

THE CISCO DAILY PRESS

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OVER 51 MILLION CONTRIBUTED TO FIGHT INFANTILE PARALYSIS

NEW YORK, June 17—Eighty million Americans contributed \$51,500,000 to the fight against infantile paralysis in the 1953 March of Dimes, it was announced today by Basil O'Connor, president of the National Foundation for Infantile Paralysis. This total, based on reports

based on the 1950 census. "The new record shows that millions of parents and children who fight against polio realize the crucial stage of this battle has been reached," said Mr. O'Connor. "They know that recent progress in scientific research and the continuing increase year after year of polio cases make their responsibilities greater than ever before."

Mr. O'Connor paid tribute to the 2,000,000 March of Dimes volunteers who conducted the fund-raising crusade in 100,000 communities throughout the nation. "Without their unselfish efforts, the American people would not have been so acutely aware of the increasing responsibilities of the National Foundation," he declared. "Obligations imposed by five years of heavy outbreaks of the disease plus increased expenditures for new developments in the field of research have made larger sums vitally necessary for the fight against infantile paralysis."

any new cases were reported in the new year. "But each year, thanks to our tireless volunteers and to an awakened public, the bills have been paid, research has gone forward unhampered by financial limitations, and every polio patient who needed help was given assistance for medical and hospital care." Mr. O'Connor added that in 1953, as in the past, the course of the disease cannot be predicted. All chapters of the National Foundation, however, are prepared to assist the unknown thousands who will need March of Dimes help this year, he said. The preliminary financial figures showed that all 48 states exceeded their 1952 contributions to the anti-polio fight, with the state of Nevada showing the largest percentage of increase. Other large increases were reported from Minnesota, Iowa, Michigan, Nebraska and New Mexico. Top per capita figures were recorded by Nevada, which averaged 94 cents, while Wyoming, with 69 cents, and Idaho, with 65 cents, came next in order. Residents of New York State made the largest dollar contributions, totaling \$5,098,000 for the state, while California with \$4,426,000 and Ohio with \$3,074,000 followed.

Revival Meeting Marks 20th Year For Pastors Here

Rev. and Mrs. J. E. Blackwell, pastors of the Pentecostal Church, are celebrating their 20th anniversary with the local congregation in revival services now in progress at the church on West 17th Street. The public has been invited to take part in the services each night. Mrs. Blackwell is in charge of the preaching for the services each evening at the request of the congregation. The Rev. and Mrs. Morris Jones of Ranger, well known singers, are assisting with the revival and are in charge of the singing. The congregation has extended an invitation to everyone to attend all the services to hear the messages, to take part in the gospel singing and to bring the sick.



OWN YOUR OWN HOME

You pay for a home whether or not you get a deed to it. A bushel of rent receipts will not buy a peck of potatoes. Dandy 2 bed-room, modern home on paved corner, \$5750.00. 3 Bed-room home with two lots on W. 12th St. \$5000.00. Terms. 2 Bed-room home in Belmont, \$5250.00. 4-room bungalow and bath on Harris Ave. \$2100.00. Modern 3-bed-room home with 6 lots, \$6500.00. 6-room bungalow, 2 baths, \$4000.00. \$500.00 down, Bal. like rent. Splendid 6-room home on Ave. I, \$6750.00. New 2-bed-room home. Owner transferred. \$650.00 will handle. Numerous other listings. Come in and lets figure. 88 acre place with 3-room house 12 miles out. Extra good land. \$60.00 per acre. Half minerals. 80 acres with modern house. Half minerals, \$9000.00. 170 acres. G. I. Deal. \$40.00 per acre.

INSURE IN SURE INSURANCE with E. P. CRAWFORD AGENCY 106 W. 8TH. ST. PHONE 453

FOR SALE Large house on 18th St. A wonderful buy. Wonderful buy on 8th St. Corner lot. Needs to be sold at once. 240 acres, well improved land, 3 1/2 miles south east of Cisco. Wonderful buy in a service station with a nice trailer park and nice home. Small down payment. See me at once. A beautiful new home that's never been lived in. Small down payment, small monthly payments. Needs to be sold at once. 160 acres, 11 miles north of town, well improved, half mineral rights. Beautiful 5 room house, nice lot on 5th St. at a bargain. A wonderful buy on 10th St. worth the money. Several good buys on 9th St. worth the money.

