

The Gay Philosopher

By J. W. S.

THE 1955 LOBO football schedule, which has been worked out by Coach Jay Williams, provides the Lobos of Cisco High to Breckenridge for a conference game at 2 p. m. on Friday, Nov. 11.

THE BUCKS PLAY in the state A semi-finals at Waco on Saturday with Lufkin. Game officials met in Fort Worth last night and Breckenridge won a toss and named the neutral site for the game.

UP AT THE Mott Store, they've got a pair of shoes wrapped up in a Penney box that somebody left there.

ELSEWHERE IN the Press today there's a story about a Christmas decorations contest for homes.

THEY'RE GETTING set for a big celebration at Philpott the 101st. Sunday is their 26th anniversary in Cisco, and Mrs. Philpott is holding open house.

THESE ARE THE days when you're holding an anniversary party. But would you send flowers to a friend? In any event, we hope you'll have a happy anniversary.

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PAYING THEIR RESPECTS—They don't have an easy time doing it, but these West Berliners are filing through a Soviet Zone border checkpoint to visit graves of relatives in the East Zone.

TALENT SHOW PLANNED TONIGHT TO HELP BUY FOOTBALL AWARDS

Some 50 to 60 entertainers will be on the talent show at the junior high school auditorium tonight, it was reported by sponsors of the program, the mothers of the football players.

Johnson Rites To Be Held Sunday

Joel Quincy Johnson, 76, a resident of Cisco for most of his life, died Wednesday in a Ranger hospital following a long illness.

BOOSTERS CLUB WILL SPONSOR GOLDEN GLOVES BOXING EVENT

The Cisco Boosters Club voted at their meeting at the high school Tuesday night to sponsor a Golden Gloves boxing program for Cisco public school and junior college boys, it was reported by President J. L. Stafford today.

Santa Claus To Spend Two Days Visiting In City

Old Santa Claus will be in Cisco Friday and Saturday. Yes, the old gent will spend two days in town this week to give all of the youngsters of this area an opportunity "to put in their Christmas orders."

PUBLIC INVITED TO TAKE PART IN XMAS DECORATIONS CONTEST

Residents of Cisco have been invited to participate in a Christmas Decorations Contest, according to an announcement today by Manager Paul Brashear of the Chamber of Commerce.

One of the features of the show will be the Bostick Twins, Robert and Ronnie, members of the Mid-get team. They will play the guitar and sing.

All's Well On S-D Day Minus 6

It's no secret—December 15 will be S-D (safe driving) day in the United States of America!

President Eisenhower has set that day aside for an all-out attack on the traffic accident problem.

Between now and December 15, all drivers should be preparing for S-D day. Today is "S-D minus 6" — which means we have just six days in which to make our S-D day preparations.

On May 24, 1830, the first train drawn by a steam engine rolled down 12 miles of track on the B. & O.

County HD Clubs Christmas Party Planned Dec. 15

The annual Home Demonstration Council Christmas Party has been scheduled for December 15. It will be held in the basement of the Methodist Church in Eastland.

All home demonstration club women are invited. The affair will last the entire day with a luncheon. Each person is to bring a gift that they have made.

According to Minnie Mae Billingsley, county home demonstration agent, all the clubs in the county are busy this month with individual club Christmas parties and dinners.

An installation service will also be held in connection with the day's activities.

Lobo Quintets To Play In De Leon Cage Tournament

Both the Cisco High School Lobos and the Lobo Queens will be in De Leon tonight for opening games in the De Leon Invitation Basketball Tournament.

The Queens will make their first appearance of the year tonight when they meet the strong Pottsville girls team.

Coach Charles Williams will accompany the Lobos and Coach Lynn Glass will be in charge of the Queens.

BILLY DON ERVIN

Mr. and Mrs. M. Y. Ervin are the parents of a son, Billy Don, born at 1:10 a. m. Wednesday, Dec. 8, at a Ranger hospital.

Al Snider was named chairman of the committee to get the program underway.

Plans call for holding a number of boxing programs here before the regional Golden Gloves tournaments begin.

President Stafford asked all members of the club to help with the program when called upon.

Plans Are Complete For Annual Pecan Show Here This Weekend

Students Present 'How Dumb' For Assembly Program

'How Dumb' was the title of the melodrama presented in assembly Wednesday by Mrs. Wagley's home room. The characters in the play were "Vernon the Villian," played by Alpha Elder; the wealthy Henrietta van Astor-bilt, portrayed by Pat Mayer; Henrietta's hero, Harold, played by Robert Fletcher; and Henrietta's maid, Amanda, played by Jeanette McCrary.

Howard Hamilton was the property boy who brought Vernon his two thoughts. Donnice Johnson was "Joy," Winona McKinney was "Shame," Frances Laminack was "Sorrow," and Gloria Johnson was "Night."

Although the actors said not a word the whole dialogue, different voices and all, was carried on by the narrator, Joe Wayne Farrow.

What's Buzzin' At CHS

Think that a lot of boys in the second period typing class should be taking choir since they sing so well together...

In case you see a boy who looks like his whole head is on fire don't be alarmed. It's Tommy Stevenson with his newest color of hair — a very bright red...

That brain, Clyde Butler, made 97 on another one of "those" English tests...

Turn to page two



HE'S HAD IT—Although he probably has a large collection of blue ribbons, Romany Righteous Wrath wasn't concerned with them at all as he awaited judging at a Bull Terrier Championship Show in London.

Morano News

MASONS HONOR 25-YEAR GROUP AT MEET; PIONEER IS BURIED

At a meeting of Moran Lodge No. 863, A. F. & A. M., several members were honored for 25 years in the lodge.

A large crowd of friends attended the graveside rites. Minister Worley of the Church of Christ officiated.

Mrs. John L. English of Fort Worth was buried in Moran cemetery on Monday at 4 p. m.

Louis Grisham of Los Angeles, Calif., visited his father, Henry Grisham, the past week.

Turn To Page Six

Baking Contest Will Be Feature Of County Event

Final arrangements were being made today for the second annual Eastland County Pecan Show to be held Friday through Sunday at the Locker Plant in Cisco.

More than 100 entries of pecans grown in Eastland and adjoining counties were expected to be entered in the show to compete for cash prizes and ribbons furnished by the Chamber of Commerce.

The pecan show is held to focus attention upon pecan growing and its possibilities in the county.

With plenty of entries in the papershell varieties, the natives or seedling entries are likely to be short this year due to the drought, Mr. Cooper believed.

The products in the bake show division will be sold at public auction Saturday afternoon, it has been announced.

Don Jobe Elected Council President

Don Jobe, Cisco 4-H Club boy, was elected president of the Eastland County 4-H Council at a recent organization meeting held in the county courthouse.

Other officers elected were Rosemary Berry, Cisco, vice-president; Mary Caroline Bice, Cisco, secretary-treasurer; and Maxine Stacy, Carbon, reporter.

After the officers were elected the council made plans to have a county-wide 4-H Christmas party in Cisco Dec. 11 at the Junior High School gym.

Sawyers Named Cadet Officer

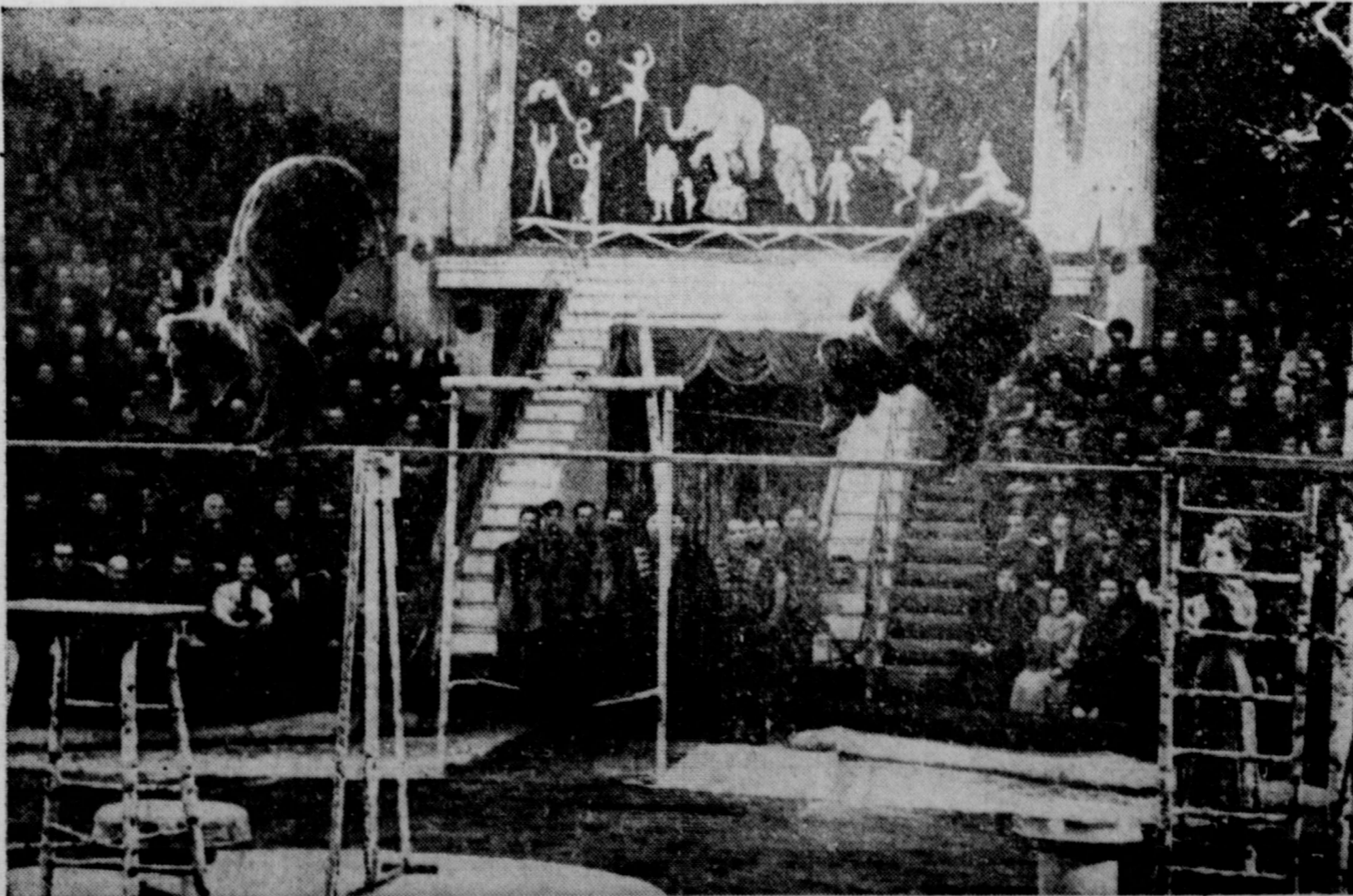
DENTON, Dec. 9. — Lloyd Sawyers of Cisco has been appointed an Air Force cadet officer at North Texas State College with the rank of cadet major.

Commissioned cadet ranks are assigned to advanced students in the ROTC program who have demonstrated leadership and scholarship.

Sawyers, a senior education major, is the son of Mr. and Mrs. W. W. Sawyers, 1310 W. 13th, Cisco. He is a member of Kappa Alpha social fraternity.

TO HIRE FIREMEN

The U. S. Civil Service Commission announces examinations for firefighters (General), GS-4 through GS-8 for employment at navy department establishment in the vicinity of Corpus Christi, Texas.



UNDER A RED BIG TOP—Tightrope-walking bears are performing at the Moscow Circus as a new entertainment season opens in the Russian capital.

BANK LOAN RATE... DON FIEBSON... BUILD VALUABLE CREDIT... BEFORE YOU TRAVEL

THE CISCO DAILY PRESS

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BILL OF RIGHTS

WASHINGTON — President Clem D. Johnston of the Chamber of Commerce of the United States has asked civic groups, community organizations and schools to observe December 15 as the anniversary of the Bill of Rights in appropriate ceremonies.
But Mr. Johnston proposed that citizens everywhere also consider their responsibilities as a Mr. Johnston said, "we now accept natural corollary to their rights."

CREATING NEW JOBS

Who's the most important man in America today? One answer might be: the man with a savings account willing to invest in new industry. Upon him will rest a large part of this country's success in creating the millions of new jobs we'll need in the years just ahead, according to the Chamber of Commerce of the United States.
The Chamber estimates that on the basis of population growth alone we'll need an average of one million new jobs each year through 1975.

HELP PROTECT YOUR FAMILY



fight TB BUY AND USE CHRISTMAS SEALS

School News . . .

From Page One
car? . . . Allen Garverick is quite the "Don Juan" in his new charcoal suit . . . Jerry Jeffcoat was visiting in CHS Wednesday . . . Who did Arlene Bint go to the show with Friday night? . . . Jan Latson seems to have become quite interested in duck hunting . . . Bobby Cluck has become a ladies man . . . Benji Lipsey rushed back stage to see if he could find the quarters . . . Was David Ward really upset because he didn't get his name in the paper last week? (He just barely made it this week).

WITH H-SU CHOIR

ABILENE, Dec. 9. — The Hardin-Simmons University School of Music will present the A Cappella Choir in its annual Christmas concert, Monday (Dec. 13) in Behrens Chapel at 8 p. m. E. Euell Porter will serve as Conductor. Members of the A Cappella Choir include Jane Huestis of Cisco.

In Troubled Times POSITIVE FAITH FOR ALL AMERICANS

Will books replace traditional medicines? In certain cases, it appears so.
A midwestern doctor recently prescribed a tonic for a troubled patient, then recommended, as supplementary medicine, a copy of Norman Vincent Peale's "The Power of Positive Thinking."



