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CISCO—1,614 ft. above sea; Lake Cisco—three miles long .87 ft. deep at Williamson hollow concrete dam; fish hatchery; 127 blocks paving; A-1 high school; Junior college; natural gas, electric and ice plants; home of THE BOSS WALLOPER Work Glove.

THE CISCO DAILY PRESS

COMBINED WITH CISCO DAILY NEWS AND CISCO AMERICAN AND ROUND-UP, NOVEMBER 1, 1937

CISCO—One of the healthiest areas in U.S.A., with a countryside devoted to blooded cattle, hogs, sheep, peanuts, cotton, fruits, feeds, poultry, gas, oil; two railroads; Bankhead highway; huge concrete swimming pool; bass and crappie fishing.

VOLUME XXV.

CISCO, TEXAS, TUESDAY, NOVEMBER 21, 1944

NUMBER 47

CISCO BOND QUOTA \$208,505

Homer Hensley Died Suddenly At Noon Sunday

Homer B. Hensley, 42, died suddenly at 12:50 p. m., Sunday, at Cape Girardeau, Mo., where he had been serving as superintendent of maintenance of a war emergency pipe line for the past two years. Mr. Hensley was one of Cisco's outstanding citizens and his family had continued to make their home here, where he was connected with Humble Pipe Line company for about 17 years before he accepted the war-time position at Cape Girardeau.

The body arrived in Cisco today and funeral will be held at First Baptist church at 2 o'clock tomorrow afternoon, with burial in Oakwood cemetery. Rev. Cooper Waters will officiate and Thomas Waters funeral home will have charge of the remains.

Mr. Hensley, a Mason and a Baptist, was popular with all who knew him and his sudden death from heart attack was a shock to his many friends here. He was born at Jacksboro, Texas, July 11, 1902.

Survivors include the wife and two children—Miss Jammie Jean Hensley, Cisco Junior college student, and Homer B. Hensley, Jr. An only brother, Hickman Hensley, resides at Midland.

Pallbearers will be G. B. Langston, Roy Huffmyer, G. C. Rosenthal, Fred Grist, Earl Walker and W. C. McDaniel.

Funeral was held at First Methodist church at 2 o'clock Monday afternoon, with Rev. W. A. Flynn of Cisco and Rev. W. D. Morton of May officiating. Burial was at Pisgah cemetery, west of Cisco. Green funeral home was in charge of the remains.

Immediate survivors include the mother, three sisters and four brothers, as follows: Mrs. Jesse Proctor, Cisco; Mrs. M. K. Young, Rawls; Mrs. Pleas Ray, Scranton; Vernon and Grady T. Leveridge, Cisco; John C. Breckenridge; Ocie Leveridge, with the navy overseas.

Pallbearers were Ed Townsend, O. L. Stamey, Leo Clinton, Guy Morris, Paul Brashear, Melvin Proctor.

Japs Lost 1,000 Planes in Philippines in Nov.
SAN FRANCISCO.—Superforts bombed the heart of Japan's aircraft industry today in the wake of a sea-borne air raid on Manila that wiped out 118 Nipponese planes and added three more ships to the useless fleet of 100 bomb-wrecked craft that litter the Philippines harbor.
Japan has lost close to 1,000 planes this month in the Philippines where rain-chilled American troops slid forward over Leyte island's muddy hills again after being virtually halted for two days by the third typhoon of their brief campaign.
The war department announced a large task force of B-29 aircraft attacked industries on Kyushu southernmost of Nippon's home islands.

LT. HUEY OF NAVY HOME ON LEAVE

Here on his second leave in two years of submarine duty in the Pacific Lt. Enders Huey, son of Mrs. B. S. Huey of Cisco and a graduate of the U. S. naval academy, will report about December 15 for duty as executive officer of a submarine now building. He was transferred to the submarine service in September, 1942, after a period of duty aboard the U. S. light cruiser Richmond. He was first assigned as torpedo and gunnery officer and six months ago was advanced to executive officer of his submarine.

Practically all of the Ciscoans' service aboard a sub has been in Japanese waters. He could not disclose the number of Japanese ships sunk by his submarine, but admitted that "we got our share." Several times his ship had close calls from depth charges and enemy torpedoes but came through unscathed. "We were fortunate enough to zig when it was right to zig," he said.

