

The Gay Philosopher

By J. W. S.

YOU CAN MARK it on the calendar that the night of November 4, 1954, was the date of the first killing frost of the fall season. The frost early Friday was as thick as snow. A trace of frost had appeared in some low places earlier, but this time it was general and there was no doubt about it.

The trees will start shedding their leaves, and the leaves will turn all colors. It will be interesting to drive into the country and notice the trees during the next few days.

YOU CAN ALSO mark an "x" beside November 5 on your calendar, as that's the date the 1954 duck hunting season opened. The first guns were supposed to have been fired at noon. Hunting is due to be better than usual, too. Ducks in large numbers have been stopping in regularly at Lake Cisco and Lake Bernie. Large area stock tanks also have visiting flights of ducks.

You'll want to stop by the Post Office and buy a \$2 federal duck stamp before you go hunting. You don't need a state license unless you get out of the county, but you must have the federal stamp.

SEE MR. R. M. Watson back in town. He underwent brain surgery in one of the most serious operations a person can undergo over at the Veterans Hospital in McKinney a few weeks ago. He's back home and gets out and about. He reports that he feels very good. And it's good to know that he's home and well on the road to recovery.

WENT OVER TO Abilene last evening to attend the annual banquet of the West Central Texas Oil and Gas Association. And it was just about the most entertaining few hours we've ever spent. The dinner, featuring a filet steak with all the trimmings and pie with ice cream, began at 6:30 p. m.

Mr. Ted Weems, the nationally famous orchestra leader, and his fine band and road show then took over. And for two and a half hours they gave out with super entertainment.

The orchestra had a girl singer who could sing, whistle and dance. They had a piano novelty number that practically put the customers in the aisles. The master of ceremonies turned out to be a master comedian — the kind that makes folks laugh long and hard. And it's good for you to get out once in a while and spend a couple of hours laughing long and hard. The whole banquet program was devoted to entertainment. There wasn't a speaker.

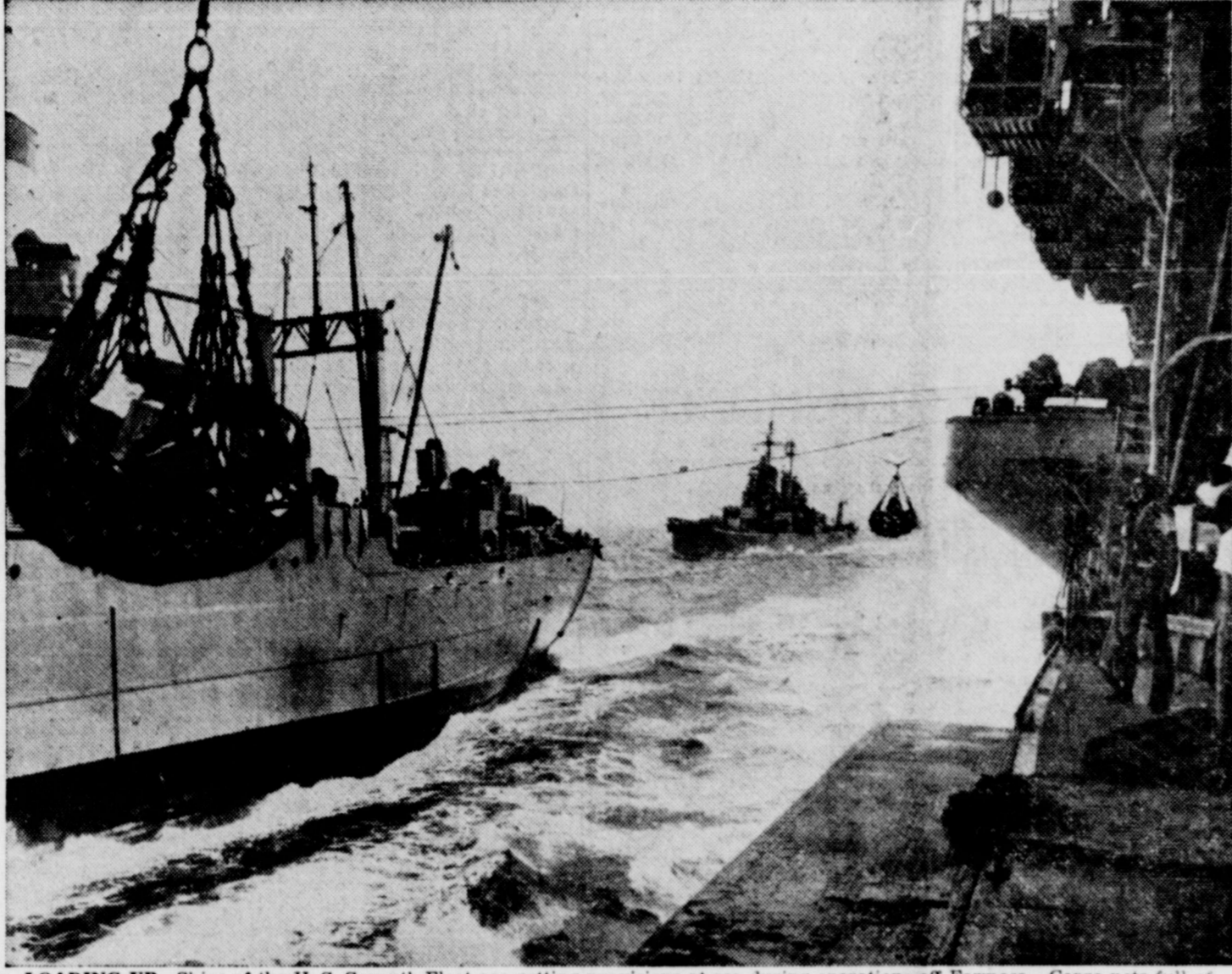
CISCO WAS well represented at the banquet. Among those we saw were the R. L. Ponslers, the Frank Bonds, the L. A. Warrens, the Coy Warrens, the E. L. Jacksons, the Randy Steffens, W. P. Guinn, George Irvine, W. C. Hogue, J. A. Robinson, Jim Whitehead, Jack Sawyer, Sterling Drumwright, James P. McCracken, and W. B. Wright. There were likely other Ciscoans we didn't see.

Saw the Jeff Gregorays, formerly of here and now of Abilene, and enjoyed chatting across the table with them. There was about 1,000 people present and all of them enjoyed the affair.

BET YOU'LL enjoy the annual banquet of the Cisco Chamber of Commerce on Friday night. Mr. Frank P. Johnson, the Illinois state senator and noted after dinner speaker, will deliver the main address. And a fine musical program has been arranged by the Cisco Junior College music department under the direction of Jack Chambliss.

