

Ballinger Ledger

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Ballinger firemen closed out another year last week and have named their leaders to start a new year. This group maintains a loyalty to the department on a volunteer basis that is hard to understand. They give of their time, money and effort to safeguard the property and lives of people of this area in a manner that is a great benefit. The firemen train hard to know the best methods of combating fire with the lowest loss to property from water and chemicals. They use modern equipment and learn how to get the maximum results from that equipment. They stand ready at all times to rush to the job when an alarm is sounded and often must leave warm beds on cold nights to be chilled in a mist of water as they save the property of someone who perhaps they do not even know. All Ballinger can be proud of the record of their firemen. Over the years they have held fire losses very low. They have the required training meetings, attend state schools and do everything possible to save property owners money in their insurance rates. In recent years local firemen have been trained in rescue and first aid work and during the recent flood here, they were among the first to start actual evacuation in the flooded areas

of the city. It has been said that Ballinger is too small for a paid department and too big for a volunteer department. Our local firemen have paid no attention to this and have continued to function as a volunteer unit, however, they train and maintain the efficiency of a full-time paid department. As citizens we can doff our hats and say thanks to a fine bunch of men who are doing a fine and unselfish job.

Christmas is coming fast and it is time to start selecting those gifts for relatives and loved ones this year. Some people think that Christmas shopping should mean a day to a larger city, to browse through larger stores, pay higher prices and bring home gifts that cause many dollars to go to out of county firms. Ballinger merchants are entitled to all your Christmas shopping this year. They pay the tax bills locally, they support all the worthwhile local organizations and when you have a dollar to spend, every effort should be made to make the purchase in Ballinger. Today there are many who earn their living with money that comes from taxes. These people more especially should be satisfied with local shopping and return some of their money to the source from whence it came. Ballinger merchants will be showing about as complete a line of gifts for every age and every occasion as can be found in West Texas. They are your friends and neighbors and will deeply appreciate your coming to see them.

Hallowe'en is a fine time for the youngsters to have fun and



WEST TEXAS NOTES

Mitchell County's United Fund campaign was well past the 90 per cent mark last week and workers were expecting to reach their goal with a little more work. The last check up showed that \$22,919 had been pledged to apply against a quota of \$25,454. Workers stated that they still had 16 per cent of the pledge cards to see and from that number expected to get enough to reach the goal for 1957. The United Fund will provide the annual funds for a large number of organizations and will about cut out solicitations during the next 12 months.

Youngsters of Brownwood called upon all homes on Hallowe'en night to solicit funds for CROP. At the close of the door-bell ringing campaign a total of \$427 was reported to the committee in charge. This money will be used by Church World Service to send surplus food to overseas places where it is most needed. The money collected in Brownwood will deliver more than 200 pounds of food to the overseas point. There is no overhead in the plan and every dollar goes into the relief program.

The Miles school staged a highly successful homecoming on October 26, although it was the coldest night of the year and disagreeable for all the entertainment planned. School students, faculty members, school patrons and many others in and out of the county worked together to make the event one of the best planned in many years. The barbecue dinner served outside brought a big crowd even in cold, damp weather. One of the biggest crowds of the year braved the cold to watch the football game and exes were honored with a coffee served at the high school. In all it was a good occasion and one which adds school spirit and loyalty.

Complete plans for reconditioning the Bevens Hotel at Menard for a hospital and convalescent home was placed in the hands of a committee last week. The Texas Conference of Seventh Day Adventists announced it would give a definite answer November 15 on whether or not they could use the structure provided it was remodeled.

once a year everybody enjoys the occasion. This year there seems to have been two nights with about the same observance. Store windows received a good mulling up on Saturday, October 26 and again on Thursday, October 31. Merchants do not mind the painting of windows, but some of the nasty, dirty, vulgar words painted on windows did cause some comment that was not good. Clean fun by youngsters can be enjoyed by all but some of the fun in painting show windows became unclear.

The State Health Department has approved the plans for the remodeling of the building and many Menard people are ready to underwrite the project if the church board is satisfied and ready to operate it.

The annual boy scout fund campaign was launched at Winters Monday with a large number of workers ready to solicit in that area. The campaign opened with a kickoff breakfast at Buck's Cafe when all workers assembled for instruction and project cards. J. B. Gladden was general chairman and Homer Hudgins was solicitation chairman. Mrs. George Poe was in charge of the ladies who will make a door to door call in the city. O. K. Reynolds, scout executive, was present at the breakfast to help get the campaign started.

