## todar's Weather   <br> BIG SpRING Daily Herald <br> $\cong$

TWENTY-EIGHT PAGES TODAY


Laika Ready For Space Trip


Second Satellite May Circle A Year Or More, Experts Say
 まv**



 Ike Warns Space Age Means Increasing Costs





 ${ }^{2}$

 com derbibion of its ditatand $\pm 5$




## Yule Seals Go

In Mail Today


Legs Win $\$ 10,000$


75 Flee As Hole
Opens In Street


## No Opposition On School Troop Bill

## Schools To Close If Troops Used



Teachers To Visit

## Businesses Friday




## OPEN AN ACCOUNT

Easy Monthly Payments
Low Down Payments
big 15 cu. ft. rrucouve freezer holds
 5 month supply of frozen food (FOR FAMILY OF 4) sale $279^{88}$

$\star$ Holds 525 lbs. of Food * Straightline Design

Now all the big feotrues you noed most in
a fomily size freezer! Designed for your a fomily size treezer! Desioned for your
conveniencel 5 spocious sholves, full-width
roll-out basket. Giant toroge dox.

sale! console TV -save s60 over national brands

* new sum-line cabinet
* TOP-RIGHT FRONT TUNING
* SOUND-UP SPEAKER SYSTEM
* TITED SAFETY GLASS IS EASITY
REMOVED FOR CIEANING removed for cieaning

We believe youll find no finer $T V$ onywheré of
this prical Gives finest locl this pricel Gives finest locol ond wburbon recep-
tion. Narrow spoce-soving desion-thonks to now tion. Narrow space-saving desion-Thonks to ne
short-neck oluminized picture tube. Yeor guaro
tee on oll thbes FREE home demontrotion


Solel 3-Speoker RIM-I ples FM-AM Rodio-Compare Anywhere ot 249.95



'13.2 ca. ft. 2-Door Combination No monthly payments until March




## Broadloom Sale!

one low price includes padding; full installation



BUY NOW FOR CHRISTMAS - USE OUR LAYAWAY PLAN



Wards all fabric, automatic washer with new Rotating Agitator


Save on Wards 26" Howthorne bilke with oxclusive Arch-Ber styling
Available in boys', girls
${ }_{2}^{24-\text { inch Bike }}$
39.88

4-A Big Spring (Texas) Herald, Thurs., Nov. 14, 1957
Near-Capacity Crowd Hears Program Of Pamplona Choir


U. N. Turns To Arms Issue








## MARDSE for quality and value mONTOOMERV,WARO

## nylon...rayon sale NYLON TIRES NOW PRICED



SALE! 3.25 QUALITY PERMANENT ANTI-FREEZE


You cent boy better ontilfroerse for leen
 mont evoporato or boil off. Finet thitition



First Law Of Session



Builders Awaiting Turn Of The Tide


## Electronic Brain

 To Be Forecaster












No Exceptions For Birthday Of Future King



the belt.
A red tie was looped around his
neck, his coat humped at the back, his hair was ne
let tor right and
kie in his eyes.

## Ground Fog

 Covers State$\qquad$ totd the headmaster at at Chea
tehool that ane treption shoul
be made of their son.
 paiaces and carpeted casties
spent it at
spils south of boarding shoo
was
was

 $\qquad$
Charles his presents and greetin
cards at the breaktast table. Al
week long a weighted-dow ocun
try postman had been deliverin

 Charand, have been packed away
Chill
Christmas
To mark the day, Buckingham

Exposes Out For Confidential
 ac $\begin{aligned} & \text { cided to retire from the "expose" } \\ & \text { fied } \\ & \text { The magaines }\end{aligned}$



 to couty distrot attorneerel and
 $\frac{\text { interesting and exciting." }}{}$
 ropalr and
deats ant typ
of feworry
Expert wate ot Jewelry.
Expert
repariting. alceandor's

## WARDSE makes giant $1,680,000$ purchase

 Large Eastern Miill moves operations to the West Coast Words was oble to punchoresBig Spring (Texas) Herold, Thurs, Nov. 14, 1957 5-A

". . . But what if it happens to you ?" You want-you need-the kind of auto insurance and service you read about in the most recent Trav-
elers ad in Life, The Saturday Evening Post, the and Newswers.
For insurance geared to your individual require-
STRIPLING-MANCILL Insurance Agency 107 E. 2nd Dial AM 3-2061 INSURANCE ON MONTHLY TERMS representhg TVE TRAVEIERS Hartford, Connectione



Suggestions Pay Off


Spraberry Zone Yields Salt Water At Borden County Site





TESCO Veterans Will Be Honored At Dinner Tonight





Woman Is Treated For Fight Wound

##  <br>  <br>  <br> HCJC Board Meets




Airman Of The Month


Delegates Named For FB Meeting



Drilling Grandmothers

## 





## Resumes





President Departs
President Eisenkower, accompanied by Co. William Draper, walks to his plane at Washington's na-
toonal altrport for a ilight to okiahoma city where he heilivered a nationwide radio and television
Little Pig On A Sled, Still Not Dead; Can We Bear It? By steve lowell
ALAMOGORDO, N. M. There's a silly
goes like this:

