

Eldorado Success

SCHLEICHER COUNTY'S ONLY NEWSPAPER

CARRYING HOME NEWS FIRST

OFFERING THE BEST ADVERTISING MEDIUM

57th YEAR

5c COPY

ELDORADO — SCHLEICHER COUNTY, TEXAS

THURSDAY, OCTOBER 16, 1958

NUMBER 42

Eagles Top Trent 20-6 For First Conference Victory

Playing a fine brand of rough, tough football, the Eldorado Eagles scored in the second quarter and were never behind in winning last Friday night's district ballgame. After Trent threatened in the first quarter, the Eagles took the ball on their own 35 and drove 65 yds. for their first touchdown, with Dan Mittel going the last five yards over right tackle.

Farris Nixon made 31 yds. on the ground and completed two passes to Jim Mackey for 20 yds. in the drive. Nixon ran over the conversion to make the score 8-0.

Trent came back in the second quarter on a 55 yd. pass play to Jerry Williams to set up the ball on the Eldorado 9 from which they scored. The conversion failed and the score at the half was 8-6. The third quarter was scoreless

with defensive play standing out. In the fourth quarter, Dan Mittel ran a punt back to the Trent 40 from where they drove to their second touchdown. Dan Mittel scored from the 5-yard line. The conversion failed leaving the score 14-6.

With six minutes to go, Robbye Waldron intercepted a Trent pass on the Trent 35 and ran the ball back to the 5-yard line. On the second play, Jerry Carlman swept left end for the score. The conversion failed and the score was 20-6. The Eagle reserves finished the ball game. This made Eldorado's record 3-3 for the season and 1-1 for district play.

Statistics		
	Eldorado	Trent
1st Downs	16	11
Yds. Rushing	190	120
Yds. Passing	63	77
Passes FH	13	13
Passes Comp.	4	6
Penalties	6for50	8for65
Punts	1for27	1for17

To Big Lake Tomorrow

Friday, tomorrow, the Eagles will play the Big Lake Owls in Big Lake. Game time will be 7:30.

Two Eagles, Farris Nixon and Kenneth Hicks, recently received bad bruises which will hold them out of contact work in practice and possibly the Big Lake game.

Probable Starters

Eldorado Eagles:		
Mackey 160	LT	IE
Stanford 180	LT	LT
Williams 175	LG	LG
Johnson 160	C	C
Donaldson 180	RT	RT
Griffin 174	RT	RT
Waldron 146	RE	RE
Bellman 132	QB	QB
Mittel 160	HB	HB
Carlman 125	HB	HB
Parker 155	PB	PB
Big Lake Owls:		
Boyd 155	LT	LT
Davis 144	LT	LT
McKinney 135	LG	LG
Mann 160	C	C
Herrman 170	RT	RT
Logan 160	RT	RT
Taylor 150	RE	RE
Weatherby 145	QB	QB
Love 166	HB	HB
Gordon 125	HB	HB
Aquero 145	PB	PB

Ila Jean Boyer Injured In Car Wreck Friday

Ila Jean Boyer, a Junior at Abilene Christian College, was injured in an automobile crash Friday night near Mineral Wells, in which three cars were involved.

Several occupants suffered injuries, and Miss Boyer received a number of bruises and a broken collar bone. There were no fatalities in the accident.

Miss Boyer is convalescing at the home of her parents, Mr. and Mrs. Ray Boyer. She may return to her studies later on in the fall, to complete her semester's work, although her plans are indefinite at present.

Legion Installing Officers Tonight

New officers of the American Legion post will be installed in a program starting at 7:30 tonight in the banquet room of the Memorial Building.

Dr. Robert G. Cleere of San Angelo will be the installing officer. Incoming officers include Don McCormick, commander; and Dwight Wiedenmann, adjutant.

Visiting with Mr. and Mrs. Earl Bryant over the week end was their daughter, Mrs. Sid Rogge and children of Midland.

George Cales Chairman Of Oil Progress Week



GEORGE CALES

This year's chairman of Oil Progress Week activities in Schleicher county is George Cales, terminal foreman of the Rancho station south of Eldorado. Mr. Cales has been with Shell Pipeline Co. for 30 years. He moved here in 1952.

Other members this year on the Oil Industry committee have been: Vice chairman, Ralph G. Preston, master mechanic, Permian Basin Pipeline Co.

Community Program, Solon Boothe, Magnolia service station operator.

Schools, Frank G. Kemble, principal of Eldorado high school.

Oil Progress Week and special events, Jack Halbert, Magnolia consignee.

Clubs and Organizations, Charles H. Clark, superintendent of Sinclair-Skelly Gas Products Plant No. 23.

Women, Mrs. Joe Kreklow, county home demonstration agent of Schleicher county.

Narrow Escape

Mr. and Mrs. B. E. Moore were released from the Sonora hospital Sunday after having a narrow escape from asphyxiation at their home Saturday.

When Bob Whitley dropped in Saturday he found both Mr. and Mrs. Moore unconscious from gas fumes escaping from a defective refrigerator. Help was quickly summoned and they were rushed to the Sonora hospital, where they remained overnight and recovered.

FIRST ANNUAL C. OF C. BANQUET SET NEXT MONTH

Jo Ed Hill, president, announced yesterday that the first annual meeting and banquet of the Chamber of Commerce will take place Thursday November 20 at 7:30 p. m., in the main room of the Memorial building. The entire membership will be asked to assist in making this first banquet a success. More information will be forthcoming as plans and arrangements are developed.

Oil Progress Program Given At Lions Club

Eldorado Lions club members were presented a program on the theme of Oil Progress Week at their meeting yesterday, with Ed Meador presiding.

George Cales, chairman of the Schleicher County Oil Industry committee, introduced the program. Frank Kemble introduced Nancy Jo Jackson as second place winner and Mary Jo Parker as first place winner in the essay contest conducted in the high school recently in connection with Oil Progress week. He presented Miss Parker with a \$25 bond. The bond was furnished by the club.

John Hughes, of the transportation department of Shell Company in Midland was introduced as speaker. Mr. Hughes discussed the growth of the oil industry from the time of the Wright Brothers first airplane flight 55 years ago to the present.

Eastside Baptists Set Social For Tuesday Night To Honor Assist. Pastor

Members of the Eastside Baptist church are planning a social at the church this coming Tuesday night to welcome their new assistant pastor and song leader, the Rev. George Reeser and his family.

The Reesers are moving here from Detroit, Mich. Mr. Reeser's family consists of his wife, two sons, and a small daughter.

"We hope everyone will come and get acquainted," the members stated.

Permian Basin Oil Show Today In Odessa

Odessa—Permian Basin Oil show opens here Thursday, today, for a four-day run at Ector County Coliseum featuring the last word in equipment.

Exhibits will cover every phase of the industry from exploration to petrochemicals.

In all, some 12 million dollars worth of equipment is scheduled for display.

Entertainment features will include a replica of a boom town, and early day rigs are scheduled. Admission to the exhibits is free. However, activity ticket books are priced at \$2.50 including an Odessa Chuck Wagon Gang barbecue at 5:00 p.m. Saturday.

DEAN PEPARD DIES AT ANSON

Dean Pepard, age 70, died at Anson, Texas on October 8 following a heart attack. Funeral services were held in the Presbyterian church there and interment was made in the New Hope cemetery.

Survivors include his wife, and one son, H. R. of Odessa, and two brothers and one grandchild.

Mr. Pepard was a carpenter in Eldorado during the 30's and his son graduated from high school here.

Combined Scout Drive To Kick-Off Tuesday

A kick-off breakfast Tuesday morning at 6:45 at the Java Junction, for workers, will launch the combined fund drives for the Frontier Council of Girl Scouts, and the Concho Valley Boy Scout Council.

This is the first year for the drives to be combined in Eldorado, and Joe M. Christian is general chairman.

Workers hope to complete the drives in one day.

Pledge cards will be given each donor to fill out. On the card will be blanks specifying the amounts to go to the Boy Scout and Girl Scout organizations. A donor may make a pledge to be divided between the two as he wishes, or he may pledge the entire amount to one or the other, it was stated.

TWO NEW WELLS

Pan American No. 1-B Christena Mittel, 13 miles north of Eldorado has been completed for a daily flowing potential of 230 barrels of 45.8 gravity oil, no water.

Ashmun & Hilliard No. 2 No. 1 BB E. Otto Williams, 15 miles northeast of Eldorado, finished for a daily flowing potential of 140 barrels of 37.6 gravity oil, no water

New Cars Being Displayed At Local Show Rooms This Week

Eldoradoans should be able to get "full-up" on free coffee today and tomorrow as dealers here show off their new 1959 model cars. Chevrolets and Plymouths are being shown today by their respective dealers and Ford is due for its unveiling tomorrow.

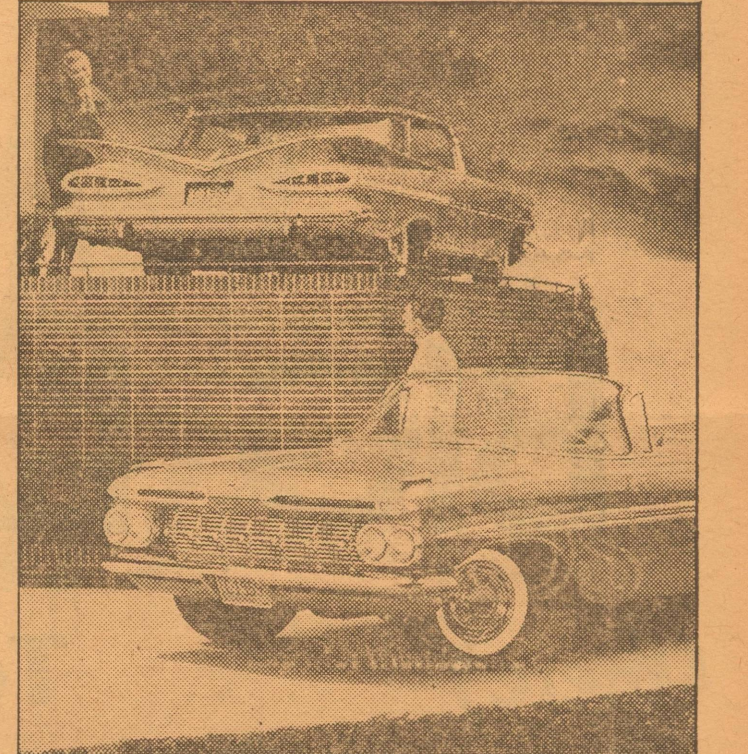
The Eagle Chevrolet Company, P and M Motors and George Humphrey Motors—all are eager for you to visit them today or tomorrow to inspect the new cars for 1959 as dreamed up by the designers in Detroit. One each of the popular three are shown below.

ONE OF THE NEW FORDS



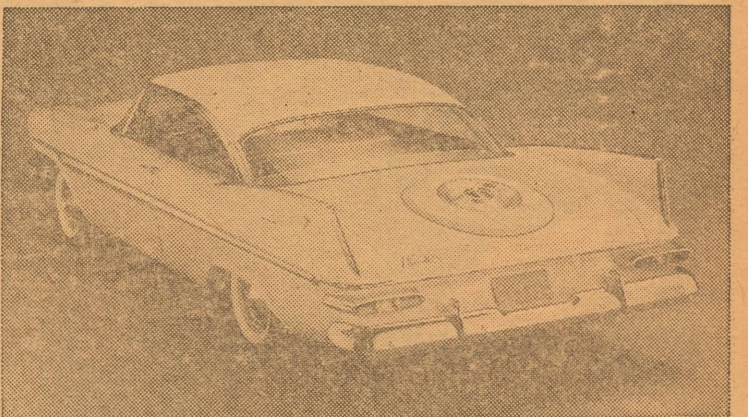
This 1959 Ford Country Sedan is one of six models in the Ford station wagon series. Ford station wagons are available in two- and four-door models, accommodating six or nine passengers. The new, longer Ford station wagons have a cargo space that is eight inches longer and 11 cubic feet greater than in 1958. The second seat has a locking device that prevents the seat from folding forward in a sudden stop, and the foam rubber cushions from the third seat can be removed and used as ground cushions.

A NEW CHEVROLET



One angle cannot show the complete styling changes which have been made in the 1959 Chevrolet. Lowered headlamps, set into the freshly styled grille, and functional air intakes accent the beauty of the front view of the Impala convertible (below). Smart and original is the bold sculptured treatment given the rear quarters and trunk deck of the Impala sport sedan (above).

NEW PLYMOUTH FOR '59



A new Sport Deck and slender, outward-canted tail fins capped with chrome are rear-view focal points in the all-new styling of the 1959 Plymouth. This Fury 2-door hardtop, like all 1959 Plymouths, has new styling from bumper to bumper and road to roof. Smart new interiors are color keyed to body colors, and new super enamel assures longer life for the body finish. All Plymouth models have improvements which reduce operating costs and at the same time improve performance.

FILLS INTERESTING JOB AT STATE FAIR

Ronnie Mittel spent last week in Dallas serving as an interpreter at the Pan-American livestock show, which is held in connection with the Dallas Fair. His official duties were to show the Latins around the show and introduce them to the breeders; also to acquaint them with the different breeds of stocks.

Ronnie was chosen by the agriculture department of Texas Tech, where he is a student, to serve in this capacity. His major is animal husbandry. While there he attended a barbecue given by the mayor of Dallas, at his ranch, honoring different breeders. There were 900 guests present.

Mr. and Mrs. Arch Mittel will spend the week end in Lubbock visiting with Ronnie and attending Dad's Day activities. They will also attend the Tech-Baylor game.

Total Of 991 Bales At Mikeska Gin Here

The total number of bales processed here came to 991 yesterday afternoon as compared to 612 on Wednesday a week ago.

Most of the 379 bales came in last week, when clear weather prevailed for about four days.

There was rain on Saturday, clear weather on Sunday, and rain most of the time since then. About 1½ inches fell in the Reynolds community in the last three days.

The opinion yesterday was that if no more rain fell, it would take about two days before pickers could re-enter the fields.

ANOTHER NEW HOUSE STARTED IN SUNSET ACRES

Ground was being cleared Monday up at Sunset Acres and foundation lines run for a new house to be built for Jo Ed Hill. A San Angelo contractor was on the job.

Funeral Today For Mrs. Mattie Bruton



MRS. MATTIE BRUTON at the time of her 90th birthday in 1956

Funeral services will be held this (Thursday) afternoon at 2:30 in the First Baptist church for Mrs. Mattie Bruton, who died in the Sonora hospital early yesterday morning. The pastor of the church, the Rev. D. C. DuBose, will officiate at the services, and interment will be made in the Eldorado cemetery under direction of Ratliff-Kerbow Funeral Home.

Mrs. Bruton was taken to the hospital last week end, following several weeks of falling health. She was a resident of Schleicher county for the past 42 years, and her death came at the age of 92. She was one of the county's oldest residents.

Mrs. Bruton is survived by 12 children. Eight of these are sons: Elmer and Claude of Schleicher county; Alf, Edward and Fred, San Angelo; Arthur of Itasca; John of Big Spring, and Lewis of Waco. The daughters are Mrs. Estelle Ballew of Mertens; Ruthie Donohoe, Floresville; Vera Word of San Antonio; and Miss Mary of Eldorado. Also surviving are a number of grandchildren and greats.

Her Early Years

Mrs. Bruton was born Mattie Orsbourne in Bradley county, Arkansas, near Little Rock, on June 25, 1866, the daughter of the late Rev. and Mrs. James Orsbourne. When she was under three years of age, the family moved to Texas, making the trip by ox wagon. Because the oxen set a slow pace, the children, Mattie and the other five, enjoyed getting out and walking at various times during the trip.

The family located at first near Irene, in Hill county; and a few months later they moved to the Emmett community in Navarro county, where the young child Mattie was destined to live until she was about 50. Rev. Orsbourne bought a 300-acre farm, and preached during his active years, carrying on his farm work as a sideline.

Her father exerted a strong influence over his young daughter, Mattie. When she was ten years old she was converted and baptized by her pastor-father.

(Continued On Fourth Page)



ELDORADO EAGLES 1958

September 5Rocksprings 8Eagles 14
September 12Sonora 8Eagles 0
September 19Richland Springs 0	Eagles 28
September 26Rankin 6Eagles 0
OCTOBER 3ROBT. LEE 18EAGLES 14
OCTOBER 10TRENT 6EAGLES 20
October 17Big LakeThere
OCTOBER 24LORRAINEThere
OCTOBER 31BRONTEHere
NOVEMBER 7HERMLEIGHHere

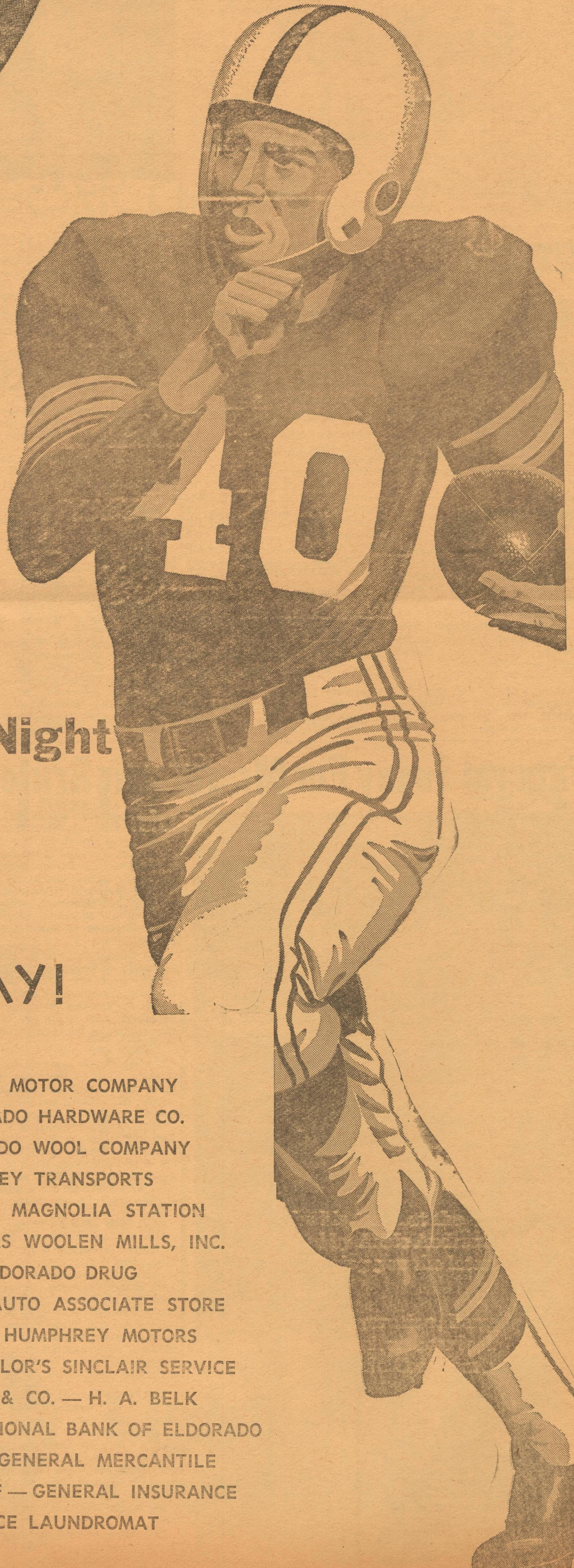
(Bold face type indicates conference games)

Let's go, Eagles

BEAT BIG LAKE

(there) **Tomorrow Night**

We're Backing the Team and
Coaches **ALL THE WAY!**



- PARKER FOODS, INC.
- JAVA JUNCTION — FINE FOODS
- DAVIS COSDEN SERVICE
- BOYER ELECTRIC COMPANY
- ED MEADOR AGENCY
- THE RATLIFF STORE
- W. F. MEADOR — OIL PROPERTIES
- JAMES WILLIAMS CAR MARKET
- THE OHIO OIL COMPANY
- TOPLIFFE GAS & ELECTRIC SERVICE
- EAGLE DRIVE-IN THEATRE
- THE ELDORADO SUCCESS
- FOXWORTH-GALBRAITH LUMBER COMPANY
- DOC'S COURTS
- STANFORD REED OIL SERVICE

- P & M MOTOR COMPANY
- ELDORADO HARDWARE CO.
- ELDORADO WOOL COMPANY
- HALEY TRANSPORTS
- BOOTHE'S MAGNOLIA STATION
- WEST TEXAS WOOLEN MILLS, INC.
- ELDORADO DRUG
- WESTERN AUTO ASSOCIATE STORE
- GEORGE HUMPHREY MOTORS
- SHORTY TAYLOR'S SINCLAIR SERVICE
- FRALEY & CO. — H. A. BELK
- THE FIRST NATIONAL BANK OF ELDORADO
- WRIGHT'S GENERAL MERCANTILE
- TOM RATLIFF — GENERAL INSURANCE
- NANCE LAUNDROMAT

'Free' Maps Cost Oilmen \$14 Million

Keeping America's millions of motorists from getting lost—or at least, trying to provide them with a service that gives them all the directions they can use—has become a \$14 million a year proposition for oil firms.

