

EASTLAND TELEGRAM



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TidBits

By H.V.O.

Most humans spend their days trying to beat the odds, trying to buy low and sell high, trying to find a job with short hours and high pay, trying to find bargains.

We'd all like to have 1958 income and 1932 taxes.

This might be an appropriate season to observe that many of these people believe there is a Santa Claus. They believe that it is possible to get a "bargain" by importing cheap meat from Argentina or merchandise from Indonesia where a man works for a few pennies a day.

In other words, they would like to receive American wages and pay Indonesian or South American prices. Obviously, if they could get by with it, it would skyrocket their standard of living.

But only a few moments of thought will show a person why such a system will not work. Assuming that we all decided to buy cheap and inexpensive items from Argentina and Indonesia, who would provide the market to buy the more expensive items which we Americans manufacture and produce? Certainly the Argentina housewife and the Indonesian wage earners would not be able to purchase our \$800 television sets and our \$7,000 automobiles.

To bring this lesson closer to home... it works the same way here.

When we export more dollars than we keep, we are headed for trouble.

The person who lives here, acquires local dollars, then spends them out of county is seldom aware that he is a saboteur. He thinks that when he belongs to a car pool and buys groceries or other items somewhere else he is hurting no one but the local grocery store. If he doesn't particularly like the local merchant, he perhaps enjoys spending that dollar elsewhere instead of with the local merchant even though the price is the same.

If the local merchant was the only one to suffer, we'd have no problem. But the fact is... the local merchant is only one of hundreds here who suffer. Because the merchant loses that dollar (and many more just like them) he has to get by with one less clerk. That clerk, unable perhaps to find another job, moves his family to another community where a job is available. When he leaves, he deprives the merchant, and other local merchants of his patronage, and still another clerk has to be laid off. And we have a vicious chain reaction.

Because we have made the illustration extremely elementary and simple, some will refuse to believe that it works that way. The fact is, the principle is valid. To spend money out of town reduces our town's total retail trade... and this loss is felt by every resident in the community one way or another.

So it isn't a personal thing. We're not just slapping Old Joe Blow when we don't trade in his store. We're slapping everyone in the community, including ourselves, sooner or later... usually sooner.

Even if a person saves a few cents... if he really does... he has lost that savings many times over in other ways.

If for any reason a person just can't find it in his heart to trade at home, he would be doing the community a service by moving to that place and earning his money where he spends it. If he left, somebody might move in and take his place, someone who could find it in his heart to support the town that supports him! If a town isn't good enough to demand one's loyalty and support, it isn't good enough to live in.

It takes more than new industry to make business boom in a community. All the new industry in Texas can't bring prosperity to a community if the wage earners are hellbent on trading out of town.



... bright with hope and full of promise

In the dawn of 1970, a new day begins, and on the horizon we behold the prospects of a brighter, better future. There are challenges ahead, problems to meet and conquer, difficulties to overcome... yet there is also the bright promise that, with the efforts of all, we shall achieve a community, and a world, richer in progress and prosperity, inspired by the even greater assets of kindness and friendliness. Together, we shall realize the great potential that the decade ahead holds for us.

EASTLAND TELEGRAM

CELEBRATE ANNIVERSARY



Mr. and Mrs. Kit Dabbs were honored on their Golden Wedding Anniversary with a reception at their home. Hosts were their children and their families, Carson Dabbs of Richmond, Lindy Dabbs of Alice, and Mrs. Juanita Williams of Midland.

Out-of-town guests were Mr. and Mrs. Jim Alexander of Brownwood; Mr. and Mrs. Horace Hill and Melvin Harbin, all of San Angelo; Mary, Vicki, and Susie Holcomb, Gertie McCleskey, and Norma Pearl Prime, all of Abilene; Mr. and Mrs. Charlie Johnson, Mr. and Mrs. Arnold McCullough, and Ina McCullough, all of Breckenridge; Mr. and Mrs. Marion Dabbs of Snyder; Mr. and Mrs. Earl Dabbs and family of Midland.

Mr. and Mrs. Torrance Barton, Clarence Dabbs, Mrs. Jake Smith, and Mrs. Effie Williams, all of Fort Worth; Mr. and Mrs. Bud Overman, of Stephenville; Mr. and Mrs. Dave Boney of Ranger; Mr. and Mrs. Till Harbin of Hamlin; Mrs. Delma Bullard and Cleo of Wichita Falls; Mr. and Mrs. Alvie Thompson, Mrs. Hazel Hooks, all of Cisco.

HERE'S YOUR WIND/CHILL CHART

Estimated Wind speed	Actual Thermometer Reading								
	50	40	30	20	10	0	-10	-20	-30
Calm	50	40	30	20	10	0	-10	-20	-30
5	48	37	27	16	6	-5	-15	-26	-36
10	40	28	16	4	-9	-21	-33	-46	-53
15	36	22	9	-5	-18	-36	-45	-58	-72
20	32	18	4	-10	-25	-39	-53	-67	-82
25	30	16	0	-15	-29	-44	-59	-74	-88
30	28	13	-2	-18	-33	-48	-63	-79	-94
35	27	11	-4	-20	-35	-49	-67	-82	-98
40	26	10	-6	-21	-37	-53	-69	-85	-100

(winds greater than 40 mph have little additional effect)

New Book on Sen. Yarborough Sheds Interest Light on Tex-Politics

YARBOROUGH OF TEXAS by William G. Phillips. 160 pages with many photographs. Acropolis Press. \$2.95 in soft cover.

