

# EASTLAND TELEGRAM

EASTLAND, TEXAS 76448: Today's CENTER for tomorrow's FUTURE!

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Thursday, October 19, 1972

## New Auto, Farm Equipment Show, Sidewalk Event

### Tid Bits

By HVO

RIGHT AT THE DOOR and needing your last minute help, if you haven't already participated, is Eastland's United Fund Drive. Drive Chairman Emmett Lasater reports a whopping 74 percent in, so the drive needs your contribution Thursday or Friday at the latest, because Friday is VICTORY DAY, and workers are urged to get cards back, and close the campaign. UF President Don Nicholas, who as Drive Chairman last year, went far over the top, is counting on work equalling or bettering his record this year. UF does so much good for so many people here.



A BIRTHDAY treat was the order of the day this past weekend as Mr. and Mrs. H.T. Wilson hosted his father, Mr. C.C. Rockwell of Hereford for a first look at the Annual Prison Rodeo at Huntsville. It was a good show for Mr. R. on his 90th, and enjoyed by all.

METRO DIALING got the final approval by the Ranger City Commission Monday evening, so hopefully within 18 months toll free dialing should be a reality for Eastland, Cisco and Ranger.

YES, YES, YES! The Dallas Cowboy - Washington Redskins game will be "on" television at the Open House Sunday at Valley View Lodge, where Administrator Mrs. Shirley Frost and staff will be welcoming visitors to the beautiful new home from 2 to 5 p.m.

LAST VACANT buildings on the west side of the square are filling with work in progress for a new vacuum cleaner center and a barber shop in the two Stubblefield Buildings adjoining Mode O'Day.

LOOKS LIKE right at 9,000 qualified voters for the county in the Nov. 6 General Election, according to County Tax Assessor - Collector Edgar Altom. Final figures aren't back from the data processing center, but Mr. Altom and his staff have reported in some 500 more since the Primary Voting.

WITH THE BIG GAME Friday, probably no time to be talking about next year's football lineup, but according to UIL, here's the way it stacks: same slate for Eastland and District 9 - AA, with Cisco, Clyde, Coleman, Comanche, Eastland and Hamilton. In 1973, workouts and the first game can be a week earlier than in the past, with all conferences to have 11 dates in which to play ten games. First playing date will be Sept. 6 and the last date prior to the playoffs will be Nov. Nov. 17, says UIL.



SHADOWS AND PATTERNS, always favorite subjects for photographers get royal treatment here by professional Photographer Hugh Matthias of Photos and Things in Eastland. The scene is at the

huge pipe storage yard on East Main St. where tons of pipe is being stored in preparation for the gigantic pipeline Lone Star Gas Co. is building through Eastland County.

## Lone Star Pipeline Moves On

Construction began Sept. 1, 1972, on Lone Star Gas Company's 36 - inch, \$70 million pipeline from the Delaware Basin in West Texas to the center of the company's transmission system south of

Dallas. The 384 - mile pipeline, Line X, is being constructed in six contract spreads, each about 60 miles long.

The first 36 - inch steel pipe started arriving on the storage site in Eastland, Tuesday, Oct.

10, 1972, for construction of Lone Star's 36 - inch transmission line through our neighborhood. Joe D. Hughes Trucking Company of Houston started moving this pipe by pipe trucks from Houston to Eastland where it will be stored on a leased lot on East Main St. until needed on the pipeline.

Whittaker Pipeline Construction Co. has commenced construction of the pipeline near Huckabay, and will be progressing westward with construction. Fabrication work of related facilities is underway by this construction firm. Lone Star Gas Company Inspectors are on the job providing assurance that the pipeline will be built in accordance with specifications and safety codes.

Lone Star is using the most modern technology and construction techniques in building the pipeline. The new procedures include the uses of aerial photogrammetry engineering methods for determining the pipeline's route, automatic welding machines and computers for analytical planning and evaluating.

To expedite drafting, right - of - way purchasing and sur-

### LEADERS ASK HELP!

We've got the pep! We need the people! Enjoy the game more, know the players. At the game they are figures on the field and numbers on the program. Your chance to meet them is at 2:55 at the pep rally in the gym. This is our first district game and it is also Coleman. Let our boys see you supporting them. See you Friday!!

### Visits from Uoff

Steve Hart was in over the weekend from the University of Texas with two of his friends visiting him. They were Rick Kunkal from Washington, D.C., and Mark Bame from River Vale, New Jersey.

## Aztec Mobile Homes Announces Changes

Important staff changes have been announced at Aztec Mobile Homes in Eastland in keeping with the parent

company's continuing policy of remaining a leader in the mushrooming mobile home manufacturing industry.

General manager Eddie Barnes has retired because of health reasons and is presently in a San Antonio hospital where his condition Tuesday was reported by Mrs. Barnes as being serious.

Company Vice President, Mr. Bob Turner, a veteran manufacturing manager, has been named general manager of Aztec by PMB Enterprises Inc.

Mr. Charles Dorrity, is sales manager for the firm here.

Harold Webb has been named comptroller and Ralph Moore cost accountant. Mike Stripling is in charge of quality control.

Initial plans call for modifications at the plant to expedite production, Mr. Turner reports.

Sales backlog for the company is in excellent condition, he reports.

An across - the - board wage increase has just been implemented at the plant, located north of Eastland.

Mr. and Mrs. Turner came to Eastland from Vicksburg, Miss., and are living at Sabine Terrace Apartments in Eastland.

The other new staff members are also from Vicksburg.

### VISITING HERE

Mrs. Nellie Lewis of El Cajon, Calif., is visiting this week in the home of her sister here, Mr. and Mrs. George Fields of Lake Leon.

Read the Classifieds!

Patronize our advertisers

## Set To Go Saturday

### 6th Annual Chamber Of Commerce Big Show

Free prizes, shiny automobiles and spectacular values out in October air are offerings for Eastland visitors this week at the annual New Auto and Farm Equipment Show and Sidewalk Sale to be held on the square in Eastland

on Saturday, Oct. 21.

Registration for the multitude of prizes begins Thursday at some 30 participating merchants, and visitors are invited to visit each store to sign up for that particular store's free gift.

The Auto and Farm Equipment Show will be set up Saturday on the south and west side of the square and the merchants will be offering special buys on their portable tables set up on the sidewalks outside their respective stores.

Free prizes run the bit from panty hose to anti - freeze.

Drawings for the various prizes will begin at 4 p.m. (The sponsoring Chamber of Commerce will have special booth for those firms ordinarily closed on Saturdays.

Continued Inside)

## Mavericks Vs. Bluecats Friday In Coleman 'Big'

### Conference Tilt Begins At 7:30

District 9 - AA Competition rears its head Friday night in Coleman, when the Eastland Mavericks, District - Regional - Quarter Final Champions of 1971, take on the Coleman Bluecats.

Kickoff time will be 7:30 p.m. And what an outing it should be. Coleman is undefeated for the season. Eastland carries a 4 - 1 going into district battles, having lost only to Haskell by one point.

Coleman was idle last week, and the Mavericks were busy defeating the Breckenridge Buckaroos, 20 - 12. Earlier, the Mavericks defeated Olney, DeLeon, and Ranger.

In other district competition Friday night, Cisco will be at Hamilton and Clyde at Comanche.

Eastland has amassed 131 points, giving up 55 and Coleman has totaled 127 points, letting 22.

Coach Clyde Evatt and his staff, Doug Dallas and Don Adair had the locals under the Maverick Stadium lights Monday evening, getting in the necessary drills. (The public school faculty had spent the day in Snyder at a teachers duty day meeting.)

Downtown quarterbacks were guessing that if the Mavericks put together the kind of game they played against Olney, it could be smooth sailing for the locals.

The Bluecats, never long for second place, undoubtedly remember last year when Eastland ruffed them up 12 - 0, to sail through the district rounds undefeated, and begin the long march statewide. Seven starters are back and five other lettermen form the foundation for the Bluecat squad.

Coleman called their non - conference schedule tough: it consisted of Anson, Brady, Winters, Ballinger and Breckenridge.

At the beginning of the season, West Texas Football said this of the Mavericks.

Back from last year's star - studded team are tailback Howard King (6 - 0, 195, Sr.) who rushed for 1,900 yards last year, reserve fullback Tony Thomas (6 - 0, 200 Jr.) and offensive guards Steve Lopez (5 - 9, 170, Sr.) and Alan Jolly (5 - 9, 170, Sr.)

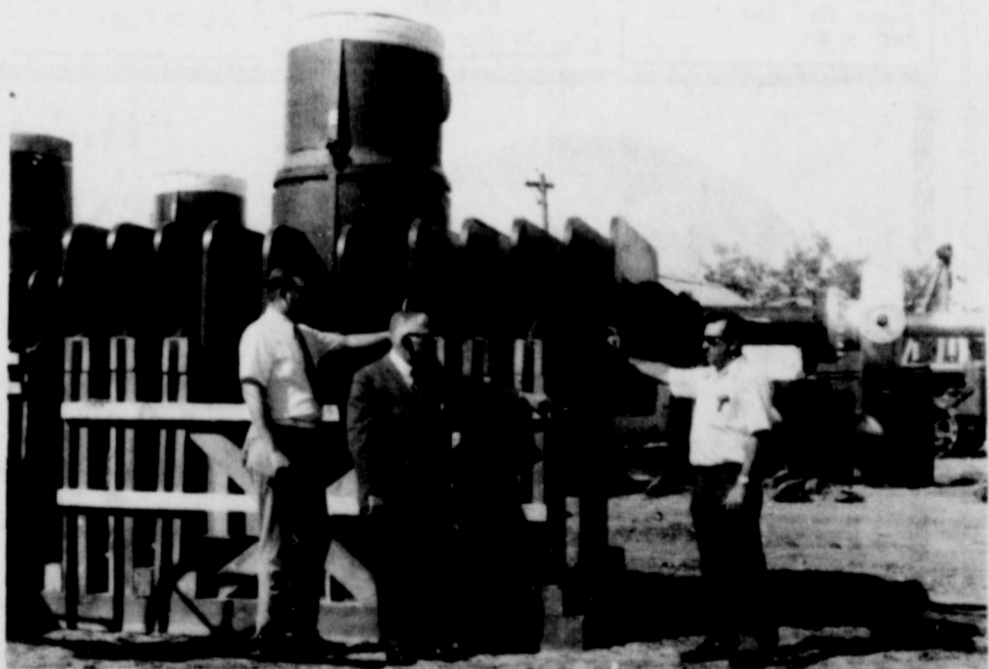
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## NOTICE

Reserved seat tickets and student tickets for the Eastland - Coleman game to be played Friday night in Coleman will go on sale in the school business office at Eastland High School on Thursday morning, Oct. 19, at 9:00 o'clock. Reserved seats are \$1.75 each and student tickets 75 cents. General admission at the game in Coleman will be \$1.50 and students 75 cents.

## Fullen Motor Co. Laugh-A-Day

Leonard Bernstein, former New York Philharmonic conductor, got his start as a boy. He finished his lollipop and decided to keep the stick.



THAT'S A VALVE! - Lone Star Gas Co. Regional Transmission Manager Herman Dempsey, center, T.D. Crowder, left, and Weldon Cunningham, right, inspect one of several giant valves now stored at the Regional Headquarters northwest of Eastland in preparation for installation in the giant natural gas pipeline now being constructed across the county. (Photo by Photos and Things).

## FREYSCHLAG Insurance Weather

PARTLY CLOUDY and warm Thursday.



# NEWSPAPER WEEK '72

By Ben A. Butler

In his "Footnotes" column in the Fort Worth Star-Telegram Dr. Gaston Foote recently and pointedly commented upon the failure of so many people to support voluntary institutions of public benefit under the title: "Parking on the Other Fellow's

Nickel." He likened them to drivers who look for parking places where others have left unexpired time on the parking meters.

It was a kindly but uncomfortable indictment of many of us who, like myself,

are prone to take for granted those institutions, religious, charitable and otherwise, so vital to the spiritual strength, social welfare and democratic unity of society. We are all too willing to let the other fellow pay for the benefits we receive

-- even those benefits that so plainly influence the social and economic well-being of the community.

It is not out of place to apply this fact in relation to an event scheduled to occur October 8-14 when National Newspaper Week will be observed, especially in view of what, economically speaking, is happening to so many small town newspapers.

Quoted in the Industrial Review, the chairman of "Newspaper Week '72" said in a message directed to newspaper editors: "You help

fill a lot of scrapbooks with items about varied events and organizations. You help fill a lot of churches, meeting places and auditoriums. . . You give columns of space each week to promotions of clubs, sports, fund drives. . . But when it comes to talking about yourself and your product, you are shy, retiring, reluctant, usually silent."

He might have added that the local paper helps fill a lot of stores with business, too. It does so even when the benefitting business does not use its advertising space; preferring, in effect, to "park on the other fellow's nickel".

The Review commented: "How many of us really understand the significance of the thousands of local papers and the part they play in sustaining our way of life? There is really only one distinction between our 'way of life' and that of oppression-ridden countries - independence of expression. Local papers stand as physical proof that independence of to be so as long as the local paper remains as an unrestricted medium of opinion and comment."

I would suggest that this 'distinction' points the cultivation, on the one hand, of the vast creative potential that exists in a society of human individuals as opposed, on the other, to a propaganda process of molding a muted society to the will of its masters.

It is in this opportunity for "independence of expression" -- this cultivation of human resources -- that the local paper offers its best service to a community. It makes it an indispensable agency in a free and democratic society.

There is nothing said here to discredit the role of the larger papers. They are equally indispensable; they keep us nationally and regionally informed, alert and -- hopefully -- unified and cooperative.