More rural telephones have been put into service in the Coleman County Rural Telephone Cooperative and it appears that the exchanges at Rockwood, Mozelle and Trickham will all be in operation before the year is out. Rockwood has already been cut in and the exchange at Mozelle will likely be in operation in another week or two. Many new telephones have been placed in service at Flsk and Valera and those at Gouldbusk will be ready for use Friday. Those at Voss and Leaday are also to be ready in about a week.

Veterans' Day will be observed in Eden with a program sponsored by the American

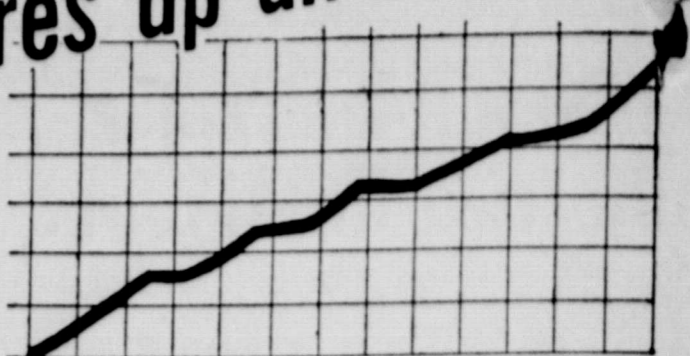
Legion and The Veterans of Foreign Wars. The two organizations met last week and announced a special program for 2 p. m. Sunday, November 10. On Monday, Veterans' Day, a gun shoot will be held in the morning and at noon a barbecue dinner will be served at Pflugler Park. The program will be climaxed with a dance at night with a good orchestra furnishing the music. All committees were named at the planning meeting of the two organizations. The Auxiliaries of the two organizations will assist.

Influenza at Bronte last week stopped a number of programs when a large percentage of the students and citizens of the town became ill. The Bronte school was closed when the daily attendance reached a low average. Later the annual Hallowe'en carnival was cancelled and numerous other smaller Hallowe'en events were also called off. The last day of school 101 students of the 302 enrolled were absent because of illness.

The Chamber of Commerce at Comanche will revive the Goodwill Days and will have a large number of merchants cooperating in the plan to offer special inducements to shoppers of that area. The committee in charge of the special events have announced that \$150 in cash prizes will be given away on four Wednesday afternoons between now and the Christmas holidays. The same committee was also arranging several Christmas programs which are to be staged to help shopping with Comanche merchants. One will include a parade and a visit from Santa Claus when candy will be passed out to the children.

A grand jury venire was in session in 119th district court at Paint Rock last week. Paul

measures up all ways!



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JACK NIXON
Ballinger, Texas
First National Bank Bldg
Phone 5444
Southwestern Life Insurance Company

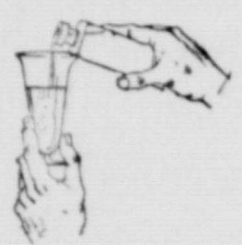
Lopez was indicted on a charge of murder in connection with the fatal stabbing of Pablo Placio on September 5. Eugene Brant was indicted on a charge of assault with intent to murder and Earl Cantrell Jr. was indicted on a non-support charge. George McGenna was given two years in state prison on a burglary charge.

Peanut harvesting in Erath County is underway with the average yield expected to be 15 to 20 bushels per acre. Some farmers in the area are expecting crop yields of two or three times that amount. The late fall rains have been instrumental in boosting the acreage yield and a few producers plan to delay digging for another month to give time for full maturity of the nuts. It was stated that the two frosts recently will have an adverse effect on the peanut hay crop.



ATOMIC BLAST churns the Nevada desert and rises skyward as "Frisella" shot of Operation Plumbbob, the current series of atomic tests, hurls tremendous forces against a new "ghost town" of shelter structures built as possible prototypes for future blast resistant buildings and shelters in the more vital target areas. (NTU Lookout Mountain Lab Photo)

For Your Health's Sake



When you are examined by a physician and take his prescription to a pharmacist, you secure the maximum benefits from both the medical and pharmaceutical professions. The physician and pharmacist work hand in hand in the interest of public health. Neither is self-sufficient. Each is dependent upon the other. You should have a family physician to whom you can turn in times of illness. Bring his prescriptions to us. Compounding prescriptions is a responsibility which we gladly accept.