Most of his experiences are still within the pale of military secrecy and it will not be until the war is over that the Cisco young man can relate those adventures. The ship aboard which he served was a fleet type submarine, and the new one to which he has been assigned as executive officer is a new ship of the same type. He and his second in command will report to the new vessel before it is finished and remain with it until completion. The crew will be assigned to it as it nears completion and there will be a period of training before the vessel is commissioned and put into active service.

In October, 1943, during his earlier leave, Lieutenant Huey was married to Miss Jane Pickard of Abilene, Texas. Some of his leave will be spent in that city.

Paul's Chiros and Cisco Gas Ten-pin Victors

At the bowling alleys last night Cisco Gas Corporation won two of three games from Glenn Furniture and Dr. Paul's Chiros took all three games from White's Tire Shop. Dr. Paul razed 527 pins, which was high for the evening.

Tonight's schedule: Man's Store vs. Collins Hardware; West Texas Utilities vs. Cisco Lumber.

Last Night
Cisco Gas Corporation—
John Farleigh 155-125-124
Lou Mendenhall 120-135-111
Pete Nance 176-134-140
R. L. Ponsler 137-125-191
Glenn Furniture—
Billy Britain 119-165-127
Chas. Clark 118-132-90
Ed Laminack 165-165-165
O. Stutenroth 145-145-134
Dr. Paul's Chiros—
Dizzy Dean 101-151-123
Guy Ward 135-112-122
Bill Hazel 143-126-122
C. E. Paul 190-145-192
White's Tire Shop—
Cecil Carter 106-127-140
Chas. White 156-152-169
Van Gadenhire 120-117-115
F. Essl 146-153-179



NOT SO BAD—American prisoners of war interned at scenic Adelboden, Switzerland, are humanely treated in accordance with rules laid down at the Geneva Conference. These Yankee airmen patronize shops and bars and are permitted other diversions.



NIFTY TACKLE—This bird almost got away, but beautiful Jan Strete saw the Army tackle Notre Dame, and she learned a lot. Looks like Mr. Gobbler almost got away for a run to a touchdown but it now appears pretty certain that he'll get it in the neck.



CHIVALRY IN CESENA—Emulating his famed countryman, Sir Walter Raleigh, Sapper M. W. Jones of British Army carries an Italian woman through a rain-filled shellhole in Cesena, Italy. Torrential downpours turned battlefields of northern Italy into vast seas of mud, but it didn't hamper ardor of the Allies.

PRIMITIVE BAPTISTS
Elder C. R. McClure of Fort Worth will preach at Little Flock Primitive Baptist church Saturday evening and Sunday, November 25 and 26. The church house is near the old Sawyer farm on Cisco-Breckenridge highway. A cordial invitation is extended to the public to come and worship with these people. Elder Len Dalton of Hamilton will preach Saturday and Sunday, December 2 and 3. A basket lunch is served on Sundays and singing is held in the afternoon.

Buy Now And Mail Christmas Presents

In a communication to Luther H. McCrea, Cisco postmaster, Frank C. Walker, postmaster general, says the public's response to the department's "Shop Now! Mail in November" campaign is good but needs to be better.

"Extraordinary wartime conditions face us," Mr. Walker said. "Unless more people buy and mail this month the postal service cannot do its job of delivering all Christmas gifts on time."

"It is not pleasing to us to have to ask the American people to mail packages so far in advance of the delivery date. We do so only because it has to be done. The job is a tremendous one, but we are confident that it will be done because we know from experience that given sound reasons Americans cooperate magnificently."

"Unprecedented shortages of man power and transportation facilities growing out of the war compel early mailing. The postal service has given 50,000 experienced employees to the armed forces and 300,000 railroad workers have gone to war. Equally serious is the fact that rail and other transport facilities are taxed to the limit with the great burden of war traffic which all of us know must take precedence."

Buy now, mail in November and mark gifts "Do Not Open Until Christmas."

PTA SOCIAL GATHERING NICE AFFAIR

Cisco west ward school parent-teacher association enjoyed a record attendance at the sociable held last night. Mrs. J. J. Porter, president, opened the meeting by announcing that regular business would be omitted and asked Mrs. R. N. Cluck to lead the large audience in singing the Star Spangled Banner and the pledge of allegiance to the flag. Miss Elsie Diserens, music supervisor, then presented groups of fourth, fifth and sixth grade pupils in thoroughly enjoyable songs.

