



Moore... ABOUT Eastland

By VIRGIL E. MOORE

It's that time again. Hunting season got underway Monday and the deer were scattering for their hideouts and the hunters were out thick vowing to bring back a buck. Their wives, we might mention, were staying at home for the most part counting the "bucks" it was costing to "try" to get a buck.

My rate Eastland hunters were getting far behind. Judge Turner Collier and Dr. J. H. Caton left Friday the 13th—could be bad luck for them—and Dr. W. E. Chaney, John Ernst and J. O. Earnest left Sunday. There are probably several others that we haven't heard about, yet that are out on the trail, too.

The Telegram is waiting to see which of the home town hunters brings in the first kill so we can get a picture to prove to our readers that there are marksmen in Eastland.

Engineer At Plant Injured

A Lone Star Gas employe of Ranger, was painfully injured early Tuesday morning when a Bessemer engine's crank arm came loose throwing parts of the engine over a wide area of the plant.

Injured was John Boen, an operator-engineer at the plant. He was rushed to the West Texas Clinic in Ranger where hospital

Farm Bureau Has Report Session

Directors and other members of the Eastland County Farm Bureau who attended the regular monthly meeting on Thursday night, Nov. 12, 1953, were favorably impressed by the reports of the four delegates, Howard Wade, Clyde Coates, Ray A. Norris and John Love, who represented the county group at the 20th annual convention of the Texas Farm Bureau in Mineral Wells.

A. Z. Myrick, of Cisco, president, commended the Resolutions committee and co-workers on their policy development thinking at the county level, and constructing resolutions to help solve the immediate needs of farmers in adjusting to agricultural trends.

George I. Lane, Farm Home Administrator made the statement that "He had never seen farmers seeking solutions to their problems so intelligently, so fairly, or so cooperatively, as those gathered at the state meeting to represent their counties."

Analysis of the various resolutions passed were discussed one by one, affecting Eastland counties, and the results seemed favorable, to say the least. Myrick was quoted as saying "Regardless of differences of opinion, we still have confidence in each other and can work out our problems together."

J. M. Cooper, County Agriculture Agent, announced the Pecan Show Dec. 5-8, to be in Cisco, and urged all pecan growers in Eastland and adjoining counties to enter their particular varieties in the show. Prizes will be awarded each variety group.

Ray Norris was enrolled in the "100" Club at Mineral Wells and presented a gold pin for writing up 100 members during the year. Mrs. John Love is also a member of the "100" Club, winning her pin two years ago. Quota for Eastland county is 425 members.

Rising Star Youth Declared Delinquent

A 14-year-old Rising Star youth was declared a delinquent child in a juvenile hearing before Judge Turner Collier in Eastland Friday when his custody was awarded to his older brother who lives in Midland.

The youth, who had been in the office of District Attorney Joe Nussle less than two weeks ago on a similar case, was accused of breaking into a Rising Star grocery store and taking about \$20.

Juvenile officials, stating that they wanted to give the boy every opportunity, awarded custody of the boy to his brother with the understanding that the youth must "toe the line" or face stern punishment.

The boy could be turned over to the Texas State Youth Development Council under juvenile law.

Rain Records Show Eastland Is Back Normal; Kiss Drouth Bye

From all indications Eastland's three-year drouth has been broken. That's what a look at the rain figures for this year would indicate, at least.

Up to the present date Eastland has had 23.96 inches of rain so far in 1953. In 1952 the total rainfall was just 17.02 and in 1951 it was only 18.25. The average rainfall for the city for the last 42 years—as long as records go back—is 26.46 inches.

That would indicate that 1953 is well on its way to becoming an average year as far as rainfall is concerned.

Rain records can be mighty interesting. Take for instance: Did you know that one year the city got 41.28 inches. That was in 1943. In fact during the three year period from 1941 to 1943

attendants said he had still not completely revived at 11 a.m. Attendants said that Boen suffered several broken bones and other painful injuries, but his attending physician, Dr. P. M. Kuykendall, said his condition was not critical.

Johnny Bates, district superintendent, said it was supposed that the crank rod to the engine came loose and threw parts around the area. He said no one else was injured. A wall was knocked down but only minor damages was caused to other equipment.

The plant was in full operation Tuesday at noon. No fire resulted.

RULES FOR COUNTY'S FIRST ANNUAL PECAN SHOW LISTED

Rules and regulations for the First Annual Eastland County Pecan Show to be held Dec. 5-8 in Cisco were released Tuesday and prizes to be awarded at the show were disclosed.

County Agent J. M. Cooper said entries in the show can be brought to his office in the courthouse at Eastland or to the Cisco Chamber of Commerce office.

He said the show would be held in the Crawford Building in Cisco. The Extension Service and the Cisco Chamber of Commerce are sponsors of the show.

Cooper released the following rules:

1. All pecans entered must have been grown in 1953.
2. All entries of nuts must be in by 9:30 a.m. on Dec. 5.
3. Exhibitors are limited to one entry of each variety.

Red Ants Can Be Killed — Here's How

Five minutes and the use of five percent chlordane can help avoid the powerful sting of the Texas harvest ant.

Better known as the red ant, this reddish-brown insect not only has a painful sting but bites and destroys lawns and field plants. First signs of the pest, says Neal M. Ranloph, extension entomologist, is a smooth circular area cleared of all vegetation. The size of the area is determined by the colony population.

One-half pound of 5 percent chlordane or 2 percent dieldrin will eradicate the pests, Randolph says. Spread the dust around the hole in a continuous band four to six inches wide. The band should be five or six feet in diameter.

Liquid fumigants, carbon disulfide and methyl bromide may also be successfully used. Four ounces of carbon disulfide released into the entrance of the nests gives effective control. When the liquid, which volatilizes into a gas, is fully discharged close the entrance with the heel of the shoe. The material should not be ignited, he says, because it destroys the gaseous effect of the fumigant. These chemicals are poisonous to man and animals and must be handled carefully, Randolph adds.

While the activity of the ants varies with weather conditions, he says, they are most active on warm, sunny days, especially during late fall and early spring.

ACHIEVEMENT DAY IS SET

A county wide Home Demonstration "Achievement Day" will be held Wednesday in Eastland, Mrs. Mildred Crow, demonstration agent said today.

A luncheon will highlight the day-long meeting of county Home Demonstration club women. Ten clubs are expected to be represented at the meeting.

All groups will exhibit their achievements based on this year's work. Judging will begin at 10 a.m. at the Cornelius Building on the north side of the square.

Home Demonstration women and their guests will attend a covered dish luncheon at the Cornelius Building at noon. A social hour will follow the luncheon and then at 2 p.m. a surprise program will be given at the Texas Electric Co. conference room. The conference room entrance faces Bassett St.

Mangum Wildcat Gives County New Oil Field

Area Milk Receipts Show Increase

Reports of handlers regulated under the Central West Texas marketing order showed an increase in receipts and sales of milk during the month of October, Byford W. Bain, Market Administrator, announced today. Average daily receipts of milk from producers increased 2.32 percent over September 1952, while Class I sales (fluid milk, skim milk, butter-milk, flavored milk and cream) increased 4.90 percent over September 1952.

During October there were 664 producers delivering milk to eleven handlers regulated under Federal Order No. 82. This is an increase of nine producers over September 1952. Producers delivered 9,477,285 pounds of milk during the month, or an average of 305,719 pounds per day. On a daily basis this is an increase of 6,940 pounds per day, or 2.32 percent. The average value of producer milk per farm was \$880.65 during October, which compares with \$836.12 per farm during September.

Handlers in the area disposed of 9,971,509 pounds of milk as Class I during October, which is an average of 321,661 pounds per day. This is an increase of 15,031 pounds per day, or 4.90 percent over September.

Producers will receive \$6.17 net hundredweight for their October deliveries. This price is the result of \$8.27 per hundredweight and \$2.25 pounds utilized as Class II at a price of \$3.782 per hundredweight.

Services For W. C. Jesse Set Wednesday

Funeral services will be held Wednesday at 3 p.m. for W. C. Jesse who died at his home, 409 South Mulberry, Eastland, Monday morning. Rev. Melvin Rethel, pastor of the First Baptist Church of Eastland, and Rev. W. E. Hal-lenbeck Jr., pastor of the Church of God, will officiate with services to be held from the Hammer Funeral Home in Eastland.

Mr. Jesse was born in Lockhart, Tex., Aug. 7, 1901. He moved to Eastland in 1918 and on Jan. 22, 1931, he married Bertha Fox. Survivors include his wife and four children, J. B., Mary Jo, Jimmie and Margaret Ellen, all of Eastland; three sisters, Mrs. Minnie Palmer of Indianopolis, Mrs. George Khyne of Carbon and Mrs. Clyde Turner of Eastland; and two brothers, J. T. of Eastland, and Bernie of San Benito.

Rites Held For Brother of Mrs. R. Reeves

Rites were held in Moran Nov. 14 for W. W. Martin, a pioneer of Texas, and the brother of Mrs. R. B. Reeves, 103 East Williams, Eastland, and the uncle of Mrs. Jack Muirhead of Eastland.

Mrs. Muirhead and her mother and several friends, including Rev. C. Melvin Rethel, attended services.

Weather FREYSSCHLAG INSURANCE AGENCY
No. Side Square Phone 175
Presents the Weather Report

Cloudy And Mild Weather Is Forecast

Partly cloudy and mild weather is forecast for the Eastland county vicinity today and Wednesday. High both days is expected to fall between 70 and 75 with the low between 50-55.

FIVE NEW WELLS STAKED AS OIL ACTIVITIES INCREASE

Eastland county has what appears to be a new oil field to say after a wildcat test six miles south of Eastland near Mangum, flowed in completion tests. The well is the Clark P. Chandler et al, San Angelo, No. 1 Ethel Hiltson Coates.

Five offset locations in the same general area have already been staked.

Pay was taken from the Upper Ranger sand. The top of the sand was 3,298 feet and the bottom 3,316. The nearest production from Upper Ranger sand is about two and a half miles north—McElroy Ranch Company's Wright Ranch lease—and an Ellenberger well at Carbon.