That's the total of what is being spent annually in the preparation and publication of the handy little road maps available at virtually every station in the land, just for the asking.

With more cars coming on the road annually, with better roads being built, and with the population expected to increase steadily through the years, the map-making services of the oil industry can be expected to expand.

One Map Costs \$20,000

"Most people rarely stop to think about it," says one oil company executive, "but keeping these little road maps up to date is a monumental task in itself. Data must be checked and re-checked constantly for accuracy. Revisions must be made constantly to keep up with the changes and additions in the highway systems.

"All of this involves such a vast amount of detail that one map may represent an investment of \$20,000 or more just to get it ready for the printer. Actual costs of printing and distribution are over and above that. And don't forget too, that road maps have short lives."

Some of the larger oil companies which operate in many states may have as many as 60 different maps available. Companies in coastal areas also publish marine maps showing water depths, water routes, buoys, compass check points, and other details that owners of pleasure craft need to know.

It has been estimated by some experts that the number of maps distributed annually by oil companies exceeds 130 million now, and that the day isn't too far distant when it will top 200 million. Between now and 1955, 14 million more cars and trucks are expected to be on the road; and since a motorist may have a half-dozen or more maps in his glove compartment, the map future is bright.

Tourist Services, Too

In addition to the road maps, many oil companies maintain special tourist service. It doesn't make any difference whether or not the motorist is a customer of a particular oil company. He can drop in at one of the company's touring offices, or request a routing by mail.

"For the most part," says one company spokesman, "each request is considered individually. The result is a timely, tailor-made route map. Usually, whatever the motorist requests is supplied—the most direct route, the most scenic drive, special side trips, and even different routes, coming and going."

Oil Wins New Laurels In Medicine, Surgery

Petroleum, a substance that has long proved its worth to mankind as a source of light, heat, and power, is winning new laurels in still another field—medicine and surgery.

It can be found in such ordinary drugs as aspirin, in the more complex sulfas, and in really spectacular forms such as synthetic nerves and artificial heart valves.

Here are only a few of the spectacular contributions of oil-based products to medicine and surgery, as reported by the American Petroleum Institute:

Plastic heart units: Some 500 operations already have been performed in which valves of oil-derived rubber or plastic were used to replace defective natural ones.

Synthetic blood vessels: Veins and arteries are being replaced, under certain conditions, with artificial ones made from dacron and nylon, both petroleum derived; dacron is said to be particularly useful since it permits normal cell tissue to grow inside and outside the tube.

Synthetic nerves: This is still in the experimental stage but doctors are developing ways and means to span severed spinal cords and torn nerves with nylon "sleeves" saturated, incidentally, with another oil-derived ingredient, cellulose acetate.

Once A Cure-all

Such uses of petroleum-derived materials are relatively new. Thru the centuries, however, petroleum has been used internally and externally as a cure-all for ailments of man and beast alike.

American Indians applied it externally for cuts, burns, and rheumatism. In the 1850's, petroleum was bottled by early-day promoters as a panacea for anything and everything from dandruff to dropsy.

Oil's legitimate contribution to medicine nowadays stem mainly from the chemicals that can be produced in refineries. Most pharmaceuticals do not exist in nature, but represent a reshuffling of the atoms into new chemical forms. Through reforming, isomerization, and other catalytic refining processes, oil refiners produce such chemicals as benzene, toluene, xylene, cyclohexane, and so on. These, in turn, form the building blocks with which the chemical industry manufactures a multitude of drugs and pharmaceuticals.

HERE TOMORROW!
Ford brings Thunderbird elegance to the low-price field with

THE WORLD'S MOST BEAUTIFULLY PROPORTIONED CARS



These Fords you've got to try! For left is the new Thunderbird . . . center, the new Custom 300 Tudor Sedan . . . and above, the 9-passenger Country Sedan.



AWARDED THE GOLD MEDAL for beautiful proportions—by the Comité Français de l'Élégance at the Brussels World's Fair

The elegant new Fairlane 500 Town Victoria



Styled, powered and priced for today's driving! There *never* was a Ford like this before! Its classic new design was awarded the Gold Medal of the Comité Français de l'Élégance at the Brussels World's Fair! With new Thunderbird flavor in each lively line and tastefully new interiors, these 59 Fords are beautifully proportioned for elegant driving.

Power, performance and economy are served up in new proportions, too. All standard Ford engines—Six or Thunderbird V-8—thrive on regular gasoline at regular prices. You save up to 5 cents on each gallon! There's a new aluminum muffer that normally will last twice as long as conventional mufflers used on other cars . . . full-flow oil filtration that lets you

change oil at 4000 miles instead of the 1000 often recommended . . . new Tyrex cord tires for greater economy and safety . . . a brilliant new Diamond Lustre Baked Enamel Finish that's so durable you won't have to wax it ever . . . and two new economy power-transmission teams that will bring you savings *automatically*. That's why we say, for '59, Ford is truly a masterpiece of underpricing!

NEW economy team Number One! Get all the high performance of a completely new Fordomatic Drive teamed with a Six or Thunderbird V-8—at a price that puts automatic

driving within everyone's car budget. It's a simplified Fordomatic with nearly 1/3 fewer parts.

NEW economy team Number Two! Take Ford's versatile new Cruise-O-Matic Drive, add the responsiveness of Thunderbird Special V-8 power and you have the last word in automatic driving *plus* the "built-in" overdrive savings of an economy-gear axle.

Altogether NEW in everything you can see, feel or touch!

59 FORDS

Come in and get that NEW FORD FEELING in the cars with Thunderbird elegance

George Humphrey Motors . Eldorado, Texas

YOU ARE ESPECIALLY INVITED TO OUR

1959 FORD SHOWING

FRIDAY, OCTOBER 17th --- TOMORROW

COFFEE AND SANDWICHES

REGISTER FOR DOOR PRIZES

WE WILL BE LOOKING FOR YOU

GEORGE AND LOLA HUMPHREY

John Hawkins

Elvis Parker

Bob Rutledge

Eloy Hill

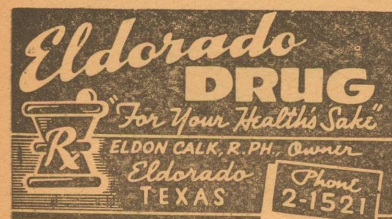
GEORGE HUMPHREY MOTORS

YOUR AUTHORIZED FORD DEALER

ELDORADO, TEXAS

Drug Facts

WHEN SICKNESS STRIKES IT'S IMPORTANT TO SEE YOUR DOCTOR. AND WHEN HE'S GIVEN YOU A PRESCRIPTION, IT'S IMPORTANT TO GET IT FILLED AT



NOW WRECKING:

Several large buildings; excellent building materials including dimension lumber, sheathing, decking, flooring, window and door units, pipe and plumbing fixtures. Also 28 foot trusses and overhead doors. Real bargain opportunity.—C. W. Barbee & Son, P.O.W. Camp, Brady, Texas. (12-tfc)

FOR SALE: Our 3-bedroom house with two full baths in Glendale Addition, 112 Dixie Drive. Make an offer. If reasonable, we can get together as we need to sell it. Reasonable down payment is all that is required; balance on terms to suit buyer. Guaranteed no termites. W. M. Patterson, P. O. Box 879, Abilene, Texas. (phone 3-5523). (18-tfc)

USED SPINET and grand pianos, priced low. Mary Carter Hammond organs and Kimball pianos. 1305 N. Chadbourne, phone 24608, San Angelo. (39-4th*)

BRING US all types space heaters for repair, adjustment, and new radiants. Topliffe Gas & Electric Service. 40-tfc

FOR SALE One good quality Hereford bull, 18 months old. Write Robert H. Oglesby or call 21281 Eldorado, Texas. (41-tfc)

NOTICE: Will the person or persons who borrowed the "wine and gold ball decorations" belonging to the former Junior Woman's Club please return them to the Western Auto Associate Store, or see Mrs. Clifford Schooley. 1

FOR SALE: two-bedroom house, newly built. Two blocks from the school. Reasonably priced. Terms to suit. Phone 23871 after 5:00 p.m. 42-43*

FOR RENT: A small cottage. Private, attractive, reasonable. Ideal for one person, or for a couple. Tel. 21861 or write box 504.

FOR SALE: Baby bed and mattress good condition, \$10.00. Stroller \$5.00.—Call 26191. 1*

WILL BABY SIT in your home or mine 50c hour. Also do housework or part time waitress work. Call 26191. 1*

6 Colors
MIMEOGRAPH PAPER

In ream pkgs. for churches, offices and other quantity users.

Letter size Mimeo in white, green, pink, blue, canary and goldenrod.

Legal size Mimeo in white, pink and canary.

The ELDORADO SUCCESS

INSURANCE

FIRE
WINDSTORM
HAIL; AUTO; LIFE
CASUALTY

Car Loans
Tom Ratliff
Phone 21561

Mattie Bruton

(Continued From 1st Page)

Mrs. Bruton recalled that facilities for schooling were inadequate when she was young, a succession of teachers in the one-room school providing all that was offered—and with standards low and the school term short, it was not much.

Mrs. Bruton's parents also had long lives; her father was 94 when he died, and her mother was nearly 94.

On December 23, 1882, Mattie Orsbourne and John Bruton were married, the ceremony taking place in the bride's family home, with a neighboring pastor, Rev. H. G. Sears, officiating. The couple went to housekeeping in their home community.

All of the 14 children born to the couple were brought into the world at the Navarro home place; two of the babies died in infancy.

In 1916 the Brutons sold their farm and moved to Schleicher county where they bought a farm a few miles south of Eldorado. Ten years later Mr. Bruton died. Mrs. Bruton and her daughter, Mary, lived on the farm until the house on it burned a few years ago, at which time they built a house in the West Addition of Eldorado, and had made their home there since that time.

Until her health began to fail recently, Mrs. Bruton still did her household tasks and yard work. She also attended services faithfully at the First Baptist church, of which she was a life-long member.

One of her chief interests was piecing of quilts, her friends saving their quilt scraps for her. She spent many hours at this pastime.

Attend Associational WMU Meeting in Angelo

Attending the annual associational WMU meeting in San Angelo Monday from the First Baptist church here were Meses. T. P. Robinson Jr., Carroll Ratliff, Geo. Cales, B. A. Biggs, D. C. DuBose, Jesse Ashmore, John Lueddecke, J. L. Kinsler, Weldon Davis, J. L. Ratliff, Archie Mittel, Paul Goodwin, and W. N. Ramsay.

A program was presented by the president, Mrs. Carroll Ratliff. Those attending also saw a film on Nigeria shown by Mrs. Leonard Lane, a missionary to that country.

WOMANS CLUB MEETS

Mrs. Charles H. Clark was hostess to the Woman's Club which met on Tuesday afternoon in the club room.

The subject of the program was "Behind the Iron Curtain." Mrs. E. H. Topliffe served as leader of the program. Mrs. L. L. Watson conducted a parliamentary drill, and Mrs. W. N. Ramsay and Mrs. Ernest Hill reviewed books.

The hostess served refreshments to fourteen members.

CASH IN ADVANCE

Please . . .

Don't phone your want ads to the Success office . . .

Our charge for the average little ad is only 50c, and with the increase in postage rates, we can't afford to keep books on 50-cent items and mail out bills. Please bring your little ads (including cards of thanks, \$1.00) to the office and pay for them cash in advance.

Exceptions: If your husband is an advertiser and the item can be charged to his advertising account . . .

Or if you are a shut-in and too feeble to come to town.

CITATION BY PUBLICATION

The State of Texas

TO: Audie Lee Lindsey, Defendant, Greeting:

YOU ARE HEREBY COMMANDED to appear before the Honorable 51st District Court of Schleicher County at the Courthouse thereof, in Eldorado, Texas, by filing a written answer at or before 10 o'clock A. M. of the first Monday next after the expiration of forty-two days from the date of the issuance of this citation, same being the 24th day of November A. D. 1958, to Plaintiff's Petition filed in said court, on the 19th day of August A. D. 1958, in this cause, numbered 990 on the docket of said court and styled Grace Lindsey, Plaintiff, vs. Audie Lindsey, Defendant.

A brief statement of the nature of this suit is as follows, to-wit: Suit for Divorce as is more fully shown by Plaintiff's Petition on file in this suit.

If this citation is not served within ninety days after the date of its issuance, it shall be returned unserved.

The officer executing this writ shall promptly serve the same according to requirements of law, and the mandates hereof, and make due return as the law directs.

Issued and given under my hand and the seal of said court at Eldorado, Texas, this 7th day of October A. D. 1958.

Attest: J. P. Enochs Clerk, 51st District Court (Seal) Schleicher County, Texas (Oct 9-16-23-30)

Oil Companies Preparing For Tomorrow's Needs

To insure continuation of the abundant flow of petroleum that has enabled the U. S. economy to grow through the years, America's 42,000 oil companies are facing up to vast challenges.

One independent source has predicted that during the decade ending in 1965, domestic oil companies will have to invest nearly \$80 billion to find, produce, transport, refine, and market the enormous amounts of oil that America will need.

Oil economists emphasize that if petroleum companies are to be in a reasonable position to undertake this immense development program, they must be financially healthy—free to operate in a competitive economy that will earn fair profits for all.

Bright Future

An exciting era of growth—in both population and prosperity—lies ahead for this country, according to most forecasters. The population is expected to climb to 190 million mark by 1965. To meet the needs of an increasing population and an expanding economy, it is estimated that we will have by 1965: 14 million more cars and trucks on the roads, 12 million more homes, 15 million more children attending school, and a 33% growth in industrial activity. The demand for oil products is expected to go up at least three million barrels a day, about one-third more than is being used now.

Doesn't Just Happen

Oilmen have pointed out that expansion programs like this simply don't happen. They have to be projected and planned in much the same way as local school boards look to future enrollments, based on population increases; or the way communities look to future needs in laying out streets, parks, and other civic improvements.

The search for the additional oil we will need is already under way. Wells are being drilled deeper—in swamps, deserts, on mountain tops, and coastal waters. To process and transport the oil and oil products, new refineries, pipelines, tankers, terminals, and other facilities are being planned now.

The biggest problem, however, is the matter of finance. Economists agree universally that business must make fair profits to provide capital for further development. If either the profit ratio or the business climate of free enterprise are dislocated seriously, the whole program is in jeopardy.

Development Funds

Petroleum has three major sources of funds for capital development: funds laid aside to cover replacement costs; retained earnings; and sale of stocks and bonds.

Earlier this year, oilmen were caught in a profit squeeze as were many other businessmen. The average difference between what an oil refiner receives for his four major products and what he paid for his crude oil, for example, was about 19 cents on a dollar. Early in 1957, it was 26 cents on a dollar; and in 1946 it was 36 cents on the dollar. Over the 20-year period from 1938 to 1957, the return on net assets of oil companies has averaged only 11.9%, compared with 12.4% for all manufacturing industries (excluding oil), according to the First National Bank of New York.

The petroleum industry—an industry which by its very nature must plan far ahead—is optimistic about the future, however. With foresight and vision, it is going full speed ahead in planning and building for tomorrow, and living up fully to its 1958 slogan—"Today Oil Builds For Your Tomorrow."

Mr. and Mrs. T. K. Jones visited in the home of Mr. and Mrs. W. E. Bruton Sunday.

SEE THE special bargain table of toys at half price.—Eldorado Drug.

Visiting Mr. and Mrs. B. A. Biggs over the week end were Mr. and Mrs. Glenn Biggs and Barry of Abilene. Other recent visitors in the Biggs home were Mr. and Mrs. W. G. McAlpine and Juanita of San Angelo.

School Menus

Thursday, Oct. 16: Fancy-Pants hamburgers, cheese strips, potato chips, combination salad, coconut pie, milk.

Fri., Oct. 17: Parbueced beef, creamed potatoes, frozen mixed vegetables, sliced tomatoes, hot rolls, butter, white cake with chocolate icing, milk.

Mon., Oct. 20: Meatloaf, baked potatoes, frozen green lima beans, carrots, hot rolls, butter, canned fruit, milk.

Tues., Oct. 21: Turkey & macaroni & cheese casserole, blackeyed peas, apple & celery & nut salad, hot bread, butter, peanut butter cookies, milk.

Wed., Oct. 22: Salmon croquettes, pinto beans, fresh squash, tossed green salad, hot rolls, butter, chocolate cake, milk.

Thurs., Oct. 23: Sliced baked ham, sweet potatoes, green beans, cabbage & carrot salad, hot rolls, butter, banana pudding, milk.

Fri., Oct. 24: Smothered steak, creamed potatoes, mixed frozen vegetables, lettuce & pineapple salad, hot rolls, butter, blackberry cobbler, milk.

Importance of a Healthy American Oil Industry

(Ed. note: Mary Jo Parker's essay won first place in the recent essay contest conducted in Eldorado High School in connection with Oil Progress Week. She won the \$25 savings bond which was furnished by the Eldorado Lions Club, and was presented the bond at yesterday's meeting of the club. Nancy Jo Jackson's essay placed second, and she was also recognized at yesterday's Lions meeting. Both girls' essays have been entered in the area contest at Midland.)

The Importance of a Healthy American Oil Industry

By Mary Jo Parker

Tap! Tap! Three hundred feet up on a freshly cut outcrop sharp, quick blows of the geologist's hammer ring out their staccato melody. A tall, sun-tanned man labels rock samples, which he drops into a knapsack. Several feet below him a fellow scientist mentions something about a likely looking stratum. The first clammers down the slope, where the two confer earnestly in quiet, serious tones. Several minutes later they begin their descent toward a dusty oil-company car, which is parked below the outcrop well off the edge of a busy four-lane highway.

Four hundred miles away a huge ship, majestic and modern, churns out of a deep gulf harbor, leaving behind it a city of towering skyscrapers, busy factories, and noisy automobiles. Not far from the water front of that same city a streamlined silver airship wings its

Girl Scout News

Brownie Troop 3 met October 9. There were 22 brownies and four leaders present. The meeting was called to order by Susan Lee Moseley. Minutes were read by Maureen McCravey. Dues were collected by Billie Gayl Blylock. Treats were served by Susan Hill and Sheila Harrison. Maureen McCravey sent a get-well card to Richard Jones. Our sunshine reporter for next week is Stella Lubble.

We visited Bill McWhorter's cotton fields and picked cotton. Then we toured Mr. Mikeska's cotton gin and were treated to drinks by Mr. Mikeska. Our trip was very educational and interesting.—Reporter.

Girl Scout Troop 5 met Monday at the Memorial Building. There were nine members present and two absent. We adopted yellow ties for our uniforms. For fun we played three games.

Karen Corbell and Beth McCalla read the history of Girl Scouting. We planned our meeting for next time.—Reporter.

April Burkart and Vickie Jones were hosts to the Second Grade Brownies Oct. 14. They met in the Corral. Ice cream and cookies were served. Eighteen were present and one was absent.

We worked on our scrap book & treasure chest. We finished our "it" boxes. Plans were made to make Christmas gifts for our mothers.—Reporter.

Mr. and Mrs. Sidney D. Maxfield returned Monday from Tyler where they visited their daughters Mr. and Mrs. S. E. Hymer and children and Mr. and Mrs. Herbert Hull. While in East Texas they also visited Mrs. Maxfield's sisters, Mrs. C. C. Shelton and Mrs. W. A. Barnett who live at Paris, Texas.