DUNN'S REAL ESTATE John Dunn Phone 399 or 802

AIR CONDITIONERS Buy PACKAGED UNITS and SAVE Schaefer Radio Shop 1008 Ave. D. - Phone 607

WANT-AD SECTION

For Sale

FOR SALE - Boat motor trailer, \$100; coke box dry, \$100; show case, \$20; small floor jack, \$10 large floor jack, \$15; new battery charger; \$40; 2 chain hoist; \$15; valve machine, facer and hard seat grinder, \$50; metal creeper, \$3; plywood creeper, \$6; and tire rack, tires and wheels, \$50. 707 E. 8th St. 142. FOR SALE - Used Davenport at 505 E. 8th. 140. FOR SALE - At half of cost two room house at 1609 Avenue J. Want to go to the Plains. A. H. Howell. 139. FOR SALE - 1951 Studebaker half ton pickup, overdrive, heater. Good Condition. Terms, 1208 West 5th, Phone 509-W. See after 5 p. m. 141.

FOR SALE - LAWN CHAIRS - sturdy built reclining chairs, heavy duck. \$2.95. Collins Hardware. 140.

FOR SALE - By owner, 3 bedroom residence, lovely location, corner lot, paved on both sides. Reasonable. Call Jim Flournoy, 979 or 679. 128 tfe.

FOR SALE - Everhot Electric roaster, slightly used. 1004 West 9th. Phone 810-J. 143.

FOR SALE - Beautiful new homes in Cisco. V. A. or FHA loans available. Small down payment. Garrett & Speir. Phone 1027. 32 tfe.

FOR SALE - Used washing machines, used refrigerators and used stoves. Cisco Maytag Company. Phone 399. 145.

QUALITY PRODUCE Elberta Peaches, Red Emporer Grapes, California Nectarines, California Plums, California Apricots, Bing Cherries, Ice Cold Watermelons, Pecos Cantaloupes. CURRY GROCERY

Notice NOTICE - Keep Cool, Air conditioners and full assortment of electric fans, 1,700 cfm cooler \$44.95. Collins Hardware. 140.

For Rent

FOR RENT - Unfurnished 3-bedroom house, cheap. 801 East 8th Street. 141. FOR RENT - three room unfurnished house at 204 E. 7th. \$20 month. - Call Odell Rains at 166. 166. FOR RENT - Small furnished house. Apply 913 West 10th St. 142. FOR RENT - Entire upstairs in home, all modern conveniences, reasonable to good couple. Also downstairs bedroom, a business house, and a farm. Call at 601 West 9th. 139. FOR RENT - Furnished three room and bath garage apartment with air conditioner, \$25 month, 1004 West 9th. 143.

Portugal is due east of New York City.

Hard-of-Hearing? TRANSISTOR HEARING AIDS

"CAN I GET a hearing aid operated entirely by a single 'energy capsule' smaller than a dime in diameter? ... without any vacuum tubes? ... that can be worn in the hair? Can I get an aid I can wear so that NO ONE will know I am hard of hearing?" A new FREE booklet, "Facts About Transistor Hearing Aids," by the author of a 600-page text on hearing instruments and nationally known authority on hearing instruments, gives you the FACTS. It tells the truth about transistor hearing aids and will save you many hard earned dollars. DON'T BUY UNTIL YOU READ IT! - until you know what every hard-of-hearing person should know.



Maico Hearing Service Eastland Hotel - Eastland, Texas Batteries and Repair Service Please send me (in plain envelope) your FREE booklet, "Facts About Transistor Hearing Aids." Name Address City State

Wanted

WANTED - Ironing at my home or house work by the hour, or week. 205 E. 15th St. M. Lizzie Williams. WANTED - Ironing in my home \$1.20 per doz. 510 E. 7th. Phone 824-W.

