Gas Rates Due For Increase; Company May Appeal

## WEATHER



## The Plampa Raily Avents

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Higues of supporting it. - Thomas Patint

## Report Contact In Kidnap Case

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ONE DRIVER CHARGED

FBI To Search
For Missing
8-Year-Old

## Autos Kill Pedestrian


.arge Bombers UP Staffs - Greenland Nixon Trip

Woman Describes Rapist At Dallas
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 Thest two newly hate hed turties it in the patim ork, boy with plenty of room to popere.

MEMO TO ADVERTISER

for advertising, too!

What a fix wed dall be in without thoues tundards of measuremenern tor the good you byy nd well. Imagine
 ind measures-known valuea.
We believe it it just an nectaury for $u$ to tell you Mhat yo, ret tor your divertions, dollars, in terss of
 he Audit Bureau of Circulations.
WHAT IS THE A.B.C.? The Bureau is a cooperative and nonprofit association of 3450 publishers, adver-
tising agencies and advertisers in the United States tising agencies and advertisers in the United States
and Canada. Organized in 1914, A.B.C. brought order out of advertising chaos by establishing a definition for paid circulation, rules and standards for measuring, auditing and reporting the circulations of news-

WHAT A.B.C. DOES FOR YOU. At regular intervals one of the Bureau's large staff of experienced circulation audit of our circulation records. He has ac cess to all of our books and records to obtain the FACTS that tell you what you get for your money when you advertise in this newspaper.
WHAT A.B.C. REPORTS TELL YOU. The circulation FACTS obtained by the A.B.C. auditor are con
densed in easy to read A.B.C. reports which tell you densed in easy to read A.B.C. reports which tell you:
How much circulation we have; where the circulaman $\begin{aligned} & \text { tion goes; ,how it was sold and } \\ & \text { many other FACTS about the } \\ & \text { sudience we provide for your } \\ & \text { sales meseage M }\end{aligned}$目 RepONt of this sudited information. Ask

The famtpa Raily Neurs

FBI Files Show Increasing Bank Defalcations Recently


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Texan. Killed In Auto Crash



- BDDDY Miracle Whip $\quad{ }^{\circ} \mathrm{mm} 19^{\circ}$ 3-Minute Oats ${ }^{8,0} 8$ Chocolate Syrup 2inc.em 29

PEACHES ${ }_{c}$
HERSHEY CANDY BARS . ..... 3 for 10c Freah Snoppy Ky. Wond
GREENBEANS

CAKE MIX 3 pkgs. $\$ 1.00$

Nonesuch
MINCEMEAT reg. pkg. 23c

Tru Value ouves full qt. 59c Georgia Porgie
POP CORN 2 cans 29 c

WAFFLE SYRUP Maryland CI
COFFE

## SUGAR

 5um $491=39$ c $\bar{T}$-Bone Steak ${ }^{\text {"ume. }} 49$

Rites Slated In White Deer For Leukemia Victim

Mainly About Psople Advisory Board Election Opens mandar mon
'Ham' Radio Drill Termed A Success


## 6 <br> OTT'S AGENCY mos nos tulume



Epsilon Sigma Alpha Sorority Annual Fashion Strowing Models Are Selected

The Pampa Ratly Neum Women s Activities Bride-Flect s Dessert-Bridge Party Honoree BGK Pledges Honored With Progressive





 Persian Lamb Gets New Styling; Has Younger Approach



## SOCIAL CALENDAR MATURE PARENT RUTH MLLLET

Martha Wayne


Horse KO's Truck


## Samia 'Burning With Anger'

 Since King Sold Her Garments McKay Speaks At Houston GOP Meet- JACOBY. ON BRIDGE Skill And Luck Go Together In Game








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Now, for You...Wonderful New Folgei's Instant.

## MOUNTAIN GRCWN

## Its Different!

ich nuggets of mountain graw lavor-concentrated and flavor ocked this exclusive Folger way to give you cup after cup of brilliant, sparkling clear, Folger's Coffee.