PEARCE-BAILEY DRUG

Where Pharmacy is a Profession

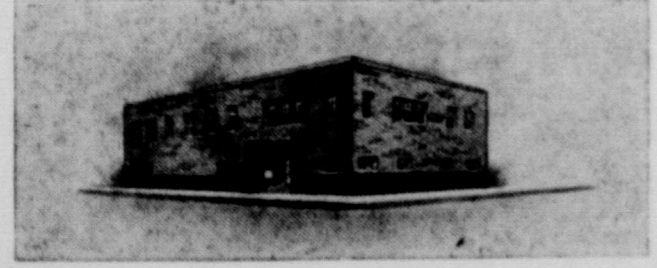
We give *J.N.* GREEN STAMPS

BB

Striving Toward Peace

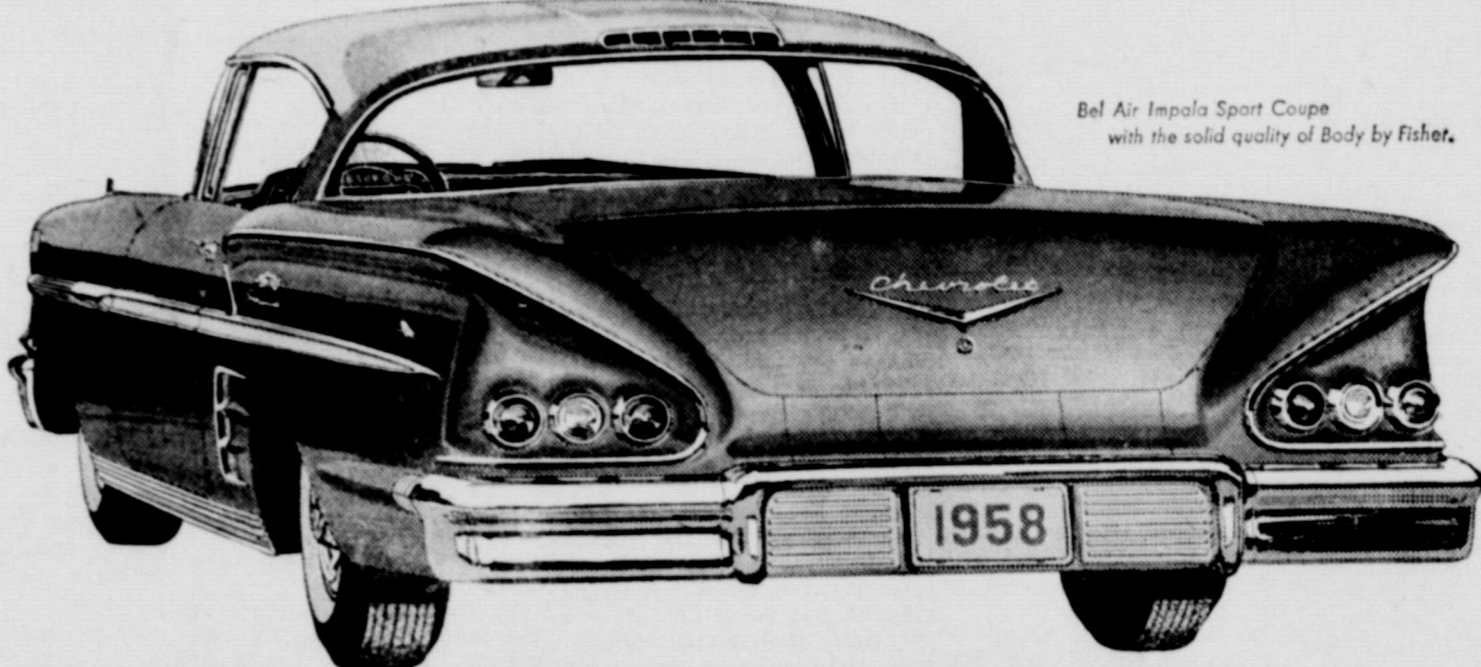
On November 11th, in 1918, an armistice ended the first World War and the hope was born for permanent peace. This hope was not realized, but it is a goal toward which we have steadfastly set our minds and hearts.

Our wars enabled us to continue to live in the way of our choice—the American way. On Armistice Day we honor those who died to safeguard the principles of life and liberty which we hold dear. The greatest tribute we can pay to them is to preserve, by the strength of unity, the peace for which they fought.



