

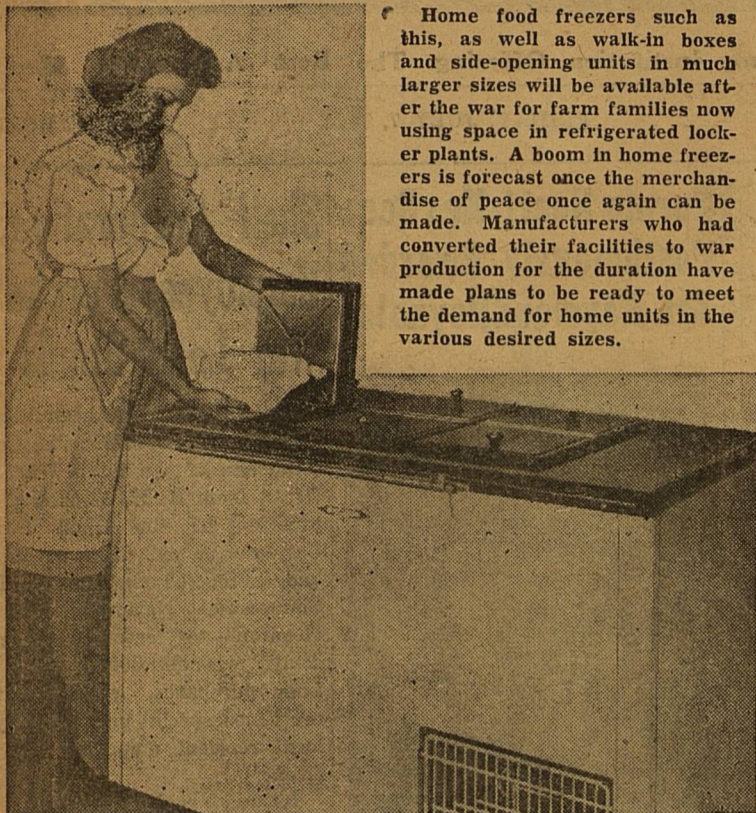
Eldorado Success

W. IRL BREEDLOVE, Owner and Publisher

Entered as second class matter at the post office at Eldorado, Texas, under the Act of March 3, 1879. Published every Friday.

Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation which may appear in the columns of The Success will be gladly corrected upon same being brought to the attention of the publisher.

Big Postwar Need for Food Freezers



Home food freezers such as this, as well as walk-in boxes and side-opening units in much larger sizes will be available after the war for farm families now using space in refrigerated locker plants. A boom in home freezers is forecast once the merchandise of peace once again can be made. Manufacturers who had converted their facilities to war production for the duration have made plans to be ready to meet the demand for home units in the various desired sizes.

THANKS to freezer lockers, many farm families can now enjoy treats of strawberries and cream, fried chicken, green peas and scores of other delicacies the year 'round, instead of just in season, Martha Wreath Streeter writes in the Rural Home section of nationally circulated Capper's Farmer.

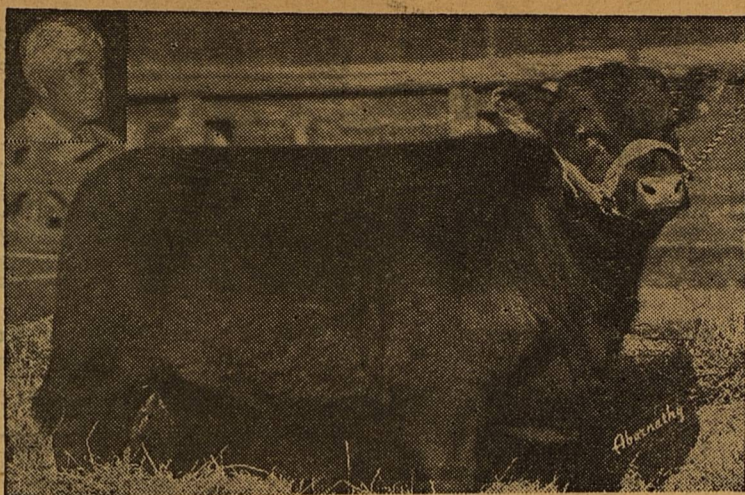
After the war, when home food freezers become generally available and farm folks have cashed in some of their War Bonds to buy them, families will do even more freezing to preserve foods grown in their gardens and orchards and fattened in their feedlots, Mrs. Streeter believes.