Released just before candidate filing time, this volume is done by a Washington, D. C., public relations man, is one in the Congressional Leadership Series.

Others in the series include Metcalf of Montana, Frank Thompson Jr., and the late Everett Dirksen.

Chapter titles on Sen. Yarborough are Texas Heritage, Preparing for Public Leadership, Texas Politics, Sen. Yarborough, Up the Seniority Ladder, Mr. Chairman, Yarborough and Education, Health Care for Americans, A Gallery of Legislative Achievement and the Eyes of Texas are Upon Him.

The chapter on Texas Politics is of particular interest. To quote the author on the anatomy of Texas politics:

"Eminent political scientists, psychologists, sociologists, anthropologists and even apologists have tried to explain the Texas ballot-box phenomena. They have struggled to find some logical pattern that would apply to Texas' voting behavior over the past 50 years. What rationale could

motivate the historic Texas election victories for such contrasting candidates as 'Pa' and 'Ma' Ferguson, Dan Moody, Herbert Hoover, Franklin D. Roosevelt, 'Pappy' O'Daniel, Coke Stevenson, Lyndon Johnson, Harry Truman, Allan Shivers, Dwight Eisenhower, John F. Kennedy, Ralph Yarborough, John Tower, Hubert Humphrey and John Connally?"

Most Closing For Holiday

Most Eastland stores and business offices will be closed Thursday, Jan. 1, for the New Year Holiday.

The bank, post office, Chamber of Commerce, and courthouse offices will be closed.

Most will re-open Friday morning.

Guests in the home of Mrs. Solara Gilkey were Mr. and Mrs. W. E. Gilkey, Robert and Mike of Corpus Christi and Mr. and Mrs. James Gilkey and Lisa of Graham.

FULLEN MOTOR Co. LAUGH-A-DAY

Sara: "Our dog is just like one of the family." Clara: "Really? Which one?"

Freyschlag INSURANCE

Presents the WEATHER - Clear to partly cloudy and a little warmer. Thursday high should be in upper 40's.

'Dry' Cold Snap Due Thursday as County Digs Out of 'Wet' One

Old Man Winter paid Eastland County a not-so-gentle visit as the Old Year ended, and cloaked the county in a mantle of ice, making roads and highways slick and dangerous, mainly Tuesday morning.

2 INCHES RAIN
Coming in on an unusual front Sunday, it turned out to be a real winter storm, complete with thunder, lightning, and heavy rain. Official Weather Observer James Dabney reported that the two inches of rain that fell, probably kept the immediate Eastland area from experiencing quite as much ice damage as was evident in Gorman and other areas where the rain wasn't as heavy. The Sunday storm began about 2:30 p. m. and continued until about 2 a. m. Monday and the steady rain helped wash the icing away. In other areas of the county, less moisture amounted to a lot more icing, he said.

35 ACCIDENTS
Highway Patrol Sgt. Jerry Mathews reported that "more than 35" car accidents occurred in his area (counties of Eastland, Callahan, Stephens, and Shackelford) during the icy weather. Mathews said all reports are not in and an exact figure was not available. "Eastland County has not been the accident problem that Callahan County has", Mathews said. One person was killed east of Baird and several people have been seriously injured.

The Christmas holidays were very well, with few accidents", Mathews reported. "This weather has been the cause of most of our trouble. If the weather will stay clear through the rest of the week, things should be all right."

LOW WEDNESDAY 19
Low temperature for the period was recorded Wednesday morning, when an official reading of 19 degrees was posted. A total of 2.39 inches of moisture was recorded during the spell, which was clearing Wednesday as a bright sun came out to warm and thaw.

High temperature Sunday was 34 and the low was 28. On Monday, the high reading was 27, and the low was only two degrees down at 25. On Tuesday, the low was 25 and the mercury got up to 29, late as the sun tried to peek out from behind the leaden sky.

A Saturday rain shower, accounted for .25 of an inch and the two inches on Sunday, plus .14 of an inch from snow Monday made up the moisture picture.

NO CROP DAMAGE
Gilbert Meredith of the ASCS office reports no crops damaged by the ice storm since crops are already harvested, and only possible damage would be pecan trees and this is considered slight. He said the ice storm and freezing weather did a great deal to help the peanut farms. Peanut production for this year is short of the 1968 production because of a strong problem with insects. When the ground is covered with ice and frozen insects, hibernating under the soil are killed. More cold weather with the ground refreezing 10 to 12 inches deep, would be a giant step toward control of the insect problem, he said.