The Winters State Bank

Winters, Texas
Capital accounts over \$380,000.00
Member Federal Deposit Insurance Corporation
and Federal Reserve System



Bel Air Impala Sport Coupe
with the solid quality of Body by Fisher.

NOW CHEVROLET TAKES THE GIANT STEP!



Bel Air 4-Door Sedan
showing new dual headlights.

Here's the biggest, boldest move any car ever made—Chevrolet for '58! New length, a radical new V8, a Full Coil suspension, a real air ride, brilliant new body-frame design! See Chevrolet now.

Talk about news, that's all Chevrolet is for '58... starting with its long, low lines and new gull-wing rear fenders!

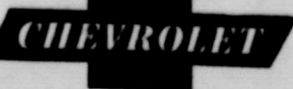
There's an engine so new it even looks different—the 280-h.p. Super Turbo-Thrust V8*. Sample it, and you'll know it's different. Combine it with Turboglide*, and you'll boss

the quickest combination on the road.

There's news in Chevrolet's two new rides. You have your choice of a Full Coil suspension and a real air ride! These brilliant advances outdate, out-cushion anything you've known in the low-price field. Chevrolet's body-frame design is new, and the wheelbase is longer, for a wonderful new handling feel.

For an extra helping of pleasure, see Chevrolet's new super models, the Bel Air Impala Sport Coupe and Convertible. Never before has such distinction been offered in Chevrolet's field. See the giant step at your Chevrolet dealer's now!

'58!



FORWARD FROM FIFTY

AIR CONDITIONING—TEMPERATURES MADE TO ORDER—AT NEW LOW COST. GET A DEMONSTRATION!

Only franchised Chevrolet dealers display this famous trademark. See Your Local Authorized Chevrolet Dealer

**If you are 14 years old--or more--
You can Register here for
3 FREE PRIZES**

No Obligation--You Don't Have To Buy Anything

1st Prize--Your Choice of Any Ladies' Coat

2nd Prize--Electric Blanket--2 Year Guarantee

3rd Prize--Ladies' Nylon Brunch Coat

Only One Prize to a person

You May Register Today--Any Day--Every Day

You do not have to be here to Win

Drawing Tuesday, December 10, 3 o'clock

Higginbotham Bros. & Co.

BALLINGER'S BIG DEPARTMENT STORE



LAZY DAY—Providing an interesting study in light and shadow, pretty Angela Malone takes her ease on a convenient beach chair in Nassau, Bahamas. Angela was brightening the scenery at a Nassau hotel.

Flynt Showing 1958 Fords Today



SWEEPING STYLING CHANGES ARE APPARENT IN THE 1958 FORD CAR LINE. The Fairlane 500 Town Victoria (right) and Fairlane Club Victoria (left) share with all new Fords such dramatic styling changes as new safety dual headlights, corrosion-proof anodized aluminum grille, power flow hood, slip stream roof, sculptured inverted V trunk lid and twin safety taillights. Engineering and design advances include new engines, new Cruise-O-Matic transmission and optional Ford-Aire suspension. The new Ford car line will be on display at Ford dealerships on November 7.

Frank and Lanham Flynt invite the public to see and inspect the new 1958 Ford at their showrooms this week-end. The new cars were placed on display this morning and local dealers state they are more than pleased with the changes made for better performance and more beauty in the 21 body styles included this year. Changes feature a new engine to power the new Fords, new high performance Cruise-O-Matic transmission, Ford-Aire suspension, 21 body styles, 1958 color and trim and many special refinements for the interiors.

Frank Flynt stated Monday that he expected to have from 10 to 15 cars in the showing this year. He has been promised a complete line of the new models and numerous other helps in presenting the new Fords to the public.

CREWS

Rev. F. T. Fisher of Talpa filled his regular appointment at the Methodist Church Sunday morning. Mrs. Fisher was ill and unable to accompany him here.

The regular community meeting was held in the community center Saturday night. Games of progressive dominoes were

played and refreshments were served.

Mr. and Mrs. W. H. Schwartz spent Thursday night in the home of Mr. and Mrs. Charles Gerhardt at Lometa.

Grafton Brookshier became suddenly ill during the week-end and entered the Ballinger Clinic-Hospital for treatment.

Showers have fallen intermittently here since Saturday and the area has received about

an inch of rain.

Mrs. Effie Dietz visited Mrs. Henchel and Mrs. Louise Hale at Ballinger Monday. Mrs. Henchel has been ill several days but is showing improvement at this time.