But the small, local paper is the "trowel" that cultivates the grassroots of society. Its voice is no less vital for that it speaks with a lesser megaphone, if you will pardon the cockeyed metaphor. Nothing is more closely read.

Contrary to some opinion, the main purpose of a newspaper is not to furnish publicity. "Publicity" is a deceiving word -- a deceit often enough for him whose virtues are exaggerated as for those who might have hoped to profit from those virtues. There must first be something valid to publicize.

The small town newspaper is concerned primarily -- consciously or not -- with the discovery of local resources and opportunities. It is a catalyst of those human values that can make a town a good and attractive place in which to live; a stimulator of talent that, in the words of Gray's Elegy, might otherwise be "born to blush unseen and waste its

sweetness on the desert air".

Properly used and supported, it is an asset upon which a community can depend to keep itself distinctive, vital and growing -- in quality as well as size. It offers recognition and encouragement to individuals to create, to adventure in service and citizenship. It is an institution of hometown power.

belonging only to that community fortunate enough to claim its confidence and devotion. It is a rare tool for the hands of community builders. Surely it deserves at least a selfish support.

IT'S NATIONAL NEWSBOY DAY

Furniture - Carpet - Appliances  
Serving Eastland County For Over 51 Years  
**RANGER FURNITURE EXCHANGE**  
No Interest Or Carrying Charges For 1 Full Year On Furniture & Carpet - Free Delivery  
Phone 647-1404 Ranger, Texas



Brown Leather, Suede Trim  
**\$9.95**



Black or White  
Boots  
From **\$8.99**  
Granny Boots **\$19.95**  
As Shown

## SALE

fall fashion fabric event

100% DRACON POLYESTER DOUBLE KNITS  
FROM OUR REGULAR STOCK OF 3.99-4.99-5.99 GOODS

SOLIDS ★ FANCYS

**2<sup>98</sup>** yd.

RAYON VELVETEEN  
Now **\$2.66** Yd.  
Reg. **\$2.98**

### Engagement Announced



Mr. and Mrs. Charles Pat Moseley of Olden have announced the engagement of their daughter, Patricia Ann, to Robert Charles Boyd, son of Mr. and Mrs. Charlie Boyd of Fort Stockton. Patricia is a Biology major at Tarleton State College, Stephenville, and Robert is a pre-veterinary student at T.S.C. The couple plan to be married on December 22nd at 2:00 p.m. in the Mesquite and Rusk Street Church of Christ, Ranger, Texas.

STARTS Fri 7 Big Days  
**MAJESTIC THEATRE**  
EASTLAND Fri-Thru Thur

PARAMOUNT PICTURES PRESENTS  
**The Godfather**

Pass List Suspended

R Color by Technicolor A Paramount Picture


Fri And Mon Thru - Thur  
**OPEN 4:45-FEATURE-5:00-8:15**  
Sat-Sun-1:45-5:03-8:20  
ADULTS-\$1.50-STUDENT \$1.25  
CHILD \$1.00

**RANGER DRIVE-IN THEATRE**

FALL EVENINGS ARE WONDERFUL AT THE DRIVE IN

FRIDAY-SATURDAY & SUNDAY  
OCTOBER 20-21-22

HERE COME THE **FUZZ**



United Artists PG

**BURT REYNOLDS**  
OF COSMOPOLITAN CENTERFOLD FAME

**EVERYONES SWEETHEART**  
**RAQUEL WELCH**

**YUL BRENNER & JACK WESTON**

HERE COME THE **FUZZ**

United Artists  
The Wildest, Woolliest, Cope N' Robbers Caper of the Year.

## HEIDENHEIMER'S

# Bray's SIDEWALK SALE

EASTLAND — RANGER  
EASTLAND COUNTY'S FAMILY STORE

MEN'S SHOE SALE



Discontinued Styles  
SLIP-ONS, BUCKLES,  
& LACE OXFORDS  
REG. \$9.99 NOW  
TO \$23.95 **\$5 TO \$17**

Shop Now Pay Later





**SPORT COAT SALE!**  
Plaids, Stripes  
REG. \$50  
NOW **\$25**

**SALE!**  
OF KNITS



\$2.44 TO \$3.88

100% Polyester  
DOUBLE KNIT  
60" Wide  
**\$2.44 TO \$3.88**  
Yd. TO Yd.

**NEW CAR SHOW EASTLAND, TEX.**

Come Join The Fun With Many Bargains On The Sidewalk. Racks Of Ready To Wear, Tables Of Discontinued Items Of Merchandise Priced From 2/5¢ TO \$5.

**COME SEE ALL THE NEW CARS AND BRAY'S BARGAINS**

Factory Outlet  
New & Used  
**Mobile Homes**  
12, 14, and 24 Wide  
Bank Financing  
Low Down Payment  
**Big Tex**  
**Mobile Homes**  
On 120 2 miles East of Eastland  
Wanda (Mrs. Eddie) Barnes, Mgr.  
817-653-2358



# Hospital Report

Patients in Ranger General Hospital Wednesday morning were:  
 Thelma Lynn  
 Addie Moseley  
 Maxine Norris  
 Allen Tindall  
 Frances Riddling  
 Arva Yarbrough  
 Minnie Shirley  
 Muri Guyger  
 Lillie Stewart

Jerome Ready  
 Samuel Davis  
 Oscar Johnson  
 Aline Rutherford  
 Abbie Frasier  
 Ida Brashear  
 Mary Deitz  
 Ellen Cannady  
 Harold Burgett  
 C.A. Mills  
 Gene Jensen  
 James Yarbrough

Vay Koonce  
 Edward Wolfe  
 Patients in Eastland Memorial Hospital Wednesday morning were:  
 Harley Fox  
 Mary Bayne, Cisco  
 Lummie Boyd, Cisco  
 Euna Porter, Gorman  
 Pat Arntfield, Strawn  
 Roxie Theous  
 Leamon Pittman  
 Fred Wylie, Moran  
 Allen Harris, Cisco  
 Leo Bailey, Rising Star  
 Chris Howell, Ranger  
 Lee Garrett

Emmer Hill, Cisco  
 Lula Baines  
 Burma Bradford  
 Letha Fox  
 Alfonso Gaeta, Cisco  
 Walter Johnson, Cisco  
 R.V. Lewis  
 Leo Pitts, Gordon  
 Fannie Frost  
 D.B. Warren, Gorman  
 Glen Graham  
 Ethelyne Niver  
 Minnie Meek  
 Rose Day  
 Ila Pulley, Gorman  
 Amy Dodson, Baird  
 Grace Brown, Cross Plains

Maude Bourland, Ranger  
 David Harden  
 Dean Collins, Gorman  
 Eva Kelly, Ranger  
 Iva Bell, Bronte  
 Christine Nunez, Strawn  
 Nettie Parten, Cisco  
 Sudie Groves  
 Jeannette Harris  
 Pearl Duncan, Monahans  
 Alberta Pirkle, Arlington  
 Ola Morgan, Cisco  
 Ruth Haney  
 David Morris, Rising Star  
 Ray Greenlee, Breckenridge  
 Almoz Webb  
 Bessie Blue, Carbon

Brenda Sandler, Cisco  
 Clyde Garrett  
 Susie May  
 Linnie Brown, Ranger  
 Hallie Clark, Gorman  
 Lois Morton  
 Doris Tyner, Sweetwater  
 Elizabeth Smith  
 Millard Chambers, Rising Star  
 Ray Norris

THRIFT SHOP: Still accepting items on commission. You name it, we got it. 510 E. 7th. 442-2564.

FOR RENT: this MINI-BILLBOARD for ONLY \$3.50 a month. Call your local paper!

FOR SALE: In Olden 11 acre 31 x 13 block building 600 ft. paved road frontage. Call 653-2268 or 629-2503. 11-9

Visiting Hours Eastland Memorial Hospital 2:30 to 4 p. m. 7 to 8:30 p. m.

Fountains of DeLeon (Licensee) For the Joy of a Beautiful Complexion For Whatever Your Complexion Non-Surgical! Problem May Be "Look Younger as You Grow Older" Free Private Consultations 424 Navarro Hwy. & 161 Call DeLeon 893-6377 DeLeon, Texas

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SAFEWAY

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Safeway has big Specials, Too, everytime you shop... for total savings that add up fast! And Safeway offers a large selection of all your favorite products... the quality you're looking for... the extra values in Every Department that stretch your grocery dollars.

SHOP and SAVE at SAFEWAY! LOW PRICES EVERY DAY and SPECIALS, TOO!

### Safeway Money-Saving Values!

- Canned Pop 12-oz. Can 8¢
- Enriched Flour 5-Lb. Bag 39¢
- Parade Detergent 49-oz. Pkg. 49¢
- Liquid Bleach 1 Gallon Plastic 37¢
- Paper Towels 175-Ct. Roll 28¢

- Shop and Save!
- Panty Hose 99¢
  - Jergens Lotion 13.3-oz. Bottle 89¢
  - Hair Spray 13-oz. Aerosol 53¢
  - Crest Toothpaste 7-oz. Cavity Seal Tube 82¢
  - Airwick Solid 5-oz. Room Deodorant Pkg. 73¢

Compare Selection and Freshness!

**Tomatoes** 29¢ —Lb. California, Large Slicing Size!

**Red Potatoes** 5 Lb. Bag 49¢ US #1, Tasty and Economical

**Crisp Celery** Large Meaty Stalks! California —Each 25¢

Garden Fresh Fruits and Vegetables!

- Jonathan Apples 3 lb. Bag 59¢
- Candy Apple Kits 5-oz. Pkg. 39¢
- Cucumbers Selected Salad Sizes, Each 2 for 25¢
- Bell Peppers Large Size, Each 2 for 25¢
- Red Radishes Tops Removed 2 6-oz. Cello 25¢
- Fresh Broccoli Young and Tender, New Fall Harvest! —Lb. 29¢
- Orange Juice Safeway, Pure! 1/2-Gal. Decan. 89¢
- Mincemeat Borden's, Ready to Eat! 18-oz. Jar 49¢
- Seedless Raisins Town House 2-Lb. Bag 93¢
- Pumpkins Assorted Sizes for Halloween and Fall Decorating! At Safeway!
- Cranberries 1-Lb. Pkgs. 69¢
- Red Apples 3 lb. Bag 59¢
- Oranges Valencia, California Fancy —Lb. 19¢

USDA Inspected Grade 'A'!



SAFEGWAY SELLS ONLY USDA GRADE 'A' WHOLE FRYERS

Chicken Hens Fresh or Frozen, USDA Insp. Grade 'A' —Lb. 45¢

**FRESH FRYERS** 29¢

Finest Quality! Ready to Cook! Safeway Special!

(Cut-Up 38¢) Whole —Lb. 29¢

Self-Basting Young Turkeys, Safeway, Under 16-Lb., USDA Grade 'A' —Lb. 49¢

Turkey Roast Hindquarters, Young Hens, 2 1/4 to 2 1/2-Lb. —Lb. 29¢

### Safeway Meats Are Unconditionally Guaranteed to Please!

- Chuck Roast Blade Cut, USDA Choice Heavy Beef. —Lb. 69¢
- Lean Ground Beef Compare Lean & Fat Content! —Lb. 89¢
- Ground Beef Safeway, Regular 2-Lb. Chub \$1.53
- 7-Bone Roast or 7-Bone Steak, USDA Choice Grade Heavy Beef —Lb. 79¢
- Boneless Roast 1/2-Check or 3/4-Shoulder, USDA Choice Grade Heavy Beef —Lb. 98¢
- Stewing Beef Boneless, Pre-Diced —Lb. 99¢
- Short Ribs USDA Choice Grade Heavy Beef —Lb. 49¢
- Fresh Pork Chops Economical Family Pack! —Lb. 88¢
- Fresh Pork Roast Boston Butt, Semi-Boneless —Lb. 79¢
- Link Sausage Oscar Mayer, Pork, Natural Casing —Lb. \$1.09
- Fish Sticks Pre-Cooked, Large Size —Lb. 59¢
- Perch Fillets Raw, Fresh-Frozen —Lb. 75¢

- All Meat Wieners Safeway, Plump & Tender! —12-oz. Pkg. 63¢
- Lunch Meat Safeway, Sliced \*All Beef Bologna \*Maceroni & Cheese \*Spiced \*Pickle-Pimentos 6-oz. Pkg. 35¢
- All Beef Wieners Safeway, Tasty! 1-Lb. Pkg. 89¢
- Armour Franks All Beef, Armour Star 12-oz. Pkg. 69¢
- Chopped Ham Safeway, Sliced 8-oz. Pkg. 69¢
- Sliced Bologna Oscar Mayer, All Meat 8-oz. Pkg. 59¢
- Eckrich Bologna All Meat, Sliced 1-Lb. Pkg. \$1.09
- Canned Ham Safeway, Fully Cooked! 3-Lb. Can \$3.49
- Smok-Y-Links Eckrich Sausage 10-oz. Pkg. 83¢
- Armour Cervelat Texas Style, By the Chunk —Lb. 89¢
- Stick Salami Safeway, By the Chunk —Lb. 89¢
- Split Breasts With Ribs, Cut From USDA Insp. Grade 'A' Fryers —Lb. 77¢

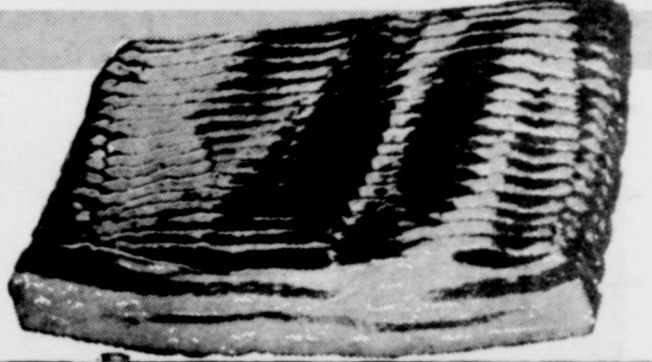
### Breakfast Favorite!

