechanics of producing that meat, and bring ing it to our dinner tables.
The American Meat Institute has published an inormative booklet which touches on many phases of the subject. Here are some excerpts from it: "The nesses in operating one of the most speculative busi the weather and the market. He is hemmed in by the aws of nature
"It is nearly three years from the time a rancher decides on raising a calf until you can decide on a breeding time to grow a hog or lamb for market. In the meantime, prices may have changed, and casual ties, blizzards, floods and droughts can upset the best of plans.
"Raising meat animals is a business that requires duce the meat for an average American per year.

There are 4,000 meat packing companies, large the country. A farmer can sell his animals almost any where he chooses, and at any time he chooses.
"In addition to providing a ready market, the packer bridges the distance between areas where the meat animals are raised and the 350,000 stores where
meat is sold."

The production and distribution of meat, all the way from the farm to the butcher shop, represents one of the world's most efficient food services. On of average, every American consumed 145 poun

## gems of thought

sensible

## sts in

Pleasure is very seldom found
here it is sought. Our brightest
blazes of gladness are common
kindled by unexpected sparka Samuel Johnson.
No pleasure is comparable the standing upon the vantage Bacon.
False pleasure will be, is
chastened; it has no right to
at peace.-Mary Baker Fddy.






$\qquad$
spending her vacation in Long
Beach, Callfornat tells of the
delilhthtul climate and beauti-1
ful
flowers and the many, many


25 YEAR AGO-


Lake Merritt two days each
week.
Miss Hilton, of Amarillo, will
render several violin selections

at the Baptist Church at the
eleven o'clock service Sunday.
 of Brownwood is here
Frances Louise Geeslin.
 left Thursday for Snyder
visit relatives for ten days. isit relatives for ten days.
Mr. and Mrs. C. D. Ervin and children returned Sunday from a visit at Caddo with her par-
ents, Mr. and Mrs. Tom Newnents
ham
$\qquad$ ly carried to a sanitartum at Temple, underwent an opera-
tion Monday morning ast report morning, and Miss Oma Ervin is ncely. his week in Strawn and Breckenridge
relatives.
of Brownw
week end.
Herbert



52 YEARS AGO


Holland Frizzell and Lindse
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& \text { Mrs. } \\
& \text { ter ar } \\
& \text { with } \\
& \text { Hanna }
\end{aligned}
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& \text { ar are spending a few days } \\
& \text { with friends and relatives in } \\
& \text { Hanna Valley this week. }
\end{aligned}
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& \text { Hanna Valley this week. } \\
& \text { Rev. J. T. Priddy came }
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& \text { Priddy to the depot, where s! }
\end{aligned}
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& \text { Saturday to accompany Mrs. } \\
& \text { Priddy to the depot, where she } \\
& \text { took the morning train to Bel- }
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& \text { circuit by President J. } \\
& \text { Lane of the Protestant Metho } \\
& \text { dist Church. }
\end{aligned}
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\begin{aligned}
& \text { dist Church. } \\
& \text { diss Carrie }
\end{aligned}
$$

Miss Carrie Russell, who been visiting her cousin,
Tennye Hawkins will leave
§


## 

REX MAHAN \& SONS

## Trading Post

sponemed bute
GOLDTHW AITE GARDEN CU
Is Now Open In The New Locati Next Door to Mills County Lod Corporation.

## Men's And Boys' Clothing Ladies' and Children's Clotiti Some Furniture and many usa Household Articles.

THE TRADING POST
Open Mondays And Saturdays.