Some of the recent banquet speaking dates of Mr. Johnson include the Civic Federation of Chicago, the Illinois Manufacturers Association, Illinois Bankers Association, Rotary Clubs all over the east, and numerous Chambers of Commerce dinners. Mr. Johnson spent a couple of years in Texas. Back in 1936 he worked for the Texas Centennial Commission. And in 1937 he was with the Fort Worth Frontier Centennial. For both, he did publicity work and made speeches on the significance of the exhibitions to the people of Texas.

Let's show our interest in our community's progress by attending the big banquet.



LOADING UP—Ships of the U. S. Seventh Fleet are getting provisions at sea during operations off Formosa. Cargo nets full of supplies are swung over the waters of the China Sea to the aircraft carrier USS Aludra. On hand for chow call is the heavy cruiser USS St. Paul, awaiting her turn in the background.

Homecoming Will Be Held Sunday By Moran Church

The First Baptist Church of Moran will observe Church Homecoming Day on Sunday, Nov. 7, and many former members and friends are expected to attend the event, according to an announcement here today. The Rev. J. B. Fowler is pastor of the church.

Some of the highlights of the day include the morning message by the Rev. T. L. Nipp, former pastor, now of Brownfield; a message at 2 p. m. by the Rev. W. R. Karkalits, another former pastor, now of Dublin; and the 8 p. m. message by the Rev. H. D. Blair, a former pastor who now is the retired missionary of the Cisco Baptist Association.

Rev. Fowler said that special musical programs will be provided for each of the three services. The host church will serve lunch from 12 noon to 1:15 p. m. "If you are a former member or friend of the Moran church we extend to you a most cordial invitation to be with us," Rev. Fowler said. "As best we know, this is the first such event ever held by the First Baptist Church of Moran. Activities of the day will be centered around the old-fashioned 'all-day preaching and eating on the grounds'."

Texas - Baylor Grid Game Will Be On Television

A live telecast and broadcast of the Texas-Baylor game Saturday will be sponsored by Humble Oil & Refining Co. In addition, The Humble Company will broadcast two other Southwest Conference games and Texas Tech's game with Arizona.

TV and radio time for the Texas-Baylor game will be 1:50 p. m. over WFAA-TV, Dallas; WBAP-TV, Fort Worth; KFDX-TV, Wichita Falls; KCEN-TV, Temple, and others.

Ves Box and Bob Walker will do the radio broadcast over WFAA-WBAP-570, Dallas - Fort Worth, and others.

SMU plays Texas A&M in Dallas and Dave Russell and Eddie Barker will describe that game beginning at 1:50 p. m. over WFAA-WBAP-820, Dallas - Fort Worth and others.

The Rice-Arkansas game will be broadcast from Little Rock, Arkansas, by Kern Tips and Jerry Doggett. Radio time will be 1:50 p. m. over KRLD, Dallas, and others.

From Tucson, Arizona, the Texas Tech-Arizona game will be described by John Ferguson and Jack Dale. The broadcast will begin at 8:50 p. m. over KFYO, Lubbock, and others.

REHAB PROGRAM OF PRISON IS OUTLINED IN ROTARY ADDRESS

"The real measure of a correctional institution is how it prepares its inmates for reentering society after he has finished serving his sentence," Elmer Frede, director of Vocational Education and Rehabilitation at the Texas Prison System, told Rotarians at their weekly meeting at the Hotel Victor Thursday.

Mr. Frede was on the program at the invitation of Rotarian Charles Graham, who introduced him to members of the club and visitors.

It was only in recent years, Mr. Frede said, that much consideration had been given to rehabilitating persons convicted of crimes and placed in prison. He said that for many years prisons were just for punishment and that, through lack of council and proper guidance, the inmate lost decency and faith in himself. He said that only harm to the individual and the public could be obtained by turning out the thousands of prisoners who had served their terms if an attempt had not been made to change their thinking. He pointed out that the great majority of inmates were in for short terms and that 90 per cent of those in prison would be released some time.

"What happens while the person is in prison is important," Mr. Frede said. He told of the increase in crime, and how the prison population was growing each year. He pointed out that crime was costing Americans \$20 billion each year.

Mr. Frede stressed several common sense points in the handling of the situation. First, he said, is to begin proper training in the home so that the number of criminals can be reduced; and second, was to help those in prison so they can become better citizens when released. Rehabilitation was given as the answer to that problem.

He said that only about 25 per cent of the inmates in the Texas prison system were good rehabilitation prospects. These are the first timers — men who have individual problems such as family or financial troubles, and those who commit crimes of the moment.

To determine the rehabilitation rating the following checks on the records are made: previous criminal record, the present offense, the family history, the previous employment record, the educational background, the military record, health and the hobbies of the individual.

Mr. Frede listed the following as coming under the rehabilitation department: educational program, recreational program, musical program, the library, the movie and film program, the chaplains, the psychologists, the artificial limb department, the medical, dental and eye program, and the barber and beauty shop program. He pointed out that the rehabilitation program was not cost-

Big Delegation Of Fans Due To See Loboes Play

A large delegation of fans was expected to follow the Cisco Loboes to Graham tonight as they play the Graham Steers in a District 9-AA contest at the Graham High School stadium.

Sports writers are picking the Steers to win over the Loboes by at least three touchdowns. The Graham team has been effective in games played earlier this season and won easily over the Ranger Bulldogs, a team that downed the Loboes 28-6.

The two teams will be close in the weight department. The Steers will enter the game with an average advantage of five pounds per man. The Graham backs are heavier than the Loboes, but the lines are about even.

The team will leave for the game at 3 p. m. and will have a light meal in Graham before the contest.

The band buses and the student bus will leave at 5:30 p. m. while most fans will probably leave at around 6 p. m. The best route to Graham is from Cisco to Breckenridge on Highway 183. Turn east at Breckenridge on Highway 180 until it intersects State Highway 67 about three miles for the city limits. Follow 67 to Graham. The trip is approximately 60 miles.

Coaches Jay Williams and Charles Williams announced their starting lineup as follows: Bill Smith and Johnny Trigg at ends, Ed Bernie and Arzell Hale at tackles, Joe Farrow and Tommy Collier at guards, Ronnie Qualls at center, Tommy Reynolds at quarter, Harold Pippen and Marcus Gallegos at halves and Joe Gilmore at full.