**Sliced Bacon** 77¢

Slab, Rindless, Full of Flavor! —Lb.

Safeway Bacon No. 1 Quality! 1-Lb. Pkg. 95¢

Rath Bacon Black Hawk, Sliced 1-Lb. Pkg. 98¢



**Folger's** Coffee, Safeway Special!

1-Lb. Can 79¢

(With \$5.00 or more purchase excluding cigarettes)

**Chunk Tuna** Sea Trader, Safeway Big Buy!

6 1/2-oz. Can 37¢

**Pork & Beans** Van Camp's, Safeway Big Buy!

16-oz. Can 16¢

**Cragmont Cola** Soft Drinks & Mixers, Safeway Special!

Quart Bottle 10¢

Finest Quality Frozen Foods!

**Strawberries** Scotch Treat, Sliced —10-oz. Pkg. 25¢

**Waffles** Bel-air 5-oz. Pkg. 10¢

**PIZZAS** Bel-air

- Cheese 16-oz. Pkg. 69¢
- Sausage 19-oz. Pkg. 79¢

**Corn-on-Cob** Bel-air 4-Ear Pkg. 49¢

**Banquet Dinners** (Except Beef) Reg. Pkg. 38¢

**Orange Juice** Scotch Treat 6-oz. Can 19¢

**Pepperoni Pizza** Bel-air 19-oz. Pkg. 89¢

Fresh From the Bakery!



**White Bread** Mrs. Wright's, \*Regular or \*Sandwich, Sliced —1 1/2-Lb. Loaf 29¢

**Jewish Rye Bread** Skylark 1-Lb. Loaf 33¢

**All Butter Bread** Mrs. Wright's Old Fashioned 1 1/2-Lb. Loaf 41¢

Dairy Low Prices!

**Lucerne Yogurt** Low Fat, Rich in Protein! —8-oz. Ctn. 25¢

**Cottage Cheese** Lucerne 16-oz. Ctn. 38¢

**Fresh Milk** Lucerne Low Fat 1/2-Gal. Ctn. 56¢

Safeway Frozen Seafood Values!



**Perch Fillets** Booth's, Ocean Perch, Safeway Special! —16-oz. Pkg. 69¢

**Codfish Sticks** Booth's 16-oz. Pkg. 99¢

**Fantail Shrimp** Breded, Booth's 16-oz. Pkg. \$1.99

**Cod Fillets** Captain's Choice —16-oz. Pkg. 86¢

**Rainbow Trout** Captain's Choice 10-oz. Pkg. 83¢

**Fish Cakes** Captain's Choice 12-oz. Pkg. 41¢

**Catfish Fillets** Captain's Choice —16-oz. Pkg. 89¢

**Fish Crisps** Captain's Choice 8-oz. Pkg. 51¢

**Sea Scallops** Captain's Choice, Pre-Cooked 7-oz. Pkg. 92¢

Everyday Low Prices!

**Dog & Cat Food** Favorite Brand, —15 1/2-oz. Can 7¢

**Pinto Beans** Town House, Dry 2-Lb. Pkg. 29¢

**Hamburger Helper** Betty Crocker Reg. Pkg. 58¢

Check These Values!

**Apple Sauce** Highway, Mellow Flavor! —16-oz. Can 19¢

**Golden Corn** Gardenside, Cream Style 16-oz. Can 19¢

**Tomatoes** Gardenside, Cream Style For Soups or Stews! 10-oz. Can 14¢

**Biscuits** Mrs. Wright's \*Sweet Milk or \*Buttermilk —10-Ct. Can 8¢

**Shortening** Valkey, All Purpose —3-Lb. Can 62¢

WEST BEND **parti-pans** NOW ON SALE!

2 QT. COVERED SAUCE PAN ONLY \$3.99

Prices Effective Thurs., Fri., Sat., Sun., Oct. 19, 20, 21. No Sales to Dealers.

**Toilet Tissue** A-1 Brand, Safeway Big Buy!

—Roll 9¢

**Bath Soap** Truly Fine, Deodorant Bar, Special!

2 5-oz. Bars 25¢

SAFEGWAY

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VALLEY VIEW EMBODIES A NEW CONCEPT IN NURSING HOME ARCHITECTURE AND DESIGN. IT CONSISTS OF SIX WINGS EXTENDING OUT FROM "THE ROTUNDA" CENTRAL NURSING AFFORDING COMPLETE, EASY ACCESS TO AND VIEW OF EACH OF THE SIX WINGS. MEETS ALL FEDERAL SAFETY AND FIRE CODE STANDARDS WHICH INCLUDE COMPLETE FIRE SPRINKLING SYSTEM, SMOKE AND HEAT DETECTION, FIRE ALARM SYSTEM AND EMERGENCY POWER UNITS.

VALLEY VIEW HAS A CHEERFUL HOMELIKE ATMOSPHERE WHERE OUR RESIDENTS MAKE NEW FRIENDS AND THE INDIVIDUAL DIGNITY, PERSONAL CARE AND ATTENTION TO EACH RESIDENT IS UTMOST. THE CHAPEL REFLECTS OUR CONCERN AND CONSIDERATION OF THE SPIRITUAL NEEDS OF YOUR ELDERLY LOVED ONES.

**SUNDAY  
OCT. 22  
2-5 PM**

VALLEY VIEW . . . a modern nursing facility.

**OPEN HOUSE  
VALLEY VIEW  
LODGE  
Eastland, Tex.**

Sunday, Oct. 22  
700 S. Ostrom

- PIANO
- DINING ROOM
- ISOLATION ROOM
- SEMI-PRIVATE ROOMS
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Visitors welcome.

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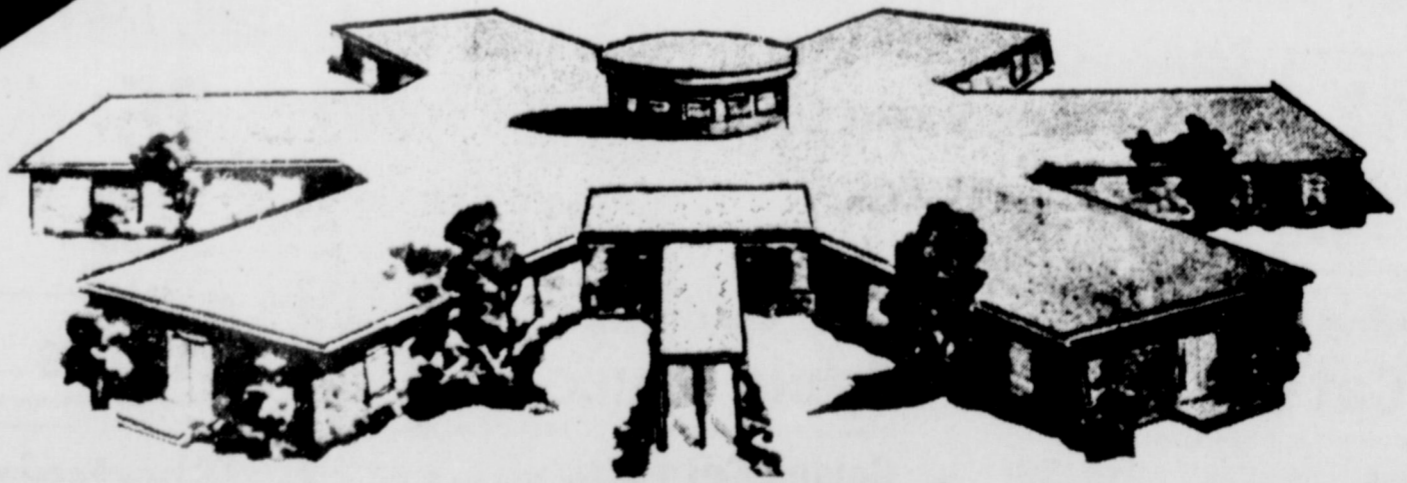
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Every effort is made to assure comfort and safety for our resident/ patients. Handrails have been provided on both sides of all halls. Grab bars are in all bathrooms. Bedrails are available for use when needed. A nurse's call system is provided for each bath room. The home has modern heating and cooling systems for year-round climate control. An emergency lighting system has been provided.

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S. Ostrom  
Eastland, Tex.**

VALLEY VIEW IS A STATE LICENSED MEDICAID TYPE 3 NURSING HOME APPROVED BY THE STATE HEALTH DEPARTMENT AND STATE DEPARTMENT OF PUBLIC WELFARE.



"dedicated to nursing care progress"

**VALLEY VIEW LODGE**

MRS. SHIRLEY FROST,  
Administrator

GENE FROST, Co-ordinator

LAVELLE HALLMARK, L.V.N.

Thursday, October 19, 1972

## Mrs. Corbell Is Honoree

Mrs. Margaret Corbell, welfare worker, was honored by co-workers, Wednesday, Oct. 11, with a surprise retirement party at the community room of the Eastland National Bank.

The honoree was presented a tall brass candlestick topped with a colorful flower ring and a large scented candle.

Several Regional Officers attended including Miss Frances Lewis, program director and Miss Beulah Love, social service supervisor of

Abilene. Others present from Abilene were: Wendy Weise, Peggy Benson, Mary Frances Warren and Susan Dietrick.

Attending from Baird were Patricia Perryman and Irma Shackelford and from Eastland were: Elsie Glenn, Charles Butler, Mary Jo Eves, Elizabeth Evans, Joe Housson, Kathy Swift, Ruby Halbert, Naomi Hickaby, and Frances Walters.

Iced punch, coffee and snacks were served to those present.

(Continued From Page 1 MAVERICKS)

10, 175, Sr.) and defensive halfback Larry Bolles (5 - 9, 145, Sr.) Jolly will double as a defensive guard again with Lopez and Thomas, last year's leading tackler, back at linebackers.

Senior John Jimenez (6 - 1, 195, Sr.) looks to be the heir apparent at quarterback while Garry Barnes (6 - 1, 190, Sr.) and Tommy Morren (5 - 10, 175, Soph.) head the list at ends. McClinton Caldwell (6 - 2, 190, Jr.) and Dale Minchew (6 - 1, 200, Jr.) are likely to get the nods at tackles.

Likely to join Bolles in the secondary are Larry Barnes (6 - 1, 190, Sr.) Ralph Harrison (5 - 9, 145, Sr.), and Terry Ensor (6 - 0, 155, Jr.). Sam Herrera (5 - 9, 160, Jr.) will join Jolly at guard with Rick Reynolds (6 - 1, 180, Jr.) a leading tackle candidate.

Practices may find Evatt making some position changes - like moving Larry Barnes from tackle to halfback and Bolles to quarterback. Defensively, Thomas has been moved to linebacker from middle guard."

The same magazine said this of Coleman:

"Gone is such talent as All-State Danny Birdwell. All-District Ronnie Howard and Billy Don Faries and crafty quarterback Jimmy Alcalá, but the cupboard isn't exactly bare.

Back for his senior year is fullback Mike Marrs (5 - 10, 200), a two-year veteran who last year rushed for 994 yards on 171 carries (5.2 average) and scored 10 touchdowns. He also hit on 33 of 36 extra point attempts and scored three field goals.

Lending still more ex-

perience to the multiple offense backfield will be returning halfbacks Jimmy Nunez (5 - 10, 160, Sr.) and Randy Warrick (5 - 10, 155, Jr.). A take-charge quarterback must, however, step to the front and many holes in the line will be manned by youngsters with limited varsity experience.

Five defensive starters return, led by second team All-District performer Larry Adian (6 - 1, 185, Sr.) at one end while Kenneth Jackson (6 - 1, 190, Jr.) is back to handle the other end.

Nunez will again work at one linebacker and the secondary could be strong with the return of all-league Ricky McKee (5 - 11, 165, Sr.) and Rickey Bartley (5 - 11, 150, Sr.).

Newcomers whom Baucom is counting on include Darrell Phillips (6 - 2, 200, Sr.) a center and defensive guard, David Bigham (6 - 0, 170, Sr.), and end, Chris Connelly (5 - 11, 155,

AUTO SHOW)

From Page 1

Otherwise drawings will be at the individual participating stores.

Displaying new model automobiles, pickups, trucks, and tractors and farm equipment will be:

City Garage, Crain Motor Co., Fullen Motor Co., Hood King Motor Co., Perkin's Implement Co., Bruce Pipkin Motor Co., and Squires Farm Store.

It'll be the day to bring the family to town and spend the day.

Merchants offering prizes will be:

So Lo Auto Parts  
Squires Farm Store  
Western Auto  
Triple D. Discount  
Eastland Telegram  
Robertson's TV  
Coat's Furniture

Altman's Style Shop  
Quality Shoe Shop  
B&B TV Sales  
Rogers Grocery  
H&R Lumber  
Harmon's Short Stop  
Taylor Center  
Harelik's Dept. Store  
Mode - O'Day  
Perry Bros. Inc.  
Bray's Dept. Store  
Jeannettes Fabric.

Super Save Grocery  
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Eastland National Bank  
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a console bargain!

Your Choice — Spanish or Early American only

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With Trade



The ALMADA Model GQ 625 23" diagonal picture



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AT A NEW LOW PRICE!!

