

NATIONAL BANK

MEMBER F.D.I.C.

Myers Auto Parts
245 Hickory Phone 8-2662

Shurtleff Bros. Welding Shop
Layne Turbine Pumps
Submersibles
480 W. Main

Don Wallace Motor Co.
Friendly Mercury Agency

Harrell's Humble Station
6th & Hickory Ph. 8-3251

Lazy Day Drive-In
"See us after the Game for drinks & short orders"

Dennis Walding's Shell Service
2nd & Oak St.
"Service is Our Business"

Henry Bilberry's Corner Drug
Colorado's Prescription Drug
Phone 8-3484

Colorado Tire & Supply
'Firestone Store'

Carey Lumber & Supply
'Complete Building Materials'

Kiker & Son Funeral Home
Phone 8-2622
Ambulance Service

Hunter-Merket Motors
Pontiac-Buick Dealer

Gary's Grocery
"We specialize in fine foods"
East Second St.

Rockwell Bros. & Co. Lumbermen

Windham Welding Service
Pipe Line Construction
Phone 8-2624 or 8-2575

Henry Vaught's One-Stop Service
Seiberling Tires—Phone 8-2552

The Friendly City Natl. Bank
'Over half a century of service'
Member F.D.I.C.

Thomas Bros.
Goodyear Tires
Chevron Products
Phone 8-4001

Banks Garage
Efficient Auto Repair
204 Locust Phone 8-3362

Hardcastle Refrigeration
Frigidaire Dealer
271 Elm Ph. 8-2252

ROOT MEMORIAL HOSPITAL
Phone 8-3431

FOOTBALL GUESSING CONTEST

1st prize—One year's subscription to the Colorado City Record.

2nd prize—One years subscription to the Colorado City Record.

3rd prize—2 movie passes donated by the Colorado Amusement Co.

4th prize—2 movie passes

RULES

Using official entry blank, circle the team you think will win. In the "key" game list the score to determine the winner in case of tie. Deposit entries at Colorado City Record or mail to Box 92, Colorado City, before 8 p. m. Friday. Prize winners will be announced the following week. Anyone can enter, nothing to buy.

Official Entry Blank

Colorado City	Lake View
Lamesa at	Snyder
Texas Western at	Trinity U.
Hardin-Simmons vs.	Okla. State
McMurry at	North Texas
Texas Tech at	Arkansas
S.M.U. at	Baylor
Rice at	T.C.U.
ACC at	Howard Payne
Houston U. at	Tulsa
Oklahoma U. at	Nebraska

*Key Game—list score

Name

Address

Master Cleaners
"Complete Service"
1034 Hickory Ph. 8-3182

Colorado Drug Co.
'Friendly Walgreen Agency'

Dairy Frost
● Hamburgers ● Dixie Dogs
● Sandwiches ● Slushes
● Cakes & Shakes
1252 Hickory

Jay Adams Chevrolet Co.
Chevrolet—Oldsmobile

Moser Wholesale Produce
140 Oak

Coley Brigg's Cosden Station
560 E. 18th
Fine Cosden Products

Greyhound Bus Terminal
499 E. Second Phone 8-3301
Mrs. Tobie Smith, Agent

COLORADO CITY VS. LAKE VIEW

Fri. 7:30 p. m. Wolf Stadium

*WOLVES' 1957 SCHEDULE

C-CITY 25, Seminole 0	C-CITY 13, Littlefield 7
C-City 6, BALLINGER 19	C-CITY 13, Lamesa, 0
C-CITY 8, Monahans 6	C-City 7, S'WATER, 34
C-CITY 7, Keymit 0	C-City, 0 SNYDER, 35
C-CITY 7, Brownfield 0	NOV. 22—LAKEVIEW (here)

Probable Starting Offensive Lineups

NO.	WOLVES	Pos.	CHIEFS	NO.
82	Richardson, 160	LE	Keel, 170	80
72	Weaver, 180	LT	Burl Terrill, 174	78
50	Free, 170	LG	Burt Terrill, 174	60
51	Blassingame, 160	C	Perry, 185	55
70	Maddox, 185	RG	Simpson, 160	68
71	Simmons, 175	RT	Burke, 153	71
53	Shoemaker, 165	RE	Martin, 173	81
20	Compton, 160	QB	McCall, 133	22
11	Merket, 140	LH	Wilson, 195	33
81	Black, 140	RH	Preas, 150	62
32	Richardson, 170	FB	Waren, 164	30

Jake Reid Tire Service
"Recapping & Vulcanizing"
525 E. 2nd Ph. 8-2661

Jake Bain Phillips 66 Sta.
Pickup & delivery for wash & grease and flats
501 E. 2nd Ph. 8-8107

Derrick Cafe
Snyder Highway
"Colorado City's finest food"