Lost

STRAYED - Two red Dug dogs from place half mile east of Scranton. Reward. Phone 38.

MERCHANTS CREDIT ASSOCIATION

State and National Affiliations Lucile Huffmyer SECRETARY Telephone 142

For Monuments of Distinction CALL Mrs. Ed Aycock

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HANDY REFERENCE BUSINESS AND PROFESSIONAL DIRECTORY

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SAVE TIME - SAVE TROUBLE - FIND IT QUICK IN THIS DIRECTORY

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Accounting Service - Beatrice Guthrie PUBLIC ACCOUNTANT BOOKKEEPING SERVICE TAX REPORTS 305 Reynolds Building Phone (home & office) 979

Attorneys - Fleming A. Waters GENERAL LAW PRACTICE Phone 50 1308 West 14th. St.

Electrical - Jones Electric CONTRACTING & REPAIRS NEON SERVICE 1105 W. 14th. - Phone 1152

Livingston Electric Contracting and Repair PHONE 414

Smallwood Electric Co. Residential or Commercial ELECTRICAL CONTRACTING No Job Too Large or Too Small. All Jobs Expertly Done 1105 W. 8th Phone 1121

Electrical CONTRACTING House Wiring and Repairs Small Appliance Repairs Cisco Appliance Co. 606 Ave. D - Phone 414

Chiropractors - Dr. C. E. Paul Chiropractic & x-ray Service Phone 680 708 Ave. I

Insurance - Boyd Insurance Agency GEORGE BOYD HAYWOOD CABINESS General Insurance Call 49

Plumbing - For Master Plumbing Call Cisco Appliance Co. Quality Work and Material 606 Ave. D. - Phone 414

Watch Repair - Guaranteed watch and jewelry repair service. Quality work at reasonable prices. Leveridge Jewelry 508 Ave. D.

Corsetry - ANNOUNCING SPIRELLA Sensational New Designs in Girdles, Pantie-Girdles, Brassieres and Baudouins Ph. 420-W - 406 W. 9th

Steam Laundry - A complete laundry service Cisco Steam Laundry Pick up and delivery service 103 West 9th - Phone 21

Real Estate - Tom B. Stark Real Estate National Insurance Agency General Insurance and Loans Farms, Ranches, City Property 307 Reynolds Bldg. - Phone 979

Radio Service - Tennyson Radio and T. V. Sales and Service Your Philco Dealer Pioneers in Television

Tire Service - LAGUNA STORAGE 400 Ave. D. - Phone 858 FOR U. S. Royal Tires Tubes and Batteries Wholesale & Retail Prices

Mattresses - For QUALITY renovating on any kind of mattress. Phone 607. No job too large or small. Jones Mattress Co. 703 Ave. A. - Cisco

We're not going to take up all the space in this advertisement to tell you about the many wonderful exclusive features of the Servel Gas Refrigerator We're Simply going to Say:

Let us (for \$1.00) deliver a new Automatic Ice-Maker Gas Refrigerator to your home for 10-DAY TRIAL

This is the best way to judge a refrigerator's conveniences, features and value. Telephone now for PROOF OF SUPERIORITY HOME TEST

LONE STAR GAS COMPANY

SOCIETY AND CLUBS

AND NEWS OF INTEREST TO WOMEN

Nine HD Clubs Are Represented At June 11 Council Meeting

Nine clubs were represented at the regular meeting of the Eastland County Home Demonstration Council on Wednesday, June 11, with Mrs. H. C. Fridge, presiding. Committee reports were heard. Mrs. Bill Tucker reported twenty-five women made baskets at the craft training school, from material ordered cooperatively. "Club Comrades" is also being printed each month and is the only council news sheet in the State.

The council will have a booth at the Horned Toad Derby, and will sell miscellaneous and sundry items, but will not participate in the "Queen for a day" contest as in past years.

Due to next regular meeting conflicting with the date set for the Lake Brownwood encampment July 8 - 9, Council will be on third Wednesday, July 15.