"Until then," she writes, "we must plan to utilize available space

to the best advantage. That means keeping a steady stream of food passing through the locker.

"Most of us have been doing that by the hit-or-miss method which meant that when Dad decided it was time to butcher a hog, Mother had to start making room for it in the locker and the family ate frozen food for a week. Since a locker will hold only so much, choices have to be made. If we put in too much asparagus and peas, there won't be room for corn and beans. Then, too, if there's a bumper vegetable crop, we may be tempted to cache so many quarts in our locker that we won't be able to make room for the meat needed particularly these days of shortages."

National Sales Week Nets \$300,000



WILSON, ILL.—More than a third of a million dollars was the total sales in National Shorthorn week when Edellyn Royal Leader VIII, above, brought \$9,000 at the 25th anniversary sale on the farm of Thomas E. Wilson, here. The sale on the Wilson farm was one of the national sales held that week. The price paid for Edellyn Royal by George W. Rossetter (inset) is the highest paid in 25 years at auction for a Shorthorn bull. Mr. Rossetter plans to use the bull to build up his herd on his Millgate farm at Wadsworth, Ill.

CLUB NOTES

Although attendance was far below average this week, the club enjoyed a good meeting under its new President E. W. Brooks, who was installed, together with other new officers last Friday evening at a ladies night and banquet.

District Governor Ed Hackleman, who had been visiting here with his family over the week-end with Lion E. C. Hill was a guest at the club luncheon and made a short address to the club before he had to make a hurried departure to his Corpus Christi home. Governor Hackleman forcefully brought to the attention of the club many post-war as well as present conditions that the club shall, as a civic organization, be obligated to help with.

The Lions' official called attention to the strike situation and elaborated briefly on it, its bearing on the war effort and the service man's attitude toward the strikers.

Also present were Carrol Ratliff Pharmacist Mate 3/c, stationed in a government hospital in California and his brother First Lieut. Charles Ratliff, of Dyersburg, Tenn., serving in the Air Corps. Both service men spoke to the club and brought interesting experiences of their work, and related attitudes of service men toward strikers.

Guests were introduced by the new Lion Tamer Joe M. Christian. President Brooks indicated he would appoint his committees at next Wednesday's meeting.

OIL--

(Continued From Page One)

cated two miles west and a possible quarter south of the No. 1, was straightening their hole down some 70 feet in a new drilling which has just recently been spudded in.

NEW PAGE OFFSET BEGUN, CABLE RIGGED

Just getting into operation is drilling equipment on a new location recently staked and to be known as Cooper No. 1-E Bert Page, three-eighths miles north and west of Globe No. 1 Henderson, completed early in the Spring and developed into a gas-distillate well, extending that field some one or more miles northeast.

The well is to be drilled to a 5,800-foot depth.

Mrs. G. R. Marshall is in San Antonio this week where she is undergoing medical treatment and visiting with relatives.

Willys
builds the
Jeep

- ✓ Light Truck
- ✓ Passenger Car
- ✓ Light Tractor
- ✓ Power Plant

POLITICAL ANNOUNCEMENTS

Rates:
(Cash With Order)

The Eldorado Success is authorized to announce the following names of candidates for office, subject to the action of the Democratic Primaries in July, 1944:

FOR COMMISSIONER,
PRECINCT No. 1:
C. A. (Gus) GRAVES
R. J. (Bob) NIXON

PRECINCT NO. 4:
FOR COMMISSIONER,
LUKE M. STEPHENS

FOR SHERIFF, TAX ASSESSOR AND COLLECTOR:

E. H. (Greasy) SWEATT
(Re-election)

O. E. CONNER

VAN McCORMICK

A. TOM SMITH

FOR COUNTY TREASURER:
MRS. MABEL PARKER
(Re-election)