CALLED BY DEATH

Ernest McIntire of Route 1, Talpa, 20 miles south of Coleman, passed away Friday morning at his home after suffering a heart attack, according to information here. He was the father of Mrs. Drew Crain of Cisco. Other survivors are his wife of Talpa and a grand daughter, Ellen Crain, of Cisco. Funeral services will probably be held Saturday afternoon or Sunday in Coleman with burial in Talpa.

HOBBY CLUB TO MEET

The regular weekly meeting of the Cisco Hobby Club will be held Saturday morning at 9 o'clock at the East Ward School. The club did not meet last week due to conflicting activities.

ATTENDS BEEF DINNER

Manager Paul Brashear of the Cisco Chamber of Commerce was in Fort Worth Thursday night to attend a dinner of the Texas Beef Council. The event was the kickoff of the "Texas Beef Week" program, Mr. Brashear said.

Bering Strait was named for Vitus Bering, a Dane in the Russian Navy.

Good Program Ready For CofC Annual Dinner Saturday Night

Texas Steaks!

ATTORNEY GENERAL IS SPEAKER AT 'TEXAS BEEF WEEK' BANQUET

FORT WORTH, Nov. 5.—Texas Attorney General John Ben Shepperd Thursday told cattlemen of the surplus-troubled Texas Beef Council that Texans have too long been raising Texas cows and eating "K. C." Steaks.

"Why not Texas steaks?" he asked. He commended the council as an attempt by the industry to solve its own problems in the highest tradition of free enterprise by stimulating beef consumption in a free market.

"The Texas cattlemen had no socialized beef for sale," he said. Shepperd said the cattle industry had suffered serious setbacks through drought, surplus, and price drops.

"When the cattle industry is in trouble, Texas is in trouble," he declared.

The Texas Beef Council was formed to relieve a critical beef surplus and to stabilize the industry against future setbacks by making Texas the top beef consumer in the country.

"Through all its trials the beef industry has rejected hand-outs from the Federal government, and is trying to deal open-handedly with its customers right over the counter," Shepperd said.

"The people of Texas will respond to such an honest bid to solve this problem in the American way. Texans are self-reliant people who believe in God, representative government and an open market."

The Attorney General said Texas has too long been selling raw materials and buying them back as finished products at three times the price. He pointed out that Missouri produces less than half as many cattle as Texas, but has a \$200,000,000 leather industry employing some 60,000 people. Texas employs less than 3,000 persons in leather industries, he said.

"The beef cycle from prairie to plate, and the leather cycle from feed lot to feet, ought to be a Texas cycle. Texans ought to have their whole cow at Texas prices."

Shepperd compared the council's "eat more beef" campaign to the great trail drives of the last century, when 5,000,000 Longhorn were driven overland to Kansas in 15 years.

"Your problem in this 1954 trail drive is not to take the beef

to the people, but to bring the people to the beef. The practical way to get rid of a surplus is to eat it."

The Attorney General praised the Texas Longhorn steer for its rugged independence and said its character was transmitted to "the men who roped him, branded him and then prodded, dragged and fought him a thousand miles to the Kansas market."

"When he was led to the slaughter he held his mangy old head high. You didn't slaughter a Longhorn. You executed him."

The same rugged independence was shown by Texas cattlemen in forming the Beef Council, he said. "You are playing the Longhorn to the nation by setting an example of self-reliance. The Lord helps those who help themselves."

Shepperd said Texas families are not eating as much beef as they need because they think they can't afford it.

"When everybody asks for only the expensive cuts, it sends the price of beef up. With 37 retail cuts on the market and 136 ways of cooking them, and with some of them selling at only a few cents a pound, there is no reason why Texas children cannot have good red beef seven times a week," he declared.

McMurry Students Will Visit Moran

ABILENE, Nov. 5. — Deputation teams of McMurry College students will visit Methodist Churches in Moran and Burkett this weekend. They will conduct youth programs, speak to Sunday school groups, and direct worship services.

The delegation slated to visit the First Methodist Church of Moran Saturday and Sunday is made up of Barbara McAlester, Artesia, N. M.; Creta Case, Abilene; Eleanor O'Kelly, Matador; Jack Pflug, Lefors; and Ernest McGaughey, Vera.

This group will be accompanied by the Rev. George Steinman, professor of religion.

Miss McAlester will play piano selections and conduct a worship program. Miss Case, Pflug, and the Rev. Steinman will speak to various groups. Miss O'Kelly will lead recreation.



WET GOING—Heavy rains that flooded the flat fields of Holland's Overijssel province have made farming extremely difficult for this man and his horses. Bad weather and a shortage of personnel have resulted in an emergency call for volunteers to salvage the crops before winter sets in. Here, the animals are reflected in flood water.

Large Crowd Due To Attend Affair

An outstanding speaker and an entertainment program featuring Cisco Junior College musicians is expected to attract a large crowd for the annual banquet of the Cisco Chamber of Commerce at 7:30 p. m. Saturday at the Junior High School gym.

Frank P. Johnson, Illinois State Senator and a widely known speaker, will deliver the dinner address. A newspaperman, farm operator and lawmaker, Mr. Johnson has devoted more than 20 years to public speaking work throughout the nation.

President Anton White of the Chamber of Commerce will be master of ceremonies for the dinner. The Rev. Tex Culp, new pastor of the East Cisco Baptist Church, will give the invocation. Dinner will feature barbecued chicken.

Guests are expected from the various surrounding cities, and they will be introduced by Bob Latson. Jack Chambliss, head of the music department of Cisco Junior College, will be in charge of the musical program, which features his Madrigal Singers. Mr. White, a personal friend, will introduce the speaker.

Organ and piano music during the dinner will be provided by Mrs. W. O. Wylie of Cisco and Glenn Rockey of Baird, assisted by Ken Russ and his trombone of Cisco.

Chairman Bob Hammett of the ticket committee reported that ticket sales indicated a good crowd will attend the event. He noted that those who decide to attend at the last moment can obtain tickets at the door.

A. Z. Myrick is general chairman of the banquet committees. The various committees in charge of details are composed of the following:

Arrangements — C. E. Higginbotham, chairman, C. W. Henry, J. T. Richardson, Catherine Cunningham and Arlin Birt.

Decorations — Mrs. Barton Philpott, chairman, Laura Greenhaw, Helen Brashear, Mrs. Ted Waters and W. O. Wylie.

Menu — Gene Abbott, chairman, R. J. Stevenson, J. L. Stafford, Mrs. Bob Hammett and Mrs. Truly Carter.

Program — James P. McCracken, chairman, Ken Russ, Rev. Leslie Seymour, Jack Chambliss and Mrs. W. O. Wylie.