The well was sand fracked Monday afternoon and a potential test is due to be run later in the week.

Drill site for the well is one mile southwest of Mangum in the west central part of the county—330 feet from the north and west lines of the southwest quarter of Section 9, Block 3, H&T Survey.

A drill stem test was run early last week after cutting 18 feet of sand and it showed flowing oil.

After pipe was cemented and allowed to set for 72 hours, completion work was begun Friday.

Olden Hornets Play Putnam

The Olden High Hornets take on Putnam tonight in two practice cage tilts at the Olden gym. Game time is 7 p.m.

There will be a boys and a girls game. The teams met earlier in the season with the Olden girls winning and the Putnam boys coming out on top.

The tilt promises to be a close one.

MOTORISTS WARNED NOT TO CHASE FIRE ENGINE ANYMORE

Eastland Police Chief Ray Laney warned Eastland motorists Tuesday to stop chasing fire trucks or face possible heavy fines.

Laney issued the warning in the form of a written statement to The Telegram.

He said the city ordinance regarding following fire trucks would be strictly enforced from now on.

Local Band Enters TSC March Festival

The Eastland High School Band will compete at Tarleton State College Nov. 21 with 17 other bands in a Regional Texas Interscholastic League Band Marching Festival.

High schools to have bands competing include Rotan, Abilene, Throckmorton, Mason, Ranger, Hamlin, Eastland, De Leon, Coleman, Crowell, Cisco, Anson, Stephenville, Santa Anna, Cross Plains, Dublin, Moran and Rising Star.

Competition will start at 7 p.m. on Tarleton's Memorial Field.

Bands will be divided into 4A, 3A, 2A, A and B classes, and each band will present a short marching routine similar to that given during halftime activities at football games.

Judges will grade on general appearance, neatness of uniform, condition of instruments, and response to oral commands.

Each band on the field will be judged on alignment, drum cadence, and the nine required maneuvers. These are forward march, halt, column left, column right, left and right oblique, halt while playing and continuing to play, reverse column, left and right flank, and a special maneuver.

Honor awards will be presented winners in each division.

Bandmasters to serve as judges are A. H. Long, Ponca City, Okla.; Bob Renfro, Texas City; Everett Maxwell, Andrews; and Lyle Skinnec, Waco.

Special Day Planned For City At Show

Eastland and Ranger have been extended an invitation by President - Manager W. R. Watt to have special days at the Southwestern Exposition and Fat Stock Show. Dates of the Fort Worth Show are Jan. 29 through Feb. 7.

The letters received by the respective Chambers of Commerce state:

"For 57 years now, the Southwestern Exposition and Fat Stock Show has been serving livestock industry of this great section. The show has grown steadily through the years due to the support it has received from many individuals and cities.

"We are already putting into motion the plans for the 1954 show and it is a pleasure to extend an invitation to your city to have a special day, with your Cowgirl Sweetheart being introduced to the thousands at the rodeo, your band and other entertainers giving a program on the stage and your citizens with hatbands or ribbons publicizing your city and some civic enterprise, such as your own rodeo.

"Your community's participation and help in the Southwestern Exposition and Fat Stock Show will be publicized before and during your visit, and you will all have a good time while attending the show. We will be looking for your acceptance soon."

Meeting At Lamar Baptist In Progress

A revival meeting is now in progress at the North Lamar Baptist Church in Eastland and services will be held each night this week with all day services and dinner on the grounds Saturday, Rev. H. L. Williams, pastor of the church, said Tuesday.

Rev. Williams will deliver the sermon at 7:15, song services at 7:30 and preaching at 8 p.m.

The public was invited to attend the meeting by Rev. Williams.

Rotary To Finance Scout Hut Repairs

Eastland Rotarians voted to donate \$5 each toward the cost of repairing the Boy Scout hut at their regular luncheon meeting held Monday.

Guest speaker was Anton White, representative of the Boss Manufacturing Co. White told the club of the activities of his company—they have plants in Cisco and Breckenridge — in and around Eastland county.

White said this area had a lot to offer industry.

Commissioners Study City Paving Program

Eastland City Commissioners decided to delay the city's stepped up paving program until Spring at the regular monthly meeting of the body at City Hall Thursday night. Mayor George L. Davenport said the move was made in order that new equipment could be purchased and a regular paving crew could be organized. He said weather was another key factor in the decision.

Commissioners went through

Golf Tourney Set For Fems In Eastland

A Ladies Invitational Golf Tournament will be held Wednesday at the Eastland Country Club.

A large turn out is expected for the one day tourney and a luncheon of turkey, dressing and all the trimmings will be served.

All fem golfers were urged to compete in the contest.

their routine procedure of paying bills and settling minor business affairs.

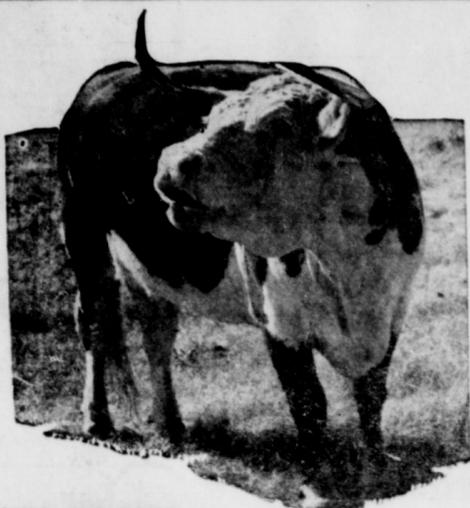
The city fathers discussed the purchase of a street cleaner for the city. At present all work is done by hand. It was decided to check into the possibility of purchasing one for the city and if one can be found within the price range the city can afford it will be purchased, they agreed.

Also discussed was the problem of organizing an emergency organization in position to give advance warning in case of an emergency.

The commissioners also discussed the situation that confronts the city regarding trees killed by the drouth.

The City Commissioners meet on the second Thursday of each month. The meeting is always open to the public.

(Continued on Page Six)



**SHE KNOWS...
IT'S FEEDING TIME!**

This cow's telling you something you probably know... it's time to start feeding. Grass is brown, tough, and doesn't have much food value. If her owner wants her to drop a husky calf come spring, then he'd better start supplementing her range.

She'd like Purina Range Checkers. They're easy to feed, tasty, contain a variety of proteins and carbohydrates and carry vitamins and minerals that the tough grass doesn't have. Cows must have these materials to build the unborn calves and maintain their own bodies.

Next time you're in town, drop in* and let us tell you more about Purina Range Checkers. They're proved right, made right, priced right.

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SPORTS

**MAVS DROP HEARTBREAKER TO
DUBLIN 7-6; TAKE ON CROSS
PLAINS FRIDAY IN '53 FINAL**

The Dublin Lions took runner-up honors in District 7-A Friday night by the margin of an extra point and a field goal which looked good but was ruled bad. Eastland Mavericks were on the losing end of a 7-6 count in a game played at Maverick Stadium.

Played in ideal weather before a crowd of some 3,500, the game was one of the most exciting of the season. Both teams were about equal in strength with Eastland making the best showing except for scoring.

The Lions didn't threaten a single time during the game. Their touchdown came on a 66-yard scamper by Lefthalf James Berna in the second quarter. Berna, who was the big man in the visitor's offense, dashed through a hole in the left side of the line on a quick counter play, found himself in the end and then outran the Mav defenders for the score. It was Quarterback Dick Johnson's extra point which actually proved the difference between the two teams, however. His kick was perfect and the Lions went ahead 7-0.

The Mavericks couldn't manage to score until the final period when Fullback J. D. Hanson took a pitchout from Quarterback Vern Meroney and passed to End Clyde Moore for the score. The play started on the 33 and Moore scampered most of the way. Stan Harris' try

for extra point was wide to the left and Dublin led 7-6.

With just seconds left in the game the Mavs decided to try to pull the game out of the fire with a field goal. Time was running out when Eastland took over the ball on their own 14 following a punt. Hanson found Jamie Jessop in the open but his pass dropped short, a Lion defender tipped the ball into the shifty Eastland back's hands and he raced down to the Dublin 15 before he was knocked out of bounds. Meroney tried one pass and then Harris came into the game for his field goal attempt from the 15. Harris got his kick away—a high beauty which appeared to be just inside the left side of the goal. The Eastland stands went wild and then the glee turned to disappointment as the officials ruled the kick wide to the left.

The Mavericks drove to the Lions' 20 yard line in the first quarter but couldn't punch across. Later Jessop raced the ball down to Dublin's 10 but fumbled and the Lions recovered.

Harris and Moore were the standouts for Eastland on defense. Clyde Evatt also did some outstanding work. For the Lions, David Hancock, 200 pounds of right tackle, was everywhere.

Coaches Ed Hooker and Carroll Shelton will send the Mavs against Cross Plains next Friday night to end grid play for the year.

Game At A Glance

Eastland	Dublin
13	11
98	238
28	6
12 for 210	3 for 36
2	0
1	0
5-24	5-37

Score by Quarters

Eastland	Dublin
0 0 0 6-6	0 7 0 0-7

More "Virginia" tobacco and peanuts are grown in North Carolina than anywhere else in the world.

**RANGERS BLAST HENDERSON JC
CARDS 32-12 IN GAME PLAYED
IN ATHENS THURSDAY NIGHT**

Ranger Junior College gained prestige and a non-conference victory Thursday night when they smashed the highly rated Henderson County Junior College Cardinals 32-12 in a game played in Athens.

Coach Dick Henderson's charges were still riding high from their Arlington State tussle and threw powerful ground and air games at their hosts as well as the same terrific defense that held ASC at bay so well. The Henderson-men were all powerful on the ground, rolling up 389 yards. Add to that the 153 yards the Rangers compiled in the air and the RJC aggregation had a high respectable 522 gross yards gained.

