FOR SALE: M

so have

ax Refunds

George H. Sheppard rted gasoline tax rethe year were \$5,780, of \$46,485,584 collected port covers the state fis-ended Aug. 31, 1937. to farmers for gasoline ctors and other farm im-

Kastland Telegram

10c WEEK **Delivered To Your Home**

NO. 278

Sept. 25. - Fulfillat to spray China's death from the air. es made five raids

ere 96 planes in the official estimates said vere dropped. invaders and three

Press office in the nking rocked with the The shock was felt at assy a mile away. ructive of the bombs ped by a fleet of giant bombers, which circled

> IAI, Sept. 25.—Japan-leets today bombed the arter of Shanghai, adthe International Settlese civilians were

IGTON, Sept. 25. — mbassador C. T. Wang lay that the Japanese na had placed itself be ale of humanity by ine bombing of civilian take him now," said the man who ruction of Chinese Red disappeared immediately after he

omen Democrats In Session

VORTH, Sept. 25. s Haskell Edmons io, state chairman o division of the Demty of Texas, today op-te convention here for sand Texas women

anne W. Langhorne recently named educaof the women's Demcational program, spoke ing session of the two-

anghorne outlined plan ducational program deacquaint women with problems and interest

vernment. the campaign will be 1: st able women speakers e. she said. Each councanize study groups for of governmental funcworld needs. pe to reach 75,000 Tex-

in these study groups,' chorne said. neer of WPA Projects Arrives

Dickinson, new area No. her with the Works Progistration with office at has been with the

wo years. tial service with the proat Brownwood where as an area engineer and rvisor. He was trans-Eastland from San Anict No. 19 office where eld inspector. on's home is at Balling-

ficial is the successor to oney, whose district was of Palo Pinto, Eastdrafting a bill to tax fleets of mo Callahan counties. Palo ity has been attached to Worth area office where 7 headquarters are. of the area engineer in ceiving projects from passing them on to disquarters and assignorkers for projects. kinson and their on living at rooms 401 and he Connellee hotel.

Crude Production WPA's Enigma Shows Slight Drop Except In Texas

HOUSTON, Sept. 25 .- National crude oil production averaged 3, 659,275 barrels daily during the

Weekly reported today.

the U. S. Bureau of Mines. With the bureau's estimates for end. October set at 55,800 barrels per

ictual domestic demands. Texas wells averaged 1,496,000 ver last week.

Brashears Estate Is Nearly \$25,000

Community personal and rea property of H. Brashears, promient farmer who lived near Ranger and died July 28, and Mrs. M. E. Brashears approximates over \$24,000, according to a prelimin-ary report on the estate filed in ounty Clerk R. V. Galloway's of-

According to the report the five children will receive one-tenth "I've had him long enough. You each of the estate and Mrs. Brashears, as by law, the other half. The children's property is suband the use of poison pushed this attractive two-yearequent to the homestead rights. Deductions are approximately

Children of the couple are Joe Brashears, D. Brashears, Mrs. Belle Hindman, Mrs. Effic Powell and Mrs. Mollie Puryear.

Other Grads Are To Keep Up Study

Other May graduates of Eastg their studies in colleges were sted Saturday.
These were Maxine Coleman,

AUSTIN, Sept. 25 - Numerous John Tarleton Agricultural col

A considerable part of the 150 attending colleges and universities

Estimate of Cost of Teacher Retirement Made by Auditor

AUSTIN, State Auditor Tom C King today filed a report with Gov. James V. Allied placing the estimated cost of state participation in teacher retirement at be tween \$1,360,550 and \$1,683,750 a year. If all persons eligible for retirement under the act should Haskell, qualify it would take \$2,995,000 \$5,000,000 available by taking the for the state to match the fund

taxes from road purposes. A cen a gallon gasoline tax furnishes the road bond retirement fund. Specific recommendation from Gover S.S. Promotion Day

First Baptist church of Eastland will observe promotional day for Sunday schools this morning. Pastor J. I. Cartledge announced

Saturday. Morning sermon subject will be "The Christian Commissiary," at ject is announced by "The Sover-

eignty of the Soul." Baptist Training Union meets and half for general purposes.

Rep. Abe Mays of Atlanta was vene at 9:45 a. m.

Commissioners Find **Precinct Voted Dry**

Three hundred and twenty otes for and 38 votes against was sclosed as the result of an elec ion in justice of peace precinct 5 election Sept. 18 upon a propo-sition for the prohibition of sale of all alcoholic beverages, accord-

and thanksgiving service observing payment of the last note on its \$425,000 building.

Rev. W. H. Johnson, pastor of sheriff to Tom Lovelace Transfer been conducted two years. And to be practical, the courses are to be practical, the courses are to be practical. Clark stated that in recent months students have been enabled by the education to

the church when it was constructed in 1920, and Rev. George W.
Thomas, pastor seven years, will preach at the evening hour. Rev.

JAPAN'S IRON OUTPUT UP
TOKYO—During the first half of 1937, according to figures published here, production of iron sity and president of the Baptist General Convention of Texas, will deliver the sermon this morning.

Tokyo—During the first half of 1937, according to figures published here, production of iron by the Japan Iron Manufacturing deliver the sermon this morning.

Tokyo—During the first half of 1937, according to figures published here, production of iron by the Japan Iron Manufacturing deliver the sermon this morning.

Tokyo—During the first half of 1937, according to figures published here, production of iron by the Japan Iron Manufacturing deliver the sermon this morning.

Tokyo—During the first half of 1937, according to figures published here, production of iron by the Japan Iron Manufacturing deliver the sermon this morning.

Tokyo—During the first half of 1937, according to figures published here, production of iron by the Japan Iron Manufacturing deliver the sermon this morning.

Tokyo—During the first half of 1937, according to figures published an electrical by the Japan Iron Manufacturing deliver the sermon this morning.

Tokyo—During the first half of 1937, according to figures published at the school.

While designed partly to help proved plans for a combination administration and library building for the School of Mine at El Paso.

Advertisements for bids on the two-story and basement structure persons obtain work, the courses, situated to cost \$100,000 will be be made in a few weeks.

COMPANY RIGGING UP ON OPERATION SEEKING **PAY FROM STRAWN SAND**

The national total was 149,975 in the south half of the northwest feet west of the Hickey No. 1 I barrels daily above the market de- guarter of section 1, block 4, H. H. Dixon survey, abstract 1,103, Ethiopian tribesmen. mand for September, estimated by & T. C. R. R. company survey, also Erath county. Last report

day above that of September, the east of the A-1 Holcomb, complet- B. P. Cozart farm, about two miles pulication said that it was indicated last year by the same company northwest of Scranton and in Caied that production next month) for about 72 barrels from the lahan county. would conform more closely with Strawn sand at 1,600 feet, same A Cisco paper carried the folobjective of the newer location. lowing description of the test's der-The well is located 1,250 feet rick and celiar:

> comb tract. lot 28, McLennan county school 20 feet deep and about 12 feet in

Interest was increasing in Gal- leading to it." he county, the operation is looked carried through the Hickory.

feet to 1,233 feet.

ey et al No. 1 W. M. Martin in ing below 1,200 feet. Page No. 1 W. C. Clayton, D. J. trice Weddingston, section

ounced Saturday at Eastland.

offer instructions to students up-

n proper methods to clean house,

taught by eight teachers. Difficul-

ty is experienced in obtaining the

ecessary number of eligible

Sponsored by school boards, the

In the Eastland classes general

instruction is offered. There is

The Ranger school with three

ng, general education, machinery,

Cisco school has an enrollment

of 80 students and four teachers.

Classes are in general education,

ookkeeping and typing, sewing

lay modeling and home planning.

quired of those who enroll it is

urged. Because of difference in

rapidity in learning students are divided into groups. The schools are held five nights or efternoons

The adult educational work ha

been conducted two years. Aimed

obtain jobs. He cited an instance

aid Clark, offer persons the

a week throughout the year.

While attendance is not re

lectricity and typing.

Ranger, Cisco and Eastland class-

es offer a variety of subjects.

whose area includes,

omestic work.

eachers

Phillips Location is 2,000 feet north-continued rigging up on its No. 1

parrels daily, an increase of 7,500 from the north and 850 feet from "The derrick erected by Phillip the east line of the 80-acre Hol- has excited almost as much inter est among oil men as the test it-Finis was written to the Beard self, embodying the most advance Taylor No. 1 Carodel Fox, five details for safety and efficiency. miles south of Ranger, league 2 The cellar is of concrete, circular land survey, as operators planned width, with stairways leading from to plug at 1,237 feet, where salt the slush pit side and from the water was encountered. Sand in tool rack side. These are primarily which the well was bottomed was for safety of the crew in operat-1,237 feet topped at 1,235 feet ing the well. It is understood that Eastland county road machine A shale break of two-foot thick Phillips is using this feature in all ness topper at 1,233 feet, had sep-company derricks. For further 061.76, dated Sept. 15 bearing arated operators from the lower safety, in the event unexpected gas six per cent interest. sand and a higher sand from 1,222 is struck, the forge is placed be yond the boiler, with a runway

agher-Lawson et al No. 1 Terry | It has been stated that drilling Dallas. The county will get one N. H. Kuykendall survey, near contractors plan to set 8-inch cas Desdemona, as operators drilled ing at 4,000 feet so that in event tor, one Diesel wide guage 61below 4,400 feet in the projected no production is encounttered in 5,500-foot deep test. In Coman- the Ellenberger, the hole can be

upon to be a possible re-opener Hickok Producing and Developof interest in the Desdemona sec- ment company No. 1 Van Parmer, S. P. R. R. company survey, cen Direct west offset to the recent- ter of N 1-2 of W 1-2 SE 1-4 secly completed for 100 barrels Hick- tion 477, north of Cisco, was drill-Erath county, the Hoffmann and G. D. Chastain No. 1 Mrs. Bea-

Contestant Named For Bi-District Test

Miss Cornelia Faye Stewart, as 'Maid Teaching' Due Breck, Spa City istant county home agent an ounced Saturday that Addie Mae Spurlen, member of Olden girls' These were Maxine Coleman, Earleen Pitzer, Joyce Kelly, all at SCHOOLS ADDING NEW TRAINING 4-H club, will participate in a biproducts judgin

ontest Oct. 7, in Abilene. udging contest in Eastland coun

test originally slated et College Station but later cancelled.

Peanut Marketing Discussed at Meet

Peanut marketing was discuss women will be Mrs. John Nix of land, assistant conservation agent for the extension service.

New Hope club. Flatwood HD Women

Meet at Tabernacle The Flatwood Home Demon ducation, short hand and typing stration club met recently in an all day meeting at the Church of

one teacher and 20 enrolled in the quilts. eachers and 75 students offers be sent to each of three orphans' nstruction in writing and spell-,

A picnic lunch was served and the following members were present: Mrs. Cyrus Justice, D. E. Webb, M. W. Grieger, J. S. Turn-er, J. H. Pittman, M. L. Foster, C. H. Webb, W. F. Arnold, O. G.

Reese, T. E Robertson Visitors present were: Mrs D. A. Reese, Sam Herring, Frank Finos Johnson, Elise Turner, Sheppard, L. B. Horn, S. A. ployment Service office at East Matthews, Leona Cavender, Tom Webb, Claude Dishane, Mrs.

School of Mines to Get New Library

AUSTIN, Sept. 25 .- Regents of

Italian Garrison In North Ethiopia By United Press

Ethiopians Kill

NEW YORK, Sept. 25. - The New York Herald-Tribune said today in a copyrighted dispatch from of the northern Ethiopian town of Makale had been massacred by

No details of the massacre known, the dispatch said. Jack Peall, who cabled the dispatch from London, wrote that 'the Makale plotters may partially explain the strange steps of Italy in offering the democratic powers something for nothing, that is to say, the halting of Italian re-inforcements to Spain."

Warrants Ordered For Road Workings

noted Saturday from records County Clerk R. V. Galloway's of fice, has authorized issuance

The warrants are for the pu chase of machinery from the R B. George Machinery company used Diesel 61-horse power trachorse power crawler-type tractor, one Diesel. 74-inch guage 44-horse power Crawler-type tractor and another Diesel Crawlertype 61-horse power traction. Four used tractors and two graders are to be traded in on the deal.

Final warrant in the purchase to mature April 15, 1943.

Appeals, Eleventh Supre

ner of the county canned products

Miss Ruth Ramey, county hom demonstration agent, has been de signated by the extension service as one of the judges for the event The bi-district winners are ex pected to compete in a state con

Friday night at the Flatwood Agricultural club's semi-monthly meeting in the school house at the community by W. B. Starr, Cisco, president of the Southwes tern Peanut Growers association

Mrs. M. W. Grieger of Flatood, in Eastland Saturday, es timated 50 persons attended the meeting.

R L Myers vs Dallas Southard Connally Asks Time On Bounty Requests Pete Traxler Held

DALLAS, Sept. 25. - Sen. Tor connally of Texas telegraphed Secretary of Agriculture Henry Wallace today asking that the time limit requiring cotton farmers to file claims for the three-cent fed- tle over Constable J. C. Dunlar eral cotton bounty by Sept. 30, be last July 8, met his foe again to-

lengthened. The cotton picking season is at its peak, Connally said, and many farmers will not have time to com-

nly with the regulations. NRS Business Held At Cisco Wednesday

J. S. Lowry, manager of the Eastland county National Re-em land, announced Saturday he is stationed at the Cisco Chamber of Commerce Wednesdays from 1 to 4 p. m. for registration of the memployed and other NRS work.

'33 Charge Against Goodman Dismissed

Case of State of Texas again

Arabian Influence In Smart Set STAFF OF WPA

AREA OFFICE IS AUGMENTED

Revision of areas and personne n district seven of the Work Administration Progress ments the staff of the Area No. 17 office at Eastland, it wa announced Saturday.

Formerly staffed by five work rs and officials, the area offic at Eastland now is the location of nine person The staff is as follows:

R. T. Dickinson, area engineer ucceeding G. C. Looney, whos future plans have not been Marjorie Noell, who retains position of office assistant. J. F. Gilbert, supervise timekeepers, sucreeding J. Henderson, Jr., now in the

Worth office, headquarter Mrs. Medora S. Pitcock supervisor of women's and I sional projects, who held that

Mrs. Louise Stewart, clerk nd previous to the change. Jack Armstrong, employ officer, newly created pos or the office. Miss Mildred Beaty, still 8

cial worker in the office.

to the opening of Belmont Park area headquarters R. Lee Clark, senior field supervisor, adult emergency educa tion prior to changes.

land National Bank building.

Miss Elizabeth Terrell, assign

Ed S. Britton of Strawn Is Injured In Well Accident

riously injured Friday afteroon when the wheel on a bailing wire, being used in bailing out a well near Strawn, fell on him as

The following proceedings were he watched the operation. nad Friday in the Court of Civil Britton was unable to get out f the way of the wheel which struck him on the back, knocking nim down on his head. At first it Mrs. Ada Cox Portwood xs. Paul was feared that he would not re Portwood, by next friend, W. H | cover from his injury, but reports eceived from Strawn late Saturomfortably and that hospital atendants believed that he would any et al vs. Tate Hutchins et a: be able to be out of the hospital

a few days. Reports of the accident stated that there were several men standing near the well at the time Greenway et al vs. Great A. & of the accident. All ran when the wheel fell, and Britton was the only one injured. Those who saw the accident stated that had he been two inches closer to the well ne would have been killed instant-New York, vs. W. B. Lindley, et ly, but that one foot further away and he would not have been hurt

Theatres Charged With Violating Law

DALLAS, Sept. 25.—Federal Judge W. H. Atwell ruled today that two of the largest moving picture theatre chains in Texas and eight major film distributin ompanies of New York and Holywood had violated the Sherman anti-trust law. The theatre chains were The Interstate Company, with 43 show houses in Texas and the Texas Consolidated Theatres,

JUDGMENT GIVEN Judgment was rendered Friday n county court by Judge W. S! over \$567.25 jointly and several

from Wylie Harbin, Mrs. M. J.



MADELEINE CARROLL

THE PRISONER OF ZENDA

To See

today killing 300 and

ELEC Chinese planes

er the heart of the city.

the International Set-Hotel TEXACO

old boy through the pay window at WPA headquarters in Providence, R. I. Despite bribes of At Fort Worth MANY PLANS

plans to raise \$15,000,000 to pay lege, Stephenville, and Collin Satstate debts and operate the government for two years were aired today by Texas legislators.

| Names of 26 graduates who are representatives and 31 senators are have been announced previously.

rived, ready for the special session on taxation, to open at noon Mon-Many brought rough drafts of A sales tax, increased taxes or

oil and sulphur and an increased franchise tax and an income tax on oil pipelines were suggested. Senator Albert Stone of Brennam estimated a 10 per cent gain

> in revenues from existing taxes due to better conditions. Rep. Harry L. McKee, Port Arhur, proposed to make more than surplus from a fund for retiring paid by teachers. oad bonds. His plan brought protests against diversion of gasoline

> > nor James V. Allred ware await ed. The recommendations were expected in a message to be delivered Monday. Rep. Harry Graves of Georgetown will advocate boosting the production tax on oil from two and three-quarters to six cents a barrel and the sulphur production tax 11 o'clock. Evening sermon subfrom \$1.03 to \$2 a ton. The ou production tax last year raised \$14,000,000, half going to schools and half for general purposes.