Reception — E. L. Jackson, chairman, G. C. Rosenthal, D. H. Darnell, George Davis, Dr. H. M. Ward, W. H. McNally, Rev. Sidney Spain, S. H. Nance, A. D. Anderson, W. P. Guinn, and Carlos Turner.

Speaker system — Marshall Jones, chairman, Tom Smallwood, Bill Kendall, Ocie Livingston and O. H. Tennyson.

Tickets — Bob Hammett, chairman, Paul Farrow, R. J. Stevenson, J. J. Porter, Felton Underwood, H. C. Cabanes, George Estill, Alpha Elder, A. W. Snider, C. E. Hailey, A. G. Sander, G. R. Nance, W. B. Wright, Howard Turner, E. R. Bibby, Stanley Webb, Harold Cheves, Con Collins, Owen King, Dr. E. E. Adley, Jr., George Irvine, Dr. C. M. Cleveland, Clyde Karkalits, Austin Flint, Leo Phagan, W. E. Dean, Dr. R. L. Blackstock, Richard E. Anderson, J. L. Thornton, J. E. Proctor, Chester Norvell, Sutton Crofts, C. W. Henry, Truly Carter, Lawrence Davis, J. D. Yardley and Shorty Tennyson.

RACES ARE PLANNED

A horse racing program at the Cisco track located less than a mile from Cisco on the Moran highway has been announced for 2 p. m. Saturday. Some of the leading race horses in Texas will run in the matched and purse race, it was reported. The race track is located east of the livestock show barn. Grandstand seats are available for racing fans.

PRICE CORRECTION

The A and P store has announced a correction in their store ad which was run in Thursday's edition of The Press. The price on Super Right Graded Heavy Calf Round Steak should have been 55 cents per pound rather than 59 cents as was shown.

THE CISCO DAILY PRESS

Consolidated with Cisco Daily 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 8, 1879.

J. W. SITTON and TED READ Publishers

Published Daily except Saturday 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.

SUBSCRIPTION RATES
\$3.00 per year by mail (outside Cisco) in Eastland, Stephens and Callahan Counties, Texas. In other Texas Counties, \$5.00.
Per year in advance (Cisco, by mail) \$5.50
Per week (by carrier) 15c

CONSERVATION PAYS OFF

Does conservation of the land pay off for the farmer in dollars and cents?

A survey made in Illinois helps tell the story. Over a ten-year period, careful records were kept of a group of farms where approved conservation practices were used and also of a group of physically comparable non-conservation farms. The facts produced are striking.

At the beginning increases in farm income from good conservation tended to be relatively small. But later on they rose abruptly. At the end of 10 years, the conservation farms returned eight dollars more net income per acre than the non-conservation farms.

And, of great importance, the conservation farms maintained and improved the productivity of their land. Non-conservation farms, on the other hand, were forced to mine their land to earn a profit — to deplete it, and to progressively reduce its productivity.

The money-making practices which go to make up a complete conservation farm plan are simple. They consist of such things as proper land use; testing and treating the soil; crop rotation; good water management, including contouring, terracing and drainage; and efficient use of legumes, grasses and other livestock feeds.

Not many years ago such a program would have been far from simple. For one thing, little was known about how to conserve land. For another, the farmer's main tools were his own muscles and those of draft animals. Now science has given us the necessary

Putnam News

Mr. and Mrs. Everett Williams and children of Spur, Miss Betty Williams and roommate and Lewis Clements of Grand Prairie were visitors in Putnam over the weekend.

J. N. Williams and George Biggerstaff were visitors in Cleburn Thursday.

Mr. and Mrs. J. N. Williams visited in Franklin Friday.

Mr. and Mrs. Odom of Cross Plains were visitors in Putnam Monday.

Mrs. F. P. Shackelford Sr. and granddaughter spent the weekend in Rogers with her mother, Mrs. Scoggins.

Mr. and Mrs. Lewis Williams spent Sunday in Lubbock where they visited in the home of Mr. and Mrs. Nat Williams and daughter, Gayle.

Mr. and Mrs. Charley Brown and daughter, Mrs. H. Woods, are visiting with Mr. Woods in El Paso. Mr. Woods has just returned from Korea and will receive his discharge soon.

Mr. and Mrs. Orville Taylor are visiting their son in El Paso who has just returned from Korea.

knowledge — and in modern mechanical farm equipment we have the efficient, economical tools that are needed to do the job. We can conserve our irreplaceable croplands — and we

Mr. and Mrs. Raymond Clark were visitors in Baird Saturday. Several friends from Putnam attended the golden wedding anniversary celebration of Mr. and Mrs. Harry Ebbert in Baird Sunday.

The Halloween Carnival at the school building was attended by a large crowd.

Mrs. Lunney Russell of Stephenville visited briefly with her sister and husband, Mr. and Mrs. Tex Herring, in Putnam en route to Midland, Stanton and El Paso for a visit with relatives.

Mrs. W. H. Boxley, former Maurine Orr, is expected in Putnam Saturday for a visit. Mrs. Boxley, whose home is in Huntington, West Virginia, has been visiting in El Paso and Midland. Lewis Williams and George Biggerstaff were visitors in Weatherford and Fort Worth Tuesday.

Mrs. Charles Odom and brother, Virgil Brown, were in Fort Worth Wednesday.

Mr. and Mrs. Gus Brandon are visiting their daughter and family, Mr. and Mrs. Neal Norred in Big Spring.

Mr. and Mrs. Will Jobe visited their daughter in Fort Worth Saturday and Sunday.

Mr. and Mrs. Billy Everett of San Antonio are the parents of a son, Michael Allen. The infant weighed six pounds and four ounces at birth. Grandparents are Mr. and Mrs. Fred Cook and Mr. and Mrs. Will Everett. Mrs. Cook will leave Saturday for a visit with her daughter and family.

Mr. and Mrs. Claud Cunningham and son, David, and Mrs. W. H. Boxley stopped briefly in Putnam en route to Dallas to meet their sons, Allison and Mike of A&M College.

Mrs. W. J. Abernathy, who underwent major surgery in the Baird Hospital last week, is slowly improving.

The condition of Mrs. Hoot Corn is about the same.

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everything!



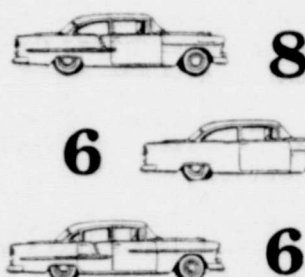
Wonderful new Glide-Ride Front Suspension

New spherical joints flex freely to cushion all road shocks. You glide over the bumps! New Anti-Dive Braking Control, exclusive with Chevrolet, assures "heads up" stops.