FOR COUNTY JUDGE:
C. L. MEADOR, JR.
(Re-election)

DIST. AND COUNTY CLERK:
H. T. (Dogie) FINLEY
(Re-election)

FOR DISTRICT ATTORNEY,
51st JUDICIAL DISTRICT:
ROBERT G. HUGHES

FOR DISTRICT JUDGE,
51st JUDICIAL DISTRICT:

W. S. LESLIE
JOHN F. SUTTON
(Re-election)

Letters To The Editor

Eldorado, July 3, 1944

Mr. W. Irl Breedlove,
The Eldorado Success,
Eldorado, Texas.

Dear Friend:

When I arrived in your city on April 17, 1944, I came ready to criticize and complain. I knew I should not like the people and I was sure the climate would be terrible. Now that I have finished my work here and am ready to go away, I can find only words of praise for Eldorado. The climate is the most delightful that I know anything about; the people are kind and generous and thoughtful. Without a single exception the people I have met here have been gracious and understanding and have seemed to try to make me feel at home. Even the barbecue that day on the court house lawn, (which by the way was a new experience) was a pleasant surprise. With sincerest wishes for your future happiness and success and that of the citizens of Eldorado, I am,

Yours very truly,
George M. Corbett.

Mr. and Mrs. Eldon Turnbow and children returned Tuesday from Girvin after spending a week with Mrs. Turnbow's parents, Mr. and Mrs. West Pool, and a brother, who was home on leave from the U. S. Navy.

Prescription Filled Over 15 Million Times

Recommended to do just two things: relieve constipation and gas on the stomach. This successful prescription is now put up under the name of ADLERIKA. Get a bottle of Adlerika next time you stop at your druggist's and for yourself how quickly gas is relieved and gentle but thorough bowel action follows. Good for old and young. Get Adlerika from your druggist today. Hoover's Drug Store

THE RATLIFF FUNERAL HOME

UNDERTAKERS EMBALMERS
Burial Insurance
24-Hour Ambulance Service
TELEPHONE 87 or 149 Eldorado, Texas

FRESH SHIPMENT Firestone Tires and Tubes

No. 1's in 4 and 6 Ply Passenger Type

Also Truck Type Tires

Heretofore We Have Been Unable To Sell Anything But A 4-Ply For A Passenger Car. We Now Have 6-Ply Tires!

Firestone Hydro-Flation

For Tractor Tires

Provide your tires with greater pulling power, longer wear, cushion against shock.

COME IN AND ASK ABOUT IT!

Other Firestone Products

Batteries — Seat Covers — Fan Belts

And Other Accessories

3 Ply Rubber Hose

In 25 And 50 Foot Length

Texaco Service Station

H. D. Mercer, Prop.

Telephone 95

"YOUR LOCAL FIRESTONE DEALER"

LIONS--

(Continued From Page One)

raptly and unsolved in the City of San Antonio, giving his listeners an address there to apply to if they cared to unravel the mystery.

Entertainers for the occasion included a vocal quartet composed of Misses Katherine Davis, Francis Thompson, Betye Bryant and Ava Lou Tabbs, with Mrs. James Page accompanying them at the piano.

A number of awards were made at the gathering, including presentation of two flashlights to Lions E. B. Keng and C. A. Reynolds, who secured the largest amount of funds as a team in the recent Boy Scout financial drive, which was

one of the many things the club sponsored during the past year, and has been a custom of the club for many years.

E. W. Brooks, newly elected president was awarded a service-attendance pin. C. C. McLaughlin received an attendance pin, also. Key members getting pins were Carrol Carrfol Ratliff, (not present) serving in the U. S. Navy, E. H. Finnigan and W. Irl Breedlove. The awards were made by Lion Robertson who also had charge of installation services.

Mrs. Marvin King and daughter, Ithama of Tulia, visited last week in the home of Mrs. King's sister, Mrs. Lum Burk and family.

MRS. BOEHME'S BREAD

West Texas' Most Popular Loaf For Over 29 Years!