SANDING HELPS
All area roads were passable Wednesday morning, according to Gil Gaeta, dispatcher for the Texas Highway Department maintenance department.

"Of course, the roads are still icy in spots," Gaeta said, "but it's possible to travel from here to Midland or from here to Lubbock. We've been out putting gravel on bridges and hills; we worked Tuesday night putting gravel on the hill just east of Cisco but that was our only bad spot Tuesday night."

Gaeta added, "We're just hoping that the cold front expected tonight (Wednesday) doesn't get here."

UTILITIES INTERRUPTED
The heavy ice storm in this area earlier this week has been the cause of much damage and temporary loss of service to our electrical, telephone, and cable high lines.

Frank Sayre of Texas Electric Service Co. reports that electrical service to this immediate area has been fully restored due to the 24 hour work days put in by repair crews. He said that most of the damage in the city limits resulted from fallen limbs and ice on service lines going to houses. Many lines in rural areas were completely down because of the heavy ice. Mr. Sayre also said that the loss of power experienced Monday was caused when heavy ice broke a pole and dropped a main transmission line.

John Neville of Southern Television reports moderate to heavy damage to television cable lines in Eastland and Ranger with extremely heavy damage in Cisco. At this time service has been fully restored, except to a few customers lines to their houses are down. If these people will report their trouble to Southern Television, the lines will be quickly repaired, he said. All viewers will probably experience some difficulty with channels 9 and 12 until the ice on the tower antennas is fully melted. Difficulty had also been noted in the main line amplifiers with a loss in power whenever the electrical power went down, but this has been corrected.

Bill Walter of Southwestern Bell reports that most of the damage to telephone service occurred in the Cisco area with very little damage to lines or equipment in Eastland and Ranger.

CISCO COLLISION
A 1969 model station wagon was demolished about 3 a. m. Tuesday when it was in collision with a State Highway Department dump truck about a mile east of Cisco on Highway 80. The truck was out to spread gravel on the road that was becoming impassible due to ice and snow.

The driver, Rogelio Reyes, 31, and his son, David, 7, were taken to Graham Hospital but later released. Their station wagon was picked up by Claude Tucker Garage wrecker. It was expected to be a total loss. The Reyes live in Albuquerque, N. M., and were eastbound.

Trees and shrubs were suffering considerable damages throughout the area as ice was sticking in sufficient quantity to break limbs.

Ice sticking to power lines caused an interruption of electric power throughout the area. West Texas Utilities Company workers began repairing troubles, early Monday and were still busy at noon Tuesday. Some power lines, in the Scranton and Rising Star highway areas, had been off 12 hours or longer. Most areas of Cisco had some interruption but were restored with all possible speed.

City streets were in comparatively good condition Tuesday afternoon as gravel had been applied in slick places and temperatures had climbed up enough to cause some melting.



"THE DAYS OF THE BENT TREE"



MRS. MARENE JOHNSON of Eastland and official representative of the Eastland Rotary Club, now on a good-will mission to Australia and New Zealand, postcards as follows: "This is an exciting trip and this city of 25,000 (Auckland, N.Z.) is a miracle of steam—from the earth. Thermal baths, and no hot water heaters! Have had such a wonderful glimpse of "downunder" and find it beautiful, interesting, with extremely gracious people. This geyser (shown on post card) is temperamental, but it played for me yesterday, 90 feet high."

Mrs. Dempsey, 67 Funeral Services Buried Following Sunday Services Held Wednesday For R. P. Avery

Funeral for Mrs. Martha Jane Dempsey, 67, was held at 2:30 p.m. Sunday in First Christian Church with the Rev. Richard Russell, pastor of First Christian Church of Breckenridge and the Rev. Gary Shoemaker, pastor of First Christian Church of Ranger, officiating.

Burial was in Bullock Cemetery under the direction of Killingsworth Funeral Home with Dalton Hatton, Winifred Hatton, Clinton Adams, Welton Adams, Bob Miller, Lloyd E. (Bud) Miller, Harold Hill and Bill Harrison serving as pallbearers.

Mrs. Dempsey died at 3:15 a.m. Saturday in Stephens County Memorial Hospital following an illness of one week.

A native of Stevens County, she was born Jan. 3, 1902. She was the former Mary Jane Adams and married Caudy Neal Dempsey in July, 1921. She was a longtime resident of the Lucasa Community.

Survivors include her husband; one son, Wesley of Ranger; one daughter, Mrs. Don (Helen) Bradford of Ranger; one foster son, Clifton of the home; one brother Walter Adams of Gustine; four sisters, Mrs. Ott Miller of Stephenville, B. R. Hatton of Ranger, Carl Hill of Irving and Henry Martin of Fort Worth; six grandchildren; one great-grandchild and one aunt, Ethel Adams of Ranger.

Final rites for Raymond P. Avery, 74, former Ranger resident, were held at 10 a.m. Wednesday in Killingsworth Funeral Chapel with members of Ranger Masonic Lodge No. 738 conducting the service. Burial was in Evergreen Cemetery.