Easier steering, stopping, clutching

The new Chevrolet steers with ball-bearing ease, thanks to new friction-cutting Ball-Race Steering. New Swing-Type Brake and Clutch Pedals pivot at the top, swing downward with a light pressure of your toe.



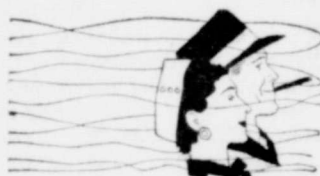
Great new V8—two new 6's

New "Turbo-Fire V8" delivers 162 h.p. with an ultra-high compression ratio of 8 to 1. Two new 6's, too—the new "Blue-Flame 136" with Powerglide (optional at extra cost) and the new "Blue-Flame 123."



And look what you see from the driver's seat

New Sweep-Sight Windshield curves around to vertical corner pillars, giving you a wide, full view of the road ahead. And you can see all four fenders from the driver's seat!



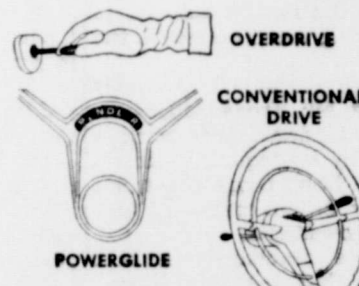
A ventilating system that really works

Chevrolet's new High-Level Ventilating System takes in air at hood-high level, away from road heat, fumes and dust.



New Outrigger Rear Springs

Rear springs are longer—and they're attached at the outside of the frame. This means they're spaced wider apart, outrigger-fashion, to give you greater stability in cornering.



Three drives, including Overdrive

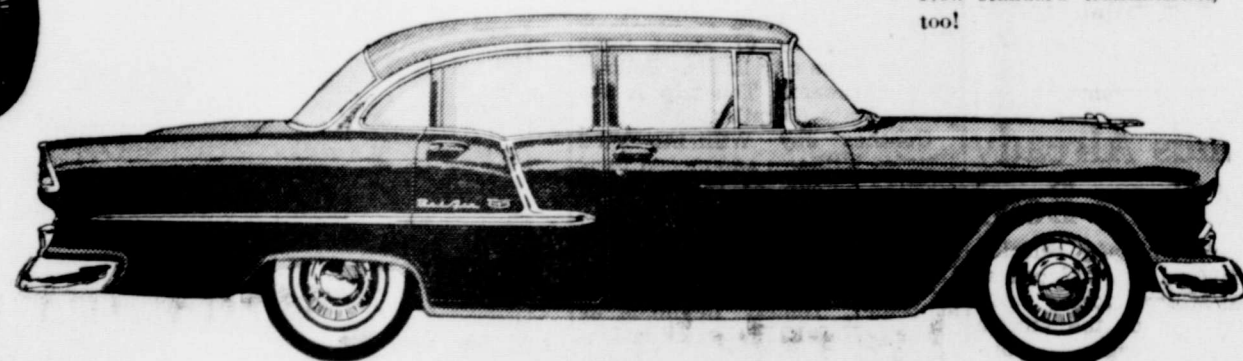
Powerglide—with the new V8 or the new "Blue-Flame 136." New Overdrive with the new V8 or the new "Blue-Flame 123." (Powerglide and Overdrive are extra-cost options.) New standard transmission, too!

Even Air Conditioning, if you wish

Air is heated or cooled by a single highly efficient unit that requires no trunk space! (V8 models only.) It's just one of the wonderful extra-cost options Chevrolet offers!

Tubeless tires as standard equipment

You get this great tire advance at no extra cost! Proved tubeless tires give you greater protection against a blowout... deflate more slowly when punctured.



The Bel Air 4-Door Sedan—one of 14 new Fisher Body beauties in three new series

Chevrolet and General Motors have started something—a whole new age of low-cost motoring —by taking a whole new look at the low-cost car. Here are new ideas, young ideas... and some of tomorrow's ideas, too! And they're all rolled up in the most glamorous package that ever wore anything like a Chevrolet price tag!

This is the car that began with a great idea—the idea that a low-priced car could be built that would have the style, the performance, the comfort and convenience features, and the fine quality "feel" of high-priced cars.

Lots of car buyers have wished for such a car. Lots of automotive engineers have dreamed about it. But there were

plenty of reasons why it couldn't be done.

Then Chevrolet and General Motors designed and built a car to fit the dream—the Motoramic Chevrolet!

Come in and see how the Motoramic Chevrolet for '55 is far more than a completely new car. It's a whole new idea about cars!

Come in and meet the motoramic Chevrolet

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WANT-AD SECTION

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FOR SALE — Gas heaters. Five radiant 20,000 B. T. U. A nice looking and very efficient, \$15.95. A good stock of radiants and connections. Collins Hdwe. 238

FOR SALE — My home, 7 large rooms and bath. 906 W. 7th, west of High School. Also several pieces of furniture. Mrs. C. S. Surles. 219 tfe

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1950 Studebaker Pickup, radio, heater, clean body — \$495.00

All above cars and pickups with 1955 Safety Stickers and Warranties

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FOR RENT — Unfurnished two bedroom house. 409 W. 6th. Mrs. Leon McPherson. 242

FOR RENT — Nicely furnished 3-room and bath duplex. 307 W. 8th. Inquire at 305 W. 8th. Phone 719-J. 238tfc

FOR RENT — Furnished duplex at 801 West 9th. Apply at 913 West 10th St. 239

FOR RENT — Garage apartment. Newly furnished, 3 rooms and bath. Close in. O. J. Tillinghast, 402 Ave. I. 239

Lost

LOST — Small black curly haired dog with white ring around neck and white boots. Weighs about 30 pounds, wearing Louisiana vaccination tag. 1210 W. 13th. Phone 1237. 238

LOST — Small boys' pet. Brown female Boxer dog with fresh scar on chest. Answers to Susie. Reward. Call Charles Stephenson, 9000 or Dr. Stephenson. 239

Wanted

SALESMAN WANTED — Own and operate the best one-man business in America. Have opening in Cisco for Watkins dealer. No capital investment needed if you can qualify. Customers prefer nationally advertised spices, extracts, medicines, vitamins and minerals, cosmetics, household aids, insecticide. Attractive premium offers. Car or light truck needed. Write R. M. Barrington, Wholesale Distributor, P. O. Box 972, Abilene, Texas. 239

Notice

IT IS TEXAS BEEF... brate with a half... good beef from our... the cattlemen by help... eat better for less... Plant. Phone 200

NOTICE — Will... ladies or children in... Mrs. L. B. Hill, Nunn...