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27 Pc. EARLY AMERICAN Prescut Punch Set

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\$39<sup>95</sup> VALUE

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All Proceeds Go To Crippled Childrens Camp.

Got plenty of TREATS on hand?

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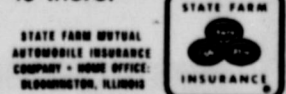
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FREE! KODAK INSTAMATIC MOVIE CAMERA MODEL M12 RETAIL \$29<sup>95</sup> CENTRAL DRUG 103 W. MAIN

CRAIN MOTOR COMPANY SAYS:

"We have a lot to show you."

The 1973 Chrysler



'73 NEW YORKER

The Chrysler has always been built with the idea it should be an automobile of innovations.

The 1974 Chrysler, for example, introduced a revolutionary high compression engine — and that was just the start of it.

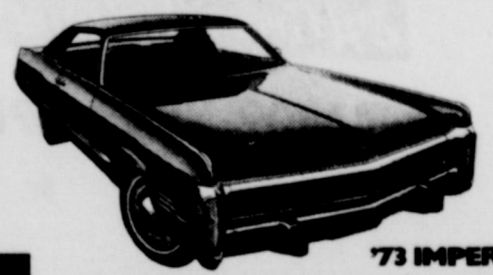
For 1973, Chrysler has one of the most advanced ignition systems in the world. A virtually maintenance-free Electronic Ignition System.

'73 NEWPORT

The heritage of great engineering coming through with Chrysler Newport. Electronic ignition, standard. Electronic digital clock option. Plus all the room, power and luxury you expect from a Chrysler. Yet still at the lowest Chrysler price.



CHRYSLER Plymouth



'73 IMPERIAL

The interior of the new Imperial is enough to make you wish you didn't have to leave it. Depending on the model you pick, it indulges you with beautiful Cologne leather seats, individual folding center armrests, rear-seat reading lamps and built-in foam pillows.

THAT'S THE JOY OF IT! CRAIN MOTOR CO. 215 S. Seaman 629-2430

CIDAA

Thursday, October 19, 1972

LEGAL NOTICE

NOTICE OF ELECTION FOR THE ISSUANCE OF BONDS

THE STATE OF TEXAS COUNTY OF EASTLAND CITY OF EASTLAND

TO THE RESIDENT QUALIFIED ELECTORS OF THE CITY OF EASTLAND, TEXAS, INCLUDING THOSE WHO OWN TAXABLE PROPERTY IN SAID CITY, AND WHO HAVE DULY RENDERED THE SAME FOR TAXATION:

TAKE NOTICE that an election will be held in the City of Eastland, Texas, on the 31st day of October, 1972, in obedience to a resolution and order duly entered by the Board of Commissioners which is attached hereto and made a part of this Notice for all intents and purposes.

Durel Z. Reid Chairman Board of Commissioners City of Eastland, Texas

ATTEST: Lewis Tiner City Clerk City of Eastland, Texas

A RESOLUTION AND ORDER by the Board of Commissioners of the City of Eastland, Texas, calling a bond election to be held within said City, making provision for the conduct of the election and other provisions incident and related to the purpose of this resolution and order; and declaring an emergency.

WHEREAS, this Board of Commissioners deems it advisable to call a bond election for the purpose hereinafter mentioned; and,

WHEREAS, the Board of Commissioners considers that it is to the best interest of the City and its inhabitants that the City provide funds for such

purpose at the earliest possible date, thereby creating an emergency measure for the immediate preservation of the public peace, property, health and safety, and providing for the usual daily operation of a municipal department; now, therefore,

BE IT RESOLVED AND ORDERED BY THE CITY OF EASTLAND, TEXAS:

SECTION 1: That an election be held on the 31st day of October, 1972, which date is not less than fifteen (15) nor more than thirty (30) days from the date of the adoption hereof, at which election the following proposition shall be submitted:

PROPOSITION "SHALL the Board of Commissioners of the City of Eastland, Texas, be authorized to issue TWO HUNDRED FIFTEEN THOUSAND DOLLARS (\$215,000) general obligation bonds of said City for the purpose of making permanent public improvements, to wit: the construction and equipment of a Community Center and Library Building; said bonds to mature serially over a period of years not to exceed forty (40) years from their date, to be issued and sold at any price or prices and to bear interest at any rate or rates as shall be determined within the discretion of the Board of Commissioners at the time of issuance; and to provide for the payment of principal of and interest on said bonds by levying a tax sufficient to pay the annual interest and to create a sinking fund sufficient to redeem said bonds as they become due?"

SECTION 2: That the official ballots for said election shall be prepared in accordance with the V.A.T.S. Election Code so as to permit the electors to vote "FOR" or "AGAINST" the aforesaid proposition which shall be set forth in substantially the following form:

PROPOSITION "THE ISSUANCE OF \$215,000 COMMUNITY

CENTER AND LIBRARY BUILDING GENERAL OBLIGATION BONDS

The word "FOR" and beneath it the word "AGAINST" shall be made to appear on the left of the proposition. A square shall be printed to the left of each of the words "FOR" and "AGAINST", and each elector shall place an "X" in the square beside the statement indicating the way he wishes to vote.

SECTION 3: That said election shall be held at the CITY HALL, 416 South Seaman Street, in said City, and the entire City shall constitute one election precinct for said election.

SECTION 4: That the following named persons are hereby appointed officers of the election: MRS. MARCUS ODELL, Presiding Judge MILTON UNDERWOOD, Alternate Presiding Judge The Presiding Judge shall appoint not less than two (2) nor more than six (6) qualified clerks to serve and assist in holding said election; provided that if the Presiding Judge herein appointed actually serves, the Alternate Presiding Judge shall be one of the clerks.

On election day the polls shall be open from 7:00 a.m. to 7:00 p.m.

Absentee voting shall be conducted at the City Clerk's office in the City Hall, in accordance with the provisions of V.A.T.S. Election Code, Chapter 5.

SECTION 5: All resident qualified electors of the City, including those who own taxable property in said City and who have duly rendered the same for taxation, shall be permitted to vote at said election. That at said election two separate ballot boxes shall be provided at the polling place. In one box only resident qualified electors who own taxable property and who have duly rendered the same for taxation shall be allowed to vote. In another box all resident

qualified electors (who are otherwise qualified but do not own taxable property which has been duly rendered for taxation) shall be allowed to vote. The votes cast in each of said boxes shall be recorded, returned, and canvassed in such manner as will reflect separately the votes cast by the qualified electors who own taxable property and who have duly rendered the same for taxation from the votes cast by all qualified electors (including those who own taxable property and who have duly rendered the same for taxation).

SECTION 6: That a substantial copy of this resolution and order shall serve as proper notice of said election. Said notice shall be posted in the election precinct or precincts and at the City Hall not less than fourteen (14) full days prior to the date on which said election is to be held, and be published on the same day in each of two successive weeks in a newspaper of general circulation in said City, published therein, the first of said publications to be made not less than fourteen (14) full days prior to the date set for said election.

SECTION 7: That the public importance of this measure and the fact that it is to the best interest of the City to provide funds for the purpose of making said improvements in and for said City at the earliest possible date, create an emergency and an urgent public necessity for the immediate preservation of the public peace, property, health and safety, and providing for the usual daily operation of a municipal department, requiring that this resolution and order be passed as an emergency measure, and such resolution and order is accordingly passed as an emergency measure, and shall take effect and be in force from and after its passage.

PASSED AND APPROVED, this 9th day of October, 1972.

Durel Z. Reid Chairman, Board of Commissioners

Nine New Families Move To Eastland

Nine new families have moved to Eastland during the month of Sept. reports Mrs. Maybelle Trout, receptionist. Mr. and Mrs. L.U. Maynard have moved to Eastland from Austin. They live at 507 S. Madera. He is employed with Smith Plumbing. They have three children: one boy age 13 and two girls ages 10 and 8.

Mr. and Mrs. John R. Holt moved to Eastland from

City of Eastland, Texas

ATTEST: Lewis Tiner City Clerk City of Eastland, Texas

(10 - 12; 10 - 19)

Mineral Wells. They run Holt Sewer Service and Trading Post. They live at 311 N. Seaman.

Mr. and Mrs. Howard E. Owens, 1807 W. Main, have moved to Eastland from Albuquerque, New Mexico. He is employed at Koen Salvage. Mrs. Audrey Kimbell, 417 S. Daugherty, has moved here from Lake Leon, Ranger. She is retired.

Mr. and Mrs. Lynn Walton, 506 S. Madera are here from Ranger. He is employed at Eastland Auction and she is employed at Hollywood Vasserette. They have five children: three boys ages 17, 12, and 7 and two girls ages 11 and 13.

Mr. and Mrs. John P. Boen, 600 W. Sadosa, Apt. No. 23, has moved here from DelLeon. He is employed with G&H Electric. They have two children: one girl age 14 and one boy age 13.

Mr. and Mrs. Melvin Rogers have moved to 512 S. Bassett from Stephenville. He is employed at Aztec.

Mr. and Mrs. Charles Walker have moved to 600 W. Sadosa, Apartment No. 10 from Pasadena. He is employed with Hollywood Vasseret. They have four children: two boys ages 18 and 14 and two girls ages 9 and 6.

Mr. and Mrs. Ronald White, 506 S. Daugherty, have moved to Eastland from Monahans. He is employed with Texas

Department of Public Safety. They have two children: one girl age six and one boy eight months.

Mr. and Mrs. Jack Mace visited Mr. and Mrs. W.C. Walker of Longview over the weekend and attended the Cisco Jr. College and Tyler Jr. College football game in which their son Bob was playing.

SUTTON'S A-1 Office Machines Call 629-1707 Eastland

FREE! \$13.95 Munsey TOASTER - BROILER 79c Aqua Net HAIR SPRAY Regular, Unscented, Super Hold, or Moisture Shield CLOTHING CLEARANCE - Blouses, shirts, jeans, slacks, - \$1.30 Ea \$13.95 Chilton 30-Cup AUTOMATIC PERCOLATOR - \$8.88 Large Group of items at Reduced Prices - Shop sidewalk sale & save - TRIPLE D DISCOUNT 108 W. COMMERCE

FREE! 2 Gallons Of ANTI-FREEZE THARP TIRE CO. 403 E. MAIN

SUPER SAVE See for Yourself UNBELIEVABLE FOOD BUYS BAMA GRAPE JELLY 39c VAN CAMP GRATED TUNA 3 Cans \$1.00 GOLD MEDAL FLOUR 5-Lb. Bag 59c SAUSAGE \$1.49 PORK CHOPS 79c BLOLOGNA 69c MORREL PRIDE CANNED HAM 3-Lb. Can \$3.39 FOLGER'S COFFEE 69c DELSEY TOILET TISSUE 4 2-Roll Pkgs. \$1.00 WHITE SWAN SHORTENING 3-Lb. Can 69c GREEN BEANS 7 303 Cans \$1.00 POTATOES 69c CARROTS 2 1-Lb. Cans 29c APPLES 29c BUTTERMILK 49c TOMATOES 5 303 Cans \$1.00 BEANS 5 15-Oz. Cans \$1.00 COCKTAIL 29c PORK & BEANS 6 300 Cans \$1.00

Announcing GOODYEAR SERVICE STORE EASTLAND, TEXAS S&H GREEN STAMPS Good Housekeeping guarantees performance of America's most valuable stamps. GOODYEAR SERVICE STORE, Eastland, Will Give S&H Green Stamps With Each Purchase MAJOR HOME APPLIANCE TELEVISION SETS STEREOs NOW THROUGH TUESDAY, OCTOBER 31 VISIT YOUR GOODYEAR SERVICE STORE EASTLAND FRANK MURPHY, MGR. 629-2662

We Give Gold Bond Stamps Double Stamps Every Wednesday With \$2.50 Purchase or more Excluding Cigarettes



### Mrs. Bulgerin Is Hostess County GOP Women

The Eastland County Republican Women's club met for their October meeting at the home of Loretta Bulgerin for a covered dish lunch and business meeting. Esther Wadley presided. She welcomed the members and guests. Prayer was given by

Gay Mitchell. Reports from the recent Republican convention in Dallas were given by Loretta Bulgerin and Virginia Kimmey. It was noted that a significant number of young adults were in evidence at Dallas. Jim Horn of Denton was elected state committee man,

and Mrs. Jack Eidson was elected state committee woman for the 22nd Senatorial district, it was reported. Roll call by Virginia Russell and the financial report followed. Tentative plans were made to meet with Mrs. Allen of Ranger at the next meeting.

Members will be notified. Those present: Mesdames Lula Crone, Virginia Russell, Wanda Smith, W.F. Deaton, Virginia Kimmey, Lillian Horton, Pat Ray, Mary Timmons, Loretta Bulgerin, Esther Wadley, Bernice Stephen, and a potential member, Gay Mitchell.

Read the Classifieds!

### John Marshall Is Coordinator

Sen. John Tower today announced the appointment of John Marshall as young Texans for Tower Coordinator at Eastland High School in Eastland.

John, son of Mr. and Mrs. Charles Marshall is a Sophomore at Eastland. He directs the activities of the local high school volunteers, working for the re-election of Sen. Tower to the U.S. Senate.

### Gorman Site To Be Point For WTRC Sale

Col. Tex Herring, chairman of the Cattlemen's Round - Up for crippled children Farm Equipment Sale, has announced that Troy Johnson of Gorman will be serving as area farm equipment chairman for the Gorman area.

