

The Rankin News

Serving the Interests of Rankin and Upton County

VOLUME 28—NUMBER 51

RANKIN, UPTON COUNTY, TEXAS

THURSDAY, DEC. 31, 1953

Stores To Close Friday, Dec. 31

SOME PLAN FOR THREE-DAY AFFAIR

The Christmas holidays passed in Rankin without anything exciting on tap. With the exception of service stations and a few other businesses, stores in Rankin were closed from Friday till Monday and many people were out of town for the week-end.

Similar conditions will prevail this week-end with stores and business offices planning to be closed for New Year's Day and in the case of most of the grocery stores as well as several other firms, another three-day closing period will be observed.

The grocery stores are urging their customers to make sufficient purchases to last them until Monday, January 4. In some instances, as found in advertisements in this issue of the News, the grocery stores are offering specials for the convenience of shoppers on Thursday, December 31 and Monday, January 4. Local merchants reported a good business for the past few weeks and with increased production scheduled in the oil field Rankin should have a good year businesswise in 1954.

POST OFFICE SCHEDULES CLOSING DATE DEC. 31

W. O. Adams, acting postmaster has announced that the post office will be closed for transaction of business after 1:00 p.m. on New Year's Eve, December 31.

For the past two weeks, the mail has been about two hours late here due to the large amount of Christmas mailing. Things should be back to about normal this week.

Mr. and Mrs. J. D. Eckols, Mr. and Mrs. D. O. McEwen, Mrs. Leslie McFadin, Mrs. Elbert Eckols and Mrs. Melvin McEwen went to El Paso to spend Christmas with their sons and husbands who have recently gone into the Army at Fort Bliss. Elbert Eckols, who was inducted some time ago, returned to Rankin on a two weeks' furlough.

Mr. and Mrs. Dick Koerting of Rock, Kan., and Mr. and Mrs. J. W. Reid of Silverton, Texas, were in Rankin for a short visit Christmas Eve. The Koertings are the parents of Mrs. Glenn Hill and Mrs. Reid is Mrs. Hill's sister. They also visited in the Tom Workman home.

Mr. and Mrs. Joe T. McCommie, Jr. are spending the New Year's holidays with their parents, Mr. and Mrs. Joe T. McCommie, Sr., at Valley Mills.

The following were guests in the home of Miss Maggie Taylor for Christmas: Mr. and Mrs. Ray Dunlap, Mr. and Mrs. Byron Stewart, Carolyn Douglass and Gregory of Orona, Mr. and Mrs. J. T. Dameron of Van Horn, Mr. and Mrs. Clayton Dameron and Craig of Midland; Mr. and Mrs. Harry Cowden, Kitty and Paul of Burnet, and Mr. and Mrs. Fred Roady of Long Beach, California.

Lonnie, son of Mr. and Mrs. Johnny Hurst, returned to Melvin to visit his grandparents, Rev. and Mrs. R. L. Herring.

Bruce McCain is at home after completing the first eight weeks basic training at Ft. Bliss, El Paso. He will be here until Jan. 9 when he will return to go to school.

College students at home for the holidays included Bobbie Ash from Southwestern College in Wichita Falls; Andy Lyle of Odessa College; Norman Yocham from A&M.

Christmas Party Held In Workman Home

Mr. and Mrs. Tom Workman were hosts in their home here for the annual family gathering on Christmas Eve. The entire house was decorated for the festivities which began with dinner at seven o'clock. Turkey and ham with all the complements were served in the candle-light dining room, where white and silver decor predominated along with sprays of holly.

Adults and the small fry alike were surprised and delighted when Santa Claus showed up just in time to distribute the gifts from around the Christmas tree, and then the Christmas Carols were sung with "Grandma and Granddaddy" playing the organ and violin.

Guests were Mr. and Mrs. D. W. Workman, Mr. and Mrs. Clyde Miller, Mr. and Mrs. Jimmy Workman and James Doss of Texon; Mr. and Mrs. David K. Workman with Cathy and David Michael from Midland; and Mr. and Mrs. Joe T. McCommie; Mr. and Mrs. Tommy Workman with daughters, Darlene and Marilyn; Mr. and Mrs. Don Cochran and the hosts, all of Rankin.

Mr. and Mrs. McEwen and Mrs. Melvin McEwen went to El Paso to visit Melvin and Marvin McEwen, twin sons of Mr. and Mrs. W. O. McEwen, who are stationed at Fort Bliss Air Base.

Rev. and Mrs. R. L. Shannon's son, Lonzo, was their guest over the holidays.