NOTICE — A home... now open for your... West 6th St.

NOTICE — Duck... Friday, Nov. 5, at... will get more ducks... X ammunition. Call... ware.

TRY THE NEW

The mostest and the... recorded music. Come... demonstration. The... 110 East 10th.

NOTICE — Win a... Get details at... Farm. 1500 Beech St.

NOTICE — Another... ice. Expert yard... equipment. Also... and all kinds of... Public Service and... Store, 1205 Ave. D, plan...

KRBC Channel 1

FRIDAY

- 2:15—Matinee Movies
- 3:30—Daily Devotions
- 3:45—Brighter Day
- 4:00—Homemakers Page
- 4:30—On Your Account
- 4:45—TBA
- 4:55—News Headlines
- 5:00—Kalvin Kewee
- 5:25—Crusader Rabbit
- 5:30—Foreman Bob's
- 6:00—The Music Man
- 6:30—Evening Report
- 6:45—What's New with
- 7:30—Life of Riley
- 8:00—Tupper
- 8:30—Rocky King
- 9:00—TBA
- 9:15—World's Greatest
- 9:30—Football This
- 9:45—TBA
- 10:00—News, Sports, V
- 10:15—Movie time
- 11:15—Vespers & Sign

Courtesy of SCHAEFER RADIO "Your Philco Dealer" 1008 Ave. D. — We Service All Makes

HANDY REFERENCE BUSINESS AND PROFESSIONAL DIRECTORY

WHERE TO FIND IT

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

Ambulance Service — Thomas Funeral Home 24 HOUR SERVICE Oxygen Equipped Ambulances Phone 166 day and night	Electrical — Smallwood Electric Co. Residential or Commercial ELECTRICAL CONTRACTING No Job Too Large or Too Small. All Jobs Expertly Done 1307 Leggett Phone 1121	Plumbing — For Master Plumber Call Cisco Appliances Quality Work and... 606 Ave. D.
Wylie Funeral Home —AMBULANCE SERVICE— Oxygen Equipped Phone 1155 402 West 5th Street	Livingston Electric Contracting and Repairs Quality Material — Workmanship Airconditioning Service PHONE 414	Real Estate — Tom B. Stark Real Estate National Insurance General Insurance and... Farms, Ranches, City... 397 Reynolds Bldg.
Appliances — Zenith Radios and TV, Maytag Appliances and Servel We Service What We Sell Cisco Maytag Co. Phone 399	Jones Electric CONTRACTING & REPAIRS NEON SERVICE 1105 W. 14th. — Phone 1152	Radio Service — Tennison Radio and T. V. Sales Service Your Philco Dealer Pioneers in Television
Chiropractors — Dr. C. E. Paul Chiropractic & x-ray Service Phone 680 708 Ave. I	Electrical CONTRACTING House Wiring and Repairs Small Appliance Repairs Cisco Appliance Co. 606 Ave. D — Phone 414	Steam Laundry A complete laundry... Cisco Steam Laundry Pick up and delivery... 103 West 9th — Phone
Insurance — Boyd Insurance Agency GEORGE BOYD HAYWOOD CABINETS General Insurance Call 49	Transfer & Storage — Moving? Need something shipped or moved? We'll handle it anywhere anytime. Merchants Fast Motor Lines for Freight. The Ranger Transfer for moving. "We're reliable — Your goods are protected." Phone 477—Cisco, Tex. — nite 1083	

SOCIETY AND CLUBS

AND NEWS OF INTEREST TO WOMEN

Girl Scout Troop 7 Holds Weekly Meet

Girl Scout Troop Seven met Wednesday afternoon, November 3, at the clubrooms for their weekly meeting with the president, Rose Starr, in charge. The meeting was called to order by the president and dues were collected. Routine business matters were transacted and Christmas cards distributed to each girl for the troop.

cooking badge and the Child care badge. The girls working on the cooking badge decided to prepare a Chinese dinner Monday evening at the home of their leader, Mrs. Flint. Plans were made for the troops share of refreshments to be served at the "All Scout" party to be held at the Junior High School on Thursday night.

The meeting was dismissed with the forming of the wishing ring. Those attending were Sandra Chance, Rhonda Coulter, Barbara Marconel, Judy Poe, Mary Laird, Thelma McCreedy, Ginger Tolson, Rose Starr, Julia McCandless, Jeanne Thompson, Mrs. Flint and Mrs. Thompson.

President Woodrow Wilson was football coach at Princeton in 1890.

MERCHANTS CREDIT ASSOCIATION

State and National Affiliations

Lucile Huffmyer SECRETARY

Telephone 142

Desk And Derrick Club Meets In Breckenridge

The Desk and Derrick Club of Breckenridge met Monday evening at the Woman's Forum in Breckenridge with Louise Athey, president, presiding. Three from Cisco, Mae Kleiner, Betty Evans and Johnnie Cheshire, were among those present. During the business session nominating and tally committees were appointed for the election of 1955 officers to be held at the December meeting.

Fern Hart, program chairman, presented two films. The first, entitled "10,000 Feet Deep," was a study of seismic operations and was shown through the courtesy of Shell Oil Company. The second film, "The Story of Colonel Drake," gave the history and events surrounding the drilling of the first oil well in Titusville, Pennsylvania, in 1859.

Hostesses Doris Watts and Tiny Briscoe served refreshment to the group.

Baptist TEL Class Has Monthly Meet

The T.E.L. Class of the First Baptist Church met Thursday evening at the church for their monthly meeting with Mrs. W. J. Parsons and Mrs. Arch Bint serving as hostesses.

Mrs. O. O. Love opened the meeting with prayer and Mrs. A. R. Day brought the devotional from the 34th Psalm. A brief business session was held.

A social hour followed and refreshments were served to Mesdames O. O. Love, E. C. Duncan, W. H. LaRoque, G. B. Langston, W. J. Poe, A. R. Day, Ada Wheeler, I. J. Davis, Fred Grist, Berta Carmichael, C. A. Williams, C. P.

Cole, and the hostesses, Mrs. Parsons and Mrs. Bint. The next meeting of the class will be held on December 17.

FOR SALE

To settle the Dr. Oldham estate, we are offering 6-room residence at 812 W. 8th St.

Also, 7-room residence with 3 lots at 408 W. 19th St. 2 City Blocks and other vacant property between E. 10th. and E. 12th. St. and Beech and Humble Avenues, and a corner lot at W. 13th. St. and Ave. J. Priced to sell. Houses shown by appointment. Sell any or all these properties.

