## 

## Gorman Places Three On All-District 7-B Teams




NOW IN EFFECT ON THE
Fort Worth Star-Telecram largest circulation in texas

NEW OR RENEWAL SUBSCRIPTIONS
Remember the old folks this Christmas with a year's Gift Subscription to THE STAR-TELEGRAM-one that will bear good wishes and Christmas Spirit throughout the year. An eco-nomical-lasting-and welcome gift. Say Merry Christmas the easy way!
An attractive Christmas Card with your name as donor will be sent with subscription at any time designated.


NAME
ADDRESS
EITY .


## have a wonderful

THANKSAIING
good hunting, good fishing, and a good time with your friends and family is our wish for you on this day that we pause to give Thanks for the bountiful blessings we have received throughout the years.

## THOMPSON HARDWARE

PHONE ${ }^{157}$ GORMAN



THE FANTASTIC STORY of MUSA-SHITYA THE SHIRTMAKER
(Also Sometimes Drygoods Selling)

If the shipping department of ofactory had not made an error, the world would never have known of Mussashiya the Shirmmeker and the most
ostounding odvertising compoign in history would never hove been launched.
Following World War I an English textile factory was getting back on a peacetime basis. In error it sent a full five year backorder of shirting material to Musa-shiya, a Japanese shirtmaker who operated a small when the customs office informed him that certain bales of cloth and a fat bill for duties awaited his pleasure at the port of Honolulu
When the little shirtmaker realized what had descended upon him, he asked for time and went into the silence for purpose of mental refreshhimself there and sought counsel. How in the name of the horned prophet of evil was he ever to get rid of all that English shirting? And in the meantime where was he to put it? His little box of a shop wouldn't hold one bale.
$\qquad$
$\qquad$

[^0] advertising to him was an uncharted sea. The advertising agent called in Musa-shiya and suggested $\$ 300$ as a modest starter. "Too-0-0 much. haybe I think thirty dollar plenty," said the shirtmaker. He was told that
wouldn't even get him in print. The agent explained the costs of various

Two column by five inch ads then started appearing regularly in the Saturday Honolulu Star-Bulletin. The ads were written just the way Musa-shiya talked - in colorful pidgen English which is used throughout the Orient. Here is an example of one Musa-shiya's ads:
"Well here come storek again - but Musa-shiya, the shirtmaker, is able prepare. Wonderful accumulation of baby things in dry goods selling corner of Musa shop. Everything for the baby - especially diaper. Exelusive of storek, which find most easily, many persons not finding little shop of Musa-shiya the shirtmaker in King Street, Makai side, between fish market and river

Tourists started sending copies of Musa-shiya's ads to their friends in many countries. Soon Musa-shiya was receiving ord
world as well as doing a thriving business in Hawaii.

And that is the story of how a well planned, small advertising campaign made an unknown Japanese shirtmaker not only wealthy but world famous.
Your local newspaper doesn't promise to duplicate this story for its advertisers, but it does take your sales message into the homes of your customers where full and careful consideration is given your suggestions.
$\square$ Teras Press Association


FOUR SW CONFERENCE
FOOTBALL BROADCASTS WEEK OF NOVEMBER 24 ,

Highlights
and Sidelights From Our State Capitol
By Vern Sanford,
AUSTIN, Tex. - Higher pay for
legislators is an issue that's bur-
ied, but not dead. Voters buried it under a two-
to-one avalanche of disappproval
when it was submitted as a con-
stitutional amendment Nov. 4.
But already there is talk of try- those who supported "Amend-
ment One" and those who fought
hardest against it. Sen. Dorsey
Hardeman of San Angelo, leading spokesman for the opposition, has
indicated he may submit a pay
raise plan of his own next session.
Hardenan attered Hardeman attacked the recent
proposal, not on the principle of
better pay for lawmakers, but on
the grounds that the amendment was a muddled conglomeration
of too many things. State AFL-CIO, which worked
for Amendment One, is plugging
for re-submission of the annual pay question. AFL-CIO head-
quarters officials sent a letter to
legislators legislators expressing regret that
placing the blame on labor's fav-
the amendment did not pass and the amendment did not pass and
orite targets . business lobby-
ists and newspapers. Whatever the merits of the
case, a lot of people in the sta
agencies in Austin are glum agencies in Austin are gum a-
bout the prospet of facing a dis-
grumbled, pinch-penny Legislature next year. With the general
revenue fund in the red, there's revenue fund in the red, there's
bound to be an efort to cut ex-
penses. In addition, state em-
ployes fear, therell be a feeling
among lawmakers that " If we Wou.
WATER STRUGGLES - - State
Board of Water Engineers has
squabble over Trinity River watsquable over public hearing on one
completed is faced with another
er and soon.
Probably as a result of the re
cent drought, there seems to b increasing intensity in

 shopss and aun meachanics wouts
se exxmined and licensed under
be



$\qquad$
$\qquad$

citation by publication the state of texas


TO: J. S. Jones, J. B. Foote, R
W. Jones, and wife, M. J. Jones,
James Ellison, Louisa, J. Dabney


T. E. L. Class Meets


We are always in the market for your PEANUTS. We can buy them Wet or Dry. See us before you sell.

GORMAN
HIGGINBOTHAM'S
AMBULANCE SERVICE Nighi Phone 24J DER 11

Bulldozer Work Maintainer Service


| Bobby Schuman | Spughetit - too |
| :---: | :---: |
|  | Hons - hubay |

Are you in Orbit Now?