SEE THE special bargain table of toys at half price.—Eldorado Drug.

way north through cloudless blue sky. Less than ten miles from the city, as the crow flies, a farmer rides his new tractor across a plowed field, pulling behind him a specially designed device which evenly distributes fertilizer on his land. In the orchard his son sprays a newly developed insecticide on the fruit trees.

The very heart through which this busy stream of life pulses lies in one of America's greatest businesses—the oil industry. Thousands of people, from the research scientist in his well-equipped laboratory to the driller on a remote wildcat, have a share in this exciting, restless ever-changing industry.

The importance of oil in our daily lives is stupendous. Without the changes the petroleum industry has brought us our lives would be radically different. Without oil we would have no automobiles, no modern highways, few cosmetics, polishes and waxes, no grease or lubricating oils, or hundreds of other useful products we consider necessary to our modern way of living. Incidentally, without oil we

would not have our "modern way" of living.

Not only is oil important in our daily living, but also it is a military necessity. During World War II many of our German and Japanese victories were made possible through the power of huge bombers, which use over a hundred gallons of high-power aviation gasoline per hour. On the other hand, the very lack of that all important power kept many enemy planes on the ground. Recently a cold war has raged in the Middle East. The nucleus of that so-called "war" was avid greed for rich oil deposits in Iraq and Saudi Arabia. That nearly insatiable greed has, of course, grown out of the terrible need for the precious "black gold."

That the American oil industry remains healthy, vigorous, and progressive is imperative to the continued existence of our national welfare. To oil, that great giant, who has with his own hands wrought wonderful changes in our lives, we owe a simple, candid, "Thank you for helping to bring us the good things of life."

USED CAR BARGAINS

1949 Chevrolet, clean	\$345
1952 Buick 4-door Special	\$395
1953 Chrysler 2-door	\$395
1951 Buick 4-door Special	\$325
1954 Ford 2-door 6-cyl. R&H Frdm.	\$545
1952 Chev. 4-door R&H	\$375
1954 Ford R&H	\$545

JAMES WILLIAMS CAR MARKET

We Are Happy to Announce

that the insurance business owned and operated by Leslie Baker has been merged with our agency.

We sincerely welcome Mr. Baker's fine group of policy-holders into our agency, and assure them that we will do all in our power to afford them complete service and protection. We are proud to announce also that Mr. Baker will continue as an agent in our organization.

We express to all our gratitude for past business, and look forward to serving your future insurance needs.

Ed Meador Agency

Representing

HARTFORD FIRE INSURANCE COMPANY
FIREMAN'S FUND THE TRAVELERS
MARYLAND CASUALTY COMPANY

TODAY—OIL BUILDS for your TOMORROW!

OIL PROGRESS WEEK—OCTOBER 12th-18th

We serve you with the fine products of our West Texas Woolen Mills. It's blanket time, and time to buy that quality "El Dorado" blanket. Winter is practically here, and Christmas is just around the corner.

Nice assortment of colors and weights—in sizes from infants' blankets to luxury length double bed sizes.

Also stadium robes

WELCOME OIL PEOPLE TO OUR MILLS!

West Texas Woolen Mills, Inc.

Established 1939

Home Demonstration Agent's Column

By MRS. VIDA KREKLOW

Go look at your yard. If there are brown spots on the grass, look for sod web worms. He will be a small worm about an inch long. If you would like to get rid of him, apply aldrin, chlordane, DDT, diel-drin or heptachlor by dusting on a late afternoon. Follow manufacturer's directions. Keep children off poisoned area until grass has been watered.

Crisp salad greens by letting them stand in a bowl of ice cold water from 10 to 30 minutes, depending on their need. Be sure root has been cut off. Add one tablespoon vinegar or lemon juice to water to make the freshening process faster.

Mice experiments at the Rockefeller Institute for medical research indicate that a sufficient amount of high quality protein is necessary for resistance to infections when tuberculosis germs are introduced in varying amounts, in fected mice on a low or poor quality protein diet are less resistant than mice fed adequate high protein.

What is adequate, high protein? One egg daily, one serving meat, including poultry and fish. One quart milk daily for children, 1 pint for adults. This diet is for people, not mice. However, some are acting like people they way they are making themselves at home.

Ill fed people do not make good citizens.

Leaders of foods and nutrition in Home Demonstration clubs are presenting programs on the preparation of a one-dish meal or the casserole. If you would like to join a club call Mrs. M. H. Woodward at 24281, County Home Demonstration Agent's office, and she can tell you the meeting schedule of each club in the county and how to find out where the next meeting will be. Some lucky member or guest is going to win a casserole baking dish as a door prize at each meeting during October.

CIRCLE MEETS

"Mans Search for God," was given by Mrs. A. J. Stevens, when the Cummie Kent Circle met Monday in the home of Mrs. E. W. Brooks. Mrs. Allen Kuykendal was in charge of business. Mrs. Ruth Finnegan lead the opening prayer and a missions report was given by Mrs. Nan Montgomery. Mrs. W. T. Whitten gave an enlistment report. The next meeting will be with Mrs. Ruth Finnegan.

Mrs. Angie McCormick is a new member. Refreshments were served to twelve members.

SEE THE special bargain table of toys at half price.—Eldorado Drug.

Bob Steward, who has been with his parents for the past ten days, has returned to his job at Sanderson. He has been unable to work due to rain. Jim Steward has also been home for the week end with his parents, Mr. and Mrs. Aaron Steward. Jim is a student at San Angelo College.

News From Our Neighbors

\$1.8 Million Oil Lease

A block of 3,200 acres in north-eastern Terrell county leased for \$1,875,000 last week at a public auction.

The land was all University of Texas land and was a part of 485 tracts which totaled 44,279 acres. Lease was paid by Pure Oil Co. and Ohio Oil Co. and a 14,500-foot Ellenburger test is required.—The Sanderson Times.

C of C Drive In Sonora

The formation of a Chamber of Commerce for Sonora and Sutton county has reached an even more concrete stage during the past week as a preliminary canvass neared completion. Most local businessmen have been contacted on their interest in a plan whereby they would share on a 50-50 basis with the City of Sonora the expense of hiring H. V. (Buzzie) Stokes as city manager and Chamber of Commerce head.—The Devil's River News.

Junction Hospital Open

Through Tuesday afternoon five patients had already been admitted at the new Kimble Hospital which opened its doors for business Monday morning following a busy open house from one to six last Sunday afternoon.

Some 780 guests signed the register Sunday and many came who did not.—The Junction Eagle.

Sells Station and Cafe

Bud Allen and John Hey have purchased Armour's Humble station and cafe from Dennis Armour, who has moved to Brady. Mr. Armour has operated the two places about 16 years.—Mason Co. News.

Eden Dry Cleaners Sold

Announcement is made elsewhere in this issue of the sale of Eden Dry Cleaners by Mrs. S. R. Williams and Mr. and Mrs. Lloyd Smith to Mr. and Mrs. Tommy Carlson of Brady. The change in ownership was effective Monday.

The Carlsons, who are far from being strangers in this area, are owners of Carlson's Cleaners at Brady.—The Eden Echo.

Bronte Lots On Market

Mrs. Anita Wilkins announced this week that she is putting up for sale approximately 3 blocks of land immediately south of the present residential section of town. Part of the lots face on U. S. Highway 277. The tract is on the west side of the highway.

Mrs. Wilkins said the tract would make about 35 residential lots.—The Bronte Enterprise.

Pecan Show

The board of directors of Menard County chamber of commerce Monday night voted to sponsor another county pecan show this year after the one held last year drew wide interest from pecan growers.

Date for the show has not been set.—The Menard News.

Jack Jones received a second and third degree burn on his hand in an attempt to extinguish the flames from a skillet of grease that had caught fire while he was preparing to fry steaks, recently.

HOPE LUTHERAN CHURCH

meeting in Sonora at Sonora Women's club in court house square every Sunday. Sunday School and Bible class at 9:30 a.m. Worship Service at 10:30 a.m.

—William Mitschke, Pastor

Visitors in the home of Mr. and Mrs. J. L. Ratliff Saturday were Mrs. C. W. Archer of Floresville, sister to Mr. Ratliff, and Mr. and Mrs. Bob Bennett and baby of San Antonio. Also having supper in their home were Rev. and Mrs. Doyle Morton of Sonora and Mr. and Mrs. J. C. Ratliff.

SEE THE special bargain table of toys at half price.—Eldorado Drug.

Eddie Lee Alexander, son of Mrs. Frances Lee Covington, broke his leg when he fell from a slide at the school grounds Sunday. He is in the Sonora hospital. He will be hospitalized two weeks before the bone can be set.

GIRL SCOUTS MEET

The Sixth Grade Scouts met Thursday and went to the day camp site on the Joe Wagley place for a meeting. The leaders are Mrs. Tom Dempsey and Mrs. J. H. Mace.

George Ochsner of Midland, son of Mr. and Mrs. L. D. Ochsner, visited with his parents here the latter part of last week. He was proudly displaying his first antelope kill. He and a group of friends had been hunting west of Marfa.

Mrs. Tom Cates of Monahans visited Wednesday with Mrs. Joab Campbell and Miss John Alexander. Mrs. Cates is the former Evelyn McCurdy of Cuero, Texas, and was the room-mate of the late Nell Campbell at college.

Donna Beth McCormick was home over the week end visiting with her parents, Mr. and Mrs. Don McCormick. Donna Beth is working in Austin.

BROWNIE TROOP

Brownie Troop No. 1 met for the first time in September and elected officers as follows:

President: Martha Sue Page.
V. President: Nancy Jarrett.
Secretary: Jan Wagley.
Treasurer: Kay Sanders.

Leaders are Mrs. Page, Mrs. Jarrett and Mrs. Carlman.

Rhonda Loftin served refreshments at the Oct. 14 meeting. We voted to have a reporter and a Brownie to keep our scrap book. Our reporter is Kathy Carlman and Kathy Smith was chosen to keep the scrap book. Mary Jo Parker helped us with a flag ceremony and Mrs. Jarrett taught us a new game.—Reporter.

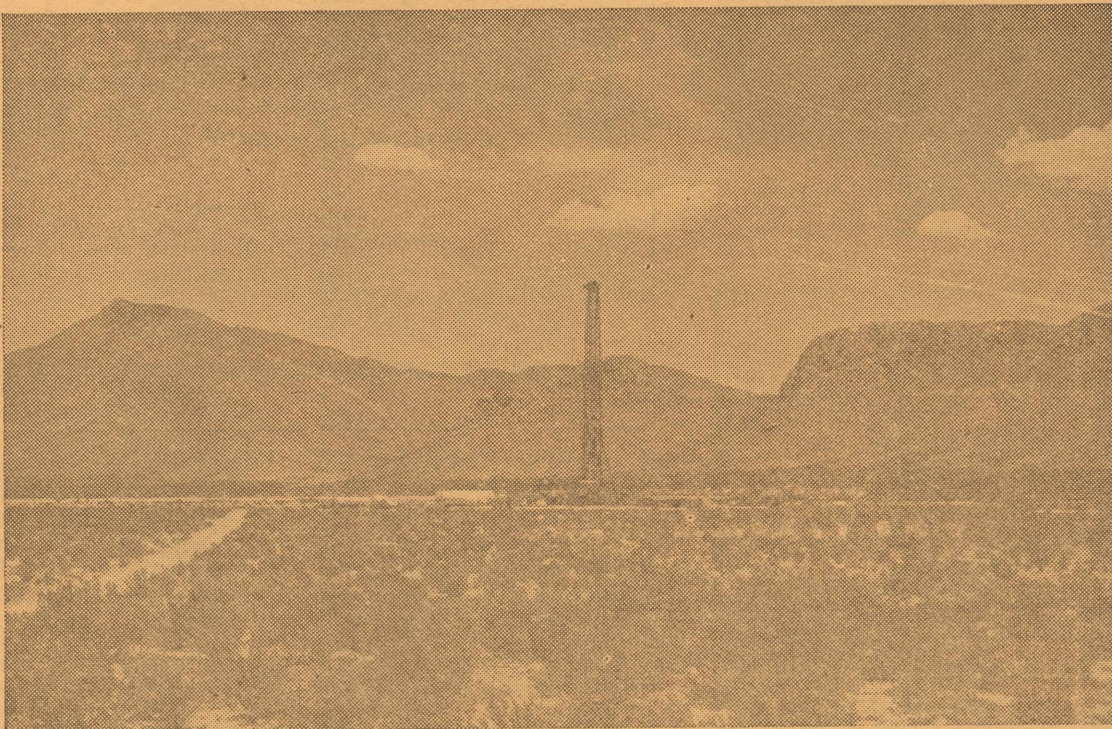
Mr. and Mrs. Jess Blaylock and children were in Ft. Worth and Dallas over the week end visiting Mr. Blaylock's sister and family, Mrs. J. D. Watts and attending the State Fair. They returned home Sunday.

The Eldorado Study Club met with Mrs. Ralph Preston, with 11 members present. Mrs. Jim Martin was elected to membership. Mrs. Marion Peterson was in charge of the program. Roll call was answered with a product of Texas.

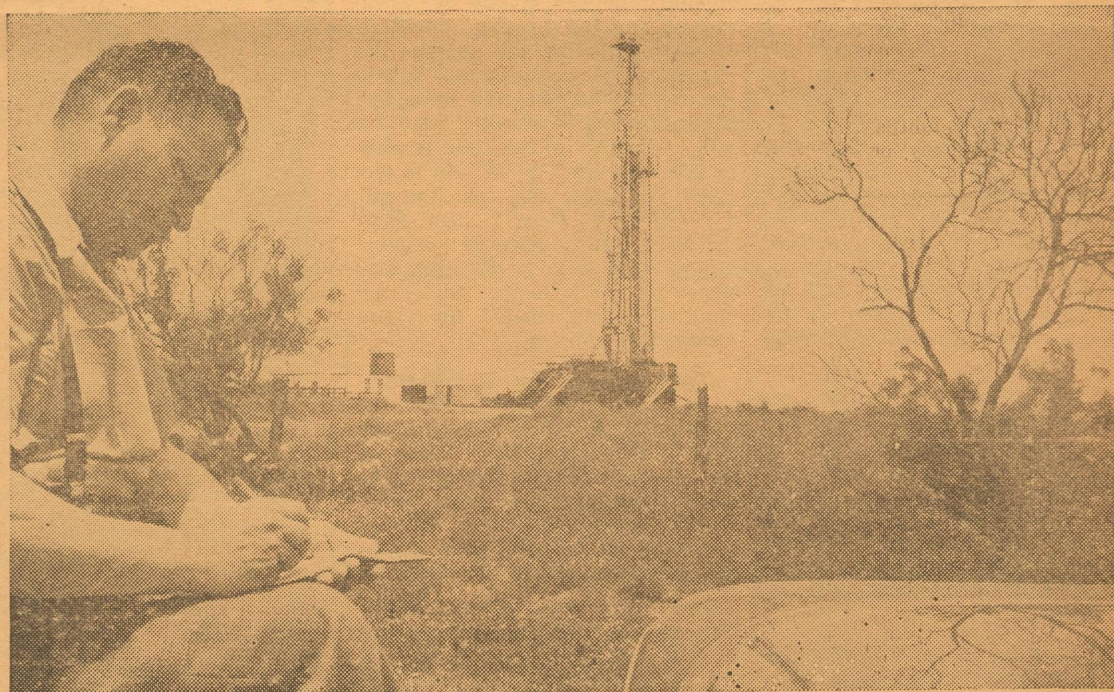
Circle No. 3 met in the home of Mrs. Bill Rountree. Mrs. Morris Whitten was in charge of the program, Baptist Missionary work in North America, from the Royal Service. Refreshments were served to 12 members.

SEE THE special bargain table of toys at half price.—Eldorado Drug.

Mrs. H. H. Virdell of Sierra Blanca is visiting for ten days in the Oliver Burk home. She is a sister of Mrs. Burk. J. P. Murray who has been visiting in Sierra Blanca, with his daughter Mrs. Virdell has returned to Eldorado and will be with his daughter, Mrs. Burk.



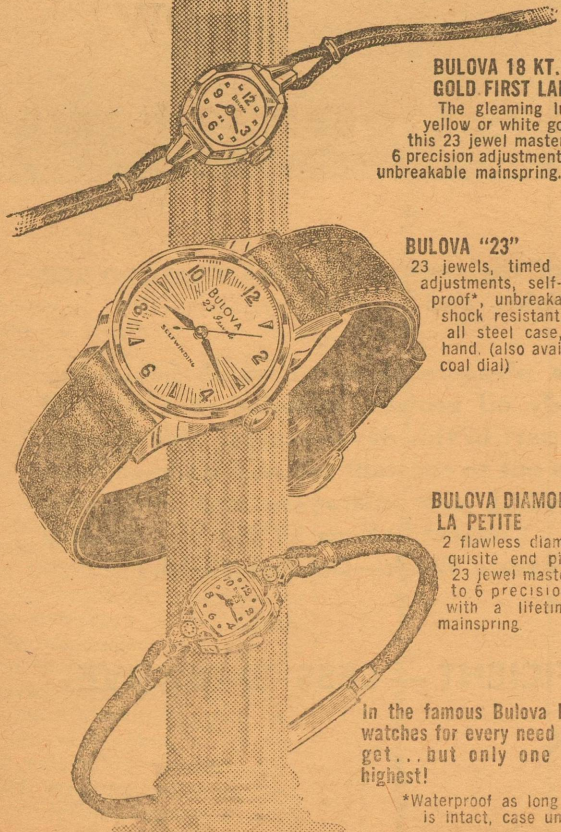
WILDCAT LOCATION—The search for oil leads to many places, the remote as well as the thickly populated areas around cities. This wildcat in the Hatchet Mountains in far southwest New Mexico is a good example of some of the rugged land oil men travel in their search for oil. In the first half of 1953, Humble Oil & Refining Company's exploration expenditures, such as this wildcat, were \$46,095,700.



SCOUT CHECK—A Humble Oil & Refining Company scout in Southwest Texas checks on a well in his area. Scouts compile data on wells as to location, depth, formations encountered, and oil or gas shows in logging reports. Scouts usually attend weekly meetings—called scout checks—where they meet colleagues and exchange routine information picked up while covering their territory.

BULOVA

There's no finer gift than a...



BULOVA 18 KT. GOLD FIRST LADY
The gleaming luxury of 18 Kt. yellow or white gold distinguishes this 23 jewel masterpiece. Tined to 6 precision adjustments with a lifetime unbreakable mainspring. \$59.50

BULOVA "23"
23 jewels, tined to 6 precision adjustments, self-winding, water-proof, unbreakable mainspring, shock resistant, anti-magnetic, all steel case, sweep second hand. (also available with charcoal dial) \$59.50

BULOVA DIAMOND LA PETITE
2 flawless diamonds set in exquisite end pieces. This tiny 23 jewel masterpiece is tined to 6 precision adjustments with a lifetime unbreakable mainspring. \$59.50

In the famous Bulova line you'll find watches for every need and every budget... but only one quality—the highest!

*Waterproof as long as crystal is intact, case unopened.

JOHN STIGLER---JEWELER

Adventures in ADVERTISING



Mark Twain's Story

OF THE

READING SPIDER

During Mark Twain's days as a newspaperman, he was editor of a small Missouri newspaper. One day he got a letter from a subscriber, stating that he had found a spider in his newspaper and asked if this was an omen of good luck or bad luck.

Twain wrote: "Finding a spider in your newspaper is neither good luck nor bad. The spider was merely looking over our paper to see which merchant was not advertising so that he could go to that store, spin his web across the door and lead a life of undisturbed peace ever afterward."