6-room home with several acres of ground, barn, city water, and tank. Ideal for poultry farm and hog raising.

Beautiful 3 bed-room residence with large corner lot. On pavement. Lots of shade trees.

Lovely home with 20 acres of land. All conveniences.

2 1/2 acres ground and 5-room residence, outbuildings.

Several acres of land, double garage with living quarters above. Chicken-house.

5-room bungalow on W. 11th. St. A Buy.

3 bed-room brick home on E. 16th. St. Several lots.

5-room cottage with large lot N. side.

Nice building site, 150 ft front, paved corner.

Well improved 160 acre stock-farm near Rising Star.

400 acre place in Shackelford County. A dandy.

Section land North of Cisco, on pavement. No minerals.

Motel and Cafe doing good business, on Hi. 80. in good town.

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

For Monuments of Distinction CALL Mrs. Ed Aycock Our years of experience enables us to give you prompt and courteous service. See display at 206 Ave. E. or call 183 for appointment

ANNOUNCING THE FACTORY OUTLET DRESS SHOP Opening Monday, 10 a. m. Mrs. Lewis E. Starr McCauley Building

ATTENTION PEANUT PRODUCERS . . . TOPPER BRAND PEANUT SEED

THIS IS TO CERTIFY that Durham Peanut Company will guarantee Southwest Spanish Peanut Seed of good germination and at a reasonable price to producers for 1955 planting season as follows:

1. To the producer who sells his peanut crop to this company, we positively guarantee as stated above, sufficient seed to plant his 1955 quota acres. This guarantee is to expire May 1, 1955.

2. To the producer who, due to crop failure, has no peanuts to market or the producer who has peanuts to market but does not sell his crop, we guarantee, as stated above, sufficient seed to plant his 1955 quota acres, PROVIDED he comes to our office by December 15, 1954, and makes special arrangements necessary for us to offer him this protection. This guarantee will hold good only until our supply is exhausted.

As you know, Durham Peanut Company has specialized in TOPPER BRAND PEANUT SEED for many years and we are very grateful for the splendid public acceptance of this fine product. We are again making every effort to accumulate sufficient high quality, high germination peanut seed to assure all our customers throughout our entire trade territory of adequate good quality seed to plant their 1955 quota acreage. This company feels it has a very definite responsibility to see that our entire planting area is supplied with good quality seed and we are entering the season with a full realization of this responsibility at the same time asking the wholehearted cooperation of every producer to the end that there will be ample seed for himself and his neighbors.

To the producer who does not care to avail himself of the protection afforded him under the above outlined plan, please rest assured that this company will make every effort to furnish your 1955 seed requirements; however, we must depend upon our buying for our seed stock and hope that you will cooperate with us in our all-out effort to acquire sufficient tonnage from which to select your seed, by selling your peanuts to this company.

PAT CAGLE, President

Durham Peanut Company, Inc. COMANCHE, TEXAS

EXPERIENCE UNDERSTANDING FRIENDLINESS TRUST Wylie Funeral Home

Get Ready For Winter NOW with a wash and lubrication job at Don's. When cold weather hits, heavy summer oils and lubricants make for hard starting and sluggish operation. Let us put your car in condition for winter driving.

DON'S SERVICE 8th at Ave. N — Phone 139

HIGGINBOTHAM INSURANCE AGENCY C. E. HIGGINBOTHAM E. J. POE Phone 198 707 Ave. D

We Like to Talk About Abstracts . . . Because making abstracts has been our job for many years. Every day people come to us with their title problems. Some cases are tragic. Take the example of the couple who have put their life's savings into a home to find out later they have no title. But most title problems are simple and the abstract helps to make them simple. So before buying real estate better talk to us about the title.

EARL BENDER & COMPANY Eastland, (Abstracting since 1923) Texas

PENNEY'S ALWAYS FIRST QUALITY! FOUNDER'S DAY SUPER-BUYS

Extra savings wind up a week of Penney Day features as PENNEY'S SALUTES A PIONEER!

ONE DAY ONLY! — SATURDAY, November 6th

FOUNDER'S DAY VALUE!

Original ROGERS AA QUALITY SILVERPLATE

52 pc. service for 8! \$16.95

tarnish - resistant chest ... \$4.00

16 teaspoons
8 soup or dessert spoons
8 dinner forks
8 salad or pastry forks
8 hollow handle knives
2 serving spoons
1 butter knife
1 sugar shell

"JUBILEE" designed exclusively for Penney's by The International Silver Company! Wonderful for holiday entertaining, Christmas giving! Right now at savings you get beautiful, well-balanced silverplate . . . fine AA quality, with points of wear overlaid with added silver for long brilliant service!

SPECIAL! HEIRLOOM-TYPE REVERSIBLE BEDSPREADS

Lovely to look at, easy to care for! Pre-shrunk woven cotton bedspreads machine wash, need no ironing. Rich fringe border. White, Eggshell, Yellow, Pink, Light Green, Blue.

\$10.00

SATURDAY ONLY!

80-SQ. COTTON PERCALE in bright, new prints . . . florals, geometrics, novelties. Machine washable! Many sewing uses. 35-36" wide. YD.

29¢

STOP - LOOK - LISTEN SATURDAY ONLY!

MEN'S QUALITY BROADCLOTH SHIRTS

For the thrift budget! Full cut top quality Sanforized broadcloth shirts take plenty of rugged wear and machine washings. Fused collar styles, barrel cuffs. Hurry!

\$1.98

Taffetized nylon can can half slip in crisp white with dainty bow trim. Hand washable. Smart gift idea! Girls' sizes 4-14

\$1.00

Wide sweep acetate taffeta half slips — perfect understudies for holiday partying! Made in 3 flaring tiers, easy to wash by hand. S, M, L. Penny Special!

98¢

No - iron sculptured nylon duster in a pretty floral print, etched with silver color. Washes and dries in a wink! Blue or pink. 12-20. Penny Special!

\$6.00

ONE DAY ONLY! — SATURDAY, November 6th

PALACE
THEATRE — IN CISCO, TEXAS
FRIDAY & SATURDAY

That "STREETCAR" MAN
MARLON BRANDO
in
THE WILD ONE
Mary MURPHY
Robert KEITH

—plus—

MASSACRE CANYON
Pam CAREY
Audrey TOTTER

PALACE
THEATRE — IN CISCO, TEXAS
SUNDAY - MONDAY - TUESDAY

BURT LANCASTER
LAST OF THE GREAT
APACHE WARRIORS!