Mr. Avery died Sunday in El Paso.

A member of Ranger Masonic Lodge No. 738, he also held membership in Scottish Rite, El Maida Shrine Temple and VFW Post 8919, all of El Paso.

Survivors include his wife; one daughter, Mrs. Robert Moore of Chinle, Ariz.; two sisters, Mrs. E. Patterson of Beeville and J. R. Westbrook of Lock Port, La.; six grandchildren and one great-grandchild.

Funeral Services Held Sunday For Carol S. Clark

Carol S. Clark, 75, a resident of Ranger area for the past five years, died Friday in Ranger General Hospital.

Funeral was held at 3 p. m. Sunday in Edwards Funeral Chapel in Strawn with burial in Mount Marion Cemetery.

Born June 8, 1894 in Alma, he was a retired oil field worker.

He is survived by one daughter, Mrs. Marjorie Stuart of Pecos.

GOODFELLOWS Issue Formal 'Thank You'

"THANK YOU!"

This is the message from Goodfellows to each person who helped in any way with the work of Goodfellows . . .

To those who contributed money, food, clothing, or toys . . . to those who gave time to repair the toys and dress the dolls. . . to those who purchased gifts or distributed gifts. . . to those who provided storage for items before they were delivered. . . to EACH ONE

Goodfellow President Tom Wilson said, "Eastland has a right to be proud of its citizens who help each other so much."

Treasurer James Reid reported these latest contributions: Previously reported \$2,143.77

First Assembly of God Church	6.00
Mr., Mrs. Scott Bailey	10.00
Total	\$2,159.77

Funeral Services Held Tuesday for Raymond Proctor

Raymond S. Proctor, 61, died at 5 a.m. Sunday in Ranger General Hospital following an extended illness.

Funeral services were held at 2 p.m. Tuesday in Killingsworth Funeral Chapel with the Rev. B. Thomas Tribble, pastor of First United Methodist Church, officiating. Masonic graveside services were conducted at Evergreen Cemetery with Masons serving as pallbearers.

Born July 7, 1880 in Painesville, Ohio, he was married to the former Pauline Bradshaw, April 26, 1937 in Gordon. A resident of Ranger for three and one-half years, he was a retired employee of General Motors of Detroit, Mich., a member of Second Baptist Church and a member of the Masonic Lodge in Detroit.

Classes Resume Here Jan. 5

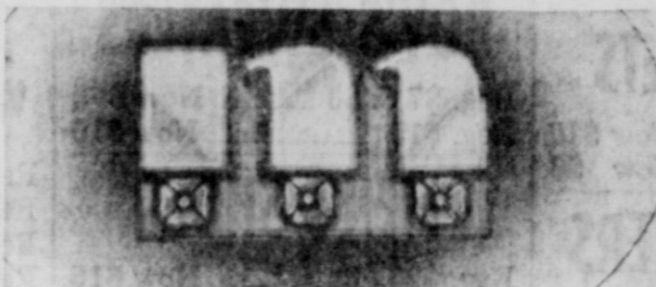
Eastland schools will resume regular schedules Monday, Jan. 5. The buses will run, the lunchrooms will be open and classes will open and Dismiss at the regular time.

Classes dismissed Dec. 19 for the Christmas-New Year holidays.

PHOTOS FROM 1969—Herewith is a collection of photos taken and scheduled for issues during 1969, but which didn't see print, due to last-minute changes which cut down available space.



EASTLAND INDUSTRIES ANNOUNCEMENT . . . big moment for area



MUNSINGWEAR EMBLEM . . . achievement for Hollywood-Vassaretters



Y DAY CAMPERS



Elvis Presley, as a doctor, and Mary Tyler Moore, as a nurse-therapist, take Lorena Kirk, a patient they have cured of a mental disorder, for an outing in the park as part of the therapy in Universal's dramatic "Change of Habit" photographed in Technicolor.

Enterprise, Accomplishment and Your Newspaper Boy

He Teams Up With Your Home Town News Paper to Keep Your Community In Focus



He gets the job done, no matter what. For the newspaper boy, that's a valuable lesson in responsibility. He learns to manage his route, wisely and well. For the newspaper boy, that's a boost in self-confidence, as well as an early start in developing a sense of business enterprise and accomplishment that will stand by him all his life. To the newspaper boy, we say, "Congratulations." We're proud to know you.

There's amusement and entertainment, for the young of all ages in your newspaper. It is your marketplace, too, where advertisers in friendly competition bid for your attention, with the highlights of their selections and services. Treat yourself . . . read your newspaper.

Cisco TV Lab ANNOUNCES

A Change In Name But Not In Ownership or Zenith Products

Effective January 1, 1970 Our Store will Be Known as

★ ★ ★
CALDWELL'S TV
Cisco, Texas

We are looking forward to serving you with ZENITH products and the finest in service

EASTLAND TELEGRAM



WHERE THE ANTELOPE PLAY—Herds of wild antelope still roam the mesa and mesquite country on the Buckeye Ranch at Ft. Sumner, N.M. Owner Jeff Good, at left, and ranch manager, Red Kyle, raise Herefords on 42,000 acres. In winter months they feed their cattle cottonseed cake.