Henderson, stymied on the ground, went to the air-ways in an attempt to beat their Pioneer Conference opponents. The Cards winner of the Texas Junior College Conference title, tossed 30 passes and completed nine for 209 yards. The strong Ranger defense brought in five of the aeriels for interceptions, however. Tommy Wood intercepted two. Bobby Pharris one and Ray Gilstrap one. Ranger drew first blood when 225-pound Fred Vinson, tackle from Memphis, jumped on a loose ball in the Cardinal endzone after Guard Allen Gibbs broke through to block a Henderson punt on the three. Gibbs then converted to put Ranger ahead 7-0.

Henderson scored by way of the air still in the first period. A 49-yard aerial put the Cards back in the game but their extra point try was no good and Ranger still led 7-6.

The Rangers went ahead again in the second quarter when Ray Gilstrap pulled in one of Wood's aeriels and raced 46 yards for the tally. Gibbs kick failed and Ranger led 13-6.

Fullback Tom Hudson used power over his own left tackle for the next score. He found a good hole and raced over from the 25. Gibbs again missed the extra point and Ranger had a 19-6 lead at halftime.

In the third quarter Bobby Pharris raced 40 yards for another Ranger tally. This time Charles Blanton converted.

A 95 yard scamper by Quarterback Ed Cheek gave Henderson

their last score in the game. The Cards missed their extra point try and Ranger held a 25-12 lead. The final tally came when Blanton did a tightwire dance down the sideline for 35 yards about midway in the final stanza. The extra point try was good.

Ranger JC will end their season Saturday night when they entertain Schreiner Institute in a Pioneer Conference tilt.

Game At A Glance

Ranger	Henderson
11	7
369	139
40	30
17	30
6-153	9-209
5	0
2	4
5-26	3-15
4-40	6-50

Score By Quarters

Ranger	Henderson
13 6 7 6-32	6 0 6 0-12

Mr. and Mrs. Dan Childress of Abilene have been in Eastland for several days on business. Mr. Childress is having extensive repair done to some of his property here.

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Trend-Setting Design! Every smart, clean line of the New 1954 DeSoto Automatic puts you ahead in styling! Long low body... massive new grille and bumpers... completely new ensemble-styled interiors with solid-color mouldings, elegant hardware, decorator-matched fabrics, and rich, contrasting instrument panel!

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parking effortless! Safest Possible Braking! Power Brakes give safer stops with half the usual pedal pressure!

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F. N. SAYRE, Manager

..Classified Ads..

• FOR RENT

FOR RENT: 4 room house in country, \$10 per month. Call 882-J.

FOR RENT: 4 room house, call 346-W.

FOR RENT: Practically new 2-bedroom house. 414 E. Sadosa. Phone 277.

FOR RENT: 2 bedroom house, unfurnished, close in, paved street, also small house furnished. Call 746-J after 6 p.m. or apply 210 East Valley.

FOR RENT: Furnished apartment, redecorated, garage, close in. 302 East Main.

FOR RENT: Furnished and unfurnished apartment, East side of square. Phone 633.

FOR RENT: Downtown upstairs bedroom, private bath, air conditioned, bills paid. \$30 month. Phone 692 or 235.

FOR RENT: 4 room furnished apartment. \$12 West Plummer.

FOR RENT: Furnished apartment. Phone 9520. Hillside Apartments.

FOR RENT: Downstairs furnished apartment, 3 rooms and private bath. Hardwood floors and venetian blinds. Upstairs furnished apartment, 4 rooms, private bath. Bills paid. Phone 107-J-3.

FOR RENT: Three room apartment, newly painted, \$25 per month. Phone 727-J1.

FOR RENT: Choice furnished house or apartment, would make very economical arrangement in exchange for occasional meal on Gray. Contact at night, 310 North Daugherty.

FOR RENT: 2 room apartment, 404 South Bassett.

FOR RENT: Small, furnished house. Bills paid. Close in. 209 W. Patterson.

FOR RENT: Downtown upstairs apartment, furnished, air-conditioned, \$42.50 month, bills paid, phone 692.

FOR RENT: 2 large apartments, one furnished and one unfurnished, 608 West Patterson, contact 298 North Walnut.

FOR RENT: Well built 2 wheel trailer, 10 foot bed, 16 inch sideboards, 3 good tires. First \$50 gets it, Cub Cafe next door to Majestic Theater.

FOR SALE: Six room residence. Bargain. Phone 53-W.

FOR SALE: One Frigidaire, one divan and one new door a n d window. Phone 727-J-1.

FOR SALE: One four drawer metal filing cabinet, one oak secretarial desk, one Myers bullet electric malt mixing machine. All good condition. 106 East Valley St.

FOR SALE: Imperial chain length fence. Protect your children and pets with a yard fence. No down payment. Small monthly payments. Four, five and six feet high. Marvin Hood, Telephone 108-J.

FOR SALE: Al-Fa-Meal for relief of Arthritis. Davis Drug.

FOR SALE: 3-horse Johnson outboard motor, A-1 condition, a bargain. Cub Cafe, next door to Majestic Theater.

FOR SALE: Available now. Pansy plants. Poe Floral.

FOR SALE: 3 room house to be moved. Contact Olden Barber Shop.

FOR SALE: Good peanut hay. J. C. Donaldson, at Kokomo.

• FOR SALE

FOR SALE: 83 acres of land and mineral rights, 5 miles southwest of Carbon, \$80 per acre. T. J. Greenwood, 201 High St., Eastland.

FOR SALE: Sweet potatoes, Porta Ricans, \$2 per bushel. Aubrey Patten, Olden.

FOR SALE: 66 acres good land, good house, plenty water, 3 miles southeast Ranger. Phone 681-J-2.

FOR SALE: 3 room house to be moved, also hog feeder. Call 882-J.

FOR SALE: Well built 2 wheel trailer, 10 foot bed, 16 inch sideboards, 3 good tires. First \$50 gets it, Cub Cafe next door to Majestic Theater.

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• WANTED

WILL keep children, while mother works. 318 S. Simon St.

WANTED: To buy girls used bicycle. Write Box 357, Gorman.

WANTED: Used Row Binder, old type. Phone 755-W-2.

• HELP WANTED

HELP WANTED: Female. Ladies for house to house canvas for city directory. No selling. Good handwriting essential. Phone 989 or write Mrs. C. L. Moorhead, Box 163, Eastland, Tex.

HELP WANTED: Housewives, address advertising postcards. Must have good handwriting. LINDO, Watertown, Mass.

First Baptist Home Makers

The Home Makers Class of the First Baptist Church had their regular monthly covered dish supper with Mrs. H. T. Weaver and Mrs. Parks Poe as co-hostesses, in the Weaver home, South Seaman.

Mrs. C. A. Timmons, president, held a short business session and then Mary Hancock, program chairman, presented Shirley Freeman and Lou McFadden in a clever skit, "Romeo and Juliet." Mrs. Artie Liles was accompanist for the musical part of the skit.

Mrs. O. L. Cooper, general chairman, announced that Monday, Dec. 7, their Christmas party would be in the Church Fellowship rooms.

Members present were Meses. Marvin Hood, T. L. Amis, Mary Hancock, Artie Liles, C. A. Timmons, C. T. Lucas, O. L. Hooper, Ben Hamner, J. M. Mitchell, H. M. Hart, Victor Cornelius and hostesses.

Practical Nurse available day or night. 408 S. Mulberry, Eastland, Tex., Phone 287-J.

Poe's Attend Florist Meeting

Mr. and Mrs. J. C. Poe, local florists, availed themselves of the opportunity to attend the Unit Florists meeting in Abilene last Sunday, Nov. 8th.

Mr. Buddy Benz was commentator for the meeting and the day was spent with four of the state's outstanding designers in action for the area florists who attended. The designers were: Mrs. Konklin of Reba's Flower's in Leveland, Texas, L. E. Maxwell of Ray McCollough's in Ft. Worth, Zella Davis of A. M. Davis Florist in Brownwood, James High of High Flowers at Stamford.

Mr. Lee McShan of Dallas who is chairman of the unit, was master of ceremonies.

All florists were invited to bring a Christmas arrangement for display, sixteen or twenty were of outstanding interest. Mrs. Poe stated that new emphasis was stressed on all Christmas arrangements as real flowers were used in preference to all artificial, with a complete about face for structure, line and color.

Mrs. Poe was over enthusiastic about new ideas and the amount of good these special schools are contributing to the smaller towns.

The Poe's spent some time with their daughter, Margie June, who is attending Hardin-Simmons University.

Guests in the home of Mr. and Mrs. Joe Tow and her mother, Mrs. J. B. Cowan, were Sgt. and Mrs. J. N. Alvey and four children. The Alveys have just returned from a two-year tour of duty in Guam. Mrs. Alvey has returned to Houston, their former home for a time while Sgt. Alvey reports to Austin for duty. Mr. and Mrs. T. L. Skorsgenski and three children of Houston joined them here. Mrs. Skorsgenski and Mrs. Alvey are nieces of Mrs. Tow.

• NOTICE

Call meeting Eastland Masonic Lodge November 19, 7:00 p. m. Work will be in the Fellowcraft Degree.

L. E. Huckabay, W. M. H. P. Pentecost, Sec.

NOTICE: Planting season is just around the corner, let us supply your needs from our complete lines of nursery stock. Cisco's largest nursery. We give S&H Green Stamps. CISCO'S IDEAL NURSERY. End of West 17th Street, Phone 340, Cisco, Texas. Member of Texas Association of Nurserymen.

WHILE it's wet, have your yard leveled, driveways rebuilt, and a new chain link fence. Call Marvin Hood, 138-J, Eastland.

Stated meeting Eastland Masonic Lodge No. 467. Second Thursday each month.

L. E. Huckabay, W. M. H. P. Pentecost, Sec.

Stated meeting R. A. Chapter No. 403 meets on fourth Thursday of each month.

C. J. Langlit, H. P. H. P. Pentecost, Sec.

Call meeting Eastland Masonic Lodge No. 467 Wednesday, November 18th at 7:00 p. m.

There will be work in the Master Degree.