Kenneth Adams, a brother of W. O. Adams, from Galveston, spent the night with the W. O. Adams. He is studying to be a doctor.

Mr. and Mrs. W. O. Adams went to San Angelo Thursday and came back Saturday night after visiting in the home of Mrs. Adams' parents.

Mr. and Mrs. J. B. Hutchens and Barbara were in Slaton for Christmas dinner with Mrs. Hutchens' parents, Mr. and Mrs. Joe Johnson.

June Osthus from Olton visited in the Ross Wheeler home this weekend.

Mr. and Mrs. Sam Holmes had as their visitors, Mr. and Mrs. Harvey Kubena of Houston. Mrs. Kubena is a daughter of Mr. and Mrs. Holmes.

Bobbie and Coxie Wheeler of Rankin rode to Goldthwaite with Mr. and Mrs. Omar Warren to visit with their grandparents over the holidays. The Omar Warrens spent Christmas at the home of Mr. and Mrs. J. B. Burnette in Goldthwaite. A daughter, Mrs. C. C. Brown and family of Waco met them there. Relatives from Avenet and Goldthwaite were there for the dinner and get-together. On returning home, Mr. and Mrs. Warren stopped in Dublin, Texas, where they visited in the home of Mrs. Warren's sister, Mrs. Mabel Littlepage, who is an aged widow. They returned home Sunday.

Guests for Christmas dinner at the H. Wheeler home were: Mr. and Mrs. Ross Wheeler, Mr. and Mrs. D. L. Wheeler of Brady, Mr. and Mrs. Lewis Norris and Kathleen Wheeler of Dallas, and Mrs. D. L. Wheeler's father, Mr. Bud Hurst. Elsie Sharon Wheeler returned to Brady with the D. L. Wheelers.

The T. O. Midkiffs of Midland had the first family reunion in 14 years. There were 76 great-grandchildren and grandchildren present for the get-together.

Miss Lois Shackelford and Mr. and Mrs. Lewis Jordan are visitors of Mrs. R. O. White.

FOR A BETTER NATION



Would You Like An Oil Well?

"I wish I had an oil well" is a common expression. It's only human to dream of an ideal life, financially speaking, in which all one has to do is sit back and bank the endless stream of dollars that flow from a gusher.

But finding an oil well is an extremely expensive and risky business.

First of all, you'd need a drilling rig costing \$300,000 or more. You'd also need a lot more high-priced equipment, including steel casing, scores of bits and reamers, powerful motors, thousands of sacks of cement, and so on down a long list. And you'd have to be prepared to meet the paychecks and other expenses of about 125 well-paid technicians and craftsmen, including geologists, exploration crews, drillers, engineers, etc., etc.

Supposing all this was possible in your case, you'd be ready to sink your 10,000 foot hole, a depth which is by no means unusual in oil-drilling nowadays—many wells are much deeper. But your troubles wouldn't be over. For about 80 per cent of all the wildcat wells drilled in this country turn out to be dry and useless holes. The money they cost is sunk beyond recovery. And many of the remaining 20 per cent produce only small quantities of oil, with consequent small rewards.

The oil industry and the oilmen are taking these long-shot gambles every day. And they're taking them for only one reason—the hope of profit if they succeed. Here's a perfect example of how that much criticized profit-motive serves a nation.

FROM ENVELOPES TO ELECTRICITY

For many years the government has made a business of printing return addresses on stamped envelopes. It knocks thousands upon thousands of local printing establishments and country newspapers out of hundreds of thousands and probably millions of dollars worth of business annually. This deprives government of taxes which would be paid on the business were it carried on by private citizens.

There is nothing the local printer can do about it unless he can get the law changed. This is also a good example of how once government is established in business, its hold can seldom be broken.

While printing return addresses on envelopes might be called a matter of small concern in the field of business, it is the principle involved that should interest everyone. From printing envelopes government has gone into many lines of business, most outstanding of which has been a 20-year crusade to create a federal electric power monopoly. Already some 20 per cent of the nation's power production is included in such a program. A large part of it is wholly tax-exempt. Some of it contributes comparatively small amounts to help with local taxes—it escapes all federal taxes.

From printing envelopes to half billion and billion dollar tax-exempt federal projects is quite a step, but the principle involved so far as putting private citizens out of business is the same. It is only another step for the government to sell groceries, automobiles, or to print newspapers "at cost," etc. It is all in the socialistic picture as it gains headway.

Mr. and Mrs. Ted Hogan were in Vicksburg, Miss. the past week on a visit with Mrs. Hogan's family.