Baked in West Texas' Most Modern Bakery

Our New Plant, Built in 1941

MRS. BOEHME'S BAKERY

SOCIETY CLUBS PERSONALS

Mias Amigas Club Holds Thirteenth Annual Meet

Old times were revived, photographs exchanged and choice bits of news passed around at the 13th annual meeting of the Mias Amigas Club, which met last Friday, June 30, in the home of Mrs. Josephine Murchison Hill with 16 members present.

Organized in June, 1931, the club is composed of women who

spent most of their childhood in Eldorado and attended the Eldorado school. At the first meeting of the club on June 25-26 in the home of C. C. Doty and the late Mrs. Doty, sixteen original members and twenty active members in 1942. Mr. and Mrs. B. W. Smith of San Angelo are honorary members of the club. Mr. Smith having served as superintendent of the Eldorado school at the time many members of the club were in Eldorado High School.

The meeting for 1944 opened with a business session and officers for the coming year were elected. Mrs. Essa Aexander Hoover was elected president; Mrs. Ruby DeLong Fowler, first vice-president; Mrs. Mattie Whitten Royster, second vice-president; Miss Ruth Baker, third vice-president; Mrs. Josephine Murchison Hill, secretary-treasurer; Mrs. Naa Alexander Montgomery, historian; and Mrs. Ida Conner Neil, publicity chairman.

Resolutions of sympathy were presented to Mrs. Mary Parker Davis, Mrs. Ruby Fowler, Mrs. Pearl Bailey Nixon and Buck Bailey. Donations were made to the Red Cross and to Blood Plasma Bank.

Following a covered dish luncheon at the Presbyterian church, open house was held in the home of Mrs. Hill with several visitors calling during the afternoon. Mrs. W. M. Whitfield of Water Valley was included as a guest.

Members present included those mentioned above and Miss Velma Womack and Mrs. Agnes West Womack of San Angelo, Mrs. Mary Ellen Tisdale Hughes of Mertzon, Mrs. Coralie West Mebane of San Antonio and Mmes. Bertha Holand Ilesby, Lula Mae

COUPLE HONORED WITH MISCELLANEOUS SHOWER WEDNESDAY LAST WEEK

Seaman and Mrs. Claude F. Jones were honored with a miscellaneous shower Wednesday afternoon, June 28 at the First Baptist Church. Hostesses were Mmes. Clyde Galbreath, Payne Robinson, George Williams, Roy Davidson, Walter Taylor, L. T. Wilson, F. B. Calcote, Ervin Mund, Jack Whitely, Jess Thompson, Charles Mund, D. C. Royster, and Miss John Alexander.

Miss Rosalyn Jones was at the guest register and Mrs. Roy Andrews served punch from the lace covered table which was centered with a bouquet of pastel flowers. A group of flags provided a patriotic background in the room and bowls of dahlias and gladioli were used also.

Miss Wilma Burrus directed the program which included piano selections by Misses Katherine Davis and Frankie Thompson; a reading and a saxophone solo by Katharine; a reading by Mrs. J. M. Hays and a song by Beccy Mund, dressed as a nurse.

Cecil Mac Walston dressed as a sailor, Rjedale West representing a WAVE and Jimmie Whitten as a Navy doctor brought in the gifts in a wagon decorated to represent a ship. Ellen Wheeler, Ann Ballew and Miss Lula Mae Green assisted in distributing the gifts.

Gifts were received from approximately 100 guests.

Warren Short, who spent a week visiting here with his uncle and aunt, Mr. and Mrs. W. Irl Breedlove, returned to his home in Fort Worth Sunday. Billy Sam Breedlove returned with him and will visit in the home of his aunt, Mrs. Veola Short and other relatives. Warren was accompanied to Eldorado by Miller Daniels also of Fort Worth, who visited in Eden last week.

Evans Smith, Lummie Pelt Whitten, La Vita Christian Brooks, Mary Parker Davis and Nan Alexander Montgomery, all of Eldorado.

Although a member of the club, this was the first time Mrs. Mebane had been able to be present since the club was organized.