APACHE
with **TECHNICOLOR**
JEAN PETERS JOHN MINTIRE

-Plus News - Cartoon-

JOY DRIVE-IN
CISCO — EASTLAND HIGHWAY

FRIDAY & SATURDAY

MAN-WOMAN CONFLICT
... Jungle Danger!

THE NAKED JUNGLE
with **TECHNICOLOR**
CHARLTON HESTON - PARKER

—plus—

3 GALS. — 1300 G. L. 41
THE PLEASURE ISLAND
with **TECHNICOLOR**
DON TAYLOR — LES GLENN
GARY BRIDGES — JULA LANGRISH
Dorothy Brumley — Audrey Galtion

SUNDAY & MONDAY

DARINGLY DIFFERENT!

Joan FONTAINE
Edmond O'BRIEN
Ida LUPINO
in
THE BIGAMIST
WANTED BY TWO WOMEN

—plus—

WILLIAM LUNDIGAN
Terror Ship

Small Firms Are Offered Chance To Bid On Work

Government procurement opportunities suitable for small firms in this area are being received in increasing numbers by the Dallas office of the Small Business Administration, 1114 Commerce Street.

J. F. Matchett, regional director, explained that due to the large number of potential bidders registered on the principal procurement centers' bidders lists, a rotation system of sending notices to firms often is employed by procurement officials. As a result, this practice precludes all potential bidders from receiving each proposed procurement announcement.

Frequently, contractors are able to obtain sufficient bid information at the Dallas regional office to determine whether they are interested in bidding on a particular procurement without the delay normally involved in requesting bid sets directly from the initiating procurement offices, usually located in the east or north. Thus, such review of pro-

urement data in the SBA office saves both the contractor and the government much time and money, Mr. Matchett stated.

"Many small firms are also taking advantage of technical assistance available through our SBA office regarding clarification of technical requirements on procurement data included in these bid sets.

"We can often assist with various other important services in the field of government procurement," Mr. Matchett said. "For example, we can help the small concern to determine which agencies buy the items it manufactures or can manufacture, and help it obtain listing on the appropriate agency's bidders list. SBA also has prepared two publications which are extremely helpful to the small firm interested in doing business with the government. These are the U. S. Government Purchasing Directory which sells for 50 cents, and the U. S. Government Specifications Directory which costs 25 cents. Both books may be obtained from the Dallas office of the Department of Commerce at the prices indicated."

In addition to government purchases, a large number of surplus property sales announcements are being received regularly by the SBA Dallas office, Mr. Matchett said.

GRAVESIDE RITES PLANNED

Graveside rites for Owen McKenzie of Dallas will be held at Oakwood Cemetery here at 2:30 p. m. Saturday. Thomas Funeral Home is in charge of the local arrangements. Mr. McKenzie died in Dallas Thursday. He is a nephew of Mrs. C. Owen of Cisco.

The first Olympic Games recorded occurred in 776 B. C. in Greece.

BOOTS

Check Your Boots For WINTER-WEAR

- Full Soles
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STARTS WHITE STAYS WHITE

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308 East 20th Street
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for every purpose

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- CONOCO PRODUCTS
- GOODRICH TIRES
- We Specialize In WASHING & GREASING JOBS
- ANTI-FREEZE

Your Patronage Appreciated

NORVELL & MILLER GROCERY

SPECIALS FOR FRIDAY & SATURDAY, NOVEMBER 4 - 5
IN CONNECTION WITH DIAMOND CONTEST WHICH BEGINS FRIDAY

HORMEL GOOD FOOD SALE

HORMEL MIDWEST BACON 2 lbs. 95¢

HORMEL HAM

Half or Whole 1b. 51¢
Butt Ends 1b. 49¢
Shan k Ends 1b. 45¢
Ham Hocks 1b. 25¢

HORMEL SLAB BACON

Half or Whole 49¢ lb.
Sliced 59¢ lb.

HORMEL PURE PORK "BAG" SAUSAGE 2 LB. BAG 98¢

Hot or Mild Hormel Sausage will be served Free all day Friday & Saturday

HORMEL CELLO ALL MEAT FRANKS 39¢ lb.

CHOICE FED BEEF ROUND STEAK 59¢ LB.

FRESH GROUND HAMBURGER 2 lbs. 39¢

FRESH GROUND CHILI MEAT 2 lbs. 37¢

LEAN BEEF SHORT RIBS 3 lbs. 59¢

CENTER CUT PORK CHOPS 2 LBS. 98¢

FRESH DRESSED HENS 1b. 39¢

CELLO BAG ORANGES OR GRAPEFRUIT 5 LB. BAG 33¢

LIBBY'S FOOD SALE

LIBBY'S DEEP BROWN BEANS	2	cans
LIBBY'S SPAGHETTI & MEAT	2	cans
LIBBY'S FRUIT COCKTAIL	2	No. 2 1/2 cans
SLICED OR HALVES LIBBY'S PEACHES	2	303 size
LIBBY'S DELUXE PLUMS	2	No. 2 1/2 cans
LIBBY'S TOMATO JUICE	2	46 oz. cans
LIBBY'S CATSUP	2	11 oz. Btl.
LIBBY'S PUMPKIN	2	No. 2 1/2 cans
LIBBY'S WHOLE GREEN BEANS	2	303 size
LIBBY' PUMPKIN	2	303 size
SLICED OR HALVES LIBBY'S PEACHES	2	No. 2 1/2 cans
LIBBY'S CORN ON COB		can 4 ears

IMPERIAL PURE CANE SUGAR 89¢ LIMITED

GLADIOLA FLOUR

25 LB. BAG \$1.95

25 oz. GLADIOLA BAKING POWDER WITH PURCHASE OF FLOUR FREE

MORTONS SALAD DRESSING QUART JAR 8-oz. SANDWICH SPREAD FREE

PIONEER BISCUIT MIX 2 LB. BOX FREE

2 lb. Box Cornbread Mix

HORMELS MARGARINE 2 lbs. 39¢

10 LB. MESH BAG SPUDS

36 SIZE CELERY 2 heads

48 SIZE LETTUCE head

CABBAGE lb.

CELLO CARROTS bag

NORVELL & MILLER
WHERE MOST PEOPLE TRADE
WEST 10th AT AVE. D. — CISCO
Phones 102 — 103 — We Deliver all day during this Sale

Reddy's Quiz

Do YOU Know the Answers?

What is the total number of major home electrical appliances in use in the United States today?

Over 400 million.
 140 million.
 10 million.

Here's the Answer:

Over 400 million. More than half of the households in the U. S. today have more major electrical appliances: radios, TV sets, refrigerators, washers, vacuum cleaners, irons, clocks, toasters and coffee makers.

West Texas Utilities Company