 "My gosh, 1 wish he'd go away,
And so to the story of the four
bears and the uitle pita

 man's best friend is his dog.".
Some of the more indignan
latched onto onto this thought:
That's tut That's just like the Russians
They have no conception of indi-
vidual freeclom and now they show
Crowd Angry At Missing Speech
 it. If local public relations firm



Poem, Orchid Hall Divorce CHICAGO (n-A poem and an
orchid brought Taras Tokarewwcz
ond a trial reconciliation yester say
With his wien .if Mary, who had sued
him for a divorce on charges of him ror a divorce on charges of
cruelty
The poem and orchid also ended
a court order which forbade them
 permitted to shore thene they were
ropeo
roos issoeymoon apartment ee tit
wast
Elme Heek by Judge
 ried in July, be evicted she mar-
Tokarewcz, and ophine opera-
tor, protested and the injunction
was to be effective tor. protested and and thine opera
was to obe efenetive whininetion
vorce
vor suit was pending.
 had pinned on an orchid whi
haras bugh for her and the pa
Taras reconcilied when he wrote
had poem to her.
Judg Holdgren hifted the
junction
and said glad to dismiss the divorce suit
Marys's lawyer indicated that for
mality will be taken care of soon.

It Sobered Some Customers PHILADELPHIA ( $\downarrow$ - A young
man strode into a west Philadelman strode into a west Philiadel.
phia taprom the one other nieht
called for a stif dor drik, uplped it
then made for a public telephone then made for a public telephone
tat the far end of the bar
He was on the phone two hours.
batender wita He was on the phone two hours,
bartender william Ahexander said
pleading with a girl not to break pleading with a girl not to break
oft their romance
Customers cught snatches of
desperate entreaty-"Let's try to
 You've got to tate me back.
IIIk kill myself fif you don't
He signaled for another drink. He signaled for another drink, but
did not stop taking traetening
did horlly betore midnipht the call. Shorty betore midnight the call
and sammed down the reciever
and went out a side door into the street. few minutes later. police said
a motorist saw him throw himseli under a tractor-trailer. He was
killed
Detective John Keenan said man was 27 -year-old Benjamin
Major.
 Has Royal Typewriters to fit any color scheme. Budget Priced

## Carpet Your Bedroom

 Add To The Appearance $\mathbf{0}$Your Home with New Carpet Your Home with New Carpe
PAY THE EASY WAYon small monthly payments
 NABORS' PAINT STORE 1721 Gregs st. AM 4810

## USED and REPOSSESSED AUTOMATIC WASHER CLEARANCE

## BENDIX GYROMATIC

We took this one in trade, and we think we got took. So, to pass the
buck, that is if you don't tell the boss who sold it to you, we'll let it sobromit
10 Lbs. OF TIDE GOES WITH THIS

## BENDIX ECONOMAT

We're just wild about Harry, but not about this cute little puppy
we repossessed. If you'll furnish the collar, we'll let you have it for 10 Lbs. OF TIDE FREE WITH THIS ONE

MAYTAG AUTOMATIC
They laughed when we came in wearing our shorts, but when
we sat down they split. While we are still laughing you can steal
this Maytag automatic that is completely rebuilt for ........

## Whirlpool Imperial Automatic


Ladies' Or Men's Watch Set . . . Valued At '50 charse wem or mitr

## BENDIX ECONOMAT

 10 Lbs. Of TIDE IS PART OF THE BARGAIN

## BENDIX GYROMATIC

The man said we should sell it for what we traded for, but we think he's nuts. We have this Bendix Gyromatic that was
traded in. Now, we'll find out if we can stay in business by selling below cost 17.95 Cannon Towel Set Is Part Of This Deal

## Whirlpool 24" Automatic Washer

 Ladies' Or Men's Watch Set Free Of Extra Charge win mist gargain

HERE ARE SOME MAVERICKS AT BARGAIN PRICES

| A HAAG WRINGER TYPE WASHER | $19^{95}$ | WIZARD WRINGER TYPE WASHER | ${ }^{95}$ |
| :---: | :---: | :---: | :---: |
| MONTGOMERY-WARD WRINGER TYPE | $24^{95}$ | FRIGIDAIRE AUTOMATIC WASHER | $49^{95}$ |
| KENMORE WRINGER TYPE WASHER | 2995 | WESTINGHOUSE AUTOMATIC | $50^{00}$ |

\$10.00 Down Will Deliver Any Machine Listed Low . . . Low Monthly Terms
BIG SPRING HARDWARE CO.
115-119 Main St.

