## Eastland 塭 Thesgram - <br> THE NEW CAR CAPITAL



PAGE TWO EASTLAND TELEGRAM

## EASTLAND TELEGRAM

 stablished 1923 . Entered as second class matter at the
Post office in Eastland, Texas under the Aet of Congress of March 3 , 1879.

## By Eastland County Newspapers, Ine. H N Dist <br> One week by carrier in city One month by carrier in city One month by carrier in city Une year by mail in county One year by mail out of state | One year by mail out of state $\cdots+\cdots . . . . . . . . . . . .95$ |
| :--- |
| NOTICE TO PUBLIC - Any erroneous reflection | NOTICE TO PUBLIC - Any erroneous reflection upon the character, standing or reputation of any person, firm The character, standing or reputation of any person, firm or corporation which may appear in the columns of this newspaper will be gladly corrected upon being brought newspaper will be gladly corrected to the attention of the publisers. <br> ROBERTSON SAYS: Celebrate wath us! /t's <br> RCAVICTOR Wrak



WILLSON LECTURE PLANNED at CISCO CHURCH OCT. 2nd

Now! A Brighter Color TV for 1964 . . . Brighter Than Ever Before! Unsurpassed Color TV from RCA VICTOR


 true. you have to see it to believev it Bitigiter.
truer color pictures than ever betore with 24,000 .

$449^{50}$ вххснасі




Dr. Barcus To Give Last WSCS Lesson


 ence in a Changing Econ-
ons.
Mrs. M. . . Dry will bring




 welcomed aso new member








RCA VICTOR COLOR TV Home Entertainment Center







 | Bennett Ragsdale, Milburn S. |
| :--- |
| Long, Ina Bean, B. O. Har- |
| rell, A. E. Cushman, Claude |
| Boles, Guy Patterson, To | Botes, Guy Patterson, Toud

Haley and Guy Quinn.
4-IN-1 FUNI
 WEEK


THE MOST TRUSTED NAME in ELECTRONICS

Robertson TV Sales \& Service

CALL MAİ 9-1625, TODAY

EASTLAND, TEXAS

##  <br> <br>  <br> <br>  <br> 

## WMU TO HOLD ANNUAL MEET INSTALLATION OF OFFICERS

## 

Presides At Olden HD Club Meeting



 in prayer and the opening ex-
ercises.
Feotling a short business
mets. Jim Following a short business
meeting, Mrs. Jim Everett
presented a program on "Au
tumn and F all Gardening."
The meetin The meeting was adjourn-
ed Mand Mrs. Talley served
cake and punch to the fol-
cown cake and punch to the fol-
lowing: Mmes. I. B. Walker,
Travis Hilliard, Herrell, H. C.
Fox, Edwards, Everett, O. H.
Dick. Creven Fox, Edwards, Everett, o. H.
Dick, Craven and two new
members, Mrs. Viola Groves
and Mrs. T. M. Alford. Fidelis Matrons Class Officers Are Installed Officers were installed at
the regular monthly luncheoon
of the Fidelis Matrons Sunday of the Fidelis Matrons Sunday
School Class of the First Bap-
tist Chus tist Church. W. Sims officiated
Mrs. H. W
at the installation of the fol-
owing at the installation of the fol-
towing officers: Mrs. C . . 1
Timmons, teacher; Mrs. J. M.
Poe, president; Mrs. Jess Sie.
nona
Mme
Carn
Love
ot
eon
eor

## NEWSPAPERS ARE TOP SALESMEN

Television, like radio before it but to a far greaterd has brought about major changes in the advertising $p$ It has been an aggressive competitor with the other melif its appetite for the advertising dollar, with the cost of $p$ f ing even Grade $B$ programs running to comparatively nomical sums, seems insatiable.
But the power of the written word still gets top recog An announcement from Sears, Roebuck and Compa interest those who like to read as well as to stare. La the figure was $\$ 58$ million, which represented 71.2 pd of Sears' total retail media expense. The balance wem vertising through circulars, magazines, radio and tele and other media.
A spokesman tells the story: "This is tangible evide our continuing faith in the potency of newspaper adver From the day Sears opened its first retail store, the col has made greater and greater use of newspapers. It is 0 that Sears store managers continue to regard the newsp their major medium for more than historical reasons: evaluation is based on the day-to-day results in their stc e, president; Mrs. Jess Sie-
t, vice president; Mrs. Wi-
a Davis, secretary: and Carney, J. D. R. Owen, Wrake W. W. on and insending the lunch-
entation service
were the following: were the following: Mmes. E.
E. Hay, C. L. Garrett, Shir-
ley Bryant, Minnie McClung Pat Crawford, L. A. H H ig h-
tower, Solora Gilkey and Paul

[^0]Television advertising is a catch-as-catch-can affair have to be looking at the set at the moment and it's g an instant. Print is durable and the prospective buy scan and consider it at his leisure.