Janet Holcomb of Houston has been visiting her sister, Mrs. Clint Shaw, and Mrs. C. J. Holcomb. Mrs. Walter Cook and daughter, Janet, visited in the Holcomb home. Clearance Holcomb and family of Kermant spent the holidays in the Holcomb home.

Holiday guests in the home of Mr. and Mrs. Eades were their children, Mr. and Mrs. Rudolph Jackson and three children, Mickey, Nancy and Mike, Mrs. Eades' sister, Della Aldredge, and a niece, Vivian Flowers of San Antonio; also Mrs. W. C. Bibeary of Jayton, Texas.

Mrs. Jim Shaw of Barnhart visited her son, Herschel Shaw and family.

TELEPHONE WORKERS ENJOY YULE PARTY

The Southwestern Bell Telephone employees of Rankin had a Christmas party on Tuesday, December 22.

Gifts were exchanged and punch and cake were served.

Those attending were Susie Kelly, Wilma Kidd, Winnie Kidd, Retta Mae Vickers, Mattie McDonald, Ruth Pittman, Ruby Howard, Martha Snell, Mrs. Schlagal and Mrs. Pearl Ellis.

Guests were Gilbert Vickers, Johnny Kidd, Dora Snell, Sue Schlagal, and Mrs. R. C. Schlagal.

MRS. DON MARNE WINNER IN RANKIN FOOD DRAWING

Mrs. Don Marne who lives at the Texas Natural Gas camp had a special sort of Christmas gift last week. She won an electric toaster in a drawing at the Rankin Food Market.

Mrs. Holcomb, owner and operator of Rankin Food Market had not been able to contact Mrs. Marne up to Monday of this week. However she had left word at the camp for the winner to come in and pick up her delayed gift.

Mr. and Mrs. Jim Herrington of McComme and Mrs. Millie Yeates were Rankin visitors of Mrs. Clint Shaw.

Mr. and Mrs. D. S. Anderson and family went to Wichita Falls to visit Mrs. Anderson's mother.

Gentry Holmes, son of the Sam Holmes, is visiting from Sul Ross in Alpine.

T. D. Arnold and family visited in Tahoka and Hale Center over the holidays.

Mr. and Mrs. Alvin Bushong visited Mrs. Bushong's parents in Coleman on December 19 and 20.

Mr. and Mrs. Carl Keys and children, Jimmy and Carlela of Lovington, New Mexico, were visitors here last week. Jimmy and Carlela stayed over for an extra day and returned with Mr. and Mrs. Mark Dorsey and family when they visited in Lovington.

Experts Looking For Hard Winter

Weatherwise Rankin has just finished a year that has not been too spectacular.

The cold weather of last week may well be said to have lacked nothing when it reached 6 above with frozen water pipes being reported in many places. To get something for comparison let us look back to 1947.

Here is a report taken from the Rankin News of January 3, 1947. — Ole man weather has brought varied temperatures for the past two weeks from sunshiny warm Christmas holiday to freezing and below for the New Year, catching many unprepared for the extreme cold.

The four inch snow that started falling Monday brought out shouts of glee from young ones and cries of distress from the older generation as water pipes froze and working out in the big snow became almost an impossibility. Being rolled in the snow and snowballed brought forth much fun as well as a great deal of unhappiness for some.

Compared to Rankin's sprinkle

of snow on Christmas Eve, the 1947 affair was a real blizzard. However, weather observers in the nation are expecting the year of 1945 to set some records in the bad weather department and Rankin may be in for more cold treatment such as we have been experiencing the past two weeks.

The year wound up with a marked shortage in the rain department with an estimated 11 or 12 inches for the entire year. This is some 6 inches short of the yearly average of 17 inches.

HOSPITAL NOTES

William Jerdon, premature son born to Mr. and Mrs. Gene Crisp on Dec. 17, is still confined.

Mr. Vaughn E. Holt, Rankin, medical, admitted Dec. 21, dismissed Dec. 24.

Mrs. Jessie Kennedy, McComme, admitted Dec. 25, dismissed Dec. 26th.

Mr. J. S. Lee, Iraan, employee of Urice Drilling Co., given emergency treatment at Rankin Hospital after he severely smashed one of his fingers.

Mr. B. M. Wilhelm, Rankin, fractured an index finger of his right hand while working for Henry Black and Son Drilling Co.

Walter Poage, Jr., had to have stitches taken in his left thumb Dec. 26.

Mr. and Mrs. R. L. Barbee spent the Christmas holidays in Arkansas visiting friends and relatives. They returned to Rankin Wednesday.