## ZALE'S Pre - Christmas Savings

## FRIDAY, SATURDAY AND MONDAY

If you are interested in a real savings, check every item listed in this ad: SAVINGS UP TO 50\% AND MORE.
Not in years has Big Spring witnessed such drastic reductions on Diamonds, Sterling Silver, Watches, Appliances, and Dinnerware.
We have from our diamond department a 3-Carat diamond set in a platinum mounting with tapered baguettes, $\$ 2,950$. A $11 / 2$-Carat diamond set in either ladies' or men's mounting, Reg. $\$ 1,595$. Now $\$ 1,295$. There are ladies' $1 / 2$-Carat bridal sets for only $\$ 136.50$, ladies' one full Carat bridal set only $\$ 295.00$. We have ladies' full Carat, 10 diamond wedding bands, Reg. $\$ 350.00$ value now only $\$ 295.00$.
We also have a group of ladies' diamond watches at tremendous savings - Ladies' 2-diamond Baylor, 17-jewel - a $\$ 29.75$ value - Only $\$ 19.75$. Ladies' 30 -diamond Hamilton - $\$ 149.00$ value Only $\$ 99.00$. How about this? ? ? Ladies' 23 -jewel $11 / 2$-Carat of diamonds, Lady Elgin, Reg. value $\$ 595.00$ now only $\$ 479.00$. 4-diamond Elgin, Reg. $\mathbf{\$ 1 2 5}$, Now $\$ 75.00$.
For that boy or man of the house we suggest these 17 -jewel watches, shock, water proof, a $\mathbf{\$ 2 4 . 7 5}$ value, now only $\mathbf{\$ 1 2 . 9 5}$ tax included. Our entire stock of Gruen Watches, Reg. $\$ 59.95$ - \$49.95-\$39.95, Now only \$19.95.

There is also a special group of nationally advertised, ladies' and men's watches-Reg. $\$ 59.50$ Now $\$ 29.75$. Here is a perfect Christmas gift - men's and ladies' 17 -jewel shock and waterproof Baylor Watches - Only $\$ 19.75$. All watches sold carry a one-year guarantee ...
Specially priced from our appliance department, Sunbeam Electric Skillet Reg. \$19.95, Now only $\$ 13.89$, also the large Sunbeam Mixmaster - Reg. $\$ 45.00$ Now only $\$ 35.00$, Sunbeam Hand Mixer Reg. \$19.95 Now only \$13.49, Universal Automatic 8-cup Percolator - Reg: \$19.95 Now only $\$ 14.99$, G.E. Hand Mixer Reg. $\$ 19.95$ Now only $\$ 12.95$, G.E. Upright Mixer - Reg. $\mathbf{\$ 2 9 . 9 5}$ Now only $\mathbf{\$ 2 2 . 9 5}$, G.E. Steam Iron - Reg. $\$ 15.95$ Now only $\$ 11.95$. These are just a few of our many price reductions on appliances.
Now here is something for the entire family - a Keystone Movie Set complete with $\mathbf{3 0 \times 4 0}$ screen, one roll of color film, light bar and bulbs, K-23 camera and K-75 projector, also extra 300 foot reel and comic film - a Saving of $\mathbf{\$ 2 0 . 0 0}$ - complete for only $\mathbf{\$ 1 2 9 . 9 5}$.
53 -piece dinnerware set, service for 8 , also $\mathbf{3 4}$-piece service for 6, stainless steel flatware both for \$19.95.
We have from our regular Electric Shaver stock Remington Rollectric Reg. \$31.50 Now \$19.89. The new power shave Schick in colors Reg. $\$ 29.50$ Now $\$ 18.89$. The famous Norelco Electric Shaver Reg. $\$ 24.95$ Now $\$ 17.88$. Ronson Electric Shaver Reg. $\$ 28.50$ Now $\$ 14.66$. We will also allow an extra $\mathbf{\$ 2 . 0 0}$ for your old shaver.
All Nationally Advertised Luggage Now 20\% off reg. price. Remember during this event, you can buy at discount prices and on Zale's convenient terms - No Money Down - Just Say, Charge It: We have a wide selection of costume jewelry $\mathbf{-} \$ 1.00$ and $\$ 2.00$ plus tax. And now here's something very special, all of our Nationally Advertised Sterling Silver, purchase 3 place settings, get 1 place setting absolutely FREE. Over 50 patterns to choose from. Plan to come early. Our doors will be open from 8:30 A.M. to 5:30 P.M. EASY TERMS, NO DOWN PAYMENT. You couldn't pick a better time to open and use your credit account at ZALE'S! Please, no phone or mail ordersz
BRING IN YOUR RINGS - LET US CLEAN AND POLISH AND CHECK THE STONES - FREE - NO OBLIGATION.