Eastland Baptists To Ranger Program On 'Debt Freedom'

Rev. J. I. Cartledge, pastor of ing Saturday to a the First Baptist church at East- court canvass. land, and several members plan to attend this afternoon 3 o'clock otal \$5,780,486 deacon ordination services of the First Baptist church of Ranger, which is having a homecoming

Case of R. G. Morris against-Mocarz Oil company and others was dismissed Friday in 88th disthe church when it was constructed and Storage at Eastland.

Newest of Eastland county op- A bigger machine has been place past week, a drop of 6.500 barrels erations, Dorothy Oil com-from the previous period, the Oil pany No. B-1 Mrs. L. E. Hol-weekly reported today. Comb, two miles north of Eastland, feet west of the Hickey No. 1 I

was being rigged up over the week- placed the well at around 200 feet

Millard survey, was drilling Satur- S. P. R. R. company survey, had progressed to 1,700 feet. VARIED ADULT EDUCATIONAL

Domestic training courses for portunity to obtain knowledge egroes, a counterpart to home for the enrichment of their lives. making instruction offered white Citizenship is stressed strongly persons and Mexicans, are being in the teaching of all subjects, organized in WPA adult emer- whether it is in arithmetic, typgency education schools at Breck- ing or any of the other courses

nridge and Mineral Wells, R. Lee the supervisor added. Clark, senior field supervisor, an- Subjects are designed to fit the need of the community in which The courses, stated Clark, will they are organized. cook, arrange tables and allied Three of County

Organization of that type clas-es for negroes is new to this sec-To Attend Session Eastland county will have three Eastland, Callahan, Palo Pinto, Haskell, Shackelford, Stephens women at a state meeting of the home demonstration clubs' associaand Young counties, stated there tion of Texas beginning Tuesday were over 200 students enrolled n the schools which are free to for three days at San Antonio. persons over 16 not attending demonstration agent, stated the Clark made clear that the ma-Morton Valley, chairman of the ority of students attending the Eastland County Home Demon-stration Council; Mrs. W. N. Jenchools are white persons. Negroes are segregated from the whites kins, Bass Lake club, chairman of In Eastland county there are the county home demonstration

three adult education schools reporter's association, and Mis-Marie Craighead, delegate of the

Christ Tabernacle and tacked

Case of State of Texas against B. C. Goodman, indicted Dec. 8, 1933, by a 91st district court upon a charge of forgery, was dismissed Friday in 91st district court upon motion of the criminal district attorney that insufficiency of evidence did not warrant a conviction.

TO MEET

The Morton Valley Parent-Teacher association will meet in the school auditorium at four o'clock Tuesday afternoon. A reception for the teachers will be a feature of the afternoon. Every-rant a conviction.

dressmaker frock and a bonne

than a hat. The intricately drap-

ed scarf creates a kind of Arabian

Reversed and Remanded

C. W. Cecil vs. Oscar Wise.

next friend.

uson. Taylor.

ux. Haskell.

Stonewall

Rice. Comanche.

P. Tea Co. Callahan.

McGuire et al. Dawson.

Modified and Affirmed

Fidelity Union Insurance cor

Cases Submitted Sept. 24, 1937

Joe Lee Ferguson vs. A. M. Fer-

George T. Kealer vs. Gordon B

Great American Indemnity Co.

Cases to be Submitted

A. R. Eppenauer vs. C.

C. H. Rinn vs. Henry-Rinn.

W. C. Moore et al vs. Jesse W

W. P. Wright vs. O. D McCo

On Robbery Charge

HUNTSVILLE, Sept. 25 .- Roy

(Pete Traxler, Texas and Okla

homa outlaw, who won a gun bat

day in a justice of peace court,

from Eastham prison farm for

incorrigible prisoners, was held

without bond after examining trial

on two charges of robbery by fire-

H. T. Carperter, in 1918 secre

tary to M. E. Wagner, genera

production superintendent of the

Ohio Oil company with offices at

Ranger, has been made chief

scout for the organization, it was

Carpenter's headquarters wil

Made Chief Scout

arms, a capital offense in Texas

Ex-Secretary Is

earned here Saturday.

The hard-faced pale-eyed des-

perado, who led a nine-man break Harbin and D. H. Harbin.

Hoffmann et al. Eastland.

.. Oct. 1, 1937 ...

LOCAL-EASTLAND-SOCIAL

Pritchard; Vice President, John- Mrs. Searls Entertains nie Lou Hart; Secretary, Emalee Bridge and Tea:

Hart; Pianist, Jocile Coffman; On Thursday afternoon Mrs. Annie Jane Taylor and Reporter, With bridge. Five tables were arranged for players and one extra tion programs, on Tuesday of Harring school principal at players.

The Annual Banquet tendered by the Ladies Auxiliary of Fire- Club Meets:

West Ward School P.-T. A. Opens New Year:

The Parent-Teacher association

Reddy Kilowatt is in the

Coca-Cola Business

LOCAL—EASTLAND—SOCIAL

OFFICE 601

TELEPHONES

RESIDENCE 288

Beethoven Group
Names Its Officers:
The Beethoven Jr., Music Club met recently with Mrs. A. F. Taylor, lor, the session being called to order by the president, Anna Jana Taylor.
A report of the last meeting will be on German composers and Mrs. A. F. Taylor.
A report of the last meeting will be on German composers and will be on German composers and mints and iced tea completed the recently with Mrs. A. F. Taylor.
A report of the last meeting will be on German composers and mints and iced tea completed the recompleted to recompleted the recompleted the recompleted the recompleted the recompleted the recompleted to recompleted the recompleted the recompleted the rec

school library.
Mrs. W. F. Davenport discuss- Ladies Auxiliary ed "Infantile Paralysis." and pro- To Plan Banquet:

on lettuce leaf, rolled cheese gram, Mrs. K. K. McElroy; Hos- Mrs. Harry Sone, Mrs. Guy Wom twenty-three active sandwiches, wafers and mints pitality, Mrs. H Hague and re- ack, Mrs. H. Hassell, Mrs. Nobel Committees will be appointed to Harkrider, Mrs. Jess Richardson, arrange for the various features

ranged for players and one extra tion programs, on Tuesday of Herring school principal at piano. mens Association to the Firemen The Sub Deb Club met with A piano solo was given by LaVon Bowden, "Surf riding," and
Jocile Coffman played "Edelweliss
Glide."

Refreshments of pink and white
brick ice cream and cookies were
served to Misses Irene Reik, Joserved to Misses Irene Reik Ir cille Coffman, Johnnie Lou Hart, erta Kinnard, cut for all to Mrs. Were presented in: Finance, Mmes. Jack Settles, Mrs. Harley Fox, lary President, Mrs. Johnnie Hart. Lace sandwiches and Cookes were presented in: Finance, Mmes. Jack Settles, Mrs. Harley Fox, lary President, Mrs. Johnnie Hart. Lace sandwiches and Cookes were presented in: Finance, Mmes. Jack Settles, Mrs. Aubrey Van The date for banquet has been Served to Fannie Pitzer, Glenna Set for Friday, October 1, at the Warden, Emalee Hart, Velma matoes stuffed with chicken salad Health, Mrs. John Turner; Pro-Bender and the hostess.

Goatz-Karkalits

Wedding at Tyler: Miss Margaret Goatz of Tyler and Mr. Jules F. Karkalits of Sherman were united in marriage Sunday evening in a 7 o'clock ceremony at the First Baptist church at Tyler, Texas.

Out-of-town guests Louise Karkalits and Miss Roberta Kinniard of Eastland, and Mr. and Mrs. C. S. Karkalits of Eastland, parents of the groom.

South Ward School P .- T. A.

To Assemble Tuesday: The Parent-Teacher association of South ward school, will open their 1937-38 season of study and school co-operation, next Tues day at 3:30 p. m., in the school cafeteria. The new officers will take their places, the personne presenting Mrs. M. B. Griffin president of association: Mrs. J Frank Sparks, first vice president Mrs. Cecil Lotief, second vice president; Mrs. E. L. Everett, secretary; Mrs. C. W. Hoffmann, treasurer; Mrs. O. L. Hooper, hospitality chairman and Mrs. C. A Horn, membership chairman. The local organization was federated n September, 1920 in the First District Tevas P.-T. A.

Past Presidents Mrs. J. F. Little, 1920-21-22-23. Mrs. J. M. Weaver, 1923-24-25 Mrs. George Davidson, 1925-26 Mrs. H. O. Satterwhite, 1926-27 Mrs. LeRoy Arnold, 1927-28-29 Mrs. R. C. Ferguson, 1929-30 Mrs. J. L. Cottingham, 1930-31

(Continued on page 3)

Congratulation

Texas Coca=Cola Bottlin

On Their New Eastland Plant

And Welcome to All Employees and their Families to Eastland!

DEE HIGH

Paints All The Coca-Cola Signs FOR ALL ARTISTIC SIGN WORK, SEE D

Congratulation

Texas Coca=Cola Bottling

On Their New Eastland Plant

And Welcome to All Employees and their Families to Eastland!

> THE TEXAS COMPAN D. S. HOOD, DISTRIBUTOR

C. T. Lucas Earl E. Weathersby

CONGRATULATIONS



Texas Coca=Col Bottling Compan

- And Welcome to all Employees and their Families to Eastland!

We Greet You and are glad to have you here with us!

We're proud of the opportunity to furnish building materials for beautiful plant.

HIGGINBOTHAM - BARTLETT COMPAN EASTLAND



Reddy Kilowatt is one of the most important members of the operating personnel of the new Coca-Cola plant in Eastland-he has a dozen or so jobs to do and he does them all efficiently and his wages are astonishingly low.

Reddy is doing the same kind of a job in every other business establishment and home - his tasks are legion and in many he must be on duty twenty-four hours a day, every day in the year. He runs factories, furnishes light and power for office buildings, does a hundred and one things in the home and in general makes himself extremely useful wherever he is put to work.

Put him to work in your home or business - he will do the same kind of a job for you.

Texas Electric Service Co.

Herring.

ulation

la Bottling



HIGH oca-Cola Signs

WORK, SEED

ilation

a Bottling



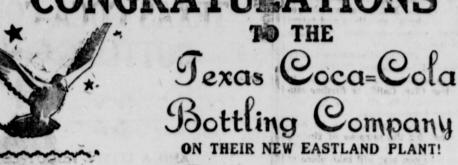
COMPAN

R. M. Tiera Irs. L. M. Hen

2=Col mpan AND PLANT

MPAN

CONGRATULATIONS





UNDAY, SEPTEMBER 26, 1937

We Greet You and are glad to have you here with us!

HARVEY CHEVROLET COMPANY

East Main Street, Eastland

Local-Eastland-Social

(Continued from page 2.) Mrs. J. W. Armstrong, 1931-32; Mrs. L. Y. Morris, 1932-33; Mrs. C. W. Hoffmann, 1933-34; Mrs. J. F. Sparks, 1934-35; Mrs. Guy Patterson, 1935-36; Mrs. Johnnie

Sunday School Class

Entertained: Mrs. W. A. Martin was hostess to her Sunday School class at her home on Friday evening at seven thirty. Games, included an excited, occupied the young guests. Miniature corsages were plate favors, and the class presented Mrs. Martin with a talisman rose corsage. Open faced pineapples, corsage. Open laced philosophic line invocation cheese sandwiches, cookies, candy Mrs. Iola Mitchell, general chairand ginger ale were served to man of the entertainment.

Mary Faye Beskow, Betty Wiegand, Betty Hyer, Nannette Tanwere developed in the center flor were developed in the center flor Perkins, Glenna Johnson and the

with an autograph album, each containing a Memory Verse appropriate to the girl receiving it.

Mother-Teacher Club Called

To Meet Sept. 29th: Mrs. Beula B. Connellee, president of the Mother-Teacher club were: Mrs. Arnold, president; Mrs. of Eastland High School, has is- W. F. Davenport, vice president; sued a call for an organization Mrs. L. meeting Wednesday, September Mrs. Marvin Hood, treasurer; 29, at 4 p. m., at the High School Mrs. N. N. Rosenquest, critic at that time. All patrons interested in the school are urged by Mrs. Connellee, to attend this important session.

Mrs. Chalker Presides

For Home Makers: over the Home Makers Class, Baptist church school at its meeting for general theme. Mrs. R. W. Chalker, presided

with prayer. The report was giv- Iola Mitchell and W. F. Davenen by Mrs. Earl Weathersby and Mrs. Joe Blankenship was welcom-

The devotional was given by

Personnel: Mmes. R. W. Chalk-er, W. G. Womack, J. J. Bowen, Mr. and D. S. Hunt, Fred Redus, H. W. Simms, Artie Liles, G. W. Jack-O. M. Reed, Earl Weathers-Mrs. VanHay and visitor, Kansas, arrived Wednesday to Mrs. Joe Blankenship.

Sub Debs Plan

The Sub Deb club met Wedne

members planned for a picnic at the city park. Each member in-

Refreshments of sandwiches, Refreshments of sandwiches, potato flakes, pickles, olives and ice tea was served to Misses Louise Davis, Dorothy Perkins, Betty Hyer, Nancy Pitzer, and Glenna Johnson. Guest: Misses Elizabeth Wiegand, Frankie Mae Pierce, Amy P'Pool, Mava Lou Crossley, Beverly June Smith, Margie Lou Horne and Laura Lee

The Delphian Club

Entertains With Luncheon: The Delphian club opened the ing "Murder" mystery to be solv- with a delightful luncheon at 1 1937-38 year's work on Thursday p. m., in club house assembly room. Mrs. J. Leroy Arnold, the president, presided as toastmis-

al arrangement of varigated yel-

low flowers in long, low black Mrs. Martin presented each girl L. Parker, who afterward presented the lovely flowers to honor guest, Mrs. Wigger Noles, guest of her sister, Mrs. Arnold, the club president. Coffee was demonstrated and graciously served by Mrs. Bill Burton.

Officers who took their places election of officers will be held Mrs. Frank Crowell, parliamentarian, and Mrs. Iola Mitchell, social chairman. Others present: Mmes. John Harrison, J. W. LaMunyon, George Hipp, J. F. McWilliams, Ora B. Jones, Geo. E. Cross, Roy L. Young; Misses Mabel Hart, Sallie Moms, guests, Mmes. Wig-

The year's course of study has for general theme, "Topics of the Day." The year book committee, Mmes. Rosenquest, L. C. Brown, Iola Mitchell and W. F. Daven-Mrs. W. G. Womack opened Mmes. Rosenquest, L. C. Brown, port, have arranged most interesting programs for the alternating Thursdays of the club meeting op-Mrs. Henry Simms. It was follow-ed by the lesson, "My part in October 7, when the subject will ened in community club house at making up the nations mind, be "Successful Programs."

Mr. and Mrs. O. E. Harvey have returned from a vacation in Old Mexico.

Mrs. W. F. Page of Winfield, Kansas, arrived Wednesday to isit her son and wife, Mr. and Irs. Karl Page. visit her son and wife, Mr. and Mrs. Karl Page.
Today, Sunday, is promotion day in the Methodist church

(Continued on page 4)

CONGRATULATIONS



And Welcome to all Employees and their Families to Eastland!

We Greet You and are glad to have you here with us!



OF EASTLAND

CONGRATULATIONS AND BEST WISHES

TO THE TEXAS COCA-COLA BOTTLING CO.

ON THEIR

NEW EASTLAND PLANT

FROM

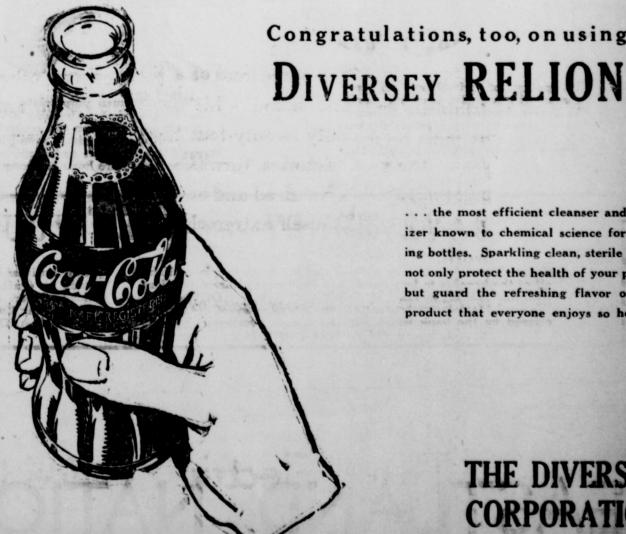
THE MANUFACTURERS OF THE FINEST FRUIT JUICE FLAVORS AND EXTRACTS IN AMERICA!

PENRITH AKERS MFG. CO.

Minneapolis, Minnesota

CONGRATULATIONS

TEXAS COCA-COLA BOTTLING COMPANY ON YOUR EASTLAND PLANT



Congratulations, too, on using

the most efficient cleanser and sterilizer known to chemical science for washnot only protect the health of your patrons but guard the refreshing flavor of your product that everyone enjoys so heartily.