L. E. Huckabay, W. M. H. P. Pentecost, Sec.



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KIMBELL'S BEST		25 Lb. Bag		1.79
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BABY BEEF CHOICE		Lb.		45c
BABY BEEF T-BONE	STEAK	49c	END CUT PORK	49c
CENTER CUT		Lb.		69c
FRESH GREEN		Lb.		15c
EAST TEXAS	YAMS	10c	FRESH GREEN	5c
		POUND		POUND

OUR THANKS... We take this occasion to offer our sincere "thanks" to the people of Eastland and its trade territory for the wonderful reception given us at our formal opening Thursday, Friday and Saturday of last week.

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Chevrolet's thrilling "Two-Ten" 4 door sedan. With 3 great new cars, Chevrolet offers the widest choice of models in its field.

See it, drive it, and you'll know that it alone brings you all these features of highest-priced cars at the lowest prices and with such outstanding gasoline economy!

Yes, you get more car for less money in Chevrolet!

More beauty, inside and out, with the widest choice of body-types and colors in its field.

More driving thrills, with either of Chevrolet's two great high-compression Valve-in-Head engines!

More riding smoothness, more road-stability and more safety protection with this stronger, heavier, longer lasting car!

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Come in, confirm these facts; and you'll choose Chevrolet... America's finest buy, America's most popular car!

Combination of Powerglide automatic transmission and 115-h.p. "Blue-Flame" engine available on "Two-Ten" and Bel Air models... Power Steering and E-Z-Eye Plate Glass available on all models... at extra cost.

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Cheaney HD Club Meets On Mon.

"Civil Defense Begins At Home" was the subject of a discussion program, by the members of the Cheaney Home Demonstration Club, when they met Thursday afternoon, Nov. 12, 1953, in the home of Mrs. Thelbert Jones. Educating ones family in self-protection is a first duty of every citizen, who thinks in terms of safety for the home. Civil defense is here to stay, and community civil defense can be effective, when families and homes in the community are united in an active program. The principle of neighborhood groups working together in civil defense is one of the most important parts of the program, as outlined in the Federal CDA booklet, "Women In Civil Defense". Members planned a Thanksgiving Supper, to be on Monday night, Nov. 23, which will include the husbands and families, for a get-together party.

Abbott - Tucker Wedding Vows At E. D. Marenger Home

The home of Mr. and Mrs. E. D. Marenger of Ranger was the scene for the wedding of Miss Jackie Abbott, daughter of Mr. and Mrs. Jack Abbott of Eastland and Mr. Billy Tucker, son of Mr. and Mrs. Robert Tucker of Carbon. Vows were taken before an improvised altar of greenery and baskets of white gladioluses, tall candelabras with white tapers and a white satin kneeling bench. The Rev. Jim Hicks of the Corinth Baptist Church read the double ring ceremony. The bride was given in marriage by her father. Pre-nuptial music and the traditional wedding march was of organ recording by Mrs. Melvin C. Rathel of Eastland. The bride wore a light blue tailored suit with Navy accessories and white carnations were her wedding flowers.

Mr. and Mrs. Jack Abbott and Mr. and Mrs. Robert Tucker, parents of the bride and groom. The wedding party and the hosts, Mr. and Mrs. E. D. Marenger of Ranger.

The bride is a graduate of Eastland high school and the groom is a graduate of Carbon high school. After a short wedding trip they will be at home in Hillside Apartments. He is employed with the Lone Star Gas Co., and she is employed at the Hollywood Corset factory.

FAST Cough Relief
Creomulsion spreads a comforting film over throat membranes, gives relaxing aid, helps expel clogging phlegm, goes into the bronchial system for still greater comfort and relief.
CREOMULSION
Relieves Coughs, Chest Colds, Acute Bronchitis

Music Study Club Meets Nov. 18 In Taylor Home

The Music Study Club will meet in the home of Mrs. A. F. Taylor, 701 So. Seaman. The program will be a seated Tea for members with Mrs. Wilma Bennett as leader. The program is on "American Composers" and the compositions of the American composers will be heard. Co-hostesses will be Mrs. W. C. Vickers and Mrs. E. H. Culbertson.

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\$1.00 Tube Pile Ointment
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There are no "strings"; we don't mean free "with" something! We mean just this: In order to introduce it to anyone who is afflicted with Piles (Hemorrhoids) or any similar rectal condition, the Thornton Minor Clinic will send free on request, a full-size \$1.00 tube (not a mere sample) of Thornton Minor Pile Ointment—free and postage paid. Send only your full name, age and address. A post card will do. However, this offer is limited and may be withdrawn at any time, so we suggest you write at once. Address Thornton Minor Clinic, 911-A Linwood Blvd., Kansas City 9, Mo. This offer is exactly as stated above—no charge—no obligation—no bill now or later.

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We Read in the Papers—

... "Nice home burns. Nothing saved. Partially insured". These are expected occurrences and always happen, hence they have little news value except, perhaps, locally. But if the story should say "completely insured" then you have a news item of national interest because the incident is a rarity. What a tragedy that so few of us Americans, if any, carry adequate insurance to cover our life's savings in case of loss.

If it's Insurance, we write it!

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Easiest-to-clean oven ever made!



Everything Slides Out! Now, for the first time, you can take the oven apart, quickly, simply, easily.



—And Cleans Like A Glass Plate Wash, clean and shine all oven parts without stooping, bending, right at the sink.



No Bumps, Bulges, Cavities. Oven is smooth one-piece porcelain with rounded corners. Cleans easy, stays clean.

See it in the New FRIGIDAIRE "Wonder Oven" Electric Range



Here is the kind of range you've wished for! With an oven you can really clean... and you don't have to get on your knees to do it! Everything, shelf guides, units, and shelves—slide out for easy washing. And the Quick-Clean "Wonder Oven" (all porcelain finish) can be wiped clean with a damp cloth. See it today!

AND—it's the Only Range that Bakes and Broils at the Same Time in the Same Oven!

LOOK! IT'S TWO OVENS!
PRESTO! IT'S ONE BIG OVEN!



Cook at two different temperatures in the same oven—at the same time! Frigidaire's "Wonder Oven" is actually 2 ovens in one! Or it's one BIG oven... by simply moving the "divider" from the middle to the bottom position.

De Luxe Model RS-50
EASY

Also see De Luxe Frigidaire "Wonder Oven" Model RS-60 with Warmer Drawer
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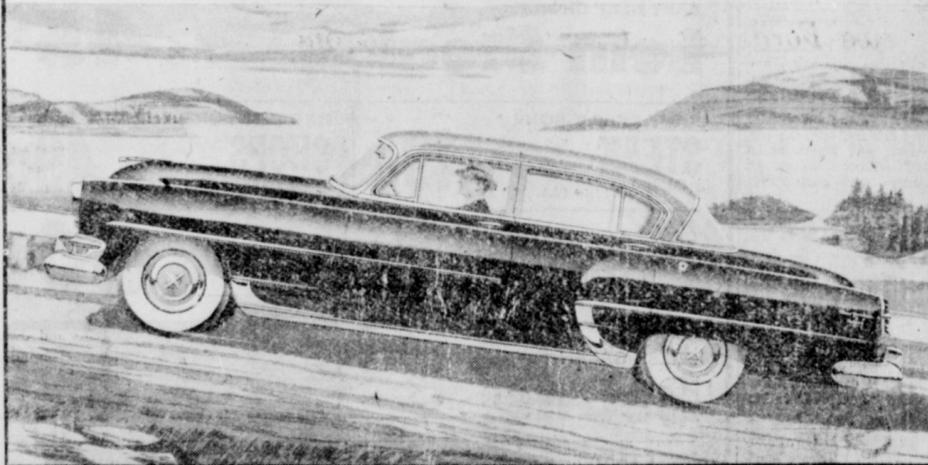
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- Surface Unit Signal-Light
- High-Speed Broiler
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- Simpli-Matic Oven Control
- Oven Signal-Light
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235 H.P. FIREPOWER V-8

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The safest power of all... Now, for '54, here's Chrysler with a new engine that zeros the time lag between your command and your car's response. Expanding your driving enjoyment over the smooth, sure passage of miles!

Here, for '54, is a new, safer breed of drive... 235 H.P. FirePower V-8 with hemispherical combustion: a new technique in extracting power from gasoline. Using more of that power. Wasting less. Answering instan-

taneously the touch of your foot on the accelerator. Making your car do exactly what you want... exactly when you want it!

Yours, for '54, is the look and feel of leadership... a better life behind the wheel. Come try FirePower V-8—235 H.P. in the Imperial and New Yorker DeLuxe—195 H.P. in the New Yorker. Or come try the greatest "6", of all, the famous Spitfire Engine in the beautiful new Chrysler Windsor De Luxe!

Come See and Try ALL The Great NEW CHRYSLER Features!

NOW, for the first time in any car, you enjoy Complete Drive Control with... new PowerFlite Automatic Transmission... new Full-Tone Power Steering... new Power Windows... new, double-strength, Griflow Shock Absorbers... new Electric Window Lifts... new Chrysler Airtamp Air-Conditioning... and stunning new beauty that says you drive the leader!

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Dewey Rated Best Governor By Scribes; Shivers Rates Fourth

The nation's "best" governor is Thomas E. Dewey of New York, according to a poll of newspaper

and radio-TV correspondents who covered the recent Governors' Conference in Seattle. The results of the poll, conducted by two reporters from Pageant Magazine who canvassed correspondents from all over the country, were published today in the current issue of the magazine. They show the press representatives' answers to the following questions:

1. Who are our best governors?
2. Who are our worst governors?
3. Which are Presidential material?

Runners-up in the class of "best" governors were:

Second: Earl Warren, Republican of California, who has since been appointed Chief Justice of the Supreme Court.

Third: Alfred Driscoll, Republican of New Jersey who is retiring from office at the end of this year.