Norman Vincent Peale
books of religious and inspirational content attracting new millions of readers, it is evident that Americans are turning to religion in greater numbers than ever before in our history.

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For dependable insurance call 166 and one of the following agents will call and explain our policy.
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414 AVE. D PHONE 708
YOUR ONE STOP SHOPPING CENTER
Special For Friday and Saturday

Table with 2 columns: Item and Price. Includes BEWLEY FLOUR 25 lbs. 1.95, PURE LARD 4 lbs. 95c, SUGAR 5 lbs. 49c, BEWLEY MEAL 5 lbs. 39c.

LARGE ASSORTMENT FRUIT CAKE MIXES

Table with 2 columns: Item and Price. Includes BORDEN'S SWEET MILK 49c, CORN BEEF HASH 31c, 12 OZ. CAN BLACK HAWK LUNCHEON MEAT 49c, 12 OZ. GLASS BLUE PLATE PEANUT BUTTER 39c.

KIMBELLS PORK and BEANS 2 cans 24c

VEGETABLES MEATS

Table with 2 columns: Item and Price. Includes LARGE HEADS LETTUCE 9c, CELLO CARROTS 2 for 25c, 10 LB. MESH BAG SPUDS 43c, CRISP STALK CELERY 15c, EAT MOR CRANBERRIES BOX 19c.

Table with 2 columns: Item and Price. Includes FANCY SLICED BACON lb. 45c, HALF or WHOLE HAM lb. 59c, BEEF ROAST lb. 35c, HORMEL'S OLEO lb. 18c, SALT JOWLS lb. 19c.

Table with 2 columns: Item and Price. Includes 2 LB. BOXES CHITTELINGS.

TURKEYS LB. 45c

CHRISTMAS CANDY and NUTS
CHRISTMAS GIFTS
FOR THE WHOLE FAMILY

WANT-AD SECTION

For Sale

MERRY CHRISTMAS TO YOU ALL FREE
15-lb. Turkey and \$12.95 Stainless Steel Carving Set
when you buy our 21" Westinghouse TV 871T21 Wood Cabinet, Aluminized 21" Tube, and the best part of all, COMPLETE WITH ANTENNA and installation.
ALL FOR ONLY \$239.95
Easy Terms. Good till Dec. 24
HOME SUPPLY COMPANY Phone 155

SEASON SPECIALS

Texas tree ripe oranges, tangerines, and apples — Delicious. Jonathan, Winesap and Rome beauty. Also pecans, peanuts, fresh dates, tomatoes and other fruits and produce at fruit stand prices. Paschall Fruit Stand. Rising Star Highway.

FOR SALE — Underwood typewriter, \$30; Woodstock, \$32.50; Royal, \$35; and Victor adding machine, \$38. All reconditioned and guaranteed. Stephens Typewriter Co. Phone 639, Eastland, 5

FOR SALE — Boys' Schwinn English bicycle. Good condition. Phone 1135-J. 3

Place your order for home baked Hams and Fruit Cakes now. Mrs. F. P. Curry. Phone 708. Curry's Grocery and Market. 4

FOR SALE — Philco Television sets from \$179.95 up now at Schaefer's Radio Shop. 254tfc

FOR SALE — or will exchange for Breckenridge property a 3-room house, two lots and garage. Small down payment, balance at \$50 per month. A. E. Phillips, 712 West 14th. 1

FOR SALE — Bulbs. Paper white narcissus for fish planters, crocus daffodils and dutch iris in golden harvest, wedgewood blue and white excelsior. Helen's Flower Shop, 305 W. 7th. Phone 360. 4

FOR SALE — A nice selection of Christmas Trees available at Philpott the Florist. We invite you to come by to make your selection. 3

CHRISTMAS TREES
Native cedars, good selection of nice trees, 50c and \$1.00. Skip's Public Service, 1205 Avenue D. Phone 1252. 8

Notice

FOR SALE — Papershell pecans. Have few Burketts left, plenty of Mahans, 40c lb. Have some good natives liberally sprinkled with assorted varieties of papershells at 30c lb. My wife will deliver orders of 10 lbs. or more. J. W. Sitton. 1404 Ave. N. Phone 788. 4

CHRISTMAS CARDS

I have a nice selection of Christmas cards. Come by and see them, and if you are wondering what to give for Christmas, why not give a magazine subscription. See me soon. Orbie Dee Jacobs, 1508 West 5th St. Phone 14-J. 4

FOR SALE — Pedigreed Dashshund male puppy, an ideal Christmas gift. See at 1300 Avenue M. 1

For Rent

FOR RENT — 4-room modern house at 701 East 14th. See John Swindle or Phone 548-J. 3

FOR RENT — 5-room unfurnished house on paved street, close in. Would also sell with reasonable down payment and reasonable monthly payments. Tom B. Stark. Phone 87. 3

FOR RENT — Furnished apartment, three rooms and breakfast nook. Priced reasonably. Call 1167. dhfc

FOR RENT — Small furnished house. Inquire at 409 West 13th after 4:30 p. m. or anytime on Sunday. Phone 778. 252tfc

FOR RENT — Nicely furnished three room garage apartment. 605 East 16th. Phone 75. 239tfc

Notice

CARD OF THANKS
This will express our sincere appreciation for the acts of kindness and words of sympathy extended to us in the death and burial of our father, Oscar Comer. May God bless each of you.
The Children of Oscar Comer.

NOTICE — Strayed from pasture one mile west of town young registered horned Hereford bull. Weights about 950 lbs. W. E. Morris. Phone 963-W. 5

NEED EXTRA CASH? See us for Personal Loans, \$5.00 to \$50.00. Credit Finance Co., 701 Avenue D. 261

UPHOLSTERING — For furniture upholstery, refinishing and repair call Home Supply Company. Terms can be arranged. Home Supply Company, phone 155. 242 tfc

HANDY REFERENCE BUSINESS AND PROFESSIONAL DIRECTORY

WHERE TO FIND IT

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

Grid of advertisements for various services including Ambulance Service, Electrical, Plumbing, Real Estate, Radio Service, and Insurance.

Advertisement for Dupont 40 Outside White House Paint, featuring an image of the paint can and contact information for Garrett Lumber and Supply.

Advertisement for Don's Service, offering car washing and lubrication with double stamps for cash purchases.

Advertisement for Earl Bender & Company, featuring a message about the end of the harvest season and the beginning of another year.

SOCIETY AND CLUBS

NEWS OF INTEREST TO WOMEN

Auxiliary Of Church Holds Meeting

Weekly meeting of the auxiliary of the First Baptist Church was held Wednesday, Dec. 1, at the home of Mrs. M. J. Zellers, presiding.

group singing the GA hymn and repeating their allegiance and star ideals. Camille Lee led in prayer and the roll was called by Darlene Calloway.

Mrs. Rider brought two chapters of the mission book, "Adventure in Brazil." A visitor at the meeting was Mrs. Bobby Zellers, young people's secretary.

Refreshments were served at the close of the meeting by Mrs. V. C. Estes' Circle to Camille Lee, Carole Kay Mayhew, Marguerite Leard, Joyce Reynolds, Melba Leard, Mary Ann Moore, Loretta Whitehead, Darlene Calloway, Judy Kay Slaughter, Mary Ward, Mitzie Rider and the counsellors, Mrs. Rider and Mrs. Mayhew.

Junior GA's Attend Meeting On Monday

The Junior GA's of the East Cisco Baptist Church met Monday afternoon at the church for their weekly meeting.

The meeting opened with the group repeating the watch word, and allegiance, and with prayer by Wanda Nance. The Week of Prayer and Community Missions program was presented and the meeting was dismissed with a prayer.

Those attending were Betty Nance, Janice Holder, Carolyn Neely, Rosetta Ingram, Shirley Birnie, Sue Lewis, Wanda Nance, Jeanette Pruett, Ann Kilgore, and the leader, Mrs. Carlton Holder.

Lutheran Missionary League Holds Meeting

The LWML of Christ Lutheran Church met Sunday afternoon at the parish hall for their monthly meeting with Mrs. Theodore Eifert and Mrs. Herbert Wende serving as hostesses.

The meeting was opened with scripture reading and prayer by the Rev. M. J. Scer and 2 Thessalonians 1-3 were read and discussed.

A short business session followed with Mrs. Wende presiding. A resolution was passed to send clothing and food to the Bethesda Home at Watertown, Wisconsin. Routine business matters were transacted and the meeting was dismissed with prayer.

Those attending were Mesdames Rudolph Reich, Ernest Stroebel, Theodore Eifert, C. A. Weiser, Robert Stephan, Herbert Wende, M. J. Scer, Herman Schaefer, Martin Wende, Oscar Reich and Theodore Reich.



JUST FOR PLAY — Eye-pleasing designs dominate this two-piece play suit. Two coordinated prints were used in a pre-shrunk poplin that is machine washable. The one-piece coverall-pedal-pushers use a diminutive check while the sleeveless jacket is a large plaid.

Area Naval Unit Being Organized

A special drive to form a West Texas company of Navy recruits is being made in this area, it was announced today by the Navy recruiting office in Breckenridge.

When the special company is formed it will be sent to a base for training, and the entire group will be kept together during the training.

The drive will end on December 15, it was reported. The group will be sent to the base from Abilene. Young men who desire additional information on the project or who desire to enlist with the company were invited to write to the recruiting office in Breckenridge. A member of the recruiting staff will make a personal call to discuss the matter.

Beta Upsilon Xmas Party To Be Saturday

The Beta Upsilon Chapter of Delta Kappa Gamma will have its annual Christmas party in the home of Miss Marie Winston on Saturday evening, Dec. 11, at 7:30 o'clock. Co-hostesses for the party will be Mrs. R. E. Grant-ham, Mrs. Eva Laws and Mrs. H. A. McCanlies.

The Delta Kappa Gamma Society of Cisco has selected the Girl's Ranch at Whiteface as its project for the year and members were reminded to bring their gifts for the Christmas box to be sent to the ranch.

CURTIS WILL SPEAK

Backfield Coach Eck Curtis of the University of Texas will speak at the Eastland football banquet Tuesday night, Dec. 14, it was announced by the Eastland Quarterback Club this week. The event will be held at the First Methodist Church there.

Mrs. Lou Mendenhall was to leave Cisco on Thursday for visits with relatives and friends in Tulsa, Okla., Sherman and Commerce. She will not return to Cisco until after Christmas.

FOR SALE

\$500.00 down and \$40.00 per month buys 5-room cottage in West Cisco. A BUY.

Excellent 3-bedroom home at 812 W. 8th St. and 7-room home and 3 lots at 408 W. 19th St., both for sale worth the money to settle estate.

6-room home with several acres land, all conveniences. Out of city limits.

2-car garage with Apt. above, several acres land. A bargain.

Close-in 5-room bungalow, hard-wood floors, near schools. Pay excellent returns as rental property.

3 bed-room brick-veneer home on pavement. E. 16th St.

5-room home, extra lots, chicken-houses. Must sell to settle estate.

5-room cottage on North side, 150 ft. front, \$1850.00.

Beautiful building site. Large corner lot.

80 acres sandy land place near Nimrod. \$3800.00.

160 acres, highly improved, near Rising Star.

Motel & cafe, doing good business. On highway 80, Good town.

INSURE IN SURE INSURANCE WITH E. P. Crawford Agency
108 W. 8th. — Phone 453

Wildcat Oil Test Is Staked At Rising Star

M. H. Half of Cisco has announced location for a shallow wildcat oil test two and a half miles northwest of Rising Star, according to information here today. It will be his No. 1 R. G. Merrell, a 1,600 foot test, spotted 150 feet from the north and 900 feet from the east lines of Section 12, Block 2, ET Survey.

Another new county project is the Dr. B. M. Thompson et al, Eastland, No. 1 John Van Geem Estate, two miles northeast of Eastland, in Section 12, Block 4, H&T Survey. It will be a 1,700 foot project.

Electronic Technician Exams Are Scheduled

The U. S. Civil Service Commission has announced examinations for Electronic Technician, GS-6 and GS-7, at \$3795.00 and \$4295.00 per annum. These positions are located throughout Region 2 of Civil Aeronautics Administration, which includes the Southeast portion of the United States and overseas locations in the Canal Zone, Puerto Rico and Virgin Islands.

Full information and applications may be obtained from the Post Office or from the Executive Secretary of CAA Region 2, P. O. Box 1689, Fort Worth, Texas.

ABC Club Will Meet Next Monday Night

A meeting of the ABC Club has been called for Monday night at 7:30 o'clock at the First National Bank. All members were asked to attend so that new officers for the coming year can be named.

The nominating committee has selected a slate of officers to be presented at the meeting.

Also asked to attend the meeting were Teenage Baseball League officials. Plans for the coming baseball season will be discussed, it was reported.

WILL UNDERGO CHECKUP

Mr. and Mrs. H. E. McGowen of Humbletown will leave for Houston Friday where Mrs. McGowen will undergo a checkup to determine her progress. Mrs. McGowen recently underwent a series of treatments at Memorial Hospital there.



FETCHING — A Juliet cap of ermine and jeweled satin was recently modeled at a fashion show in New York. The unusual and attractive headgear is worn with a matching ermine muff, and they achieve a "come-hither" effect devastating to males.

THRITIS MATISM SUFFERERS Now Curb For Pain

of crippling arthritis, rheumatism and muscle pain can take joyous new hope with a new compound, called **Sealy**, which acts internally to curb torturing, rheumatism, neuritis pain in the arms, legs and shoulders yet also requires no prescription. It is formerly suffered dread stabling arthritis and rheumatism pain in joints and muscles now tell of blessed relief.