COTTON AND CATTLE

The Bobcat Got Away

Not long ago, cowboys in a light airplane were chasing a bobcat running for cover on the Buckeye Ranch in Fort Sumner, New Mexico.

As the plane swooped down for the kill, one of the airborne hunters became excited and fired without taking aim. He shot off a front wheel of the airplane. They landed safely but the bobcat got away.

Ranch owner Jeff Good is a state representative and spends a good deal of his time in Santa Fe. But he's still a rancher and has been all his life, as his father was before him. As he drives a new Jeep station wagon over the rugged mesa country, Mr. Good observes, "I don't worry about being away because Red Kyle, our ranch foreman, knows every cow on the place by her first name."

Mr. Good regrets there are so few of Red's caliber around these days, and he expresses concern over the growing problem of finding and keeping good ranch hands. They get along on the Buckeye

Ranch by sharing the work load with neighboring cattlemen, especially at round-up and branding time.

"I'm strictly a cottonseed cake man and so was my Dad," Mr. Good says. "We feed our Herefords four or five pounds of cake per head every other day, sometimes for as long as six months."

This is a successful, light-stocked operation on 42,000 acres. Mesquite, a spiny shrub or small tree with shadeless foliage that has no grazing value, is becoming a problem and he'll soon have to spray or bulldoze. He'd like to get into extensive irrigated farming but hesitates because of the high cost.

The Goods live in a beautiful Spanish-style home with all modern conveniences and their lives form an integral part of today's cattle business, which is geared to the electronics age and the mass market.

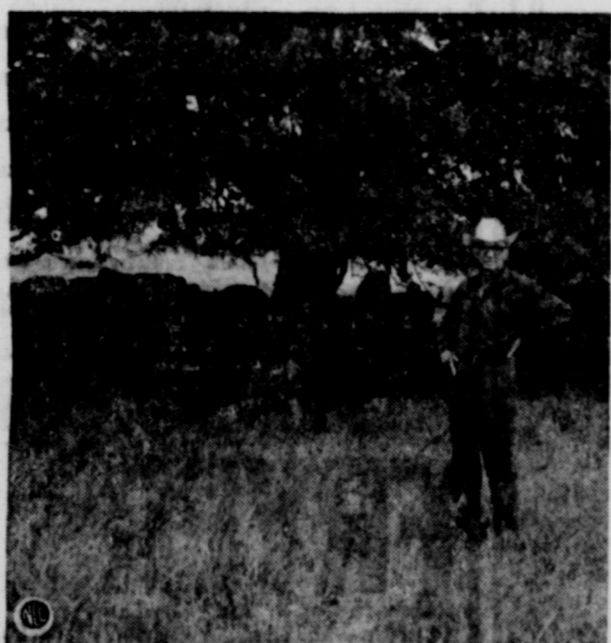
Research and development have changed the cotton and cattle industries. But some things just naturally stay together.



FENCED OUT—Hereford cattle seen over a corral fence at the Buckeye Ranch in Fort Sumner, N.M. Science and mechanization have geared the \$8 billion a year cattle industry to the electronics age and the mass market.



WINTER FEEDING—With snow on the ground and no grass in sight, cattle gobble up protein-rich cottonseed pellets. This safe, natural feed is also high in energy value and contains phosphorous and other minerals.



VETERAN CATTLEMAN—Ranch operator Ray Jackson poses with part of the pure-bred Angus herd on the 28,000-acre Powell spread in Meridian, Texas. He knows grass plus supplemental winter feeding of cottonseed cake maintains strong, healthy cows and bulls and produces big, growthy calves.

COTTON AND CATTLE

GOAL: 100 Percent Calf Production

On the N. P. Powell Ranch in Meridian, Texas, herds of wild deer roam the rolling 28,000 acres and, occasionally, a riding horse gets bitten by a rattlesnake.

This is mesquite country . . . home of the spiny shrub or small tree which exudes a gummy, commercially worthless sap. Its lacy, shadeless foliage has no grazing value and its roots sometimes penetrate as deep as 70 feet.

Ranch manager Ray Jackson has learned to live with it. His is a light-stocked operation supporting 1,400 cows and 125 bulls, which include a registered herd of 150 cows producing 140 calves a year on the average. That's 93 percent and close to perfection.