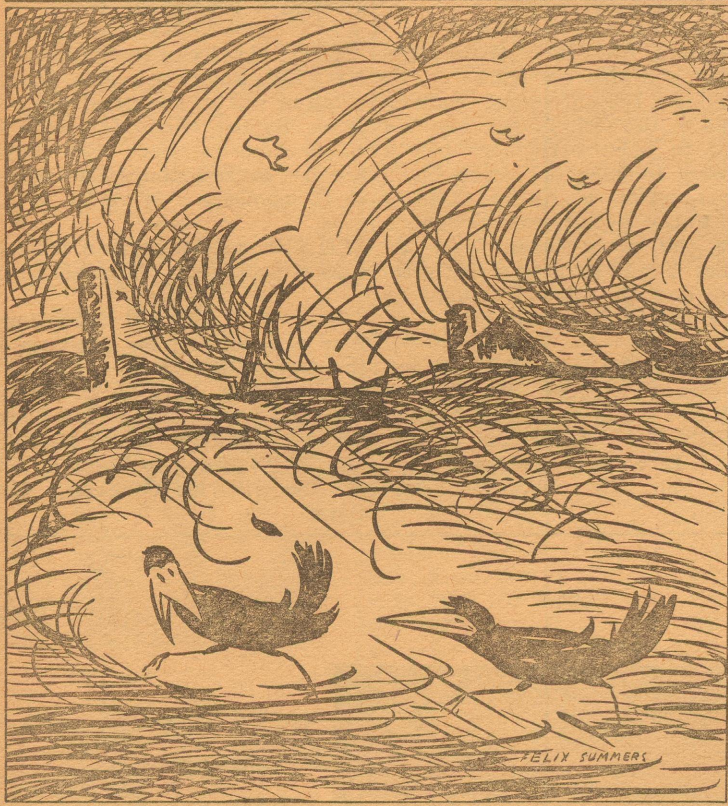
You will find no spider webs across the doors of the merchants who advertise in your local newspaper.

NEWSPAPER ADVERTISING is the Strongest Force in Business Today



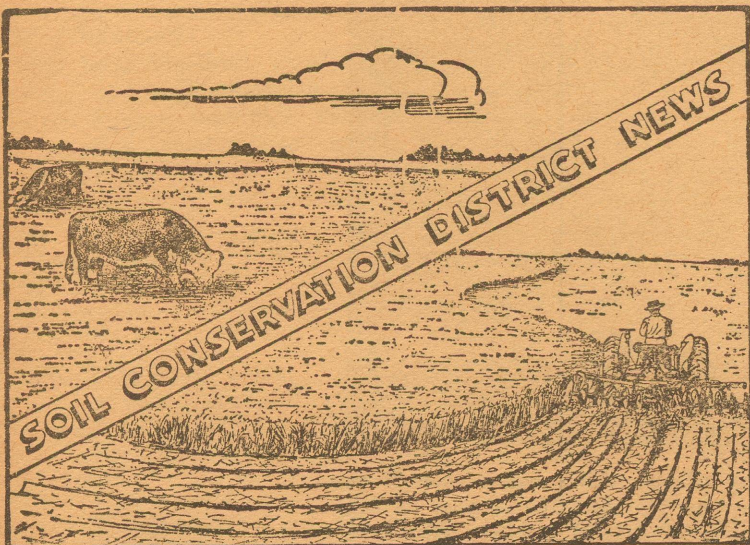
SOIL CONVERSATION

"This Farm Is Leaving By Air Express"



Soil Conservation Society of America

The crows are "grounded" but the soil "flies" away! Dust storms, dust bowls and wind erosion are the obvious results of land abuse coupled with unfavorable weather conditions. Keep a "cover" on your land. See your local soil conservation district today.



- | | |
|------------------|--------------------------|
| J. FORREST RUNGE | CHAIRMAN, CHRISTOVAL |
| E. E. FOSTER | SECRETARY, KNICKERBOCKER |
| B. E. MOORE | MEMBER, ELDORADO |
| FORD BOULWARE | MEMBER, CHRISTOVAL |
| BEN HEXT | MEMBER, ELDORADO |

What does it take to make a good crop? Can you pick the practice or practices that would have increased your production this year? If so, what will you do about it?

The factors of production are many. Some are always changing, like the amount of rain and the warmth for plant growth. These are factors that cannot be changed. However, something can be done to properly conserve and use the rainfall received. Others are fixed, such as depth of soil, the texture or size of soil particles and the way they are put together. Of the fixed factors there is little that can be changed.

Other factors of production are the amount of plant food present, the organic matter content, and the soil condition. These are the things that make the difference between quarter bale and 1-bale cotton on dryland and 1 bale and 3 bales on irrigated land, and 1,000 pounds and 3,000 pounds grain sorghums on dryland.

Cover crops is one of the many practices that can be applied now to help increase next year's production. Cover areas is the use of close-growing crops, either narrow rows or thickly seeded in rows, crops, primarily for soil protection and improvement.

The advantages of a good cover crop are numerous. The protection of the soil from wind erosion is one of the main advantages in this

area. Soil that is bare during the early spring is subject to wind erosion. The loss of soil by wind erosion and the powdery condition caused by moving soil, lessens the chance for good production. This is due to the fact that the most fertile soil is lost by erosion. Also the soil remaining on the field is slow to take in water. When rain is received at a faster rate than the soil will absorb it, water is lost from the field, taking more of the good topsoil with it. In a situation like this a farmer is losing two of the main elements needed for crop production, soil and water.

Cover crops is one of a combination of soil and water conservation practices that will help make the highest yield possible. When all the needed conservation practices are applied and are being maintained farmers can rest assured that they are doing all they can to make the best crops.

Now is the time to plant cover crops for protection this winter and next spring. Land that is low in organic matter is a good place to start, since it is more apt to blow, and lose water and soil by runoff.

For assistance in applying or maintaining any of the needed soil and water conservation practices, contact the Soil Conservation Service technicians assisting the Eldorado-Divide SCD.

"FOR LAND'S SAKE PLANT COVER CROPS."

Christian Women Install Officers Sunday Night

Installation services for the Christian Women's Fellowship were held Sunday night, Oct. 12th. Service was opened with a scripture reading by Mrs. R. C. Brown. The devotional and prayer was given by Mrs. Joe W. West. After a dedication hymn Mrs. Charles Young gave the history of the Fellowship. Rev. Brown gave a talk on the importance of women's work in connection with the church. The officers were then installed and given the symbol of their office.

C. L. Marton, Sr., Levis Kinser and Bernard Carr attended the dove dinner at the First Christian church in San Angelo, on Oct. 9th. A very enjoyable evening was reported.

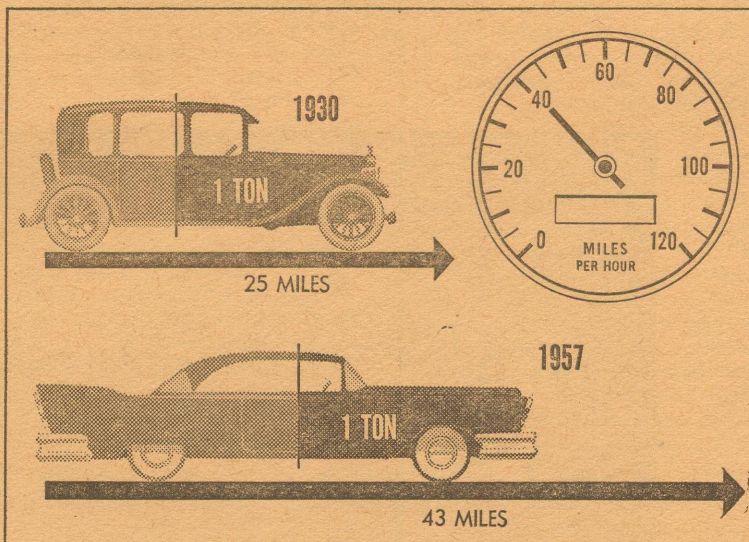
Rev. R. C. Brown announced plans for beginning a Bible study each Wednesday night. Beginning

Oct. 15th the group will study so many chapters each week; along with this Rev. Brown plans to give the geographical and historical data concerned with that study.

The CFW will meet Thursday, Oct. 16th, in the home of Mrs. Bob Burkart for their monthly missionary meeting.

Mr. and Mrs. John Saunders of Odessa were visitors in the Robert Nixon home over the past week end.

Mr. and Mrs. Russell Turnbow of Barhart were visiting in the home of his parents Mr. and Mrs. Walter E. Turnbow this week end. Also in the Turnbow home were Mr. and Mrs. Homer Tindle of Midland.



GASOLINE PERFORMANCE IMPROVES — One gallon of today's gasoline does 70 per cent more work in a modern car than 1930 vintage gasoline did in the average car of that year. In 1930, one gallon of gasoline moved one ton of car 25 miles at a speed of 40 miles per hour. By 1957 one gallon of gasoline was moving a ton of car 43 miles at the same speed—a 70 per cent improvement.

Oil Progress Week is now on, and we are reminded anew how much we all owe to the oil industry. We are proud to be your Magnolia dealer. If you are in the market for any of the news cars being advertised in this Success issue, be sure to get the new car gasoline:

'59 Mobilgas SPECIAL BOOTHE'S

MAGNOLIA SERVICE

Solon Boothe, Prop.

Mrs. Annie Craig had as a visitor her brother, A. R. Parker of Abilene, for the week end.

she will remain here until their new residence has been established.

Mrs. A. L. Stanford and three children are to arrive in Eldorado Thursday (today) to be with her parents, Mr. and Mrs. J. H. Mace, for two or three weeks. The Stanfords are being transferred and

Mr. and Mrs. W. A. Menees were in Brownwood the past week end visiting with Mrs. Menees' father, C. J. Newton. They brought home with them their niece, Iris Ann Lawson, also of Brownwood.



TODAY—OIL BUILDS for your TOMORROW!

OIL PROGRESS WEEK • OCTOBER 12th-18th

During Oil Progress Week we point with pride to our connection with the Oil Industry. We are Eldorado's oldest and most experienced distributor of L-P butane gas, the modern fuel beyond the gas mains.

TOPLIFFE

GAS AND ELECTRIC SERVICE

Phone 21181

OIL PROGRESS WEEK of 1958 reminds us anew of the part we have played in Schleicher County's oil development. People here who are connected with the oil industry, along with nearly everyone else, are as near as your telephone.

Today the entire oil industry is more and more dependent upon the telephone for its very existence. In Schleicher County, lines of the General Telephone system extend like a network from Eldorado to the

four corners of the county, 35 miles away, serving ranches, oil fields, and farms.

It has been a pleasure to us to watch Schleicher County's steady oil growth, knowing that we had an important part in this development. Our county-wide system is put to constant use and we have been continually adding new customers and improving our service. Congratulations to the oil industry during Oil Progress Week—October 12-18.

CALL LONG DISTANCE TONIGHT—IT'S FAST—EFFICIENT—LESS EXPENSIVE THAN YOU MIGHT THINK

General Telephone Company OF THE SOUTHWEST

Oil Industry Preparing For More Texans' Needs

The people of Texas can look forward to a substantial growth in the state's economy as the population grows an estimated 20% in the next seven years.

That view was expressed today by G. T. Pearson of Fort Worth, chairman of the Oil Information Committee of Texas; he said one of the state's leading industries—petroleum—has "plans and preparations well under way."

According to the Bureau of Census, Texas' population is expected to soar to 10,800,000 by 1965—an increase of 1,800,000 over the present figure—and by 1970 there will be 11,250,000 persons in the state—an increase of 2,250,000, Pearson, regional general manager of Continental Oil Company, said.

"We can project from these figures alone a substantial growth in consumption of the basic commodities that go to meet our needs and the advance preparation it will take to supply them," the official for the OIC of Texas said.

"The forecast is both exciting and encouraging," he said. "It presents a sober challenge to prepare now. The oil industry, whose products are basic to the fulfillment of this growth potential whether it touches farm, industry or individual needs, already has its plans and preparations well under way."

In recognition of its primary role to fuel this growth, the oil industry has dedicated its annual Oil Progress Week observance, October 12-18, to the theme "TODAY—Oil Builds for YOUR Tomorrow."

Pearson said oil and gas make up a major part of the state's economy and are going to be more important in the future because of the increases in population and industrial activity.

He recalled the dimensions of oil in Texas. Over one billion barrels of crude are produced here a year, or 41.4% of the U. S. total. There are 54 refineries with a daily capacity of 2,445,230 barrels; more than 60,000 miles of pipelines; more than 12,000 service stations and approximately 200 bulk stations and terminals; plus hundreds of service and supply companies for all segments of the industry. Oil employs 224,000 workers, or one out of eight persons working in the state.

Oil is looking nationwide in its preparedness program. Estimates call for 18,000,000 more persons in the U. S. by 1965; 14,000,000 more automobiles and trucks; 12,000,000 more homes and a 33% increase in industrial activity. To satisfy this demand, the oil industry will have to supply another 3,000,000 barrels of oil a day—an increase of one third over present demand.

"Over the next decade," Pearson said, "it is estimated that the industry will need to make 80 billion in capital expenditures. This is almost 70% more than the industry's current gross fixed assets. It is a fantastic sum and underlines why the industry must continue to earn reasonable profits so that its financial structure will be strong enough to accomplish these objectives."

The OIC of Texas Chairman said a free, financially-sound and responsible industry will be able to carry on the increasingly expensive search for oil and underwrite research and development of better products and processes for the demands of tomorrow.

"The search for oil will continue relentlessly. Although it will be more difficult, the use of atomic rays and other advance forms of technology are expected to help tremendously, particularly with the analysis of deep earth formations," Pearson said.

He termed this "important" because oil men must drill much deeper to find oil and some forecasts say that it is not unreasonable to presume that wells may be 50,000 feet deep, nine miles straight down, compared to the deepest well today which is over four and a half miles deep.

Pearson listed three factors that may add to the nation's supply of oil in the next decade or so. They are: (1) new and improved recovery techniques, (2) an economical process to produce oil from shale and (3) use of automation and dig-

ital computers to improve processing techniques and quality.

"Gasoline quality will be at its highest point," Pearson continued, "with short range forecasts indicating regular will have an octane rating of 97.5 in 1963 (compared with 91.0 today) and premium gasoline will have a rating of 104.5, compared with a 99.0 average today."

"Petroleum chemistry, which has been the fountainhead of literally scores of miracles in the postwar years—synthetic fabrics and dyes, plastics, synthetic rubber compounds—can be expected to assist us even more in the future," he said.

Pearson conceded that crystal-ball gazing is hazardous in our swiftly-changing times but said reliable projections can be made by basing forecasts on established trends.

He listed a network of super highways that will enable motorists to travel coast to coast at a high rate of speed without encountering a traffic light and jet planes that will fly 100 passengers from New York to California in three hours as two of the exciting changes that lie ahead.

"The oil industry, in building today to meet tomorrow's greater needs, is laying an essential foundation for this progress," Pearson concluded.

OUR LADY OF GUADALOUPE CHURCH SERVICES SET

Mass will be offered for Pope Pius XII, Thursday evening at 8:00 o'clock. Rev. Conall Lynn, OFM, pastor of Our Lady of Guadalupe church, will officiate at the services.

The Confraternity of Christian Doctrine classes will meet on Tuesday evening at 4:00 p.m. instead of Wednesday evening. All Catholic children must attend. The Lay teachers are Mrs. Sam Gausemeier, Mrs. Mattie Roach, and Mrs. R. A. Peterson.

Mrs. Bertha Pittman and daughter Dell were visitors in the W. A. Van Dusen home the past week end.

COOPER GAS COMPANY

PIONEER OPERATORS

IN

EARLY

SCHLEICHER COUNTY

OIL

DEVELOPMENT

IF IT'S NEW PLYMOUTH'S GOT IT!



NEW SPORT DECK standard on SPORT FURY models shown above... available at slight extra cost in every Plymouth price range.

ANNOUNCING THE '59 PLYMOUTH
that brings you new beauty...new features...and new FURY models at a new low price!

YOU ENJOY SWIVEL SEATS that make the '59 Plymouth the easiest car in the world to get in or out of. Front seats swing with you. Standard on Sport Fury; optional on several other models. A Plymouth exclusive in the low-price field!

YOU AVOID GLARE as new Mirror-Matic rear-view mirror* electronically dims dazzle from the cars behind. Also new: the courteous Automatic Beam Changer*.

YOU GET INSTANT HEAT* at finger-tip touch with new Push-Button Heating and Ventilation Controls. No waiting for warmth on those frosty mornings. You get warm air within 30 seconds! Teams with Plymouth's magic Push-Button Drive*. The buttons are now grouped conveniently in a new Master Control Center.

YOU DISCOVER GREAT NEW PERFORMANCE with Plymouth's advanced design New Golden Commando 395 Engine*. Other '59 power options include Fury V-800 and PowerFlow "6" engines.

*Optional, extra cost.



AT YOUR DEALER'S NOW... '59 Plymouth

Today's best buy... tomorrow's best trade

P & M MOTOR COMPANY

SOUTH MAIN STREET, ELDORADO

FOR RENT

and

FOR SALE

Signs

Printed in black letters 2 1/2 inches high, on heavy white cards 7 x 9 1/4 in. Available at Success at 15c each.

BOOK-KEEPERS

Columnar Pads

50 Leaves To Each Pad

- 2 Column — Sheet 8 1/2 x 14
- 4 Column — Sheet 8 1/2 x 14
- 10 Column — Sheet 8 1/2 x 14
- 13 Column — Sheet 17 x 11

In Stock At

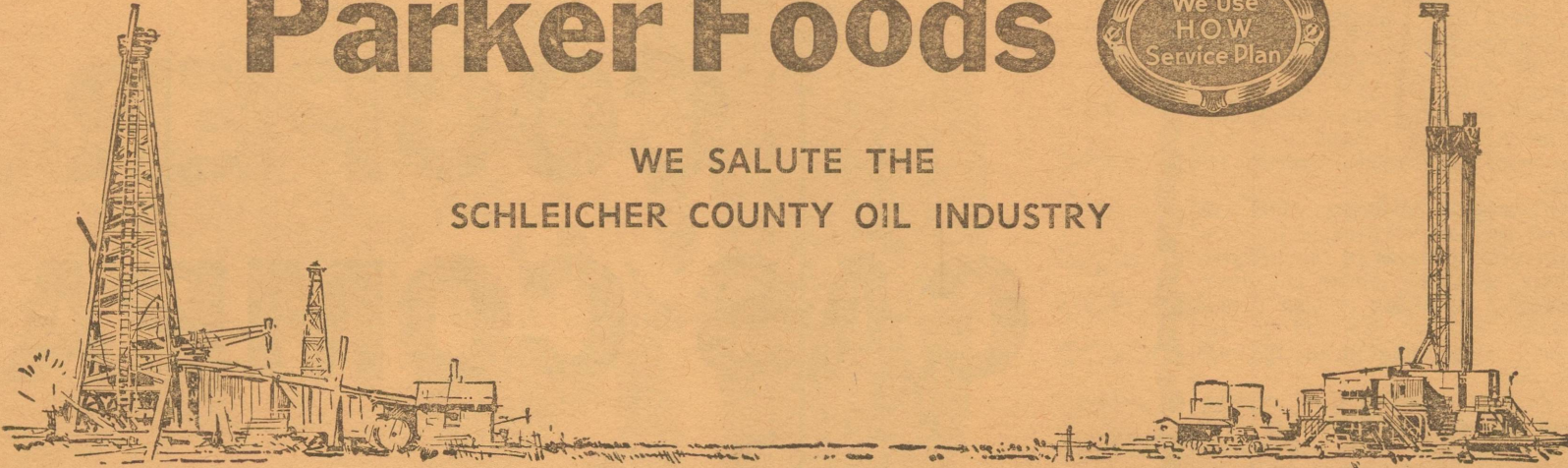
Eldorado Success

LARGE BOX
CHERE 33c

LARGE BOX
TIDE 33c

GIANT BOX
OXYDOL 69c

CAMAY
TOILET SOAP
5 PACK BAG 39c



Parker Foods



WE SALUTE THE
SCHLEICHER COUNTY OIL INDUSTRY



LB. BOX 29c

QUART BOTTLE
PUREX 21c

SPEAS QT. BOTTLE
VINEGAR 29c

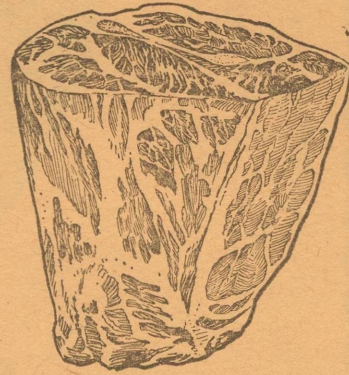


FLAME TOKAY GRAPES

POUND

10^c

CELLO
CARROTS
BAG - 10c



BOSTON BUTTS
LEAN, SEMI-BONELESS

Pork Roast Lb. 49^c

PORK CHOPS Choice Lean Cuts, Pound 59c

PICNICS Armours Star Smoked 'Whole' . Lb. 39^c

Pure Pork Sausage Home Made from Choice Pork, Lb 69c

BACON Armours Star Thick Slice 2 Lb. Box \$1.19

Washington Fancy Starkling Red Pound
DELICIOUS APPLES . 12¹/₂^c

GREEN BEANS Tender Stringless, Lb. 19^c

CIGARETTES Filter King Carton \$2.35

CIGARETTES Regular Carton \$2.23

Folgers — Maxwell House — Maryland Club (Limit One)
COFFEE . . 2-Lb Can \$1.49



FROZEN FOOD VALUES

BOOTH'S 8 OZ. PKG. FISH STIX 35c

RED COACH INN 3 PKGS. STRAWBERRIES 59c

PATIO EACH ENCHILADA DINNER 59c

UNDERWOODS LB. PKG. BAR-B-Q BEEF 89c

UNDERWOODS LB. PKG. BAR-B-Q CHICKEN 79c

Imperial Cane Sugar - 10-Lb. Bag . 98^c

GOLDEN GLORY CRUSHED NO. 2 CANS FRESH — JUNIOR SIZE DOZEN HUNT'S SOLID PACK NO. 300 CAN
PINEAPPLE 25c EGGS . 49c TOMATOES 19c