Sealy costs \$2.00 but considering relief is only pennies per dollar with money back guarantee by **AN DRUG STORE, Cisco** Mail Orders Filled

HIGGINBOTHAM INSURANCE AGENCY

E. HIGGINBOTHAM — E. J. POB
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PRE-CHRISTMAS SALE

SAVE \$20

GENUINE Sealy MATTRESS

wonderful '59⁹⁵ value... HOLIDAY PRICED

\$39⁹⁵ Value

GIVE A Sealy MATTRESS THEY'LL THANK YOU 365 NIGHTS A YEAR

Merry Christmas to All... And to All GOOD REST... THE BEST GIFT OF ALL PERFECT TO GIVE!—MAGNIFICENT TO GET!

YOURS!... ABSOLUTELY FREE!... A delightfully designed Christmas GIFT CERTIFICATE TO PUT UNDER THE TREE CHRISTMAS MORNING! Suitable for any Sealy product. Includes space for giver's and receiver's name.

- Same high coil count as \$59.95 quality mattress!
- Same pre-built borders for longer wear!
- Same body-balanced innerspring unit!
- Same quality, decorator-designed covers!

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BOYS SPORT SHIRTS

Tailored by **ROB ROY**
Sizes 4 to 18

COTTON KNITS — BROADCLOTHS
SHANTUNGS — GINGHAMS

Regular Collars — Crew Necks

1⁹⁵ 2⁹⁵ 3⁹⁵

BILLY the KID

Blue Jeans For Boys

REGULARS — SLIMS — HUSKIES
Sizes 4 to 16

2⁹⁸ — 3⁵⁰

Nick Miller
The Man's Store

Clover Farm Stores

Holiday Spreads

Chase & Sanborn **COFFEE** 99c

Clover Farm **SHORTENING** 3 LB. TIN 79c

Ever thought of giving Clover Farm Jellies and Preserves as a Christmas gift? It's a thoughtful present... one that'll certainly be appreciated too! Buy 'em now... during our pre-holiday spreads sale... at a savings!

PRATT-LOWE — Spiced PEACHES 2 1/2 can 27c	CLOVER FARM MILK 2 lge. cans 25c
CLOVER FARM PEARS 2 1/2 can 39c	TEXO MAID — Apricot PRESERVES 20-oz. tumbler 35c
APPLE TIME APPLE SAUCE 303 can 17c	SIX FLAVORS JELLO 3 pkgs. 25c
GLENDALE PEAS 2 303 cans 29c	SUPREME CRACKERS 1-lb. box 25c
CLOVER FARM PORK & BEANS 10c	GLENDALE CATSUP 12-oz. btl. 15c
CLOVER FARM CORN 2 12-oz. cans 29c	CLOVER FARM BLACK PEPPER 15c
CLOVER FARM VIENNA SAUSAGE 35c	CLOVER FARM BLEACH qt. 13c
GLENDALE TUNA 1/2's can 29c	BABO CLEANER 21-oz. can 15c

MEADOLAKE Margerla

Mrs. Tucker MAKES IT Better 29c

1 lb. 4 Qtrs.

Cut Rite WAX PAPER 125 FT. ROLL 25c

IMPERIAL 10 LB. Sugar 93c

GLADIOLA 5-LB. BAG Flour 49c

Fresh FRUITS and VEGETABLES CHOICE FRESH MEATS

10 LB. MESH BAG POTATOES 43c	MID WEST BACON lb. 45c
CELLO CARROTS bag 10c	FRESH GROUND HAMBURGER lb. 30c
4 DOZ. SIZE LETTUCE head 10c	PORK SHOULDER ROAST lb. 40c
5 LB. MESH BAG TEXAS ORANGES 30c	PURE PORK SAUSAGE lb. 48c
WASHINGTON DELICIOUS APPLES lb. 17c	ALL MEAT BOLOGNA lb. 33c

McCRACKEN'S

FOODS CLOVER FARM STORES

Phone 156 — 200 W. 8th St.

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*Circulations Certified to by The Texas Press Association.



TEXAS PRESS ASSOCIATION
INTERNATIONAL LIFE BUILDING
AUSTIN, TEXAS
Ph. 7-2023

THE SPIRIT OF CHRISTMAS

IT'S HERE

IT'S THERE

IT'S EVERYWHERE

The familiar jingling bells, the friendly, happy, bustling crowds, thronging stores and shops, seeking gifts for loved ones, all remind us of the holiday just ahead.

At this time of the year a charge account becomes especially helpful. Avail yourself of this convenience by paying your charge accounts promptly on or before the **TENTH OF THE MONTH** and installment accounts on the due dates.

If you owe past due accounts and your credit is not in good condition, there is still time to pay your accounts or make satisfactory arrangements in order that your Christmas shopping can be made easier by the convenience of using your credit.

GUARD YOUR CREDIT AS A SACRED TRUST

- | | | |
|------------------------------------|-------------------------------|------------------------------------|
| Edwin Posey Texaco Service Station | City Drug Co. | Credit Finance Company |
| A-G Motor Company | Dr. Paul M. Woods | Phillipott Florist |
| Dr. E. E. Addy | Higginbotham Insurance Agency | Dameron Tire & Supply |
| Altman's Style Shop | Dr. Graham & Lawrence | Ferguson's |
| Dr. R. F. Blackstock | Garrett Lumber & Supply | Western Auto - A. G. Sander, Owner |
| Boyd Insurance Agency | First National Bank | Stifford Roofing Company |
| Barton-Lingo Lumber Co. | Fred's Grocery | Tom Stark Real Estate |
| Cisco Daily Press | Home Supply Company | Thomas Funeral Home |
| Cisco Mills | West Texas Utilities Company | Thornton's Feed Mill |
| Cisco Locker Plant | M. L. Reaster | Walton Electric Company |
| Cisco Lumber & Supply | Leveridge Jewelry Store | West Texas Produce Company |
| Cisco Maytag Company | McCracken's Clover Farm Store | Palace Theatre |
| Cisco Steam Laundry | The Mens Store | J. C. Penney Company |
| Dr. Chas. M. Cleveland | Meglasson Grocery | Powell Cleaning Plant |
| Commercial Printing Company | Moore Drug Store | Richardson Food Store |
| Consumer's Acceptance Company | Mitthead Motor Company | Southwestern Bell Telephone Co. |
| E. P. Crawford Agency | Nance Motor Company | Sears, Roebuck & Co. |
| Don's Service | | Rockwell Bros. & Company |

MERCHANTS CREDIT ASSOCIATION

(The Credit Bureau of Cisco, Texas)
704 1/2 AVE. D. Lucile Huffmyer, Sec-Mgr. Tel. 141-142



Got a good idea for a new invention floating around in the back of your mind? Yes? Perhaps to protect your rights you should file an application for a patent with the U. S. Patent Office.

Under the patent laws of the United States, an application for patent must be filed, if at all, earlier than one year after the date of first public sale or use of published disclosure of the invention.

If this deadline is met, then the person who first conceives a new and novel patentable idea is entitled to it, provided he thereafter pursues a course of reasonable diligence in reducing his invention to practice or filing a patent application thereon. Therefore, if conflicting claims arrive as to who is entitled to a patent, it is necessary to establish who first had the idea, and not just who filed the first application for patent.

Since an inventor is automatically given credit for a date at least as early as his application, without having to introduce any proof, an early application date is advantageous though not conclusive. But if an inventor protects himself while he is making tests and perfecting his invention, he can get credit for a date earlier than his date of application.

To do this, he should, as soon as he conceives the idea, make a written record of the fact, including a general statement of the nature of his invention, a recitation of the structural element or steps of the process of his invention, and a rough drawing if possible. Preferable the written record is photocopied. The photocopy of the record should be dated and signed by two witnesses who have read and understood it and who can be called upon later to certify that they read and understood the photocopy of the record on the dates beside their names.

While some inventors mail written disclosures of their inventions to themselves, such procedure is not necessary if the foregoing preferred procedure is followed.

By taking the above precautions, an inventor establishes a preliminary date showing the time when his original idea was conceived. After that he can continue with his work, perfect his idea, and after it is perfected, make application for a patent, if he feels that he has a patentable idea. But the inventor must also keep record of his continued work, and the continued work should be disclosed periodically to a witness who is not a co-inventor.

While an inventor should seek a patent as soon as possible after he conceives his idea and works out structure or process steps for the practice of the idea, if he keeps complete records of his work and his work witnessed periodically by someone who can later be called upon to corroborate the inventor's story, then the inventor may protect himself clear back to the date of his original conception.



Worship Together This Week

MERCHANTS CREDIT ASSOCIATION

State and National Affiliations
Lucile Huffmyer
SECRETARY
Telephone 142

REAL ESTATE

Have several nice listings at reasonable price. Also have buyers wanting Cisco area property.

L. H. QUALLS

1005 W. 13th — Phone 1123



IMPERIAL SUGAR 10 lbs. 93c
EAGLE BRAND MILK 2 cans 59c
LIBBY'S CATSUP 2 14-oz. btl. 35c

IRELANDS CHILI 2
PURE (What We Render) HOG LARD 4
DEL MONTE ENGLISH PEAS 2



BETTY CROCKER CAKE MIX 3 boxes 1.
White, Yellow, Devil's Food and Honey Spice

Admiration Coffee 1 lb. can 98c
Maryland Club Coffee 1 lb. can

GLADIOLA FLOUR 5-lb. Bag 52c
GIANT ECONOMY SIZE BABO 2 cans 35c
PET EVAPORATED MILK

HORMEL or GOLDEN BRAND MARGARINE 2

GUARANTEED FRESH EGGS doz. 43c
PUFFIN BISCUITS 10c

FRESH GROUND HAMBURGER or CHILI MEAT 2

ROUND STEAK lb. 69c
MIDWEST BACON

FRESH DRESSED FRYERS LB. 3

HOME KILLED PORK CENTER CUT PORK CHOPS lb. 55c
WISCONSIN LONGHORN CHEESE

LEAN SHOULDER ROAST lb. 45c
ALL PORK

PURE PORK SAUSAGE lb. 45c
PRESSED HAM

48 SIZE LETTUCE 2

10 LB. MESH BAG SPUDS 43c
CELLO BAG GRAPEFRUIT

5 LB. CELLO BAG ORANGES 29c
C. A. BANANAS

FRESH STRAWBERRIES PINT 39c
FRESH SQUASH

CELLO BAG CARROTS 3

Specials for Friday & Saturday, December 10 — 11

NORVELL & MILLER
WHERE MOST PEOPLE TRADE

WEST 10th AT AVE. D. — CISCO
Phones 102 — 103 — We Deliver all day during this Sale

MEET TWO SUCCESSFUL DAIRYMEN!

"Since adding TEXO Booster 54 to the ration, production has held up even in severe weather changes."

BY JOHN R. MARTIN and SON
Lewisville, Texas



"In dry lot feeding, a supplementary source of Vitamin A and mineral is a must. We've found that TEXO Booster 54 gives us

just what we want at low cost. We've been feeding 125 head about 1/2 lb. per day per cow with silage and mixed feed. Since adding TEXO Booster 54 to the ration, production has held up even in severe weather changes and is now averaging about 33 lbs. per cow per day," says John R. Martin and Son, your TEXO neighbors in Lewisville, Texas.

As Mr. Martin points out, TEXO Booster 54 is a low cost source of Vitamin A and minerals in a dairy ration — but, take it from me, that's only the beginning. TEXO Booster 54 is just as effective for beef cattle and sheep. In fact, there isn't a feed in the store that has more uses and more advantages than TEXO Booster 54.

If you don't already have complete information on this profit-making feed, stop in soon and let us show you how TEXO Booster 54 can help build profits for you.

SEE US FOR BEST PRICES ON

ALL TEXO FEEDS.

CISCO MILLS
(Cisco Peanut Co.)

103 E. 7th St. — PHONE 189

FEED **TEXO** "You'll be way ahead when they're TEXO fed!"

Drought Offers Health Problems To State Agency

AUSTIN, Dec. 9.—The drought which during the last ten years in the Southwest, including Texas, has caused untold damage to the farmers, ranchers, and industry, has also presented problems in public health, declared Dr. Henry A. Holle, State Health Officer.

The drought may be a lesson as it has brought along with it an awakening of the conscience to conserve and protect water quantity and quality for all useful purposes. Many organizations from Chamber of Commerce to other civic clubs, watershed organizations, research foundations and educational institutions have appointed committees and are doing something about it. The problems are complex, yet with unity of purpose, a solution will be reached.

It was through the coordinated efforts of the municipalities, trained water and sewage plant operators and public health workers throughout the state that we have emerged from a most disastrous situation by the breath of a fine hair. Municipalities in the state, though some of them face future shortages, have at this writing sufficient water for local needs when used conservatively and such cities as were fortunate enough to be located in the proximity of impoundages previously built should show no hesitancy in continuing their expansion plans.

Dr. Holle stated that the state has been able to maintain good protective service which unquestionably will be increased. Such service includes approval of plans for water treatment facilities. The periodic inspection of the treatment facilities and checking of their efficiencies. The regular analyses of water specimens, amounted to over 85,000 during the past twelve months. Watersheds are surveyed. Reservoirs are required to enforce sanitary regulations. Stream analyses are made. Pollution needs are being met with the 629 treatment plants in the state. Regular inspection is made of the large industrial plants and their wastes are checked for toxic materials and contaminants.

Dr. Holle said that we should lend our support to the recommendations of the Texas Water



WHAT NEXT? — Designer Jack Turk has come up with this — the Baby Bikini. Because bikini bathing suits were originally designed like three-cornered diapers, this waterproof, alkali-acid-tear-resistant material, with dacron snap-in pad, is baby's own style again.

Resources Committee which has studied the problem from various angles and is presenting a plan which, if implemented, will insure Texas' preparedness in meeting future droughts.