Emmett (Dutch) Schwartz of Meadow visited in the W. H. Schwartz and A. S. Alcorn homes Thursday. He and his wife have been visiting her mother, Mrs. Bettie Sims of

Coleman.

Mr. and Mrs. Henry Bredemeyer and son of Odessa visited in the home of Mrs. Bredemeyer's parents, Mr. and Mrs. Rube Whitley, from Tuesday until Friday of last week.

Mrs. Frank Erwin visited her father a short time Sunday morning. She and three other teachers from the Levelland schools were enroute home after attending a teachers meeting

in Austin since Friday.

Mr. and Mrs. M. R. Petrie attended the homecoming at McMurry College in Abilene Saturday. Their daughter, Neysa, student at McMurry, returned home with them for the week-end. Luther Somerville of San Angelo was also a visitor in the Petrie home.

Mrs. Elsie Kerby is a patient in a Christoval hospital where she will receive treatment for several days.

Herodotus is known as the Father of History.

Receipt Books—singles for 10 cents per book, large books with 4 to 8 receipts to the sheet and duplicates, \$1.50 and \$2.00. Ballinger Printing Co.

SCHOOL CAFETERIA MENUS NEXT WEEK

Here is what will be served in the Ballinger school lunch rooms next week:

Monday
Hamburger on bun with cheese
Lettuce, tomatoes, onions
Lima beans with ham
Potato chips, carrot sticks
Milk
Purple plum cobbler

Tuesday
Turkey, dressing with giblet gravy
New potatoes, English peas
Cranberry salad
Rolls, butter, milk
Cake with cherry icing

Wednesday
Smoked sausage
Mashed sweet potatoes
Green beans
Lettuce with Thousand Island dressing
Yeast biscuits
Butter, milk
Banana pudding

Thursday
Meat loaf and tomato gravy
Mashed potatoes, corn
Spiced apples
Corn bread, butter, milk
Brownies

Friday
Tenderloin of trout
Potato salad
Blackeyed peas
Tomato wedges
Rolls, butter, milk
Fruit cocktail



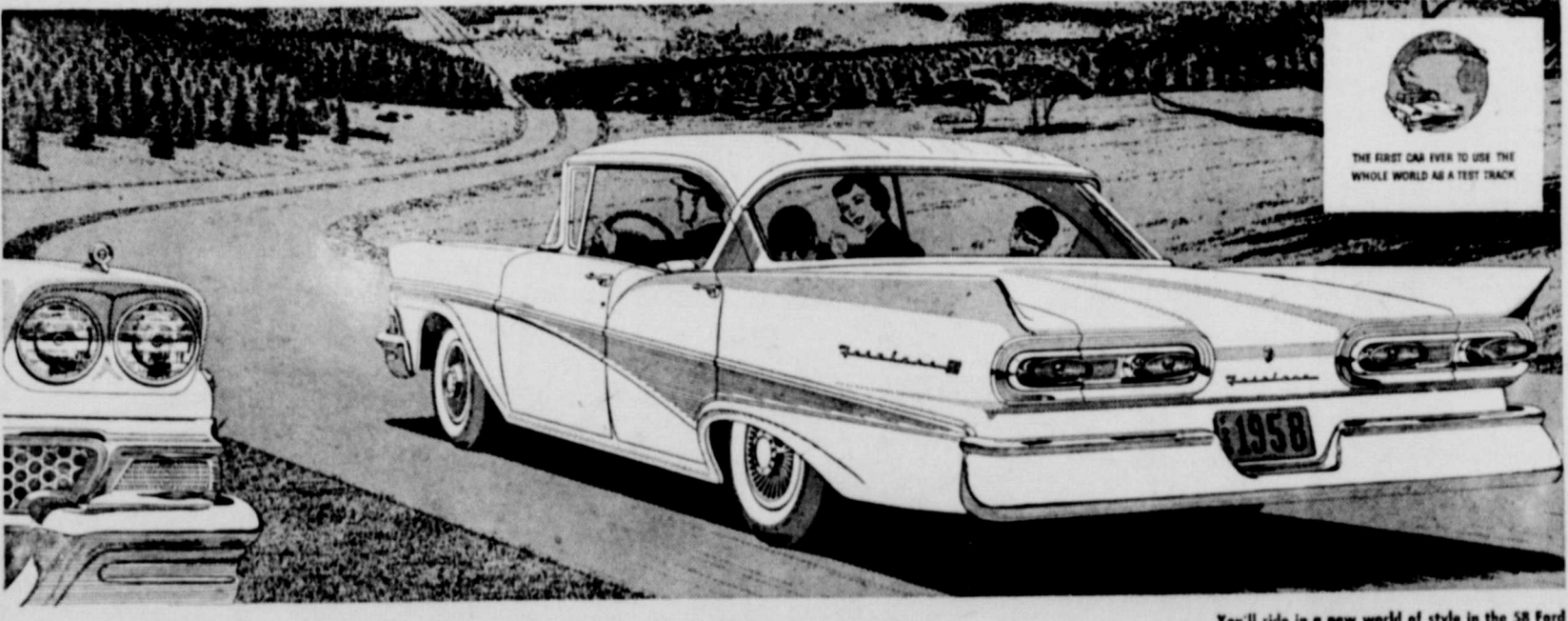
MARCH OF DIMES POSTER FAMILY—All polio victims, Mrs. Helen Solomon of Warner Robins, Ga., and her children, from left, twins Lindy and Sandy, 6, and Joe, 9, have been named the March of Dimes Poster Family for 1958. Mrs. Solomon and the three children all contracted the dread disease during a single week in July, 1953, and have been fighting the effects ever since.