Miss Roselle Winston, assistant county home demonstration agent, who left for Coryell County June 15 to work as County Home Demonstration Agent, has been replaced by Miss Jimmie Dee Sturdivant, who took over the work as 4-H club leader and assistant agent on June 16.

Miss Mildred Daniel, who became Mrs. W. W. Crow last Friday, will continue her work with the clubs, following her annual leave — and honeymoon — when she returns to the county June 23.

Lutheran Missionary Group Meets Sunday

The L. W. M. L. of Christ Lutheran Church met Sunday afternoon at the parish hall for their monthly meeting with Mrs. Herman Reich and Mrs. Park Plambeck as hostesses.

The meeting opened with scripture reading and prayer by Rev. M. J. Scaer and 2 Corinthians 5 and 6 were read and discussed. Routine business matters were transacted and the meeting closed with prayer.

Refreshments were served at the close of the meeting to Messames Otto Wende, Oscar Reich, Rudolph Reich, Herman Reich, Park Plambeck, M. J. Scaer, Herbert Wende, Theodore Reich, Ernest Stroebel, Robert Stephan, E. H. Eifer, and Herman Schaefer.

CWF Group One Enjoys Covered Dish Supper

Group One of the First Christian Church met Tuesday at the home of Mr. and Mrs. H. R. Garrett for a covered dish supper and the last meeting of the year.

The husbands of the members were invited and after a short business session, games of canasta and 42 were played.

Those attending the meeting were Judge and Mrs. Edward Brown, Mr. and Mrs. W. J. Armstrong, Mrs. W. R. Winston, Miss Marie Winston, Mr. and Mrs. J. D. Lauderdale, Rev. and Mrs. Sidney Spain, Mr. and Mrs. Jim Flournoy, Mr. and Mrs. Billy Huestis, Mrs. G. W. Troxwell, Mrs. Willirue Logan, Mrs. Sam Kimmell, Mrs. Roy Fonville, Mr. and Mrs. H. R. Garrett, and Mrs. Jack Garrett.

W.S.C.S. Studies Youth Work At Weekly Meet

"Methodist Youth Work" was the theme of the program presented at the weekly meeting of the First Methodist Church held Tuesday at the church.

The meeting opened with the hymn, "O Master Workman." Mrs. E. H. Lightfoot was in charge of the program and discussed Methodist youth work using the map to show where their various fields of work were located. The discussion was closed with prayer.

During the business session it was decided by the group to meet next Tuesday at eight o'clock in the evening at the church. The meeting closed with prayer by Mrs. George Davis.

Those attending the meeting were Mrs. E. H. Lightfoot, Mrs. J. T. Dean, Mrs. William Joyner, Mrs. G. P. Rainbolt, Mrs. F. J. Harrelson, Mrs. John Shertzer, Mrs. B. E. Morehart, and Mrs. George Davis.

Mr. and Mrs. Edgar Johnson and Mr. and Mrs. Frank Johnson spent the weekend in Pecos visiting Mitford Johnson and family Russell Johnson, and Doug Johnson.

Janice Johnson left Monday for Jacksonville, Florida, for a summer visit with her sister, Mrs. Betty Steffy.

LEGAL NOTICE

Case No. 21536
In the 91st District Court
Eastland County, Texas
Bertis T. Richey

vs.
Bill F. Oman, George H. Fewell,
and Tower Laboratories, Inc.

