IN GENERAL ELECTION HERE TUESDAY

## Chamber of Commerce and SCD To Host Tour and Lunch, Nov. 12

| World To Me | ; |  |  |
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| Holdridge of Abilene attended neral services for their father |  |  |  |
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| Cross Plains Truck Stop Station To Hold Formal |  |  |  |
| Opening Here Nov. 8 |  |  |  |
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| For Veterans' Day, Nov. 11 |  |  |  |
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## EARN $\$ 50.00$



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Watkins Products
w. I. Massegee, Dealer
Watkins Products
w. L. Masegree. Deale
Clyde Texas
Phane 255 ?

## fow feel run-down because of <br> Mi:BBIOOO

Feel Stronger Fast

city drug store


Smart people know the easiest, low-cost way to
finance a car is with a loan at our bank. See us now!
Cilizens State Bank CROSS Plains, texas


LET OUR EXPERT ELECTRICIANS
REWIRE YOUR HOME FOR SAFETY
Hornsby ElectricCo.

## FOR SALE



TIME, THE SUBILE THIEF OF YOUTH'


## Your Physician

 Can Phone 5.3421When You Need A Medicine

NEAL DRUG
Friendly Professional Service 805 Main
CROSS PLANS, TEXAS CROSS PLAINS, TEXAS
-Quotation by John Milton

## PROFESSIONAL CARDS



We take pride in serving you accurately and with CITY DRUG STORE Phone $5-2241$
FREE DELIVERY

|  |  |
| :---: | :---: |

## INSURANCE

For a complete, one-stop
Insurance pregram
Call us today. Agency

> SAM HIIL
Licensed Plumber Phone 5-3810

## SLAUGHTERING

We will do your Butcher-
Beef or Pork for your
locker or deep freeze.

McNeel \& Coppinger
Phene 5-2063 or 5-3603

| $\begin{array}{c}\text { Jackson \& Jackson } \\ \text { ATTORNEYS-AT-LAW } \\ \text { 235 Market street }\end{array}$ |
| :---: |
| BAIRD, TEXAS |$|$

DR. JOEL MAYOR Chiropracter Otfice Hours
A. M. $-6: 00$
$P$
Close at Noon S.aturday and
All Day Sunday Phone 5-3341 Cross Plains, Texas

Drs. Ellis \& Ellis ортометвाітт Dependable Optical Serrice
in Brownwood for 20 Years DIAL 30184 or Appointment Brens National Bank Bldg.
Brownwood, Texas

RUSSELL SURLES ABSTRACT CO. Prompt and Dependable
Abstract Service Iffice: 337 Market street BAIRD, TEXAS


## KEYS

Keys Made While-U-Wait: Need an extra key? Come in todas
and let us make you one. Bryan Variety Store
Custom Slaughtering
 Phone 5-3691 MCGARY \& FORE


## 1958 School Taxes Due

OFFICE TO BE OPEN DAILY
From 8:00 until $5: 00$ oclock from now until January 31. 1959, of the Lovell Sinclair Service Station on Highway 36.

DON'T LET YOUR SCHOOL TAXES GO delinquent!

ALBERT LOVELL, Collector

Do You Remember?...

PAY TAXES NOW

Payments made before February Ist will not be subject to additional fees for interest and penalties, and to accomodate property own ers this office has mailed statement of 1958 toxes

Don't forget that if you wish to vote during 959 your poll tax must be paid before February first. You will not want to be disfranchised for the need of a poll tax receipt, so be paid at the Citizens State Bank in Cross

TEE BAULCH

Callahan County Tax Assessor-Collector


## Shop At Home For All

Your Family Needs!
YOUR LOCAL STORES HAVE THE TRUE 'FAMIIY" SPRRIT

- THEY'RE FRIENDLY
- they know your needs
- they understand you
- they're ready to help you

You're always welcome at any of our local stores and you will receive friendly, courteous service.

The money you spend locally helps you and your community SHOP AT HOME WHERE YOU SAVE TIME AND MONEY AND MAKE FRIENDS

## Cilizens State Bank

FRED V. TUNNELL, President
EDWIN BAUM, Vice-Pres. JACK W. TUNNELL, Cashie


Most new homes being built today are REDDY WIRED enabling owners to receive full value from their electric service.

Now, owners of older homes may enioy the same advantages and conveniences of REDDY WIRING, thanks to a new plan developed by West Texas Utilities Company.

Now, you can use all the electric appliances you have or want, and at full efficiency.

Remodeling your present home with REDDY WIRING can be done at very low cost. We offer you added benefits, too

Get your FREE COPY of our 12-page booklet, "How to Modernize Your Home All The Way." Ask for it at our local office. Then ..