All packages beautifully gift wrapped at no extra charge.

 he's paralyzed for ulfe. Tom became paralyzed after a swimming
aceident in 19s. He is shown holdiag his spectally rigged shotgun he ases to hunt with from

## Bid To Adlai Seen <br> As Debate Limiter

HERE'S OUR MOST IMPORTANT EVENT OF THE SEASON!

FOR FRIDAY ONLY

## 20\% OFF

ANY HAT IN STOCK

##   

 Pariti smmit conterenco








 French Protest Tunisian Arms PARRS (P) - Foreign Minister
Christian Pineau said today the
French government will consider French government will caysthe
any American or rritish deiliery
of arms to Tunisia contrary to At. of armeto Tunisia contrary to At-
lantic solidarity
Pineau told the National Assem-
. bly's Foreign Aftairs Committee
that Britinin and the United States
'are about to effect delivery
 Ane sio-Americance "ritegretted this
Anine.
Pineau announced the Cabinet's. Pineau announced the Cabinet's
opposition tourms for Frances
former protectorate after an all
 She's 17 year-old Beth Swinand,



f. $\frac{\text { Uncle Rays }}{\text { Changes In Things }}$
Fit For A Queen

[^0]an enver mbs. and Amernay




We love the look of lace and pleats

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## by Oanity tair

Gown . . . designed of Vonity Foir's easy-toccore-for nylon tricot . . . with simple fluid line rabulous fit . . . a lacy bodice filmed through sheer nylon. Midanite black, brown, stor white ond down pink
Sizes 32 to $38 \ldots 12.95$
$\qquad$ bodice ond flounce of pleats and loce ... of Vonity Foir's nylon trict. Hothouse pink, down plank, midnite lock, stor white ond wild honey. Sizes 32 to $40 \ldots$. . 8.95 Matching Pettikakit in sizes 4 to 7 . . . 6.95
fyampuill lldels

Caresse' the Barefoot Rug

A Cabin Craft Needletuft creation... snuggly, cuddly, these
caressable Caresse rugs . . . a bedside or bath throw of opulen
lushness . . . 100\% Acrylic fiber, resembling chic animal-like fur
'Long Tom' Stays
Around Old Haunts

## WASHINGTON - Listed on his gracious wie she





privilege to which he
as a former senator.
sare, called for a stepped-up American
eare, called for a stepped-up American
acon
armaments orpagram in his Okla-
homa City speech.


 The National Assn. of Radio -

## SAC Gets

 New B52New B52
SEATLLE (n-The Boeing Air-
plane Co. and the Arir Foring are an-
tions
nounced jointly today the B52E,
new

| a method | new model of the the eft glo |
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| not |  | to the $\begin{aligned} & \text { new model of the eft glo } 1 \\ & \text { bomber has gone into service with } \\ & \text { the Strategic Air Command }\end{aligned}$ and

Ster Strategic Air Command.

The improved cuite a | The improved model is the fitth |
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since Boeing began production of
vat
the 200-ton B52s. Major adtyonces is
in the B52 are
ite increased naviga-
tional accuracy, more reliable ds electronics systems, rreater crew is equipment.
$\qquad$ range and altitude rer
changed from earlier
B525 can fly more than
 wso milese an houng hout spe
of more than 50,000 feel

Big Spring Daily Herald
SEC. B BIG SPRING, TEXAS, THURSDAY, NOVEMBER 14, 1957 SEC. B


Talking Over Old Times
 BIRDS PLENTIFUL

## Thanksgiving Turkey

Prices To Be Lower
 The bigsiris.
they
they are heap.


 Lasat year turkey hens sold for reach of everyone. Eldon cook. make ther profit trom cranbery,


Traffic Violations Become $\$ 610,000$ In 'New Money' Is Cause Of Most City Fines






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drunkenness charges.
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 Seen As Need Of City Schools
 000 in "new money" have been
outlined fite por school trustes by
Surt. Flomine east of Washington








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FREE TURKEY with purchase of any Living Room, Bedroom or Dinette Suite

A PERSONAL MESSAGE:
"Here Is Our Guarantee - White's Will NEVER, But NEVER, Knowingly Be
Undersold At ANY TIME, On ANYTHING, By ANYBODY!"

3-Pc= BEDROOM SUITE PLUS:
10.Yr. Guar. Mattress And Box
Springs Pair Pillows And
Vanity Lamps.
IN TAN OR GREY

MODERN

## 3-Pc. SOFA SUITE

## PLUS:

ALL Thalr
Two Plestic Top Stop Tables
And Matching Coffeo Table,
Pair of Lemps. IN ALL POPULAR COLORS

## CARPET

## All Expertly Installed With

Instailed Wad
Heary Pad

100\% WILTON ALL-WOOL 995

Fine Quality VISCOSE
ONLY
895
$6_{5 q}^{95}$

Other Fine Viscose-Nylon as low as


END TABLES COFFEE TABLES ALL WITH MARILITE PLASTIC TOPS YOUR CHOICE ONLY $8_{\text {Each }}^{95}$ JUST RECEIVED - LARGE 7-Pc: DINETTE SUITE Plastic Top Table - 6 Matehing Chairs
Reg. 119.95 O
NOW ONLY_