Scranton News

The Eastland County 4-H Club boys and girls are making plans for their county-wide Christmas party to be held in the Cisco Junior high gym. All 4-H Club members are urged to attend. There will be several minutes of amateur entertainment provided by each club. Refreshments will be served, and there will be plenty of games. Each girl is to bring a girl's gift and each boy a boy's gift.

Mr. and Mrs. W. T. Avery have recently moved from Dumas to their new home in Scranton.

David Stuart spent the weekend with Donny Simmons.

Mr. and Mrs. Raymond Belew have sold their farm at Scranton and will move in the near future.

Mrs. Elizabeth Morris spent the weekend in Fort Worth. She attended a family dinner given in honor of her grandson, Pvt. K. Philip Kendall, Jr., who reports to a Signal Corps post in Massachusetts this week. Present also was Mrs. Sallie Wofford of Mississippi, a cousin, who is in Fort Worth for the winter.

Truett McCorkle is visiting in the home of Mr. and Mrs. Alfred Parks.

Clifford Bilbrey has returned to school after a week's illness.

Mr. and Mrs. Wesley Kinser and Willowdene Sawyer visited Mr. and Mrs. Howard Rogers and daughter, Faye, of Gordon last Sunday.

Mr. and Mrs. L. D. Baird and sons, James, Richard and Ronnie, of Francke City visited her parents, Mr. and Mrs. M. D. Speegle, last Sunday.

Corp. James Douglas Speegle of the Air Force, stationed in Mississippi, is visiting at home with his parents, Mr. and Mrs. J. W. Speegle. Upon returning to duty, he will be assigned to foreign service in Africa.

H. C. Ledbetter, postmaster of Scranton, returned home this week from the Ranger hospital where he had an operation. His condition was reported as satisfactory.

Mrs. R. J. Matthews and family of Port Neches are visiting in the home of Mr. and Mrs. H. C. Ledbetter.

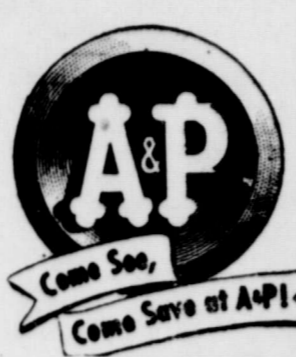
Those entertained by Mr. and Mrs. M. D. Speegle at dinner on Sunday were Mr. and Mrs. Raymond Speegle and family of Putnam, Mrs. Wilma Coach, Barbara Ann, Andy Coach and Netty Lou Donaway of Odessa and Gene Parks.

The young people of Mitchell Baptist Church held a weiner roast in the pasture of the W. B. Starr farm Monday night.

Attending were Don, Pug and Thelma Starr, the Speegle children, the Parks children, Neta Lou Donaway, Betty Jo Reese of Putnam, the Robert Douglas family, Lee and Etha Starr, Sue Notgrass, Buddy Johnson, Tom Speegle and the pastor, Rev. H. Sublett.

Roasted weiners, hot dogs, hot chocolate and milk were served to the group.

Carlton Holder has returned from Big Spring where he visited his sister, Mrs. Faye McClaine, who underwent major surgery in a Big Spring Hospital recently. She is reported as doing nicely.



Help for Holiday Shoppers and Budgets!

A&P FANCY **GRAPE JUICE**
24-Oz. Btl. **29¢**

CHRISTMAS TREES

3 to 4 Feet **69¢** 5 to 6 Feet **\$1.25** 7 to 8 Feet **\$1.65** 9 to 10 Feet **\$2.39**
Small Stand 19¢ Large Stand 25¢

MIXED NUTS lb. 45¢ ENGLISH WALNUTS baby size lb. 29¢
BRAZIL NUTS lb. 49¢ ENGLISH WALNUTS Large Size lb. 43¢

CHRISTMAS CANDY
WARWICK CHOCOLATE THIN MINTS 12-Oz. Pkg. **39¢**
WARWICK EGG NOG CREAMS 7-Oz. Pkg. **29¢**
WORTHMORE ROYAL LUSTERS 12-Oz. Pkg. **25¢**
WORTHMORE CANDY TOYS 1-Lb. Pkg. **29¢**
WORTHMORE GUMS & CREAMS 1-Lb. Pkg. **29¢**
WORTHMORE MARSHMALLOW CANDY SANTAS Tray of 6 **25¢**
WORTHMORE SPICE DROPS or GUM DROPS 1 1/2-Lb. Pkg. **29¢**
WORTHMORE OLD FASHIONED CHOC. DROPS 12-Oz. Pkg. **25¢**
BOB'S CRIS CRINGLE CANDY CANES Pkg. **25¢**

"SUPER-RIGHT" QUALITY MEATS
PORK CHOPS - Center cut lb. 59¢
PORK ROAST - Rib or Loin End lb. 33¢
BACK BONE - Country Style lb. 33¢
SAUSAGE - Pure Pork 1 lb. cello 33¢
SMOKIES 12 oz. pkg. 39¢
FRANKFURTERS - All-Meat lb. 39¢
FRESH PORK LINKS lb. 45¢
SLICED BACON - Allgood lb. 49¢
SLICED BACON - Super-Right lb. 53¢
FRESH DRESSED FRYERS - Whole ... lb. 39¢

GRANULATED **DUZ**
Giant Size 70¢
DETERGENT **OXYDOL**
Giant Size 70¢
DETERGENT **TIDE**
Giant Size 70¢
DETERGENT **DREFT**
Giant Size 70¢
DETERGENT **CHEER**
Giant Size 70¢
LIQUID DETERGENT **JOY**
Giant Bottle 70¢
TOILET SOAP **CAMAY**
3 Reg. Bars 25¢
TOILET SOAP **CAMAY**
2 Bath Bars 25¢
TOILET SOAP **LAVA**
Large Bar 15¢
LAUNDRY SOAP **P & G**
3 Large Bars 25¢



Washington Winesap Extra Fancy APPLES lb. 15¢
Washington Winesap Extra Fancy APPLES 4-lb. bag 45¢
Washington Red Rome Extra Fancy APPLES lb. 15¢
Florida TANGERINES lb. 10¢
California Sunkist Navel ORANGES lb. 15¢
Texas ORANGES 8-lb. bag 39¢
Colorado Yellow ONIONS 2 lbs. 13¢
U. S. No. 1 Colorado Red 10-lb. Mesh Bag POTATOES 45¢
California Emperor GRAPES 2 lbs. 25¢
FRESH CARROTS 1-lb. Pkg. 2 for 19¢
Fresh Lge. Head LETTUCE 2 for 25¢
East Texas YAMS 2 lbs. 25¢

Jane Parker Bakery Treats
JANE PARKER Strawberry Pie Each 49¢
JANE PARKER ICED CAKE Spanish Bar Each 29¢
JANE PARKER BROWN 'N SERVE Dinner Rolls 2 Pkg. of 12 25¢
JANE PARKER White Bread Large Loaf 20¢
JANE PARKER Fruit Cake 1 1/2 lbs. \$1.29



Wax Paper KITCHEN CHARM 100-Ft. Roll **19¢**
Tea Napkins MARCAL 2 Pkg. of 50 **23¢**
Dinner Napkins MARCAL Pkg. of 60 **17¢**
Pastel Napkins MARCAL 2 Pkg. of 60 **23¢**
Colored Towels MARCAL 2 Rolls **35¢**
Hydrox Cookies SUNSHINE 7 1/2-Oz. Pkg. **25¢**
BALLARD BISCUITS 2 for **19¢**
NUTLEY OLEOMARGARINE lb. **19¢**
ARMOURS PURE LARD 3-lb. Ctn. **59¢**
BARDO PITTED DATES lb. pkg. **35¢**
IONA TOMATOES 2 for **25¢**
PETER PAN SALTED COCKTAIL Peanuts 7 1/2-Oz. Glass **33¢**
WILSON'S VIENNA Sausage 4-Oz. Can **15¢**
NEWI HANDY Morton Salters Pkg. of 3 **25¢**
SHORTENING Snowdrift 3-Lb. Can **89¢**
PETER PAN Peanut Butter 12-Oz. Glass **39¢**
RED LABEL Karo Syrup 16-Oz. Btl. **25¢**
NO RINSING - NO WIPING Spic & Span 16-Oz. Pkg. **25¢**

Holiday hospitality starts here



Your dealer's Christmas display is a timely reminder... have extra Coke on hand throughout the holidays.

BOTTLED UNDER AUTHORITY OF THE COCA-COLA COMPANY BY TEXAS COCA-COLA BOTTLING COMPANY

© 1954 THE COCA-COLA COMPANY

ALL DETERGENT **alk** 24-Oz. Pkg. **43¢** 10-Lb. Pkg. **2.59**
SHORTENING **CRISCO** 3-Lb. Can **89¢**
CLEANSER **BAB-O** 14-Oz. Pkg. **12¢**

MORAN NEWS

From page one

Angeles 30 years, and has worked for the city 27 years. Guests in the John Donowho home for Thanksgiving were Mrs. Donowho's sister and brother, Mrs. Otto Donowho and son of Kaufman and Paul Dockery and family of Grosebeck.

The Christmas lights are on and they remind us of Santa Claus season. They are very beautiful this year as every one is a brand new bulb. The lighting is sponsored by the Booster Club of Moran.

All members of the Moran Booster Club were asked to be present next meeting, Tuesday night, at Moran National Bank. Plans for the Christmas program will be discussed.

The Luncheon Club, Wednesday, December 8, will be the last meeting of the year. The Club will adjourn for the Christmas holidays. Next meeting will be Jan. 5, 1955.

Mrs. J. M. Townsend will serve the first meeting.

The Luncheon Club was hosted last week by Mrs. Lucion Brooks and Mrs. Olen Smith. The tables were decorated with lovely roses and fall orchids and mums from the garden of Mrs. Rass Brooks.

A nice crowd and several visitors enjoyed the delicious dinner. The club was glad to have Moran's Medical Doctor of 50 years ago, Dr. Charles H. Harris, as guest and Mr. and Mrs. Jess L. English all of Fort Worth. Dr. Harris gave a brief talk, told how glad he was to be in Moran.

Other visitors were Rev. Bates of Wichita Falls, a Presbyterian minister who was asked to give the invocation, R. E. Kennedy, Public Relations of Abilene, W.T.U. Co., who gave one of his informative addresses.

Mr. and Mrs. Bertram Elliott of Moran attended by invitation the dinner at the Crystal Ball Room, Hotel Texas, Fort Worth, on Dec. 6, at 7 p. m. The dinner honored Mrs. M. E. Sadler and L. D. Anderson at the presentation of their portraits to Texas Christian University, Fort Worth.

Rev. and Mrs. B. L. Baits and Mrs. J. D. Meredith visited Mr. and Mrs. Frank Castleberry of Eastland, Tuesday afternoon. Mrs. Meredith and Mrs. Baits are life long friends of Mrs. Castleberry.

The Church of Christ Ladies paid a visit to Tipton Orphan Home in Oklahoma last week. They clothe a little girl there. Those going were: Mrs. Cole Jackson, Miss Margie English, Mrs. Henry Callaway, Mrs. J. V. Randolph, and Mrs. Ada Parker. They stated there were 200 little girls in the home.

Mrs. J. D. Meredith attended

PALACE

WED. and THURSDAY

CINEMASCOPE



JOY DRIVE-IN

TUES - WED - THUR



—plus—

It's HOT and SWEET! GEORGE MONTGOMERY ANN RUTHERFORD CAROLE LANDIS and GLENN MILLER and his band



the Merchants Festival at Woman's Forum, last Saturday morning, guest of Mrs. Ben J. O'Neal, Wichita Falls. She also attended the luncheon and style show later.

Mrs. J. H. Donowho returned home from a weeks' visit in Dal-

las, Rosser and Grosebeck.

Mr. and Mrs. W. M. Freeman left Tuesday for Americas, Ga., to spend the Christmas holidays with their daughter, Mrs. M. M. Ricks and family. The Freemans stated this was their seventeenth trip to the Southland by auto and

that they always enjoy the scenery, going and coming.

Dr. Charles H. Harris of Fort Worth, accompanied by Mr. and Mrs. Jess English, also residents of Fort Worth, were visitors in Moran last Wednesday. They attended the weekly Luncheon Club

and in the afternoon called on a few old friends before returning home.

Rev. and Mrs. Ben Bates of Wichita Falls were visitors in the J. D. Meredith home last week for several days. Mr. Meredith and Rev. Bates were guests of the

Luncheon Club. The returned home on Thursday afternoon.