Proved and approved around the world and now it's here for you... the 58 FORD



58 FORD HERE TODAY

One look tells you... there's nothing newer in the world!

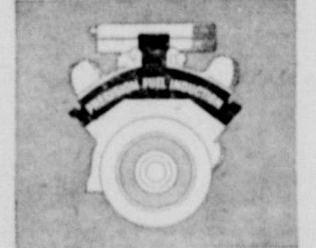


You'll ride in a new world of style in the 58 Ford

- New deep-sculptured styling
- New Interceptor V-8 power
- New Cruise-O-Matic Drive
- New Ford-Aire Suspension
- New Magic-Circle Steering

The 58 Ford is the newest car in the world—the only car ever to meet a world-wide test and win world-wide approval before its public premiere.

Here's a car so new, so beautiful it made eyes pop from Paris to Pakistan... a car so rugged it proved its mettle in a road test around the entire world! What's more, it did it on surprisingly little gas—thanks to new Precision Fuel Induction. Come in and let us show you the world's most beautiful new bargain!



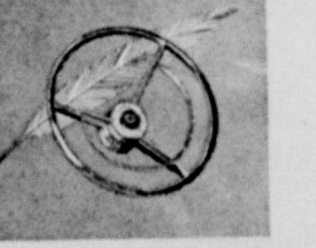
You'll be asked with Ford's new Interceptor V-8 and Precision Fuel Induction. There's nothing newer than these engines that give you up to 300 hp. Smoother power from less gas! One secret is Precision Fuel Induction, a wonderful new carburetion, fuel feeding, and combustion system.



You'll get up to 15% more gas savings with new Cruise-O-Matic Drive teamed with the new Interceptor V-8. New D1 position, used for all normal driving, lets you move smoothly, automatically—with just a touch of your toe—from solid feeling take-off right up to highway cruising speeds.



You'll ride on a cloud instead of a spring with Ford-Aire Suspension. Four air pillows literally soak up the bumps! And Ford's new air suspension relieves the car every time someone steps inside or luggage is loaded. An extra cost option, you get all this at traditionally low Ford prices!



You'll steer with a feather touch with Ford's new Magic-Circle Steering. Nothing rolls like a ball, and that's the secret of Ford's handling ease. Free-moving steel balls in the steering mechanism are virtually friction-free—give you the closest thing yet to power steering! Come in and try it!

Come in today... Action Test America's only world-proved car!

58 FORD

FRANK & LANHAM FLYNT MOTORS
Eighth Street and Strong Avenue

SUBSCRIBE to
The Abilene Reporter-News
at
FALL BARGAIN RATES!
YOU SAVE MONEY AND ENJOY MORE WEST TEXAS NEWS

One Year \$11.95

Now DAILY & SUNDAY
Daily Only \$10.95 One Yr.

ORDER TODAY THROUGH YOUR HOME-TOWN AGENT.

