## The Pampa Raily Avents



ARC Official Meets With Committee

City Officials See 25 Blocks Of Paving Added Here In'52

## Truman's Indecision Has Democrat Party In Turmoil

He Doesn't Know About Group Consid ers Chances Running; Party Doesn't Know Whether He Should Of Greater Livestock Show

Vega Pastor Speaker For Kiwanis Club

England Bids Farewell To 'George The Good'


Teen-Age Boys Are Quizzed In String Of Battery Thefts

Tragedy Presented For Teachers From Gray And Roberts

Father Of Pampan Dies In Alamogordo

News Contest Will End Tomorrow



Disasler Brings Unily, Though Briefly, To Turbulent Italy








Do YOU KNOW-
-the manoger of MODERN BEAUTY SHOP?
and the four beouticions with the initials of
M. C., J. T., L. S. and E. P.?

The other day-this, remark was heard: "People 1 Hke to trade
Were the KNOW the store tolks. They would RATHER trade Where they KNOW and where they LIKE the folks at the torad.
Cer ACDU Cirt ACQUAINTED Where ... will be a woek devoted to


Markets

## Mainlu About People

VITAL STATISTICS

ENGLAND

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Time To File For Reelection




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- EYES EXAMINED
- GLASSES FITTED
- FINEST QUALITY
- LOWEST PRICES



Texas Revenue Collector is Asked To Quit

Jef Testing Lab Supplies Hot Or Cold To Match Alfitudes


## Bidders Announced

 Bidders Announcedmovery - (rip
government announced $\boldsymbol{F}$ re

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Shamrock Invitational Meet Into Semifinal Round Tonight

## Harvesters Close Season At Lubbock

 Gene Cooper Scores Another KO; Dick Murray Is VictimMinor Leagues On Upgrade Again
Pomp And Ceremony Opens Winter Olympics Officially SPORTS MIRROR

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| 65 in the fourth round | $\begin{array}{\|l\|l\|} \substack{\text { Tad } \\ \text { outr }} \end{array}$ |  |


spor DOWN UP 10, 6 monhhs to pay

MASTER CLEANERS? His initials are-J.C.C.
get acquainted . . . in those two words is the key to hap. piness-the REAL happiness to be enjoyed by all of direeting ATtention to Every one in Pampa!

Area Cagers In Action Tonight


Worsham Early Leadet As Texas Open In Second Round



#### Abstract







Shamrock Invitational Meet Into Semifinal Round Tonight

## Harvesters Close Season At Lubbock

 Gene Cooper Scores Another KO; Dick Murray Is Victim

Worsham Early Leadet As Texas Open In Second Round Towo ohim thatat heavyerage

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#### Abstract

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> Minor Leagues On Upgrade Again

Pomp And Ceremony Opens Winter Olympics Officially Action Tonight



Dark Tired of
Stanky Talk


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The Panmax Baily News $^{2}$
Women's - Actiuties

New Circles Organized When First


Handle Home Management In An
Efficient, Businesslike Manner




Ruth Millett

Lutheran Ladies Aid Plans Showing
Of The Film, "Life Of Jesus Christ"

BEAUTY AFTER FORTY


Central Baptist Circles Hold Meetings; "Crusade In Home Missions" Studied


## Check Your Cellar For "Money Catchers", Ph. 666

## Auto Designer Sees Cars Of The Future More Efficient <br> ニv=usw





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Korean Kids Must Learn To Do Without GI Candy


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## BRANIFF

## Questions <br> and Answers - 0

 about Newspaper Advertisinga. Do you know of any measure for the value newspaper circulation to an advertise h Yes. In the well-known standards that ertisers-namely A.B.C. standards.
Q. What is A. B. C.?
A. A.B.C. stands for Audit Bureau of Circutions, a cooperative association of 3300 advertisers, advertising agencies and pub-
a. What is the Burean's work?
A. To audit the circulation of newspapers and periodicals so that advertisers can ards and verified facts and figures.
Q. How does A. B. C. accomplish this?
A. The Bureau has a large staff of experienced auditors. They visit the publisher cmbers periodically and make audits of heir circulation reconds, This informa-
pabished in A.B.C... repor
a. What do these reports show?
A.B.C. reports tell how much circulation newspaper has, wher this circulation is how it was obtained, how much people paid for it, and many other verified fact that advertisers should know when they buy advertising.
a. Are all publications oligible for A. B. C. membership?
A. No. Only those with paid circulation. This is important to advertisers because it the best proof of interest and purchasing power on the part of the readers.

## Is this newspaper a member of the Audia

 Bureau of Circulations?A. Yes. We are proud of our circulation and we want our advertisers to know just what they get for their money when the what they get our columns. The audited informatiòn in our A.B.C. report give them the complete facts.

The Pampa