Supt. R. N. Cluck addressed the audience and outlined many plans and projects for next and later years. Among the plans, some already under way and some still under consideration by the school board, were the following:

Construction of a building midway between west ward and grammar school for housing of a lunchroom and auditorium—to be finished within the year.

Acquisition of additional land for the enlargement of west ward playground.

Centrally located school bus station.

Teaching of Spanish, art, dramatics and public speaking in grades three to eight. Spanish to be started by the second semester, the others later.

Further practical home economics courses for girls and vocational guidance courses for boys.

Enlarged health program, with school nurse after the war.

Year-around recreation program, to be undertaken jointly by city and schools.

Vocational agriculture in the grades, conducted on the farm bought by Junior college; vegetables to be raised for school lunch room.

Course in safety education.

Lunch room to be opened soon in grammar school as a temporary housing.

In closing, Mr. Cluck discussed the tremendous trend in the country toward more Junior colleges and its implications for Cisco college. He also expressed the hope that before the beginning of next school year we could have more general meetings to acquaint parents with the pressing needs and projects of the schools, so that all might work together for their accomplishment.

After Mr. Cluck's talk, the room count was taken, the fathers present helping materially to boost the total. Mrs. Grant-tham's room won for the lower grades and Mrs. Laws' for the upper.

Next came inspection of the classrooms, during which the teachers went through their regular schedules for the benefit of the parents. At the close of this period, the school bell rang, and all assembled in the hallway, where refreshments of coffee and home-made cookies were served. At this time music was furnished by Miss Dorothy Nell Pugh, violinist, accompanied by Mrs. Ernest Hiltson; and by Miss Anna Mae Diserens, saxophone, accompanied by Miss Elsie Diserens.

EASTLAND CO. QUOTA \$645,000 GROWING BANK DEPOSITS SHOW THAT TASK WILL BE AN EASY ONE

Cisco Daily Press: By now every reading or listening citizen of this county knows that the Treasury of the United States has started the Sixth War Loan Drive to sell 14 billion dollars worth of securities during the months of November and December, 1944.

Eastland county's part of this quota is \$645,000, \$255,000 of which is to be secured through the sale of Series E Bonds.

Here you may be interested in knowing that our quota for the months of June and July, 1944, for the Fifth War Loan Drive, was \$725,000, \$300,000 of which was allotted to Series E Bonds. During that drive Eastland county purchased over \$1,000,000 of securities, \$404,000 of which was represented by the purchase of Series E Bonds.

Here again it may be said that the county oversubscribed its Fourth, Third, Second and First War Loan quotas and has oversubscribed each and every monthly quota from Pearl Harbor up to and including the month of October.

Chairmen of the respective communities of this county, together with the bankers, met at Eastland November 17 to discuss the amount and allocation of the Sixth War Loan quota and ways and means of putting the drive over with dispatch. It was the unanimous opinion of all that the county can fully subscribe the quota and all agreed the finances of the citizens of the county are such as to cause no undue burden on the citizenship in fully subscribing the assigned quota.

Texas and Pacific Railway company subscribed \$50,000 to be allotted to the county as a whole on the Third, Fourth and Fifth War Loan Drives and your committee assumed that they would make a similar subscription to the Sixth War Loan Drive. Deducting the \$50,000 to be allotted to Texas Pacific Railway from the \$645,000 quota leaves \$595,000 which was broken down and assigned by your committee to the different communities in Eastland county, as follows:

Cisco	\$146,242.50
Ranger	146,242.50
Eastland	146,242.50
Gorman	74,205.00
Rising Star	67,065.00
Carbon	6,077.50
Olden	3,540.00
Desdemona	2,975.00
Pioneer	1,265.00
Scranton	1,145.00

Series E Quotas	
Cisco	\$ 62,262.50
Ranger	62,262.50
Eastland	62,262.50
Gorman	41,820.00
Rising Star	37,740.00
Carbon	3,400.00
Olden	2,040.00
Desdemona	1,700.00
Pioneer	680.00
Scranton	680.00

- Securities Offered**
1. United States Savings Bonds, Series E, F, and G.
 2. Treasury Savings Notes of Series C.
 3. 2 1/2 per cent Treasury Bonds of 1965-71, dated December 1, 1944.
 4. Treasury Bonds of 1952-54, dated December 1, 1944, maturing December 15, 1954.
 5. 1 1/4 per cent Treasury Notes, Series C 1947, dated December 1, 1944, due September 15, 1947.
 6. 7 1/8 per cent Treasury Certificates, Series C-1947, dated December 1, 1944, due December 1, 1945.