THREE ROOM GROUP

| 7-Piece | (Roposisesed) <br> 8-Piece |
| :---: | :---: | :---: |
| SOFA SUITE |  | BEDROOM SUITE

SPACE SAVING
BUNK BEDS
Complete With 2 Mettross And Box Spring Combinotions Rog. 119.95
Now ONLY
$88^{\circ 0}$

5-Pc. $\begin{gathered}\text { Plastic Coverod } \\ \text { Western Strie } \\ \text { SOFA } \\ \text { SUITE }\end{gathered}$
sofa, large rocker, 2 end tables, coffee table PLASTIC

ALL FOR ONLY
\$10) GUARANTEED

## STRATOLOUNGER

Foom Rubber And Nylon - Plastic Comb. Coven
Only 119.95

[^1]OTHER STRATOLOUNGERS WITH VIBRATORS As Low as
79.95

## A Bible Thought For Today

 How shall we escape, if we neglect so great salvationwhich at the first began to be spoken by the Lord
wid which at the first eegan to be spoken by the Lord,
and was confirmed unto us by them that heard Him
(Hebrews $2 \cdot 3$ )

We Can Be Trusted With Facts


Putting It On One Line



David Lawrence
Missiles Should Come Before Satellites

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James Marlow U.S. Was Caught Napping

##   <br>  

Hal Boyle
Why Businessmen Get Tired

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 New Almanac Reveals Odd
Bits Of Advice


MR. BREGER


Around The Rim U.S. 80-American Autobahn

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Thomas L. Stokes
Now It Is Dulles Who Is Saying 'No'

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$\xrightarrow{\text { tew }}$ tive

## 



## fore, that this sis an, effort to to alienate 

 got the boemp in trustrated. The Rusi also also the hy. Dean Acheson in the Truman administra-drogen bomb and the two bige sprawiling.



## 



 His latest "no", was in reply to the withdrawn from the U.N. subcommittee.
proposal by Russian big boss Khrush- Her resoution to broaden the committee
chev for a summit meeting between the was defeated a few days ago in the U.N.
 a general conference to bring other na-
tions into agreement. This came forth in Khrushchen's three
hour spech during the 4oth anniversary
celebration of the Russian Revolution in But this settles nothing. though it seems
to be generally understood that the eom.
mittee will be broadened eventually with
 taking advantage of Russia's thrust into We cannot continue on a negative
space with a couple of sateliltes. He cap- course. Dutles cannot keep on saying
italized on the tavorable psychology cre. "No. if we expect to recover the initiaAgain, as so often in the past, the Rus- havent enjoyed for a long time it would sians were setting themselves up as the seem a good time, while Russia appears
champions of peace and, regretul as it in a more affable mood in the fuush of
is to is to say itt they seem to be making her missiless.atelilite achievement, for us
headway. It is about time we did some the counter with new and bold moves to
thing on our own to take the intiative in.
ward peace while striving in every way


## J. A. Livingston

## A Fiscal Panacea To Save The Country

| I hope to be eternally indebted to Lester V. Chandler, professor of economics | ket" would then be for all men women the psychological leveler. |
| :---: | :---: |
| at Princeton University and a member of | Beyond improvement in social relations, |
| the board of directors of the Fed | , |
| erve Bank of Philadelphia. Prof. Chan- | lem. Nobody wan |
| dier has whipped my cranial synap | U.S.A, Inc., would end these psycholog. |
| into a trenxy of imaginative achievem |  |
| 1 am about to put forth a proposal which | members of the Cabinet, with the |
| will embellish economic iliterature and | Secretary of the Treasury as chairman of |
| write my name in lucent letters |  |
|  | outgo of the government. A small surplus |
| Wesley C. Mitchell, and John Maynard |  |
| ness. | And a bumper surplus would mean a |
| At a conference of economists at the | stock split. |
| University of Michigan, Prot. Chandler | N |
|  |  |
|  |  |
| to penalize | Tax evasion, |
| ness with capital by buying corporate bonds and those who hold the obliga. | instead of being a popular sport, would |
| tions of the federal, state and local | a Only congressmen would be harassed. |
| ernments?" It Prot. Chandler had | Their constituents would urge them to cut |
| stopped there, perhaps I would have re- |  |
|  |  |
| with another rhetorical question: "Or is |  |
| it suggested that our ,governmental units | with suggestions to lower personal ex- |
|  | emptions, increase the base withholding |
| him, perhaps, a jest. To me, that | tax rate from 20 per cent to 25 per cent, |
| corporation must be formed: The | and charitable conay with deductions such as |
| United States of America, Inc. At once, |  |
| Treasury would solve its finan |  |
| ems. It would have no further | in reverse. The Secretary of the Treas- |
| ries about the debt limit. All citizens |  |
| scribe to common stock of U.S.A. |  |
|  |  |
| of importance and satis- | that everyone loves inflation. The worker |
| now have an inferiority | likes it because costof-living escalation |
| ex because they aren't stockhold | likes it because his stocks go up (some- |
|  | times!); the business man likes it be. |
| tence, interest, nor confidence | cause his inventories rise in price; the |
| chase sh | homeowner likes it because he gets |
| dide, du Pont, of | Ore for his property |
| corporate enter | U.S.A., Inc. would be a grand economic |
| U.S.A., Inc., non-stockhol |  |
|  |  |
| holders the New York Stock Exchange |  |
| ted on its digital calculators. | d |
|  |  |
| impact. "Buy U.S.A. common at the mar- |  |