Fourth: Allan Shivers, on "Eisenhower Democrat" of Texas

Fifth: Frank Lausche, Democrat of Ohio

Dewey's triumph was solely on the basis of being the ablest state administrator. Many correspondents, reports Pageant, were outspoken in their personal dislike of him—but still they gave him their vote.

Only one out of every four newsmen queried felt qualified to answer the question, "Who are the five worst governors?" One correspondent maintained that there are "none so bad as to be obviously worse" while another took a



SMALL VISITORS—Donald Inglehart, 5, and his sister Becky, 11, look on as Governor Allan Shivers signs an official memorandum designating November 16-December 25 as Christmas Seal Month. The young visitors who live in Dallas were waiting in his office to shake the gubernatorial hand when the memorandum was placed on his desk. An alert cameraman caught their intent interest as he penned his signature.

grimmer view: "Looks like a 40-way tie." It is significant that the majority of governors named on the "worst" list also appeared on the "best" list—but of the 12 who received one or more votes as "worst," only five got that label exclusively, failing to get a single nomination in any of the "best" categories. They are:

1. John S. Fine, Republican

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PLACE YOUR LONG DISTANCE CALLS BY NUMBER!

When you call by number... your call goes through twice as fast!

2. Herman Talmadge, Democratic, Governor of Georgia since 1948.
3. Charles Russell, Republican, Governor of Nevada since 1951.
4. Edwin L. Mechem, Republican, Governor of New Mexico since 1951.
5. Edward F. Arn, Republican, Governor of Kansas since 1951.

An always-interesting speculation—what governor is the best presidential bet?—provoked a variety of answers when Pageant pollsters queried political reporters at the Governors' Conference. One out of every two queried stated flatly that there wasn't a governor currently in office they'd want to see in the White House. The remaining fifty percent gave the nod to six, with Warren finishing first, Dewey second. The newsmen's chief reason for putting Warren ahead of Dewey was their conviction that Dewey has proved twice that he cannot win.

Rhode Island historians contend that Newport is the nation's first resort town. They say that as early as 1725 Carolina planters came to Newport for the summer.

WHO'LL TRY FOR 704

Jo Ann Stuard, Hardin-Simmons University freshman, is now anticipating the 176-page letter from her boy friend, Navy radioman Doyle Purifoy, now stationed in the Pacific.

Miss Stuard, whose home is in Abilene, recently mailed the sailing seaman an 88-page letter and received word from him that he would double that one.

These long letters started when Miss Stuard typed Purifoy a 22-page letter. "The long letter was nothing unusual," said she. "I just had a lot to say that time. I dared him to double what I had written."

Accepting the challenge, Purifoy wrote her in return a 44-page epistle which was rolled up so that it looked like a magazine when it arrived. He also dared her to double a letter in return for the 44-page one.

Of the 88 pages, Miss Stuard, "The first 60 pages were easy, but the last 28 were rather slow." It

took her 20 hours to write the 88 pages.

To make the 88 pages, she answered all the questions asked in his 44-page letter. She wrote poetry, jokes, magazine articles, copied jokes from a joke book and told about school.

Miss Stuard is expecting the 176-page letter from Purifoy any day now.

She says she has already begun her 352-page answer.

The world's largest and most powerful turbine-generator, which Westinghouse will build for the Detroit Edison Company, will be as big as two six-room homes. The giant unit will consume 17 times its own weight in steam every 14 hours. Its power output of some 350,000 horsepower will be enough to supply the electrical needs of a city the size of Cincinnati or Dallas.



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Large Size 25c

ALL SIZES JONATHAN **APPLES**
Pound **15c**

DELICIOUS **APPLES**
Pound **19c**

PASCAL **CELERY**
Large Stalk **19c**

FRESH **COCONUTS**
Each **19c**

Hollandale **Oleo**
Lb. **19c**

Armour's Star **Sausage** 1-Lb. Roll **39c**

Beef **Short Ribs** Lb. **19c**

Loin **Steak** Lb. **49c**



These Prices Effective Wednesday Only



Here's the stunning Ford Victoria, America's "Best Dressed" hardtop. Like other Fords, it's got a hulltight Crestmark Body, Full-Circle Visibility, easier working suspended pedals and Center-Fill fueling—all exclusive with Ford in its field.

Two fine cars for the price of one

America's "Worth More" car is also one of America's lowest priced... two Fords cost you no more than one ordinary fine car.

You'd expect to pay costly-car prices for the many costly car advantages you get in this year's Ford. But Ford delivers these "Worth More" features for so little money, you can actually own two for the price you'd pay for one ordinary fine car.

Only Ford in the low-price field offers you a V-8. Or, choose Ford's Six, America's most modern economical six.* Ford offers power steering, too. It makes all driving easier and safer. Check all of Ford's "Worth Features" and you'll see why Ford's worth more when you buy it, worth more when you sell it!

*A Ford Six, with Overdrive, won over all other cars in this year's Mobilgas Economy Run.

Automatic, Overdrive and Master-Guide power steering optional at extra cost.



The Fordor (above) like all this year's Fords, travels you "first class" over all kinds of roads. Front end road shock alone is reduced up to 80%.

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IF YOU'RE INTERESTED IN AN USED CAR—BE SURE TO SEE YOUR FORD DEALER

Mrs. Dan Childress, Abilene, is the house guest of Mrs. Art Johnson for a few days.

Mrs. R. Lavender Shower Honoree

Mrs. Robert Lavender was honoree for a surprise pink and blue shower, in the home of Mrs. Frank Lovett, Thursday, Nov. 12, four to six p.m.

Guests were welcomed by Mrs. Lovett and her co-hostesses Mmes. Harold Hitt, J. M. Bradford, Warren Chapman, H. W. Sims, Charles Layton and T. D. Wheat.

The tea table looked the part of genuine hospitality with its arrangement of yellow mums and matching tapers on a handsome white cloth. Appointments of silver held the decorated cake squares and condiments. Mrs. Hitt and Mrs. Wheat alternated at the tea service when the guests were served hot spiced tea.

A handsome bowl of roses adorned the registration table where many guests left congratulations for the honoree.

LOOK WHO'S NEW



Born to Mr. and Mrs. J. C. Kuykendall of the Leon Plant, Texas Electric Service Co., a son, Robert Kent, who weighed in at 7 pounds and three ounces. He arrived Monday, Nov. 9, at 1:30 p.m. Paternal grandparents are Mr. and Mrs. E. C. Kuykendall of Wichita Falls, Tex., and Mr. and Mrs. C. L. Tucker of Spokane, Wash. The Kuykendalls have a 3-year-old son, Tom.

Food Sense—Not Nonsense



GET IN THE ACT

Get in the act with Riboflavin, one of the B vitamins. You need it, if you want to take a low for better health. Riboflavin, when you get enough of it, is more than a partner. It takes on the job of a stage manager in your body. The result—other food substances may be used more efficiently.

Without this vitamin, the protein food you eat can't be properly used in the manufacture of new body cells or in the repair of old ones. In this show, riboflavin also helps set the pace by assisting in the release of energy from fats and carbohydrates—your body fuel. If too little riboflavin is in your three meals a day, cracked and sore areas at the corners of the mouth may develop. Burning and bloodshot eyes, which may be unusually sensitive to bright light, may also occur. With slight deficiencies of this vitamin, symptoms may not be visible, but deficiencies may be accompanied by a generally lowered state of health, efficiency and earning power.

Riboflavin is an easy-to-get vitamin because it is widely distributed in nature. Requirements may be met easily if you use moderate care in selecting your food from all the well-known basic food groups. To be certain that riboflavin will "get in the act" put some liver in the market basket and do it off. Liver, either chicken, calves' or pork liver is the best food source of riboflavin. It also is found in large quantities in leafy vegetables such as turnip greens, spinach and kale. The eggs, milk and cheese which you include in your meals play a part, in the show that must go on, by furnishing good amounts of riboflavin.

Along with other members of the B vitamin family, riboflavin co-stars in the enrichment of bread, flour and cereals. Enriched bread contains more of this vitamin than does whole wheat bread. Because plenty of riboflavin is used in enriching cereal foods, the amount in everyone's daily food is increased regardless of the number of dollars spent at the grocery store or super-mart.

PERSONALS

Mr. and Mrs. M. B. Griffin were in Eastland on business and visiting with the home town friends. They now live in Sherman.

Bob Vaught and wife who was Miss Nadine Fincher of Ajo, Ariz., are home for a few days relaxing with his family here. Bob has just received his discharge from the Air Force after thirty two months in Williams and Luke bases. Bob told us that last Saturday he visited with Lewis Crossley and his wife in Ajo. Lewis is assistant coach for the Ajo high school. Bob Vaught will enter SMU law school in February to complete his course in law. He stated that the Eastland paper really meant a lot to him while he was away. Do you know the address of some Eastland boy or girl in service. The Telegram would like to have it.

Rev. and Mrs. F. L. R. Morgan returned home Thursday after an extensive tour of North Texas and Arkansas where they went to conduct schools of Missions. Mrs. Morgan reported a most successful and interesting trip.

Mrs. Cyrus Frost Sr. who is visiting her daughter, Mrs. Tommie Ethrege and family in El Paso had the misfortune to break a bone just above the ankle and will need to be in an ambulatory cast for about six weeks. She will remain with her daughter for the period of recovery.

Mr. and Mrs. W. H. Alford and daughter, Regina, of Dallas spent Sunday with his mother, Mrs. J. N. Alford.

Proper Choice
HARTFORD, Conn. — A Massachusetts motorist picked the right pedestrian to ask directions to the Wilbur Cross Parkway. He received explicit directions from Wilbur L. Cross, Jr., son of the late governor for whom the road was named.

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THURSDAY ONLY
Request Nite Feature
Gregory PECK
The Gunfighter

Sun. - Mon. - Tues.

MOGAMBO
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Cartoon

PALACE
THEATRE - IN CISCO, TEXAS
Tuesday - Wednesday
November 17 - 18

ONLY DESPERATE MEN
RODE HIS TRAIL!

JACK McCALL
Desperado
Technicolor
with **GEORGE MONTGOMERY**
Angela STEVENS
A COLUMBIA PICTURE

MOORE...