Sales of Savings Bonds of Series E, F and G and Savings Notes of Series C of which settlement is made at the Federal Reserve Banks or branches of the

Treasury Department between November 1 and December 31, 1944, will be counted on the drive figures; none of the other issues will be credited to the Sixth War Loan Drive after December 16, 1944. Your banker or postmaster will gladly discuss with you all details concerning each issue and will furnish you a folder that you can take home with you fully discussing each and all of the eight securities offered.

Credit for sales of Series F and G Savings Bonds will be given to the address shown in the inscription on the bond. Sales of Series E Bonds will be credited to the location of the issuing agent except in the case of payroll employee purchases which, if properly handled by employer, will give credit to the county in which the purchasing employee lives. Direct sales of Series E Bonds by Federal Reserve Bank will be credited to the address shown in inscription on bond.

All banks in Eastland county are really increasing daily their deposits in unheard of amounts. We should move to this task and finish the Sixth War Loan Drive at the earliest possible date.

The money is needed and needed now to supply additional war materials to the fighting fronts as stated to us just this week by the able commander in chief of the Allies, General Eisenhower.

Our boys are fighting the Germans on a burning front of 300 miles extending from the lowlands of Holland to the purple Swiss Alps, and in many areas are now stabbing deep on German soil. In the Southwest Pacific they have invaded the Philippines, and in Asia they are attacking the Japanese enemy from land, sea and air. We can hardly wait each day for the papers to see what success our men have had, and many times we seem impatient should they not have made great gains in the last 24 hours. If we at any time could be impatient toward them for one minute, we should consider the great sacrifices they are making for us at home. How much more should they be impatient with us if we move slowly to put this Sixth War Loan over. They never failed us on the fighting front one single time. We have not failed them heretofore on the home front and I am sure we will not fail them now! Very truly yours,

CYRUS B. FROST,
Eastland County Chairman.
MRS. PAUL M. WOODS,
Chairman Women's Div.

ATTENDED PISGAH FUNERAL

Among the relatives attending the burial service for Miss Lena Leveridge at Pisgah cemetery Monday afternoon were Mr. and Mrs. O. L. Stamey, Mr. and Mrs. John Leveridge, Mr. and Mrs. B. T. Leveridge, Mr. and Mrs. Jesse Proctor, Albert Munn, Mrs. Ira Mae Taylor, Cisco; Mr. and Mrs. John Shrader, Baird; Mr. and Mrs. M. K. Young, Rawls; Mrs. Mort Roberts, Miss Dorothy Ray, Ft. Worth; Mr. and Mrs. Lewis Harlow, Mr. and Mrs. Felix Boland, Scranton; Mr. and Mrs. Bill Clinton, Mr. and Mrs. Bob Clinton, Putnam; Mrs. O. D. Bibby, Dublin.

P. O. CLOSES THURSDAY

Cisco postoffice will be closed Thursday, Nov. 23, but mail will be dispatched and placed in post-office boxes, as usual, says Luther H. McCrea, postmaster.

Mr. and Mrs. Lloyd Winston and daughter Mary Helen of Mt. Pleasant spent the weekend here with his mother Mrs. George Winston.

THE CISCO DAILY PRESS

(Consolidated with Cisco News and Cisco American and Round-Up, November, 1937.)
Entered as Second Class Matter December 11, 1934, at the post office at Cisco, Texas, under Act of March 3, 1879.
A. B. OPLAHER, Publisher and General Manager.
Published daily except Sunday and Monday at Cisco, Eastland county, Texas, by Free Press Publishing Corporation, incorporated under the laws of Texas. Editorial and publication offices at 304-306 D Avenue, Cisco, Texas.
National advertising representative: Texas Daily Press League, Dallas, Texas.
Subscription Rates: \$2 per year (six months \$1.50) by mail (outside Cisco) in Eastland, Stephens, Shackelford and Callahan counties, Texas; outside above-mentioned counties \$3.50; \$5.00 in U. S. outside of Texas.
Per year, in advance (Cisco) \$5.00.
Per week, by carrier boy 12c.