CALl YOUR ELECTRICAL CONTRACTOR


##  thighlights AN Sidolights by umen sonford

## (10- Tesas No. 4 industry is is Presidents special cabinet commit


Enest O. Thompson, mem-





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 Loan Plan Challengeed cost, Atty
Oien Wull Wuson has filed suit
test the



One look shows you Cheveloft all new all over acain. And you find to like. Chevy's Stimlin design, roomier Body by Fisher, makes for more comfortable seating and surrounds you with vastly increased visibility area. Chevrolet's remarkable nem Magic-Mirror finish keeps its
shine without waxing or polishing shine without waxing or polishing
for up to three years! And there's new feel, new efficiency
beneath that beauty. Smoother-
than-ever suspegsions. Bigger brakes for safer stops. A new HiThrift 6 that delivers up to $10 \%$ greater gas economy along with more usable horsepower at the speeds you drive most. Everything you want in a car is wrapped up besutifully in the ' 59 Chevrolet. It's new right down to its easier riding, easier rolling
Tyrex cord tires-but strong as ever in those traditional Chevrolet qualities of economy and dependability. Drive it at you:
'59 CHEYY!




## Bishop Chevrolet Co.

Cross Plains, Texas PHONE 5-3121

## GRAND OPENING!

## REGISTER FOR

FREE ELECTRIC SUNBEAM SKILLET

AND
15 FREE
Oll CHANGES
Balloons and Suckers
For The Youngsters
Free Coffee
For Everybody!

## FREE 2 Lbs. Sugar <br> With Gasoline Fill Up

CROSS PLAINS TRUCK STOP
L. W. PANCAKE, Operator

East Highway 36
Cross Plains, Tex.

There are big doings in Cross Plains with the GRand opening of Pancake's Premier Service Station. Grab your hat and your family and come

The Date: SATURDAY, NOV. 8
$\qquad$ There will be something for everyone: two pounds
of sugar free mith gasoline purchases, free coffee for everybody, and balloons and sucters for the youngsters.
P. S. Highest quality Premier gasolines and motor
ois, too.

## PREMIER

HIGHEST OUALIIT
GASOLNES .. MOTOR OILS


Try Your Coin-Operated Westinghouse

## LAUNDROMAT

and see how easy wash day chores become.
Don't let the weather bother you. . . Rain or shine, you can wash and dry your clothes with ease.

WASH .. 20c

- Hot Water
- Soft Water
- Use As Many Washers
As You Need.

DRY -- 10C
Our large Dryers will fluff-
dry 40 pounds of clothes for 30 c .

## Esso Extra

## Out-performs many gasolines selling for 1 c more!

Esso Extra sells for premium-not super-premium-price, but it out-performs many gasolines selling for 1 c to 2 c more.

Out-performs them in clean-burning characteristics: it burns so clean that sparkplugs last up to $50 \%$ longer.

Out-performs them in anti-knock operation: its octane rating is high-higher, in fact, than the octane rating of many gasolines for which motorists pay a super-premium price.

Out-performs them in quick starting in smooth, safe acceleration . . . in mileage Esso Extra is the No. 1 premium in Texas . . first in premium sales ... first in premium performance.

## City Taxes For 1958

May be paid at the City Hall Cross Plains, Texas

Pay now and save penalty and interest
MRS. AVA CHIDEES
City Tax Collector
Cross Plains, Texas

Use this great gasoline in your car. You'll prefer its performance, you"ll like its mileage, and most of all, youlll be pleased with its conomy.

Fill up under the Humble sign in your neighborhood. Every time!

## RUEINING CO.

HUMBLE


## Humble Service Station



Mayes Lumber Co.
Phone 5-3591

-     -         - Cross Plains, Texas See Us for a Complete Line
BUILDING MATERIALS

FHA HOME IMPROVEMENT LOANS Up to 5 Years to $\mathbf{P a y}$ $\stackrel{-}{\text { LITY }}$
HIGH QUALITY LUMBER
Cut to Your Specifications
PITTSBURGH \& LOE PAINTS

Plastic, Vinyl and Linoleum
FLOOR AND WALL TILE
roor and wall tile
Complete Selection of Wallpaper
Free Estimates on Building and Remodelin: Us Contract Your Building Projects CALL US - WE DELIVER

## (TIL

When you are ill and need medication of any impor ance your Physician usually prescribes.
He depends on your Pharmacist to have the proper nedication which he wishes to use in your particular be able to give you one of many of the specialized drugs which your Pharmacist carries in his stock, thereby he does not have to limit his medication to a relatively few drugs, but has his choice of many.
These specialized drugs a lot of times mean the difference in a long siege of illness and a speedy reis able to treat certain types of illness with these drugs without the patient losing any time from work.

AFTER HE MAKES HIS DIAGNOSIS
YOUR PHYSICIAN KNOWS the type of drug which he thinks is best suited in
your particular case. He can obtain it for you through your particular case. He can obtain it for you through
his prescription, if needed, and usually you are on your his prescription, if needed, and usually
way to recovery in a very few hours.

SEE YOUR PHYSSCICN REGULARLY WHEN HE PRESCRIBES (which he usually does if
you are really sick) bring us your prescription for prompt, accurate compounding at the lowest possible price.

Most modern medications are very potent, that is Most modern medications are very potent, that is
why their sale is limited to Registered Pharmacists, on your Physician's Prescription only.