THE DIVERSE

Eastland Personal

(Continued from Page 3)

hool. The ceremonial service for who is expecting Mrs. Scott Key

Joseph M. Perkins returned riday from a short trip and is home for a few days, visiting ith his family. Mr. and Mrs. W.

Mr. and Mrs. Keith Beyette typed on a "call" sheet. But how many know to the parents, Mr. and Mrs. Joseph Beyette of Fort Worth, M. Jerkins. ho visited Carlsbad Cavern on

Mrs. J. M. Perkins and brother Robert, leave soon for their home Mr. W. F. Searight of Austin, is visiting Mrs Beula B Connellee,

e young people and other form- of Santa Fe, New Mexico, who features of the program will will arrive Tuesday for several reattres of the program will will arrive russay to short an individual with even the shightest ambition for a screen caand other close friends.

vacation tour of Mexico, and bert were luncheon guests of Thursday.

What It Takes To Win A Place In The Movie World At Hollywood no respecter of persons and the most promising material and will

Not an individual with even the reer wouldn't welcome those word-But how many know the signifi-

cance of being "made up and on Misses Evelyn and Mabel Hal- Miss Marjorie Noell in Eastland,

vidual who must get up at six o'clock to get made up and on the upon the screen is made up by an studio where executives and talent set ready to 'shoot" by nine knows | expert. just how much goes into the bus iness of getting "made up."

A star may have a dresser and to her exclusively but even a star

on the lowly extra. The camera is for the purpose of selecting the makeup must be applied just as send one contender for future carefully upon the lowly face as it screen fame to one of the four test is upon the blooded princes and cities. Here complete screen tests time? Few, because only the indi- princesses of the screen. And so will be made and the tests will be practically every person to appear sent to the Metro-Goldwyn-Mayer

The expert knows just exactly bilities. film is being used. Perhaps a cer. four will be selected in Dallas ar makeup artist assigned to him or tani featured player must have a sent direct to the MGM studios i certain shading in makeup because Culver City, Calif., fr further st can get no more attention in the of certain effects desired. How dio tests, with all traveling this player looks in relation to the living expenses paid. others in the same scene must be considered and so, willy-nilly, all ducted for the purpose of finding the other players must be made up one person ot send to Fort Worth in harmony. The makeup depart. | for a screen test will take place

> dios, being no different than the dents of Eastland between age rest in this respect, naturally main- of 16 and 28, excepting employ tain an extremely expensive starf ees of Metro-Goldwyn-Mayer and of makeup artists who make up ev. Interstate - Texas Consolidated ery person who appears before a Theatres, or anyone who has had force to all who are given screen tributed motion picture. Persons tests. More, the rule will apply to with professional stage or radio the seventy-five Texans who wil experience are not barred, howbe given screen tests by Metro-Goldwyn-Mayer in Ft. Worth, Dallas, Houston and San Antonic during the month of October when extensive screen tests will be given to audition selections to be sent

in to them from all over the state. Metro-Goldwyn-Mayer, in an intensive search for talent throughout the state, has assigned one of its best makeup artists to the spectested so that the best features of winter. each will be enhanced, and the worst hidden.

Interstate-Texas Consolidated The weather prophets. atres throughout the state and in the vicinity of Aubuquerque, N. M. informed his readers.'

scouts will study them for pos-

the right makeup to use with what From among the 75 so teste

The local auditions to be con ment is an important one—and an the Connellee theatre on Oct.

and 7. The Metro-Goldwyn-Mayer sta. The auditions are open to all res amera. And this applys with equal screen credits in a nationally dis

> Weather Signs Are Crossed by Nature

> > By United Press

DALLAS, Texas-Nobody predicts coming weather in Texas, Pet deer near Clarendon, Tex., ial test crew and upon this person are putting on a new winter coat, will rest the responsibility of mak- 30 days ahead of time. Texans ing up each of the seventy-five started to prepare for an early

Then Tom McDougal, Bonham orst hidden.

The test selections will be made flock of geese flying south. Me up from auditions conducted in Dougal recalled the old Indian

"We'll have a late autumn, he

CONGRATULATIONS TO TH TEXAS COCA-COLA BOTTLING CO.

AND A LITTLE ABOUT US

We don't take our hat off to nobody when it a to Barbecue-whether chicken, beef, pork are will you have. You'll always find it here-a be All kinds of beer and cold drinks. And it's place to come to

ROOTS BAR-B-O PI

Congratulations

Texas Coca=Cola Bottling (

On Their New Eastland Plant

And Welcome to All Employees and their Families

to Eastland!

MICKLE HARDWARE & FURNITURE CO.

400-402-406 West Main Street Eastland, Texas

Congratulations

TO THE

Texas Coca=Cola Bottling C

On Their New Eastland Plant

And Welcome to All Employees and their Families

to Eastland!



--- COSDEN---

GASOLINE — OIL
BROWN-NAYLOR - - - DISTRIBU

Congratulations

TO THE

Texas Coca=Cola Bottling

On Their New Eastland Plant

And Welcome to All Employees and their Families

to Eastland! J. E. LEWIS, Jr.

Distributor

MARATHON GAS AND O Next Time Fill Up With "Marathon!"

Congratulations

Jexas Coca=Cola Bottling Co

On Their New Eastland Plant

And Welcome to All Empiovees and their Families to Eastland!



KIMBRELL HARDWARE CO.

South Side Square

Congratulations

Jexas Coca=Cola Bottling Co

On Their New Eastland Plant

And Welcome to All Employees and their Families to Eastland!



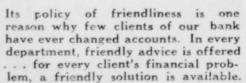
West Side Square

Eastland

CONGRATULATIONS

Texas Coca-Cola Bottling Co. On Their Eastland Plant







Modern women appreciate today's banking services. Checking accounts give them protection and control over expenditures and aid in sound household management and simplify budgeting for future home improvements.



The convenience of complete banking service is appreciated by most of our clients. Whether they are served as individuals or as representatives of a business, they enjoy the convenience of a good banking connection, at home

SAVE MONEY-----WHEN YOU SEND MONEY!

We feel sure that you, as a depositor, are interested in realizing all of the benefits to be gained from your most pleasant relations with this banking house.

We would therefore like to call to your attention one of the services offered by the bank which may have been overlooked by you.

Many business houses request that payment on purchases, etc., be made by draft (which is a Cashier's Check) or by Post Office Money Order. We wish to call your attention to the convenience of obtaining Cashier's Checks from this bank . . . at a saving . . . COME IN AND WE'LL TELL YOU ABOUT IT.





EASTLAND NATIONAL BANK

VS TO THE A-COLA CO.

OUT US

ations

Bottling C

WARE CO.

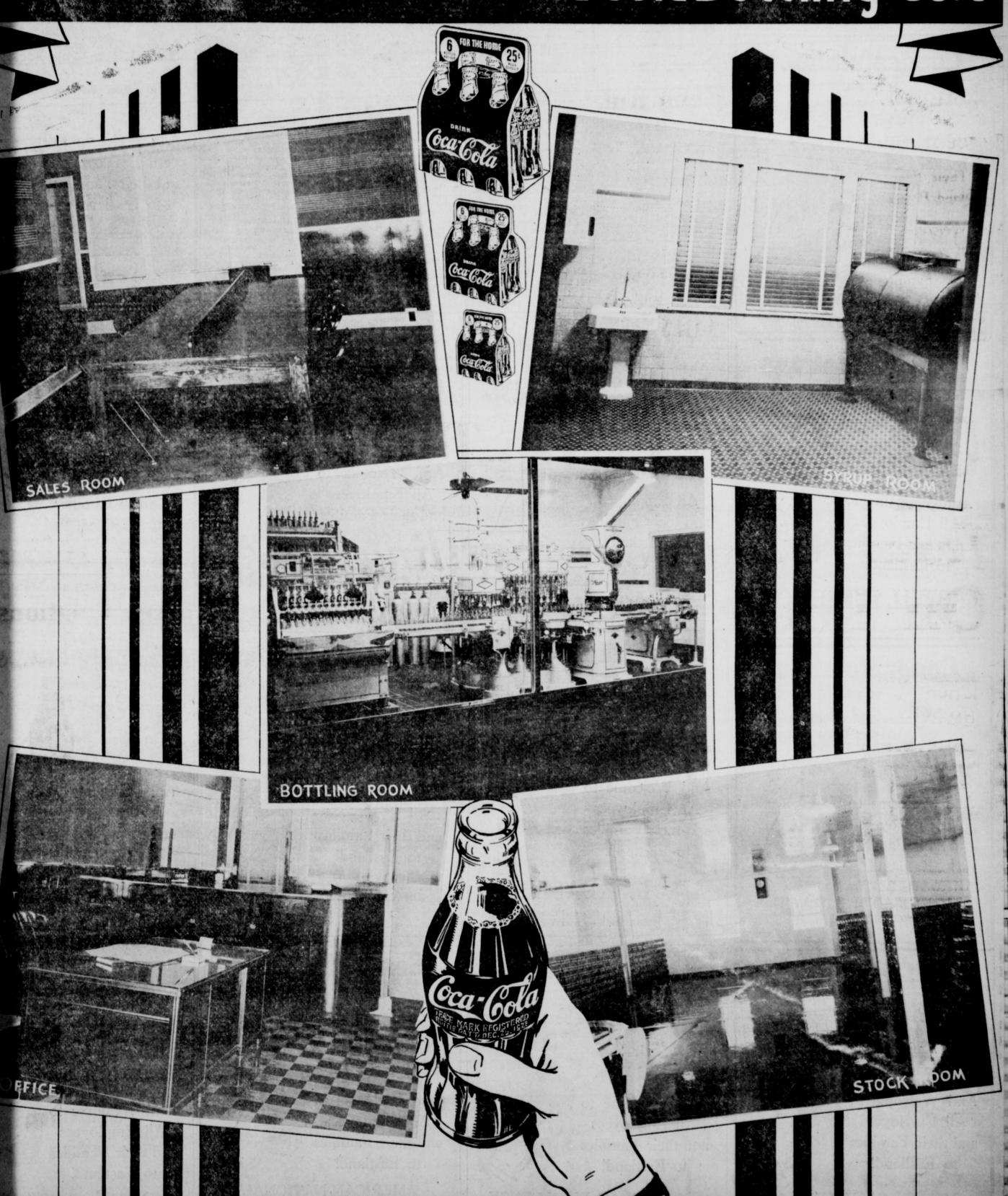
tions

DISTRIBU

ions ttling

Interior Views of.

ew Eastland Plant Texas Coca Cola Bottling Co. 1



Ranger agai

Vendo Is Maker Of "Self Server"

described as "the most practical Vendo Sales company, Inc., Kansas City, Mo., is another of the out-of-town manufacturers coin control dispenser ever offer ed Coca-Cola bottlers." The dispenser uses the cracked ice methods. coin control dispenser ever offer-ed Coca-Cola bottlers." The dis-

Congratulations

Jexas Coca=Cola Bottling Co.

On Their New Eastland Plant

And Welcome to All Employees and their Families to Eastland!



HENRY V. DAVENPORT

Commissioner . . . Precinct 1 . . . Eastland County

Congratulations

Texas Coca=Cola Bottling Co

On Their New Eastland Plant

And Welcome to All Employees and their Families to Eastland!



CROWELL LUMBER CO.

Congratulations

Jexas Coca=Cola Bottling Co.

On Their New Eastland Plant

And Welcome to All Employees and their Families to Eastland!

to Eastland!



HOFFMANN & PAGE

Congratulations

Jexas Coca-Cola Bottling Co.

ELECTRICAL CONTRACTOR

Congratulations

Congratulations

Texas Coca=Cola Bottling Co.

Jexas Coca=Cola Bottling Co.

HAL JACKSON

Distributor
MAGNOLIA PRODUCTS

On Their New Eastland Plant

same two participating, was re-

In the second quarter, White,

ed passing, with disastrous re-

On Their New

Eastland Plant

And Welcome to

All Employe

and their Families

to Eastland!

And Welcome to All Employees and their Families to Eastland!



KEASLER

Distributor, T-P Oils and Gasoline NEXT TIME --- BUY T-P

Congratulations

Eastland Plant

And Welcome to All Employees and their Families to Eastland!



FREYSCHLAG INS. AGENCY

Phone 173

Olden Wins Over Pioneer By 37-0 In First Contest

tring as the quarter endde. The downs were made by Hamil, and plunged over from the four Hornets have over Pioneer.

efeated the Ranger Bulldogs in and Hogan, who made a similar he first conference game for run after a Ranger punt had been blocked. ichdown parade in the first on the defense than on the ofin houte of the play when Hogan, stepping most of the play in the first of the play in the first of the play when Hogan, stepping most of the play in the first of the play in the stepping most of the play the Ranger team looked better stopping most of the plays in the last half and Byers, Hargraves, Hall and Ames doing good work Holt also scored three touchsame procedure with the in the line and McKelvian stopyards and 15 yards. ping, line plays as a linebacker. Experience, man power, drive,

backfield as a substitute tallied could not get their plays started from the five yard line and Hamil properly throughout the evening. Boney, who started at full, sustained a knee injury that is ex-In the second half Ranger start- pected to keep him out of the game for two weeks and Smoot tackle, played his best game in sustained a slight injury that will not prevent him from playing in ped everything that came his the Abilene game.

rapidly growing string of trip

to the goal line.

started passing with the

last two Breckenridge

results. Hogan intercepted for

d of cooling and is self serving. Anderson, who played at full The dispenser may be attachagainst Strawn, was shifted to ed to any standard Coca-Cola tackle in the latter part of the ooler, either new or old, and does game and showed improved form not require hniges but locks undthis being the second game in which he had participated.

The Olden Hornets opened their onference Friday with a 37-0 most impressive win that the

The weather was more like bas the Hornet backs. A couple of scoring three times with runs of God" (Isaiah 44:6). downs with runs of 40 yards, 25 Christian

who went into the Breekenridge heavily against the Bulldogs, who blocking. James Hendricks playing his first game looked very good on punt returns. Charles looked good at end. Ray Howell two years and Jiggs Fowler stop-

ome game Friday with Scranton Starting lineup:

Ends-Fowler and Hunter. Tackles-Ray Howell and R. C.

On Their New

Eastland Plant

And Welcome to

All Employees

and their Families

to Eastland!

On Their New

Eastland Plant

And Welcome to

All Employees

and their Families

to Eastland!

SERVICES

Sunday School, 9:45 a. m. Morning worship, 11 a. m. Wednesday, testimonial service

Public cordially invited. "Reality" is the subject of the Lesson-Sermon which will be read in all Churches of Christ, Scientist on Sunday, September 26. O Lord, thy word is settled

saith the Lord the King of Israe and his redeemer the Lord o

60 yards, 30 yards and 25 yards. The Lesson-Sermon includes a Rex Howell played the best the Scriptures" by Mary Baker speed and agressiveness told game of his career with a fine ex- Eddy: "The Scriptures imply tha hibition of line plunging and God is All-in-all. From this is fol lows that nothing possesses real

HARBORMASTER TRAVELS

Henderson, Cleveland harborma ter for 27 years, estimates, The Hornets play their first has traveled more than 67,500

> Guards-Langston and Eakin. Center-Fox. Back-Rex Howell, Norton Holt and Hendricks.

Congratulations

Jexas Coca=Cola Bottling Co.

BEST IN THE WEST

Congratulations

Jexas Coca=Cola Bottling Co.

front and up and down the Cuya- the city's inde

miles along the Lake Erie water- hoga River

Congratulation

Texas Coca=Cola Bottle

On Their New Eastland Plant

And Welcome to All Employees and their Families to Eastland!



PARKER FLORAL

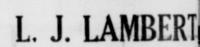
Green and White

Congratulation we

Jexas Coca=Cola Bottli are

On Their New Eastland Plant

And Welcome to All Employees and their Families to Eastland!



That Good Gulf Gasoline and Gulf South Seaman Street, Corner Pal

Congratulation

Texas Coca=Cola Bottle

On Their New Eastland Plant

And Welcome to All Employees and their Families to Eastland!

EASTLAND IRON & MEI

Henry Pullman, Prop.

Congratulation

LUMI

Texas Coca-Cola Bott

On Their New Eastland Plant

And Welcome to All Employees and their Families to Eastland!

NEW PORT ICE CREAM PARI

Texas Coca-Cola Bottling Co,

On Their New



ALL KINDS OF PROTECTION

Congratulations

Jarecki Manufacturing Co.

Eastland

Jexas Coca=Cola Bottling Co

On Their New Eastland Plant

And Welcome to All Employees and their Families to Eastland!

AMERICAN NATIONAL INSURANCE COMPANY

J. V. FREEMAN, Jr., Asst. Supt. 213 Exchange National Bank Building EASTLAND TEXAS



with us!