The sale is the final phase of the Cattlemen's Round - Up for crippled children to benefit the West Texas Rehabilitation Center in Abilene, Texas. Herring said the sale is set for 10:00 a.m., Saturday, Nov. 11, 1972, at the Tex Herring Equipment Company in Lawn, Texas. Herring added that he hoped everyone in the Gorman area will contribute some farm equipment or farm related item

### Thursday, October 19, 1972 Mrs. Stephen Is Class Hostess

Mrs. Joe Stephen was house hostess to the Martha Dorcas Class of the First United Methodist Church Thursday, Oct. 12.

Assisting her were Mesdames: Russell Neal, Lelia Wyatt, Johnnie Mathews, Willie Harris, Prudie Hardeman, C.M. Pogue, Essie Loughry and Pearl Davis.

Invocation was given by Mrs. Cecil Ellis. Mrs. Claude Boles presided over a brief business session. Mrs. Joe Stephen gave the devotion: "Spirit Lifters" by Norman Vincent Peale.

Refreshments of pumpkin pie with whipped cream topping, nuts, candies, and spiced

for the sale. He said, "We're taking anything from trace chains to tractors".

The Troy Johnson Farm will be the area gathering point for items. Donors should contact the area chairman.

punch were served with Halloween motif.

A social hour followed, including a game of "Obsoletes".

Those present besides the above mentioned were: Mesdames Earl Bender, Allie Mickle, Ina Bean, Ima Jordan, C.W. Boles, Zula Collie, Ina Jones, R.E. Sikes, Fred Davenport, Cecil Ellis, Gussie Andrews of Odessa, Edith Townsend and her guest, Mrs. Lola Shaw of Lakeland, Florida.

### Thespians Elect

The Thespians Club at Eastland High School had a meeting and elected their officers for the year 1972 - 73.

They are: President, Joe Herrera; Vice President, Howard King; Secretary - treasurer, Susie Miller; and Sergeant at Arms - Ralph Harrison.

### Mrs. Annie Day Buried Saturday

Mrs. Annie Lee Day, 84, of Eastland, died at 12:30 a.m. Thursday at Ranger General Hospital. Funeral was held at 2 p.m. Saturday at Arrington Chapel.

Carl Garrett officiated. Burial was in Eastland Cemetery.

Born Feb. 20, 1888 in Breckenridge, she had been a resident of Eastland 75 years. She was a member of the Order of the Eastern Star and of the First Church of Christ Scientist.

Survivors are her son, Valney of Eastland; a daughter, Mrs. Ann Louise Buffoloe of Dallas; a sister, Mrs. Sally Stoker of Fort Worth; a brother, Walter R. Shepard of Longview, Wash.; five grandchildren and six great-grandchildren.

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**BLANKET**

**PERRY**  
**BRO'S. Inc**

107 S. LAMAR

**FREE!**  
**(1)**  
**10 DOLLAR**  
**GIFT**  
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**DEPT. STORE**

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**ON THE SQUARE**  
**IN EASTLAND**  
**SATURDAY,**  
**OCTOBER 21**

**PRESENTING**  
**THE AUTO SHOW**

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**FULLEN MOTOR CO.**  
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**CADILLAC,**  
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**BUICK,**  
**GMC TRUCKS**

**SEE**  
**THE NEW ONES**

**SATURDAY**

All eyes on stage . . . the grand new 1973 models are rolling in for the ever exciting Auto Show. America's leading cars for the new model years are unveiled now at local authorized car dealers.

These are the cars that star in over-all luxury and solid safety construction, surpassed only by dazzling design for smoother riding, easier driving. Be sure to see the outstanding new '73 Cars . . . a display of stars.

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**SIDEWALK SPECIALS**

Regularly On Wheel  
Goods & For  
Saturday, New Auto  
Show &  
**SIDEWALK SALE**  
Offers Extra Specials

Choose From 9 -  
10 SPEED  
BICYCLES  
Reg. NOW  
\$79<sup>95</sup> \$69<sup>95</sup>  
Each

Pick From 2 -  
3 SPEED  
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Reg. \$61<sup>95</sup> NOW \$51<sup>95</sup>

ALL WITH HAND BRAKES

**REMEMBER: PERRY'S**  
**CHRISTMAS LAYAWAY!**

**COME SEE THE**  
**CHRISTMAS STORE**

**HALLOWEEN SPECIALS:**  
**COSTUMES** | **CANDY** | **MASKS**  
\$1<sup>29</sup> TO \$1<sup>99</sup> | FROM 77¢ TO \$1<sup>99</sup> | 10¢ TO 69¢

**ASSORTED TRICK or TREAT BAGS,**  
**NAPKINS, PUMPKINS, NOISE-MAKERS**

**BE SURE TO SEE**  
**OUR FABULOUS CANDLES**

1" to 4" Wide | Scented | From \$1<sup>00</sup> TO \$3<sup>00</sup>  
3" to 9" Tall | Decorative

**perry's**  
**EASTLAND**

## Letters To The Editor

(ED. NOTE: The Telegram accepts letters and considers them for publication, if they are signed. The writers name will be withheld if requested.)

Dear Editor:  
Concerning form letters recently sent to citizens of our town by the Library - Community Center Planning Committee, I am most unhappy!

First, the letters are most misleading, especially the suggestion that the average tax increase would be a \$6 as compared with Metro - dialing. When in reality for each \$10,000 worth of property the tax increase would be about \$19. You can hardly buy a new home of any size for less than \$20,000 any longer. If the \$6 be "average", this would signify a big low income group in Eastland including those on fixed income and pensions to whom \$1 might mean the same as \$10 to others. It does not seem fair to ask them for higher taxes for such a facility which they would again have to pay to use.

Secondly, the letter suggests that the price might be lowered on the building by cutting corners, but no mention is made of the fact that taxes would be lowered.

Thirdly, I object to the use of former Mayor James Reid's name. The former Mayor's priorities were completely different, and he was not opposed to help.

If two - thirds of the cost of a similar facility at \$125,000 could be met with a government grant, which the local newspaper has pointed out, it seems foolish to pursue this route with disregard for the taxpayers of Eastland, who pay

their share of federal taxes also.

What's the "hurry" on something of such magnitude that will involve all the citizens? I always remember the old saying, "Haste Makes Waste".

The center being proposed, even at its high cost, would not provide enough space for large banquets or meetings so what advantage there? Even the luncheon clubs might have a problem meeting there without available catering service.

The Committee cannot use the excuse that they are opposed to federal help after a committee member's speech to the Lions Club speculating on the "Pie in the Sky", Federal Revenue Sharing Plan to help defray the expense.

Therefore I am greatly opposed to the present proposal because I am concerned about Eastland's present and following generations!

A Concerned Citizen

Editor:  
May I express my opinion on the new library and community center?

In all honesty, I can't think of a single reason why this has turned into such an issue. It should have died at birth without even holding an election.

True, it would be nice for the Thursday Afternoon Club and a few others, but at the expense of the entire city?

Such a tax raise wouldn't amount to much for those who have no financial worries, but to those poor people, living in poor houses (which were mentioned in an earlier paper) even if they are paying small taxes, sometimes even a couple of dollars can be very important.

I am young and healthy and able to work Thank God, and this election will have no effect on me one way or the other, but there are people in this town who are completely dependent on a pathetically small social security check for their livelihood. In what way will they benefit from such an extravaganza.

Ora Hallmark

Editor:  
On November 7, the voters of the U.S. will choose a president. We have two major candidates, Richard Nixon and George McGovern.

In comparing their qualifications, I find the following facts:

Richard Nixon:

1. Graduated from Duke University law school
2. Served his country in the World War II.
3. Four years outstanding service in Congress
4. Served in the U.S. Senate with distinction
5. Elected and served as Vice President for eight years.
6. Was defeated for president by a very narrow margin
7. Defeated for governor of California
8. Was he discouraged? Yes - did he quit? No!
9. Discussed the issues in every election from '64 to '68
10. Elected President of the U.S. in '68

His record as President:

- a. He has visited 80 countries and knows personally more presidents, prime ministers, and heads of state than any other person alive.
- b. He has been unbelievably successful in foreign affairs.
- c. He has a better than average domestic record. Not perfect, but improving. On the budget deficit, he has had a lot of help from some Democrats.
- d. For the five million unemployed, there are probably six million help wanted ads in the nation's newspapers.
- e. He has withdrawn over 500,000 men from Vietnam and continues to wind down the war.
- f. He submitted an improved welfare program, but some Democrats are still pork - barreling.
- g. He opposes busing for racial balance and supports improved educational opportunities for all.
- h. He proposed anti - pollution legislation for pure water and clean air.
- i. He is repairing the damage done to the U.S. by the Warren Supreme Court.

These are only a few of the necessary things accomplished or proposed.

**NEED FURNITURE**  
Come Browse with us at  
**B & H**  
**Trading Post**  
Bedroom suits  
Living room suits  
Dinette sets  
Metal cabinets  
Solid panel doors  
Record players  
Cheap typing paper  
Glassware, pictures, antiques, books and what have you.  
311 N. Seaman  
Pho. 629 - 2885  
Buy, sell, trade, cash or terms.

JOIN THE THOUSANDS OF WOMEN WHO REGULARLY USE MARY KAY COSMETICS!!  
"NO WOMAN NEED EVER LOOK 40!"  
Call, Elizabeth Harris Tel. No. 629 - 2836  
For a Complimentary Facial

**K B HOMES**  
New Construction - Remodeling  
Custom Built Homes on your lot or ours. FHA, VA, OR Farmers Home Loan  
Call 442-3024 in Cisco  
Linton Batteas Dewey Kennemur

## School Lunch Menu

- Thursday, Oct. 19  
Pizza  
Pinto beans  
Buttered cabbage  
Lettuce & tomato salad  
Cornbread  
Cake squares
- Friday, Oct. 20  
Steak & gravy  
Whipped potatoes  
Green peas  
Tossed salad  
Hot rolls  
Jello with fruit

## Little Bit Of News

The Thursday Afternoon Study Club will meet October 19th at 3:00 p.m. in the Woman's Club Building. Mrs. C.L. Bigby is program chairman and will lead a program on "Respect", another of the three R's. The program title "Organized Charity Giving". There will be a guest speaker from Camp Wolters who will speak on "Drugs".

George McGovern's qualifications

1. Served his country in the Air Force in World War II.
2. Served four years in the House and eight years in the Senate.
3. Has a M.A. and Ph.D from Northwestern University in social science.

That's about it!!

George McGovern can't make up his mind if the wind is blowing. What he proposes is visionary and impractical. His accusations against Nixon and his administration amount to childish tantrums. He said he would crawl to Hanoi on his belly, which is not a very dignified position for a U.S. President. He has criss - crossed this country braying like a Jack, but not very convincingly.

How would you like for this man to represent you and the U.S. in Moscow and Peking? He would lose his britches in the first session. You can be 1000 percent sure of that!

Sincerely,

W.C. Robinson  
3211 Willowbrook Dr.  
Waco, Texas 76711  
(Former Eastland School Principal)

Ladies Game Day will be held on Friday, Nov. 3, at Lone Cedar Country Club, according to announcement of Mrs. Joe Stephens, Publicity Chairman.

**ROY LEE SMITH**  
**PLUMBING**  
Contracting and Repairing  
Complete Plumbing fixtures and Supplies  
Bath & Kitchen Improvements  
Trained, Adequate Staff  
Call a Licensed Plumber  
Day or Night  
629 - 1722

**SMITH**  
**PLUMBING**  
114 N. Seaman  
Eastland

# Valley View Lodge Issues Invites

Eastland's newest nursing home, the 102 bed Valley View Lodge will hold Open House Sunday, Oct. 22, between the hours 2 and 5 p.m., Administrator Mrs. Eugene Frost has announced.

The public is invited. The beautiful new home is located on the 700 block of Ostrom Street in Eastland.

The structure was built and furnished by BJB&R Construction Co. of Collinsville, and is to be operated by Valley View Lodge Inc. a corporation made up of R.W. McDonnell of Collinsville, Billy Joe Browning and Gene Frost.

Valley View Lodge is classified as a skilled nursing home and as such is qualified to accept intermediate three and skilled nursing patients.

Valley View Lodge is classified as an Intermediate III home and as such is qualified to accept intermediate three patients. Valley View Lodge is qualified to care for patients under Old Age Assistance, or those eligible for Medicaid in addition to private paying patients. Medicaid is the extended care portion of the Medicare program.

Valley View Lodge is designed and is licensed and staffed to care for patients needing intermediate care.

Medicaid Intermediate III patients (moderate nursing care). Qualified staffing is planned on a 24 - hour basis at Valley View Lodge. Residents receive home - like atmosphere with beautiful furnishings and recreational facilities. The building is completely fire retardant and fire protected by automatic fire warning devices and automatic water sprinklers.

The cost at Valley View Lodge, said Mrs. Frost, under the State Medicaid program is the same as for all nursing homes.

Among the many features of Valley View Lodge are:  
Private rooms have private baths, dining room,

recreational room, chapel, beauty - barber shop, isolation room, examination room, organ, cable TV in color, therapy, game tables, fire control doors, piano, and

recreational program. Mrs. Frost expressed appreciation to all who have applied for employment, and as need for more personnel increases, she will be contacting

other applicants, she said. The nursing home will continue to accept applications for employment, she said. Valley View Lodge is the sister to Eastland Manor.

## E.C.H.C. Names RJC for Oral Library Project

Eastland County Historical Survey Committee Chairman, Mike Collins, announced October 14, 1972, that Ranger Junior College would take over the continuing tasks of putting on tape the oral history of Eastland County.