SPICED PEACHES 2 1/2 CAN SUN SPUN 25c Elberta Peaches 2 1/2 CAN OUR VALUE 29c

NO. 300 SUN SPUN 2 CANS FOR ARMOURS PLAIN 24 OZ. CAN LIBBYS MUSTARD NO. 303 CAN
Blackeyes . 29c CHILI . 59c GREENS . 10c

OUR VALUE HALVES NO. 303 CANS ARMOURS LUNCHEON MEAT CAN LIBBYS TURNIP NO. 303 CAN
PEARS . 21c TREET . 49c GREENS . 10c

CHICKEN OF THE SEA FAMILY SIZE FOREST KETTLE PIE NO. 10 CAN ZESTEO PEACH 18 OZ. JAR
TUNA . 39c Apricots . \$1.09 Preserves . 39c

SUN SPUN GIANT BOTTLE ARMOURS VEGETOLE 3 LB. CAN SCRAPPY 3 TALL CANS
CATSUP . 25c Shortening 69c DOG FOOD 29c

FLOUR Light Crust 39^c

SEAL TIGHT BOX
5 Lb Box

Eldorado Success

SCHLEICHER COUNTY'S ONLY NEWSPAPER

CARRYING HOME NEWS FIRST

OFFERING THE BEST ADVERTISING MEDIUM

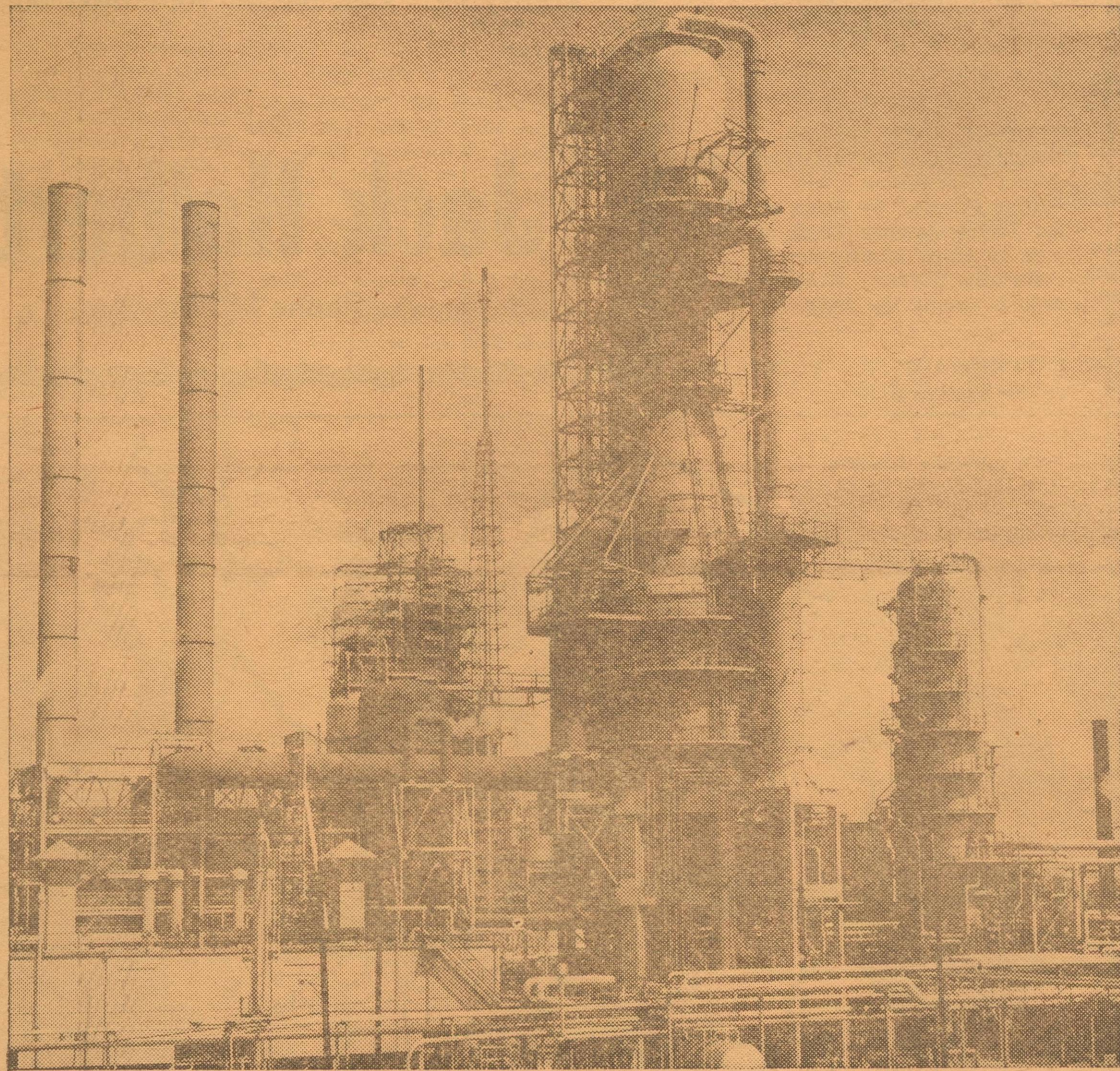
57th YEAR

5c COPY

ELDORADO -- SCHLEICHER COUNTY, TEXAS

THURSDAY, OCTOBER 16, 1958

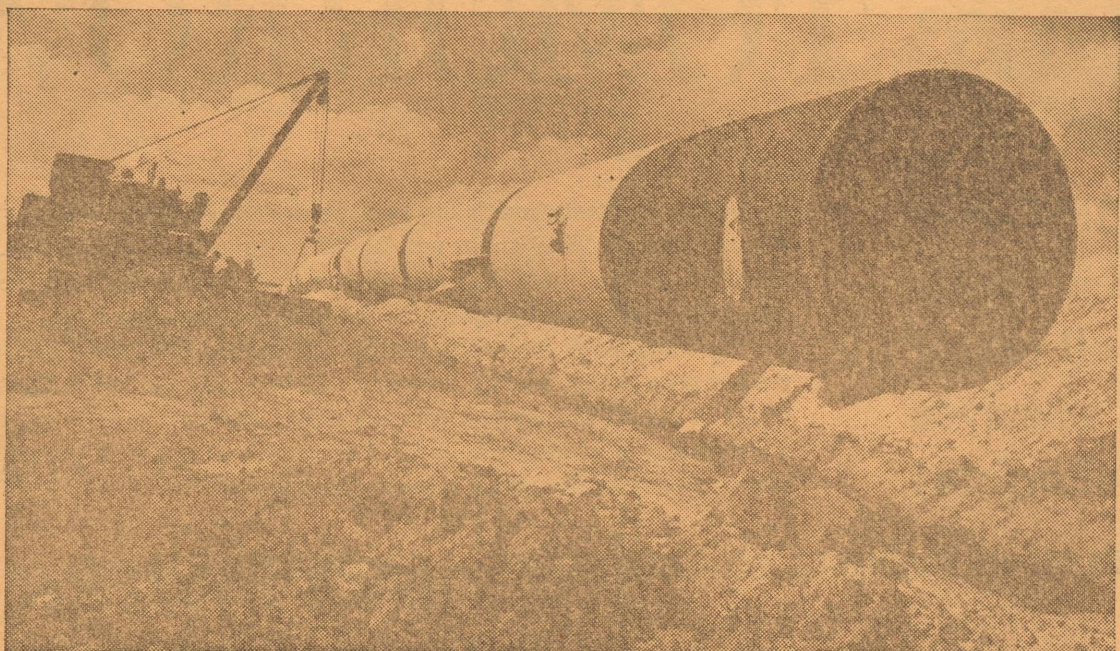
NUMBER 42



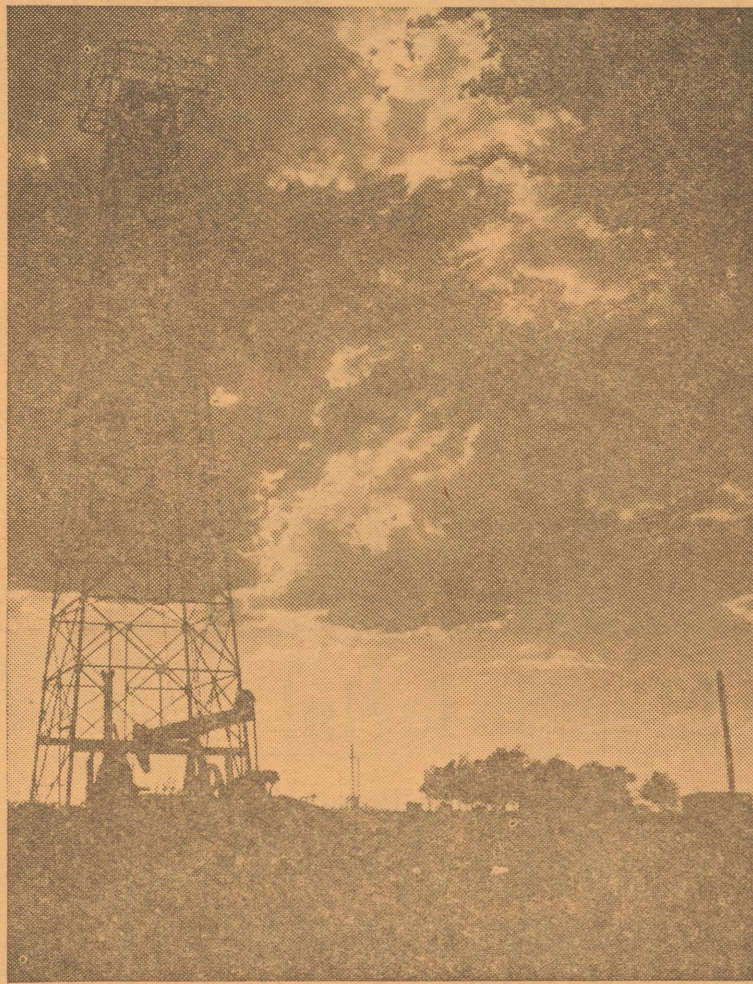
HUMBLE'S NEW CAT CRACKER—Towering 265 feet in the air, Humble Oil & Refining Company's new Fluid Catalytic Cracking Unit No. 3 is the tallest unit at Baytown Refinery. With new units, such as "cat" No. 3, Humble can increase its refinery efficiency and at the same time increase its capacity in the fast-growing petrochemicals field. The new unit's rated capacity is 55,000 barrels daily.



SEARCHING FOR OIL—This picturesque setting in far West Texas near the New Mexico border is being surveyed by a Humble Oil & Refining Company engineer prior to mapping and possible seismic work in the never-ending search for oil. Reports from exploration parties later will make it possible for geologists to tell whether or not it might be worthwhile to "spud in" a wildcat in this area.



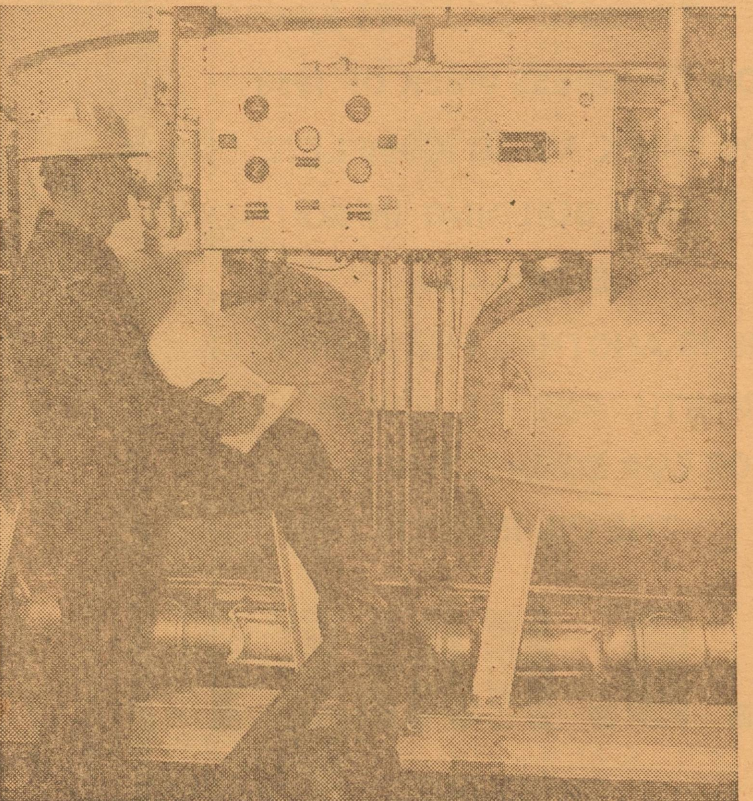
LAYING LINE—A sideboom tractor prepares to lower pipe line into a ditch on the King Ranch in South Texas. This line is part of the King Ranch gas plant gathering system which is now being built. The proposed plant will ultimately process 800 million cubic feet of gas daily and recover about 25,000 barrels a day of liquid products.



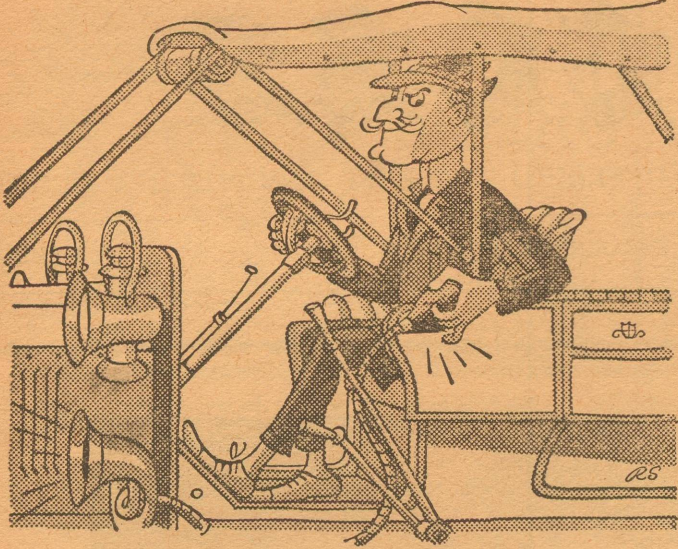
A DISAPPEARING SCENE—Derricks such as these are in the twilight of a fabulous career. In the past derricks were left at well locations for use if it was necessary to work-over the well in the future. Now a portable workover rig is in general use. This derrick, near Big Spring, Texas, will probably be torn down as will many others like it as the industry moves ahead into another year of progress.



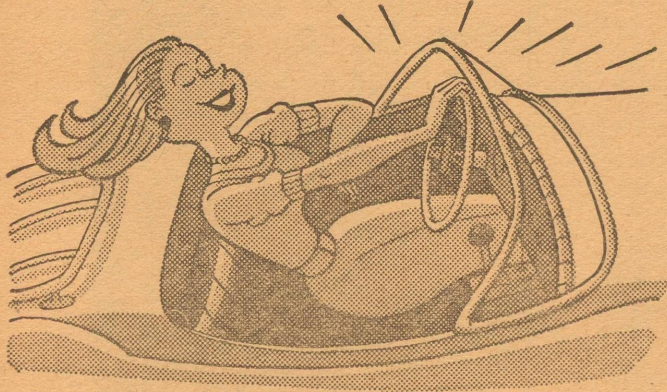
BOMBS AWAY—This is the inside of Fluid Catalytic Cracking Unit No. 3 at Humble Oil & Refining Company's Baytown refinery as it looked when the unit was under construction. The "bombs" hanging from the walls of the structure are just a few of the 47 cyclones inside the reactor-regenerator of the "cat cracker." The welder on the floor is dwarfed by the cyclones which weigh more than three tons each. Cat Cracker No. 3 was put in operation in late July and has a 55,000 barrel a day capacity.



OIL FLOWS NON-STOP—Two kettle-like drums keep oil flowing non-stop from Humble Oil & Refining Company's Red Fish Reef oil field into the pipe line. The gauger doesn't need a dip stick since the oil volume is measured in five-barrel capacity drums and all necessary information is recorded on dials.



Your car is only as



old as it feels!

Old car. New car. No car is any older than it feels. And yours is no exception.

Let our expert mechanics give your car a new lease on life. We'll check everything... forget nothing.

P&M MOTOR COMPANY
Your Authorized DeSoto-Plymouth Dealer
Jack Montgomery, Prop.

Future Demand Requires Costly Search For Oil

There's a lot more to finding an oil well than drilling a hole in the ground. Months, and often years, of preliminary work precede actual selection of a spot for drilling—and still the odds against success are long and costly.

Even with the best tools and knowledge that modern science can muster, the chances of discovering oil or gas in an undeveloped area are only one in nine. There is no assurance that the well will be an economic producer, that is one in which investors can get their money back.

Risky Business

The odds against discovery of a big field—a field of over 50 million barrels—are close to one in 1,000. Since modern "wildcat" well costs range from \$100,000 to over \$2 million each, it is obvious that oilmen and oil companies must take substantial financial risks every time they make a hole in the ground.

The drilling of a well is a tremendous undertaking, requiring great quantities of equipment and supplies. In drilling a typical 10,000 foot exploratory well, for example, the following materials would be needed:

A complete rig, which may represent an investment of \$500,000 or more;

14,000 feet of steel drill pipe; 11,500 feet of steel casing; about 17drilling bits and five reamers; 1,050 tons of drilling mud and additives (costly chemicals and other granulated solid materials which must be mixed with mud and injected into the wells during drilling operations); 48,000 barrels of water and 3,000 barrels of fuel.

Manpower requirements would include approximately 134 men, some of whom would be working full time, the rest part time.

VISITING BROTHER

Tom S. Buchanan is visiting his brother, who is paralyzed. His brother is A. F. Buchanan, 112 Park Place South, College Station, Tex.

HELPING WITH DRAMA

Austin.—The University of Texas drama department will present "Ethan Frome," by Owen and Donald Davis October 22-25 at 8:00 p.m. in Hogg auditorium. Dorothy Suzanne Evans of Eldorado is among the crew.

ESTERBROOK PEN POINTS 65c at the Success Office.

GREETINGS TO ALL SCHLEICHER COUNTY DURING THIS OIL PROGRESS WEEK, OCT. 12-18

This is my first Oil Progress Week as your butane dealer here in Eldorado, and I wish to thank all whose support has been so gratifying. Call me on your next butane order.

Jack Halbert

Phone 24291

Methodist News

Tonight is the last night in our "Four Nights for God." Dr. Ennis B. Hill of San Angelo is the preacher. The singer tonight will be the Rev. Carl Israel, who will sing "How Great Thou Art." Everyone is cordially invited to attend this last service.