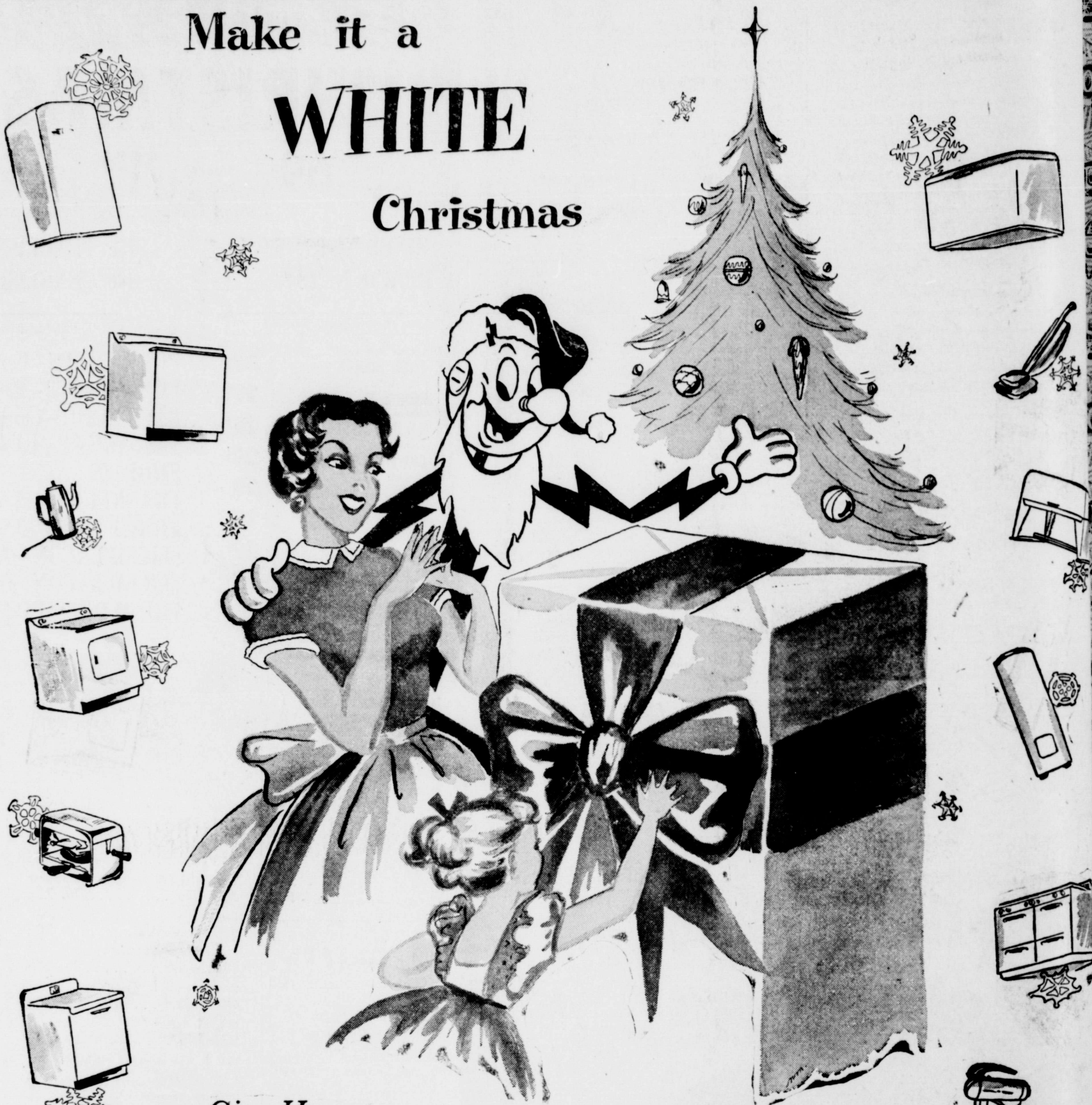
Mrs. Travis Thomas of Public Cafe will donate coffee money on December 15 to the Gonzales Crippled Childrens Hospital.

The Moran Bulldogs won over

the Eastland High School basketball team last Tuesday night in an exciting game by a narrow score of 50-46. It was a nip and tuck affair which saw Eastland go ahead in the first quarter 15-12. Moran came back to take a 26-24 half time lead. The last half saw Moran holding the lead

until the last two minutes. Eastland tied up the game on free throw shooting two minutes. Moran goes to Tuesday and has a with Eastland at 10:30 December 17.

Make it a WHITE Christmas



Give Her a

MAJOR ELECTRIC APPLIANCE

the gift that gives leisure, comfort, health every day for years to come.

Today, a White Christmas has a double meaning for every woman . . . for working wives and mothers secretly dream of new gleaming white electric appliances they'd love to own . . . and look forward to a new washer, dryer, ironer, dishwasher, range, refrigerator, or freezer gift on Christmas day.

An electric appliance gift means more than an ordinary gift. Women see the new convenient task-saving, time-saving appliances as a passport to year 'round freedom from fatigue and strain . . . as a gift of leisure comfort for years to come. The truly thoughtful "Santas" can make this a real "white Christmas" by giving Electrical Appliances this Christmas.

See These Appliances at Your Electric Appliance Dealer or

West Texas Utilities Company

EVERYBODY'S INVITED

● TO MEET SANTA CLAUS . . .

Old Santa Claus will be in Cisco on Friday and Saturday, Dec. 10 and 11, from 10 a. m. to 5:30 p. m. And he will be glad to meet all of his little friends. He will have candy for the youngsters. Don't fail to see Santa in Cisco this week. He will return again on December 18.

● CISCO'S BIG BARGAIN DAYS . . .

Friday and Saturday, Dec. 10 and 11, are EXTRA VALUE BARGAIN DAYS in Cisco. And the stores are full of Christmas merchandise — gifts for every member of the family. Visit in Cisco this weekend and look at the Bargain Day values. You have a cordial invitation!

● EASTLAND COUNTY PECAN SHOW . . .

The annual Eastland County Pecan Show will be held in Cisco (at the Cisco Locker Plant) on December 10, 11 and 12. Pecan growers of this county and adjoining counties will have displays of their products. There are special contests for the women to enter pies, cakes, cookies and candy — dishes prepared with pecans. It will be a big event. Don't miss it!

CISCO BUSINESS FIRMS REPRESENTED IN THIS EDITION INCLUDE:

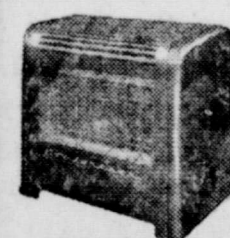
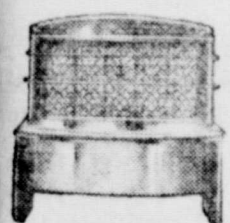
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|-------------------------------|------------------------|------------------------------|
| Home Supply Company | Ferguson's | Schaefer Radio and TV Shop |
| Leveridge Jewelry | Nance Motor Company | Western Auto Associate Store |
| Dean Drug Company | J. C. Penney Company | Philpott the Florist |
| Mode O'Day | A-G Motor Company | First National Bank |
| Nick Miller — The Man's Store | Sears Roebuck Company | Hooker's Jewelry |
| Cisco Maytag Company | The Gift House | The Bop Shop |
| Cisco Gas Corporation | Damron Tire and Supply | Cisco Lumber and Supply |
| Glenn's Furniture | Tennyson Radio and TV | Hassen's Dry Goods |
| Altman's Style Shop | Cisco Locker Plant | Collins Hardware Company |
| City Drug Company | | Kendall Appliance Service |



SANTA SAYS:

"Meet me in Cisco on Friday and Saturday, Dec. 10 and 11, and tell me what you want."

VALUE DAYS SPECIALS



SALE OF
ROOM HEATERS
VALUES

17⁹⁵ TO 36⁰⁰

PRICED TO
SELL

14⁹⁵ TO 29⁹⁵

EXTRA SPECIAL

19⁹⁵ WALL HEATERS 12⁹⁵

BUY NOW — CLOSING OUR STOCK

CISCO GAS CORPORATION

713 Ave. D.

Phone 122

We
Invite
You
To Our
Open House

●
Sunday,
December 12
Celebrating
Our 26th
Anniversary
In Business
In Cisco.

●
We are also
Presenting
Our
Christmas
Line for
Your approval.

●
Favors
Door prizes.

●
You're always
Welcome at
PHILPOTT
the Florist
200 avenue I

CANDY HAIR BRUSHES TOYS SHAVING SET CAMERAS
Gift Tips
TOILETRIES TOBACCO MANICURE SET PERFUME

Many Items Reduced for Bargain Days
Gift Tips for Your Convenience

For Mom

COSMETICS
SMALL APPLIANCES
COSTUME JEWELRY
DRESSER SETS
CERAMICS
FOUNTAIN PENS-PENCILS
CHOCOLATE CANDY

For Pop

ELECTRIC SHAVERS
CAMERAS
COSMETICS
THERMOS JUGS
TOBACCO-CIGARS
PIPES-CIGARETTES
RAZORS
LIGHTERS

For the Girl

CAMERAS
CANDY
JEWELRY
GAMES-BOOKS
ART SETS
DOLLS & DOLL CLOTHES

For the Boy

CAMERAS
GAMES-BOOKS
FOOTBALLS
ART SETS
TOILETRIES
BILLFOLDS

DEAN **Rexall** DRUGS
GOOD HEALTH TO ALL FROM REXALL

SPECIALS FOR VALUE DAYS

and for CHRISTMAS Giving

From Your Family Store

LADIES and GIRLS
ANGORA HATS
Ideal for the Holidays
1.98
EACH

PUREY
BLANKETS
Satin Bound — Beautiful Colors
9⁹⁵

46" GABARDINE
DENIM
DAN RIVER
GINGHAM
69^c
YARD

PASTEL and DARK
OUTING
36" Wide
35^c
YARD

SHOES
For the Whole Family
FORTUNE
CHURCHILL
STORYBOOK
VOGUE

MEN'S 100% WOOL
SLACKS
9⁷⁵ and 11⁵⁰

Men's Rayon and Gabardine
SHIRTS
A Nice Gift
2⁹⁸

BOY'S CORDUROY
SHIRTS
Beautiful Colors
2⁵⁰

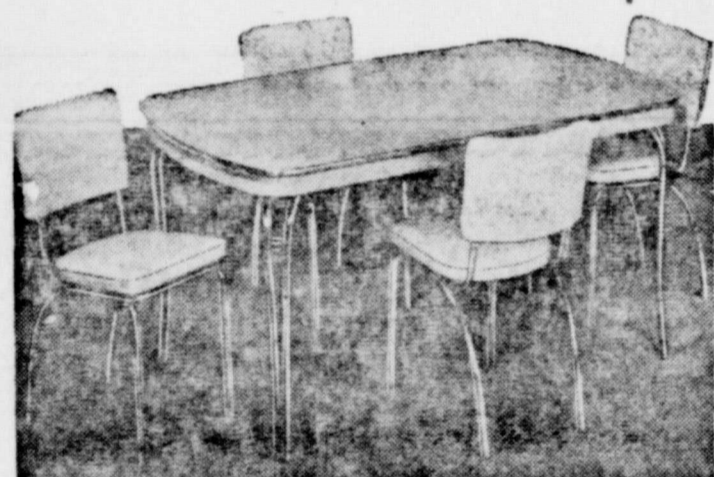
A Few Men's Hats Left
FAMOUS
CAXTON BRAND
To Go At Only
5⁰⁰

These are just a few of the Bargains you will find in our store — There Are Many More — Come in and look over our stock for your Holiday Shopping!

HASSEN'S DRY GOODS

QUALITY MERCHANDISE

BARGAIN DAYS FURNITURE VALUES



CHROME DINETTES

Special
5 Piece Sets
priced from
42⁵⁰

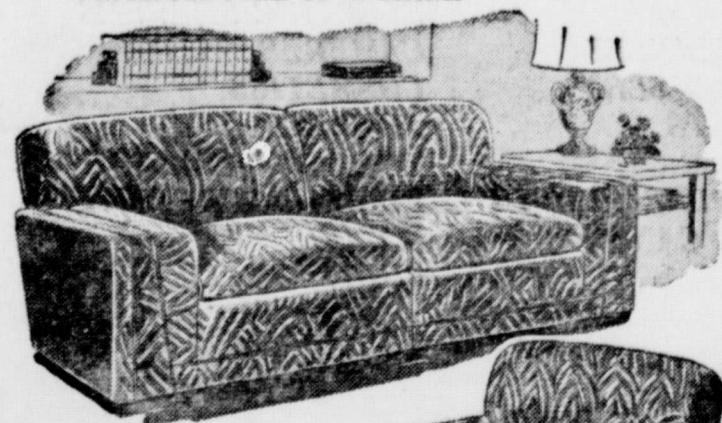
BEDROOM SUITES

Bed, Night Stand
Double Dresser
Bookcase Headboard
129⁵⁰



FREE

17 Jewel Wrist Watch
with Purchase of Suite.
Watch for Man or Woman



LIVING ROOM SUITES

Studio Sofa and Chair
Sofa Makes Comfortable Bed
139⁵⁰

FREE

17 Jewel Wrist Watch With Each
Suite Purchased.
Watch for Men or Women

HOME SUPPLY COMPANY

5TH AT AVE. D

PHONE 155

GIFTS FOR ALL

Fosteria Glass Ware — Revere Stainless Steel Cooking Ware
Wear-Ever Aluminum Cooking Utensils

VERNON'S BEAUTIFUL

POTTERY DISHES

16 PIECE STARTER SET

9⁹⁵

Small Appliances — Gift Ware — Dishes — Kitchen Ware
Sporting Goods — Guns and Amunition

See Our
Good
Selection
of
Wheel
Goods



AT
COLLINS HARDWARE

ALTMAN'S

The Christmas Store for Women and Children

WONDERFUL BARGAINS for CISCO'S Friday and Saturday BARGAIN DAYS

YOUR CHOICE — ALL OUR NEWEST
DRESSES! Every dress on sale for this
event, including garments just unpacked.
Just pick your choice and take 10% off
the price. Pay cash, use our law-away or
charge it.

10% off

COAT SALE

1/2 Price

Choose from a Large
Group of Winter Coats
at just one-half regular
price. All other Winter
Coats greatly reduced.

NEW SPRING COATS - SUITS

Pick your choice of any of our newest
Coats and Suits. We have just unpacked
a tremendous assortment of new Short
Coats and Toppers. Take 10% off the
price for Friday and Saturday Bargain
Days.

SHOE SALE

Styles and sizes for every
woman. Dress Shoes and
Casuals. A big variety at
Reduced Prices.
\$4.95 to \$12.95 values

\$2.98 to \$8.95

DRESS SHOES

1/2 Price

Our entire stock of suede
Dress Shoes. Selby Styl-
eez and other good
brands.