"Hamburger Bill"

Makes
NICE — JUICY
HAMBURGERS
STILL ONLY 10c

MRS. J. F. ISAACS LEADER FOR YEARBOOK PROGRAM AT WSCS MEETING

Mrs. J. F. Isaacs was leader for the Yearbook program when the Woman's Society of Christian Service met Monday afternoon at the Methodist church. "Medical Work in Africa" was the topic of the program and those taking part included Mmes. Ben Hext, L. Wheeler, Ken Ogdin, Reuben Dickens and W. H. McClatchey.

Mrs. F. B. Faust gave the devotional and meditation using as the theme, "He healed the Sick." Mrs. Dickens was hostess and served refreshments to those mentioned above and Mrs. J. E. Tisdale, the Rev. F. B. Faust and little Ellen Wheeler.

Local Girl Elected Dormitory Official

DENTON, Tex., June 30. Miss Mary P. Hoover of Eldorado recently was elected counselor of Cappa Hall at Texas State College for Women.

In order to be a dormitory official, a student must have at least a C average, must have been enrolled on the campus prior to the summer school residence, must have leadership ability, and must have her disciplinary committee record clear.

Miss Hoover is a senior student, majoring in business. She is the daughter of Mr. and Mrs. L. M. Hoover.

Mrs. W. B. Cobb and daughter, Mrs. Paul McLeod and Mary Lin, returned last week from Corpus Christi and San Antonio where they spent two weeks visiting with relatives. The McLeods have returned to Station A to make their home after the reopening of the plant where he is employed.

Miss Maurice Sofgee is visiting relatives in Carlsbad and other points in New Mexico.

Mr. and Mrs. M. M. Hampton and daughter, Marilyn, and Mrs. Bertha Shugart of Dallas, visited the past week in the home of Mr. and Mrs. Ben Isaacs and Mr. and Mrs. L. L. Baker.

Guests over the week-end in the home of Mr. and Mrs. Payne Robinson was their son, T. P. Robinson, Jr., and his roommate, Paul Papsky. They were accompanied from San Angelo to Eldorado by Harold Scherz and Mart Melton. All the young men are students at John Tarleton college, Stephenville.

Mirrors
BEAUTIFUL, ROUND AND SQUARE MIRRORS.

Ironing Board Covers

Ironing Cords
(INSULATED)

Dazey Churns
IN GALLON SIZES

Congoleum Rugs
SIZES 9 x 12

A Beautiful Pattern For Any Room in the House

Eldorado Hdwe. Co.

Mrs. Dutch Menges and daughter, Peggy, of Los Angeles, Calif., are visiting here with Mr. and Mrs. Clarence Johnson and other friends. Mrs. Menges will return after a two-weeks visit, but Peggy will remain through the summer. The visitors are former residents here.

Miss Myrta Bob Harper returned Monday from Kerrville where she spent last week attending the Junior camp of the Kerrville Methodist Assembly.

Miss Ava Lou Tubbs, who has been visiting for several weeks with her aunt, Mrs. Mable Parker, returned Monday to her home at Robert Lee.

Frank Sureddin of T.M.I., San Antonio, is visiting in the home of the Truett Stanfords in the Bailey Ranch community.

WE BUY
LATE MODEL
USED CARS
AND SELL

Dependable
Reconditioned Cars
WITH GOOD RUBBER

Bankston-Munselle
MOTOR COMPANY
Corner Twobig & Irving
San Angelo, Texas

PIANOS FOR SALE

(UPRIGHTS)

TWO DAYS ONLY—JULY 10TH and 11TH

HURRY!

Washington Drive Grocery

SAN ANGELO, TEXAS

SHOES!