Lasting Tribute!
Choose the dignified simplicity of marble monuments to immorta
your loved ones. We also design an

WHEN IN NEED OF MONUMEN



HIWHITE ENAMEL THAT STAYS WHITE... Th Du Pont DUCO IT'S ONE-COAT MAGIC for WALLS...WOODWORK... FURNITURE


## milles 6 Ilc chllowigh

## WAMTA

CLASSIFIED AD RATES

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SERVICE CLUBS Goldthwarte lions club
First and Third Tuesdays at $7: 30 \mathrm{p}$. m. mithe Hangar
WARREX P. DUREN, Pres. T. M. GLass, secretary Goldthwatte jenior
Chamber of commerce CHaMBER of COMMERCE
Second Tvesday and Fourth


 | No. 289 |
| :---: |
| american legion | First Thursday Night at $7: 30$

T. M. GLAsS. Post Com.
LARRY DALTON, Adjt. GOLDTHWAITE VOLUNTEER
fRE DEPARTMENT Second and Fourth Tuesday
Nights at :7.3- Fire Hall.
JICK REI, Chie.
JoE b. KARNES, Asst Chief
WALTER S. SUMMY, Sec.
$\qquad$ Look at it this way: Every month's rent you pay your
landlord could be going int a home that will be all your sour -wn home. Our boilld
 rent-hat fix your buaget. It never requires tump sum
payments, never needs reLampasas federal LAMPASAS federal
SAYYGS $\&$ LOAN ASSS'N

$\qquad$



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## New <br> Floor Polisher

Paint . . . Paper MODERNIZE

YOUR HOME
Up to 35 Months
To Pay

- Add A Room
- Put On A New

Roof

- Build A
- Paint and Paper
- Repair


Venetian Blinds:
DR. CONNORS

DEAD ANIMAL SERVICE-Free
and Sure Call Collect. Phone
303, Hamilton, Texas. $3-11$-OK
FOR SALE- 100 milk fed
MRS. OTTO SIMPSON. FOR SALE
with bath; 1 iour room house
i-2 blocks west of Methodist Church.-BOYD
FEATKERSTON.
$7-29-3 T P$ ETRAYED from my pasture in
the Ebony community, on
three year old Hereford Bul
 ath Jim warmazax

R SALE Cane and Heigara hay and breaking plow for
"A" or "B" Farm-All tractor;
Double disc.-S. D. ROBERT-

New Electric Floor Polisher CALL Ent BS HUDSON DRUG "WHAT YOU WANT-

| DEAD |
| :---: |
| ANIMALS |
| EOVED free |
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| N O T I C E |
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| M. A. Childress, |
| M. D. |


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Dial -Special Jarm Day SEE THE NEW FIRESTONE champion tractoo tire Jarm Day Specials
I can now give you Com ican Radio Service on plete Radio Service on
all makes of Radio and Equipment. Call me for Pickup and Service.

## OLIEY KELLY

 | Joint | $\begin{array}{l}\text { for the submission of this } \\ \text { amendment to a vote of the } \\ \text { people of Texas; providing the }\end{array}$ |
| :--- | :--- |
| pime, means and manner there- |  |





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## URE OF i. Secti Constit


IE oration of grand and pettit tur
TE provided that the qualifica
tion of no person for sevile on
grand juries or on petit juries
Resolution No. 5





## FOR MAJOR REPAIRS <br> And MOTOR REPLACEMENT

 On Any like Car Eip To 12 Months To Pay.GENUINE PARTS
AND
SERVICE DEPARTMENT
IS AT YOUR DISPOSAL
DAY OR NIGHT


## "We'll Take It Away" <br> May it never happen to your car-

 But if it should,TELEPHONE 194

## Cline Motor Co. <br> DODGE



OLD MAN 100 SOME SPREEOld Hunnert


Florentine scroll print-Nelda crepe rayon. Reversible taffeta rayon belt. Wine with gray. Blu
autumn-fresh print The Curtain is going up for Fol Our racks are beginning tof with Dresses for the new sear We present this advance stur ing for your immediate slea tion. Look To LITILES H the Latest.


Autumn-crocus Nelda print crepe ray Drawstring dress in cinnamon, te claret, 14-44. Same style, sparkle 141-2-22 1-2.

## LITTLES

"Since 1898"