Pursuant to an order issuing out of the 91st District Court in the above styled and numbered cause, I, Roy W. White, receiver, will sell at public auction to the highest bidder, in my office, 204 Victor Hotel, at Cisco, Eastland County, Texas, on Tuesday, June 23rd, 1953, at 10:00 A. M., the following described property and assets of Tower Laboratories, Inc., a corporation:

- 1 Rotary Ultra Violet Light
- 1 Burton Lamp
- 1 Phillips 66 Battery 1-15-S
- 1 Bosch & Lomb M 523 Microscope
- 1 503-S-40 Atlas Gas Detector
- 1 Atlas Gas Collector
- 1 401 Detector Element
- 1 Atlas Blender Assembly complete
- 1 D. C. Battery Charger
- 1 Sieve
- 1 Funnell
- 1 Graduating Cylinder
- 1 Mud Balance complete
- 1 Funnel
- 1 401 Detector Element
- 1 Watch and case
- 1 Filter Press Complete
- 1 Regulator
- 1 Safety Bleeder Valve
- 1 Air Cylinder
- 1 Brush
- 1 Graduating Cylinder
- 2 Pipettes
- 1 Interval Timer
- 1 P. H. Paper
- 1 Calcium Indicator
- 1 Potassium Chromate
- 1 Silver Nitrate
- 1 Casserole
- 1 Marsh Cup

The right is reserved to reject all bids in the discretion of the receiver.
ROY W. WHITE
Receiver for Tower Laboratories, Inc.



HE'S SAFE!—Brooklyn's Jackie Robinson made a dusty but safe landing at third base after hitting a line drive to right field during a Dodgers-Cardinals game in New York. Cards' Ray Jablonski, third baseman, made a vain attempt to nab Jackie after taking the late toss from Red Schoendienst at second, who got it from Enos Slaughter. Umpire Dusty Boggess called the play.

First Baptist Circle Four Holds Meeting

Circle Four of the First Baptist Church met Tuesday in the home of Mrs. O. G. Lawson for their regular meeting. The meeting was opened with prayer by Mrs. W. J. Parsons and

Mrs. C. E. Whitmire gave the devotional. Mrs. E. L. Jackson taught the lesson from the mission book, "Sacrifice and Song." Refreshments were served at the close of the meeting to Mrs. W. M. Isenhower, Mrs. C. E. Whitmire, Mrs. W. J. Parsons, Mrs. E. L. Jackson, Mrs. D. L. Kisner, Mrs. Algie Skiles, Mrs. O. G. Lawson, and a visitor, Mrs. Victor Lawson.

Ford Announces Power Steering

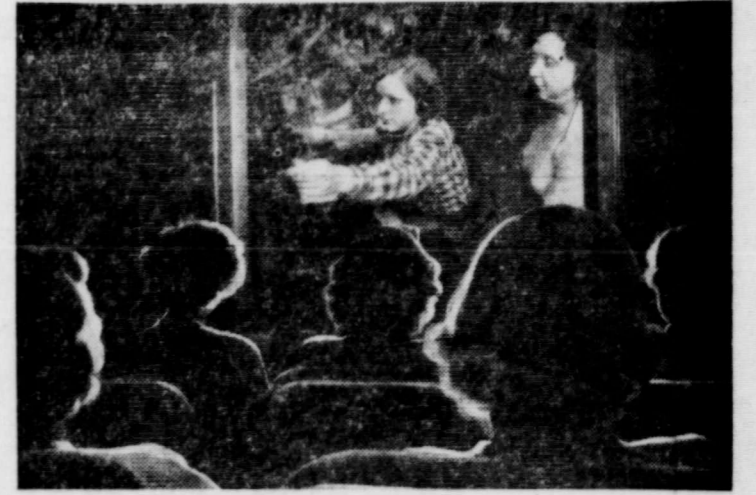
DETROIT, June 17.—Ford "Master-Guide" power steering, which reduces steering effort in driving and parking by more than 75 per cent and provides hydraulically controlled directional stability on all kinds of roads, will be introduced on 1953 Ford V-8 passenger cars as optional equipment this week.

L. D. Crusoe, vice-president and general manager of Ford Division, said the power steering mechanism provides greater control, ease in parking and driving, and greater safety at any speed.

"If the car's wheels inadvertently drop off the pavement onto a soft shoulder or a rutted road, 'Master-Guide' power steering will provide the muscles to guide it back to its proper course," Mr. Crusoe explained. "While requiring only one-fourth of the effort normally needed to steer the car, the hydraulic force of the power steering mechanism will hold the wheels steady and help prevent the steering wheel from being taken from the driver's grasp. Thus, power steering pro-

vides new safety never before present in a passenger car." L. W. Smead, Ford Division general sales manager, pointed out that the new power steering unit cushions all road shocks and, in the event of a blowout, makes it easier to control the car. Even if the hydraulic unit should lose its power, the regular standard steering mechanism will operate as on a conventional car.