Lean and cattle-wise, Mr. Jackson is strong in his preference for cottonseed cake as a supplemental feed. Good grass plus the P.E.P. (Protein, Energy, Phosphorous) content of the cake during the winter main-

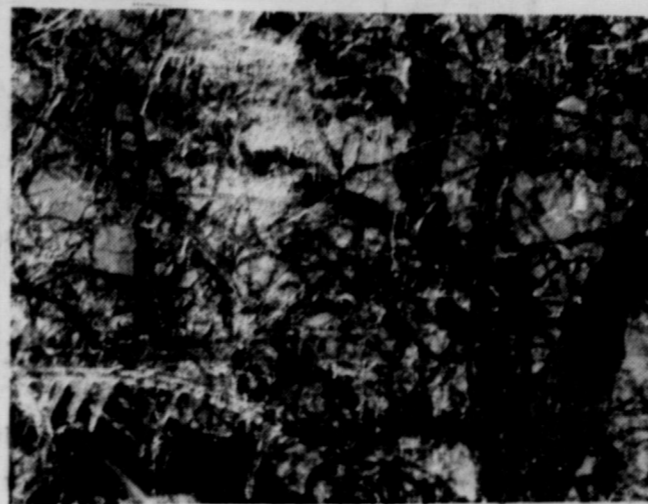
tains strong, healthy cows and bulls and, therefore, big, growthy calves.

Aware of the many faddish feeds on the market today, Mr. Jackson insists, "I get better performance using one pound of cottonseed cake, which contains 41 percent protein, than three pounds of 20 percent range cubes."

Young bulls from the pure-bred Angus herd get a special ration on the Powell Ranch. As calves, they are placed in a special feed lot at weaning time and given grain, cottonseed hulls, cottonseed meal and molasses. After a month or two, they are turned out to pasture, to self-feed on cottonseed hulls, meal and cake for a week or so to get used to eating the cake. Thereafter, the young bulls get two pounds of cake per head per day until they're old enough to join the bull herd or be sold.

Mr. Jackson gets \$450 or more for an 18-month-old breeding bull.

Current Winter Scenes



A NEW KIND OF SECURITY

We're talking about Funeral Security Trust Plans and what they do to protect your family

- Assure that arrangements will be right.
- Guide survivors in how much to spend
- Save insurance benefits for survivors.
- Provide when there is no family
- Spare the family difficult decisions.
- Provide a reduced price for services.
- Provide a hedge against inflation.

If you don't know about Funeral Security Trust Plans, Phone 629 - 2611 out of town call collect.

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INSURANCE COMPANY

PLAYTEX GIANT JANUARY SALE

SAVE \$1.00
PLAYTEX® LONG LINE BRAS

PLAYTEX® CROSS-YOUR-HEART® LONG LINE BRAS
(or 1/4 length): only \$4.95, reg. \$5.95. 32A-44D (D cup \$1 more)

SAVE \$1.00
PLAYTEX® LIVING® STRETCH BRA
Only \$3.50, reg. \$4.50. With stretch straps: only \$3.95, reg. \$4.95. 32A-42D (D cup \$1 more).

SAVE \$2.00
PLAYTEX® made with LYCRA® GIRDLES
Double Diamonds® girdle: only \$8.95, reg. \$10.95. Panty: only \$10.95, reg. \$12.95. Long Leg Panty: only \$11.95, reg. \$13.95. Sizes: XS, S, M, L (XL \$1.00 more).

SAVE \$1.00
PLAYTEX CROSS-YOUR-HEART SLIGHTLY PADDED BRA
with stretch sides, back and straps: only \$4.00, reg. \$5.00. 32A-38C.

SAVE \$1.00
PLAYTEX® SOFT-LINE® PADDED BRA
with stretch sides, back and straps: only \$4.00, reg. \$5.00. 32A-36B.

SAVE \$1.00
PLAYTEX CROSS-YOUR-HEART STRETCH BRA
with stretch sides, back and straps: only \$4.00, reg. \$5.00. 32A-42D. (D cup \$1 more).

Sale prices in effect from Dec. 26, 1969, through Jan. 25, 1970.

All Bras and Girdles—White. *DuPont's registered trademark. PLAYTEX made with LYCRA® Girdle: Back panel: 74% acetate, 16% rayon, 10% spandex. Crotch: 100% nylon. (Elastic sides: 80% nylon, 20% spandex.) Exclusive of other elastic.

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AS SEEN ON TV

SHOP HARELIKS For Better Values EASTLAND, TEXAS

Safeway Dollar Days



Safeway Stores
OPEN
New Year's Day!
9 a.m. to 6 p.m.

Joyett Mellorine
Assorted Flavors
3 1/2-Gal. Cartons **\$1**
Safeway Special!

Del Monte Stewed Tomatoes
Great for Casseroles
4 16-oz. Cans **\$1**
Safeway Special!

Lunch Meat Armour Treet
Great for Lunchtime
2 12-oz. Cans **\$1**
Safeway Special!

Mix or Match!
★ Cling Peaches ★ Golden Corn
★ Apple Sauce ★ Town House Special
★ Fruit Cocktail
★ Cut Green Beans
★ Green Peas
5 16-oz. Cans **\$1**

Hormel Vienna Sausage
Snacktime Favorite!
5 4-oz. Cans **\$1**
Safeway Special!

Highway Cling Peaches
★ Halves or ★ Sliced
4 29-oz. Cans **\$1**
Safeway Special!

Winter Favorite Hormel Chili
With Beans
3 15-oz. Cans **\$1**
Safeway Special!