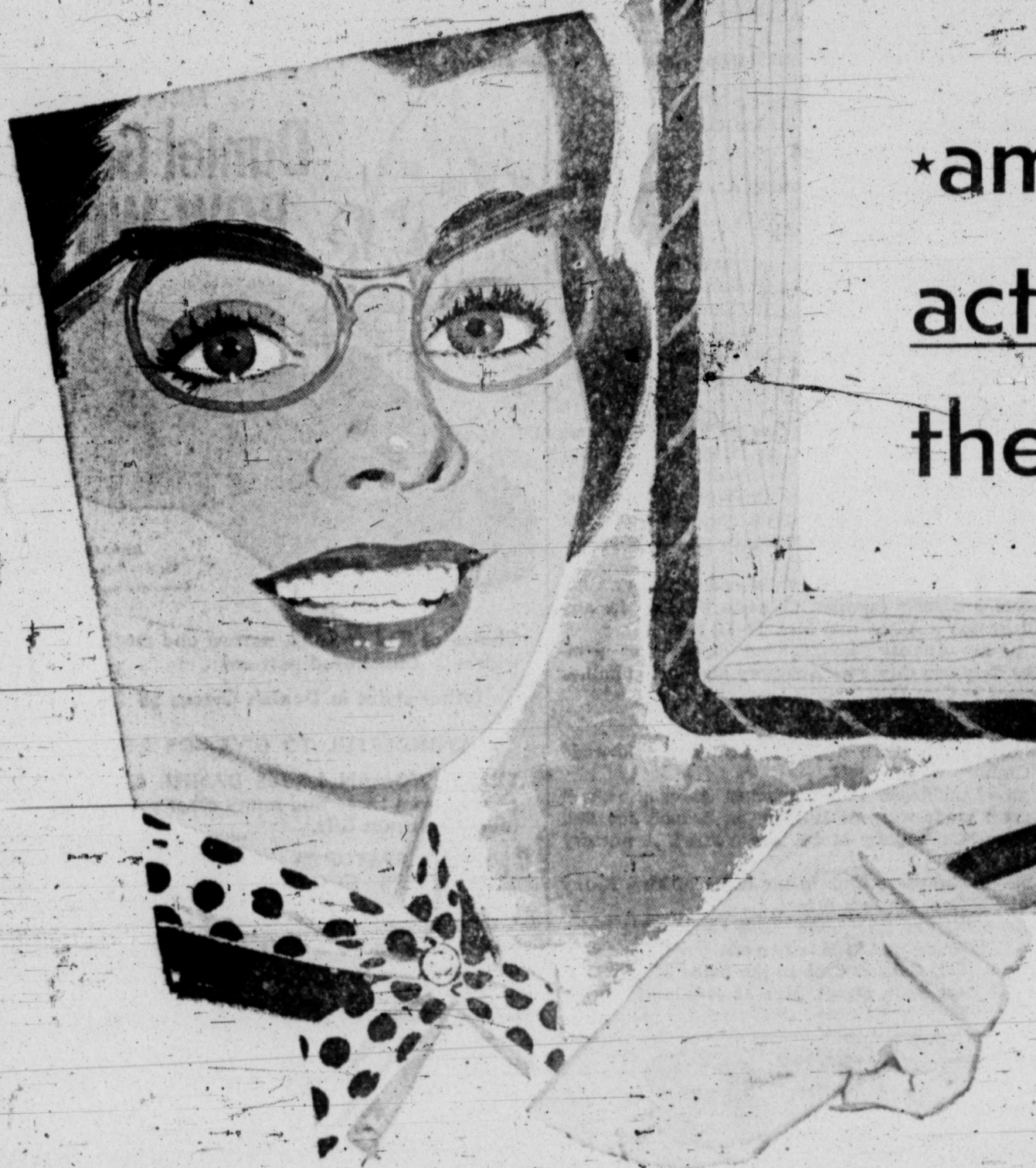
Colorado Sand & Gravel Co.
Phone 8-4011

C-C Printing Co.
Job Printing—Office Supplies
154 Walnut Phone 8-3701

Roberts Butane Gas & Appliances
Prompt Service
Phone 8-3711

Pittman's Floor Covering and Furniture
249 Walnut Ph. 8-2481





★america's number one action medium . . . the newspaper

DON'T BE MISLEAD BY EXAGGERATED CLAIMS
GET THE FACTS BEFORE YOU BUY ADVERTISING

1. Every weekday an average of 57,000,000 copies of newspapers are sold in the U. S. — more than packs of cigarettes, quarts of milk, or loaves of bread.

2. People in the U. S. spend for their newspapers \$3,120,000 a day, \$25,851,000 a week, \$1,344,236,000 a year.

3. According to a Market Research Corp. of America study, on a typical day 88 per cent of America's homes receive one or more newspapers.

4. There is no "summer replacement" for newspapers. Monthly variations in circulation show virtually no change in newspaper circulation from season to season.

5. People like to read newspaper advertising. According to the Continuing Study of Newspaper Reading, men rank advertising third (just ahead of sports news); women rank advertising first.

6. The Continuing Study of Newspaper Reading also reveals that the average newspaper page, with both news

and advertising on it, enjoys a median readership of 64 per cent by men and 73 per cent by women.

7. More than one-third of all ad money spent is invested in newspapers. In 1956 newspapers got \$3,305,000,000 — more than was received by radio, TV magazines and outdoor combined — according to McCann - Erickson, Inc. Preliminary Estimate.

8. TV in the homes does not affect newspaper readership: Cunningham & Walsh's continuing study of "Videotown" reveals that newspapers alone of all major media remain unaffected by TV's arrival in the home.

9. Since 1940 newspapers have maintained a constant level of popularity. Newspaper circulation has virtually paralleled growth in U. S. households.

10. Newspapers are keeping modern. Over \$700,000,000 has been invested by newspapers in recent years to improve plants, equipment and product.

11. The newspaper is the Number 1 Advertising Medium in America from every standpoint. It leads in revenue. It leads in audience. It leads in results!

Colorado City Record reaches a higher percent of the Mitchell County family units than any other combination of advertising mediums... cheaper, too!

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