How to Win Friends by Telephone



THIS IS ONE OF MANY WAYS you can learn to make better use of your telephone service. We have several motion pictures on the art of winning friends by telephone for showing without charge to interested groups. We also have a library of free booklets on the subject and we have commissioned Emily Post to write a series of advertisements on good telephone usage which you may have seen. We consider these activities part of our responsibility to you as good neighbors and good citizens of the communities we serve.
SOUTHWESTERN BELL ... A TEAM OF 28,000 TEXANS ... PARTNERS IN TEXAS' PROGRESS.

No two ways about it!



ONLY FORD A-1

USED CARS & TRUCKS

GIVE YOU NEW CAR DRIVING CONFIDENCE AT A USED CAR PRICE!

BE SURE!

BE A-1 SURE!

NANCE MOTOR CO.

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Cisco, Texas

ABOVE UNITS ARE SERVICED AND READY TO GO!
50-50 Guarantee

Keep fruit and vegetable salads fresh and crisp with ice.

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CISCO ICE CO.
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Photographs
Joe Canaris Studio
Formerly of Cisco now Located in EASTLAND East side of Square Phone 46
SPECIAL — 1 - 8 x 10 Photo \$2.95

Ever Thought of This?
... If you buy real estate without an abstract the chances are good that you will be required to furnish one when you sell or borrow money. It is customary for seller to furnish buyer with an abstract as he usually adds cost of same to the sale's price. So for many reasons all in your favor get an abstract and have it examined by your attorney when you buy real estate.

Earl Bender & Company
Eastland, (Abstracting since 1923) Texas

PALACE

THEATRE — IN CISCO, TEXAS

Air-Conditioned

OUR BIG FAMILY BARGAIN NIGHT

Bring the entire family for pocket change Admission. Adults \$3.30 & Children \$1.09

BIG DOUBLE FEATURE PROGRAM

CARGO OF WOMEN
...facing untold dangers to reach men they had never met!

A PERILOUS JOURNEY
VERA RALSTON · DAVID BRIAN · SCOTT BRADY

-Plus-

THUNDERING STORY OF THOSE BATTLE-BUSTIN' GUYS OF THE FIGHTIN' 45th!

This is it!

THUNDERBIRDS
John DEREK
John BARRYMORE, Jr.
Mona FREEMAN
Gene EVANS · Eileen CHRISTY
Ward BOND · Barton MacLANE

- Plus Cartoon -

Thursday And Friday

See the greatest love story the world has ever known.

The story of the romance of the Princess who was to become Britain's great & first Queen Elizabeth

The Love Story of a Princess!

SEE Charles Laughton in another great role as the pompous King Henry VIII!

YOUNG BESS
Jean SIMMONS · Stewart GRANGER · Deborah KERR · Charles LAUGHTON
Kay WALSH · Guy ROLFE · Kathleen BYRON · Cecil KELLAWAY · Leo G. CARROLL

HIGGINBOTHAM INSURANCE AGENCY

C. E. HIGGINBOTHAM — E. J. POE
Phone 198 — 707 Ave. D

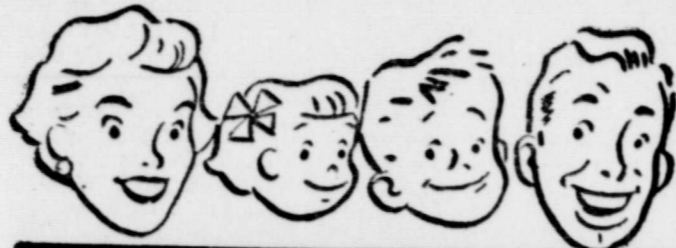


JANE RUSSELL teases FORREST TUCKER in this scene from RKO's "MONTANA BELLE," in Trucolor

Vets Questions And Answers

Q — About two years ago, VA on his original claim. His failure to get in touch with VA within one year after he was asked to report for an examination constitutes an abandonment of his claim. In order to get further action, he'll have to file a new application. Should he can't follow through his claim finally be approved.