Ladies And Childrens
Non Rationed Shoes

Peters Diamond Brand
Shoes

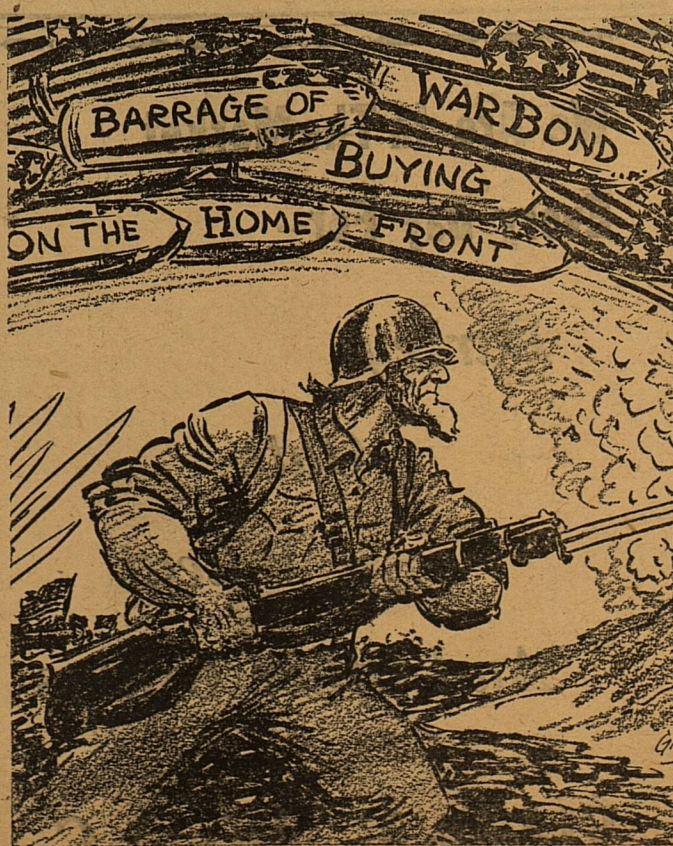
Sturdy Durable Work Shoes

Also

Dress Shoes For The
Whole Family

The RATLIFF STORE

"Back The Attack!"



First National Bank

Total Resources Over \$1,200,000.00

Apparel You Will Love

CARDIGAN SUITS—

BLOUSES AND SKIRTS—

COATS—For Year-Round Wear—

FORMALS—PLAYSUITS, SLACK SUITS

If you have not shopped our counters you will want to do so your first opportunity. At Solomon's you will find dresses you can wear from now on . . . You will find year-round suits and coats. They are excellent values for everyone.

SOLOMON'S

Women's Wear

San Angelo, Texas



FOR QUALITY GRADE "A" RAW MILK—TELEPHONE 219

Delwood Blair

LONE STAR THEATRE

Showing last times today
The Gang's All Here
IN TECHNICOLOR
Featuring Alice Faye

Saturday
Richard Arlen
Mary Beth Hughes
in
Timber Queen

Sunday - Monday
THE
Uninvited
Starring
Ray Milland - Ruth Hussey
A Paramount Picture

Tuesday - Wednesday
MacKinlay Kantor's
Happy Land
with
Don Ameche
Frances Dee - Harry Carey
Ann Rutherford

Thursday-Friday
Shine On Harvest Moon
Jack Carson - Irene Manning
Ann Sheridan - Dennis Morgan

Miss Albertine Foster of Itasca is visiting in the home of her aunt, Mrs. Aruett Stanford and family.

LET
Hoover's Drug Store
Supply Your Drug

Wants
1910 ————— 1943

The Premium Won't Break You
—The Loss May!

JACK RATLIFF

GENERAL INSURANCE

TELEPHONE 163
ELDORADO, TEXAS

WITH THE MEN IN SERVICE



SUCCESS WANT ADS

FOR SALE—Regular Farmall on Steel with Planter and Cultivator. Tractor recently overhauled. See Roy Cook, Route 1, Eldorado, Texas. (5-2p)

WANTED—Sudan Grass Pasture for 200 head sheep. Theo Cahill, Box 5145, Sonora, Texas. (5-2p)

FOR SALE—1 five-room House, several other houses, all in good repair. Also 2 choice lots very convenient to town. Part down and balance on time. Apply at Success Office. (5-3c)

WE DO STOCK DRENCHING
FOR GOOD WORK SEE
JESS WALSTON
Phone 199 or 49

NOTICE
Last hatch of baby chicks for this season will come off July 11. Please remember this date.
WILLIAMS HATCHERY

LOST—Pair yellow gold rim glasses in a Dr. Caroe case, on Bailey Ranch Road. Finder notify A. J. Faught, or leave at Success Office. (5-2p)