Dr. Jack Elsom, Ranger Junior College President,

## Munsingwear - Receives Award

Munsingwear, Inc. has been selected to receive a first place award for having issued the most informative stockholders' annual report of the apparel - textile industry classification in the 1972 Annual Report Survey sponsored by Financial World, the nation's oldest business and financial weekly. The bronze Oscar - of - Industry trophy symbolic of this achievement will be presented to Alden Hanson, Munsingwear Secretary - Treasurer, on Wednesday evening, October 25, at the Twenty - Eighth Annual Report Awards Banquet in the Grand Ballroom of the New York Hilton Hotel. The occasion will also mark the 70th anniversary of the founding of Financial World magazine.

Presentation of the coveted Oscar trophy will be made by Ralph E. Bach, President of Financial World, before an audience of more than 1,000 business, industrial and financial leaders from throughout the United States and Canada.

Approximately 5,000 annual reports were reviewed in 91 classifications this year in the annual competition to promote the improvement of shareowner financial statements in industry.

stated following meeting with Collins and Leonard Marusak, Chairman of the division of social science at Ranger Junior College, that the college would take total responsibility for the project.

However, he said this would not limit the personnel working on the project.

Marusak who will organize the undertaking said he would be calling on others throughout the County to help.


Collins stated: "This oral preservation is by far the most important, far reaching, and lasting contribution which has

been made to the history of Eastland County."

The new Ranger Junior College Library will be the permanent repository for these tapes. This material will be available to all persons researching County history; to students on assignment; or to any who want to listen for pleasure. The tapes will be edited, indexed, and filed as to name, date, etc.

Collins expressed the gratitude of his committee and the entire County to Dr. Elsom and Marusak for assuming this great responsibility.

**BAKKER FUNERAL HOME**  
306 W. PLUMMER PH. 629-1726  
EASTLAND, TEXAS 76448




Dale O. Bakker

Dear friends,

The funeral with the body present impresses the reality and finality of death upon the minds and emotions of the bereaved. Prominent psychologists consider this an essential procedure to safeguard mental health. The showing of grief by family and friends, while the body lies in state, also aids the distraught survivors to accept and adjust to the reality of death.

Respectfully,



**GARDENHIRE OIL COMPANY**  
Yes! We can sell wholesale to you!  
See us for all your oil, grease, filters, spark plugs, brake fluid, anti-freeze, S. T. P. for oil, gasoline, diesel or radiator, tires for cars, truck or tractor. WE HAVE TANKS for farm or commercial gasoline and diesel fuel. See us before you trade. All major brands of Oil and Grease.  
**WHY PAY MORE??**

**COUNT ON US**  
FOR ALL YOUR AUTO SERVICE...  
Opening Special  
Complete Front end Alignment on all American made autos with air conditioners only \$8.50  
Only \$7.50 for Front End Alignment on all American made autos without air conditioners.  
All Repairs can be placed on Texaco Credit Cards.  
Bob's Automotive Repair  
403 E. Main 629-2922

**J.R.B. Family Center**  
Boys **WESTERN SHIRTS** NOW \$3.19 Reg. \$3.99  
**VACUUM CLEANER BAGS** Reg. \$1.99 NOW 88¢  
Red Hart **WOOL YARN** NOW ONLY \$1.19 Value 99¢  
Foley's **KITCHEN GADGETS** Values to \$1.99 NOW ONLY 69¢

**Authorized Medicare Supplier for**  
Wheel Chairs Hospital Beds  
Walkers Crutches  
Canes Vaporizers  
Commode Chairs and other sickroom supplies  
All of the above are available for non-medicare patients on a sales or rental base basis.  
**U-SAVE PHARMACY**  
629-1166  
Commerce & Daugherty St.  
Eastland

**TEXACO SERVICE CENTER**  
503 W. Main. 629-8895  
Offering top line Texaco Products, wash & grease, tune-ups, muffler & brake service.  
We give S & H GREEN STAMPS & Appreciate Your Business.  
**WINTER SPECIAL** \$1.49 Per Gallon Carry Out  
JTW Brand Anti-Freeze  
**FREE PICKUP & DELIVERY**  
AAA Emergency Service

**America's HOTTEST Value**  
**Hearth Glo**  
for radiant heat at its best  
RADIANT SPACE HEATERS  
16,000 BTU \$23.50  
20,000 BTU \$25.95  
24,000 BTU \$29.50  
**HEARTHGLO Gas Circulating Heaters**  
20,000 BTU ..... \$29.75  
24,000 BTU ..... \$35.75  
FLEX BRASS (All Lengths) Heater Connections \$1.39 UP  
KANT-LEAK GAS HOSE ALL LENGTHS ..... \$1.29 UP  
STOVE FITTINGS NOSE NIPPLES  
**Dearborn & Hearth Glo RADIANTS**  
**Western Auto Associate Store**

Thursday, October 19, 1972

**MARCH ON  
DOWN THE  
FIELD**



**LET 'EM!**

# EASTLAND MAVERICKS

'71 QUARTER-FINAL CHAMPIONS  
VS

# COLEMAN BLUECATS



IN  
**COLEMAN**  
7:30 p.m.

AZTEC MOBILE HOMES  
EASTLAND  
STAFF AND EMPLOYEES

EASTLAND MANOR

BOND ELECTRIC

HICKMAN NURSING HOME

W. H. "BILL" HOFFMANN

MR. AND MRS.  
VICTOR CORNELIUS

MR. & MRS. LEWIS TINER

R.M. SNEED

A-1 FINA SERVICE

COMANCHE COUNTY  
ELECTRIC CO-OP ASSOCIATION

J. T. Gregory, Distributor

ARRINGTON  
FUNERAL HOME

FREYSCHLAG  
INSURANCE AGENCY

BAIRDS TV

B & W CLINIC AND STAFF

KINCAID REAL ESTATE

WESTERN AUTO

THARP TIRE COMPANY

FOREMOST DAIRIES

1972  
EASTLAND MAVERICKS

| Red | White | Name                  | Pos. | Wt. |
|-----|-------|-----------------------|------|-----|
| 10  | 10    | Terry Ensor           | QB   | 145 |
| 12  | 14    | John Jimenez          | QB   | 200 |
| 20  | 20    | Leo Gaeta             | E    | 142 |
| 24  | 24    | Sammy Herrera         | B    | 157 |
| 25  | 25    | Russell Smith         | B    | 163 |
| 30  | 30    | Tony Thomas           | B    | 198 |
| 32  | 32    | Larry Barnes, (Capt.) | B    | 179 |
| 33  | 33    | Howard King, (Capt.)  | B    | 203 |
| 40  | 22    | Larry Bolles          | B    | 141 |
| 42  | 42    | Ralph Harrison        | B    | 135 |
| 50  | 50    | Ralph Underwood       | C    | 155 |
| 51  | 51    | Rex Boney             | C    | 186 |
| 52  | 52    | Alfred Orosco         | C    | 130 |
| 60  | 60    | Jace Staggs           | G    | 133 |
| 61  | 61    | Steve Lopez (Capt.)   | G    | 173 |
| 65  | 65    | Allen Jolly           | T    | 182 |
| 66  | 66    | Isaac Orosco          | G    | 125 |
| 69  | 69    | Mike Reid             | G    | 162 |
| 70  | 70    | Mark Parsons          | T    | 160 |
| 72  | 72    | Rickey Reynolds       | T    | 173 |
| 73  | 73    | Dale Minchew          | T    | 200 |
| 75  | 75    | David Baze            | T    | 195 |
| 80  | 80    | John Marshall         | B    | 130 |
| 82  | 82    | Tom Morren            | E    | 178 |
| 84  | 84    | B.W. Robertson        | E    | 136 |
| 87  | 87    | Garry Barnes          | E    | 180 |

Coaches: Clyde Evatt (Sul Ross)  
Don Adair (North Texas)  
Doug Dallas (Sul Ross)

Managers:  
Larry Courtney  
Pat Hart  
Randy Collins

FARM BUREAU

ALTMAN'S STYLE SHOP

ROBERTSON'S TV SALES

D.L. KINNAIRD

HOOD KING MOTOR CO.

BAKKER FUNERAL HOME

BOLES DAIRY QUEEN

SUPER SAVE

EASTLAND  
CHAMBER OF COMMERCE

HARELIK'S DEPT. STORE

TEXAS ELECTRIC  
SERVICE

BOB CARROLL  
CONSTRUCTION CO.  
EASTLAND, TEXAS

HILLCREST FOOD MARKET

BRAY'S  
DEPARTMENT STORE

TEXAS  
LIGHTWEIGHT AGGREGATE

EASTLAND NATIONAL  
BANK

DR. AND MRS.  
M. A. TREADWELL, JR.

GOODYEAR SERVICE STORE

EASTLAND COUNTY  
ABSTRACT CO.

**Southern Television Systems Corporation**

CISCO - EASTLAND - RANGER... Inviting You To Watch All Of The Games--NCAA - AFL - NFL

# Important News About the News Media for Advertisers and Agencies

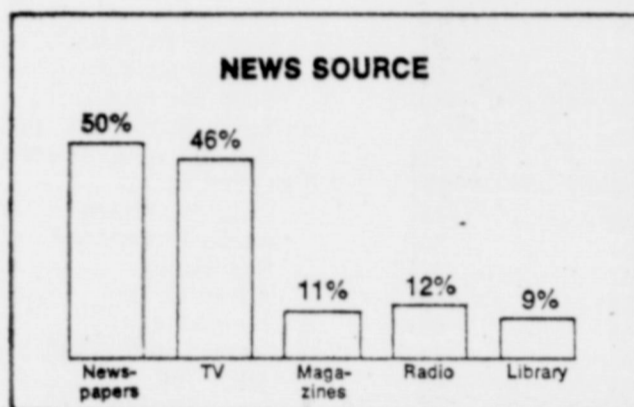
Today as never before, Americans need information—about events, about people, about products. Read how they use the news media to meet this need.

In March, 1971, Opinion Research Corporation was commissioned to find out how Americans gather the information they need to conduct their daily lives.

Here, from a nationwide sample of 2,023 men and women age 18 and over, are some of the key findings of that research.

**1. When people want to find out about news they are very much interested in, they rely on the newspaper more than any other medium.**

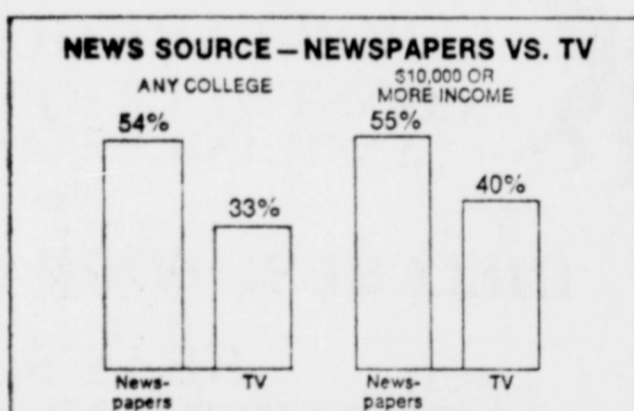
Opinion Research Corporation asked: "Suppose there is some news you are very much interested in. Where would you be most likely to find out all there is about it?" Here's how people answered:



Clearly, newspapers are America's prime medium for news. Only television comes close, and as we shall see, television does not come close among your best customers.

**2. The newspapers' lead over television is greatest among the people advertisers want to reach most.**

Asked the same question about news, people who had attended college named newspapers over television by a substantial 54% to 33% margin. Those with incomes of \$10,000 or more gave newspapers a 55% to 40% advantage over television. Thus:



The high-spending 30-49 age group chose newspapers over television by 56% to 45%. Even among the 18-29 age group, supposedly "the television generation," newspapers were named as the news source for 46% of the sample compared to 40% for television.

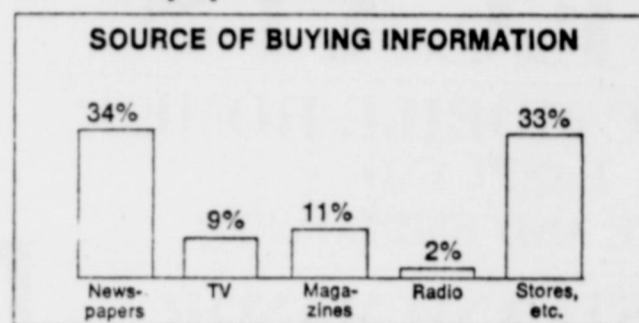
In fact, television led only among those with less than a high school education (53% to 43%), those with incomes under \$5,000 (53% to 43%) and those age 50 or over (51% to 48%).

Your best customers, then, rely very heavily on newspapers for their news. But that's not all. Read on.

**3. When people are ready to buy, they turn to newspapers for the facts they need by more than 3 to 1 over any other news medium.**

Opinion Research Corporation asked: "When you are ready to buy something, where are you most likely to find the kind of advertising that gives you the facts you want to know?"

Here's how people answered:



Obviously, when people actually start shopping for something in your product category, your advertisement had better be in the newspaper.

**4. The most desirable prospects prefer newspapers over television even more strongly as a source of advertising information.**

Among those with at least some college, newspapers outscored television by 27% to 4%.

People with incomes of \$10,000 or more named newspapers over television by 30% to 6%.