BERT

& MET

la Bottli

CONGRATULATIONS

Jaxas Coca=Cola Bottling Company



ARAB GASOLINE CORPORATION

Refiners of High Test Motor Fuels A HOME TOWN PRODUCT GET IT AT YOUR FAVORITE FILLING STATION

IGHT - COLOR - MOTION

High School Grid Results

Polytechnic (Fort Worth) 23

orger 6. Lubbock 19, Slaton 0. Plainview 28, Floydada 6, Pampa 19, Capitol Hill (Okla-

Newcastle 6. Olney 35. Quanah 6. Burkburnett 7. Jacksboro 2, Graham 26. Eastland 18, Big Spring 13. Abilene 54, Snyder 0. Austin (El Paso) 33, Albuerque, N. M., 6. Alpine 0, Ysleta 56.

El Paso High 13, Clovis, N. M. Denton 19, Arlington 0. San Angelo 0, Stephenville 8.

Breckenridge 67, Ranger 0. North Dallas 12, Arlington Heights (Fort Worth) 6. Riverside 33, Mineral Wells 0. Woodrow Wilson 0, Highland

Longview 13, Mason Home 12. Lufkin 32, Livingston 0. Palestone 31, Grapeland 0. Kilgore 14, Henderson 6. Cleburne 33, Athens 0, Waco 7, Paschal (Fort Worth)

Mexia 13, Gaston 0. John Reagan (Houston- 8, Tex-

Beaumont High 12, Lake Char-Milby (Houston) 0, South Park (Beaumont) 0. Brackenridge (San Antonio) 7, Ball High of Galveston 6. Pharr-Don Juan-Alamo 26, Ray-

Songs of Birds Are Recorded for Radio

ITHACA, N. Y .- The first atoird on film by means of radio of the conference season. has been pronounced successful by ornithologists at Cornell Univer-

ought the petrels on their own remaining 35 yards for the count- tinuously. Brand traveled in his six miles of Kent Island, where | period. Bowdoin College maintains a bio-

logical laboratory. A mile from the laboratory mong the rocks on the outer slope island, Brand found a colny of Leach's petrels in burrows which they dig in the loose soil.

AT LYRIC



ed by Ronald Colman and Madeleine Carroll in David O. Selznick's production of "The Prisoner of Zenda," showing Sunday at the

MAVS OFFENSE, DEFENSE **CLICKS IN TAKING THEIR** FIRST GAME OF SEASON

sity, where the first records ever with Daniels passing to Samuels a final touchdown in the last two ty, where the first records ever lade of the voices of Atlantic in a lateral. Daniels had made minutes of play.

Shining particularly were Albert R. Brand of the Labora- Big Spring fullback and then he and Roy Taylor, Perine and Dan-

Coach E. B. Grady, Jr., report- as follows: R. Taylor, center; J ound truck to northern Maine ed that only one substitution was Taylor, guards; Perine, O'Neil ferried across to the island of made in the game, Ingle then was tackle; Cook, Pryor, ends; Sam-Grand Manan and arrived within put in for O'Neil in the second uels, quarter; Daniels, full; Sikes

was improved in the game and Friday night at San Angelo.

Wishing to get an accurate rec- | colony. he rest of the world, to the petrel aid of an amplifier they were

part, the Eastland Mavericks Friday night before a crowd of 1,352 three other runs which would have persons defeated the Big Spring been touchdowns but for calling empt to record the voice of any Steers 18 to 13 in their first win back because of offsides and throwing a second forward pass

ory of Ornithology at Cornell, tossed the sphere to Samuels, iels on the defensive. The passing pioneer in bird-song recording small quarterback, who raced the of Samuels and Cook clicked con-Starting Eastland lineup was

eriod.

The Mavericks running attack | and Awalt, halfbacks.

Next game of the Mavericks is

ord of this frog-like chorus of bird A sensitive microphone, with 1t voices, but being unable to get the paralobic reflector, was attached ound truck to the island, a mile to the end of the telephone line. of telephone wire was laid from a When the petrels gave their short-wave radio station which croaking nots, the microphone eeps the laboratory in touch with picked up the songs and with the

transmitted to the radio station, One peony sometimes produces thence across the intervening. six three and a half million grains of miles of the Bay of Fundy to the sound truck waiting on the island fine bouquet of some hay fever

Congratulations

Jexas Coca=Cola Bottling Co.

On Their New Eastland Plant

And Welcome to All Employees and their Families to Eastland!



Harkrider Cleaners & Dyers

Phone 20

Congratulations

Texas Coca=Cola Bottling Co

On Their New Eastland Plant

And Welcome to All Employees and their Families to Eastland!



TIP TOP CAFE

Where Everybody is Heading for.—Stop - Eat - Drink WEST MAIN EASTLAND

WELCOME TO EASTLAND

And we hope you and your boys will

SEIBERLING

TIRES on your trucks and private cars.

FOR THE OIL BELT

Congratulations

TO THE

Jexas Coca=Cola Bottling Co

On Their New Eastland Plant

And Welcome to All Employees and their Families to Eastland!



North Side Square

Congratulations

TO THE

Texas Coca=Cola Bottling Co

On Their New Eastland Plant

And Welcome to All Employees and their Families to Eastland!



Eastland

Congratulations

Jexas Cana - Cola Botting Co.

On Their New Eastland Plant

And Welcome to All Employees and their Families to Eastland!



East Side Square — Eastland

DESIGNERS

MANUFACTURERS

AND DISTRIBUTORS

LUMINOUS TUBING

DISPLAYS

FINEST

ALITY

te advertising campaigns.

I upon us for any type Neon service from the smallest window job to the largest . . . including

order to cope successfully with the peculiar problem of covering the vast distances of West Texas, exico and Arizona, we maintain the largest fleet of specially equipped sign trucks in the South.

Congratulations

upon the opening of their new plant

the building of West Texas with our complete, up-to-date Neon

We likewise keep in step with

We maintain in Abilene the most modern and completely equipped factory in West Texas and the sur-

rounding territory north and west.

with any plant in Dallas or Fort

Our organization with headquarters in Abilene has no connection

in Eastland, Texas.

EASTLAND TELEGRAM

Published every afternoon (except Saturday and Sunday) and every Sunday morning.

Member Advertising Bureau—Texas Daily Press League Member of United Press Association

NOTICE TO THE PUBLIC

Any erroneous reflection upon the character, standing or reputation of any person firms or corporations which may appear in the columns of this paper will be gladly corrected upon being brought to the at-

Induaries, cards of thanks, notices of lodge meetings, etc., are charged for at regular advertising rates, which will be furnished upon Entered as second-class matter at the postoffice at Eastland, Texas, under act of March. 1879.

SUBSCRIPTION RATE

Tax Truths as Brake on Public Spending

Working on the theory that what you don't see doesn't hurt you, our American legislators have succeeded, since the war, in building up one of the most amazing systems of invisible taxes ever erected on the planet.

The result is that the tax collector manages to gouge the daylights out of the little fellow without ever drawing a word of protest.

Indeed, the little fellow seems to like it. One of his favorite diversions is to compare his lot with that of his opposite number in Great Britain, where taxes are as visible as cigaret billboards. He looks over the figures and discovers that the Briton has to start paying an income tax as soon as his earnings amount to \$500 a year-which takes in practically everybody. The American doesn't start until his income reaches \$1000; if he is married, he can earn as much as \$2500 before he has to lay anything

So, looking at the figures, the American pities the poor Briton as one who is taxed within an inch of his life, and thanks his God that in this country it is the rich man who ALLEY GOP pays the taxes.

Which is precisely where the American fools himself.

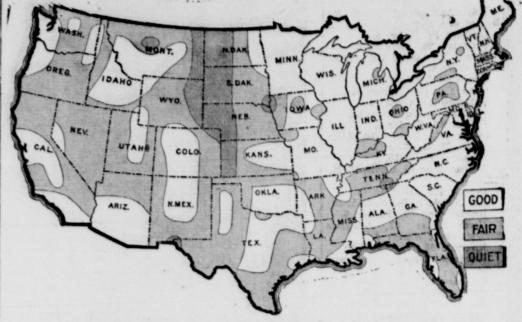
John T. Flynn pointed out the other day that an ordinary American with an income of \$4000 a year will pay some \$28 in income taxes, after he has made the proper deductions. An American with an income half that size may pay no income tax at all-but if he buys one package of cigarets a day he pays a tax of \$21.90 a year, and if he has a couple of daily glasses of beer, in addition, his tax will run to \$45.

The \$28 income tax may cause the citizen to kick like a steer. The almost equally heavy tax he pays for the privilege of smoking cigarets causes no kick at all, because he doesn't realize that he is paying it. It is invisible, and therefore painless.

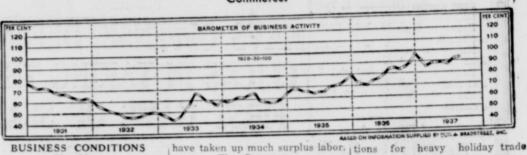
If these hidden cigaret and beer taxes were the only ones, it wouldn't be so bad. But they are just a small part of the picture. For the plain fact is that 70 per cent of the taxes collected in this country are of the invisible variety. There are gasoline taxes, cosmetics taxes, taxes of innummerable kinds on retail sales, doubly hidden taxes deriving from the tariff-until, according to the Twentieth Century Fund's recent study, a New York wage earner who makes \$1000 a year has to pay \$123 of it in taxes.

Try to collect that \$123 from the wage earned as a direct tax and he will howel to high heaven. Collect it indirectly and he never sees it-and, consequently, never utters a peep.

We need a day-by-day educational program about these taxes of ours. The ordinary citizen is paying for today's spending program, and paying it right through the nose. If he once realized the fact, he would begin to apply pressure that would cut the spending program down to a reasonable size.



This map represents business conditions as of September 1, 1937, as shown in "Nation's Business", official publication of the United States Chamber of Commerce.



The Barometer.

Prospects of bumper crops, con-The Map. The Map maintains its cherful aspect, aided by activities in tinued activity in mine, metal and fecting trade with the Far East

- By HAMLIN







DO YOU think you have "what it takes" -- to win a place in Hollywood? To Receive

Hollywood is dead ahead for four fortunate Texans... and the authentic voice and Screen Tests of Seventy Five Texans are going to be examined and studied by talent scouts and executives in the Eastland Telegram Metro-Goldwyn-Mayer

4 to be sent to Search for Talent. Hollywood



SEARCH FOR TALENT

This is a genuine search for talent. If it was not the Eastland Telegram would not lend its name. Some lucky person in Eastland is going to win a screen test conducted by the crack M-G-M test crew headed by the noted M-G-M director, C. Edward Carrier. Some Eastland person is going to win this wonderful chance. So . . . if you think you have what it takes to win a place in Hollywood . . . fill out the application blank printed elsewhere in this edition . . . attach it to your photo and send it in.

EASTLAND TELEGRAM

SEARCH FOR TALENT RULES

SCREEM

TESTS

a. Persons who have had screen credits in any nationally distributed motion picture will not be eligible, but applicants with professional stage or radio experience will not be barred.

4. No employee, or member of the family of an employee of the Metro-Goldwyn-Mayer Company, the Interstate Circuit, Inc., Texas Consolidated Theatres or the Eastland Telegram is ligible.

CONGRATULATIO

TO THE Texas Cocas Bottling Com

And Welcome to all Employees and their Families to Eastland!

We Greet You and are glad to have you here with us!



SMITH PLUMBING & ELECTRIC CO

We're proud of Our Plumbing Work on the New Texas Coo Bottling Plant. PHONE 100 For Your Plumbing and Electric Needs

CONGRATULATION



Texas Coca=0 Bottling Component on their new eastland in

> rkar ook

> > Sa

And Welcome to all **Employees** and their Families to Eastland!

We Greet You and are glad to have you here with us!



CHAMBER OF COMMERCE H. J. TANNER, Secretary

A WANT AD IN THIS PAPER WILL BRING QUICK



Coca Cola Bottling Co.

CA-COLA PLANT WILL OPEN HERE

ED PROGRESS IS N HISTORY FROM NG FIRM'S START

McDaniel secretary. rated in

last year,

dquarters, Big Spring in. Stamterritory is

is reflected program arging an

story frame rth Seaman location the

lot on West lectric Need plants fo Cisco, Rang Stephenville the Eastland

ity business. is covered by those years. street loca-C. Hearne and tively, until e Mr. Jarrett

roduct of Cola' Plant nanufacture of

also produces Longhorn. rkansas,

RCE

was transferred from Breckenridge and made manager of the

In 1925 the company again en-(Continued on page six)

Coca-Cola Syrup **Exclusively Made** By One Compnay

manufacture of Coca-Cola in bottles is made exclusively by the Coca-Cola company which nine plants in the United States. From the Dallas plant comes all

syrup for Texas, Oklahoma and parts of Arkansas and Louisiana. Syrup is shipped by rail in 50allon oak barrels, parrafin lined. Upon receipt of the syrup the bottler pumps the syrup through into a stainless steel tank which is impervious syrup. All lines are block tin ined or stainless steel. From the syrup tank the syrup flows by

gravity to a syruper. Crowns are purchased in caroad lots and are received in cartons or drums, dumped in the hopper of the crowner and are automatically fed to the top of each bottle for capping.

Machine Vending Dry Bottles Due Local Inspection

rigerated Coca-Cola bottle will e on demonstration when the Cexas Coca-Cola Bottling Comany's new Eastland plant is forhally opened Wednesday.

The machine, called the Milis Automatic Bottle Vender, is declared by officials as one of the nost complete and efficient com nachines ever built.

Slug proof, it automatically degrees. Temperature is maintained general manager. All are of Abilene. lay and night.

tles, an indicator shows the number in the machine at all times. A red light given an "empty" signa! and the nickel is returned if the machine is empty. exas Coca-Cola

flavors under Magnolia Brushes Used In Industry

acts, colors, fruit Bottling company plant opening and Atlanta, Ga.

New Coca-Cola Plant Opening In Eastland



FOUR TEXAS COCA-COLA COMPANY OFFICIALS



J. S. McDaniel



E. R. McDaniel



S. M. Jay

they sold sweet cider in five, 10

years, and has served the organi-

E. R. McDaniel, Vice President

(Continued on page six)

ist Church and a Kiwanian.



W. E. Jarrett

Fort Worth Firm Is

Veterans in their work, above are four officials of the Texas Coca-Cola Bottling company, incorporated, bottlers of Coca-Cola and Longhorn drinks.

President J. Soule McDaniel has been associated in the bottling business 51 years. He is pictured on the left. fry at a temperature of 38 de- Others are as follows, left to right, E. R. McDaniel, vice-president; S. M. Jay, secretary-treasurer, and W. E. Jarrett,

Having a capacity of 104 bot-es, an indicator shows the num-Manufacture of Gas

Represented in advertisers in the special edition announcing the formal opening of the Texas Coca-Cola Bottling company's new plant in Eastland is the Crystal Carbonic Laboratory, Inc.

Established in 1921, the Mag- of crystal carbonic gas, has a nolia Brush Manufacturing com- branch office and plant at Dallas. Fooks Firm nolia Brush Manufacturing combined and plant branch office and plant branch office and plant branch office and plant branch of the pany, Dallas, is recognized by The gas is declared pure-sweet, many as the "pioneer brush makers of the south."

The gas is declared pure-sweet odorless, uniform and full weight.

Overnight service is available Overnight service is available

The company, manufacturers of from plants at Memphis, Tenn., B. T. Fooks Manuindustrial brushes, has its prodindustrial brushes, has its product used by the Texas Coca-Cola lotte, N. C., Birmingham, Ala.,

Over 100 years of experience in known as "Iron Brew."

Leading all in experience is the They used a one-horse wagon for Worth company. firm's president, J. Soule McDan- delivery in the city; they shipped iel. He has been in the bottling country orders by express, and business 51 years.

Last year in commemoration of and 15 gallon kegs. This partnerhis fiftieth anniversary he was ship continued for 10 years with presented a plaque by his employes. It now hangs in the office of working part-time for \$2 a week. the Eastland plant opening form- Sam, another brother, bought out

In a medallion at the top of the McDaniel went into the grocery plaque is the firm president's por- business. trait in relief. The inscription J. Soule McDaniel originated a reads:

"Presented to J. S. McDaniel, president of the Texas Coca-Cola Bottling Co., on the occasion of the fiftieth anniversary tinued and in 1909 the company of his association with the bottling business. We use this method of expressing our friendship, love, gratitude and admiration for the many kindnesses he has shown us in his fifty yars of devotion to an ideal. We, the employees of the pany, whose signatures appear Texas Coca-Cola Bottling Combelow, wish him continued success, health and happiness. Sixty signatures preserved in

Mr. McDaniel started in the bot- Daniel, vice president of the Textling business in 1886 at the age as Coca-Cola Bottling company, of 14 as an employe of Buckman's has been associated with the botbottling works, First and Main tling business.