Officers and teachers of the church school were installed last Sunday morning.

Our churchwide study of Hawaii will begin this next Sunday night. Mrs. Heaner is the leader.

The Methodist Men's Hour can be heard every Sunday morning at 7:30 on KWFR, 1260 kilocycles. The speaker is Dr. Charles Ray Goff of the Chicago Temple.

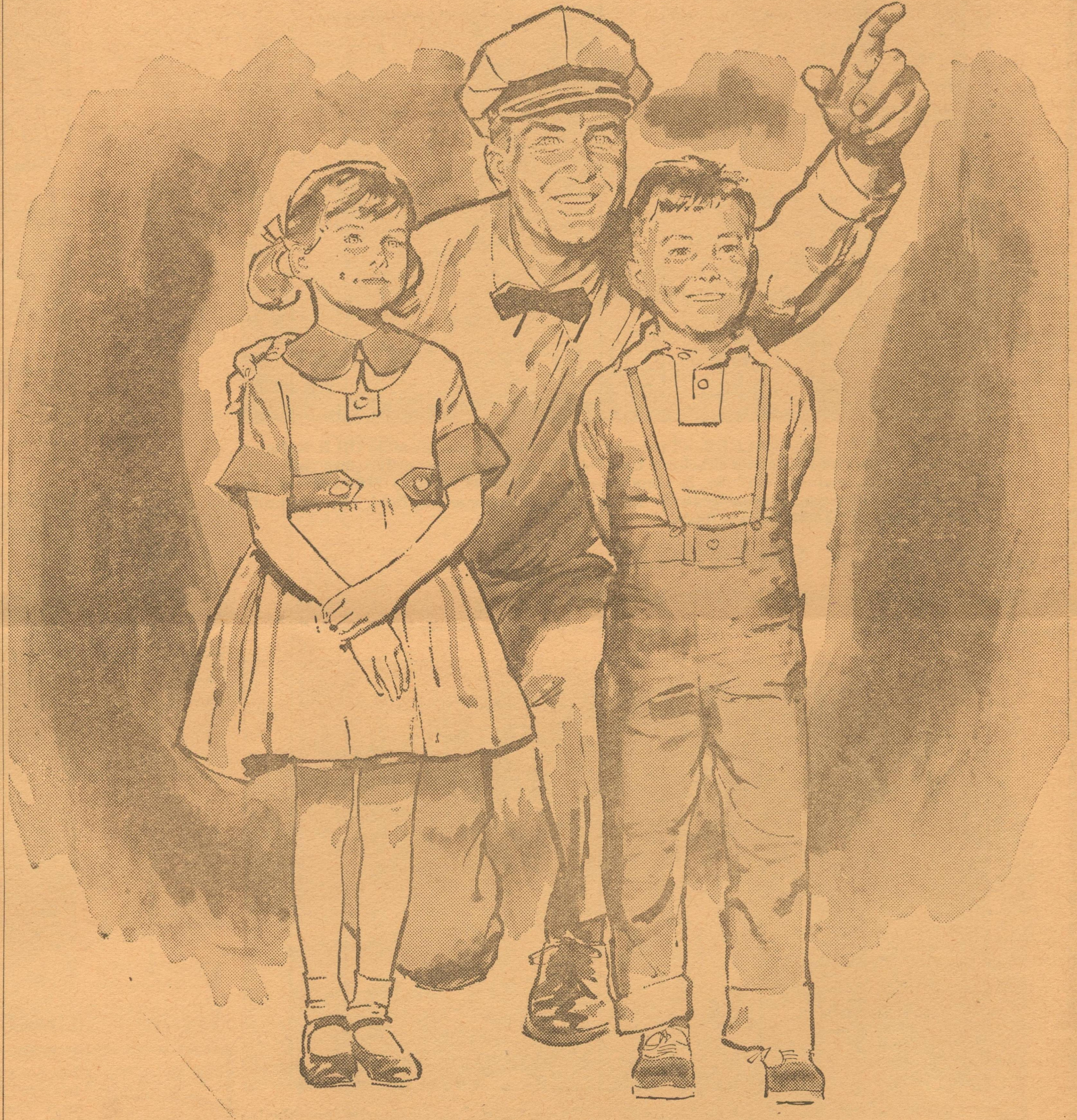
Laymen's Day will be Sunday, October 21. Church lay leader Dwight Wiedenmann will be in

charge.

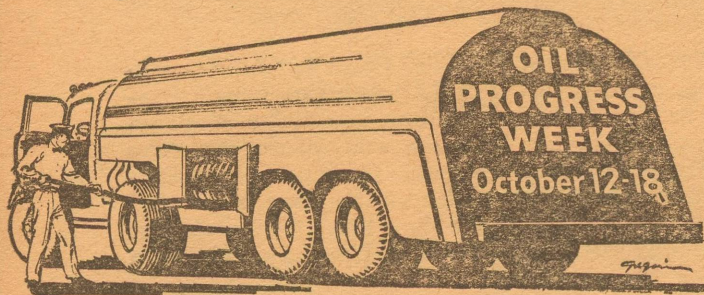
October is Church Loyalty Month, and every member of the church is asked to attend at least one church service every Sunday in the month.

To Abandon Railroad Line

The Santa Fe railway line is to ask permission to abandon the line from San Angelo to Sterling City soon. The company officials met with a group of the business men and leading citizens Thursday and told them of the plans to that effect. The vice-president and general manager, L. M. Olson, told the group of men that the company had rather come in and tell the leading citizens of such a move before they filed the application for such move with Interstate Commerce Commission. This courtesy they felt due Sterling City—a place served by the Santa Fe for nearly 50 years. —Sterling City News-Record.



TODAY—OIL BUILDS for your TOMORROW!



OIL PROGRESS WEEK OF 1958

FINDS WORK ABOUT COMPLETE ON OUR NEW BUILDING IN SOUTH ELDORADO.

THIS IS ANOTHER PHASE OF OUR GROWTH, AND WE ARE PROUD OF OUR CONNECTION WITH THE OIL INDUSTRY

P. D. HALEY

TRUCKING

Oil Transports

Water Hauling

Phone 25231, Eldorado

TODAY—OIL BUILDS for your TOMORROW!

...because by 1965 over 190,000,000 Americans will need more oil power than was ever dreamed of before!

America's greatest growth—in both prosperity and population—is in the future. Around 1965 there will be 30 million more Americans. They'll drive 14 million more cars and trucks than exist today. Twelve million new homes will need heating, cooking and air conditioning.

By 1965 each American family will use up 650 more gallons of oil than it does today. The oil industry will be ready for 1965. Today every phase of the oil industry—exploration and production, refining, research, transportation, marketing—is hard at work building new products, more plants, better methods and ideas for your future.

AS ONE GROWING BUSINESS TO ANOTHER — CONGRATULATIONS!

Southwest Texas Electric CoOperative, Inc.

Oil Progress Week—Oct. 12-18

Owned By Those We Serve

See It TODAY!

... the All-New 1959 Chevrolet

Refreshments and Kid Prizes All Day

A portable T-V set will be given away at a drawing to be held at 8:00 p.m. TONIGHT. Come by and register. You do not have to be present at the drawing to win.

Eagle Chevrolet Co.

J. D. Huckaby and Paul Page

We're In The Oil Game

We have handled a good deal of business connected with oil since operators brought in the first oil wells in Schleicher County—and we are in a position to know how much oil has benefited the community.

NOW AS OIL PROGRESS WEEK ROLLS AROUND AGAIN WE ARE GLAD TO JOIN IN WITH THE CELEBRATION AND TO WISH THE OIL FRATERNITY ANOTHER PROSPEROUS YEAR.

W. F. (Rocky) Meador

Oil Properties

True Gasoline Value

A more realistic appraisal of gasoline quality is possible with a new approach known as "ton-miles-per-gallon," rather than the old miles-per-gallon yardstick.

The ton-mile system makes allowances for the great weight increases of automobiles over the years as motorists have demanded larger and heavier cars.

The Model T Ford of the 1920's weighed less than 1,700 pounds; its 1959 counterpart will weigh about twice as much. This is why the number of miles that one gallon of gasoline can move one ton of automobile is the most realistic

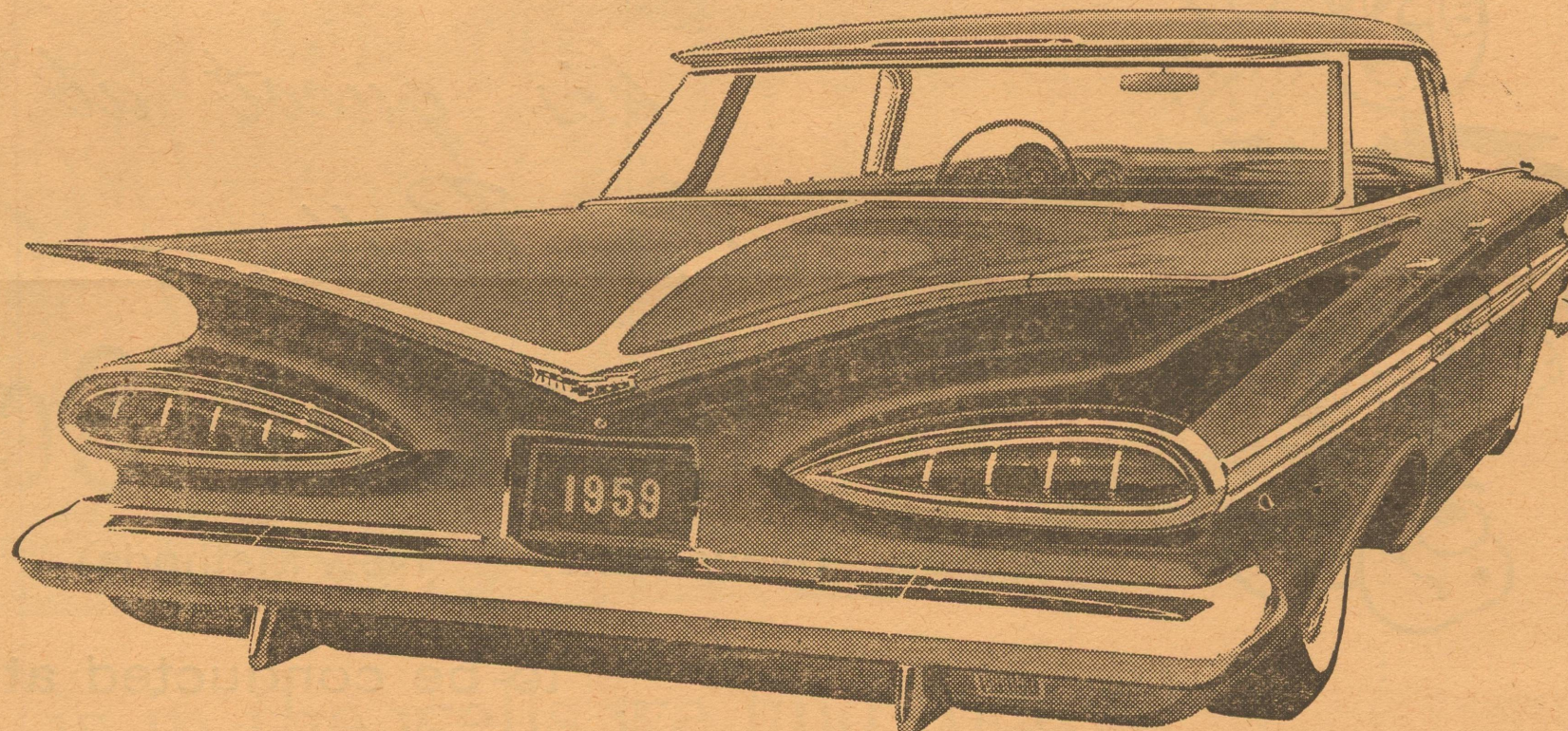
evaluation of today's gasoline.

In 1930, one gallon of gasoline could move a ton of car 25 miles at 40 miles an hour. By 1957, one gallon was moving a ton of car 43 miles at the same speed. That's a 70% improvement.

A recent survey reveals motorists are not generally aware of the

gasoline improvements which have made this advance possible. Neither do they recognize the fact that the vastly better gasoline which provides the pronounced increase in power is being supplied to them at a very small increase in price—an average of only six cents more per gallon in 28 years.

Now... all America sees the one that's truly new!



Like all '59 Chevies, the Impala Sport Sedan has Safety Plate Glass all around.

what America wants, America gets in a Chevy!

'59 CHEVROLET



It's shaped to the new American taste with a lean, clean silhouette, crisp new contours, beautifully restrained accents. It brings you more spaciousness and comfort with a new Body by Fisher. It has a bright new sheen—a new kind of finish that keeps its luster without waxing for up to three years. New bigger brakes. Vast new areas of visibility. New Hi-Thrift 6. New handling ease and road steadiness. It's new right down to the tires!

Never before has an automobile manufacturer made such sweeping changes two years in a row. And never before has any car been new like this one.

The 1959 Chevrolet is more than a restyled car—more, even, than a completely new car. It's *your* kind of car. Shaped to reward your new taste in style with a fresh Slimline design that brings entirely new poise and proportion to automobile styling. Inside the new and room-

ier Body by Fisher you'll find truly tasteful elegance. And you'll have clear seeing from every seat. The new Vista-Panoramic windshield curves overhead—and there are new bigger windows, too.

When you take the wheel, you find Chevy's newness goes down deep. A new steering ratio makes handling easier. New suspension engineering gives you a more stable ride. There's a sweet new edition of Turboglide*. A new Hi-Thrift 6 that

goes and goes on a gallon. Vim-packed V8's. New and bigger brakes. Even tougher, safer Tyrex cord tires.

There's still more! A new finish that keeps its shine without waxing or polishing for up to three years. New Impala models. New wagons—including one with a rear-facing rear seat. And, with all that's new, you'll find those fine Chevrolet virtues of economy and practicality. Stop in now and see the '59 Chevrolet.

*Extra-cost option

ALL NEW ALL OVER AGAIN!

see your local authorized Chevrolet dealer

EAGLE CHEVROLET COMPANY

N. Divide Street

Eldorado, Texas

Phone 26331

In Those Days

ONE YEAR AGO

Oct. 17, 1957—H. W. Scott, Dale Scott, Earl Yates, Jack Griffin, C. L. Martin, Delbert Edmiston, and Ed Hicks were on a hunting trip to Colorado.

Plans were under way to deepen one well and to start another, on C. C. West Estate land two miles west of Eldorado.

FIVE YEARS AGO

Oct. 15, 1953—Ann Williams, daughter of Mr. and Mrs. J. Tom Williams, won the \$25 bond for her Oil Progress week essay.

Carol Lynn Dickens was to marry Pvt. Benjamin Dusek on Oct. 22 in the Methodist church in Eldorado.

Kumler Mund of Fort Bliss was visiting his parents, Mr. and Mrs. Arthur Mund, here on a 10-day leave.

12 YEARS AGO

Oct. 17, 1946—After 15 years of wins, the Eldorado Eagles were finally defeated by the Sonora Broncs before a huge crowd of spectators in Eagle stadium.

Testing was under way Cooper 3A Koy well, and a wildcat test was starting on the Virge Tisdale ranch.

Mrs. C. C. West honored her grandson, Charles West, on his fourth birthday, with a dinner.

Elton Harris was honored on his twelfth birthday at the home of his parents, Mr. and Mrs. Odis Harris.

35 YEARS AGO

Oct. 19, 1923—Dr. E. B. Newsome made a business trip to Coleman.

Judge Ford reported that the money for the sale of the court house bonds had been paid into the county treasury this week.

Funeral services were held here in Eldorado for Miss Virginia Kerr, daughter of Mrs. J. B. Kerr, who died in Houston at the age of 22.

A letter from J. H. Sweet of Temple, a railroad promoter, was run in the Success. The letter reported that Mr. Sweet was promoting a line from San Angelo through Christoval, Eldorado, Sonora, Junction, and Kerrville, to San Antonio.

Success advertisers included Eldorado Hardware, J. A. Enochs, Alf Bruton, Bush Motor Company, J. O. Hightower, E. W. Brooks, and Newsome, Hines, & Galbreath.

50 YEARS AGO

Oct. 16, 1908—Jeff Enochs was in with his sixth bale of cotton from near the old Vermont ranch.

John Jones, Archie Crosby and Sam Bates of Mayer were trading here Tuesday.

Bert Page, a prominent Mayer ranchman, was in Monday having some blacksmith work done and buying supplies.

Col. W. L. Black was in Tuesday from his ranch and farm near Ft. McKavett. Mr. Black recently sold part of his ranch and was in our city attending to business matters. He has a large irrigated farm near Ft. McKavett, in Schleicher county, and raises a large amount of cotton every year.

ELDORADO LODGE

No. 890 — A. F. & A. M. Stated meeting 2nd Thursday in each month, at 7:00 p. m. from Oct. 1 to April 1, and at 8:00 from April 1 to October 1. Visiting brethren welcome.



The Scout Is Still Oil's Eyes And Ears

From the hectic days of the Pennsylvania boom to the present, scouts have been known as the eyes and ears of the oil industry. The scout's job is to keep his company abreast with what competitors do, when they do it, and why. The scout is expected to see all, hear all, but tell as little as possible except to his own boss.

He earns his reputation as one of the most colorful figures in the oil business while ranging far and wide looking for information on leasing activities, new well location and well completions, seismic work of exploration crews, pipe line plans, and dozens of other informative tidbits that might help his

company get ahead in its task of finding and producing oil and gas.

The scouting profession began a few years after Colonel Drake made his famous discovery at Titusville, Pennsylvania. New discoveries—even rumors of new discoveries—plummeted the price of oil, while dry holes—or rumors of same—sent prices soaring.

To help combat this problem—which many speculators used to their advantage—business men began to hire trained men to go into the oil fields and keep close watch on the wells as they were being drilled and report periodically on their process. Scouts of early days often resorted to unusual methods of getting information. Some were known to hide for days under a rig's floor, while others disguised

themselves in the uniforms of service company employees who were working on the well being scouted.

The scout of today, though, is somewhat different. He's still the eyes and ears of the oil industry, but those eyes and ears are attached to a familiar, well-known, and usually well-liked face. Drillers and roughnecks are often glad to see him appear on the rig floor. Also, scouting has evolved in recent years into a scientific and substantial profession, rather than a hit or miss proposition. A scout today proudly works at his job, just as a geologist, engineer, doctor, or lawyer. In many cases, oil companies are turning to professionally trained engineers and geologists to fill the scouts' boots.

Scouting has changed, but the

information needed hasn't. However, today most information can be obtained by the scouts—or by anyone else for that matter—simply by going to rigs, a courthouse, or other information centers and asking to see the records.

Scouts do have to cover large geographical areas and for this reason they get together with their competitors in a meeting which is called a scout check. Under the direction of a bull scout—the man elected to run the check—the scouts meet once a week and rattle off all the general and routine information they have picked up the previous week. Information exchanged includes well locations, drilling depths and formations encountered.

However, all information is not

routine, and if the scout has seen a seismograph crew on a ranch, or a geologist with pick in hand treading up a dry creek bed, then he feels he doesn't have to include this in the check.

The scout still runs into "tight" holes or drilling operations where no information is furnished. Here all his ingenuity and imagination is called upon to ferret out information needed by his company. Often, over a cup of coffee with the driller or through a talkative roughneck he can get his information. If not, people living near the well site often have bits of information he can piece together.

Things aren't always smooth though. The story is told of a new scout who was assigned to watch a well. Secrecy prevailed and the

scout was told: "If the well comes in, just back a telegram saying, 'tree top tall,' and we'll know what you mean."

A week later the telegram arrived, and, as instructed, the message read, "tree top tall." Then as a P. S., the scout added, "the oil's shooting over the derrick."

Frankie Nell Blaylock celebrated her 12th birthday last week at her home with all the girls from the sixth grade invited. They played games and records. A sandwich plate and birthday cake were served as refreshments.

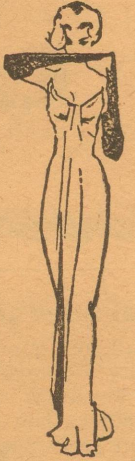
Mrs. Hal Ansley of Dallas is a visitor in the home of Mr. and Mrs. W. G. Godwin this week. Mrs. Ansley is a sister of Mrs. Godwin.