OUR BUSINESS IS PROTECTING YOUR HEALTH

City Drug Store
L. D. BAYLESS, Owner We Deliver Free


Approaching Marriage of Wilda Queen Announced Mr. and Mrs. James Lester Queen
o! 802 North Liveoak, Lampasas
Texas, are announcing the engage Texas, are amnouncing the enasage
ment and approaching marriage of
their daughter


## The couple will be married in the 1

## Miss Queen is a 1954 graduate of Cross Plains High School

## Cross Plains High Schol attended Draughons Business fege in Abilene. She has been

age in Abiene. She has
ployed the past three and
years in Lampasas pa Paus
rical Anplimase
Mr. Mullinins graduateed from Lam-
pasas High School in 1954 and at pended Jackson's Business college
tend is now employed by Pete and blessing
end end is now employed by Pete
Ring and Sons contractors at Fort
Kood, Tex.
$\qquad$
 cnd of the 25 th in Lawton, Okla.
where they visited
wife
$\qquad$ Mr. and Mrs. J. A. Burton viss.
ited in Odessa Thursday hrouzh
Saturday with their daughter and Saturday with their daughter and
husband, Mr. and Mrs. Giene Waik-
er. Enroute home they visited in
Abilene with Mrs. Mary Abilene with
and children.
Abiene with Mrs. Mary Burton
and children.

## adventures ing ADVERTSING ADVER

THE FANTASTIC STORY of MOSA-SHIIYA THE SHIRTMAKER


If the shipping department of ofactory had not made on error, the world would never have known of Muse-shiya the Shirtmaker and the most ostounding odvertising campoign in history would never have been lounched.
Following World Wor I an English textile factory was getting back on peacetime basis. In error it sent a full five year backorder of shirting naterial to Musa-shiya, O Jopanese shirtmaker who operated o small shop in Honolulu. Business was poor and Musa-shiyo was near bankruptey. when the customs office informed him that certain bales of cloth and o lot bill for duties a

When the little shirtmaker realized what had descended upon him, he osked for time and went into the silence for purpose of mental refresh. ment. Remembering a friend in a big mercantile establishment, he hied himself there and sought counsel. How in the name of the horned prophet of evil was he ever to get rid of all that English shirting? And in the meantime where was he to put it? His little box of O shop wouldn't hold one bale.
"You'll have to advertise," advised his friend. "Leave it to me. I'll have our advertising agents help you out."
This merely compounded the little Japanese shirtmaker's troubles. Advertising to him was an uncharted sea. The advertising ogent called on Musa-shiyo and suggested $\$ 300$ as a modest starter. "Too-o-0 much. Maybe I think thirty dollor plenty," said the shirtmaker. He was told that wouldn't even get him in print. The egent explained the costs of various odvertisements and finally Muse-shiya agreed to try the plan and what was destined to be the most astounding and for reaching campaign in the history of advertising was launchod.

THANKS TO OUR FRIENDS!
we want to thank all of your friends for their grand reception to We are again inviting everyone to visit us and see our homey sewing
fuarters, and we well be delighted to do your plain and fancy sewing, from
baby things to coats, suits and western shirts. ruth hanke and maggie moon

THE FABRIC SHOP

Two column by tive inch ads then storted oppearing regularly in the Soturdoy Honolulu Stor- Bulletin. The ads were writen iust the woy Muso-
shivo tolked - in colorful pidgen English which is used throughout the Orient. Here is an example of one of Musa-shiyo's ads:
"Well here come storek again-but Muso-shiyo, the shirtmoker, is oble prepare. Wonderful accumulation of baby things in dry goods sollExclusive of storek, which find most easily, many persons not finding little thop of Muso-shiyo the shirtmaker in King Street, Mokoi side, between fish market ond river.
Tourists started sending copies of $M$ ars mony countries. Soon Muso shiys was receiving orders from ell over the orld es well soch Muso shiys was receiving ordens

And that is the story of how a well planned, small advertising cam. fomous.
Your local newspaper doesn't promise to duplicate this story for its advertisers, but it does toke your soles message into the homes of your customers where full and careful consideration is given your suggestions. Who knows, perhops you too can bo a Musa-shiya.


Fras Press association 1716 SAN ANTONIOST. AUSTIN, TEXAS


# Howell's Super Market 

Friday \& Saturday Specials

Sun Spun Margarine . ${ }^{\text {spen }} 100$
Dog \& CatFood

| CIOSE OUT OF MENS AND BOYS <br> T.Shirts, Polo Shirls \& Underwear <br> $20 \%$ OFF SHEEF PRICE |  |
| :---: | :---: |
| New Crop Pec |  |
| Pinto Beans |  |
| Free Grocer | Book |

## SHORTENING MRs. tucker's 3 Lb. Carton

59 c

## Quality Meat

| Short Ribs | 39 c |
| :--- | ---: |
| Pienic Hams | 59 c |
| Country Sausage | uct |

'Business Is Good In Cross Plains' "TRADE WITH YOUR LOCAL MERCHANTS"