Mr. and Mrs. Ed Kole had as their guests this week their daughter, Mrs. Lominta Harris and daughter, Leanne.

Mr. and Mrs. Claud Sheffield were in Kermit for a one-night visit with Mrs. Sheffield's mother.

Mr. and Mrs. Sam A. Holmes and son, Tommy of Adascosa, Texas were visitors in the Sam Holmes residence this week.

Paul Jacobs, Joyce and David of Big Lake were visitors in Rankin the past week.

Mr. and Mrs. "Dub" Day spent last week end in Ralls visiting with relatives there.

Tyson Gentry and family of Sherwood were in Rankin this week.

Mr. and Mrs. Higday and family were in San Angelo this week for a one day visit with their daughter.

Gentry Holmes and Gentry Munselle will return to Sul Ross college after the holidays.

Pat and Sue Dishman are enjoying the TV set given to them by their aunts and uncles, Mr. and Mrs. E. C. Boutwell of Belview, Texas and Mr. and Mrs. Lawrence Nuckolls of Henrietta, Texas who were visiting in their home over the holidays.

Mr. and Mrs. O. Z. Roecher, daughter of Mr. and Mrs. B. A. Patterson, were home for the holidays. Mr. and Mrs. Frank Patterson, Deborah Kay and Kathy, of Odessa, came Thursday and stayed until Friday. The two Patterson children, Ruth and Bunny Carol, went back to Hobbs with the Roecher family and will come back to Odessa and spend a few days with their grandmother, Mrs. A. A. Griggs.

Nola Grace Boyd spent the holidays at home with her parents, Mr. and Mrs. Frank Boyd of Rankin.

Visiting in the A. J. Bushong home the past week end were their daughter and family, Mr. and Mrs. B. E. McCormick of Canyon and Andy Lyle of Odessa College.

Mrs. Jim Miller and Melanie of Dupree, South Dakota visited Mrs. Miller's grandmother, Mrs. Will Nix during the past week.

PRE-INVENTORY SALE

LASTS THRU JAN. 2

SEAT COVERS Including Installation

47.25 value	cut to	35.00
39.95	"	29.95
29.95	"	19.95
25.00	"	17.50

Spoke Wheel Covers REG. PRICED \$48.00 NOW ONLY **28.50**

Dummy Tire Mounts
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FENDER SKIRTS **9.95**
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HEATERS TRUCK AND CAR FORMERLY SOLD AT \$35.50 NOW ONLY (INSTALLED) **25⁵⁰**

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RANKIN, TEXAS

THE RANKIN NEWS

Published weekly at 918 Grand Street, Rankin, Texas, Phone 200. Mailing address: Post Office Box 278, Rankin, Texas
 C. C. CARLL PUBLISHER
 J. B. HUTCHENS, JR. EDITOR

Entered as Second-Class Matter at the Post Office at Rankin, Texas, under the Act of March 3, 1879

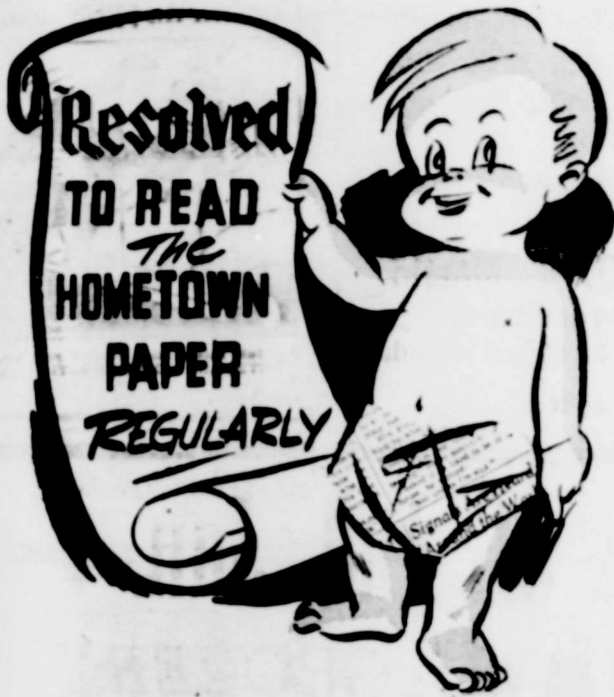
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Remember When You Had to Shout?



MANY RURAL TELEPHONES used to be connected to a single wire instead of a pair. As a result, you often had to shout to make yourself heard. Now practically every Southwestern Bell rural telephone in Texas is on an all-metallic circuit — and you can depend on clear, distinct transmission. That's one of many ways we are working to improve our service to rural customers — at the same time we are working to extend service to more and more farm homes. This year alone we are spending \$4½ million in Texas for more and better rural telephone service. SOUTHWESTERN BELL... A TEAM OF 25,000 TEXAS TELEPHONE PEOPLE... AT YOUR SERVICE.