Were \$5.95 to \$12.95

Sale \$2.98 to \$6.84

Gift Suggestions

1. Wonderful selection of new
COSTUME JEWELRY

\$1.00 to \$4.95 plus tax

2. Pretty STOLEs in wool or
velvet

\$3.95 to \$6.95

LINERIE — \$1.00 to \$24.95

GLOVES — \$1.00 to \$3.95

SWEATERS — \$2.98 to \$14.95

SKIRTS — \$3.95 to \$16.95

1/2 Price

Dress Sale

Your Choice of a
large group of fall
and winter dresses.

\$10.95 to \$29.95 values

\$5.48 to \$14.98

Gift Suggestions

1. HOUSE SHOES — Velvet
Flats in pretty colors for
home or formal wear.
\$2.98

2. SUEDE MOCCASINS —
of genuine leather, bead
trim. Two day sale only.
\$1.49

3. Children's Cowboy BOOTS
— famous Acme brand.
\$3.95 to \$8.95

4. HOUSE SHOES in many
pretty styles, dressy and
practical.
\$1.98 to \$4.95

\$14.95 Boys' Overcoats \$7.95

\$1.98 Infants' Creepers \$1.49

\$2.98 Childrens' Corduroy
Slacks \$1.98

TEXAS JEANS

\$2.39 to \$2.98 values for Bar-
gain Days only, your choice—

\$1.98

NYLON HOSE

\$1.35 Berkshire or Dexdale for Christmas
Giving — \$1.19

\$1.50 Berkshire or Dexdale for Christmas
Giving — \$1.29

\$1.65 Berkshire or Dexdale for Christmas
Giving — \$1.39

\$1.95 Berkshire or Dexdale for Christmas
Giving — \$1.69

HAT SALE

FELTS and VELOURS

Black, Navy, Brown, etc.

1/2 Price

SUPER BUYS FOR CISCO BARGAIN DAYS FROM TOY HEADQUARTERS



**Western Flyer
BICYCLE**
26 inch
Regular 43.95
39.95

Popular Western Flyer

OTHER BARGAIN BUYS

	Reg.	NOW
16" Tricycle	14.95	10.95
Hearth Glo Heater	24.50	18.95
HEARTH GLO HEATER	26.50	20.95

2 YEAR GUARANTEE GROUP 1 WIZARD BATTERY 12.95

Hundreds of Toy and Household Items
For Christmas Buying

ALL REASONABLY PRICED
BUY NOW — PUT ON LAYAWAY

Small Deposit Will Hold Til Christmas

WESTERN AUTO ASSOCIATE STORE

600 AVE. D Mr. and Mrs. A. G. Sander PHONE 318

JEWELRY GIFTS Specially Priced For VALUE DAYS

EXTRA SPECIAL ELECTRIC RAZORS

Remington Deluxe 60
Shick 20
Ronson — Sunbeam
19.95

Close Out GROUP OF NATIONALLY ADVERTISED WATCHES

Close Out
PARKER
Fountain Pens

Elgin American
PEARLS
1/2 Price

LEVERIDGE JEWELRY
We Give S & H Green Stamps

DIAMONDS

FULL CARAT WEDDING
BAND AS LOW AS

239⁹⁵

Gift Suggestions

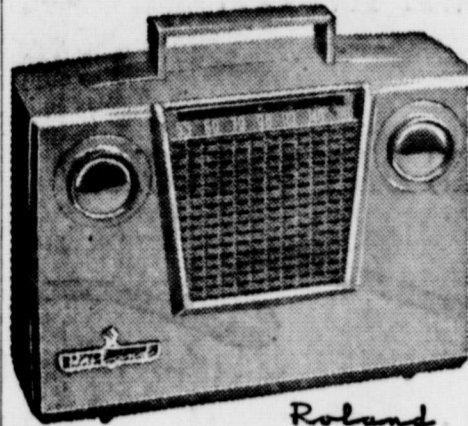
- PAPER MATE PENS
- COSTUME JEWELRY
- WATCH BANDS
- BILLFOLDS
- CLOCKS
- MASONIC RINGS
- SET RINGS
- RONSON LIGHTERS

VALUE DAYS SPECIALS



- MODEL 3RPM**
3-Speed Phono-Radio Portable Combination
- Plays 7", 10", 12" records — all 3 speeds
 - Built-in retractable insert for 45 R.P.M. records
 - Full range cartridge with single all-purpose needle
 - Powerful 5-tube radio, including rectifier
 - Superheterodyne circuit
 - Heavy duty Alnico V, PM speaker
 - Built-in Ferrite loop antenna
 - Handsome, compact, luggage-type case in two-tone blue
 - Special tapered design

39.95



Portable AC-DC Battery Radio... a better buy because it gives you better performance and better styling.

- Handsome two-tone rust and gold cabinet
- Retractable carrying handle
- Full vision slide-rule dial
- Indirect Vernier tuning
- 4 Tubes plus rectifier
- Built-in high gain antenna
- Heavy duty Alnico V speaker
- Operates on AC-DC or battery
- Uses Eveready 756 or equivalent long-life battery pack

29.95

Clock Radio



- Economy Clock Radio...
- 4 Tubes including rectifier
 - Large PM Alnico V speaker
 - AC-DC superhet circuit
 - Built-in Ferrite loop antenna
 - Direct tuning
 - Built-in tone louvers
 - Easy view dial and tuning control
 - Automatic timer
 - Smart, compact mahogany, rust or ivory cabinet

19.95



Why Not Give

Records From Central West Texas

Most Complete Record Shop

Christmas Music

Western Music

Hit Parade Records

All Wanted Albums

Check This List For Latest Hit Records

I Need You Now
Papa Loves Mambo
Mr. Sandman
Hey, There
If I Give My Heart
To You

Teach Me Tonight
Shake Rattle and Roll
Hold My Hand
This Ole House
Hajji Baba
Skokiaan

The Bop Shop

Central West Texas Most Complete Record Shop
110 E. 10th Phone 1275

BARGAIN DAY SPECIALS

These Prices Are Good for Only December 10 and 11

All Wool Knit SPORT SHIRTS

Regular \$4.95 Value
BARGAIN DAY SPECIAL

\$2.98

Cotton Flannel SPORT SHIRTS

Regular \$3.95 Value
BARGAIN DAY SPECIAL

\$1.98

Corduroy Hobby JEAN SLACKS

Regular \$6.95 Value
BARGAIN DAY SPECIAL

\$1.98

Red Wing 8" DRILLER Shoes

Regular \$12.95 Value
BARGAIN DAY SPECIAL

\$10.98

Red Wing 8" Safety Toe Shoes

Regular \$13.95 Value
BARGAIN DAY SPECIAL

\$11.98

Red Wing 6" WORK SHOES

Regular \$7.95 Value
BARGAIN DAY SPECIAL

\$5.95

Postman Police WORK SOCKS

BARGAIN DAY SPECIAL

4 Pair for -- **\$1.00**

Bargain Day Special Corduroy SPORT COATS (Broken Sizes)

\$25.00 Coats
NOW \$15.85
\$22.95 Coats
NOW \$13.85
\$16.95 Coats
NOW \$10.85

Corduroy SPORT SHIRTS (Broken Sizes)

BARGAIN DAY SPECIAL
\$8.95 Shirts
NOW \$3.85
\$7.95 Shirts
NOW \$4.85
\$8.95 Shirts
NOW \$5.85

Do Your Christmas Shopping Early



Use Our Convenient Lay-Away Plan

NOW... a NEW different kind of television set!

ZENITH MODEL "X"

with
top tuning

HIGH FIDELITY!

20,000 VOLTS of PICTURE POWER

EXCLUSIVE
CINÉBEAM
PICTURE TUBE

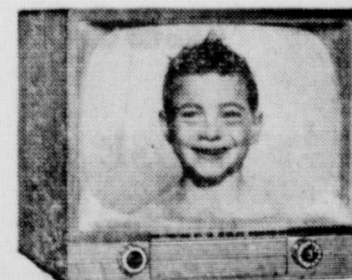
Doubles picture power... all the electronic light is reflected out the face of the tube.

and Now
CINE'LENS

The plus factor for CINÉBEAM gives you whiter whites, blacker blacks... MORE picture detail and realism! Exclusive on Zenith!

SEE IT! HEAR IT! BE CONVINCED!

One glance will tell you it's outstanding. You'll thrill to its true High Fidelity sound system—to its dramatic picture realism! Blond or Mahogany color cabinet. Costers.



TV Super Value!
CINÉBEAM TV with new CINELENS

THE SUTTON 21-inch CINÉBEAM picture tube with exclusive CINELENS. Blond or mahogany-color, grained-finish cabinet. Spotlight dial. Model R2230R.

TERMS

**BIG TRADE-IN ALLOWANCE
COME IN TODAY!**

TENNYSON

RADIO & TV SALES AND SERVICE
'PIONEERS IN TELEVISION'
CISCO

607 Ave. D

Phone 511

FULL CARAT SET



Total Weight of Ring Set

One FULL CARAT

295⁰⁰

14k. White Gold Mounting

Rodium Finished Disc and Chain (Engraved Free)

110 51¢

trade in for your old pen on the \$2.00 Morse Flo Ball

HOOKER'S Jewelry

BARGAINS

for

Cisco's Bargain Days

FRIDAY and SATURDAY

GOWNS

Sylo- Gown Long Sleeve

\$3.95

MILLINERY

Wonderful Range of Colors and Materials



PANTIES

15 Denier Briefs Regular \$1.50

\$1.00

House Shoes

All Wool Felt Wedge Heels

\$1.98

DRESSES

Dark Cottons in all sizes Regular \$12.95 to \$8.95

\$6.88

HOSE

60 Gauge Regular \$1.50

\$1.00

SUITS and COATS

ALL WOOL SUITS AND COATS WONDERFUL VALUES

\$39.95 to \$79.95



COATS

SHORT TOPPERS — NEW PASTEL SHADES

Regular \$24.95

\$16.98

SHOES

SUEDES IN MEDIUM and HIGH HEELS

Regular \$9.95 to \$10.95

\$6.90

LOAFERS

LOAFERS IN BLACK AND BROWN

Regular \$4.95

\$3.98

FERGUSON'S

usAIRco Heating and Air-Conditioning

For home & business Factory Franchised

Kendall Appliance Service

Sales and Service Phone 355

WE INVITE

to

TRADES DAY VISITORS



Come in, See the **Most Beautiful Picture of them all**



PHILCO "Miss America" 24-inch TV

"Live" shows become livelier—filmed shows really come to life on this stunning new Philco "Miss America" console! The huge 335 sq. inch picture is brilliantly clear! And, Philco takes the toil out of tuning with an exclusive new Finger Tip Tuning System that puts all controls right at your finger tips. Even more, there's a beautiful grained Mahogany finish cabinet, styled to save you space!

Other New Philco TV Priced from \$179.95

TENNYSON

RADIO & TV SALES AND SERVICE

'PIONEERS IN TELEVISION'

Your AUTHORIZED Philco Dealer

607 Ave. D

CISCO

Phone 511

ALL OUR LAMPS

25% Off

Specially Priced For CISCO VALUE DAYS

The Gift House The Shop That Has All The Answers For Your Gift List

SUGGESTIONS

To Help You With Christmas Buying

Lenox Fine China

Fine Crystal

Unusual Christmas Decorations Hundreds of Gift Items to Gladden the Heart of All Those Remembered

All Gifts Beautifully Wrapped Without Charge

You'll Be Proud of a Gift From

The Gift House

Next Door to First National Bank

Mrs. Geo. P. E.

SALES DAY SPECIALS

December 10 - 11

DORMEYER ELECTRIC MIXER WAS 29.95 SPECIAL 19.95 (Limited Stock)

GENUINE FRYRITE 29.95 24.95

Deluxe WHIRLPOOL AUTOMATIC WASHER 329.95 279.95

Other Highest Quality Brands At Reduced Prices

"BAUER" Deep Color Pottery Dinnerware Electric Automatic Toasters SOUTH BEND Coffee Makers HOOVER Electric Irons

RCA Victor T. V.

Every Year More People Buy R.C.A. Than Any Other T.V.

Your FIRESTONE Dealer Store

DAMRON TIRE and SUPPLY 602 AVE. D Cisco, Texas

SMART BUYS FOR CISCO BARGAIN DAYS SPOT SPECIALS

Handsome Binoculars — just like Dad's 1.35
Gay, colorful clown jumping dolls, while they last — only .39
Little Black Dogs that smoke, with pack of cigarettes50

BARGAIN TABLE SPECIALS

Evening in Paris Gift Sets, was 7.50 5.65
Cheramy Perfume Gift sets, \$2.50, \$3.75
and \$5.95 1/3 off
Electric Bottle Sterilizer 1/3 off
Many other gift sets 25% and 33 1/3% off
on the bargain table

We just added a new line of gift merchandise you will want to see for Christmas giving. Gifts galore for every member of the family in Revelon new Fresh merchandise, Old Spice sets for men and women, electric razors, baby gift sets, handsome leather bill folds, flash camera sets, travel clocks, atomizers, cologne, watches and watch bands, and many other gift items. Our line of Kings Christmas Chocolates has just arrived. Get a box while they last.

WHETHER YOU ARE A BUYER OR A VISITOR,
WE WELCOME YOU TO OUR STORE

CITY DRUG COMPANY

ROY HUFFMYER, Owner

J. T. EGGEN, Pharmacist

WANT TO SAVE SOME MONEY ON A-1 USED CARS & TRUCKS?

1951 Chevrolet Fordor

Powerglide — Radio — Heater — Lots of accessories — Extra clean local car

Sale Price — \$695.00

1947 Buick Super Fordor

New Rubber — Sound Body — A-1 mechanically — Radio, Heater, Extras

A Bargain — \$195.00

1949 Ford V-8 Tudor

Sound as a Dollar!