He can tell you of the antiquat- paid him \$2.00 per week. McDaned methods of the early days. He iel moved to Cisco about the bewashed bottles in a cypress tub, ginning of the Ranger oil boom, using cold water and shot. The only other equipment was a stopper Wm, Reagan. It was the only botmachine, and a hand-turned car- tling plant in this section. bonator, and they made their own As he had had considerable exgas from soda and sulphuric acid, perience as a contractor and buildline of sodas and a soft drink

EXPERIENCE IS BEHIND Parker-Browne company, an-COCA-COLA FIRM CHIEFS Bottling company on its opening of the new plant here, is the manufacturer of "star" brand carbonic as at Fort Worth. the bottling business is represent. In two years Mr. McDaniel was "Parkers" Root Beer, "Cheer-

ed by the four officials of the Tex-as Coca-Cola Bottling company manager, and after several more tone" cherry trickles, high grade pictured in the layout of cuts years, J. J. McDaniel, an older flavoring extracts, carbonators, brother, and he bought the plant, soakers and conveyors are included in the products of the Fort

REFRESHMENTS, OTHER FEATURES, ARRANGED FOR 'HOUSE WARMING'

Texas Coca-Cola Bottling company's new Eastland plant will be opened formally Wednesday to the public for inspection, R. A. McDaniel, local manager, announced

National Artists Execute Work To Promote Business

which a reproduction can be made. students Bradshaw Crandell, Fred Mizen, o'clock in the afternoon. Hadden Sundblom, N. C. Weyeth, From 4 o'clock in the afterno

Hayden-Hayden, and others are until 10 p. m., the general public artists who paint posters for will have an opportunity to visit Layout men turn the idea into a are accompanied by their parents.

quently sending it back for re-visions and refinements. Souvening and refreshments will

review the original idea . . was stated. ponder "How shall we word the added, and completed the poster offered under competent guides. is crated for shipment to the

Wife Follows Her Husband to Work At Same Business

coes to his work each day Mrs. are of Abilene.
Cowan doesn't stay home. She goes with him. They both work at the new Texas Coca-Cola Bottling Location of the plant is on the Company plant in Eastland.

Mrs. Cowan, office manager street. women in the bottling business Ad Agency Salutes of the business from running a bottling machine to mixing syrups. Her employers commend her work An advertising firm, Crutten-

Maker of 'Star' Gas gratulating the Texas Coca-Cola that capacity until transferred to the new plant here. Cisco and than to Eastland.

Drinks Available at U.S. Roadside Stands

with local school officials for students to inspect the plant and ma-

buses from the students from their study to the With brushes, oils and canvas, plant. Fourth grade students will an artist turns selected sketch be taken through the plant in the into a finished painting from first group. The inspection by the

the plant. Children will be The poster starts with an idea. mitted from those hours if they

picture or sketch. Through many sketches the idea grows and 7 o'clock. J. H. Gain, new director changes until it takes shape in a of the Eastland High school will design finally decided upon. Ex- lead the concert. Mayor C. W. perts examine every detail, fre- Hoffmann is expected to make a

Copy writers study the paint- be given on the opening date it Visitors at the formal opening

sales message that must go on will be shown the actual workings the poster?" Finally the copy is of the machinery and explanations is crated for shipment to the To assist Eastland production lithographers. They will reproduce department workers in the plant duce it . . multiplying the idea opening several of the Texas Coca-Cola Bottling company plant at Abilene are to attend. These will include Harold Girdner Abi-

lene plant foreman. and assist the Eastland staff will include E. R. McDaniel vice president of the Texas Coca-Cola Bottling company; W. E. Jarrett general manager Texas Coca-Cola Bottling company and Nib Shaw, sales manager of the Abilene plant. McDaniel and Jarrett also

Officials cordially invited ev-200 block of East Commerce

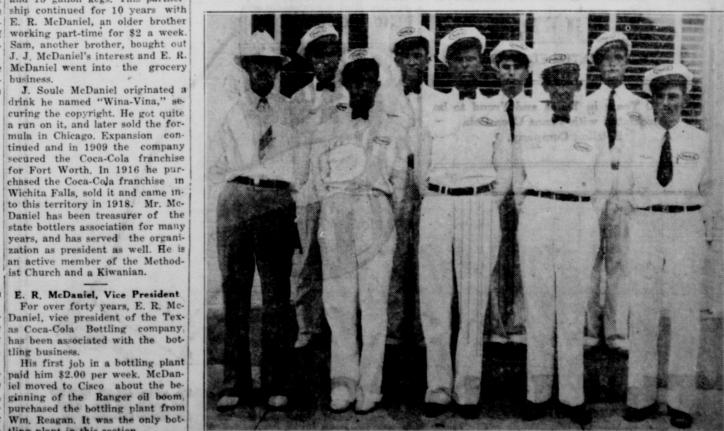
who has worked in all departments | Coca-Cola Company

den and Eger, Chicago, Ill., is one The husband is sales manager of the out-of-town firms that of the Eastland plant. In 1917 he was given the management of the other of the organizations con- Seymour plant and continued in the national drink, on opening of

Abilene Firm Gives Its Congratulations

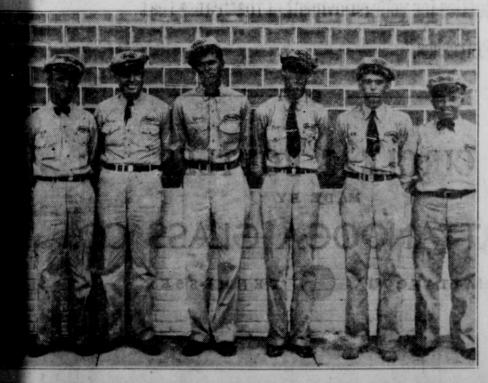
From Abilene, home of several It is estimated by the National officials of the Texas Coca-Cola Carbonator and Bottler ,trade Bottling company, comes conpublication, that bottled drinks are gratulations by Abilene Printing available at the majority of 100, and Stationery company on the 000 roadside stands in the United opening of the new Coca-Cola plant at Eastland.

Production Personnel of Coca Cola



Responsibility of manufacturing your Coca Cola is the task of the men pictured above. Back row using a generator. They bottled a er, he soon built a plant in East- Charles Girdner, foreman; Vivian Johnson, Travis Manning, Joe Buckbee. In the front row are R. A. McDaniel, local manager, Leonard Buckee, Spud Holder, V. M. Murphy and Woodie Howell.

Sales Force of Bottling Company



men with approximately 1,000 sales outlets in their territory. Counties served from ant are Eastland. Stephens, Erath, Comanche and Callahan (one half). From left to van, sales manager, Pitt Walton, Gene Holbert, Spud Holder, Roy Lester, Woodie Howell and S. J. Lareau, all salesmen.

REMODELING OF LONG **VACANT PROPERTY FOR** PLANT WAS DIFFICULT

Remodeling of vacant buildings bottom floor of the Elks club removed and re-installed purchased by Texas Coca-Cola building and lower it approxi-Bottling company on the location mate two feet. All plumbing, ers. The bottom floor was venof its new plant presented many water supply, piping, electrical tilated.

problems to officials. conduit and sewer connections The brick panels on the west

We're Proud of Our Part

in Furnishing-

---PAINTS

---LINOLEUM

---PLATE GLASS

Paint - Wall Paper

Canvas

most of the property located on the 200 block of East Commerce Since street had gone to ruin. It was necessary to tear out the ery immediately all connections stalled in tile.

Over a long period of vacancy were laid before the floor was wall were replaced with Owens

CONGRATULATIONS

TEXAS COCA-COLA BOTTLING CO.

ON THEIR NEW EASTLAND PLANT

Abilene Builders Supply Co.

Medical Arts Building :: Phone 5345 ABILENE, TEXAS

and equipment were installed by

The supports holding the second floor were inadequate and those had to be put in new. A master builder's red metallic floor was run in the entire stock

The front or bottling room was tiled, floors and wainscot. All the downstairs was ceiled with Masonite presswood. All plate glass was

Since it was impossible to get quate day-time light in the stock delivery of the bottling machin- room. The syrup room was in-

Young Roosevelts' Campus Cottage



It will be love in a cottage for heiress Ethel du Pont and her young husband, Franklin D. Roosevelt, Jr., while the President's son studies law at the University of Virginia in Charlottesville. Above young Roosevelt points out campus sights to his bride on the steps of the simple white brick house, below, which they selected to be their home.



stalled a conference room on closed with cyclone fencing. The second floor. They also in- opening of the corner building talled the masonite downstair of-ice.

A loading dock, elevator shaft, work shop and cooling tower were All buildings were re-roofed astalled on the east side of the After structural work the entir

CONGRATURATION



Texas Coca=C Bottling Compa

And Welcome to all **Employees** and their Families to Eastland!

We Greet You and are glad to have you here with usl

LYRIC and



CONGRATULATIONS Texas Coca-Cola Bottling Co.

Glass - Artist Material

Picture Framing



The Julep Company

A NEW PLANT

Coca Cola . . . more refreshing than ever

The new Eastland Coca-Cola plant puts your Coca-Cola in sterilized smooth-topped Circle C bottles for your enjoyment of the "Pause that Refreshes."

CIRCLE C BOTTLES CHATTANOOGA GLASS CO.

CHATTANOOGA



TENNESSEE

"STAR bonic g exceeds purity

the man

fect car

age

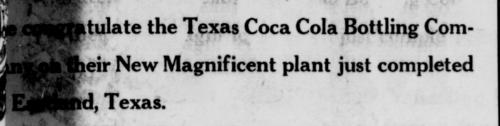
SES IN MAKING **COLA DRINKS TOLD**

BER 26, 1937

Starting with the unloading of empty bottles, which are all handloca-Cola platforms and lift trucks, the bot- tomatically held at 120 degrees, om and separated at to bottles hottest at 160 degrees

are removed, and the wooden cases cleaned. From there the bottles are fed into the bottle sterilizing machine. Twelve bottles in a row go into this machine at each oper-

carrier through five different compartments of caustic soda soluled by an ingenious system of tion. The first compartment is autles are conveyed into the stock the next at 140 degrees, and the



T IS one of the finest and most modernly equipped plants in Texas. We had the pleasure of furnishing some of the Builders' Supplies on this building.



LION Hardware Co.

ABILENE, TEXAS

Roosevelts Gay on Coast Trip



dimmed by a long and disappointing Congressional session or the Black incident, the President, with Mrs. Roosevelt, sprinkled his west coast tour with platform appearances like this one. Apparently bent on getting the maximum relaxation out of the trip, both laughed and waved cheery greetings from the rear platform of the presidential special train.

draulic wash under pressure, using is removed. strong caustic soda solution as the medium. Then they are rinsed inside and out. As they move to remove any d on the outside and bottoms. cause the bottles, revolving at 100 R. P. purification plant of the city. M., while a stream of fresh clear water plays into the bottles. There

ant of syrup into each bottle, insuring a uniform drink.

ion by a battery of carbon-dioxde drums and regulator. The ter used in the product first es through a quartz and sand

hen inside bottle brushes go into or because of chlorine used in the

As warm water will not absorb rith 24 spindle rinsers, then all is done with a large compressor, atomatically they are carried to ly controlled. By controlling tem-

filling has gradually been dor The next operation is to mix th (Continued on page 8)

Texas Coca=Cola Bottling Company Welcome to all Employees and their Families to Eastland! We Greet You and are glad

> EASTLAND DAILY TELEGRAM WEEKLY CHRONICLE

CONGRATULATIONS TO THE TEXAS COCA-COLA BOTTLING COMPANY ON COMPLETION OF THEIR **MODERN EASTLAND PLANT!!**

"STAR BRAND" carbonic gas in every way exceeds standards of purity established for the manufacture of perfect carbonated bever-

ever

0.



ARKER-BROWNECO.

CONGRATULATIONS TexasCoca-Cola Bottling Co.

to have

you here

with us!

ON THE OPENING OF THEIR EASTLAND PLANT

Our best wishes for continued success to an ever growing concern in a wide-awake community.

We are proud of being selected as a uniform source for this new and modern plant.

Richards Uniform Mfg. Co. DALLAS, TEXAS



ANNONCING FORMAIDPENING TEXAS COCA-COLOTTLING COMPANY WEDNESDAY, PTEMBER 29th. 201 E. COMMERCE STREET

EASTLAND, TEXAS

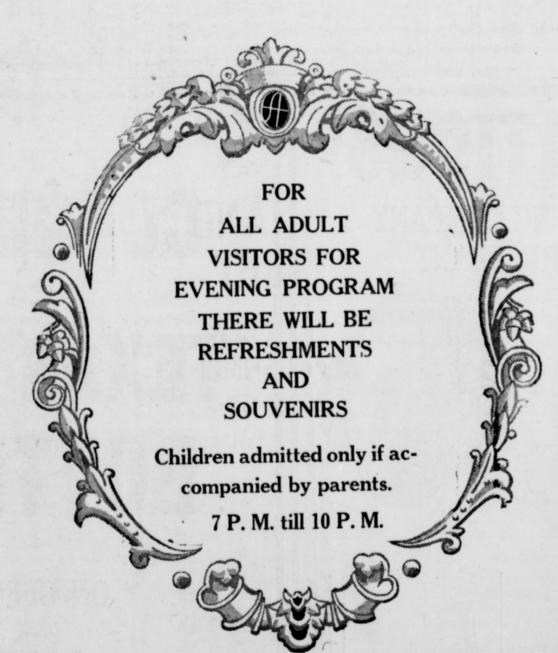


Under the suneir teacher will be showentire plant.

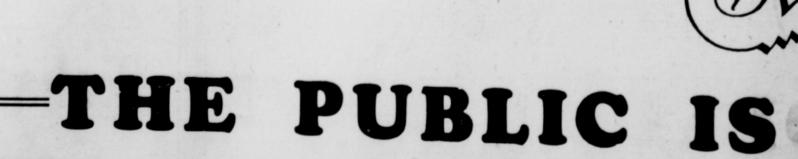
THE GENE IS INVITED TO

Eastland Hiand Will Furnish a prograrening hours.

IT'S FREE!







A HANDY

GIFT

AND PLENTY

REFRESHMENTS

FOR THE

KIDDIES

From 9 A. M. Until

4 P. M.

RDIALLY INVITED!



Shown In History

Since 1929 and up until the

present year the entire territory

From Start of Firm

CONGRATULATIONS



Texas Coca=Cola Bottling Company

And Welcome to all Employees and their Families to Eastland!

We Greet You and are glad to have you here with us!





More Than Century warehouse located at Stamford. Of Experience Behind Coca-Cola Chiefs

Continued from page 1) and and one at Breckenridge. He continued to live in Cisco intained his home there. In 1924 moved to Abilene, his present

plants connected with the company's business has been under the eneral direction of McDaniel. He is a member of the Methodist hurch, a Rotarian, a member of

he Board of Directors of the First tional Bank, Cisco; president of McDaniel Oil Corporation: McDaniel Oil Corporation: esident of the Elm Cattle Comany and president of the Paducah Motor Company. He is a member of the Shrine body of the Masonic Continued Progress

S. M. Jay, Sec.-Treasurer S. M. Jay, secretary-treasurer of Company, has held that office incorporation. For years larged its Eastland plant, he was local manager of the Abi- purchased from the First Method-

Jay lives in Abilene. He is a ing, the brick structure still locatnember of the Methodist church, ed on East Commerce and now of the Lions club, a director of the being used as a storage ware Farmers and Merchants National house. Bank, Abilene, and past president ed in this building until 1929 of the Board of Directors of Mc- when the center of manufacture

W. E. Jarrett, Gen. Mgr. W. E. Jarrett, general manager has been served from Cisco.

f the Texas Coca-Cola Bottling In 1928, Jarrett was transfe ompany, has been associated with red to Abilene and made genera company for 18 years. In 1921 manager of the company. He wa was made manager of the succeeded by Wayne Jones, plant, and was was succeeded by W. W. Johnson ransferred to Eastland in 1923 followed by Andrew Cowan.
iving here five years until 1928 In the latter part of 1936, the when he was moved to Abilene company bought at private auctio

In 1928 he married Miss Myrtle and shortly after purchased Allen, a teacher in the South Ward piecemeal the balance of the ha ol. Jarrett is a member of the block. R. A. McDaniel, son of J Methodist church and a Rotarian. S. McDaniel, was transferred fro He was secretary of the Eastland the management of the Big Spri otary Club for several years.

R. A. McDaniel, local manager R. A. McDaniel, local manager, undertaken. R. A. McDaniel is pany, grew up in the bottling bus- Cowan is the sales manager, Ch Girdner the foreman, Mrs. Cowa

As his father, J. Soule McDan- office manager. Route salesm had been engaged in that bus- are as follows: Pitt Walton, Cis aymond was born, it is as Ray. and Ranger; S. J. Larue, Coma nd expresses it, "I was taken che and DeLeon; Spud Holde ff a milk bottle and put on a Co. Cross Plains and Rising Star; Jes Howell, Dublin and Stephenvill The first job that he can remem- and Frank Harris, Breckenride

r was a bottle assorter at the Production force includes Gir

Variety Programs Are Sponsored By He then went into the produc on end of the business and acted **Bottling Company** s production foreman for a num-

ber of years. His first assignment to a plant management position Texas Coca-Cola Bottling Comclosed and removed to Munday) pany has a variety of Radio pro- Hour" with Kitty Carlisle; ensem- Cola was at Seymour, Texas (since His real job came at Big Spring grams, the following list shows: during the 1929-1930 oil boom

jor plants in the company's oper- Howell. red to Eastland. He, his wife er maintenance.

day at 12:30 noon, over K. R. B. 1400 kilocycles comes refreshent time with Singin' Sam, a

ell-balanced program of song "The Refreshment sale of the Red bia Network,

there and he was instrumental in hing, Joe Buckbee, R. A. McDan-hinging that plant from a small volume business to one of the major plants in the company's open-Howell.