Texas Trends



Dotted Swiss goes iridescent in this dress by Marcy Lee of Dallas. Chalk white is used for the braid and button brigade on all these muted hues — sugar plum, misty rose, seagold and scarlet haze. Side fullness creates an illusion of panels to give the coat-type dress extra flair. Sizes 10-18. To retail around \$18.00.

DROUGHT RELIEF PROGRAMS DESIGNED TO HELP EASE PRESSURE ON LIVESTOCK MARKET

Drought relief programs being carried out by the U. S. Department of Agriculture, under authority from President Eisenhower and Congress will have a beneficial effect in strengthening livestock markets, says W. M. "Dub" Day, county agriculture agent.

Beef consumption is at an all-time high, according to USDA officials, but cattle prices, which have been dropping since April 1952 declined even further this summer owing to increased marketing of animals from drought-stricken areas.

A five-point beef program aimed at bolstering cattle markets includes feed from Government stocks provided at low rates in drought areas; emergency credit; reduced freight rates provided by southern and western railroads on feed, hay, and livestock; an intensive Government-industry beef sales promotion campaign; and direct Government purchases of beef.

The first three of these measures were aimed directly at providing relief to individual livestock producers suffering from drought conditions, but the effect in the market, USDA officials stress, is expected to be felt throughout the livestock industry. Because of these relief programs, record high beef consumption, and direct Government beef purchases, prices for lower grades of cattle have been strengthened during the past

Heads Crusade



C. A. Tatum, Jr., above, of Dallas, has been named Texas state chairman of the Crusade for Freedom. Mr. Tatum, who is president of Dallas Power & Light Company, was appointed by Henry Ford II, national chairman, and will head a campaign during January and February to enlist Texans in support of Radio Free Europe. The Crusade's chain of radio transmitting stations which broadcasts the truth to the enslaved people behind the Iron Curtain and combats Communist lies.

few weeks. The Department beef purchas program will have diverted the equivalent of more than 750,000 head of lower grade cattle from markets before December 15.

GET ALL YOUR OFFICE SUPPLY NEEDS AT THE NEWS

- PRESCRIPTIONS WE WISH YOU HEALTH AND PROSPERITY—NOW AND ALWAYS
- IF YOU ARE SICK—DON'T SHOP
- GO to your Registered Drug Store for all cold or cough preparations, and the best health tonics.
- COSMETICS CANDIES
- KODAKS & SUPPLIES CIGARS
- JEWELRY & HARDWARE TOBACCO'S
- ELECTRICAL APPLIANCES SUNDRIES
- SCHOOL SUPPLIES

Mitchell Drug
 "HAPPY NEW YEAR"

CHRYSLER AWARDED STEVENS TROPHY



The historic Stevens Trophy is awarded to Chrysler for breaking all Indianapolis Speedway speed and endurance records for stock cars in a 24-hour continuous run at an average speed of 59.89 m.p.h. for 2,157 miles. Speedway president Wilbur Shaw (center) who calls the run "the greatest stock car test in the world" presents the trophy to Chrysler Division's general sales manager E. M. Braden (right) while American Automobile Association contest board chairman Colonel A. W. Herrington gives Braden the record certificate. The record was set by a stock 235-horsepower FirePower V-8 New Yorker DeLuxe model which reached speeds in excess of 120 m.p.h. over the roughest hard-top race track in the world. Regular grade gasoline and stock tires were used.

GOVERNMENT BEEF PURCHASES MADE TO BOLSTER CATTLE MARKETS AS DROUGHT TIGHTENS GRIP

Government purchases of beef for domestic uses and export, started last April, will amount to about 220 or 225 million pounds by the end of the year, according to information received from the U. S. Department of Agriculture. This is the equivalent of more than 750,000 head of cattle.

Contracts for the Government purchases were let during the summer but delivery schedules have been planned to increase cattle demand during the fall months when marketings are heaviest and there is the greatest need for stabilizing the market.

Sharp drops in cattle prices, which started their downward trend 2 years ago, are largely the result of increased marketings from a record national cattle herd of 94 million head. Drought has complicated the situation by step-

ping up marketings, particularly of lower-grade cattle, and reducing the normal demand for animals for high-finish feeding and herd replacements. The bulk of the Government beef purchases were arranged by the Department of Agriculture for distribution through the school

lunch program and non-profit institutions. About 18 million pounds were purchased by the Foreign Operations Administration for overseas supply.