\$395.00

1948 Plymouth Fordor

Best body — Extra clean — Lots of extras — one owner — Low Mileage

Worth \$350.00

Sale Price — \$295.00

1950 Mercury Tudor

Big Heater — Good Radio — Clean body & interior—Sound mechanically

Sale Price — \$495.00

1953 Ford Custom Tudor

Overdrive — Radio — Heater — New Tires — One owner, 29,000 actual miles — Extra Clean

Sale Price — \$1,375.00

1950 Studebaker Pickup

Good Mechanically — Radio — Heater Worth \$475.00

Sale Price — \$395.00

1953 GMC Pickup

Big Heater — 2 Mud Grip Spares Front & Rear Guards — One Owner 16,000 actual miles — Extra clean

\$875.00

ALL WITH 1955 INSPECTION STICKERS & WARRANTIES

NANCE MOTOR CO.

Authorized Ford Dealer

CISCO

Phone 1040

CISCO VALUE DAYS SPECIALS

THE ONLY PERMANENT STAINLESS

VINYL COUNTER TOP YOU CAN INSTALL YOURSELF WITHOUT SPECIAL TOOLS!



89¢ Value
36" 69¢

SANDRAN

Now YOU CAN INSULATE YOUR HOME Yourself!



ZONOLITE

195

Give HIM a Screw Driver

Set This Christmas SET OF 6 -- 95¢

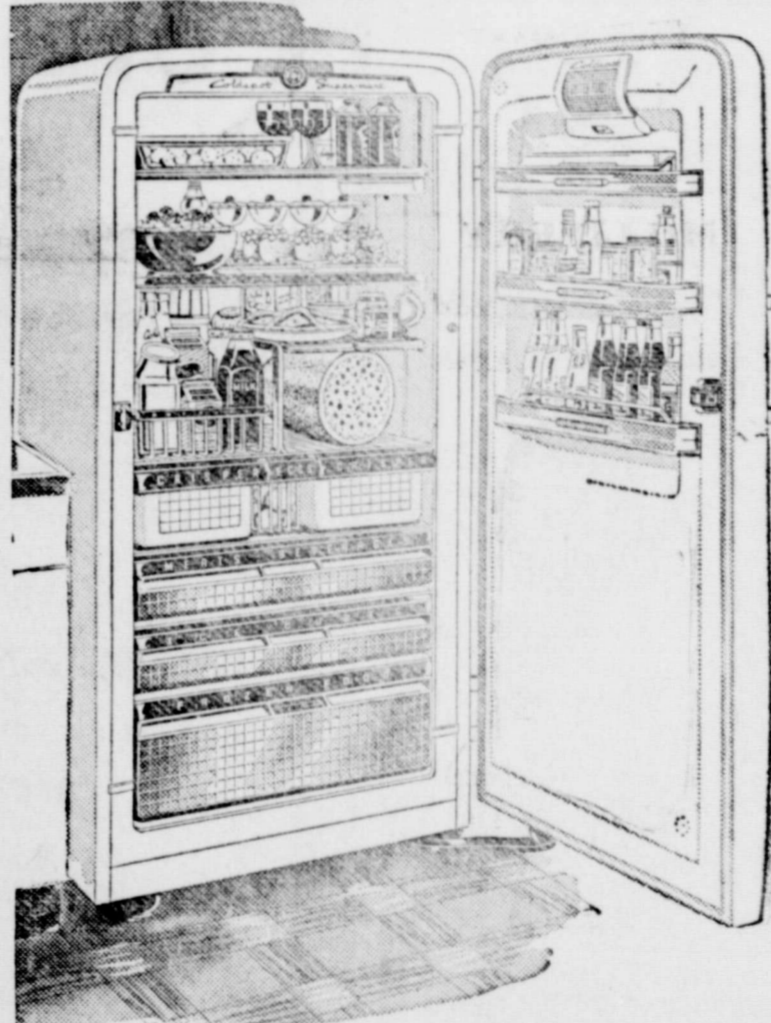
CISCO LUMBER & SUPPLY

SEARS ROEBUCK AND CO.

\$20 TO \$38 IN OFFER ENDS DEC. 10th

Free Christmas Gifts WITH PURCHASE OF THESE APPLIANCES

Select the gifts of Your Choice from any department in Sears. We give you a gift coupon book to use as cash in the amount indicated.



Super-Mart

BIG 11.4 CU. FT.

\$10.00 DOWN
\$10.00 MONTHLY

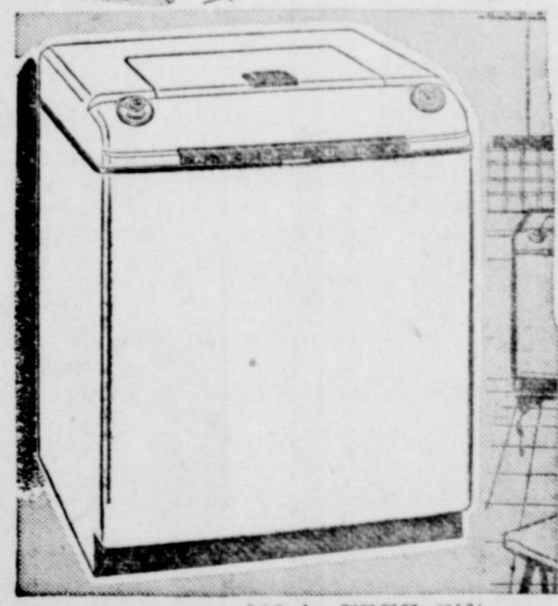
384⁹⁵

CASH

- Slide Out Shelf convenience; 61" high
- Giant Bottom Freezer holds 66.3 lbs.

\$38 in FREE Gifts

Complete, top-to-bottom, Automatic Defrosting — no drip pans to empty! Giant, bottom Freezer Drawer holds 66.3 pounds of frozen foods for instant, convenient use! Slide-out shelf convenience, handy Servi-Self food storage in the door! The most practical bottom Freezer Drawer, yet it is a full 11.4 cubic foot size and stands only 61 inches high, 31 inches wide! The Super-Mart with the door opening from right to left is slightly higher. \$389.95.



OFFER ENDS DEC. 10th HURRY to SEARS!



\$20 in FREE Gifts

NOW IS THE TIME TO SHOP FOR FULLY AUTOMATIC WASHERS

A GIFT YOU'LL ENJOY A LONG TIME!

\$249.95

CASH

- ONLY \$10 DOWN — \$11.50 month on Sears easy payment plan
- Has Push-Button Water Temperature Selection
 - Powerful Roto-Swirl Agitator That Gets Clothes Clean
 - Big Family Size 9-Pound Capacity Tub
 - Sanitizing Sun-Fresh Lamp, Flexible Visi-Dial
 - All the Features That Give You Workfree Days



\$30 in FREE Gifts

POPULAR SIZE, ALL NEW COLDSPOT 14.7 CU. FT. FREEZERS

A GIFT ANYONE WOULD WANT TO HAVE!

\$334.50

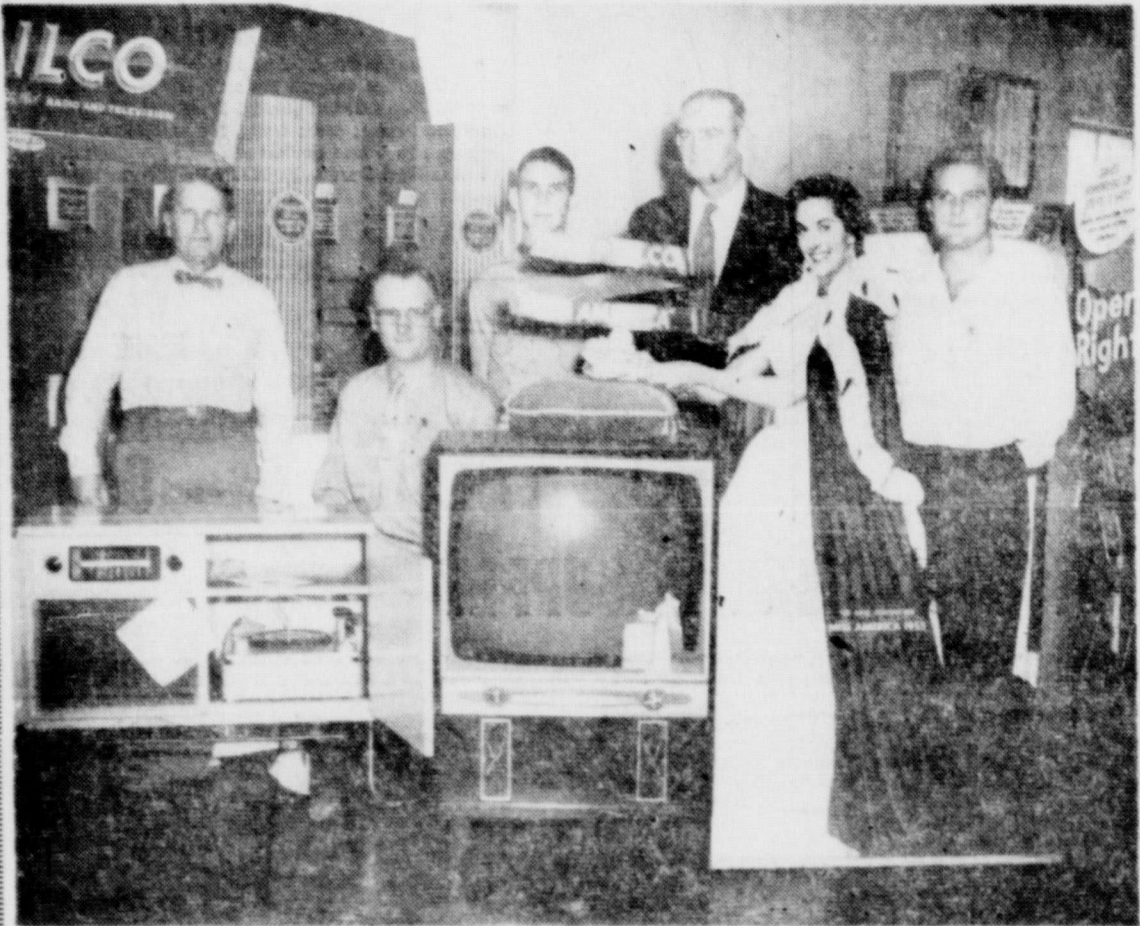
CASH

ONLY \$10 DOWN — \$15.50 month on Sears easy payment plan (Usual low carrying charge)

- The 4-Star Feature means it's your very best buy!
- Ideal for apartments or homes, 514-pound storage
- Super-Wall construction, counter-balanced lid, lock
- Two baskets, juice rack, front controls, light
- With free "Get Acquainted" packaging materials kit

Satisfaction guaranteed or your money back SEARS Phones 700 and 1162 621 AVE. D

WELCOME TO CISCO ON BARGAIN DAYS



All of us at SCHAEFER'S welcome you to Cisco for two big BARGAIN DAYS and invite you to our store to view the 1955 Television Sets and we offer you FREE a Philco RADIO with the purchase of a MISS AMERICA Model 6110 TV SET at Regular Price

We are thoroughly prepared with personnel test equipment and PARTS to take care of your TELEVISION SERVICING See us before YOU BUY

Come in, See the Most Beautiful Picture of them all



PHILCO "Miss America" 24-inch TV

"Live" shows become livelier—filmed shows really come to life on this stunning new Philco "Miss America" console! The huge 33 1/2 sq. inch picture is brilliantly clear! And, Philco takes the toil out of tuning with an exclusive new Finger Tip Tuning System that puts all controls right at your finger tips. Even more, there's a beautiful grained Mahogany finish cabinet, styled to save you space!

SCHAEFER'S RADIO & TELEVISION SHOP

1008 Avenue D

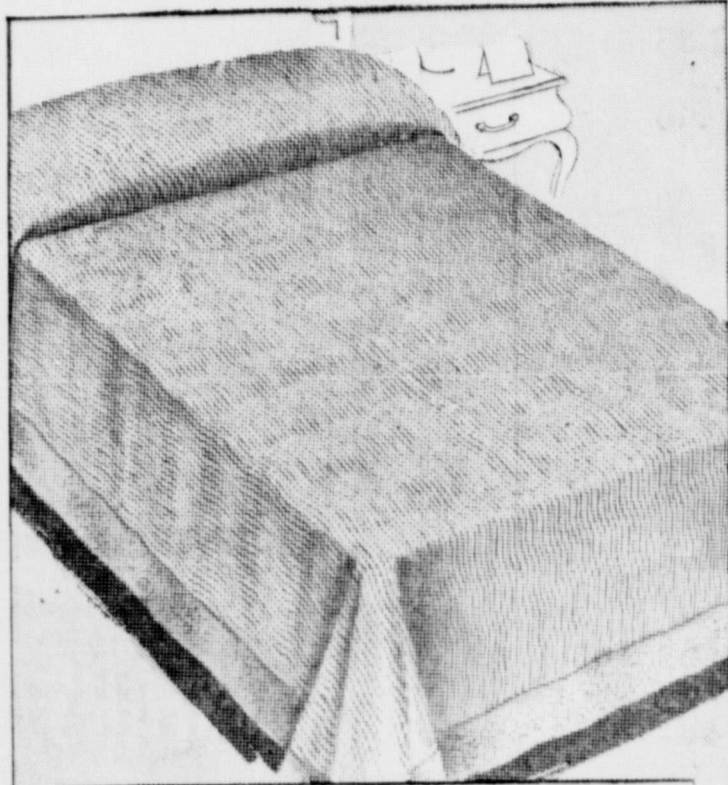
CISCO

Phone 607

AT PENNEY'S

SPECIALS FOR CISCO BARGAIN DAYS

FRIDAY AND SATURDAY DECEMBER 10 — 11



SPECIAL CHENILLE GIFT BEDSPREADS

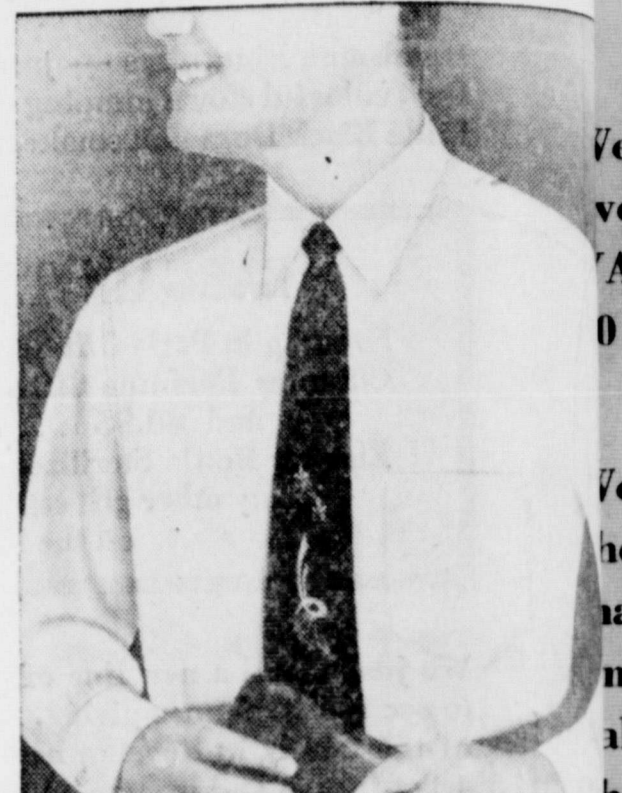
Ideal for gift giving, terrific to own! Rich chenille bedspreads have rounded corners, banded edge. Machine washable, no ironing needed! Vibrant colors.