Dee High is advertising sign painter, and Gordon Wadley cool
Toll Campuses of Chivestics.

Friday and Saturday afternoons: Play by Play Broadcasts of Football Games over KRBC, S. J. Larue were

Red Cooler

Records

reception and expressions of friendliness they have received from the citizens of Eaxland. CONGRATULATIONS

TEXAS COCA-COLA BOTTLING CO.

ON THE OPENING OF THEIR NEW EASTLAND PLANT

CRYSTAL CARBONIC LABORATORY INC.

CONGRATULATIONS

TEXAS COCA-COLA BOTTLING COMPANY ON THEIR NEW EASTLAND PLANT









FOR SONNY BOY, SIS, AND TO MOTHER and DAD

OUR EXTRACTS ARE PURE. THAT'S WHY TEXAS COCA-COLA BOTTLING COMPANY SELECTS OUR PRODUCTS!





B. T. Fooks Manufacturing Co.

CAMDEN, ARKANSAS

CONGRATULATING TEXAS COCA-COLA BOTTLING CO.

ON OPENING OF THEIR NEW BOTTLING PLANT IN EASTLAND, TEXAS

W.W. STARNES

(BOTTLES FOR COCA-COLA)

I Cooler S Records

ANT

NC

RATULATIONS TO THE_ COCA COLA CO. NEW EASTLAND PLANT SUN "AG"

windows as Because they oviding light ilation when onomy, they investments

INDS ARE SHADES

ENETIAN BLIND CO. 419 South Summit Ave. FORT WORTH, TEXAS

WANT-AD—IT ALWAYS PAYS!

TEXAS PROCURES LATEST WEIGHTS AND MEASURES EQUIPMENT



These modern large capacity scale test units are to be used in testing wagon and motor truck scales throughout the State. Shown with the new trucks are J. E. McDonald, Commissioner of Agriculture, (left) and W. S. Bussey, Chief. Division of Weights and Measures.

EASTLAND

gets a

"PAUSE

that refreshes"

"... and Coca-Cola is here" with a shining new bottling

plant . . . one of the most modern and sanitary in

successful life.

house" next Wednesday.

To the Texas Coca-Cola Bottling Company we extend a hearty welcome and best wishes for a long and

Your gas company knows from experience that this new company will find the people of Eastland ap-

Inspect this new Eastland plant during "open

Community Natural Gas Co

preciative of good service and a good product. And incidentally, we believe this new company will be happy to know that there are many, many gas refrigerators here that will hold lots of bottled Coca-Cola.

COULEE CEMENT IMPORTED gest pile of cement in the world, and produced \$2,500,582 worth of Washington has only six cement cement in 1935. Coulee cement OLYMPIA, Wash. — Although factories within its boundaries came from out of the state, for Grand Coulee dam will be the big- These factories employed 386 men the most part.

As Windsors 'Went Native'



Two of Austria's "leading citizens," the Duke and Duchess of Windsor, were photographed above attending a folk festival near their Austrian estate in native costume. The duke's short trousers and below-the-knees stockings are reminiscent of the 30 years ago. Notice the duchess' high-top shoes, held on by a strap fastening in back.

With Blinds, Firm of gratulations on the Fort Worth Says

"Give your windows a chance to in Fort Worth. ok their best with Venetian

That is the recommendation of es firmer neutrality. Same princiagee Venetian Blind company, ple as rounding off a square circle.

Windows Look Better one of the advertisers in this special edition which offers conthe new Texas Coca-Cola Botling company plant here.

The blind company has offices Headline says Vandenburg urg-

Congratulations

Jexas Coca=Cola Bottling Co.

On Their New Eastland Plant

And Welcome to All Employees and their Families to Eastland!



West Side Square

Eastland

WE COMMEND YOU UPON YOUR EXPANSION **PROGRAM**

YOUR FAITH IN WEST TEXAS SHOULD BE APPRECIATED.

Jefferson Standard Life Insurance Co.

Ewell Jones, Representative

A MESSAGE FROM-MAGNOLIA BRUSH MANUFACTURING CO.

We send to the new Coca-Cola plant of Eastland, Texas. our congratulations for their attainments in doing, so effectively, their part in expanding a great industry here in our state. Realizing that a good brush is to cleaning what a Coca-Cola is to a thirsty appetite, we hope to do our part to make more efficient this great plant. Honestly believing the above statement to be honest and true in every respect we offer our complete line of high grade industrial brushes, produced here in our own great state, to other industries as follows:

WE WILL ANSWER YOUR BRUSH NEEDS JUST LIKE A COCA-COLA ANSWERS A THIRSTY APPETITE!

MANUFACTURERS OF ALL TYPES BRUSHES FOR

Auto Wash Racks Creameries Breweries Packing Houses

Textile Mills

Bottlers Citrus Fruit Packers

Cotton Gins Cotton Oil Mills

Dairies Rug Cleaners Foods Products Mfgs. **Building Maintenance** Contractors

SPECIAL BRUSHES MADE TO ORDER

MAGNOLIA BRUSH MANUFACTURING CO.

2021 Richardson Ave.

Process In Making Coca-Cola Drink Told

This is also automatically done by tent by the texture of the drink peans of a machine which literalshakes the bottles. After mix- ed precaution taken by all bottl-

spectors are able to tell, by ex-The inspection is simply an add

in- uniform palatable drink

Dallas Concern Is Maker of Uniforms To Bottlers, Others

oca-Cola in the United States. The company was established 1

el made includes pants, coats

Happy Singers Man Who Died 42 Years Ago Created Milk Purification

anitary milk plants with their Pasteur would probably be a ostly pasteurizers and gleaming equipment, and community health who fought his campaign

As Pasteur was concerned with States that bring wine, the first clean milk cam- average of 1,600 gation. While the milk contained changes wrought have been swift, no alcohol the filth revealed but only to the health officer do started a movement for cleaner they appear dramatic. The van

On Their New

Eastland Plant

And Welcome to

All Employees

and their Families

to Eastland!

Across from Connellee Hotel

On Their New

Eastland Plant

And Welcome to

All Employees

and their Families

to Eastland!

At first critics raged against been a great victory. Typhoid has them to be asteurization. But the greatest been vastly reduced. They fed raw milk to one group

Villeneuve l'Etang, Pasteur loved children and cular glands. he died when milk cost only 5 cents-and by tuberculosis have practically applied to unhealthy cows, handled careless- are to be seen the tragic children ly, delivered from rusty cans to whose bent spines and hips forced flavors and

Congratulations

Jexas Coca=Cola Bottling Co.

Congratulations

Jexas Coca=Cola Bottling Ca

lw to the opposition was struck gradual elimination of raw milk,

just after the turn of the century septic sore throats are proportion ing honor as by two able New York physicians. tionately diminishing. "Scarcely enough bone of tenement children and pasteur- gland tuberculosis can be found d milk to another group, prov- to illustrate the disease at clinics. though when I was a student

the people who yearn for the days cause of the destruction wrought was worth only that-produced by disappeared. Finally, no longer

who would have

Julep Compa Of Firms S Product to

Congratulation

Jexas Coca-Cola Bottling

On Their New Eastland Plant

And Welcome to All Employees and their Families to Eastland!



BEN HAMNER

CONGRATULATIONS TEXAS COCA-COLA BOTTLING CO. ON THEIR N EASTLAND PLA

ELECTRIC FIXTURES

CONTRACTING And Repair Work



450 Pine Street ABILENE, TEXAS

CONGRATULATIONS TO TEXAS COCA COLA BOTTLING COMPANY.

Upon the completion of their splendid new in Eastland, Texas!

WE ALSO THANK **OUR FRIENDS IN** EASTLAND FOR THE PATRONAGE



niel, M

McDanie

Mr. Wa

rrett, an loyee a

with yo

institutio

of your i

and y

EA

ABSTRA

ABILENE

Congratulations

Jexas Coca=Cola Bottling Co.

On Their New Eastland Plant

And Welcome to All Employees and their Families to Eastland!



HARPER MUSIC COMPANY

Congratulations

Jexas Coca=Cola Bottling Co

On Their New Eastland Plant

And Welcome to All Employees and their Families to Eastland!

On Their New

Eastland Plant

And Welcome to

All Employees

to Eastland!

On Their New

Eastland Plant

And Welcome to

All Employees

and their Families

to Eastland!

Where Food Tastes Better . . . Is Better East Side Square, Eastland



Guy Patterson Tire Service

On The Square Fords - Gas - Oil - Washing - Greasing

Congratulations

Jexas Coca=Cola Bottling Co.

Mrs. Vera McLeRoy, Prop. Connellee Hotel

Congratulations

Jexas Coca=Cola Bottling Co.

On Their New

Eastland Plant

And Welcome to

All Employe

and their Families

to Eastland!

machine inventor. The bride is ghter of Mr. and Mrs. F.

G. Travers, Bombay, India. -

Congratulations

Jexas Coca=Cola Bottling Co.

On Their New Eastland Plant

And Welcome to All Employees and their Families to Eastland!



THE ECONOMY STORE

CARL JOHNSON, Manager

North Side Square

Texas Coca=Cola Bottling Co.

On Their New

And Welcome to All Employees and their Families to Eastland!



THE FASHION

North Side Square - Eastland

Congratulations

Jexas Coca=Cola Bottling Co

CORNER DRUG STORE

On Their New Eastland Plant

And Welcome to All Employees and their Families to Eastland!

BURNSIDE MOTOR CO.

DODGE - PLYMOUTH - PACKARD

Congratulations

Eastland Plant



West Commerce



EXTENDED TO US!



PRINTING & STATIONERY



SEPTEME

world owe

p Compa

Firms Su

roduct to

s the Texas ompany plan Julep comp manufact

ation

Bottling

9

NER

IONS

DLA

R

URES

Radios

mpa

NS TO

DLA

ANY.

did new!

RY

VG

By Williams

OF THE NIGH

RION WHITE

RCE - here

kitchen and held

Cilly tried to figure it out as she walked to the subway. Somehow it was easier to think clearly once she was out of the house. Perhaps there was something Amy had wanted hidden . . . prison, perhaps. That was why she tried to haps. That was why she tried to haps. That was why she tried to haps. The stopped at the newsystem out the past four years.

why she still spoke of an Aunt that it was the early afternoon. Harriet who had passed away. Because she feared to speak of where she had been after she left Aunt yet. Harriet, lest her secret slip out. Then the one all-important question returned. What did Amy's

Jim had never mentioned Utah. u, and I'm tell- He spoke of Chicago, for that was e in the house, where he came from. He spoke of his father, whom Cilly understood be honest with the one I'm most the one I'm most our friend Kerring which the reason father's, who had given him a job father's, who had given him a job father's, who had given him a job father's who had given him a job father who had given him a jo I up on the roof
I find that out
seeing you."

The spoke of summer vawere gone, Cilly

The spoke of summer vawere gone, Cilly

The spoke of summer vawere gone, Cilly

The spoke of summer vawere gone.

"You'd love my dad, Cilly," he on the gas stove had said one time. "Ge, how I'd red into a frag-like you to meet him . ." and index said said the spou to meet him . . . " and then his voice had grown suddenly wistful. "What girl, Mr. Ames?" "That girl—in Brooklyn. St. Ann's Avenue?"

words on the card her eyes as the bund them. "Takound them. "Tak-ne I can make. Cilly was certain of that. He'd only been in New York a few months, whereas Cilly had lived great deal easier here always, as had her parents, and her grandparents before them. like a man suddenly stricken. the banjo clock when Cilly was the apartment. South or from New England. Wine out of His face blanched, he leaned against the wall as if to support himself. His days

the apartment. South or from New England. this very room, appy. Only 12 Cilly left the funeral parlors. And each time a shoulder brushed hers in the ground streets sharefarted than surprised at the news of his vanished in a what was bewhat was bewhat

so violently that her own pounding heart-beats threatened to choke her.

The had known each usly, as Jim's note to indicate, why intioned it to Cilly and the had had quite overly nly she had heard is name enough.

The membered had quite overly remembered to had quite overly remembered to the mind on the work at the office which awaited her. She would have to turn the Harvey brief over to someone else. It was a disappointment not to be able to finish it herself; Mr. Crowell had given it to her especially.

That was a lie, and Cilly knew it. There had been nothing about Amy's death in the morning papers. They were already printed the property of them get to-

been equally ing the next would ine tably be many more very earnest, be in a deconference with Sergeant Dolan, and that hot reconference with Sergeant Dolan, that edition of the evening papers. And that edition Harvey Ames was holding in his hand. He had not opened it often be in with here. The forgot the deconfined it often be in with here. The forgot the deconfined it often be in with here. The forgot have a forgot the deconfined it often be in with here. The forgot has a confined in the forgot the deconfined in the de

wipe out the past four years . . . stand to buy a paper; Cilly noticed

Mr. Ames turned toward the elevators and saw her.
"Hello Miss Pierce," he greeted olding anybody past life have to do with Jim pleasantly. "Where's my worthy not Dolan told Kerrigan? secretary keeping herself today?"
Evidently Sergeant Dolan had

not seen him yet.
"You haven't heard?" Cilly asked hesitantly.
"Heard what?"

"Amy was killed last night, Mr. Ames."
"What?" "She fell from the roof of our

the living room cations on a ranch with his father, and Cilly could sense the deep open-mouthed, at Cilly.

MR. AMES gasped. He stared, open-mouthed, at Cilly.

"You don't mean-she wasn'tthat girl?" His words were jerky,

Cilly nodded. She was not prepared for the manner in which Harvey Ames took the news of Amy's death. That he would be surprised, even a little stunned, she well expected. But he acted

himself. His dark eyes bulged. His collar choked him; he slipped

of them get to-ever, there was nothing else to do. night. If Mr. Ames had not been ng in order that Tomorrow she would have to be so surprisingly shaken, he would better ac- out for Amy's funeral. And dur- have realized that. The first deing the next few days, there tails of the tragedy would at the would ine tably be many more very earliest, be in the afternoon

WHO'S AWAKENING?



Man Who Stayed Too Long.

That's why the coach-quarterback of the Detroit Lions is going to retire as a regular player after this year.

fore yesterday, and is showing no signs of slipping.

*Certainly he didn't look like a man who ought to be given a pair

But the Earl must know something that the man in the stands can't see. He's been having trouble with his feet of late, and now and then a charley horse takes him for a bucking ride, so the Earl must figure that his time is drawing nigh and he must just as well step figure that his time is drawing down before he's knocked down.

'IT'S a game for young men," the Earl told a friend the other day, "and I'm not young any more. I might just as well get out while I've still got my senses—and my legs and arms."

The majority of big-time stars, with sheaves of money in stor-

Jack Dempsey knew when his time had come . . he knew it the morning after his second fight with Gene Tunney . . he knew it

Tony Canzoneri, on the other hand, doesn't know the bell has rung and that he ought to get back to his corner. Tony doesn't know even though the man who fathered him in his early days, Pete Herman, sends him letters urging him to retire from the ring

THE Man Who Stays Too Long suffers other ways besides mentally and physically. His prestige takes a terrible drubbing, too.

Take Babe Ruth, for instance. The Babe was saying the other day
that he should've quit the time he bashed out three kome runs in
Pittsburgh in a sudden flashback to the days that used to be. But,
no, he stayed too long and lots of folks remember him, not so much

as the mighty King of Swat, but as a peeved, fat, old man who grumbled as he gave up fils throne.

Football players, you know, run the risk of punch-drunkenness the same as fighters. You can't get kicked in the head, sat on, thrown to the frozen ground, crushed under a pile of gouging guys without it

dussing up something beside your hair.

And Earl Clark knows that, great as he is, the day will come when

age, never know when the quittin's good and they wind up crippled or befuddled.

when he opened his eyes and didn't see anything when his head throbbed for days—and nights.

Pete knows. Pete stayed too long, himself. And now he's blind.

he won't have that little extra zip to scoot away from a charging foeman, or that little extra hippety-hip action to fall just right when tackled. And he knows that when that day comes he'll start getting bumps he didn't get in the old days.

THIS CURIOUS WORLD By William Ferguson

he BULL'S HORN THORN,

AN ACACIA TREE

PROTECTS AN ARMY

OF ACACIA ANTS IN

THE ANTS FEED

ON THE TREE'S HONEY,

AND LIVE INSIDE ITS

HOLLOW THORNS! THEY GUARD THE

TREE FAITHFULLY,

AND DRIVE OFF ALL OTHER INSECTS.

ITS OWN PROTECTION

The DUCKBILL, OF NEW ZEALAND AND AUSTRALIA.

POISONCUS

FOOTBALL PLAYERS

HAVE BEEN KNOWN TO LOSE

THIRTY POUND'S

GAME.

THE curious duckbill is made up of characters inherited from its reptilian ancestors of millions of years ago. It is unique in being one of the only two egg-laying mammals. The poisonous part of the animal is a concealed spur on the hind foot.