Earl Bender \& Company


## RCA-IICTOR

GUARANTEED SERVICE with every sale
KAY RADIO \& TV

Tife is brighter. work is lighter in a MEDALION Home!


Planned and equipped to help you Live Better . . . Electrically
You'll find living more pleasant . . . enjoy added
comforts and conveniences ... in a "Live Better comforts and conveniences. . . in a "Live Better
Electrically" Medallion Home. It's a home equipped with basic work-saving electric appliances. . . a
home designed with beautiful, efficient light for living... a home that's wired for f HOUSEPOWER Only newly-constructed homes that meet modern
standards of electrical living standards of electrical living can display the "Live
Better Electrically" Medallion. The Medallion is
your assurance of a home in which your assurance of a home in which you can live bet
ter electrically .. now and in the years to come Whether you build or buy, make sure your new
home qualifies for the "Live Better Electrically" home qualifies for the "Live Better Electrically"
Medallion. For additional information, consult your
builder or call
 wiva derre
Mig This metal Medation, set into the sidewalk, steps
or a wall of a home, identifies it as one that is de
signed and equipped for Better Living Electrical-
ly. Actual size of the Me 1. Actual size of the Me-
dallion is three inches in
diameter. It is a national
"hallmart. of hallmark of excellence

## THIS IS THE ONE FOR WAGONS! I959 CHEVY

Chevrolet's five stunning new station wagons for '59 are shaped to the new American taste with fresh, fine Slimline design. And they're beautifully practical -with roomier, quieter Bodies by Fisher, an even smoother ride, new ease of handling!

Wagons were never more beautiful or
dutiful. From low-set headighs to dutiful. From low-set headlights to wing-shaped tailgate, these ' 59 Chevrolets are as sweet looking as anything
on wheels. They're iust shyt the on wheels. They're just about the
handiest things on wheels, too-from handiest things on wheels, too-from
their overhead-curving windshield to their overhead-curving windshield to
their longer, wider load platform. Besides additional cargo space, you also get added seating room ( 4 inches more in front, over 3 inches in back). And you'll find such other practical
advantages as new easy-ratio steer-
ing, Safety Plate Glass all around, bigger, sater brakes, smoother-than-
ever Full Coil down and a rolldown rear window (electrically oper9 -passenger Kingswood). Your dealer's waiting now with all the details on why this year-more than ever-
Erye one for wagons.
CHEVROLET

[^1]
## SMITH BROS. CHEVROLET CO.



We stock Sylvania Silver Screen
85 TV Picture Tubes; Philco TV
and Radios. Authorized factory
service man for Philco. Phone 4
for service. Todd's Variety Store,

is any doubt about the estimat given call No. 9 and I will gladly
give you a free estimate as an-
other added service from Buddy ther added service from Bu
"Service after Sale."
Gorman, Texas 7-3
MONUMENTS FOR SALE ARNOLD BUTLER, Rep.
Guaranteed Monument Co. FOR SALE - Red Seed Oat
$\$ 3.00$ per 100 lbs . Calvin 3rown PECANS WANTED - All Kinds
Any Amount. See Jug Dennis a
Brown Brown Jug Cafe. $11-6 \mathrm{fn}$ home on North Kent $\begin{aligned} & \text { years old. See Mrs. Marvin Nix } \\ & \text { or write Jerry Clark, } 1226 \text { Buc } \\ & \text { caneer Dr., Abilene, Tex. 11-13fr }\end{aligned}$
$\begin{aligned} & \text { GUARANTEED TV SERVICE } \\ & \text { Any make or model. No matte } \\ & \text { where you bought it. Kay Radi }\end{aligned}$


$\overline{\text { FOR SALE - Adorable Black }}$ | and weeks. $\$ 15.00$ and $\$ 17.50$. Lo |
| :--- |
| rise's Pet Shop, Phone 5491 , D |
| Leon. 2 story brick bldg. on Old |

## PRACTICAL NURSING in Hos

 pital or Home. Mrs. R. V. Arnola,Phone 2143, P. O. Box 49, Carbon
Terl
I am available to do all types o
Painting, sheet rocking, tex-ton ing. By the hour or contracting.
Contact at Higginbotham's Lbr.
Yar. Bill Roney, R. 3, Gorman FOR SALE - Gas Range. See it

iin the Fairbetter home. Gorman, | Phone 147 J . |
| :--- |
| FOR SALE or TRADE - 50 foo | Used only 3 months. Phone 2038,

or write Box 49, Mrs. R. V. Arn-
©he (farman 椚ragress

Subscription rates:
All other subscriptions
All orher subscripions - $\$ 3$ Ye
Service Men Complimentary
ADVERTISING RATES
Display - per col. inch local - 45
National, less agency disc. . 49 National, less agency disc. - - 49c
Classified - 3c per word - mini
TEXAS PRESS
TEXAS PR
Member

tables in modern, streamlined homes at which we celebrate the holiday
oday. But, basic to proper observance of the Day is the same spirit of . . the sam the ble
$\qquad$

## ich the founders of our country braved the hazards of the New

## (3) Fivst National bamen

"Oldest Bank In Eastland Counity"



[^0]:    This merely compounded the little Japanese shirtmaker's troubles.

[^1]:    now-see the wider selection of models at your local authorized Chevrolet dealer's!