Featuring -

FRIGIDAIRE

SHEER LOOK

Electric **Appliances**



Reddy Kilowatt

Invites You to be his guest at the

Live Better — Electrically

Cooking School

(New Ideas) (New Methods) (New Recipes)

to be conducted at the

MEMORIAL BUILDING

Wednesday, October 22

at 2:00 p. m.

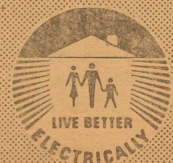


Reddy Kilowatt, your electric servant, invites you to be his guest at the big Live Better — Electrically Cooking School to be conducted by Abbie Andrews, widely known as a "practical" Home Economist. She will bring you the latest methods in food preparation.

You'll see new ways and means of food preparation, refrigeration, home freezing and full automatic electric cooking — see how Frigidaire, sheer look electric kitchen appliances can save you time, money and work. Come early ... be sure to get a seat!

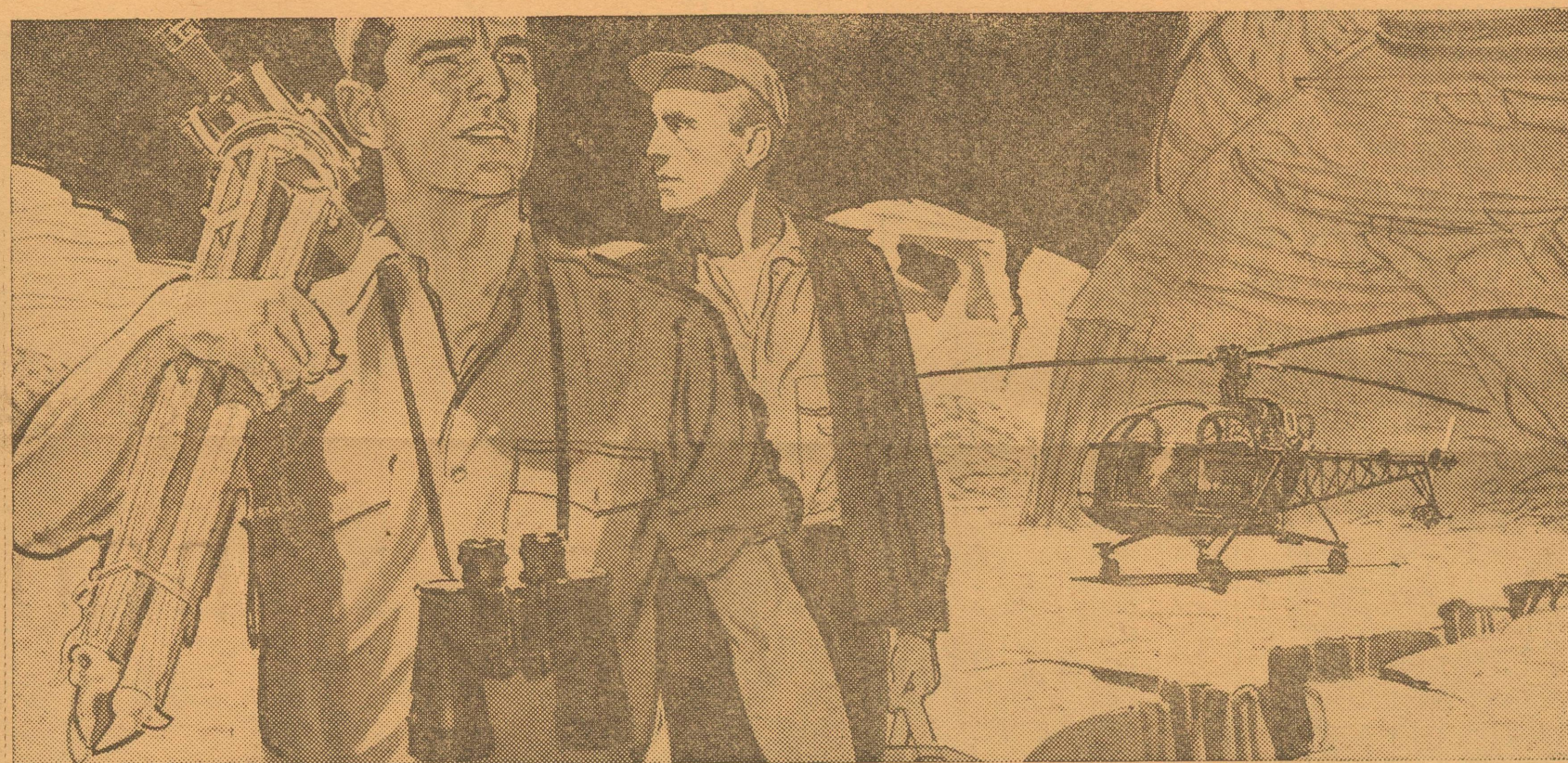
The Live Better — Electrically Cooking School will be conducted by Mrs. Abbie Andrews, a Senior Home Economist for Frigidaire Sales Corporation. Mrs. Andrews, recognized as one of the outstanding economists in the Southwest, is well known for her practical approach to the problem of stretching the kitchen dollar and at the same time providing balanced, nourishing meals.

West Texas Utilities Company





The oil power for your tomorrow...



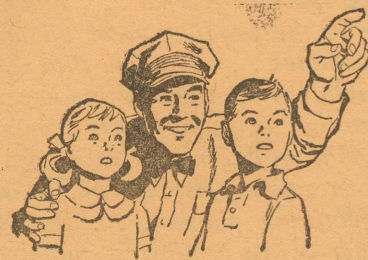
...is in the wells we find today!

By 1965, Americans will use 3,000,000 more barrels of oil *every day*—and we'll have it ready for you!

America's future growth—in prosperity and population—will be so great that we must begin now to discover and drill the wells that will power America's future.

It's a risky business . . . this drilling for oil. The chances are much greater that we won't find oil than that we will. But drill we must—even if we must drill a couple of miles into the earth.

When 1965 rolls around there will be 12 million new homes, 14 million more cars and trucks. We'll be ready for you. We'll be ready with more oil than was ever dreamed of before . . . and we'll be ready because we're starting right now.



TODAY—OIL BUILDS for your TOMORROW!

OIL PROGRESS WEEK—October 12th-18th

WE ARE PROUD

To have been a part of the oil industry during the past six years. During that time we have seen great strides in the development of the oil and gas resources of Schleicher County, and in the growth of our community as new residents associated with the oil industry have taken their places among us.

This year finds us in the process of erecting new facilities to be dedicated to the service of the people of Eldorado and Schleicher County, and to the oil industry itself, trusting that the future holds even greater promise for all.

ED MEADOR

EASTERN SHELF OIL LEASES AND ROYALTIES
and
SCHLEICHER COUNTY ABSTRACT COMPANY
Eldorado, Texas

New Officers Elected By The Eagle Band

On October 10, the Eagle band elected the following officers for the 1958-59 school year: president, Jerry Carlman, Senior; vice president, Carol Higgins, Junior; secretary, Mike Phillips, Freshman; reporter, Sandra Hall, Junior; librarian and assistant librarian, Arnie Westbrook and Edna Faught, a Senior and a Junior; and band sergeants, Judy Wyatt, Junior, and Edward Taylor, Senior.

The band sweetheart was elected by secret ballot. The result will be announced at a later football game.

The band is going to Austin Saturday, October 18, to the annual Band Day of Texas. Sponsors going will be Mr. and Mrs. A. L. Westbrook and Mr. and Mrs. Frank Kemble.

The band will be judged on

marching, playing, and appearance. Awards will be given to the most outstanding drum major and twirler in Texas. —Sandra Hall, rep.

ATTENDING A&M COLLEGE

College Station, Tex.—Richard S. Runge, son of Mr. and Mrs. J. F. Runge of Christoval, is a freshman at Texas A&M College. His course of study is range management.

At A&M he is a member of the cadet corps.

Runge is a '58 graduate of Eldorado high school where he was president of the Student Council, the National Honor Society, and where he lettered in football.

Also attending A&M this year from Schleicher county are Bobby Williams, who is a freshman, and Jimmie Whitten, who is a sophomore.

MIMEOGRAPH PAPERS: Six colors in stock. —Success Office.

New Methods Are Spelling Progress

An automatic method of metering oil from producing wells and a remote control booster station are examples of progress by the Humble companies this past year. The automatic metering system placed in operation by the production department of Humble Oil & Refining Company is used to keep a running record of oil flowing from producing wells into pipelines in the Red Fish Reef oil field in Galveston Bay.

The new metering operation keeps crude oil flowing continuously from well gathering lines to the meters and into the pipelines. The usual method is for oil to make a stopover in tanks where gaugers measure the oil before they drain it into pipelines.

Basically, the system is the same as the old with crude oil being processed through units which remove gas and salt water before the oil goes into a surge tank. However, once this is accomplished two 5-barrel capacity measuring drums take over and while one is emptying the other is filling and measuring the oil. Thus, the oil flows non-stop into the pipeline.

Humble Pipe Line Company's new unmanned Navasota Products Booster Station helps pump up to 30,000 barrels of oil products daily from Baytown Refinery to Central and North Texas terminals.

HENDERSON, WHEELER NAMED TO ANGUS ASSOCIATION

The partnership of Henderson and Wheeler, Eldorado, has been elected to membership in the American Angus Association at St. Joseph, Missouri, announces Frank Richards, secretary.

This membership was one of the 28 granted to purebred Aberdeen-Angus breeders in Texas during the past month.

SINGING CONVENTION SET

The Kimble-Menard County singing convention will meet in the First Baptist church at London, Sunday October 19, at 2:00 p.m., according to recent announcement from Mrs. Jess Slaughter.

TODAY—OIL
BUILDS for your
TOMORROW!

OIL PROGRESS WEEK OCTOBER 12th-18th

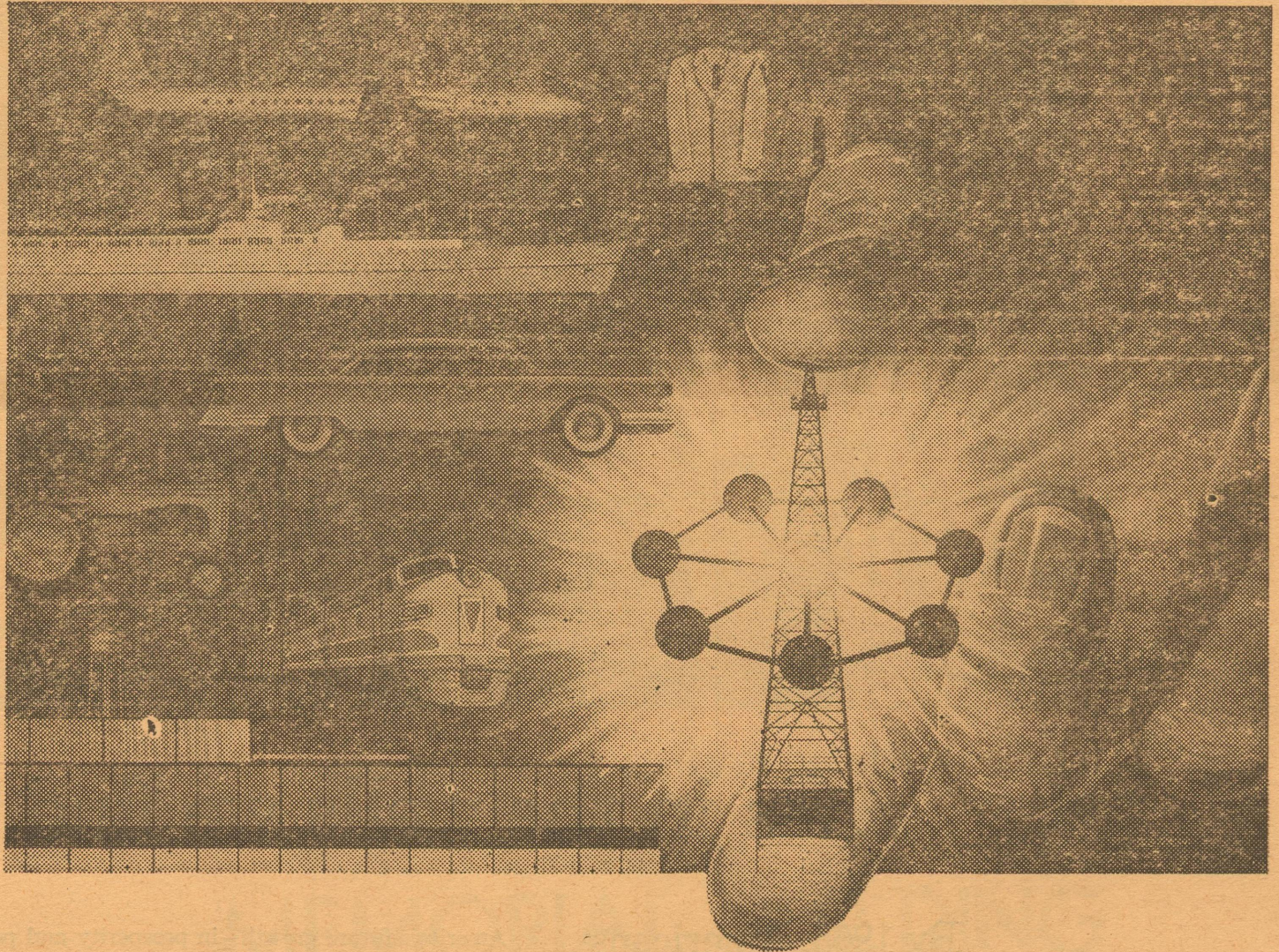
The importance of oil in our daily life cannot be over-estimated.

IN SCHLEICHER COUNTY, THE VARIOUS PHASES OF OIL DEVELOPMENT AND OIL RETAILING CREATE GREAT DEAL OF EMPLOYMENT, FOR WHICH THE ENTIRE COUNTY IS GRATEFUL.

We are joining with the nation in celebrating
OIL PROGRESS WEEK
Oct. 12-18

Eldorado Drug

Eldon Calk, Prop.



PETROLEUM—basic to the needs of our time

Oil and natural gas have powered most of the great technological advances of modern times; petroleum hydrocarbons have transformed the dreams of inventors into the realities of engineers . . . Today, in the United States, oil and natural gas provide about 75% of the country's energy requirements; and large quantities of oil, available for production beyond immediate need, are necessary to the national security.

An obvious example is the gasoline that powers our automobiles; another is the diesel fuel burned by post-war railway engines. But do not overlook electric power plants, the airplane, whether jet or propeller driven, factory power plants, farm mechanization, and the revolution since World War II in home heating devices. Oil provides the energy that moves the trucks, airplanes, ships and tanks of our Armed Forces.

But petroleum as a source of energy is only part of the story. In the past two decades, the petrochemicals have supplied the country with a vigorous new industry: already most of our rubber is made from petrochemicals . . . the ubiquitous plastics derive from petroleum products . . . paraxylene, a petrochemical, is the raw material for one of the most useful of the new fabrics. In this area, wonders never cease; the petrochemicals contribute more each year to the efficiency, comfort, and convenience of modern living.

Thus, oil's progress has made other progress possible all along the front of American industry . . . Petroleum is the American resource that is

basic to the needs of our time . . . that is essential to our national security.

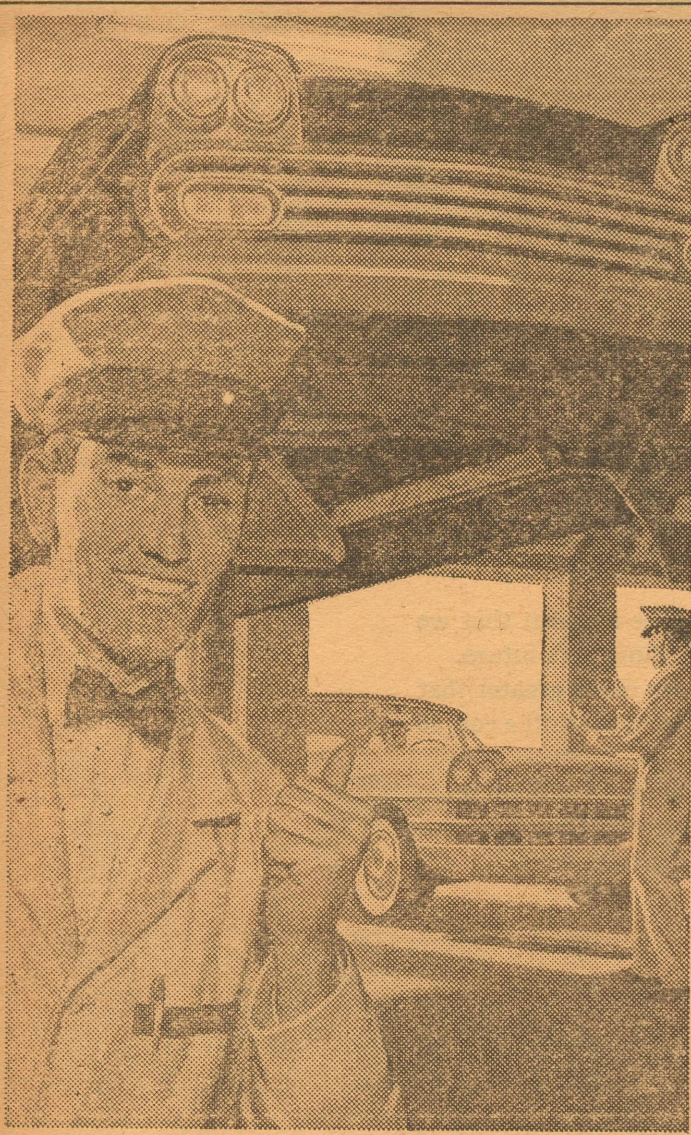
The Humble Company, established in 1917, has developed with the industry.

Humble's exploration activities extend from Florida around the rim of the country to California, Oregon and Washington, and beyond to the new State of Alaska . . . The Company is a leader in the production of oil and gas in the United States . . . Humble Pipe Line Company is a public carrier transporting not only Humble's oil but that of many other companies and independent producers to Gulf Coast terminals . . . Baytown refinery is one of the nation's great manufacturing plants . . . And Humble is a marketer in the Southwest, supplying the needs of motorists in modern service stations.

The Humble Company believes strongly in research, maintains two outstanding research facilities, and annually budgets considerable sums for this activity . . . Humble research has made substantial contributions to the discovery, production, and utilization of petroleum.

HUMBLE OIL & REFINING CO.

This Is Oil Progress Week



Let us give
your car a "lift"!

• When your car's feeling low . . . not up to par, bring it in to us. We'll give it the "lift" it needs.

We'll check it from hood to hubcap—from carburetor to generator. We'll fix it up fine.

You'll find you're driving a bargain with our gasoline, too. In fact, today a gallon of gasoline does 70% more work than it did in 1930. That's real oil progress. And there's even more in the future for you.

CLOVIS OIL CO.

Clovis Taylor, Prop.

Phillips 66 Wholesale and Retail

We give Frontier Stamps

Better Gasoline Saves Motorist \$140 Annually

The modern motorist is saving as much as \$140 a year in gasoline costs, as a result of steady improvement through the years in the quantity and quality of motor fuels. This has been demonstrated by a new measurement concept advanced by the Ethyl Corporation.

This new concept measures progress by the increased distance that a gallon of gasoline will move one ton of automobile. In that way, allowance is made for the increased weight of the average automobile, as well as providing a uniform standard for current cars, which are of varying weights.

Back in 1930, a gallon of gasoline could move 1 ton of automobile 29 miles at a constant speed of 40 miles per hour. By 1957, one gallon of gasoline could move one ton of a 1957 model car nearly 44 miles at the same speed. This is a 52% improvement, "due largely to efficient high compression engines

which have been made possible by the improvement in gasoline quality."

Gains Increase

Even more impressive gains became apparent, the study noted, when the new measure was applied to the average car on the road in those respective years.

In 1930, the average car obtained 25 miles of transportation per ton of car from a gallon of gasoline. By 1957, however, the average car on the road was getting 43 miles per ton to the gallon, for a gain of 70%.