Mix or Match!
★ Blackeye Peas ★ New Potatoes
★ Green Peas ★ Shoestring Potatoes
★ White Hominy ★ Sauerkraut
★ Sliced Beets
★ Pineapple Juice
10 for **\$1**
Safeway Special!

Soft Weve Toilet Tissue
Assorted Colors
4 2-Roll Pkgs. **\$1**
Safeway Special!

Serving You BETTER... Saving You MORE!
COMPARE AND SAVE!
You save CASH at Safeway... No messy, expensive stamps to bother with; no troublesome, confusing coupons to handle. Compare the convenience! Compare the CASH SAVINGS every day when you shop at Safeway!

SAVE ON NATIONAL BRANDS!
LOW, LOW PRICES EVERY DAY!
Your favorite brands—Del Monte and Libby, Kellogg, Van Camp, Jell-O, etc.—all of them are here at low prices every day. Save pennies, nickels, dimes on purchase after purchase. No need to wait for specials. Shop when you want to shop.

SAVE ON HEALTH & BEAUTY AIDS!
LOW, LOW PRICES EVERY DAY!
Our prices can bring you tremendous saving on non-foods, too! Check our prices on your favorite brands of toothpaste, deodorants, cosmetics, headache remedies and other health and beauty aids. Check our low prices, too, on other non-food items such as baby needs, glasses, kitchen tools and bathroom accessories.

Hunt's Tomato Juice
Rich Tomato Flavor
3 46-oz. Cans **\$1**
Safeway Special!

SAVE ON TOP QUALITY MEATS!
LOW, LOW PRICES EVERY DAY!
At Safeway, you get only USDA Choice Heavy Beef and Lamb at Low Prices Every Day. This is meat graded by U.S. Department of Agriculture experts; the Choice grade goes only to meat which is tender, juicy, flavorful. All Safeway meats are trimmed waste-free, and guaranteed to please or money back!

SAVE ON FRESH PRODUCE!
LOW, LOW PRICES EVERY DAY!
You always get the best and freshest produce at your Safeway Store. And it's priced as low as the market allows. Our buyers are stationed in every important producing area. They buy the best and rush it here. We sell it at Low, Low Prices every day.

SAVE ON SAFEWAY BRANDS!
LOW, LOW PRICES EVERY DAY!
Safeway's own brands, which are offered as additions to our wide selection of national brands, offer some of the biggest saving opportunities. These fine, guaranteed brands are made by Safeway, or to our strict specifications. They cost us less, so we sell them for less.

Safeway Meats Are Unconditionally Guaranteed!

Boneless Roast
★ Chuck or ★ Shoulder
USDA Choice Grade Heavy Beef
69¢ -Lb.
Seven Roast Sliced Bacon
or ★ Seven Steak.
Full Center Cut, USDA Choice Heavy Beef
68¢ -Lb.
Capitol **69¢** Pkg.

Rib Steaks	USDA Choice Grade Heavy Beef	-Lb.	87¢	Pork Loin Roast	Full Rib Half (Full Loin Half—Lb. 85¢)	-Lb.	79¢
Chuck Roast	Full Blade Cut, USDA Choice Heavy Beef	-Lb.	58¢	Pork Chops	Quarter Sliced Pork Loin	-Lb.	75¢
Arm Roast	Full Cut, USDA Choice Grade Heavy Beef	-Lb.	68¢	Pork Roast	Boston Butt, Semi-Boneless (Pork Butt Cut—Lb. 81¢)	-Lb.	59¢
Beef Short Ribs	USDA Choice Grade Heavy Beef	-Lb.	39¢	Armour Bacon	★ Armour Star Sliced (Safeway 1-Lb. Pkg. 71¢)	1-Lb.	85¢
Ground Chuck	Lean Beef	-Lb.	79¢	Sliced Bologna	Jumbo, Safeway	-Lb.	69¢
Hamburger Steaks	Formed, Ready to Cook	-Lb.	69¢	Armour Cervelat	Texas-Style, By the Piece	-Lb.	69¢
Top Sirloin Steak	Boneless, USDA Choice Grade Heavy Beef	-Lb.	\$1.49	Canned Hams	Armour Star, Pear-Shape	3-Lb. Can	\$3.75
New York Steak	Boneless Strip, USDA Choice Grade Heavy Beef	-Lb.	\$1.99	Smorgas Pak	Eckrich, 4 Varieties in Pkg.	1-Lb. Pkg.	99¢
Ground Beef	Safeway Handy Chub Pak	2-Lb. Chub	\$1.15	Link Sausage	Pork, Oscar Meyer, Natural Casings	-Lb.	98¢
Boneless Brisket	USDA Choice Grade Heavy Beef	-Lb.	88¢	Fish Sticks	Jumbo, Pre-Cooked	-Lb.	55¢
Armour Franks	or ★ Safeway, All Meat	12-oz. Pkg.	55¢	Perch Fillets	Large, Pre-Cooked	-Lb.	59¢
Stick Salami	Safeway, By the Piece	-Lb.	75¢	Breaded Shrimp	Pre-Cooked	-Lb.	\$1.59