To order by mail or local delivery, see
ORLAND W. RURY JR., Agent
707 Bonsall Phone 6442
We deliver Morning, afternoon and Sunday



FOR SPACE TRAVEL—With the "moon madness" at its height, thanks to the launching of the Soviet earth satellite, New York designer Oleg Cassini reveals his concept of a lady's traveling ensemble of the future. The electric blue suit is complete with a silver, hip-reducing, dial-control belt. A matching oxygen helmet and handbag complete the outfit.

5

Vital Reasons Why Your Country Needs You as a "Skywatcher"

You know this... in the event of war we will be struck first and hard, despite all our efforts for peace. U. S. Intelligence knows that the Red Air Force has the capability for long-range bombing. Our military forces know why they have to be on guard 24 hours a day. Our radar system scans the skies constantly. But... Human eyes and ears are vitally necessary to furnish additional alertness to complete our air defense organization. So YOU... and thousands like you are needed a few hours each week to spot planes and forward the information to the nearest U. S. Air Force Filter Center. Volunteer today for the Ground Observer Corps.

Contact Civil Defense:
G O C
GROUND OBSERVER CORPS

CHILI SUPPER

HOMEMADE CHILI BEANS
SALAD CRACKERS
CAKE COFFEE

NOVEMBER 8, 1957

FIRST METHODIST CHURCH

Come Eat—Then See the Ballinger-Winters Football Game

Serving 5:30 'Till Game Time
Adults \$1.00
Children 12 and Under 50c

Sponsored by
Zadie Royalty Circle



THAT OLD PROFESSIONAL TRY—Who says professional athletes are blasé individuals playing strictly for the dollar? Leon Clark of the Los Angeles Rams would seem to refute this theory as he gives it that old professional try in the game with the Detroit Lions at Los Angeles. Clark catapults through the air in an all-out effort to stymie Lions' quarterback Bobby Layne, left. Layne got the pass (arrow) away but it fell incomplete as the Rams went on to defeat the Detroit club, 35-17.

SOCIETY

Fancy Doers Meeting Monday Evening
The Fancy Doers met with Sharon Tuckey Monday night with Dorothy Lange as co-hostess. The meeting opened with a short business session. Refreshments were served to: Gayl Jennings, Joan Morris, Frances Schroeder, Marcia Marchison, Linda Tuckey, Pat Bell, Becky Hebert, Dorothy Wilson, Kay Mansell, Elaine Zappe, Sarah Chandler, Linda Crockett, Hettie Mae Herring, Beverly Carter, Sharon Cook, Midge Adair, Margo Brunson, Ellen Herring, Sharon Tuckey and Patty Sweeney.

Garden Club To Exhibit Thanksgiving Arrangements
Ballinger Civic Garden Club members will exhibit Thanksgiving arrangements at their next regular meeting on Tuesday, November 12, in the library club room.

File Folders, letter and legal size. Ballinger Printing Co.

For Your Anti-freeze Needs

PRESTONE

\$1.98
Per Gallon

Underwood Buick Co.

Ballinger Phone 649

READ THE Advertisements

A wallaby is a small kangaroo. Label is written abuse.

Cardboard, all colors, all weights, cut to any size. Ballinger Printing Co.

MARRIAGES ARE OFF FOR OCTOBER HERE

Cupid did a poor job in Runnels County for the month of October with only six marriages performed according to the number of marriage licenses issued by County Clerk Frankie Berryman. This was the smallest number for any month this year. Those listed on the records were:

Rudolph Luna Martinez and Miss Mary Alice Rodriguez
Nathem Smith and Miss Juanice Miller
Bernard Le'oux and Miss Emma Maxine Johnson
Charles Rodney Waggoner and Miss Wanda Jean Knight
Robert Edward Martin and Mrs. Betty Carroll Saunders
Darrell Andrew Moser and Miss Geneva Lanell Smith.

Guaranteed typewriter ribbons and carbon papers. Ballinger Printing Co.

Save **SAFEWAY'S** Green Cash Register Tapes and Get Valuable Premiums **FREE!**

BETTY CROCKER FROSTING MIXES

Instant Chocolate Fudge 15-Oz. Box 35c
Instant Chocolate Malt 15-Oz. Box 35c
Instant Peanut Creme 15-Oz. Box 35c
Instant Fluffy White 15-Oz. Box 29c

CANNED BISCUITS

Puffin, Ballard Sweetmilk or Buttermilk 2 8-Oz. Cans 25c
Bisquick 2 8-Oz. Cans 25c

GO TOGETHER Sale!

We've teamed up "natural partners" in good eating... to give you meal ideas and extra savings!