"This 70% improvement is real progress and a great tribute to the oil and automotive industries," the study pointed out. "It is particularly striking when you consider that the available horsepower of passenger cars has more than doubled just since 1952.

"Moreover," it continued, "gasoline now provides the energy for so many convenient accessories, such as automatic transmissions, power steering, power brakes, air conditioning, and so on.

EDW. A. CAROE

217 S. Chadbourne St.
San Angelo, Texas

Complete Optical Service

Eyes Examined
Glasses Fitted

26 Years in San Angelo

Presbyterian Notes

Calendar For The Week

Sunday

10:00 ----- Sunday School
11:00 ----- Morning Worship
5:00 ----- PYF Supper meeting
7:00 ----- Evening Worship

Monday

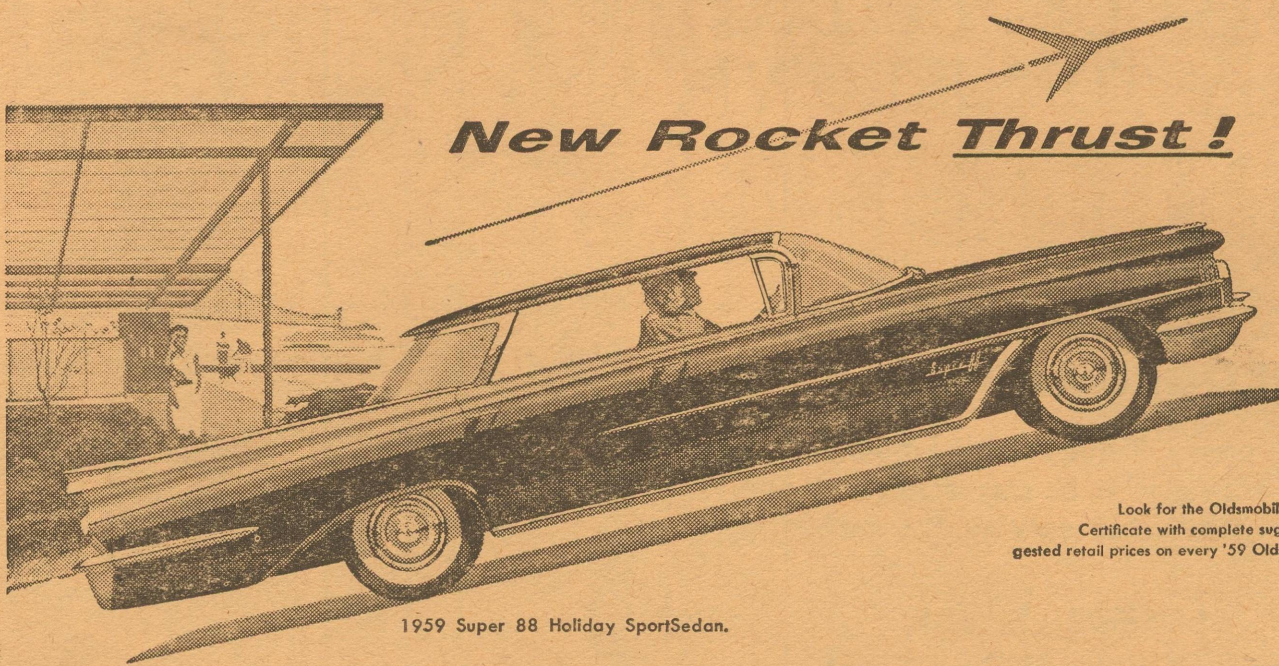
3:30 ----- Women of the Church
Executive Board meeting
7:00 ----- Men's Club supper meeting

Wednesday

4:00 ----- Choir Rehearsal
4:00 ----- Crusaders

During this week the Women of the Church have taken very seriously the challenge of Prayer and Self-Denial for church extension. They have met each morning for prayer and on tomorrow an offering will be taken which will go toward the building of new churches in our Presbytery. Much of the money that comes from all the churches in the Presbytery will go toward buying new lots in areas where people are building homes. It is necessary to buy early as there is no space left after a new addition is sold. New churches in Sonora, El Paso, Lubbock, Odessa, Big Spring, and other places are being aided by the church extension offering. A special offering will be taken from the congregation next Sunday for this cause.

There's new mobility in **OLDSmobility** for '59!



New Rocket Thrust!

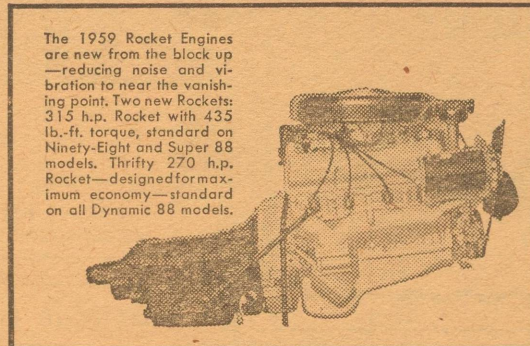
1959 Super 88 Holiday SportSedan.

Look for the Oldsmobile Certificate with complete suggested retail prices on every '59 Olds.

New Rocket Thrift!

Now... more power and new thrift from the Rocket Engine! Yes, there's more power available for you when you need it. But this is combined with an easy-breathing, easy-on-the-gas system of manifolding and valving—plus an exclusive new 2-stage automatic choke—for improved economy during warm-up!

But all the explaining in the world can't match a trial drive in the smoothest, quietest Rocket Engine Olds ever built. So, are you ready? Let's go... visit your Olds dealer now!



The 1959 Rocket Engines are new from the block up—reducing noise and vibration to near the vanishing point. Two new Rockets: 315 h.p. Rocket with 435 lb.-ft. torque, standard on Ninety-Eight and Super 88 models. Thrifty 270 h.p. Rocket—designed for maximum economy—standard on all Dynamic 88 models.

Quadri-Jet Action!
Here's "right now" action and power under your direct command in this 4-barrel carburetor, standard equipment on Ninety-Eight and Super 88 Oldsmobile models.

Econ-o-way Savings!
Here's genuine fuel-saving thrift, plus all the snap you'll want in this improved two-barrel ECON-O-WAY Carburetor, standard equipment on Dynamic 88s.

DISCOVER THE ADDED VALUES IN

OLDSMOBILE FOR '59

AT YOUR LOCAL AUTHORIZED QUALITY DEALER'S

WAGLEY MOTOR COMPANY . . . SOUTH MAIN STREET

TUNE IN THE "NEW OLDS SHOW," STARRING PATTI PAGE • EVERY WEEK ON ABC-TV!

TEACHING PROGRAM

Stillwater, Okla.—An Eldorado proceod at Oklahoma State university is among eight home economics

education students participating in a five-week student teaching program. Mrs. Janie Murphy, daughter of

Mr. and Mrs. C. H. Clark, is serving her apprenticeship in the Stillwater, Okla., public schools. Mrs. Murphy will complete her

student teaching assignment on October 23.

Tex. Almanacs at the Success

Entered as Second Class Matter at the post office at Eldorado, Texas, under the Act of March 3, 1887.

PUBLISHED EVERY THURSDAY At Eldorado, Texas

Fred Gunstead... Editor-Publisher
Bill Gunstead... Associate Editor

Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation which may appear in the columns of the Success will be gladly corrected upon same being brought to the attention of the publisher.

Notice of entertainments where a charge of admission is made, obituaries, cards of thanks, resolutions of respect, and all matters not news will be charged for at the regular rates.

Unsolicited poetry charged for at regular advertising rates.

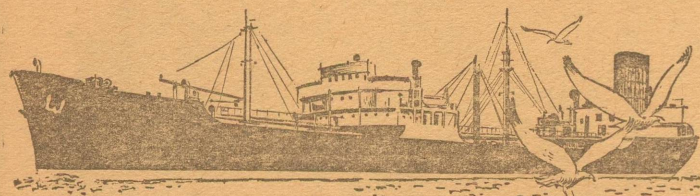
Announcements of revivals are considered advertising and charged for at regular advertising rates.

Front-page advertising announcements to be charged for at a rate equal to 4 times the regular rate.



ESTERBROOK PEN POINTS 65c at the Success Office.

TODAY—OIL BUILDS for your TOMORROW!



OIL PROGRESS WEEK OCTOBER 12th-18th

We're Retailers

AS YOUR HOME OWNED AND OPERATED WESTERN AUTO ASSOCIATE STORE, WE HAVE MANY ITEMS IN STOCK FOR USE OF THE MOTORING PUBLIC.

Because we sell tires, batteries, seat covers and many other commodities for your car and your family trips—and because we appreciate the great service performed by oil, we are glad that Oil Progress Week is our week too.

CONGRATULATIONS TO THE OIL INDUSTRY ON YOUR PROGRESS—MAY YOU CONTINUE TO GROW AND TO PROSPER.

And welcome, oil families to

Western Auto ASSOCIATE STORE

Phone 21141

We meet all Company Store Prices!

TODAY — OIL BUILDS FOR YOUR TOMORROW

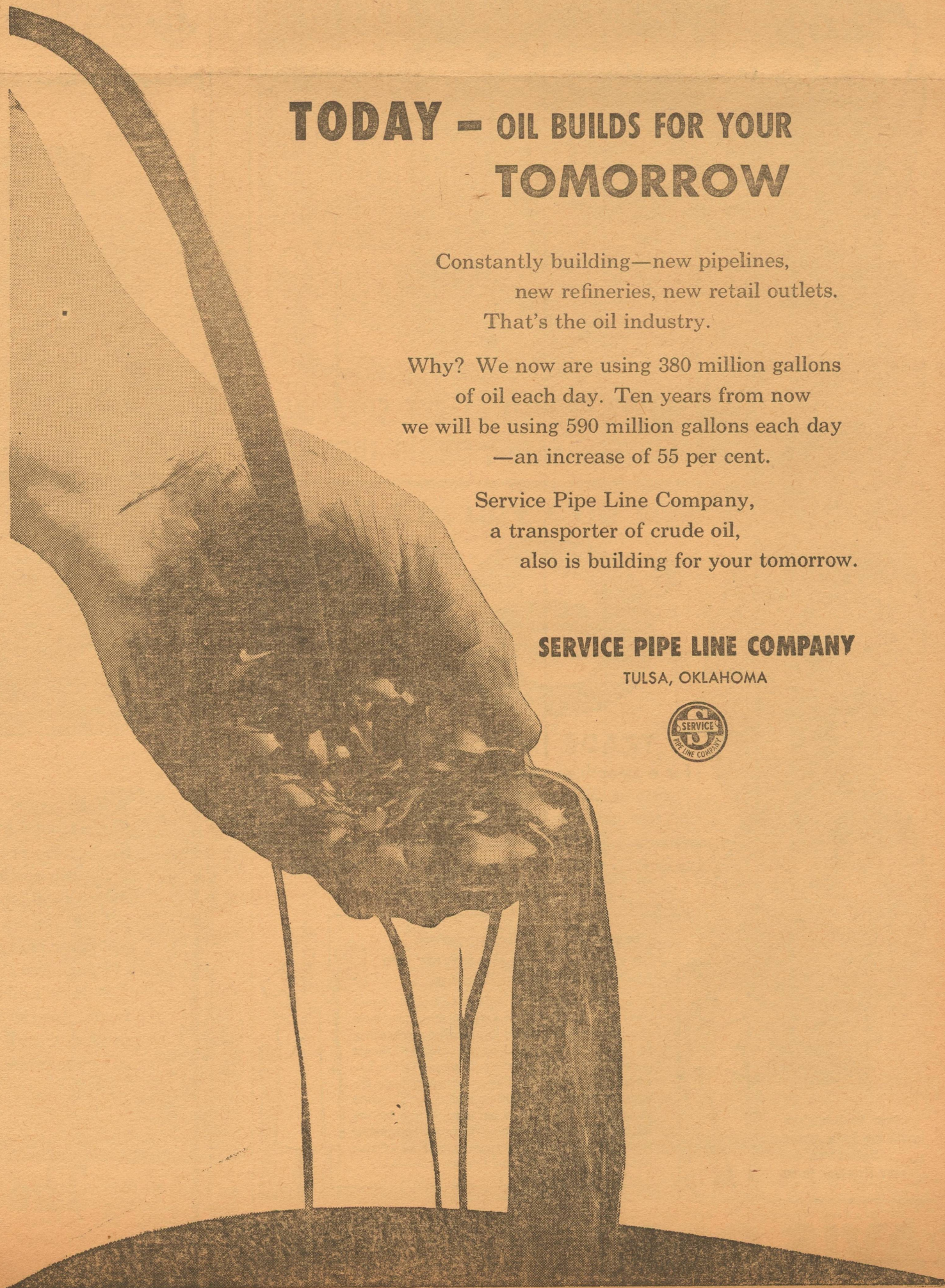
Constantly building—new pipelines, new refineries, new retail outlets. That's the oil industry.

Why? We now are using 380 million gallons of oil each day. Ten years from now we will be using 590 million gallons each day—an increase of 55 per cent.

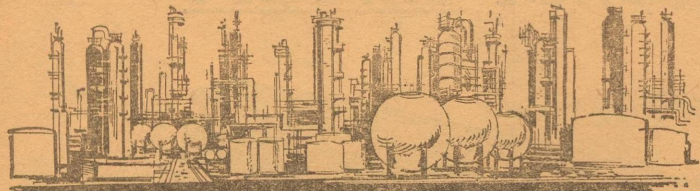
Service Pipe Line Company, a transporter of crude oil, also is building for your tomorrow.

SERVICE PIPE LINE COMPANY

TULSA, OKLAHOMA



TODAY—OIL BUILDS for your TOMORROW!



OIL PROGRESS WEEK OCTOBER 12th—18th

We are proud of our establishment. And we are very glad to be connected with one of the many lines serving the motoring public.

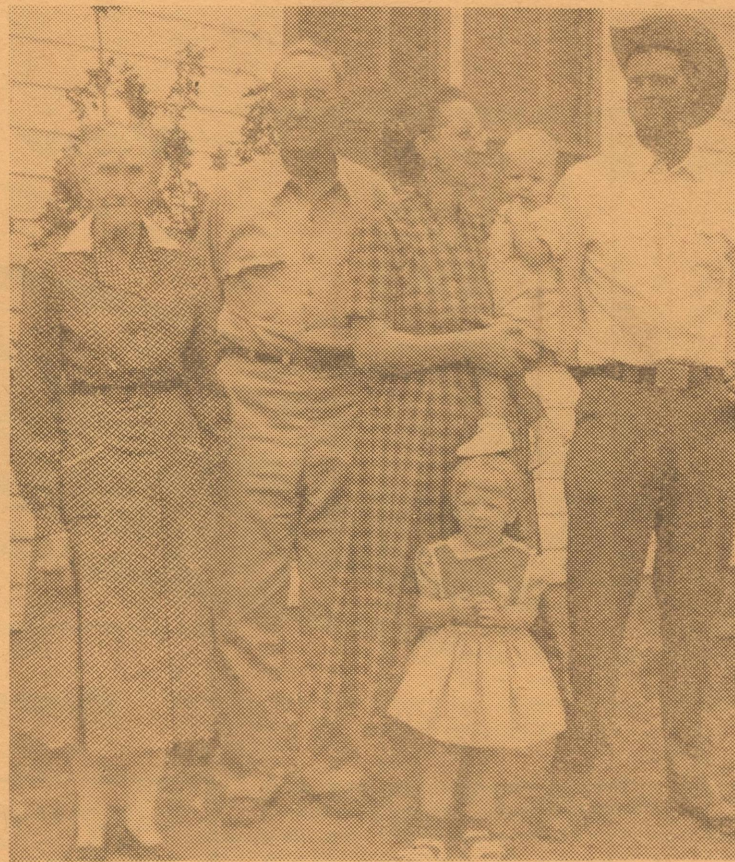
- OLDSMOBILE CARS
- GMC TRUCKS AND PICKUPS
- COMPLETE PARTS DEPARTMENT
- REPAIR MAINTENANCE AND SERVICING DEPARTMENT

We are here to serve you

Wagley Motors

Eldorado, Texas

Mrs. Bruton Was Oldest Of Five Generations



Mrs. MATTIE BRUTON was the oldest of this five-generation group, in this picture which was taken in the spring of 1956. Left to right are Mrs. Bruton; her son, W. E. Bruton; his daughter, Mrs. Ray Alexander; her son, James, and his young daughter, Teresa June. Also in the picture is James' son Eddie Alexander, in the arms of Mrs. Alexander.

—From the Files of the Success

FOR SALE TO CLOSE AN ESTATE
 Gulf Oil Service Station, Main & Mills Streets,
 Eldorado, Texas. Leased to Gulf Oil Corp.
 Priced to yield 10% Gross.
 Theo M. Green, Executor, Est. Gertrude Miller
 1280 First National Office Building
 Oklahoma City 2, Okla.

OIL PROGRESS WEEK

October 12-18

Robert (Bob) Page

OIL PROPERTIES

and

ELDORADO ABSTRACT CO., INC.

Office Phone 25981 Res. Phone 21501

East Side Baptist

The Brotherhood men met Monday night. There were some repairs made in the church building, and a table built for the small Sunday school group. A committee was appointed for the next year. Barbecue sandwiches were enjoyed by the group.

W.M.O. met with George Williams last week. Thirteen members were present. A circle program was led by Mrs. Bill Williams. Brownies and coffee were served.

MIMEOGRAPH PAPERS: Six colors in stock. —Success Office.

How Christian Science Heals

RADIO
Sunday, 8:15 a. m.

KGKL

TELEVISION
Sunday, 3:45 p.m.

KCTV
CHANNEL 8

ELDORADO LODGE
 No. 890 — A. F. & A. M. Stated meeting 2nd Thursday in each month, at 7:00 p. m. from Oct. 1 to April 1, and at 8:00 from April 1 to October 1. Visiting brethren welcome.

Do you know TERMITES are doing more damage in Texas annually than FIRE, HAIL, AND TORNADOES? Call

VICK TOX-EOL EXTERMINATORS

San Angelo, Texas—P.O. Box 696

Bonded and insured with 5-year written guarantee. Member Texas Pest Control Assn. Rat and Roach treatment. Representatives, L. J. Marberry and Jack McClatchy.

For further information, phone 22421, Eldorado

(Oct 16-23-30)

RATS?

AND MOUSE TRAPS?
 YES, WE HAVE PLENTY!

ELDORADO HARDWARE

NOW At DAVIS COSDEN

Firestone "500" NYLON TIRES

SAFETY-PROVED AT THE SPEEDWAY FOR YOUR SAFETY ON THE HIGHWAY

We give you at **LEAST**

\$ 6.33 PER TIRE

TRADE-IN ALLOWANCE
 for a smooth recappable tire traded on a new Firestone "500" nylon tire. Get more, depending on size and the condition of your present tires.

SEE QUALITY CHART POSTED IN OUR TIRE DEPARTMENT. AT FIRESTONE, PRICE IS THE TRUE GUIDE TO THE QUALITY OF OUR TIRES.

Firestone's race tire program - leads the way to a superior tire for your everyday driving...

Firestone's engineers at trackside carefully record every phase of race tire performance... as these tires are slowly destroyed by rifle-shot acceleration, top-speed turns, panic braking and trip-hammer impacts. All of this exacting data goes to the laboratory. There scientists analyze and evaluate the information. As new designs and materials prove their worth, the improvements go to the factory for incorporation in Firestone's regular automobile tires. That's how Firestone maintains world-wide leadership in tire safety and tire performance.

LET US MAKE YOUR CAR WINTER-SURE
 Drive in for our FREE Safety Inspection!

Your trade-in tires make the down payment. Balance on easy Firestone terms

DAVIS COSDEN SERVICE



● Every one of us, every man, woman and child in America, owes a load of thanks to our oilmen. This is Oil Progress Week—a good time for us to put our thanks into words.

By their continuous, faithful service to this community and to the nation, America's oilmen prove daily that your progress and Oil Progress go hand in hand. You can measure that progress yourself—by the improved gasolines that power your car, the efficient new fuels for home heating and the hundreds of other new oil products that make living more comfortable every day.

America's oilmen are working extra hard these days getting ready for the future. America's future growth, in both prosperity and population, will be so great, that all phases of the oil industry must prepare today to meet your oil power needs of the future.

The First National Bank

Established 1907