Mr. and Mrs. Ed Yocham of Rankin visited in Plainview over the week-end. Ed reported that duck hunting was very poor in those parts this year.



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Holiday Foods for your good cheer
 WHAT BETTER WAY TO END THE OLD YEAR

SPECIALS DEC. 31 & JAN. 3

Best way to end the old year, best way to begin the New Year—for your family and for you! You'll want to take advantage of our low prices on fine holiday foods—of our everyday low prices, all through the year, on the finest foods for your family!

- OLEO SUN VALLEY POUND .19
- POPULAR BRANDS CIGARETTES CTN. 1.95
- TEX. SUN 46 OZ. CAN GRAPEFRUIT JUICE 27c

PET MILK
 7 LARGE \$1
 14 SMALL

- HEINZ BABY FOOD 3 FOR 25c
- CAL-TOP NO. 21½ CAN 27c
- PEACHES 27c
- DEL MONTE 300 SIZE TOMATO JUICE 2 FOR 23c
- AYWON 303 SIZE CUT GREEN BEANS 7 FOR \$1
- DEL MONTE CREAM STYLE CORN 5 FOR \$1
- HUNTS 14 OZ. BOT. CATSUP 16c
- ZESTEE APRICOT OR PEACH PRESERVES 24 OZ. 39c
- LARGE HEAD LETTUCE 15c
- HEART'S DELIGHT NO. 2 CAN ASPARAGUS SPEARS 39c

CRISCO 3 LB. CAN .69

CHOICE MEATS

- BULK ALL MEAT WEINERS 39c
- FRESH GROUND BEEF 29c
- FRESH HOMEMADE CHILI 49c
- CHOICE SHOULDER PORK STEAK 53c
- CHOICE BEEF ROAST 39c

The Rankin Food Mkt.

WE GIVE AND REDEM PYRAMID STAMPS
 WE GIVE AND REDEM UNIVERSAL DINNERWARE COUPONS

Filler by J. B.

How long did you say you had been in Rankin, Pardnar? Two weeks, two months, two years, ten years—that's kid stuff.

The Editor has been making sort of a one-man survey and has come up with some real old timers.

Mr. Andy Bushong, former post-master of Rankin and retired ran-

cher, was in the office the other day for a visit and said that he remembered driving cattle through Rankin 60 years ago. Seems that he doesn't know just how long he has lived in the Rankin area but when he first came here this was Tom Green County. Mr. Bushong is 80 years old but says he expects to reach a ripe old age some time. His secret for staying young is to go a day or two once in a while without eating. Now that idea also has merit for getting

rich with the price of grub being what it is nowadays and cheaper in Rankin than most places at that. Another chap who can remember when Mr. Bushong moved to this area is C. G. Taylor. Local Conoco distributor, Mr. Taylor has lived in this area some 40 years, and has seen many changes during that time.

Met some other folks. They were newcomers with only 20 years to their credit; Mr. and Mrs. McKelvy who operate the McKelvy Grocery and Market. They said they liked it here in Rankin and were considering settling down for a spell.

Met Mr. Pearl Rankin, too, but failed to ask him how long he had been here, but considering the fact that the town was named after his Dad, that might have been rather a foolish question.

So, next time you rare back to tell someone what it was like in Rankin in the old days, better check up on his citizenship record. Could be he is a regular moss-back.

Well, I trust you all had a good Christmas. Personally, I am always glad when it is past. I can begin to catch up on some of the past due bills that should have been paid but which had the misfortune of coming due in December. Somehow it never fails but that we have a better Christmas each year than we had the year before.

There is always one thing that keeps me worried after the gift-exchanging is over, and that is whether those expressions of "Oh, this is just what I wanted" are the real McCoy.

There is the thought also as to which will turn green first, the trees or the Christmas jewelry.

All in all, Rankin seemed to pass the time rather quietly. There were a few firecrackers banging around, which, incidentally, was against the law according to a city ordinance, practically all stores were closed until Monday, and lots of folks were out of town visiting.

A number of family parties were celebrated around the area and most of the churches and local civic organizations held their yearly parties.

The lights and window decorations will be coming down this week. Holiday trimmings in the homes will be put away till next time and we are ready once again to face a new year. A year that can make quite a difference to Rankin or one that can be just another year. Many things can go into determining the eventual outcome of this year on the town, but from where this person is seated, they all look to be for the best.