1. Every weekday an average of $57,000,000$ copies of newspapers are sold in the U.S. - more than packs of cigarettes, quarts of milk, or loaves of bread.
2. People in the U. S. spend for their newspapers \$3,120,000 a day, $\$ 25,851,000$ a week, $\$ 1,344,236,000$ a year.
3. According to a Market Research Corp. of America study, on a typical day 88 per cent of America's homes receive one or more daily newspapers.
4. There is no "summer replacement" for newspapers. Monthly variations in circulation show virtually no change in newspaper circulation from season to season.
5. People like to read newspaper advertising. AccordIng to the Continuing Study of Newspaper Reading, men rank advertising third (just ahead of sports news); women rank advertising first.
6. The Continuing Study of Newspaper Reading also reveals that the average newspaper page, with both news and advertising on it, enjoys a median readership of 64 per cent by men and 73 per cent by women.
7. More than one-third of all ad money spent is invest-
ed in newspapers. In 1956 newspapers got \$3,305,000,000 -more than was received by radio, TV, magazines and outdoor combined - according to McCann-Erickson,
8. TV in the homes does not affect newspaper readership. Cunningham \& Walsh's continuing study of "Videotown" reveals that newspapers alone of all major media remain unaffected by TV's arrival in the
9. Since 1940 newspapers have maintained a constant level of popularity. Newspaper circulation has virtually parelled growth in U. S. households.
10. Newspapers are keeping modern. Over $\$ 700,000$,000 has been invested by newspapers in recent years to improve plants, equipment and product.
11. One of the most exciting innovations is color. As of February, 1957, 819 newspapers offered advertisers Color. The combined circulation of these papers exceeds $41,000,000$.
12. The daily newspaper is the Number 1 Advertising Medium in America from every standpoint. It leads in revenue. It leads in audience. It leads in results!

Inc. Preliminary Estimate. home



Wind Up Campaign Friday Night


HERALD PANEL'S FOOTBALL PICKS


## In 25 Districts This Week



MachenTKOWinner After Tenth Round

SAN FRANCISCO (\$) - A title fight, low blows and possibiilites of retirement formed boxing topics


 penalties for low punches.
With Jackson's right eye puffed closed at the end of the 10th, Briedbart called Carter over to view
and WHEN CHIPS ARE DOWN Eagles Are Tough To Beat, Anytime stopped," said Briedbart Aisked stopped., said Briedbart. Asked
it he would have Jackon retire
after the two consecutive batter
ings by Patterson and Machen

 Tax mux



PINKIE'S PRESENTS DICK DUNKEL'S football rating

DIAL AM 4-2503 For Free Delivery



South Texas Nimrod
 LINEUP CHANGES Tabbies Had Edge On 'Dogs: Scouts



 4 (1)

## LOCAL TEAMS END SEASON

## 




 Cauble's Retain
Lead In Circuit









 PGA Match Play Facing A Vote



Modern homes have plenty of phones What a predicament! Right in the middle of
dinner preparations and the phone in the hall dinner preparations and the phone in the hall
rings. If youre like most housewives, youve had rings. If youre like most housewives, you've had
that happen more e than once. And youve probably wished for a a kitchen telephone, Additional
telephones solve those "onephone" telephones solve those "one-phone" problems.
come in handy in any room in your home. Arrange today to make yours a well.tele
phoned home. Take your choice of additional phones in black, red, beige, yellow, ivory, blue green, white, pink, or gray. There is a one-time.
only charge for colors other than black.