OUR WAR WITH JAPAN

The Sixth War Loan marks a new turn in the war both on the fighting and the home front. It points out the tremendous effort definitely in the direction of the Pacific. During the first five war loans Americans were primarily thinking in terms of beating Hitler.
Now our government asks us for a loan of 14 billion more dollars of which five billion dollars must come from individuals. Why? Haven't we nearly finished off our so-called Number 1 Enemy? Your son, brother and friend in his war machine very soon? Can Japan hold up our powerful Pacific fleet? Wouldn't raise such questions because they are up against realities, not day dreams. They kill or are killed. They pray every waking moment for a sky-darkening cover of friendly planes. They thank America for giving them the finest medical care in the world when their tenderness with destiny in a Pacific jungle is at hand. They know the war with Japan is just beginning.
Here are some other Pacific realities so that you will understand why there must be a Sixth War Loan and why it is absolutely necessary that it be a success:
The Allied Military Command has estimated that it will take years, not months, to lick Japan.
Japan's present army numbers about 4,000,000 with 2,000,000 more available and fit for military service who have been called up to date. Another 1,500,000 between the ages of 17 and 20 are not yet subject to the draft.
The Japanese Air Force is growing.
In addition to millions of native workers, Japan has a potential slave force of 400,000,000 conquered people. Fifty per cent of Japan's labor force is made up of women. Another twenty-five per cent boys and girls under 20, the balance of the Japanese population is made up of men.
The Japanese workday is twelve to sixteen hours with two days off a month. The Japanese wage equals about three times that of the American.
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Great Audience Greet Dr. Truett Successor

DALLAS, Nov. 21.—Rock-don't you be afraid of the task ahead? Dr. W. A. Criswell, a 34-year-old man, is the successor of the late Dr. Truett. He took for his text the words: "For those who are called to the ministry of God, the work is not of man, but of God." Dr. Criswell, who is a native of Texas, was born in 1903. He is a member of the Dallas Baptist Church. He is a graduate of the Southern Baptist Theological Seminary at Louisville, Ky. He is a member of the Dallas Baptist Church. He is a member of the Dallas Baptist Church. He is a member of the Dallas Baptist Church.

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BE DANGER SIGN BACKACHE, LEG PAINS, MAY OF Tired Kidneys

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PALACE NOW

Frontier Badmen. A new show at the Palace. Starring the great Frontier Badmen. A new show at the Palace. Starring the great Frontier Badmen.

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THOMAS FUNERAL HOME

Our Service a Sacred Trust. See Us For Burial Insurance. Thomas Funeral Home. 300 W. Ninth Street. Phone 167.

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ROYAL CROWN COLA

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ANNOUNCING TWO DANCES

Hotel Laguna. ROOF GARDEN. TWO DANCES. Saturday, Nov. 25, 9 TILL 12 P. M. Sunday, Nov. 26, 2 TILL 5 P. M. 66th Medical Bat. Band. Music By. Admission—\$1 per person, including tax.

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**EASTLAND COUNTY
BOWLING CENTER**
CISCO, TEXAS.

BRIEFLY TOLD

Sgt. Robt. L. Tucker of the air force, who has been in the European theater for the past 21 months, has arrived in the United States and is expected in Cisco for a visit with his father, L. W. Tucker, soon.

Bennie Burns Williams, son of Mr. and Mrs. Roy Williams, is now stationed at Camp Lejeune, N. C. He is a second lieutenant with the Marines.

Mrs. J. O. Skiles and children Ike and Ladonna left today to join Mr. Skiles in their new home at Big Spring. Mr. and Mrs. Skiles were married in Cisco and have made their home here for the past 19 years. Cisco regrets to lose this fine family.

Mrs. J. R. Burnett returned Saturday from San Antonio where she spent the past week with her brother E. L. Howard and family.

Mrs. John Reagan visited her daughter and husband at Kerrville the past week.

Miss Veda Faye Ramonow came in Saturday from Hobbs, N. M., for a visit with her parents Mr. and Mrs. Orbe Ramonow.

Mrs. Sam Carmichael and Mrs. D. D. Lewis transacted business in Rising Star Monday afternoon.