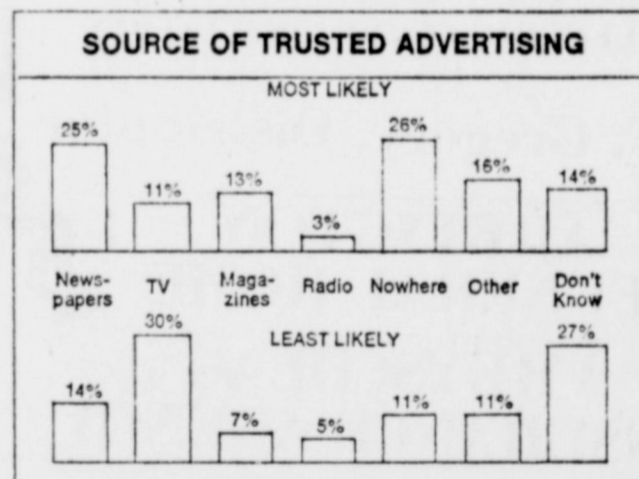
Among young adults (ages 18-29), newspapers led television by 28% to 6%.

Even among television's "best customers" (low-income, low education, age 50 and over), newspapers had a better than 2½ to 1 advantage.

No question about it. The more desirable the customer, the more likely he or she is to be looking for your advertisement—literally looking for it—in the newspaper.

**5. People trust advertising in newspapers far more than in any other medium.**

Opinion Research Corporation asked: "Where are you personally most likely to find advertising that can be trusted? And where are you least likely to?" Here's how people answered:



Trust in advertising is concentrated in newspapers, while distrust is even more strikingly concentrated on television. With today's growing need for believability, advertisers who use newspapers to carry their messages are getting an important advantage over television.

**6. Key demographic groups trust newspaper advertising overwhelmingly compared to television advertising.**

Once again, the better-educated, higher-income, more youthful groups give newspapers the widest margin over television.

|                    | Most likely to find advertising that can be trusted |    | Least likely to find advertising that can be trusted |     |
|--------------------|-----------------------------------------------------|----|------------------------------------------------------|-----|
|                    | Newspapers                                          | TV | Newspapers                                           | TV  |
| Any college:       | 20%                                                 | 5% | 15%                                                  | 42% |
| \$10,000 + income: | 23%                                                 | 6% | 13%                                                  | 37% |
| Age 18-29:         | 21%                                                 | 7% | 17%                                                  | 38% |

These more sophisticated groups are far more suspicious of television, far more likely to believe what they see in a newspaper advertisement.

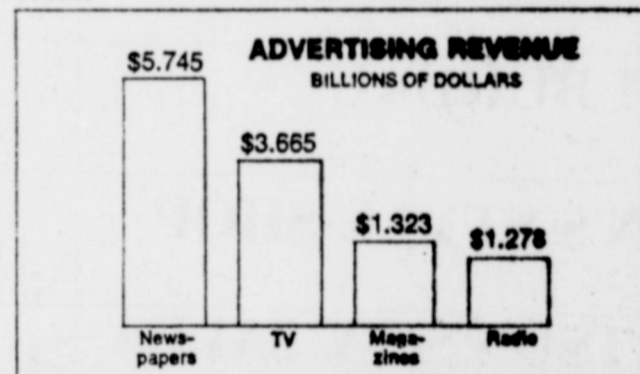
To summarize: Americans rely on the newspaper as their most complete, most trustworthy source of information, whether it is news or advertising. And the better the education and income level, the more this is true.

The findings of the Opinion Research Corporation are strongly confirmed by other equally unbiased statistical data.

Simmons '70, for example, reports that 78 out of every 100 adult Americans read at least one newspaper on the average weekday, far more than are exposed to any other news medium. Simmons also confirms the newspaper's leadership among "best customer" groups, too: daily readership is 87% among college graduates, 84% among those earning \$10,000 or more, 86% among under-25 married couples.

While television ratings have dropped over the past five years, the newspaper business has never been healthier. In 1970, circulation increased to a record daily average of 62,107,527.

Advertising revenue is growing still faster. In fact, newspaper advertising revenue has consistently outpaced even the massive growth of the Gross National Product since 1945. In 1970, advertisers spent \$5,745,000,000 on newspaper advertising, \$3,665,000,000 on television, \$1,323,000,000 in magazines, and \$1,278,000,000 on radio. To put it another way, advertisers spent almost as much in newspapers, as in TV, magazines and radio combined.



Further, preliminary figures show that for the first 8 months of 1971 newspaper advertising revenues increased 6.6% overall, with national advertising up an impressive 12.7%.

As an advertising or marketing man, you might want to take an especially hard look at that last figure. Even national advertisers, wedded so long to the computerized cost per thousand efficiencies of television, are once again realizing that their customers are flesh-and-blood people rather than mere numbers. And that—as the Opinion Research Corporation study shows—the way people use the mass media is at least as important to an advertiser as simple exposure to advertising messages alone.

Retailers, whose advertising must produce traceable results in a day or two, have never forgotten this stern fact. They cannot hide behind exposure figures: they must have sales. That is why department stores quite wisely spend an overwhelming 80% of their advertising budgets in newspapers.

If you are not taking advantage of the newspaper's unique place in your customers' lives and overwhelmingly strong position as the Number One medium for news information and advertising information, let us show you how newspaper advertising can help you.

## Your Local Newspaper

# Texas Ranger Salutes Judge Conner, Court

One of the finest courts in 49 counties, is the way Texas Ranger Captain Jim Riddle of Midland described District Judge Earl Conner Jr. and the 91st District Court in Eastland, for members of the Eastland Lions Club at their meeting Tuesday noon at Camp Inspiration.

The veteran lawman, who will retire in three years, reminisced a little, and spoke out a lot on reshaping the lawman's tools for enforcing the law. Comparing the old days to today, he said, "The salary is a lot better today, but it doesn't buy as much."

Supt. Wendell Siebert introduced Capt. Riddle, one of six Ranger captains in the state, and remarked that this is really kinda home because he

served as a patrolman here several years ago, when he lived in Breckenridge. Today his territory spans from El Paso to Eagle Pass, eastward to Eastland and Stephens County. State Rep. Joe Hanna arranged the program for Dr. Ferhman Lund, program chairman.

Bypassing an appeal to good citizenship such as serving on juries Capt. Riddle said, you people already do that, so "I'm going to ask you to help us get back the tools we lawmen need to do our job right."

Recent supreme court rulings, most of them on split decisions, have blunted our tools, he explained, particularly in the matter of the death penalty. In June, the death penalty was labeled as

"cruel and unreasonable", he explained, and added, "I thought it was supposed to be." He told of a case in which a man has admitted killing seven women, and the captain said that he believed had the death penalty still been a deterrent, that six of those women might still be alive.

He remarked on revisions of the penal code and set out some ideas which would help lawmen. Speaking for the death penalty, he said, "I'm for the civil rights of accused cer-

tainly, but I'm also for the social rights of the victims." He also asked that lawmen be given the permission to recover evidence, take verbal statements, use electronic surveillance devices with court approval, protection of written reports, to take dispositions from out of state, use key witnesses even "quick weddings" come between the time of the crime and trial, set quicker trial dates, and have the right to evidence discovery from defense attorneys.

President Clint Bray presided and guests included Lynn Gibson, Police Chief Morren and Judge Conner; Wilbur Simmel of Cisco; and Ben Lancaster, Bill Terry and Wayne Matthews, all of Ranger.

The Ranger Club challenged the Eastland Club to a membership increase contest, loser to host an ice cream supper.

Candy Sales Chairman Monroe Rollins reminded members of the Halloween Candy Sale to be held Tuesday, Oct. 24, from 5 to 7:30 p.m.

## Mike Cullifer Speaks To LVN Association

Mike Cullifer was guest speaker during the monthly meeting of Licensed Vocational Nurses Association, Division No. 64, held Monday evening in

## Mrs. Eula Barber Buried Following Wednesday Rites

Funeral for Mrs. Eula Barber, 55, was at 10 a.m. Wednesday in Nalley - Pickle Funeral Home in Big Spring. Mrs. Barber died at 3:40 p.m. Monday in a Big Spring hospital following a brief illness.

Born July 27, 1917, in Eastland County, she was the former Eula Mae Goswick and married J.M. Barber Dec. 4, 1933, in Colorado City. They moved to Big Spring in 1957. She was a member of the Methodist Church.

Survivors are her husband; a daughter, Mrs. Loy Carroll of Big Spring; her father, Fred Goswick of Eastland; three sisters, Mmes. Margaret Hughes of Ranger and W.A. Miller and Marie Baker, both of Odessa; five brothers, Fred Goswick Jr. of Odessa, Lloyd and J.D. Goswick, both of Snyder, Leon Goswick of Sweetwater and Lester Goswick of Big Spring; and four grandchildren.

TOO LATE TO CLASSIFY YARD SALE: 1309 S. Bassett. Lots of clothing, Thursday and Friday 8 to 5. t-84

## EASTLAND comings & goings

Bill Harden, Bob Hill and M.S. Clay of Lafayette, Louisiana, and W.A. Waller of Brownwood visited the Henry Harden family last week.

Mr. and Mrs. Dave Putman visited their daughter and family Mr. and Mrs. Earl Dyer of Waco last weekend and also attended the Heart O' Texas Fair on Saturday.

Mr. and Mrs. J.E. Vaughn of Midland spent Saturday night with her mother Mrs. A.W. Wright.

Mr. and Mrs. R.D. Ables of Duncan, Oklahoma, spent last weekend with Mr. and Mrs. Gerald Ables and family.

Mr. and Mrs. Dave Fambrough were visiting in West Texas last week. They visited Mrs. Fambrough's sisters Mrs. Della Fox and Mrs. Rosa Herrington of Colorado City; there to the home of their son the Tim Fambroughs of Sweetwater and another son Rudy Fambrough of Abilene where they met Mrs. Bessie Millington of Abilene and Misses Faye and Janie Matthews of Odessa and a brother and sister-in-law Mr. and

Mrs. J.T. Matthews of Moran.

Mr. and Mrs. Dave Putman and Mrs. Fannie O'Brien visited Mr. and Mrs. Bob Hastings of Carbon Sunday afternoon.

Visitors in the home of Rev. and Mrs. A.C. Hardin this week were their daughter Mrs. R.L. Buck of Midland and their brother Mr. Gallen Hardin of Sweetwater.

## Discount Announced

Owners of 1973 automobiles sold in the U.S. will now receive 10 percent, 15 percent, or 20 percent discounts on collision insurance from the MFA Insurance Companies, according to an announcement by MFA Insurance Agent Richard Rossander.

Bumpers on 1973 cars have been made stronger and safer and MFA Insurance offers the discounts in accordance with the quality of the bumper. "The stronger the bumper, the better the discount," Agent Richard Rossander said.

"MFA Insurance is proud to offer these discounts, which are among the highest in the industry," Company President A.D. Sappington announced. MFA Insurance, one of many insurance companies whose efforts for legislation and cooperation with the automotive industry are bringing about the manufacture of safer automobiles, offers the discounts as a reward to insureds for their additional expenditure for additional safety.

Anyone who has taken defensive driver courses qualifies for a 10 percent discount from MFA Insurance.

## IN SAN ANTONIO HOSPITAL

Mr. Eddie Barnes of Eastland is reported in fair condition at Brooks General Hospital in San Antonio.

Friends wishing to send flowers or cards may do so to Eddie Barnes, Ward 43N, Brooks General Hospital, San Antonio, Texas.

All the Benefits and Service a Motorist Might Need ARE AVAILABLE NOW!



Ray Woodall is YOUR MCAA Representative and can offer you these features:

1. \$500 Cash Appearance Bond
2. \$5000 Bail Bond
3. Communication Service
4. Emergency Road Service
5. Attorney Fees
6. Legal Fees
7. Away - From - Home Expenses
8. Roadrunner Touring Aids
9. Cash Rewards
10. Lost Credit Card Plan

PLUS MUCH, MUCH MORE Call Ray and find out about the MCAA Benefits today! 507 S. Green - Eastland, Tex. 76448 817 - 629 - 2939

## Mrs. Hanna To Be Honored Saturday

Mrs. Joe Hanna, wife of the State Representative, District 53, will meet friends at a coffee Saturday, Oct. 21, in the Ranger Room of First Federal at 10:00 a.m.

All friends of Representative and Mrs. Hanna are invited to attend.

Hostesses are Mrs. Jack Elsom, Mrs. W.P. Watkins, Mrs. Morris Newham, Mrs. J.P. Morris, Mrs. James Ratliff and Mrs. Bill Herod.



For subscription to the  
Fort Worth Star Telegram  
Dallas Morning News  
Fort Worth Press  
Dallas Times Herald  
Gil Biggs dealer 629-1210

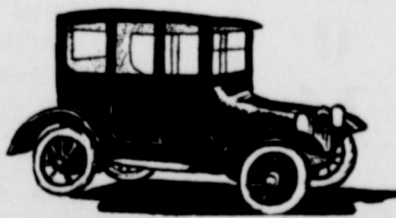
## FREE! HAND TOOLED COWHIDE BILLFOLD

REGULAR \$6.95 VALUE

## QUALITY SHOE SHOP

107 W. MAIN

Is your car becoming a Collectors item?



In one step you can take care of insurance for that new car as well as arrange financing for it.

Your local MFA Insurance agent can help you arrange both. Stop by, or call him today. He's as near as your phone. MFA Insurance, the Shelter people.



RICHARD ROSSANDER, Agent  
200 W. Main  
Phone 629-2563

the Conference Room of Eastland Memorial Hospital. A safety representative of Lone Star Gas Co., the speaker delivered an informative address which stressed the technique of artificial respiration.

Mrs. Cullifer accompanied her husband to the meeting. They were presented a hand painted picture, the art of LaVerne Allgood.

Officers for the coming year were elected and will be in-

stalled during the November meeting.