\$5.00

WINDSOR PEN and PENCIL SETS

1.00

- 4 Piece Set Fountain Pen Automatic Pencil Ball Point Pen Refill for Ball Point



FOR HIM! TOWNCRAFT WHITE DRESS SHIRTS

Get him his favorite Towncrafts in regular or fancy collar styles... all in sanforized 220 count combed broadcloth with long-wear collars and cuffs. Smooth fitting, durably constructed.

Sizes 11-14

Women's Tiered Taffeta

HALF SLIPS

\$1.00

Our Famous

RONDO PERCALE 39¢ yd.

ACETATE and COTTON

WONDER CHAMBRAY

Hand Washable 4 1/2 Inches Wide Plain and Fancy

98¢ yard



TOWNCRAFT SANFORIZED BROADCLOTH PAJAMAS

High count broadcloth, cut over Penney patterns for truly fine fit in button models. Bold stripes... the kind he likes. A Towncraft gift means comfort, style, quality wear.

\$2.98

Men's sizes A, B, C, D

Nation Wide

SHEETS 81 x 108

\$1.69

Nation Wide

FITTED BOTTOM

SHEETS

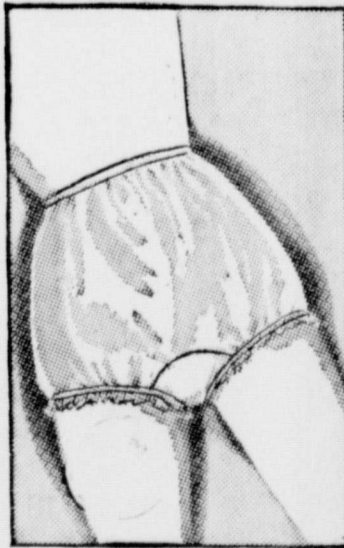
\$1.69

Nation Wide

COLORED SHEETS

Wide Variety Of Colors 81 x 108

\$2.39



Lace trimmed briefs for girls styled with elasticized leg openings. Pastels and white in rayon cotton blend.

Sizes 2-14.

3 for \$1.00

BRAND NEW

MERCHANDISE

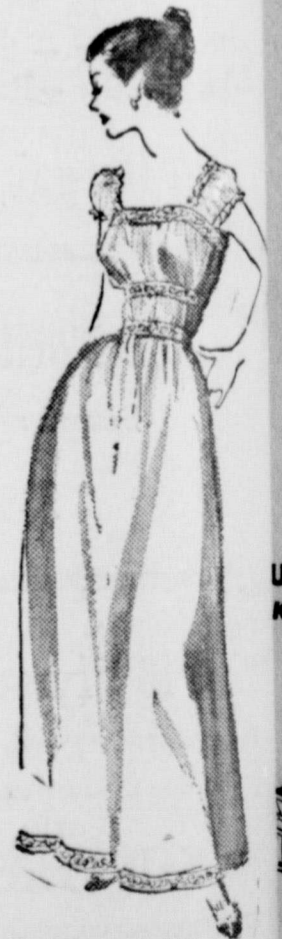
Just Received — In Time For

BARGAIN DAYS

- Girls' Nylon Christmas Dresses 5.90 Ladies Rayon and Acetate Half Size Dresses, Crease Resistant 10.90 Boy's Blue Jean Jackets 2.49 Men's Dan River Cotton Sport Shirts 2.98 Men's Broad Brim Western Hats 7.90 New Selection Black and Pink Men's Ties 1.49 New Shipment Men's Pink Dress Shirts 2.98

PRINTED PONGEE

98¢ yd.



Sweeping beauties! No iron nylon tricot gowns—value - priced at Penney's! High lighted with laces, net ruffles or appliques. Many shades. 32-40.

\$3.00

Santa In Cisco! WE We Join all everyone to VALUE DAY 0 and 11. We are behi the commun make Cisco nd feel tha aking adva hey are off We want yo Cisco, and o f your ban oth profit: FIRST M Member Feder give her a LANE Color HOPE CHE ONLY 5.00 DOWN BUY TODAY! KE YOUR TIME TO PAY! DON'T WAIT TO GIVE HER A ANE—COME IN NOW!

WELCOME

We Join all of Cisco in welcoming everyone to our community on VALUE DAYS, December 10 and 11.

We are behind the merchants of the community in their efforts to make Cisco your Home Town, and feel that you will profit by taking advantage of the bargains they are offering.

We want you to feel at home in Cisco, and offer you the facilities of your bank to make your visits both profitable and enjoyable.

YOUR FIRST NATIONAL BANK
In Cisco

Member Federal Deposit Insurance Corporation

WELCOME, TRADES DAYS VISITORS!



Special for **FRIDAY and SATURDAY** up to **\$150.00** TRADE-IN ALLOWANCE FOR YOUR OLD BOX ON A NEW **SERVEL**

MAYTAG WASHERS

Conventional and Automatic

Extra allowance on your old machines. Terms as low as \$6 per month.

MAGTAG GAS RANGES

FREE ELECTRIC BLANKET with each range purchased. Liberal trade-in on your old stove. There is no use cooking with an old stove.

Buy Now — Terms Arranged

CISCO MAYTAG CO.

711 Avenue D.

Phone 399



Special! nylon tricot with shadow panel **2.99**

A beautiful, valuable slip... fashioned in California by Mode O' Day's top-flight designers. Made of wonderfully soft nylon that washes and dries in no time, never (no never) sees your iron. It's generously cut in four-gore style with shadow panel, and adorned with sheer nylon embroidery, scalloped along the edge. Available in sizes 32 to 38.

MODE O'DAY

Mrs. Fred Scott

As Advertised in LIFE

LANE'S WONDERFUL CHRISTMAS SPECIAL

\$49.95

No. 2368 (on Santa's shoulder)—Big 48-inch chest combines Walnut Stump and matched American Walnut. Equipped with Lane's patented automatic tray.

For The Christmas She'll Never Forget!

Christmas... and there, just as she's always dreamed... her Lane Cedar Hope Chest! A gift so beautiful, so sentimental, and so practical, too! LANE is the only pressure-tested Aroma-Tight Chest made! Moth Protection Guarantee with every Lane Chest.

There's a Lane for every room in the home. All have Lane's exclusive features! Choose from our complete Lane collection now.

IT'S THE REAL LOVE-GIFT!



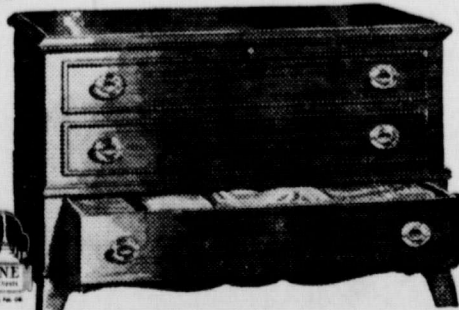
give her a **LANE** Cedar HOPE CHEST

ONLY **5.00** DOWN

BUY TODAY! MAKE YOUR TIME TO PAY!



No. 2400—Large 48" chest combines matched Paldao, Walnut, Walnut Stump and Zebra wood. Has receding lid hinges and Lane's removable round-cornered tray. \$59.95



No. 2221—Authentic 18th Century design in glowing Mahogany. Convenient drawer to base, two simulated drawers above. \$79.95

GLENN'S FURNITURE CO.

SEE OUR XMAS SPECIAL WINDOWS

GIFT SUGGESTIONS

- MIRRORS
- HASSOCKS
- TABLES
- CHAIRS
- LAMPS
- PICTURES
- CARPETS
- LINOLEUM
- DINETTES
- FURNITURE
- HAMPERS
- SWEEPERS
- BLINDS

GIFTS FOR EVERY MEMBER OF THE FAMILY

WE GIVE S & H GREEN STAMPS

AMAZING BUYS FOR CISCO BARGAIN DAYS

CHRISTMAS SALE ON ACCESSORIES

	Was	NOW
Front and rear fender guard unit set 51-52	33.60	20.17
Chrome vent-shades for all Chevrolet 41-54	10.75	5.25
Chrome wheel trim rings for any 15" wheel (Set of 5)	10.75	6.45
Trunk guard cross bar — 1951-1952 Chevrolet	11.25	6.75
Chrome grille guard unit for 1953 Chevrolet	13.50	8.10
Chrome grille and front fender guards for 1954 Chevrolet	28.50	17.10
Chrome rear fender guard unit for 1954 Chevrolet	24.00	14.40
Side mount spare tire rack for 1-2 · 3-4 ton Chevrolet	12.95	6.50
DeLuxe Airflow thermostatic controlled heater 51-52 Chevrolet	68.95	40.78
Back-up Lamp units 49-52 Chevrolet	9.60	5.70
Back-up Lamp units 41-48 Chevrolet	6.85	3.00
Front fender Chrome shields — 53-54	6.60	4.05
Front fender Chrome shields — 49-52	5.25	3.25

Seat covers in Nylon, Rayon, Plastic, Fiber and Lacquered fibers at 30% Discount.

Ask us about our Christmas Gift Certificate plan on: Parts — Accessories — Service

A-G Motor Company

6th at Avenue D

CISCO

Phone 52

uties! No t gown- Penny's h laces. Many 3.00

CISCO LOCKER PLANT

THE HOME OF

THE AMANA STOR-MOR HOME FREEZER

AND THE

KING FOOD PLAN

INVITES YOU TO INVESTIGATE THE MANY ADVANTAGES WE HAVE TO OFFER THE PEOPLE WHO MUST BUY GROCERIES

Amana

STOR-MOR FREEZER

THE FREEZER THAT OUT PERFORMS ALL OTHERS

ANSWERS TO FREEZER QUESTIONS WHICH CONCERN HOUSEWIVES THE MOST

Q. Is there one food freezer that is better than all the rest?

A. YES! The Amana "stor-mor" freezer is guaranteed to outperform all the others!

Q. Is there a freezer that operates more economically than others?

A. YES! The Powerpact Condensing Unit in the Amana, freezes food so fast, it operates only a fraction of the time required by ordinary freezers.

Q. Do all freezers offer the same convenience features?

A. NO! Amana is the ONLY freezer with the amazing "stor-mor" door — holds up to 80 extra pounds of food. Only the "stor-mor" door has Automatic Inventory Control . . . Adjustable Food Holders . . . Automatic Full-vision Light.

Q. Which freezer has been adjudged "most beautiful"?

A. Amana is the first and only freezer ever to receive the coveted Fashion Gold Medal Award for outstanding design and distinctive styling.

Q. Is there one freezer manufacturer who offers you more protection?

A. YES! Amana, world's largest manufacturer of food freezers, gives you a 5-Year Food Protection Plan against food spoilage due to mechanical failure. PLUS . . . a 5-year warranty on the complete refrigeration system . . . both at no extra cost.

Q. Is there a freezer manufacturer who scientifically selects the proper size and style for your individual needs?

A. YES! Amana alone offers you the Family Freezer Requirement Evaluator . . . the first and only scientific guide that accurately determines the correct freezer size and style best suited for your family's requirements.

Amana

Cisco

Locker

Plant

109 West 9th Street

CISCO

Phone 200

KING FOOD PLAN

THE PLAN WHEREBY

YOU CAN EAT LIKE A KING ON A PEASANT'S BUDGET

This is one food plan that is fool proof. You can really "eat like a king on a peasant's budget." We invite you to call us or come by while you are in town to get the full details on our remarkable food plan — a plan that can save you money by buying cooperatively in quantity. The King Food Plan has many advantages.

IT WILL SAVE YOU MONEY!

IT WILL SAVE YOU TIME!

IT IS MORE CONVENIENT!

WE OFFER YOU A COMPLETE LOCKER

SERVICE

In addition to the Amana Freezer and the King Food Plan, we offer you a complete food locker service. We do custom butchering, custom freezing, custom cutting, custom preparation. We invite you to visit us, to go through our plant, and to ask any question you desire. Visit us today and visit us often.