Dodgers Face
A Roadblock
OU, Irish May Play In Rain LOS ANGELES (R-The dead
line for dropping flies in the Los
Angeles Dodgers' baseball ooint Line for droping mies in he cios
Angeles Dogers' baseball oint
nent is today- and citizens pro-
net
 Dallas: O'Connor DNLLAS in - Warner Lewita:
 League statement is no threat to
Dallas' chances of alignment with
a higher classification league. higher classification league,
The president of the PCL, Le. eo president of the PCL, Les.
or intent said his circuit has no intention of dratting any clubs
trom the Texas Leage")
Lewis Lewis said, "Reagarde", of any
statements, Ithink this is the year

 Sunday, however, league direc.
ors met here and refused
Texas


EAST FOURTH ST EAST FOURTH ST.
BAPTIST CHURCH Loyalty Dinner 7:00 P.M. texas national Thurs Thurs., Nov. 14 $\underset{\substack{\text { FOR MEMBERS AND } \\ \text { THEIR FAMLIES }}}{ }$

GOOD, TREAD Don't miss our big Annual
LIFETIME GUARNNTEE

## Whinitewaill

 TIRE EVENT!Enjoy the beauty and luxury of fresh, smart whitewalls at a surprisingly low cost.

## ${ }^{5} 1995$

3-T DELUXE SUPER-CUSHION GODD YEAR

Now is your chance to give your car that smart, new look for miles of fashionable driving... at a a new low price. Goodyear's famous 3-T DeLuxe Super-Cushion car. What's more, you get all the extra advantages of Goodyear's exclusive Triple-Tempered 3-T Cord Bodies-plus tough durable tread for extra wear and greater safety.<br>Dress up your car todayfor as little as $\$ 125$ a week!<br>MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND!


a sure sign...for depenadable TV SERVICE


A-1 ELECTRONICS
1011 Grags




Winslett's TV-Radio Service NEW PHONE NO.-AM 3-2892 NEW ADDRESS-411 NOLAN
$\qquad$ KPAR-TV ChANNEL 12 - sWEETWATER
$\qquad$ 1011 Gress $\quad$ Dhal AM 4533 kdub.ty channel is - lubbock


HERALD CLASSIFIED ADS GET RESULTS!

K. L.' BRADY, D.C.
CHIROPRACTIC ARTS CLINIC

$$
2309 \text { Scurry } \quad \text { Dial AM } 3.3262
$$

| KOSA.tV ChanNeL 7 - odess |  |  |
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| \% | Hater | \% |
| ${ }^{\text {a }}$ | \% | 边 |
| mam |  |  |
| \% | \% |  |



 $=-=$ Judge Sides


 not by the margin expected. Pro-
diction is running far enough
ahead of consumption to make or
price weakness in some products.




SEVENTEEN

-rive been experimenting with goat's milk at
the training table."
Bennett Doesn't Want Own Show





10-8 Big Spring (Texas) Herald, Thurs., Nov. 14, 1957 Brace For Storm


 Bertha Ekman opened the can la-
peed "peanut brittle"
she found
 got from a jury wast peanuts, dent Harry Truman saps the na: no.





## Before you

buy a fine watch...




Cagney Accepted By Longshoremen


## alexander's




KICKERNICK

the lightweight garter pantie that molds the figure with new comfort Now Eyela-Q nylon fabric that in summer, allows cooling evaporation of perspira-
ton, nature's own air-conditioning system. Contains no rubber
in winter, prevents clammy skin moisture while in-
doors or walking, a boon to hygiene and health.
$\qquad$

- can be worn with or without garters. Perfect hoses support. - easy to launder, quick to dry.

Swart

## BIg Spring Daily Herald



Queen Nominees


BSHS 'Autumn Queen' To Be Honored At Saturday Carnival







Christmas Business Gain Seen In Retailer Survey


24 Football Low Resistance Chief Cause ${ }^{\text {Tax Collections }}$ Teams Invited Io Play Here OfInfection By'CommonCold'
value is not clear, is pood to re. yourr usual routhes execet you

|lot

$\qquad$
dig spring, texas dELVERY at no extra chargei

## HAMILTON

OPTOMETRIC CLINIC

PRESCRIPTION LENS LABORATORY
106 West Third
Dial AM 3-2501


AND IT DROVE EVERY INCH OF THE WAYI

We knew this car was tough. We designed it that way.
That's why we weren't afraid to give Plymouth the toughest, true test run of all
time.. with all America as the "track." We didn't coddle this Plymouth. Didn't crate it and ship it from place to place. We aimed it out of Los Angeles one misty
morning and sent it through a course that morning and sent it through a course that ran 58,000 miles through 37 states. The time limit? Only 58 days. A thousand miles a day! The equivalent of 6 years' driving crammed into little more than 8 weeks.

Three times this Plymouth crossed the Rockies. Three times it wound its way up and down across the country ... passing Whipping over turnpikes . . .creeping through city traffic ...arrowing down super-highways...feeling its way through 500 miles of rutted detours. And when the drivers turned the key to end the maraThis is what lasting value really means. The ability to take everything that American roads and weather can dish out - and come up grinning. Why don't you give Plymouth a test drive yourself-today? You'll see what we mean.