(Continued from Page 1)

make the trip. The school buses could lead it and everyone could just keep a good steady pace. It would be good publicity for Eastland—of course you would be expected to spend a dime on decorating your car—and would put some pep into a few of us. Might even get students to volunteer to decorate cars for those of us who couldn't find time. What about it? We will be right behind that school bus, will you?

We will start a "have room" movement right now. We can carry three or four in our car if you don't have a way. Give us a ring if you have a car going and have room for a couple of more fans. And if you don't have a ride, well let us know. Come on Eastland, let's take Cross Plains by force.

Get to go decorate the car. See you Thursday in column one.

BULLDOGS END DISTRICT PLAY WITH EASY 48-7 WIN OVER DELEON; REMAIN IDLE FRIDAY

Ranger's High School Bulldogs remain unbeaten, untied and undefeated in District 7-A play after their final conference game played Friday night at Bulldog Stadium. The Dogs moved on in convincing fashion in that one as they dropped the De Leon Pearkats 48-7 in their usual seemingly easy way.

Coach Stubby Warden's eleven, with eight victories under their belt, can now settle down to watch the Albany-Haskell tilt this Friday night. That game will decide which of the two teams meets Ranger in bi-district play.

The Dogs were at their usual best for the De Leon game. Coach Warden again used his reserves at will after the Dogs had piled up a lopsided lead.

Again it was the aggressive Dog powerful backs. The forward line that made things easy for the blocked two De Leon punts and threw the visitors for several long losses in demonstrating their importance.

Ranger got things under way in a hurry with Charles Massegee racing 20 yards for the tally. Bill Browning's point after try was no good. The drive started back on the Dog 30 yard line.

The Bulldogs struck for paydirt again before the quarter ended when Jim Nail jumped on a blocked Cat punt on the De Leon 16 yard line. From there it took Massegee just one play to race over and Browning converted to put the Dogs out front 13-0.

The second quarter was the big period for Ranger. Jim Littlefield, who seems to improve with each game, smashed over from the 17

early in the period to climax a 63-yard drive.

Browning again converted.

Later in the period De Leon fumbled and Ranger recovered on the 17. The Dogs worked the ball to the two from where Browning bulled his way over and then kicked the extra point.

Littlefield showed his downfield running ability for the next Ranger tally. The powerful fullback raced around left end behind beautiful blocking and raced from just inside the mid-field stripe for the tally. Browning's kick was true again.

Another blocked punt gave Ranger their final first half score. End Chico Mendoza, who played his usual fine game on defense and offense, recovered the loose ball on the 18 and from there Halfback Benny Robinson went over around left end. Browning's kick was again good.

De Leon held the vaunted Dogs scoreless in the third period but the final stanza saw Ranger getting seven more points. With just seconds remaining on the scoreboard Quarterback Scott Forney smashed over the middle of the Cat line from the two on a quarterback sneak to score. The drive started back on the Cat 41. Browning converted.

Game At A Glance

Ranger	De Leon
17	5
317	62
8	10
3-73	7-78
1	2
1	1
4-30	1-5
first downs	
yds rushing	
passes	
passes completed	
passes int. by	
fumbles lost	
pen., ydg.	

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Tuesday - Buck Nite

THE 5000 FINGERS OF DR. T
Technicolor
PETER LIND HAYES and MARY HEALY
with HANS CONRAD - TOMMY MITCHELL - SARAH PAUL
DAN DURYEA and ALAN SCOTT - Directed by ROY POOLMAN

Wed. - Thur., Nov. 18 - 19

SKY COMMANDO
DAN DURYEA
A COLUMBIA PICTURE

oven eve
—And Cleans Like A Glass Plate
Wash, clean and shine all oven parts without stooping, bending, right at the sink.

FARMS - RANCHES
Pentecost & Johnson
REAL ESTATE
City Property

JOY DRIVE-IN
CISCO - EASTLAND HIGHWAY
Tue. - Wed. - Thurs.
Nov. 17 - 18 - 19

Serpent of the Nile
HER KISSES CONQUERED THE MAN WHO CONQUERED THE WORLD!
Rhonda FLEMING - William LUNDIGAN
with RAYMOND BURR

OUTLAW STALLION FIGHTS Giant Brahma Bull!
THE UNTAMED BREED
Sonny TUFTS
Barbara BRITTON
George Gabby HAYES
LINESCOLOR

FRIGIDAIRE
Live-Water Action
Gets rid of "deep-down" dirt ordinary washers can't touch

Easy Terms!

FRIGIDAIRE
AUTOMATIC WASHER
WITH LIFETIME PORCELAIN FINISH

Buy this Trio to make your Frigidaire "Leisure Laundry"

New Filtra-matic Clothes Dryer
Takes the water out of the clothes and keeps it out of the air... and without extra plumbing or venting! No sticky lint! Only one with Lifetime Porcelain finished cabinet and drum. A perfect companion to the Frigidaire Washer.

Prestoe-Matic Electric Ironer
Frigidaire's exclusive foot-operated Prestoe-Matic control leaves both hands free to guide clothes. Lets you sit down, relax to do a better, faster job of ironing... electrically! Come in, see a demonstration!

LAMB MOTOR COMPANY
305 E. Main Phone 44

New '54 DODGE
SHATTERS 196 RECORDS

The Dodge with more than ever before!
MORE TO IT... MORE IN IT... MORE OF IT!

McGRAW MOTOR CO.
416 S. Seaman Street Phone 80

- 1 In official AAA tests on the Bonneville Salt Flats, '54 Dodge V-8 captures more records than any other American car in automotive history!
- 2 158 new records for stamina and endurance... 38 new records for speed and acceleration—196 new official AAA records in all!
- 3 Equipped with PowerFlite Drive and Full-Time Power Steering, Dodge V-8 Convertible travels 6576 miles in 72 hours of night-and-day driving!
- 4 Here's official proof of the outstanding stamina, performance and dependability that is Dodge for '54!

KEEP YOUR CAR AT TOP PERFORMANCE

TUNE-UP

That needed tune up will power your car to peak performance... If your car needs new pep, let our specialists take it in hand—today!

KEEP YOUR CAR AT TOP PERFORMANCE

TRANSMISSIONS

More than a "gear box", your car's transmission is its driving force. Avoid costly breakdowns—let us service your car now, for bigger dividends in trouble-free driving.

KEEP YOUR CAR AT TOP PERFORMANCE

MOTOR OVERHAUL

Motor acting up? We're just the people for putting new pep into tired old motors. We have skilled men and the newest equipment to turn your car out "good as new!"

KEEP YOUR CAR AT TOP PERFORMANCE

IGNITION SERVICE

Does your car respond at once? If not, you're putting extra wear on vital parts. Bring your car in today for a thorough ignition check!

KING MOTOR COMPANY
100 E. MAIN PHONE 42

Martha Dorcas To Have Party

The Martha Circle of the First Christian Church met at 3 p.m. Nov. 9th in the home of Mrs. Curtis Young, North Connellee, and the meeting was opened with the Lord's Prayer said in unison.

Mrs. Lon Horn, president, conducted a short business meeting and then the members jacked a box of clothing and cookies for the Juliet Fowler Home at Dallas.

Mrs. B. F. Hanna brought the devotional. The lesson was on Evangelism in the New Testament and was given by Mrs. Carl Garrett. Social hour followed.

Members present were Meses. E. Wood, Carl Garrett, B. F. Hanna, Homer Williams, Jerry McCullough, Lon Horn, Cyrus Miller, Winnie Wynne, Joe Tow and hostess, Mrs. Young.

Luncheon Club Cisco - Eastland

The members of the Eastland-Cisco Luncheon club met Thursday, Nov. 12 in the home of Mrs. Andy Anderson, Cisco.

After the sumptuous "Thanksgiving" luncheon the afternoon's diversion was bridge.

Those present were: Meses. W. E. Chaney, Jos. M. Weaver, Margaret Turner, James Horton, Virgil Seaberry Sr., from Eastland. Meses. Bess Spears, George Fee, Paul Wood, and Bill Hoague.

Mr. and Mrs. F. M. Spurlin of Eastland had their daughter with her family, visiting them over the week end. Mr. and Mrs. Roy Drummond and children live in Oklahoma City.

EJHS Observes Book Week

What's your favorite book? Posters and Booklets are telling the story at Junior High School this week. Students have been busy for over a week preparing for the exhibit which will be on display all week Nov. 16-20. The entire library consisting of over two hundred volumes has been classified as follows:

Fiction: Medal Books, Sports, Mystery, Career, Adventure, Boys' Books, Girls' Books and Miscellaneous.

Non-Fiction: Biography, Travel and History. The fifty volumes of "Famous Americans" have proved to be the most popular of any series. Book reports have been given orally and in written form for the past few weeks under the direction of Mrs. Joe Stephen reading teacher, and Mrs. H. H. Hardeman and Miss Opal Hearn, Language Arts.

On Friday, Nov. 20, students will come to school dressed as their favorite character out of some book. This has always been the highlight of the Junior High School's observance of Book Week. Last year, pictures were taken and appeared in the Texas Outlook, state Teachers Magazine. Also as a climax to the project, some hundred new books will be displayed and a short program given on "Books and What They Mean to Us." According to Mr. Scott, principal, the school will welcome any book donation from the patrons, that meet the requirements, such as the classics, or other favorites thru the years. We are proud of the fact that our boys and girls are interested in reading good books and no time or effort is being spared to furnish them with the best in literature, so states Mrs. Joe Stephen, who has charge of the library, and teaching reading and spelling to the sixth, seventh and eighth grades.

Mr. and Mrs. A. O. Neeley of Little Rock, Ark., visited overnight in the home of Dr. and Mrs. M. A. Treadwell. The Neeleys are close friends of Rev. and Mrs. M. A. Treadwell Sr., and had visited with them in Austin and came by Eastland to have a short visit with the Treadwell family in Eastland.