## H's Folger's!

## And that means truly great coffe

 Famous for fine coffee for over 10 years, the Folger name guarantees the true flavor superiority of new Folger's Instant CoffeeFolgers Instant Coffiee A Greot Coffice
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TIDE ${ }^{\text {and }} 69$

CLOROX 225

COFFE

Club
89

Shop at Harvester Super Market where low prices and highest quality. GARDEN FRESH PRODUCE
Carrots $\begin{gathered}\text { pkg. } \\ \text { cello } \\ \text { 5 }\end{gathered}$
Apples 2 lbs. 29


FRANKS
เ. 25
beEf ribs
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## Grapes

2 LBS.
25

## Harvester

To Live Longer
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cess--For Whom?



BETTER JOBS

Right Answer
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## Sandies Hold Overall Edge Over Harvesters

## PRESS BOX VIEWWS

## Won Last Four Played

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| Intersectional Foes On Tap For TC 11 s $\square$ $\square$ $\qquad$ <br>  $\square$ $\square$ <br> Injuries Riddle Arkansas, Texas Aggie Grid Squads |  |
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Team Getting Most Breaks Will Win Game Here Friday, Tipps Tells Quarrerbackers


Intersectional Foes

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## Baylor Ranked 8th In UP Grid Poll


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## Darby Held Out Of Harvester Workout




Pitching Is Yank Worry Of Making It 6 Straight In'54

As Yankees Continue To Win
U.S.A.





PAMPA＇S ONLY AUTHORIZED R．C．A．VICTOR DEALER RCA Victor TV
Priced from
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Ceorge，and Ceorge wouldn＇t sit on the olevatod model＇s
and Ask My Saleslody to Come to Your Home or Office

HEY LOOK！
I＇m Discounting All My 1953 Christmas Cards


Phone 666 －Pampa News Job Shop


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 New Spinets $\$ 389$ up
Rent or Own
$\$ 5.00$ month
FARELMONINO
TARLEY MUSIC STORE




## $\qquad$



## U. S. Allies Pressing For USSR Non-Aggression Pact

Bolger Makes Debui On TV

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## If your child is underle

 you can still make the small big gift when he is 21 yearsold! It's Jefferson Standards Five-For-One Policy . . . the
$\$ 1,000$ policy that increases to $\$ 5,000$ at no increase in premium. Yes, for every
$\$ 1,000$ you buy pow-your child will have $\$ 5,000$ protection at age 21! Find out
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0.F. "OH" Shewmaker 306 Rose Bldg. - Ph, 4333 Jefferson Standard LIFE IMSURANCE COMPANY
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LOIN STEAK T-BONE STEAK $1.59^{\circ}$


34 New Performance Records1 51 New Endurance Records!
Never before in history has a new car . . . even before Announcement Day . . . offered the public such dramatic proof of all-around greatness

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New'54 DODGE OCT. 8 -

Bonneville Salt Flat, Utah, 12:00 In tests of stamina and endurnoon, Sept. 24 . Here at offficial AAA An anc, too, Dodge has already set
Testing Headquarter, the $\begin{array}{ll}\begin{array}{l}\text { Testing Headquarters, the new '54 } \\ \text { Dodge which will be presented this }\end{array} & \begin{array}{l}51 \text { new records as this is written, } \\ \text { with more piling up every hour. }\end{array}\end{array}$ Thursday smashed 34 official AAA , This dramatic achievement in records for speed and acceleration. performance and endurance is $\begin{gathered}\text { The new Dodge with its sensa- } \\ \text { tional Red Ram V-8 engine trav- }\end{gathered}$ matched by new elegance, more
masive length and flashing style. eled faster than any standard See.this new 's4 Dodge this
American car ever elocked offi- Thursday at your Dodge dealer': American car ever clocked offi- Thursday at your Dodge
cially by the AAA! is elogance in action!

New Powerflite Drive Smashes 41 RecordsI
Fully-automatic - and fully-proved 141 of the spoed and endurance records were set by D Didge equipped whth new Powerflite Divive.
No eutomatic transmistion in any car can metch this. reeordi

Pursley Motor Co.