Friends of Mrs. J. A. Tule will regret to know that she is critically ill in Haskell at the home of her daughter and son-in-law Mr. and Mrs. Shelton Royal, where she is visiting. Mrs. Tule has made her home in Dallas the past few years with her daughter and son-in-law Mr. and Mrs. H. S. Dossett.

Mrs. A. J. Olsen has returned from San Antonio where she has been visiting her son Marion A. Olsen and family.

Mrs. J. A. Robertson and daughter Mrs. Raymond Thomas, accompanied by Mrs. Buster Robertson and son Terry Wayne, were expected today from Little Rock, Ark., having been called home by the death of Mrs. Robertson's son-in-law Homer B. Hensley.

Judge and Mrs. J. R. Burnett transacted business in Eastland and Ranger Monday.

Rev. and Mrs. W. D. Morton of May came to Cisco Monday and Mr. Morton assisted in the funeral and burial of Miss Lena Leverage.

Mrs. O. D. Bibby of Dublin was called here Monday by the death of her niece Miss Lena Leverage.

Born to Mr. and Mrs. Durward McClelland at Graham sanitarium, Thursday, November 16, a son—Jay Lynn, weight seven pounds. Mother and son are doing well and have been moved to the home of Mr. McClelland's parents, Mr. and Mrs. E. C. McClelland, route one.

Mr. and Mrs. O. W. Kean are now located at 301 west North street in the residence of Miss Cora Harris. They are recently from Stephenville, but are former Cisco residents and have many friends here who welcome their return. Mr. Kean will be employed at The Man's Store.

Mrs. W. A. Cox left today for Gratiot where she will visit in the home of her sister and with other relatives.

Mrs. N. A. Brown, deputy grand nation, Order of Eastern Star, accompanied by Col. and Mrs.

George T. LaMarr and Mesdames Laila Smart and Selma Tableman visited the Eastern Star chapter at Albany Monday night.

M. C. Williamson of Oklahoma City and his mother, Mrs. J. M. Williamson of Cisco returned Sunday from Eden where they spent several days with Mr. and Mrs. Henson Williamson and son and Miss Helen Williamson. M. C. Williamson left today for Oklahoma City.

Staff Sgt. R. L. Brown of the second air force spent the weekend with his parents Mr. and Mrs. Russell Brown on route three and also visited his uncle G. M. Beene and family in Cisco. Sergeant Brown is being transferred to Pyote, Texas, from Casper, Wyo.

Miss Alice Louise Farley, student of Texas State College for Women at Denton, spent the weekend here with her parents Mr. and Mrs. A. L. Farley.

Mrs. Joe Lovelady has word from her son Chaplain Byron L. Lovelady stating he had arrived safely in New Guinea.

Mrs. G. C. Flaherty has received a box from her son Pfc. Charles Flaherty, in hospital in England, in which were two rugs, a silk ring of France and other souvenirs.

H. S. Dossett of Dallas visited briefly here Sunday with his sister and husband Mr. and Mrs. Rex W. Moore while enroute to Haskell to join his wife who is attending her mother Mrs. J. A. Tule.



GOES TO NORWAY—Lithgow Osborne, newly appointed United States Ambassador to Norway, poses for picture just after he took oath of office. He looks alert and ready to tackle any problem.

Chest Colds
To Relieve Misery
Rub on Tested
VICKS
VAPORUB

AT FIRST
SIGN OF A
COLD
USE 666
Cold Preparations as directed

MOBLEY HOTEL

Turkey Dinners,
Nov. 23 and Nov. 30

Special Sunday
Dinners

Telephone 524

RECTAL IRRITATIONS
BURN and ITCH

Apply **LUCKY TIGER OINTMENT** for relief from that miserable burning and itching resulting from superficial externally caused rectal irritations, chafing, or minor rash.

Lucky Tiger OINTMENT

BIGGER AND BETTER

PEPSI-COLA

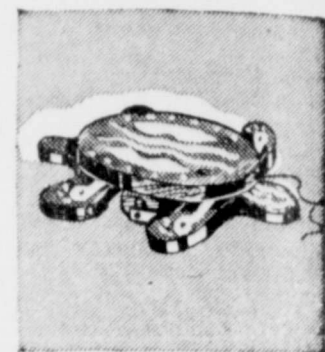
THAT'S PEPSI ALL OVER

Pepsi-Cola Company, Long Island City, N. Y.
Franchised Bottler: Pepsi Cola Bottling Company,
Brownwood, Texas.