A — He can't follow through



FORGET YOUR WORRIES!
GO TO A MOVIE TONIGHT!

Relaxingly Comfortable

MAJESTIC IN EASTLAND

COOLED by REFRIGERATION

TODAY AND TOMORROW

NOW!

M-G-M's FRIGHTFULLY FUNNY SCREAMOVIE!

June Van ALLYSON · JOHNSON
REMAINS TO BE SEEN!
Louis CALHERN · Angela LANSBURY
John BEAL · DOROTHY DANDRIDGE
plus "Woody Woodpecker"

JOY DRIVE-IN

CISCO — EASTLAND HIGHWAY
Tuesday And Wednesday Show Starts At Dusk

Our New Policy Is Single Features Daily Except Fridays & Saturdays. If This Doesn't Satisfy You Let Us Know It. Bring the family out often for an evening under the stars.

JANE RUSSELL

BEAUTIFUL and NOTORIOUS!
...and born to make trouble — for men!

Montana Belle
in Trucolor
GEORGE BRENT · FORREST TUCKER · SCOTT BRADY · ANDY DEVINE

- Plus Cartoon -

Spains Are Hosts At CWF Group Luncheon

Rev. and Mrs. Sidney Spain were hosts in their home Tuesday at a 12 o'clock luncheon when Group Three of the C. W. F. of the First Christian Church met for their weekly meeting. Mrs. J. F. Benedict gave the invocation.

The devotional, "Paul's Joys In The Days of Christ," was given by Mrs. J. S. Stockard and Mrs. H. H. Davis gave the missionary

lesson. A short business session followed and the meeting closed with the missionary benediction. Those attending were Rev. and Mrs. Sidney Spain, Mrs. J. F. Benedict, Mrs. G. W. Troxwell, Mrs. H. H. Davis, Mrs. George Estill, Mrs. J. S. Stockard, Mrs. Jo Latson, Mrs. A. L. Clark, and Mrs. Willirue Logan.

Mrs. Victor Lawson is visiting her father, R. W. Sharp, in Dallas this week.

Mr. and Mrs. J. T. Maddox, Jr., and daughter, Diana, visited in the home of Mr. and Mrs. E. E. Owens Saturday night.

Mr. and Mrs. Roy Fonville have returned from a vacation trip in the Ozarks, Roaring River State Park, and parts of Missouri. They were accompanied on the trip by Mr. and Mrs. Roy Fonville, Jr., of Cisco and Mr. and Mrs. Marvin Fonville of Houston.

COOL OFF

- At Big Lake Cisco
- SWIMMING POOL
 - ROLLER SKATING
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 - KIDDIE RIDES
 - Free Picnic Grounds
 - FIREWORKS JULY 4th

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AT

Laguna Storage

Wholesale — 4th At Avenue D. — Retail

ALL SIZES TIRES & TUBES
TIRES FOR ALL CARS AND TRUCKS

Our Price Is Right — If Not We Will Make It Right — Try Us When You Need A Tire.

You, too, can enjoy real Summer Comfort!

Imagine being cool while I'm ironing!

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PARAMOUNT EVAPORATIVE COOLER

"...TWICE AS MUCH COOL AIR" and Finger Tip "COMFORT SELECTOR"

The cool, cool comfort of a Paramount Air Cooler in your home will help you do your housework quicker and will bring greater pleasure in leisure time, too.

Let us show you why a Paramount Cooler can give you "twice as much cool air" as ordinary coolers... and how the "Finger Tip" Comfort Selector lets you control the amount of cool air.

There's a size and a model to fit your needs!

Models start as low as \$51.95

We will be glad to make a FREE survey of your cooling needs.

West Texas Utilities Company