Mrs. James D. Horn

Miss Ruth Justice Weds James D. Horn In Eastland Ceremony

Miss Ruth Lanelle Justice and Mr. James D. Horn were married Tuesday, Nov. 10, at 7:30 p.m., in the parsonage of the Church of God, Rev. W. E. Hallenbeck officiating.

The bride's brother, Mr. Harold Justice, served the groom as best man while the groom's sister was the bride's maid of honor.

The bride wore a white cotton lace rhinestone trimmer with matching hat and stole. Maid-of-honor wore a brown polished cotton shot with gold. The bridal parties flowers were chrysanthemums with

fall arrangements throughout the house. The bride's bouquet was of white carnations.

Only the family and near relatives were present for the wedding.

Miss Justice is the daughter of Mr. and Mrs. Roy Justice and is a member of the senior class of Eastland high school. Mr. Horn is the son of Mr. and Mrs. J. T. Horn of Olden and a graduate of Olden high school. He is now employed with the Quality Food Market. The couple will make their home in Eastland.

Eastland 4-H Girls Active

The 4-H Girls of Eastland held their second meeting Tuesday, Nov. 10th in one of the class rooms at EHS.

Miss Sidney Seal, president, conducted a short business session when Demonstrators were elected for 1st: "Dairy Foods" Sue Stoker, and Janice Stoney, 2nd, "Kitchen", Nancey Owen and Linda Humphrey.

The 4-H group will meet every 2nd Tuesday of each month and Miss Jimmie Dee Sturdevant is sponsor.

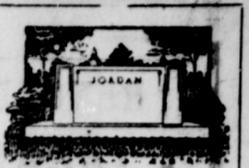
Membership cards were filled out at this meeting and a good number were present.

Martha Circle of First Christian

Mrs. C. W. Hoffman and her sister, Mrs. C. W. Young, will be co-hostesses to the Martha Dorcas Sunday School Class Party at the home of Mrs. C. W. Hoffman, South Seaman St., Thursday, Nov. 19 at 7:30 p.m.

This is the annual Thanksgiving party for the class and a special Thanksgiving program has been arranged. All members are cordially invited to be there.

Mr. and Mrs. A. C. Simmons were in Eastland over the week end. They are formerly of Eastland and now live in Ft. Worth.



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Serving This Community For More Than 69 Years

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Your Car Ever Had

BODY & FENDER

See Us For Expert Body and Fender Work

Banged-up fenders and body dents subtract many dollars from car's value. Let our highly trained men straighten al dents.

SCOTT BODY WORKS
Eastland Phone 977

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SEIBERLING Tires are the only Heat Vented Tires on the market. The patented Heat Vents "breathe out" scorching heat that causes blowouts . . . "breathe in" cooler air. The cushioning action of heat vents also helps lessen effects of dangerous "Traction Waves" caused by normal flexing action of tires at high speeds. This means LESS heat build-up . . . LESS damage to tires. Heat vented tires give longer mileage, greater safety!

Flexing action is confined to a small area. Severe flexing action weakens cords.

Flex Arc Design increases flexing area. Gives 45% more protection in the "blow-out zone."

SEIBERLING Safe-Aire

CLAW-GRIP TREAD WITH TRACTION SLOTS
This tread has over 250 "Traction-Slots" scientifically spaced at regular intervals in the tread design. When the brakes are applied, these slots react similar to a windshield wiper . . . the keen edges spread out, "wiping away" moisture on a WET pavement, providing a better grip on DRY pavement. Stops up to 23% quicker than ordinary treads.

SCUFF-BAR
Seiberling's "Modern Design" now provides you with practical protection against sidewall scuffing . . . the Safe-Aire "Scuff-Bar." This strong rib helps prevent scuffing, keeps white sidewall clean longer . . . reducing maintenance costs and insuring longer wear.

COME IN TODAY FOR A *Demonstration Ride!*

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W. A. "Bill" Blackman 310 S. Lamar

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IT'S TRADE-IN TIME FOR A BETTER DEAL
Want top allowance on your present car? See us this week for a deal that will raise your pride. Now is your chance to drive a moneysaving bargain.

It raises your pride and races your pulse

You feel it the moment we turn over the keys to you. You now own the handsomest "hardtop" around - a Buick Riviera - and the warm glow goes all through you. But not alone for the racy beauty of the car. You feel that prideful surge, too, from the fact that here you bought yourself a whale of a lot of automobile - a whale of a lot of room and power and soft luxury and ride steadiness - for a lot less than you expected. For the automobile pictured here is a Buick SPECIAL Riviera - which means it delivers locally for just a few dollars more than the "hardtop" models of the "low-price three."

But it's only when you drive away in your bounteous new beauty that the real thrills begin and the satisfaction deepens . . . When the highest Fireball 8 power in Buick SPECIAL history whispers away the miles with effortless ease . . . When Twin-Turbine Dynaflo* gives you instant getaway response with silken smoothness, and the Million Dollar Ride levels every inch of your way . . . When the deep wide seats cradle you in spacious comfort and the great glass areas give you visibility practically unlimited. Surely you ought to look into this great Buick that's so prideful to own, so thrilling to drive, so easy to buy. We'll be happy to arrange a sampling. Can you visit us this week?

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We wish to thank our many friends and customers for your patronage in the past, and in order to show our appreciation ... we are offering this gigantic SALE of NEW CLEAN MERCHANDISE at unheard of prices. Inflation goes out the window during this dynamic \$50,000 Sale. Perhaps never again during these days of high prices can you buy so much for so little.

MEN'S RANDOM
Work Sox

Short and Long

14^c Pair

MEN'S FANCY
Nylon Sox

Slightly Irregular

39^c Pair

TURKISH
TOWELS

20 x 38" Size

39^c Each **3** for **\$1**

WASH
CLOTHS

A RARE BARGAIN

3 for **25^c**

Sale Starts Wed.,
Closes Saturday,

FREE

Come In Any Time During Our
FREE P

1ST PRIZE — \$15.00 GIFT C
2ND PRIZE — \$10.00 GIFT C

You do not have to be present and
chase to win. Lucky tickets will be c

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A Knockout Blow To High Prices ... Borrow Money If Neces

One Group Ladies Sweaters and
Blouses Values to 4.95 SALE **1.49**

One Rack Ladies
Skirts **1/2 Price**

One Group Ladies
Hats Regular Price 4.95 SALE **1.99**

Birdseye
Diapers 27 x 27 Per Dozen **1.67**

NO EXCHANGES OR REFUNDS
DURING SALE - ALL SALES FINAL

NO GREEN STAMPS DURING SALE

ONE GROUP
Betty Rose Coats

1/2 PRICE

ONE GROUP DISCONTINUED NUMBERS IN
VANITY FAIR LINGERIE
INCLUDING SLIPS, GOWNS, PANTIES
AND HALF SLIPS
AT DRASTIC REDUCTIONS

CURLEE SUITS
100% WOOL — REGULAR \$55.00

Sale 32.99

One Group Ladies - Closing Out
SHOES Values to 8.95

One Group Childrens
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Vitality, Glamour and Trim-Tred
SHOES Values fo 10.95

Men's
Shorts First Quality ...

Men's Athletic
Undershirt

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RANGER,
TEXAS

STORE WILL BE CLOSED ALL DAY
TUESDAY, NOVEMBER 17TH,
MARKING STOCK FOR OUR
BIG SALE!

Business

SALE

Nov. 18th - 9 a. m.
Nov. 28, 8 p.m.

EE!!

Our Big Sale and Register For
PRIZES

T. CERTIFICATE
T. CERTIFICATE

and you do not have to make a pur-
be drawn Saturday, Nov. 28 - 8 p.m.

Register

81 x 99"
SHEETS
SALE
1.67 Each

42 x 36" PILLOW
CASES
SALE PRICE
79c Pair

WOMEN'S SKIN TIGHT
RAYON
PANTIES
A REAL VALUE!
29c Each **4** Pair **\$1**

MEN'S WHITE
HANDKERCHIEFS
A BARGAIN AT
5c Each

This Is A
**STOREWIDE
MARKDOWN**
on
NATIONALLY ADVERTISED BRANDS
We now offer during this sale... Vitality
Trim Tred, Deb and California Cobbler
Shoes; Redwing Shoes, Nocona and Wes-
tex Boots.
Curlee and Sewell Suits, Resistol and
Dobbs Hats, Arrow and Tru-Val Shirts,
Arrow and Cooper-Hanes and Fruit of the
Loom mens underwear; Vanity Fair Ling-
erie, Gay Gibson, Joe Dee, Koret and
Marcy Lee Dresses.

essary... But Attend This Sale... You'll be Glad You Did !!

SALE **1.99**
SALE **1.49**
SALE **2.99**
PAIR **39c**
First Quality EACH **29c**

Dickie Khaki
Pants Regular 3.69 SALE **2.98**
Mens Khaki Twill
Pants Regular 2.98 SALE **2.49**
Boss Walloper Mens Canvas
Gloves SALE **31c**
One Group Mens Oxfords and
Loafers All New ... SALE **5.99**
One group Men 1.98 Sale 1.29
and Boys 3.95 Sale 2.49
SLIP ON SWEATERS 4.95 Sale 3.49
Long Sleeve, Rayon, Part Wool
and All Wood. 5.95 Sale 3.79

One Group Men's Dress
Hats Values to \$15.00 . SALE **1.99-5.99**
One Group
Cowboy Boots **6.99**
ALL BOOTS WILL CARRY BIG
REDUCTIONS DURING OUR BIG SALE
ONE RACK MENS AND BOYS
Broken Sizes **JACKETS**
Drastically Reduced!
NO GREEN STAMPS DURING SALE

Eastland Telegram

Eastland County Record established in 1931, consolidated August 31, 1951. Chronicle established 1887, Telegram established 1923. Entered as second class matter at the Post-office at Eastland, Texas under the act of Congress of March 3, 1879.