REALISTIC
ALL-AMERICAN
MACHINE GUN
\$1.98

Mounted, revolving machine gun lifts off to make a realistic "Tommy" gun. Peep sight makes a hit every time. Ratchet action makes staccato shooting noise. A strong, harmless wood gun.



TIM
THE TURTLE
PULL TOY
\$1.39

He wiggles, wobbles, follows little people all over the house. Of sturdy wood, painted blue with gay green and yellow markings. More than a foot of fun for little folks. With cord.



GIVE YOUR BOY A FAST-ROLLING WAGON

Every boy and girl wants a fast, light, sturdy wagon like the Wingfoot Patrol shown here. No critical material vital to the war effort has been used for it's made entirely of selected hardwood in an attractive natural finish. Large, roomy body 32 1/2" over-all, 15 1/2" wide; 3 3/4" deep. Come in and see this outstanding wagon today!

\$ 5.95



\$1.40
Gal.

PROTECT YOUR CAR WITH ANTI-FREEZE. Quantity is limited so get yours now! Protect your car against winter weather, freeze-ups and resulting damage to hard to replace parts.

Goodyear Tires
Are Coming
Your Way

\$16.05 Plus Tax
New Low Price

We've got them now... big, safe, sound, new Goodyear tires, ready to give you extra safety, extra service for more miles and months. Don't delay, bring in your certificate today for a new Goodyear.



USE OUR LAY - AWAY PLAN

GOODYEAR
SERVICE STORE

E. J. PROSS, Manager.

Phone 42

Winterproof NOW
So Your Car Can Take It!

This is at least the 4th war winter for every U. S. Car... and it's the 5th, 6th, 7th, or 8th winter for most! You can't afford to gamble on protection!



PROTECT YOUR HORSEPOWER

Winterproof

A complete lubrication, pre-winter check-up and servicing of vital parts to get smoother performance, conserve gasoline and prolong the life of your aging car.

ENGINE—Worn out summer motor oil is drained—replaced with the right grade of fresh, tough winter Mobiloil to insure quick cold-weather starts—more gas mileage—safe, sure protection of vital engine parts.

RADIATOR—The cooling system is drained—cleaned thoroughly of rust, dirt and scale with Mobil Radiator Flush, then protected against freezing with the right amount of Mobil Freezone—the safe, dependable anti-freeze.

GEARS—Gear oils used in summer are drained—gear cases carefully flushed—refilled with the proper grade of Mobiloil winter gear oil for easier winter gear shifting and protection of hard-to-replace gears.

CHASSIS—All chassis points are properly lubricated with winter Mobilgrease—the correct grades properly applied in the right places. The entire car should be carefully inspected to uncover any serious needs for repair, replacement or service.

Plus Tire Switch and Inspection—Mobil Wheel Pack Service—Mobil Air Filter Service—Mobil Upperlube Tonic Treatment—Hydraulic Brake Service—Shock Absorber Service—Mobil Polish and Wax Service!

LISTEN TO RAYMOND GRAM SWING,
Blue Network, Monday through Thursday nights

YOUR FRIENDLY MAGNOLIA DEALER
AT THE SIGN OF THE FLYING RED HORSE

DEEP IN THE HEART OF TAXES

You've heard the song "Deep in the Heart of Texas." Most people today are deep in the heart of taxes. A bad pun to make a good point. Last year America's tax-paying electric light and power companies footed a tax bill of more than seven hundred million dollars. One-fourth of the electric dollar goes for taxes of one kind or another.

Still, taxes are necessary in modern war, and seven hundred million dollars or any fraction thereof will buy a lot of planes and guns, medical supplies, tanks and ammunition.

The business-managed companies which pay the taxes are glad to contribute to this fight for freedom. But a lot of people say: How can the electric companies pay these increased taxes and other wartime costs and still keep the price of our household electricity so low? For the truth is, if you're the average user of home electricity, you're getting about twice as much electricity for your money as you were getting, say, fifteen years ago. To do this takes the utmost operating efficiency and economy, and constant engineering research under sound business-management. You can be sure that experienced business management will keep your electric service dependable and low-priced.

West Texas Utilities Company