Nurses of Ranger, hostesses for the evening served refreshments to Louise Kimmel, Ida Mae Jenkins, Marsha Thomas, Alice Eakin, Pat Marshall, Edith Reeves, Gladys Edwards, Glenda and Frankie Stacey, Emma Gregg, Louise Kinser, LaVerne Allgood, Iva Mae Hooks and visitors Betty Lewis, Wanda Kave, Patti Pippin, Mary Knott and Mrs. Mike Cullifer.

Thursday, October 19, 1972

## FREE!

\$20<sup>00</sup> Worth Of  
8 Track Tapes  
Of Your Choice.

## KENDRICK MUSIC CENTER

SEAMAN STREET

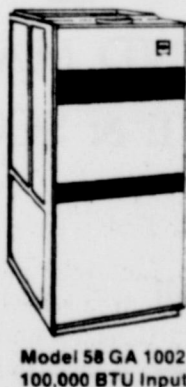
## FREE!

5 GALLONS  
GAS  
2 GALLONS  
ANTI-FREEZE

## HARMON'S SHORT STOP

1006 W. MAIN

**Carrier**  
IS PUTTING THE HEAT ON.  
With a deluxe Carrier furnace for only



**\$269.**  
Plus installation

- Stratosteel<sup>®</sup> Heat Exchanger coated with aluminum-steel alloy and a ceramic coating for longer life.
- Printed Circuit Control Center provides one central connection point for accessories such as air cleaners and humidifiers.
- Equipped with 100% pilot safety shutoff valve.
- Compact, durable construction with an attractive baked enamel exterior.
- An air system engineered and sized to handle your cooling needs.

Unique Carrier Self-Cleaning Humidifier. Adds moisture to winter-dry air. Minimizes respiratory discomfort, protects your furnishings from dryness, and reduces static electricity.



Now! Carrier Electronic Air Cleaner! Stops minute airborne particles. Convenient toss-away filter pad eliminates cleaning mess.

The Dependable **Carrier**

CALL US TODAY FOR A FREE PRE-WINTER HOME COMFORT SURVEY.

**SMITH PLUMBING Eastland**

**P O E**

Football Mums  
Special Occasions  
Funeral Arrangments  
Gift Items  
Corsages

## FLORAL

609 W. Main  
Eastland, Texas  
Ph. 629-1711

## FREE!

Be sure to sign up for the FREE DRAWING at Prescription Pharmacy this Saturday.

## PRESCRIPTION PHARMACY

108 S. SEAMAN

## ABCO

PLUMBING & HEATING CONTRACTING & REPAIR

Small Ditching Service

629-1200 - 629-1943  
AFTER 5 p.m., call 647-1780

SERVING TEXANS 26 YEARS

Bob Williams  
Owner

## INTERNATIONAL PICKUP

### The Other Pickup

This one has the other look, the other features, the other points of value. It's the only pickup with collapsible steering column as standard equipment, the one with the gas tank mounted outside the cab. And who else offers you a choice of 13 body colors, 4 upholstery colors, and 3 different interiors? Power for '73 can be a six, a 345 V-8 or a 392 V-8, teamed with 3-speed automatic transmission or 3, 4 and 5-speed manuals. See the '73 list of luxuries, too—air conditioning, stereo, the works!

Compare International<sup>®</sup>...The Other Pickup.

**H**—TRADE NOW!

## CITY GARAGE

Eastland  
103 W. White 629-1709

# Carbon News

Mrs. Bob Hastings

Guests of Mrs. Clara Brooker last Sunday were Mr. and Mrs. J.C. Brooker of Abilene, Mrs. Ethel Anderson, Cottonwood, and Mr. and Mrs. Jinks Hollis and Steve of Rising Star.

Mr. and Mrs. R.V. Sandlin and Mrs. Ethel Clark of Lubbock visited with Mr. and Mrs. D.D. Sandlin last Tuesday.

Mr. and Mrs. Charles Adair

of Houston were weekend visitors in the Henry Hines home.

Mr. and Mrs. Glen Clement of Andrews spent Sunday with her parents Mr. and Mrs. C.L. Rogers.

Mr. and Mrs. Elvis Vaughn of Midland were dinner guests of Mrs. Callie Vaughn Sunday.

Mr. and Mrs. James Smith and family visited her sister-in-law Mrs. Leroy Brooker who is a patient at West Texas Medical Center of Abilene.

Mr. and Mrs. Clarence Files spent Friday night with his sister and family Mr. and Mrs. Bill Roney of Breckenridge and attended the Eastland Breckenridge football game.

Mr. and Mrs. Oren Justice of Gorman and Mr. and Mrs. Bonnie B. Poe of Dallas visited Mrs. Clyde Hall on Tuesday.

Mr. and Mrs. Cliff Kanady and Mr. and Mrs. James Smith were visitors in the home of Mr. and Mrs. Bill Belyeu of Cisco Saturday night.

Mrs. Loellen Bockman of Fort Worth visited her parents Mr. and Mrs. J.H. Weaver on the weekend.

Mr. and Mrs. Bud Clock of Cisco were Sunday visitors in the home of Mr. and Mrs. Dulin Sandlin.

Mr. and Mrs. Atbol Claborn of Trent spent the weekend with her mother Mrs. Clyde Hall.

Mr. and Mrs. Monty Montgomery and Amy of Fort Worth visited her parents Mr. and Mrs. W.J. Greer Saturday.

Mr. and Mrs. Buck Weston visited his brother and wife Mr. and Mrs. Joe Weston of Merkel last weekend.

Mr. and Mrs. Roy Skinner visited their son and family Mr.

and Mrs. Odis Skinner and boys of Kermit and a niece and family Mr. and Mrs. Homer Long and Mrs. Pauline Skinner of Seminole last weekend.

Miss Nina Slaten who has been visiting her brother and family Mr. and Mrs. Roy Skinner has returned to her home in Tulsa, Okla.

Mr. and Mrs. Clay Honey of Tulsa, Oklahoma, have been visiting her sister Mrs. E.R. Butler and Mr. Butler. Mrs. Honey will be remembered as the former Bess LeFevre.

Mr. and Mrs. Henry Lovell visited her sister Mrs. Connie Cloud and a niece Mrs. Gloria Estes of Abilene over the weekend. Another sister Mrs. Archie Crow of Bloomfield, New Mexico, met them there and returned to Carbon for a visit.

Ray Morgan of Big Springs visited his parents Mr. and Mrs. Mike Morgan during the weekend.



Pictured above on the left is Mike Collins, chairman of the revenue division of Eastland County Centennial, and Monroe Rollins, general chairman. They are shown with a replica of the celebration seal on the left and the first drawing of the reverse side on the right. These drawings will be used throughout the period prior to and through the Centennial for various objects.

## Shop

### ALTMAN'S STYLE SHOP

For Special Values Sat. Oct. 21

### SIDEWALK SALE

#### Selected Groups

|          |        |
|----------|--------|
| BLOUSES  | \$1.99 |
| SKIRTS   | \$2.99 |
| BAGS     | \$3.99 |
| SWEATERS |        |

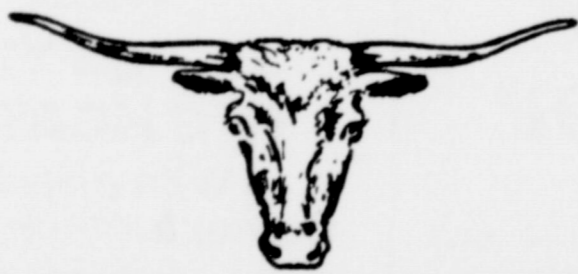
Rack - Dresses, Suits, Pant Suits -

Coats Reduced To Clear Our Stock.

Don't Miss These Bargains

SIDEWALK SALE DRAWING  
ALTMAN'S PRIZE FOR  
IS A PURSE.

# ALTMAN'S



EASTLAND MAVERICKS  
SCHEDULE & SCORE CARD

|                          | EASTLAND | OPP.  |
|--------------------------|----------|-------|
| Eastland vs. Haskell     | 20       | 21    |
| Eastland AT Ranger       | 36       | 0     |
| Eastland vs. DeLeon      | 39       | 14    |
| Eastland vs. Olney       | 16       | 8     |
| Eastland AT Breckenridge | 20       | 12    |
| Eastland AT Coleman      | .....    | ..... |
| Eastland vs. Comanche    | .....    | ..... |
| Eastland AT Cisco        | .....    | ..... |
| Eastland vs. Hamilton    | .....    | ..... |
| Eastland AT Clyde        | .....    | ..... |

COMPLIMENTS JOE STEPHEN & VICTOR CORNELIUS



**GOVERNOR SIGNS BILL...** Governor Preston Smith affixes his signature to the trailer - brake law, making it official that the original bill eases the hardships placed upon small boat trailers and certain farm trailers in the State. Pictured at far right is State Rep. Joe Hanna, one of the sponsors of the bill. Rep. Hanna shepherded the bill through the special session, and saw it finalized on the last day of the session.

### Training Is Good Investment

The dollar return on training investment at Public Service Career type of wastewater treatment plant operator training schools conducted in the state under sponsorship of the Texas Water Quality Board has been estimated at \$91 for each dollar invested, according to the results of an effectiveness evaluation released today.

The findings of the comprehensive survey conducted by Harbridge House, Inc. of Boston for the Office of Research and Monitoring, Environmental Protection Agency, revealed that at 19 plants where training was identified as the substantial cause of improved plant performance, almost \$5 million in capital dissipation has been saved through training. Maximum cost for the training of these operators was estimated at \$62,715.00.

Another value derived from the study was a high investment in plant per operator, over \$64,000.00, a figure approximately six times the average industrial investment per production worker. The data further revealed that because of understaffing, individual operators are actually

entrusted with capital plant investment of up to \$160,000.00

The 19 Public Service Career schools conducted throughout the state by the Environmental Education Program of the Water Quality Board from January of 1971 through May of this year, were funded by the EPA and the Department of Labor with instructional services provided by the Texas A&M Engineering Extension Service. The schools graduated 426 trainees.

### UNCLAIMED FREIGHT

All new merchandise

Singer 1972 models, Zig-Zag etc. \$34.95

Interspring mattress or box springs, \$19.95

Complete sets of bunk beds, \$89.95

Spanish sofa sleepers and chair, \$79.75

Stereos AM-FM cabinet models, \$89.95

Recliners, \$49.95

Traditional sofa sleepers and chair \$79.95

Open to public four days each week--

Thurs., Friday, Saturday, and Sunday

12a.m. to 8 p.m.

UNCLAIMED FREIGHT SALES

881 East Highway 80 Abilene, Texas

672-5481

**SO-LO AUTO PARTS**  
(Formerly Eastland Auto Parts)  
300 S. Seaman  
629-2158 Eastland  
"Trade Where The Pros Trade"

"Because Someone Lived"  
**RAWLINS MONUMENTS**  
Since 1884 THE NAME to look for in distinctive memorials  
ROY TAYLOR 500 EAST 8TH ST. CISCO  
You may call Collect 442-1127

You only buy a memorial once; we can help you make the right choice. Our 88 years of experience and our sincere desire to serve you are yours for the asking.

### Bell System Plagued By Devices

The electronic age has ushered in a new menace for Southwestern Bell Telephone Company, especially in the North Texas area.

"This area, with its high concentration of electronic knowledge, has become a manufacturing center for 'blue boxes'," said John E. McGowan, manager for this area.

The multi-frequency electronic "blue box" enables users to place toll free calls by bypassing telephone billing equipment.

"Some individuals and firms reportedly were stealing hundreds of dollars a month in 'free' long distance calls by using the device - that is until recently when company security agents and FBI agents executed raids on illegal operations," McGowan noted. These raids netted six arrests, mostly small business executives, who were charged in Dallas with violating the federal fraud by wire statute. They now face a maximum penalty of not more than five years imprisonment and - or a \$1,000 fine.

This case had been under investigation since last December and investigations are continuing throughout the North Texas area.

"We spotted some of the 'blue boxes' through sophisticated equipment in our Engineering Department and through

constant computer checks. Although the equipment doesn't tell us definitely that a 'blue box' is being used," he said, "it indicates that further investigation is warranted."

But, according to McGowan, the phone company eventually will install new equipment which definitely will detect the devices.

Patronize our advertisers

### HOLIDAY NOTICE!

EASTLAND NATIONAL BANK

will be closed

MONDAY

OCTOBER 23, 1972

In observance of

VETERANS' DAY

Please arrange your banking

business accordingly.



This year you can vote to reform state government . . .



You can vote for Jack Hetzel.

Stock scandals, Nepotism, Profiteering, Illegal and unethical use of state funds and equipment. These things are the product of the tired and corrupt one-party Texas system of government. Joe Hanna is a part of this entrenched power monopoly. Several of his actions would be reason enough to consider fresh thinking and a vote for two-party government on Nov. 7. He voted against the strong ethics bill. He voted against the stock fraud investigation. He voted for the stock trailer law without even reading it. This year you can vote to reform state government - and this casual, unconcerned way of doing things. You can vote for Jack Hetzel - but he needs your help. And he needs it now.

HELP JACK HETZEL REPRESENT YOU IN THE 54TH DISTRICT. FILL IN AND MAIL TODAY.

FILL THIS IN AND MAIL TODAY

Name \_\_\_\_\_  
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I would like to do volunteer work.  
 Phoning  Door-to-Door  Headquarters

I want to contribute \$5 \$10 \$15 \$ \_\_\_\_\_

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201 N. 10th  
Jacksboro, Texas 76056

This ad paid for by people who believe Jack Hetzel is the best man for the job. It is political. It is for the people. Dunman Perry, Jr., Chairman.