That's the Plymouth "track" ...and jut look at that toutel Every possible road and weather ondition. Plymouth ran every snch of that
murderous route 3 times in juat 58 dapa. What orrater proof of lasting, built-in taminal * Star of the Forvari

Plymomita diead or rement




Bel-air Prozen Orange Juice
Bel-asir orange juice is actually fresher than fresh. The frui ${ }^{\text {gac }} 25$

## CLIP THIS COUPON IT'S VALUABLE!!



SAFEWAY

Mrs. Johnston, Teacher And Writer, Gives Favored Recipes


Make A Meal Of Hot Bran Muffins, Swirls

|  | combe cinnamor |
| :---: | :---: |
| morning or evening. Hot spicy |  |
| (ins are alwess | until sugar has disolved |
| $\begin{gathered} \text { moraid } \\ \text { cruat } \end{gathered}$ |  |
|  | milk , let |
| up sif |  |
| dit findy flyur coped raw |  |
|  |  |
|  |  |
| ${ }^{1 / 2}$ tsp. sp. cimmamon |  |
| s.ip nutueg |  |
|  |  |
|  |  |
| and beat | cut site doun in prinapple jure |
|  |  |
| mixure |  |
| combine foll sprresead mumfin |  |
|  | Make Muffins With |
| di: 10 mutfins, $2 h$ inches in |  |
|  | Leftover Pumpkin |
|  |  |
|  |  |
| pole pillerpan | Phylis PCMPGIN Mlffins |
| esim | and |
|  | lour 2 teent |
| salt |  |
| 1 tope. butter or margarine |  |
| mething New For |  |
|  | sitf together the |
| he Cocktail Hour |  |
|  | cited mixing bomit |
| moneds and nuterertit | beate hand |
| den and ene smoked |  |
|  | ed dry ingre |
| cup finely grated tha | they are moistened. Fill butered |
|  |  |
| Meltiodid Mix together the ham, chese | ore |
|  |  |
| sauares of pumperim |  |
| $\begin{aligned} & \text { ad or party-size slices of } r \text {, } \\ & \text { ad. Store in covered contain } \end{aligned}$ | Tomato Soup Wi |
| efrigerator. | Italian Touch |
|  |  |
|  |  |
| wiver |  |
|  | ${ }_{1} 1$ can (1094 ounces) condersed |
|  |  |
|  | mato fuce |
| almmonds and tose to coat |  |
| Place in pie phate, cover and let stand overnight. Add oil and toss | $1 / 4$ to $1 / 2$ spss. dried crumbled basil |
| cosis oven, strring |  |
|  |  |
| The ligur smoke meme |  |
|  |  |





Pancakes Are Dressed Up For Lunch


Holiday Dessert
$=v$ Pumpkin Pie Dessert





 Chicken And Ham Served On Biscuits

## 

 Aos



## ECCis BEE STEW



# For yourc 

 SPICED PEACHES 29c Hunts, No. 300 bartletr, halvesPEARS SANTA ROSA, sLICED, NO. 2 CAN
PINEAPPLE
. . 25c fap whole, No. 24/ CAN, heavy syrup APRICOTS . . . 25c


The Winner Of $\$ 500.00$ In Cash In Big Spring STAN PEURIFOY The Winner Of The $\$ 5000.00$ Cash Grand Prize E. G. HARPER Route 4, Muleshoe, Texas




SOUNTRY KIT
-•••39c
p'CAKE FLOUR. 36c
BEEF STEW . . . 45c BEATIO NO. TAMALES . 25c CAKEMAIX . . . . 23c

RUSTY, ${ }^{\text {Re }}$ OZ FOON 3 For 25c TISSUUE . 4 Rolls 37e SAPER NAPKINS 18c

> BROOMS BROOMS GEM .... SHORTENING $=$ CORN CRNN BEANS GREEN BEAN PRESERVES =:"

## Bible Story

ilibustrated
The Holy Scripurese Recold in Story Form

## compare with others

yOUR PRICELESS HERITAGE
N 4 MAGNIFICENT VOLUMES
VOLUME I ON SALE THIS WEEK buy a book a week
For young and old alike . . . here's another "extra" provided for you by Piggly Wiggly in time for the coming-up Christmas somon. Sties tells chronologically the beloved stories of the Testament and helps qive young and old a better understanding of the young and itsolf. The four volumes are crammed with painting and engraving masterpieces nover found in any but the most costly edifions.

Start collecting your set this week. Buy several - you'll want extra sets to use as vonderful gifts. Volume 1 on sele this wee . . buy a book a week ear, ranch style, thick sliced, 2 Lb. pKg.



Pr. Gale J. Page



How To Torture Your Wife


The Herald's

## Entertainment Page

## Df

Top Comics

REPEATED BY POPULAR DEMAND!


HI-PRANCER COLT Hardwood Fromel Tempered
springs for lot of of octiont
Regular S9.9s Speciol...




[^0]:    
    

[^1]:    