IN A SINGLE

MAMMAL

KNOWN TO

MAN.

Lumber Statistics Are Unfavorable

During August

University of Texas, which pointed out that reports from the Southern Pine association show average weekly production per unit BRITISH GIRLS DREAM ALIKE during August was 310,073 feet, a decline of nearly 2 per cent from August last year. Average weekly shipments per unit showed declines of 1 per cent and 4 per cent

"Average unfilled orders per unit, Aug. 31, totaled 667,653 board feet, a decline of 8 per cent from the preceding month and of 14.1 per cent from the correspondng month last year," the Bureau's report said.

Steals Ham for Love Dallas Man Claims

By United Press

DALLAS, Texas—A man who stole a ham for love has his name on the Dallas police docket.

Marie Mesa found a screen ripped from a window near a table in her apartment kitchen and a ham stolen. Police decided to first question others in the apartment house.

Police arrested the first man they questioned when he admit-ted he stole the ham and gave it to his girl friend.

Island to Become A 25,000-Acre Ranch

FORT WORTH. - Sid W. Rich-THE curious duckbill is made up of characters inherited from its reptilian ancestors of millions of years ago. It is unique in being one of the only two egg-laying mammals. The poisonous part of the animal is a concealed spur on the hind foot.

TRY & WANT-AD—IT ALWAYS PAYS!

FORT WORTH.—Sid W. Richardson, Fort Worth oil man, is planning to turn 24,000-acre St. Joseph Island, in the Gulf of Mexico, across from Rockport, Texas, into a ranch.

Richardson is building a \$25,-000 ranch home on the island.

Busy Surgeon Uses Typewriter In Auto

BIG BIJSINESS.

MYRA NORTH. Special Nurse - - By Thompson and Coll

SUPERIOR, Wis .- Abreast of the modern trend toward mobility, Honeymooners at this famed mec-Dr. William E. Ground, Superior ca of brides and grooms are spendsurgeon, has installed a typewrit- ing more money than ever before. AUSTIN. - Lumber statistics er desk in his automobile. He finds for August were somewhat un- it convenient to exercise his flair of prosperity, postal officials cite favorable, according to the Bu- for writing as a sideline to his record breaking movement of post-reau of Business Research of the profession. He plans also to in cards, letters, curios and souvenirs

By United Press

LONDON .- A class of 36 girls was asked to write an essay on CLEVELAND CHINESE what they would like to be doing in ten years' time. All but three have a baby. Some of them said they would prefer twins.

COMPLIMENTS

TEXAS COCA-COLA BOTTLING CO.

On Their New Eastland Plant

And Welcome to All Employees and Their Families To Eastland!

TOOMBS **RICHARDSON** DRUG CO. East Side Square

EASTLAND

COMPLIMENTS

TEXAS COCA-COLA BOTTLING CO.

On Their New Eastland Plant

And Welcome to All Employees and Their Families To Eastland!

Goodrich Tires, Batteries Oil and Gasoline



EARL BENDER & COMPANY, Inc.

ABSTRACT DEPARTMENT Sibyl Truly, Manager INSURANCE DEPARTMENT

PROPERTY MANAGEMENT

Adrienne Flurry, Manager

"Skavoni over the left side again . . . I still think that guard's BY RICHARD McCANN NEA Service Sports Writer DETROIT.-Earl (Dutch) Clark doesn't want to become known as a Such an idea on the Earl's part at this time might come as a shock to you in view of the fact that he is right at the peak of his brilliant areet, is being hailed as the greatest player of today and the day beof carpet slippers, a pipe, and a nice easy chair the other night when the Detroit Lions swamped the Cleveland Rams.

BODEN. WINDOWS RON BARS ON YOUSE DR. JASON

WELL, MYRA, HERE

IS THE RESIDENCE OF

THE GREAT EMIL VON

"OUT OUR WAY" - - - - - -

IF YOU'LL HELP ME,

I'LL GIVE YOU A

MY BROTHER GAVE ME

FROM THE FIFTY CENTS HE GOT TO CARRY THIS

GOAL IN THE CELLAR



THE DOOR

PROBABLY WANTS





Niagara Falls Has Big Postcard Trade

NIAGARA FALLS, N. Y. -As an indication of the return More than 150,000 pieces were handled during a recent week end, for an all time record. Most of the mail was picture

postcards bearing the familiar courtesy, "Wish you were here."

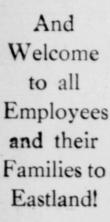
GIVE \$15,000

CELEVELAND - Only about respectively from the preceding gave the same reply. They said they would like to be married and in three weeks they raised \$15. 000 to aid their national govern ment in its war against Japan.

CONGRATURATIONS



Texas Coca=Cola Bottling Company



We Greet You and are glad to have you here with us!



BUICK-PONTIAC-CADILLAC-LaSALLE-GMC TRUCKS SALES AND SERVICE



tions are there in Texas, how many church buildings and what is the total church membership? States religious census for 1936, there were 63 denominations with 15,062 church buildings and total membership of 2,280,366, Bapists, Roman Catholics and Methdists leading in the order named

Q. What are the dimensions of Possum Kingdom Dam? located on the Brazos 20 miles above Mineral Wells, will be 130 feet above the river bed, 2,200 feet long, 200 feet wide at bottom and 15 feet wide at top. The lake created by it will extend 60 niles up the river.

Q. Is the farm population of Texas increasing or deereasing? A. On Jan. 1, 1836, Texas farm population was 2,316,709; on Jan. 1, 1937, it was 2,209,700, accordng to estimates of the Division Farm and Ranch Economics.

Are more people moving from Texas cities to the country than from the country to the cities? In 1936 approximately 49, persons moved from Texas cities and towns to farms and 96,000 from farms to cities and

Q. What Texas timbers are beg used as a base for perfumes? A. In Palo Pinto County, oil is being brewed from cedar fence osts and shipped to France and apan for base for fine perfumes. The cedar timber is shredded into bits, boiled to a consistency, dis-tilled and shipped in 50 gallon

Q. When was the town of Rising Star first settled and by A. Thos. W. Anderson moved

the present site of Rising Star

(Continued on page eleven

Congratulations

Texas Coca-Cola Bottling Co.

On Their New Eastland Plant

And Welcome to All Employees and their Families to Eastland!



OWEN GROCERY & MARKET

West Commerce Street

Congratulation

Texas Coca=Cola Bottle

On Their New Eastland Plant

And Welcome to All Employees and their Families to Eastland!

LUCAS SERVICE STAT

Motor Oils - Accessories - Washing and

Congratulation

Texas Coca=Cola Bottling Co.

On Their New Eastland Plant

And Welcome to All Employees and their Families to Eastland!



WESTERN AUTO ASSOCIATE **STORE**

> Highest Quality Merchandise TUCKER BROS. AND CLIFTON

Congratulation

Texas Coca=Cola Bottlin

On Their New Eastland Plant

And Welcome to All Employees and their Families to Eastland!

S. L. (Leon) BOURLAN

OWNER, A. & P. MEAT DEPT We Appreciate New Customers ... And Satisfy to Hold Then

Congratulations

TEXAS COCA - COLA BOTTLING COMPANY ON THEIR NEW EASTLAND PLANT

Here's a letter that tells about Dispensing Convenience:

BUTLER MANUFACTURING COMPANY

Factories at Kansas City and Minneapolis STEEL PRODUCTS General Offices 13th & Eastern Ave.

KANSAS CITY, MO.

August 6, 1937

Vendo Sales Company, Inc., Commerce Building Kansas City, Missouri

The Vendo equipped Coca-Cola dispensing cooler, stationed in our offices, has proved of such practical use and value that we feel you should have this word of appreciation.

This unit serves cold drinks for our 75 or 80 office employees as well as for visiting customers and others, at their pleasure, and without the bother and expense of a sales attendant. The machine, being mechanically refrigerated, serviced by the bottling company, and occasionally reloaded by our office porter, requires little, if any attention on our part.

Of greatest appeal to us is the fact that, by its use, refreshing drinks are made available to our individual workers at whatever time they may want the "life" of a cooling drink on a hot day. No waiting until noon or other scheduled raies time, necessary when there isn't enough business to keep an attendant busy full time.

We were skeptical about the advisability of having Coca-Cola or other such drinks available during office hours, but are now thoroughly sold on its advantages. Thanks to your equipment.

Yours very truly,

BUTLER MANUFACTURING COMPANY By Oscar D. Nelson, Treasurer and General Manager

See the Newest Model On Display at the Coca-Cola Plant

VENDO SALES COMPANY,

Kansas City,

Missouri

Congratulations

TO THE

Texas Coca=Cola Bottling Co

On Their New Eastland Plant

And Welcome to All Employees and their Families to Eastland!



FRANK ROBERSON GARAGE

Farmall Tractors — International Trucks — General Garage Service - Wrecker Service Day and Night. WEST MAIN - EASTLAND

Congratulations

Jexas Coca=Cola Bottling Co.

On Their New Eastland Plant

And Welcome to All Employees and their Families to Eastland!



Modern Dry Cleaners and Dyers



Congratulation

TO THE

Jexas Coca=Cola Bottling

On Their New Eastland Plant

And Welcome to All Employees and their Families to Eastland!



BEARD & TAYLO

Real Estate and Insurance Office, Eastland National Bank Builds

Congratulation

Texas Coca=Cola Bottling

On Their New Eastland Plant

And Welcome to All Employees and their Families to Eastland!



TURNER - SEABERRY and SPRINGER

JEWE on \$1.0 \$1.00 W Paym

CONG

Texas

On Th

All photogr

EAST SIDE

Texas

On The

Eastlan

REMEN

National

SKO

Main

BY LOU LITTLE

Columbia University Head Coach

Written for NEA Service and Ranger Times

NEW YORK, Spt. 26.—Football will be a better game

be the same game the boys played last year. Players,

coaches, officials, and fans have been spared the neces-

sity of reading up on new rules. They'll know what's

edge, it goes to the offense. That is as it should be.

Power, speed, and deception, with a generous amount of

I am convinced that the rules committee was wise in

not heeding the near-hysteria at the end of last season

regarding proposed rules changes on forward pass

interference. The problem was considered at length. But

going over it, front and back, up and down, the rules

makers could find nothing to put into words that would

all the talk that followed last year's big games. The significance of some of last year's major game decisions

-and the subsequent heated discussion by fans, writers,

and everyone else-will have the effect of making officials more careful, perhaps a bit more deliberate.

I am confident, however, that good will grow out of

skill, are demanded by the sport as it stands today.

The game right now is nicely balanced. If there is an

what from the beginning.

solve the problem.

Prison Inmates Are Turning to Writing

By United Press

ey may have started a number of

state officials on careers as edi-

to encourage prison inmates to

try their hand at writing, directed

prison teachers and wardens to

make a careful criticism of each

manuscript submitted. Worthy

papers will be sent to the com-

the many inmates, Mulrooney says

few manuscripts are published.

Depsite the literary efforts of

"Since I have been commission

er, only two have aroused interest

of publishers," he said. "One was

a short story, the other a historical treatise." Mulrooney has been

correction commissioner since Feb.

ruary, 1936. He was formerly

New York City police commission-

The commissioner, in an effort

tors and literary critics.

nissioner.

ALBANY, N. Y. - Correction

oner Edward P. Mulroon

this fall than ever before. Largely because it will

tball Under Present Rules Will Be Best Yet, Says Lou Little

Football officials are urged to be more cautious in calling pass interference this year. The rules, despite near-hysterial ast season, remain unchanged terpretation the ball. Here the black-jerseyed offensive player, catching the pass, commits interference by kneecontact if both men make CE STAT bonafide attempts for the trated here. Larry Kelley's much-discussed kicking of a free ball in the Yale-Navy game last year caused the rule makers to decree booting ball even accidentally means its loss at point of foul.

History Projects

quickly. A second thought and an open mind that will fere will go a long way toward clearing up the perplex-

ities of the play.

I expect to see officials more conscious this year than ever before of the fact that the infraction is not necessarily and invariably the fault of a defensive player. Too often officials have failed to realize that the offensive player, going down under a pass, can also interfere with

New Interpretation Instead of Drastic Changes Should Speed Up Game, Lion Mentor Claims

The change in rules which abolishes the second kickoff when the ball goes out of bounds on the first kick is a good one. Hereafter the ball will be put in play on the receiving team's 35-yard line or at a point 10 yards in from where it crosses the sideline.

This is bound to speed up the game. Too often in recent years, teams have kicked from the sideline, with the ball going out of bounds to necessitate the anticlimax of a second effort. Now, if they are going to kick from the sideline, they'll either have to kick accurately or give the ball to the rivals on the 35-yard stripe.

This may give the receiving team a little edge, but the result will be more care in kicking off and more preparation for this play, which is one of the most thrilling and interesting in football. It means kicking and any trend toward better kicking football helps the game.

The committee has moved in the direction of a more exact, less fluky game by ruling that a free ball may not be kicked or kicked at, intentionally or otherwise. Sometimes, I believe, a decision has been made too Larry Kelley's accidental booting of the ball in the at-

not call interference unless there has been a deliberate attempt by the defensive or offensive player to interrtempt to recover a fumbled punt against Navy last fall probably had a lot to do with the adoption of this rule. When Kelley finally recovered the ball, it was on Navy's two-yard line, instead of on about the 20, where he had kicked it. Yale scored as a result and won the game.

In that particular case, I have no doubt that the kick was accidental. However, if no action had been taken by the rules committee, this stunt might have become too frequent to be called accidental. Now, with loss of the ball as a penalty if the foul occurs on the field of play, the boys will take care to avoid such accidents.

Football is a great game as it stands today. It is pased on a system of checks and balances that makes its generalship and execution a great test of offensive and

This years minor changes in rules, both simple and understood, will improve that balance still further. The new attitude of officials on pass interference, which I expect to be in evidence, will give the defensive player a bit more of a show than he has had sometimes in the

As they stand today, the rules seem to me to have reached almost their ultimate state, at least until some new, unlooked-for element comes into the game.

It's such a great game today that I wonder sometimes what the old-timers mean when they talk about the "good

TEXAS ---

County, Mo., in 1880 oad reached Cisco in line was started beand Brownwood, 55 and Anderson's store midway stagestand. in then applied for a post

was the first unit of Hotel at San Antonio

DURLAN A. In 1859 by William A. Menery being operated hotel then specialized in present site of Elkhart. under direction of

MEAT DEPT.

Bottling

AYLO

Bank Build

ation

Bottling

0

RRYan

rovich, a noted chef of soon attained financed? lation

All photographs of the

Co.,

Studio.

EAST SIDE SQUARE

Coca-Cola Bot-

in this edition

made by our

Eastland

rest by the city of Crockett and use from other states? A. More than \$2,000,000 worth, by Houston county. all of which could as well be secured in Texas, is used annually

Q. Are bananas successfully

in Texas buildings.

"Texas Under Six Flags." 26 pages of outline pencil pictures ready for children to fill in with colored crayons, every picture conveying a vivid impression of Texas history that will not be forgotten. Front cover has large picture of Taxas Capitol surmounted by six flags in natural colors. This Sx11 project book arranged for Kindergarten, First Grade and Home Instruction — a nice gift book — something every child will like. Mailed postpaid for 25 cents.

Will H. Mayes, 2610 Salado Street, Austin, Texas.

I enclose 25 cents in coin securely wrapped, for a copy of "Texas Under Six Flags." grown in Texas? A. Near La Feria, Cameron county, banana trees planted 4 years ago are 35 feet high and have produced finely flavored bananas.

Q. Who was the first settler in what is now Houston county? A. Daniel McLean was the first ettler, according to Judge A. A. Aldrich, local historian. McLean built a home there in 1814 and was killed in the McLean-Sheridan ction with the hotel. Indian massacre in 1837, near the

> Q. How was the Davy Crockett Memorial Auditorium at Crockett

on throughout the A. This auditorium of beautiful rits excellent cousine. colonial design cost \$25,000, of uch marble and high- which \$10,000 was supplied from does Texas annually Texas Centennial funds and the

We specialize in all

kinds of Photograph

work and invite you to

visit our Studio.

EASTLAND

EFT-OVER meats never get another chance when they turn up in a pastry pie. Pies can be made of no more than well seasoned gravy and pastry, but of course the addition of fresh vegetables improves their flavor and value. Fresh meats are used, too—meat of almost any variety.

These pies are hearty fare. So plan the rest of your meal accordingly. The salad bowl belongs in the meat rice with the salad bowl belongs in the meat rice with the salad bowl belongs in the meat rice with the salad bowl belongs in the meat rice with the salad bowl belongs in the meat rice with the salad bowl belongs in the meat rice with the salad bowl belongs in the meat rice with the salad bowl belongs in the meat rice with the salad bowl belongs in the meat rice with the salad bowl belongs in the salad

Unusual Veal Pie (4 to 6 servings)

By Mrs. Gaynor Maddox

add a little chopped parsley, seasoning, steak sauce and butter, then a slice of onion, then sliced the thickness of cutlets. Chop onions and saute in butter. Use a deep baking dish. First put a veal cutlet, a little onion and salt and then a little chopped parsley, seasoning, steak sauce and onion, continue until dish is full. Cover dish and cook slowly on top of stove about three hours. Remove cover, put a rich crust over and bake in a hot oven (400 degrees F) then increase heat to 350 degrees F) then increase heat to 350 degrees F, or moderate oven and bake fifteen minutes. Cut three slits in pie crust before putting on pie.