Some new businesses are in the rumor stage, new improvements in the city water system are assured. A wider highway will most likely be finished, a new high school will be opened, the local oil activity will increase and, with your help, a better paper will be printed.

There is the possibility of street improvements, signs will be put up on all paved streets by the Lions Club. New homes are planned and will be built. A large storage tank for water will be constructed at the top of the hill and Rankin will be plenty tough in football next fall.

Yes, there are many things that point to a growing Rankin, a Rankin that is preparing for the future. Are you and I preparing ourselves and our businesses to serve the Rankin of the future or are we serving the Rankin of the past? Whether we like it or not, there is going to be difference. We either go forward or backward. We do not stand still. The town as a whole is going forward. Are we with it? There is no middle ground.

CARD OF THANKS

We here at the Telephone Office wish to take this means of saying, "Thank you, Friends," for the many nice things you did for us during the past holidays. Your thoughtfulness will be long remembered by us and we will always think of this past Christmas as being just a little extra special due to your kindness.

Again we say, "THANKS!"
Chief Operator and the Employees at the Telephone Office

CLASSIFIED ADS

Hemstitching, 10 cents a yard at Eades Beauty Shop.

FOR SALE: Heavy, wooden type writing desk, has three drawers. In good shape. See it at Dr. Gossett's office.

FOR SALE: 2-Bed room home and lot. Nice F.H.A. Loan, 1 block of hospital, 3 of schools. By owner, J. W. Hearon Ph. 164-W, Box 1428, Rankin, ttc

If you wish to subscribe to the San Angelo Standard Times call 164-W after 6:00 o'clock or contact Mr. J. W. Hearon at McDonald Laundry. tf-c

FOR SALE: Upright piano, mahogany; in good shape. Phone 232.

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Vic Vet says

POST-MORTEM VETS WHO PLAN TO APPLY FOR GI LIFE INSURANCE SHOULD NOT FORGET THEY HAVE ONLY 90 DAYS FROM SEPARATION IN WHICH TO FILE THEIR APPLICATIONS AND PAY THE FIRST PREMIUM



BIG
New Years Eve
SHOW

Thurs., Dec. 31

"SUSPICION"

STARRING:
CARRY GRANT AND
JOAN FONTAIN
—STARTS 11:30 P. M.—

SUNDAY MONDAY
JAN. 3-4
'I, The Jury'
IN 3-D

DON'T MISS THIS ONE

FORD Theatre

RANKIN, TEXAS

Improved again! Now the **BEST** gasoline in Texas is even **BETTER!**

No. 1 in Texas

by a wider margin than ever

A few weeks after the Japanese surrender in World War II, the Humble Company introduced a vastly improved Esso Extra gasoline to Texas motorists.

At that time, the Company promised a policy of continuous improvement: Humble told motorists that Esso Extra would never take second place in quality.

That promise has been kept. Improvement of Esso Extra has been continuous. Statewide, Esso Extra has consistently led other Texas gasolines in quality. Statewide, Esso Extra has been No. 1 in quality every year.

And now, because Texas motorists driving modern automobiles have learned that Esso Extra gives them extra performance, Esso Extra is also No. 1 in sales.

The improvement in the quality of Esso Extra announced by this advertisement is substantial — it is a major improvement. It places Esso Extra far ahead of other gasolines in the qualities that are reflected by performance in your car.

Today, Esso Extra gasoline is No. 1 in Texas by a wider margin than ever before.

Tests prove Esso Extra's superior quality!

There are three qualities of a gasoline that are brought out in the performance of your car. In all these three qualities, Esso Extra leads.

Extensive and continuous laboratory testing of Esso Extra and other gasolines proves Esso Extra's superior qualities, and these laboratory tests have been confirmed by road testing in specially equipped automobiles.

Esso Extra leads in anti-knock performance: In today's automobile engines, with their high compression ratios, anti-knock performance is the most noticeable quality of a good gasoline. There is no substitute for this quality. Only a gasoline with a high octane rating — that is, high anti-knock performance — burns so evenly and completely that it transfers all the usable energy from the gasoline to the pistons. When your car's engine pings or knocks, you're losing power. Esso Extra has the highest anti-knock performance in Texas.

Esso Extra leads in power: High anti-knock performance assures more power. Since Esso Extra has the highest anti-knock performance in Texas, it gives you more power than any other Texas gasoline. This conclusion has been verified by special laboratory testing equipment which actually measures the power delivered by a gasoline burning in an automobile engine. Road tests by both Humble technicians and independent research facilities have confirmed the laboratory tests. Your car will develop extra power when you use Esso Extra.