WWII And Korea Mrs. M, MI Widows Eligible For VA Pensions | the |
| :---: |
| Tva |
| vate | Wensions on the same belighesis for

pen
pen
World War I widows, Edward
Po Poranst, Onstot, manager of the Vet-
erans Administration Regional
Office in Dallas, Texas pointPrior to July 1, 1960, widows
of World War II or of Korean
Conflict veterans we Clint veterans were eligi
ber pension only if the vet-
eran had a definitely ascer-
ainable servicedisabn
death.
existed
widow

 (a) The deceased
husband must have ,
eastland telegram
EASLe A9, 1963 PAGE THREE Group $\quad \begin{gathered}\text { Other Spirals, Rodgers and } \\ \text { Patom, play bass and guitar } \\ \text { respectively }\end{gathered}$ At $\quad \begin{aligned} & \text { Patton, play bass and guitar, } \\ & \text { respectively, } \\ & \text { The youths moved to } t \mathrm{he} \\ & \text { Coast several months ago and }\end{aligned}$ Club
Roast Beef - Hamand Other MeaDishes

Two Vegetables Soup or Salad Dessert Drink Hot Rolls 1.25

Childs Plate - 75; VICTOR HOTEL COFFEE SHOP Cisco, Texas

JNOW © TS
ALL LEAGUES ORGANIzING To NEW LEAGUE BOWLERS ave never bowled in a league \& sign up


TEL. NO.
${ }^{\text {CR: Very Special Prices for Parties }}$


RangersTake ACC"B"12-6 In Non-Conference Game

## Rangers found the right for- Rall mula Thursday night at the first quarter, 6 to 0 o.

For the second time within From that point on it was up RETURNS Home minutes the Rangers we re to the runner with two defend-
called upon to defend the Mr. and Mrs. Dick Yielding cailed upon to detend the goal ers to take care of. The odys. Mhe ave returned from Henrietta,
line. Again proving equal it sey of John Mckee ended with
the



 \begin{tabular}{|l|l|}
\(\begin{array}{l}the eight. <br>

After two exchanges, one\end{array}\) \& | Scoring by quarters: |
| :--- |
| Runt |
| punt and one by downs, Abi- |
| Rabilene | <br>

\hline
\end{tabular}


 Zemo-liquid or ointrent -a doc-
tor's antiseptic, promply relieves
itchin, stops' scratehing and so
 read the classifieds

## 




## 



|  |  |  | CORN |
| :---: | :---: | :---: | :---: |
|  |  | Biscuits mumb-7 ${ }^{\text {nacm }} 49$ |  |
|  |  | Cake Mixes ${ }^{\text {atw }}=3 \mathrm{mmm} \mathrm{m}^{100}$ |  |

TOMATOES GRAPES CABBAGE

Check These Features!
 Scottissue 4 nolis 49 c
 Scott Nankins famixy size - astit colors $\quad 260$ ct. pkse 250


## hair dressing for men

## BRYLCREEM

## Gillette World Series Special Adjustable Razor and Foamy $\$ 729$ Shave Cream. $\$ 2.29$ Value -Only

Green Beans
Allen's Cut
2 to $30 \mathrm{cocm} 23^{\circ}$

## Preserves

Griffin Strawberry
${ }^{3}$ Boe 6mer 49



BOOK PRESENTED
KU MEET TUESDAY


OUR 15th birthday

## SALE

mntinues All This Week
reeeived many more Specials . . . Come during this sale!


Whani Fail to See Cour
re Received a Big New Shipment.
You Can Save Money!
MODE O'DAY
East Side of Square

 Second Annual Bridge Tourney At Brownwood

 Look who's new





 Mrss J. H. Phelps ot carbon
is the ebay
ther sreat-grandmo-
read the classlifies CISCO TRANSFER And Storage 315 E. Main
90ne MAin 9-2044 Local and long distance
moving moving
Office and Trucks in
Eastland

Call for Appointments on Wash - Grease oll Changes ROLLINS \& SONS GULF SERVICE 500 W. MAIN
MAin 9.8840 MAin 9.8840

Browsing With Bev
With BeV Intalled


MRS. Chip white
$\cdots$ former L Lnda Cagle
SATURDAY RITES UNITE MISS CAGLE, MR. WHITE




Sunday, September 29,1963 TELEGRAM

iil H. Martin Is Manager Of Insurance Firm
$\qquad$

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Whusue

- FREE -E-ROOFING Cr Repair Your Old Kesidential an
Commercial Roofing Co. Eastland Phoobe MA 9.2300

This company has been in operation in this section since 1942 selling policies to be used pri-
marily for burial purposes. We write from $\$ 100$ to $\$ 600$ and our policies are paid in cash, which allows freedom in the selection of th, Funeral Ages from 1 month to 90 years. Hamner Funeral Home, 301 S. Lamar, Sasdand

Hamner Life Insurance Company
3en E. Hamner, President

##  <br> TAL CREAM on sum $63^{\circ}$ <br> 



FINE PESTICIDES VITAL
TO U. S. FOOD SUPPLY



## Classified bringssaction

 Dince Opens 7:45 - Show slur
Box Otfice Closes $9: 30$ Vdm. 60c (children Bargain Nights 25c SUNDAY-MONDAY-TUESDAY - SEPT. SANDRA DEE - PETER FOND

WEDNESDAY-THURSDAY - OCTOB Sterling Hayden - Yvonne De Carlo - z





[^0]:    