SISTER MARY'S KITCHEN Sunday's Menu

BREAKFAST: Assorted creamed potatoes, cornmeal muffins, gooseberry jam, coffee, milk.
DINNER: Chilled melon

with lemon sections, beef and kidney pie, hash browned po-tatoes, green peas, lettuce, torathey pie, hash browned po-tatoes, green peas, lettuce, to-mato, eucumber salad, peach short cake, coffee, milk. SPECIAL SUPPER: Broiled lobster a la Wivel, crisp rolls, ginger pears, coffee, chocolate.

One and one-half pounds bon-ed leg of veal, 1 1-2 pounds good add a little chopped parsley, sea-

crust and bake about one-half hour in a slow oven (300 degrees F) then increase heat to 350 degrees F. or moderate oven and bake fifteen minutes. Cut three slits in pie crust before putting on pie.

Beef and Kidney Pie
(4 to 6 servings)

Two pounds flank steak, 6 lamb kidneys, 1-2 tablespoon chopped parsley, 2 onions, 1 teaspoon salt, 1-2 teaspoon pepper, 8 tablespoons butter, 4 tablespoons flour, 1 teaspoon steak sauce.

Remove fat from meat and cut in squares, roll in flour and saute in butter. Cut kidneys in half and put in cold water and bring to boil. Remove from fire and drain. Roll in flour and saute in butter. Slice onions and saute in butter. Use a deep baking dish, put a layer of meat in bottom,

to the

TEXAS COCA-COLA BOTTLING CO.

On Their New Eastland Plant

And Welcome to All Employees and Their Families To Eastland!

MAJESTIC CAFE

So. Side Square, Eastland

APPLICATION FOR AUDITION

in the Eastland Telegram-Metro-Goldwyn-Mayer SEARCH FOR TALENT

Street Address Weight ... Dance ____ Sing ___ Dramatic Ability. Legal Guardian

Paste or Fasten Application to Photograph This entry blank, properly filled out, must be accompanied by photograph of entrant and both must be mailed to the M-G-M Screen Test Editor of the Eastland Telegram on or before Oct. 5. In signing and submitting this application, entrants agree to abide by the decisions of the judges in all phases of selective auditions to be conducted at the Connellee theatre on Oct. 6 and 7, and grant permission of the Eastland Telegram to publish their photograph and other information submitted herein. Photographs may be called for after auditions close.

REMEMBER! THE DEADLINE IS OCTOBER 5! Special Note: If you do not have a late photograph, contact the manager of the Connellee theatre for instructions.

An old commodity flooding the Geologists are the only people world market: War. And each assured of a respectable place in package labeled, as usual, "Made society despite a life of fault-Try Our Want-Ads! in Japan

THE

CONGRATULATIONS

WOULD YOU RISK YOUR LIFE FOR 50¢

WHEN YOU'RE tempted to try out of a worn tire, WATCH OUT! You may save fifty cents at present tire prices but think of what it may cost you in repair bills . . . hospital bills...doctor bills. Because remember, at today's high speeds, terrific heat is generated inside all tires and this internal tire heat is the great, unseen cause of blow-outs. Unless the tires on your car are protected ag this heat . . . sooner or later YOU may

DON'T DELAY **Get Golden Ply Blow-Out Protection** NOW!

Here's why Goodrich Safety Silvertowns may save your life-they're the only tires in the world that have the Life-Saver Golden Ply, a layer of special rubber and full-floating cords, cientifically treated to resist the terrific blowout-causing heat generated inside all tires by high speeds. Thus you get real blow-out protection for yourself and family. Play safe. See us today about Silvertowns for your car And imagine! They cost even less





BUDGET DEPT Göödrich SAR MTR COLDED FOR SIlverton

GEO. H. HIPE

CONGRATULATIONS TO THE Texas Coca-Cola Bottling Co.

BRUBAKER STUDIO

Texas Coca-Cola Bottling Co.

On Their New Eastland Plant!

On Their New Eastland Plant

And Welcome to All Employees and Their Families to Eastland!

REMEMBER! lationally Known JEWELRY on \$1.00 down and \$1.00 WEEKLY Payments!

SCIENTIFIC EYE **EXAMINATION** With New 21 Point Analytical Examination!

SKOW JEWELRY & OPTICAL

Next to Penney's

Eastland

CONGRATULATIONS TO THE

Texas Coca-Cola Bottling Co.

On Their New Eastland Plant

And Welcome to All Employees and Their Families to Eastland!

FOR THE HOME AT THE RIGHT PRICE

EVERYTHING

PLEASE COME AND LET US HELP YOU SELECT YOUR HOME NEEDS

West Main Street



You Can't Advertise Today and Quit Tomorrow

You're Not Talking to a Mass Meeting . . . You're Talking to a Parade!

BRUCE BARTON

Ceaseless hammering on the same spot helps win prize fights ... it is the essence of advertising success. Not until enough individuals in the same neighborhood have been sufficently saturated with a certain slogan, say, to cause them to react on one another does advertising become a social phenomenon.

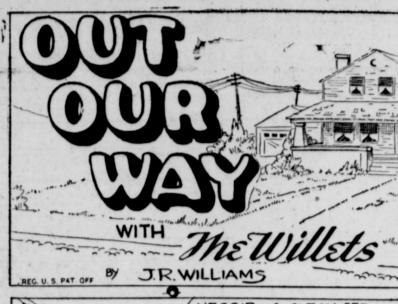
The modern business man realizes that his best customers wear out at a rate of nearly 3 per cent a year. Advertising - made prospects disappear far faster. Casual impressions, however, favorable, dry like dew in the heat of competition.

"Cumulative" effects of advertising come not from one advertisement paving the way for another. This is negligible, to say the least. Cumulative effect, on the contrary, comes from salvaging as customers half-finished prospects.

Each advertiser is in much the same plight. If he quits successful, he loses money. If he quits unsuccessful, he tosses away an equity in public recognition far more valuable than the money: So many thousand partly manufactured customers. The second group are spending as little money as they can and still keep their names before the public. They believe themselves wise spenders because they spend so very cautiously-or perhaps reluctantly is a better word . . . THE BALD TRUTH IS THAT THESE RELUCTANT SPENDERS ARE, AS A CLASS, THE REAL OVER-SPENDERS IN ADVERTISING!

E ASTLAND TELEGRAM

PTEMBER







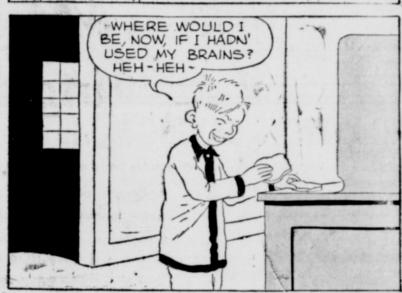










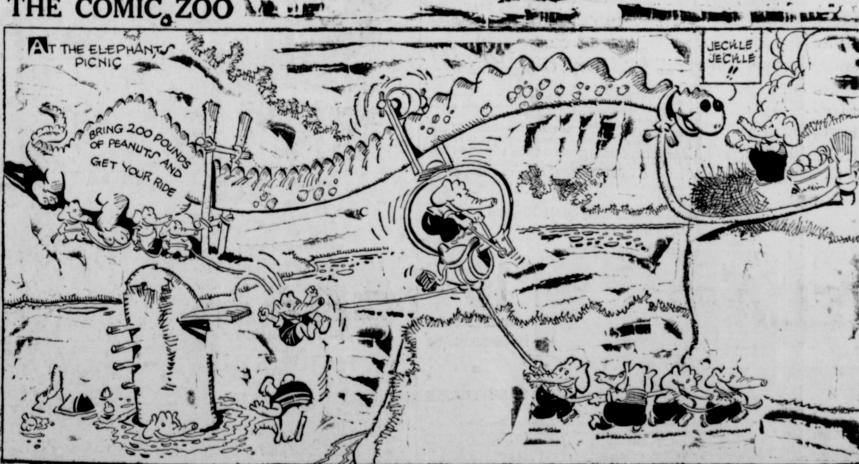








THE COMIC ZOO





Tractors Boost Price For Farm Lands

DALLAS, Tex .- It has been estimated that 7,000 Texas farmers this year will be unable to rent

Premiums offered by large tractor farmers for land has made it difficult for small farmers in the south to obtain fertile farms. It has been reported that tractor farmers in many instances pay a premium of \$1 an acre above the usual half or three-fourths of a crop for rent, in order to contract | large acreages.

Texas last year saw 6,685 of its farm families cross the plains to California California reported 7,621 home seekers from Arizona and Oklahoma families led the immigration for all states with 13,984 crossing the California line in automobiles.

ELECTRICAL **APPLIANCES**

Texas Electric Service Co.

For Complete Markets and Financial News THE WALL STREET JOURNAL Relied upon by business men and investors everywhere. Send

for free sample copy.

44 Broad St.

Hotel Garage TEXACO PRODUCTS

Storage and Tire Service West Main | Phone 42

Behind the Scenes in Washington

BY WILLIS THORNTON NEA Service Staff Correspondent

WASHINGTON.—By this time it should be clear that the question of "should the government go into business" is a purely theoretical one. The government is "in processing the process of the ical one. The government is "in program is largely fin incial, in the business" in many fields, and every tendency of the times is it also implies a certain amount of driving it farther in every year. It is a fact, not a theory.

The cases discussed here, you

The cases discussed here, you

will note, are not those of the many agencies concerned with regulating and controlling business, but only those in which the government is performing a civil here, too, the act contains a defi-function of producing goods or services which are ordinarily pro-services which are ordinarily produced by private firms or indi-viduals. of ships if the private- aid program fails to produce resul s.

Banking is one of the fields or-dinarily occupied by private en-terprise. But who is the biggest banker in the country today? annual operating defeit of only Why, the Reconstruction Finance \$17,443.89, and considers that ex-

Since Hoover started that federal super-bank, back in 1932, it has allocated the stupendous sum of \$11,813,479,922 allocated the stupendous sum of \$11,813,479,922, a banking operation not only far beyond the reach of any private bank, but the biggest banking job in the history of the world.

he world.

The RFC itself owns stock of When TVA recently contracted the Import-Export Bank, the to sell \$1,500,000 worth of electric Commodity Credit Corporation, power a year to the Aluminum and many other government-in- Co. at Alcoa, Tenn., and another corporated agencies.

This growing form of incor-poration for public business has also made the Treasury itself a utilities was redoubled They have sort of holding company or in- always cla vestment trust. It owns, among competitio:
The question of whether or not ties, the stock of the Federal De- the federal government shall go posit Insurance Corp., the Inland into business is no longer a real-Waterways Corp. and dozens of istic one. The government is in business already, in a big way

unfair and ruinous

FRECKLES and HIS FRIENDS By Blosser Hints Are Offered





WELL, DON'T GO MEDDLING (PERSONALLY, CRASH, I IN MY PRIVATE LIFE, OR THINK MY NOSE IS PER. YOUR NOSE IS APT TO TAKE FECTLY HAPPY IN IT'S A SIGHT-SEEING TRIP ALL PRESENT NEIGHBORHOOD OVER YOUR FACE! AND I THINK I CAN KEEP IT THERE!



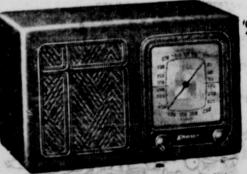
IN A FOOT SQUARE

name it .. Emerson has it!



EASY TUNING? Emerson's Micro-Selector gets more sta-tions and separates them better. And the beautiful exclu-sive GEMLOID Dial makes for easier tuning. FAITHFUL REPRODUCTION OF BROADCASTS? Emerson's Harmonized Unit Construction takes care of that. A BEAUTIFUL ADDITION TO YOUR LIVING ROOM, BEDROOM OR NURSERY? Emerson styling sets the pace . . . and is more advanced this year than ever.—That's why it pays to buy a radio produced by the world's largest

See the Exquisite New GEMLOID Dial **Exclusive with Emerson**



6-TUBE AC-DC SUPERHETERODYNE EASY TERMS

EMERSON MODEL A-132-Standard American Broadcasts MERSON MODEL 4-132—Standard American Disadesses of Model Andread American Action and Control... Signal Filter... Velvet Drive Tuning Assembly Built-in Antenna . . . trim, Modern Acoustically Constructed binet with the exclusive Indirectly Lighted GEMLOID Dial.

Make This FREE TEST-At your home or office see how many MORE stations Emerson Micro-Selector brings in. EMERSON RADIOS from \$14.95 to \$99.95

EASY PAYMEN 15: 20% Down - Balance Monthly.

On Waitress Skill

By United Press ST. LOUIS .- If John B. O'Meaa, trainer of hotel employes, has is way, "hashers" will be a thing of the past and merchandisers of od will spring up in their place. Next time you're in a restaurant e says, ask the waitress what chicken a la king is. If she answers indifferently, "Old chicken and gravy and stuff fixed up,"

she's a hasher-unmistakably. You're being served by a merhandiser of food if she answers courteously, "It's chicken cubed it rich cream gravy with pimentos nangoes and mushrooms added. We're serving it today in flaky pastry shells."

O'Meara's first lesson for waitesses concerns the menu-where the food came from, how it is prepared and how to describe it in a way that will make the stomach ingle expectantly.

The course advances to the proper way to take an order and proceeds to kitchen vocabulary Definitely out are such instruc tions to the cook as "another man wants to take a chance," for al order of hash, or "six in grease for a half-dozen fried oysters.

living room suite. Practically new See Tom Lovelace, 115 East Com-

MALE, INSTRUCTION. Reliabl men to take up AIR CONDITION-ING and Electric Refrigeration Prefer men now employed and mechanically inclined, with fair education and willing to train pare time to become experts in nstallation and service work as well as planning, estimating, etc Write giving age, present occupa-tion. Utilities Inst., care of Eastand Telegram.

FOR RENT: Four room nicely furnished apartment. Close to chool. 1020 West Commerce. FOR SALE: Porch furniture awnings, dining room set, library set and odd sets for sacrifice price. Mrs. W. K. Jackson, Phone

FOR SALE: At a bargain, 1 Richnond midget piano. Apply 300

FOR RENT:Furnished apartment outh front and private entrance all bills paid, \$12.50.-310 East

FOR RENT- Apartment, nicely furnished, electric refrigeration and garage, well located, close in

Picnickers Given Taste of Picnicking

By United Press

on the grass and and scatter ref COLORADO SPRINGS, Colo. The Denver E. S. Keithly, supervisor of the call the poli Pike national forest, vouches for threatened to fisthe authenticity of this story. After finishing A rancher, whom he refused to scattering more dentify, "got even" with some lawn, the ranch

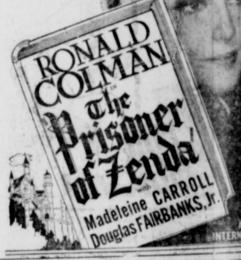
his property and left the grounds Japan evide littered with refuse. The rancher jotted down the China failed to

automobile license number of the gun typewrijin

SPECIAL UNCENSORED SENSATIO Thrilling

Minutes of Actual Fear-Fraught DISASTER

Amazing ROMANCE High ADVENTURE The Greatest Drama of Modern Times...



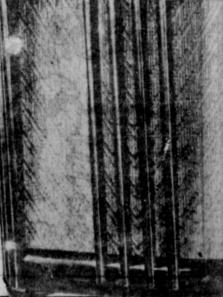
repr

CONTROL P

AND YOUR OLD RADIO

FEATURES

- Cone-Centric Automatic Tuning. Inclined Control Panel—No Squat—
 No Stoop—No Squint.
- 8 High-Efficiency Tubos. Push-Pull Phase Inverted Audio Circuit—Magnificent Power, Selectivity and Tonal Richness.
 Philoo Foreign Tuning System.
 4-Point Tone Con. rol.
- Philco High Efficiency Aerial. Many Other Feature: 30 Numerou



Great Britain. The British people have a savings of \$330.00 per person, and the ratio is increasing each year. . . . But we can save if we will. A lot of homes in Eastland and elsewhere in this country are being paid for out of savings. We are making

ourselves save enough out of the monthly wage to pay out the home. ... Save something today ... this week ... and in the future. If you do not own your own home, buy one today. There is no better investment than that of the home, and if there is anything we do have to

MAKING MONEY vs. SAVING MONEY

... Few people lack the ability to make money, but too large per cent

of us Americans spend it all. In this respect, we compare poorly with

sell . . . it's more homes! EARL BENDER & COMPANY

Abstracts - Insurance - Real Estate - Rentals

You May Be Next!

WE DON'T like to hang any crepe . . . but have you noticed the unusual number of car wrecks lately, caused from old tires exploding when driven at high speeds?

LOOK YOUR TIRES OVER CAREFULLY . . . !

... YOU MIGHT BE NEXT!

We think the safest thing you can have on your car is a new set of

SEIBERLING TIRES!

JIM HORTON TIRE SERVICE