O. H. DICK, Manager
TIMES PUBLISHING COMPANY
O. H. Dick and Joe Dennis, Publishers
Published Semi-Weekly—Tuesdays and Thursdays

One week by carrier in city .10
One month by carrier in city .45
One year by mail in city 2.50
One year by mail in state 3.95
One year by mail out of state 5.95

NOTICE TO PUBLIC—Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation which may appear in the columns of this newspaper will be gladly corrected upon being brought to the attention of the publishers.

Tea-Bridal Shower For Mrs. J. Horn

The home of Mrs. Beulah Young, 701 S. Daugherty, was opened to friends of the recent bride, Mrs. James D. Horn, for a tea and shower Nov. 13, from three to 5 p.m. Co-hostess with Mrs. Young was

Mrs. Eldridge Massengale, both ladies are aunts of Mrs. Horn. Pink gladioluses and white chrysanthemums were in profusion about the reception rooms. The tea table with cover of white lace over pink held a sparkling arrangement of giant white mums. Tall white tapers in silver holders were the balance for the handsome tea service where Mrs. W. E. Hallenback invited guests to partake of the decorated cake squares, nuts and mints with the cup of spiced tea she served.

Mrs. Young welcomed her guests at the door with Mrs. Justice, the bride and Mrs. J. T. Horn, and Miss Eloise Horn. There were many lovely and useful gifts from the sixty guests who came to give the bride their good wishes for happiness.

WHERE THEY ARE...



Our list of names of the men and women who serve our country is gradually growing and we are grateful to those who remember that we want their addresses for publication so that their friends and acquaintances may send them a note or a Christmas card.

Won't you take time to remember them, especially if they are overseas? Mail call and the USO are the two big factors in their life if they are away from their families—but for a matter of years and a few situations you might be buttoning a uniform of Uncle Sam's, waiting for Mail Call or wishing for some sort of recreation or entertainment—Let's remember—"Lest we forget".

Sgt. Jack Kelly
Box 158—Rt No. 1
Spokane, Wash.

A-2c Gerald Harris AF-8025
6603rd Food Serv. Sec. APO 677
Care of Post Master, N.Y., N. Y.

A-2c Derold L. Harris
AF-18428014
6603rd Air Base Sqdn., Box 9
APO 677 Care of P. M. New York, New York.

Pvt. William W. Cooper
US 54068629
Bty. D. 933 AAA A.W. Bn.,
(MI) APO 971,
Care of P. M. San Francisco, Cal.

Pfc. L. D. Langlitz, Apt. E7
Cedar River Park
Renton, Washington

Pfc. Robert D. Wood, 1387096,
M. B. N. A. D. N-66
Care of P. M. San Francisco, Cal.

Gene Clark 446-37-11
V. I. Naval Hospital Corps School
Co. 6-54
San Diego 34, Calif.

Cpl. James W. Burson
US 54100803
Hq. Btry, 96th AAA Gun Bn.,
API No. 949
Care P. M. Seattle, Washington

Pvt. Clarence C. Maxwell
US 54101091
14th Sq. (Opr) Co.
Box 106 Holloman AFB,
New Mexico

Pvt. Billy Haynes US 54101086
HQ Btry 393 F. A. Bn.
APO 46 Care of Post Master
New York, New York

OUR MESSAGE TO THE
Hard of HEARING...
Do you hear sound but can't understand? Are you isolating yourself from Church and friends due to not understanding? Why not drop us a card or drop into our office for an interview. No obligations.
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Mr. and Mrs. Tim Spurrier
Eastland Hotel - Eastland, Tex.

A-1c Ommer Akers AF 18391743
7011th Pers Processing Sq.
APO 69, Care of Post Master
New York, New York

Lt. James C. Whittington
30 Dahlgren Ave.,
Portsmouth, Va.

Pvt. Chas H. Wright US 54069074
Bat-A-176 A F A Bn
APO 70, Care of Post Master
San Francisco, California

Pvt. Johnnie R. J. Honea
US 54101087
9952 TSU S.G.O. Med. Dept.
Madigan Army Hospital,
Tacoma, Washington

Corp. Kenneth D. Holt
34th A.T.S. Box 48
McChord A.F.B., Washington

A-2c Harvey Gribby
AF 18410444
3512 Maint Sq. Box 25
Randolph Air Force Base
San Antonio, Texas

Pvt. Miram Ligon US 54077928
Po and HQ Co., 36th Eng. CGP
APO No. 301
Care of P. M. San Francisco, Cal.

A-1c Oliver Canad, AF 18380762
3596th Inst. Sq.
RR 1, Box 18
Indian Spring Air Force Base,
Nevada

Lt. (JG) James Z. Butler US NR
USS Lst 1083
Care of Fleet P. O.
San Francisco, Calif.

Alpha Delphian's Hear Book Review

The Alpha Delphians met in regular session Nov. 12, 3 p.m., at the Woman's Club, Mrs. J. A. Doyle, president.

During the business session Mrs. Otto Marshall, committee member for Delphians to the "Youth Center" Committee, explained the possibilities of the Youth Center for our town and stressed the need for community interest toward the movement.

New member for the club was welcomed by the president; Mrs. M. P. Titsworth who has recently returned to Eastland.

Mrs. L. C. Brown, leader for the Bible Study, prefaced the afternoon with a discourse on Bible appreciation.

Mrs. Brown presented Mrs. J. LeRoy Arnold who had prepared a review of Frank G. Slaughter's "The Gallies." Mrs. Arnold gave one of the most inspirational interpretations of this fine book. A most competent and sensitive relay of the authors feeling in this spiritual transcript. She gave it entirely without notes which made it more impressive for her listeners.

Those present were Mmes. L. C. Brown, Luther Bean, R. L. Carpenter, J. A. Doyle, D. J. Fiensy, B. O. Harrell, Marvin Hood, George Lane, Otto Marshall, E. S. Purdue, N. M. Rosenquest, Carl Timmons, Henry Van Geem, W. C. Vickers, O. M. White and W. B. White, and reporter, Mrs. Carl Jones.

Social Calendar

TUESDAY, NOV. 17

Business Women's Guild of First Christian Church 7:30 p.m. Wilma Bennett home, 508 South Dixie.

Lions Club, 12 noon, fellowship room, First Methodist church. West Ward Parent Teachers Association 3:15 West Ward school.

WEDNESDAY, NOV. 18
Eastland County Home Demonstration Club's Annual Achievement Day, North Side of Square. Music Study Club's seated tea, 3:30 p.m. home of Mrs. A. F. Taylor, president, 700 S. Seaman Street.

THURSDAY, NOV. 19
Thursday Afternoon Club. Woman's Club, Mrs. Turner Collier, leader.

SATURDAY, NOV. 21
Baptist Associational Youth Rally. Word Home Demonstration Club Bazaar, Cisco.

MONDAY, NOV. 23

Baptist, Methodist and First Christian Church Women's Organizations meeting day. Exemplar chapter of Beta Sigma Phi Sorority, Home of Mrs. Ed Hooker, 903 South Halbryan.

TUESDAY, NOV. 24
South Ward Parent Teacher's Association, 3:15. South Ward School. Mrs. M. D. Fox, speaker. Zeta Pi Chapter, Beta Sigma Phi. Home of Mrs. John T. Goode, 108 East Conner.

TUESDAY, DEC. 8
Zeta Pi Chapter of Beta Sigma Phi, 7:30 p.m. home of Mrs. Bill White, 103 East Lens.

MONDAY, DEC. 14
Exemplar chapter of Beta Sigma Phi Sorority, 7:30 p.m. in home of Mrs. M. H. Perry, 510 S. Dixie.

PERSONALS

Mr. and Mrs. A. W. Cartledge of 410 South Dixie, have returned from a visit with relatives and friends in Monroe and Farmersville, La.

Lt. and Mrs. Bill Page and small daughter, Laura Lee, were visiting her parents and brother, Mr. and Mrs. Pearson Grimes and Pearson Jr. L. and Mrs. Page are stationed at Alexandria, La.

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- 17-inch precision heat control oven
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CASH IN ON MERCURY'S YEARS-AHEAD VALUE AT YEAR-END SAVINGS!



AND GET THIS DOUBLE PAY-OFF

- Bigger volume means we can take a smaller profit per car—give you a bigger trade-in now for your present car.*
- Mercury's record-breaking popularity shows you should get back more of your investment when you sell or trade!*

BEST TIME EVER

TO BUY A

MERCURY

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Eastland

If you've been waiting for the best possible time to buy a new Mercury, this is it! Our sales have never been higher. And because we are operating at such a high volume, we can afford to offer the deal of a lifetime.

And, by getting a new Mercury, you eliminate the usual worry about buying a car that may soon look out of date. Mercury's clean-lined beauty is fresh, ageless. There are no bumps, bulges, or meaningless ornamentation to date it. You get a car that will be in style for years, keep its value high till trade-in time, protect your investment.

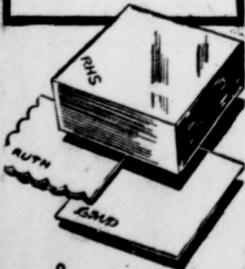
And with Mercury you get many work-saving optional features still not available on many so-called "new" cars—including Mercury's famous 4-way adjustable power seat, power steering, power brakes, electric power window lifts, no-shift Merc-O-Matic Drive or gas-saving Touch-O-Matic Overdrive.

So don't wait any longer. See us today for our special year-end deal. We're ready and waiting to put you further ahead in money-saving value than ever before.

GET YOUR CHRISTMAS CARDS NOW!

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take on that Personal look
MONOGRAMMED
The Kingsley Way



Cocktail and luncheon napkins, personalized with your name or monogram, Dark Colors and Pastels 80 to Attractive Gift Box

\$2.00

ONE DAY SERVICE

Big assortment of Beautiful Cards

Priced as low as \$1.25 for 24 cards.

With your name imprinted in choice of colors. See the "Panda Prints". Cards that are different.

For the Kiddies!

Box of 12 pencils with their name stamped on each.

\$1.00

Monogrammed Writing Paper And Informals

Montag's fine line of writing paper.

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After 6:00 p.m.

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