Esso Extra leads in quick starting: In comparative tests with other gasolines, Esso Extra's quick starting characteristics were rated "Excellent," while those of other popular gasolines ranked from "poor" to merely "adequate." When you use Esso Extra your engine starts at almost the instant you press the starter button. But quick starting is more than a convenience. It saves gasoline, and it prevents gasoline dilution of the crankcase oil. If you use your car mostly for town driving, you will specially appreciate Esso Extra's quick starting qualities.

And for good measure, Esso Extra contains a patented solvent oil: This oil is not a lubricant. Its purpose is to dissolve the gummy substances that collect carbon on top of pistons and under valves, and thus help to prevent carbon deposits in the upper parts of the engine.

See for yourself — test Esso Extra in your own car

Esso Extra will give you the same results obtained by researchers when you test it in your car. Its quality is so superior that you will notice at once that Esso Extra gives you extra quick starting, extra anti-knock performance, extra power.

You'll discover that you enjoy your car more, that it runs better, that you're getting — at last — the performance you expect from a modern automobile. No other gasoline can duplicate Esso Extra's performance in your car, because no other gasoline matches Esso Extra's quality.

Fill up with improved Esso Extra gasoline at any Humble sign — it's the same extra performance gasoline at every Humble sign.

HUMBLE
Esso Extra
GASOLINE



WE WOULD LIKE TO TAKE THIS MEANS OF SAYING THAT WE ARE GRATEFUL TO THE PEOPLE WHO HAD A PART IN MAKING THE PAST YEAR A PLEASANT ONE FOR US.

AND—

TO REMIND YOU TO MAKE USE OF OUR PRIVATE DINING ROOM FOR YOUR ENTERTAINMENT NEEDS.

PHONE 145 IN RANKIN

Highland Cafe
AND TRAILER COURTS
MR. AND MRS. ED KOLE

COMMERCIAL PRINTING
IN A HURRY AT
THE NEWS OFFICE

SEE US FOR
ALL YOUR
OFFICE SUPPLY
NEEDS

Specials Dec. 31 And Jan. 4
CASHWAY GROCERY AND MKT.

ORANGES	TEXAS	.35
CHOICE RED DELICIOUS APPLES, POUND	5 LB. PLASTIC BAG	
Brazil, Almond, Walnuts, Mixed NUTS LB		49c
CELO BAG CARROTS 2 FOR		29c
POTATOES		
STOKELY'S 303 SIZE PUMPKIN 2 FOR		29c
STOKELY'S 303 SIZE PEACHES 2 FOR		49c
Tide or Cheer		
STOKELY'S 303 SIZE HONEY POD PEAS 2 FOR		49c
Puffin, BORDEN, BALLARD BISCUITS 2 FOR		23c
SHORTENING		
SUNSHINE CRACKERS 1 LB.		25c
STOKELY'S NO. 2 SIZE ORANGE JUICE 2 FOR		33c
LARGE HERSHEY BARS 2 FOR		39c
FRESH HERSHEY'S DANTIES 2 FOR		45c
Roast Beef		
HORMEL BACON, POUND		.59
CHOICE T-BONE STEAK LB.		69c
PURE CANE SUGAR 5 LBS.		45c
LARGE PAPER SHELL PECANS, POUND		.35
FRESH POUND CABBAGE LB.		5c
8 OZ. DATE NUT ROLE		29c
MESH BAG 17 POUNDS		.49
STOKELY'S 303 SIZE PEARS 2 FOR		55c
STOKELY'S 303 SIZE WHOLE GREEN BEANS		33c
REGULAR SIZE BOX		29c
GIANT SIZE BOX		69c
STOKELY'S 303 SIZE GREEN LIMA BEANS 2 FOR		53c
CARNATION OR PET TALL CAN MILK 2 FOR		25c
JEWEL 25 COUPON 3 LB. TIN		.69
WITHOUT BEANS 303 SIZE WALKER'S CHILI		39c
STANDARD 303 SIZE TOMATOES 2 FOR		29c
HERSHEY'S 5 1/2 OZ. CELO. PKG. KISSES OR MINIATURES		25c
HERSHEY'S 1/2 LB. COCOA		29c
CHOICE ARM OR CHUCK POUND		.43
HORMEL — O LEO, FIVE POUNDS		.99
ALL MEAT CELO FRANKS LB.		49c
MEDIUM GRADE A EGGS DOZ.		63c

There'll be plenty more of these Specials on our windows. WE GIVE S & H GREEN STAMPS — DOUBLE STAMPS ON WEDNESDAYS! WE RESERVE THE RIGHT TO LIMIT QUANTITY