USDA Inspected Grade 'A'
FRYERS 29¢
Ready-to-Cook, Everyday Low Price!
(Cut-Up—Lb. 35¢) Whole —Lb.
Leg Quarters **39¢** or ★ Thighs, Cut from USDA Inspected Grade 'A' Fryers —Lb. **65¢**
Breast Quarters **45¢** Baking Chickens **35¢**
3 to 3 1/2-Lb. Average, USDA Insp. Grade 'A'

Saltines	Melrose, Soda Crackers	1-Lb. Box	19¢	Ice Cream	Snow Star, Assorted Flavors	1/2-Gal. Carton	63¢
Tomato Soup	Town House	10 1/2-oz. Can	10¢	Enriched Flour	Harvest, All-Purpose	5-Lb. Bag	39¢
Chunk Tuna	Light Meat, Sea Trader	6 1/2-oz. Can	29¢	Salad Dressing	Piedmont Jar	Quart	37¢
Cheese Spread	Imitation Process	2-Lb. Box	59¢	Facial Tissues	Silk, Assorted Colors	150-Ct. Box	17¢

Bakery Values
Hot Dog Buns 25¢
or ★ Hamburger, Mrs. Wright's, Special! —8-Ct. Pkg.
Dairy-Deli Values
Party Dips 3 8-oz. Cans **\$1**
Lucerne, Assorted, Special!
Eastland

Prices Effective Thurs., Fri. and Sat., Jan. 1, 2 and 3, 1964.
We Reserve the Right to Limit Quantities. No Sales to Dealers.

Cake Mixes Mrs. Wright's, Assorted, Safeway Big Buy! **4** 18 1/2-oz. Pkgs. **\$1**

Tomato Sauce Hunt's, Safeway Special! **9** 8-oz. Cans **\$1**

Gelatin Desserts Jell-well, Assorted, Special! **12** 3-oz. Pkgs. **\$1**

Fruit Drinks Craymont, ★ Grape ★ Orange or ★ Tropical Punch, Big Buy! **4** 46-oz. Cans **\$1**

Dog Food roach, ★ Regular ★ Liver or ★ Chicken Flavor, Special! **12** 15 1/2-oz. Cans **\$1**

Alka-Seltzer
Relief of Upset Stomach.
(69¢ Value)
47¢
25-Ct. Bottle

VITAMINS
A Guaranteed Quality Product
Safeway, Chewable, ★ Multiple Plus Iron ★ Multiple Vitamin ★ Vitamin C.
99¢
100-Ct. Bottle

Check These Frozen Food Values!

Meat Pies Manor House Assorted, Safeway Special! **6** 8-oz. Pkgs. **\$1**

Apple Pie Bel-air, Special! **3** 24-oz. Pkgs. **\$1**

Waffles Bel-air, Breakfast Treat! **20** 5-oz. Pkg. **25¢**

Orange Juice Scotch Treat, Frozen, 6-oz. From Florida **19¢**

IF YOU ARE INTERESTED IN SAVING MONEY, READ THIS:
At Safeway Stores you will find everything* priced low every day. In our convenient stores, we have reduced food selling to a brass tacks operation. No expensive, messy stamps to handle or slow down checkout service. Costs of operating the stores are held down in every possible way. Our customers benefit in lower prices on every item*. Our Everyday prices are as low on Monday as they are on Saturday so you can shop on the day you want to shop. You'll benefit from extra savings on our advertised Specials every day, too. Come, compare and see. See how much you can save on every shopping trip to Safeway.
*Except government-controlled and Fair Traded items.

Cane Sugar 56¢
Hard Core, Pure Cane —5-Lb. Bag
Variety & Quality!

Grapefruit Rich in Vitamin C. Economy Bag
20 Lb. Bag **99¢**

Strawberries Full Plat. Each **3** for **\$1**

Avocados Extra Large, Each **3** for **\$1**

Red Grapes Red Emperor, US No. 1 —Lb. **29¢**

White Grapes Colmar, US No. 1 —Lb. **29¢**

Tangerines Texas Large —Lb. **19¢**

Tangelos Florida Large —Lb. **19¢**

Baby Food Heinz, Assorted, Sterilized, ★Fruit, ★Vegetables ★Desserts —Reg. Jar **8¢**

Dog Food Twin Pat. Dogs Love It! —15-oz. Can **7¢**
Safeway Fresh Produce!

Bananas Golden Ripe! Great for Snacks. Special At Safeway... —Lb. **10¢**

Pineapple Sugarloaf, Large —Each **45¢**

Turnips Clip Top, Flavorful **2** lbs. **29¢**

Cauliflower Large, Seamy White Heads —Each **39¢**

Rutabagas Turlop, Texas Green **2** lbs. **29¢**

Cucumbers Texas Grown, Each **2** for **29¢**

Yellow Onions Favorite for Flavor! **2** lbs. **29¢**

Red Potatoes Perfect for French Fries or a Hearty Meal, Economy Bag **20** Lb. Bag **89¢**