FOR SALE: Registered and Pure-bred Angora Billies and Rambouillet Rams. 36 years of careful breeding. W. L. (Tom) DAVIS, Sonora, Texas. (39-p)

ELDORADO LODGE A. F. & A. M. No. 890
Stated Meeting
Second Saturday
night in each month.
Visiting Brethern Welcome

The J. L. Ratliffs are enjoying a visit this week from two of their sons in service. They are: First Lieut. Charles S. Ratliff, stationed at Dyersburg, Tenn., and James C. Datliff, P. H. M. 3/c, stationed with the United States Naval Hospital at San Diego, Calif.

Pfc. Calvin Henderson of Fort Knox, Ky., spent a few days visiting here with his parents, Mr. and Mrs. Lester Henderson.

S/Sgt. Garland Williams of Hobbs, N. Mex., is here visiting with his father, J. Tom Williams and other relatives.

Ollie Alexander, son of Mr. and Mrs. W. O. Alexander, has enrolled in Navy V-12 training at Tulan University, New Orleans, La., following passing of the Navy V-12 examination on March 15, last, at Stephenville where he had been attending John Tarleton College.

W. E. (Smookey) Turnbow returned to Eldorado last week from Camp J. T. Robinson, Ark., after having received a permanent medical discharge from the U. S. Army. He had been ill in a camp hospital at the center since being assigned there several months ago.



Capt. Marshall W. Bailey

Mrs. A. K. Bailey has been notified that her son, Marshall W. Bailey, 24, has been promoted to Captain in the Army Air Corps. Captain Bailey, a graduate of the local high school is stationed at Sioux Falls, S. D. in the Administrative Department of the Air Corps. His wife and small daughter are with him.

Pfc. Glenn Rampy of Fort Custer, Mich., arrived Saturday for a ten-day furlough to be spent here with his parents, Mr. and Mrs. Clarence Rampy.

County Agent News Notes

By JACK WELCH
Schleicher County Agent

CONTROL INSECT PESTS IN STORED GRAIN

Ethylene Dichloride-carbon tetrachloride mixture is an inexpensive, nonflammable fumigant that can be used with safety in situations where it is unwise to use carbon disulphide. It is made of 3 parts by volume of ethylene dichloride and 1 part by volume of carbon tetrachloride. It can be purchased already mixed, or the

user can obtain the two chemicals and combine them himself.

It has no adverse effect upon the germination of seeds and is not dangerous to handle. It has an anaesthetic action when breathed in concentrated form, but unless the fumes are breathed for a protracted period no harmful results need be feared.

Under ordinary conditions a dosage of from 1 to 2 gallons per 1,000 bushels of grain will give a commercial kill. The heavier dosage should always be used in wooden bins. It is a good idea to apply an extra one-half or gallon at the top and bottom since it is more difficult to obtain satisfactory control at these places.

Senator Jesse E. Martin Seeks Attorney General's Post In Coming Election

FORT WORTH, July 6.—State Senator Jesse E. Martin is on an extended state-wide tour presenting to the voters his qualifications for attorney general.

"During the next administration of the attorney general," Senator Martin, the only ex-serviceman in this race, is telling the people, "many problems will arise in the attorney general's office that will deal directly with the returning soldier, his widow, his orphans or his dependent parents. I believe an ex-serviceman, otherwise qualified will be better able to solve these vital problems than a man who has never been in the service."

Senator Martin, who fought with the Marines in France in World War 1, advocated soldiers voting without paying a poll tax. He is serving his second term in the Texas Senate and three times was elected district attorney of Tarrant County after serving as assistant. As an assistant federal district attorney he prosecuted in the United States District Court in

99 Texas counties.

While in the State Senate he worked for and helped pass appropriations for old age assistance, teachers retirement, the needy blind and dependent children.

While still a Marine, Senator Martin won a scholarship in Cambridge University in England where he took a post-graduate law course. He previously had obtained his law degree from Texas Christian University. He was born on a Texas farm and worked his way through school.

Mrs. W. M. Whitfield of Water Valley is visiting this week in the home of Mrs. J. E. Tisdale and other friends here. She is a former resident of Eldorado.

MARCHING WITH MARTIN THE EX-MARINE



QUALIFIED!
EXPERIENCED!

JESSE E. MARTIN
FOR
ATTORNEY GENERAL
The Only Ex-Service Man in the Race!

ROBERT MASSIE FUNERAL HOME
AMBULANCE SERVICE
TELEPHONE 4444
SAN ANGELO, TEXAS

Wright's Cash Store

Notions — Groceries — Shoes

This week carries us into the second half of the year and we have enjoyed a nice increasing business during the first half. Thanks, to you, for the good business and we trust we have in some way merited the increase



PURASNOW FLOUR

WITH DOUBLE-YOUR-MONEY-BACK GUARANTEE

We have received a few more Glass Bowls to be given FREE with the purchase of a 24-pound sack of flour. This flour is one of our leading brands and has a double-your-money back guarantee with each sack. Just a few more bowls to go.

Magnolia Coffee

3 lb. Glass Jar ----- \$1.25

We are receiving this week another shipment of that good Magnolia Coffee in 3-pound Glass Jars that will make a nice Cookie Jar or Goldfish Bowl. Magnolia Coffee is one of the leading brands of coffee. For a good cup of Coffee try one made from this brand.

We have fresh Beef, Pork and many Cured Meats, Ring Sausage, Boiled Ham, Cured Hams, Sliced and Cured Bacon, Strip Bacon, Swift Premium and Orle.

STOCK SALT, SULPHUR and WHITE BLOCKS in 100 pound blocks.
CHICKEN and COW FEED

FARM and RANCH LOANS

Through
Federal Land Bank & Land Bank Commissioners
Affords Borrower's These Features

PRE-PAYMENT OPTION ANY DAY	LONG TIME LOANS	LOW INTEREST RATE	FUTURE PAYMENT FUND
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Sonora National Farm Loan Association
Sonora, Texas

We Are In The Market Every Day For--

Barley

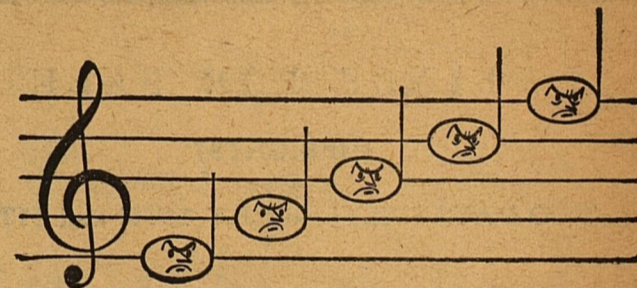
Oats

Wheat

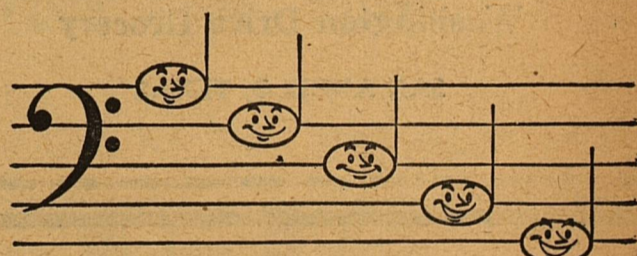
And Other Grains

Eldorado Wool Co.

Swing low
Sweet Kilowatt!



The cost of living has gone up like this —



But the price of electricity has come down like this!

NOBODY needs to tell you that the cost of living has been soaring toward high C.

But maybe you do need a reminder that the cost of electricity has been sliding down.

If yours is an average household, you're getting about twice as much electricity for your money today as you did 15 years ago. And 1944 government figures show that the average price has continued to ease off a little — even since war began. That fact ought to be music to your ears!

Getting prices down and keeping them down is one of the electric industry's greatest achievements.

It took a lot of planning, perspiration and practical business management to do this job in wartime. All our people helped.

Hear "Report to the Nation," news program of the week, every Wednesday evening, 9:30, C.W.T., Columbia Broadcasting System

West Texas Utilities Company