Sweet Potatoes Country Home or Town House White No. 3 Can 23c

Fluffiest Marshmallows 1-Lb. Cello 29c

Ice Cream Topping Town Pride Assorted Flavors 7 1/2-Oz. Can 15c

Joyett Dessert Assorted Flavors Delicious Maltine 12-Oz. Jar 39c

Empress Apple Jelly Beverly Chunky 12-Oz. Jar 17c

Peanut Butter 12-Oz. Jar 29c

Breakfast Gems Eggs Grade A Quality Medium Size Doz. 57c

Sliced Bacon Armour Star A Real Buy 1-Lb. Cello 55c

Wolf Plain Chili No. 2 Can 49c

Wolf Tamales No. 1 1/2 Can 25c

Busy Baker Crackers 1-Lb. Box 25c

Longhorn Cheese Wisconsin Lb. 49c

Frozen Potatoes Belair French Fried 2 9-Oz. Pkg. 25c

Frozen Cod Fillets or Haddock or Ocean Perch Captains Choice 3 1-Pkg. \$1.00

Shortening Velkey Creamy Smooth 3 Lb. Ctn. 65c

Tempest Salmon Chum 16-Oz. Can 45c

Apple Butter Western Maid 56-Oz. Jar 49c

HAMS

SMOKED

Shank End Cut Lb. 39c | Butt End Cut Lb. 45c | Center Cut Sliced Lb. 89c

Edwards Coffee Regular, Drip or Full Flavored 1-Lb. Can 83c

Bread Skylark Softmilk, Made With Sweet Cream Buttermilk 15 1/2-Lb. Leaf 28c

Multi-Grain Bread Skylark 1-Lb. Leaf 22c

Skylark Rolls Brown and Same Cloverleaf 6 and 8 12-Oz. Pkg. 23c

Airway Coffee Full Flavored 1-Lb. Pkg. 73c

Nob Hill Coffee Rich Flavored 1-Lb. Pkg. 79c

Cinnamon Rolls Curley & Covert 9-Oz. Pkg. 23c

Mrs. Wrights Bread, Regular Sliced White 24-Oz. Leaf 26c

APPLES

Red Rome — Extra Fancy Grade Lb. 13c

Russet Potatoes Excellent Bakers Economy 10 Lb. Bag 49c

Ruby Red Grapefruit 8 Lb. Cello 45c

Celery Crisp Lb. 7c

Zest Beauty Bar Liquid Soap 2 Bath Bars 39c

Cheer Detergent For a Whiter Wash Large Box 32c

Dreft Detergent Ideal for Dishes Large Box 32c

All Detergent Ideal for Automatics Large Box 39c

All Detergent Economical Size 16-Lb. Box \$2.39

Clorox Bleach Liquid Deterger 1/2-Gal. Bottle 19c

Liquid Detergent Wisk 16-Oz. Can 43c

Kleenex Tissue, Assorted Colors, Soft, Yellow, Facial 400-Count Box 29c

Kotex Napkins Sanitary — Junior, Reg., Super Box 35c

Kraft Salad Oil Ft. Latta 35c

Snowdrift Shortening 3 Lb. Ctn. 91c

Dash Dog Food 2 1-Lb. Cans 31c

Economy Ground Beef Lb. 35c

Sliced Jumbo Bologna 16-Oz. Pkg. 49c

Wingate Sausage Pure Pork Regular or Hot 1-Lb. Roll 35c

SPECIAL OFFER
10 POUNDS OF

Parade Detergent

IN A HANDY PLASTIC PAIL

Regular Price \$6.28 While It Lasts | Special Price **\$3.98**

Whole Cloves Crown Quality 1 1/2-Oz. Pkg. 21c

French Mustard Prepared 4-Oz. Jar 10c

Royal Satin Shortening 3 Lb. Can 85c

Starkist Tuna Chunk Style No. 10 Can 32c

Sliced Pineapple Le Lani No. 2 Can 32c

Brown Sugar Imperial Light or Dark 1-Lb. Box 13c

Hydrox Cookies Sunshine 12-Oz. Cello 37c

Fruit Punch Chill-Rite Frozen 100% 4-Oz. Can 22c

Graham Crackers Nabisco Honey Box 1-Lb. 37c

Lucerne Milk Homogenized 11-Oz. Ctn. 44c

Lux Soap Toilet, Bath & Facial or Reg. Price, Gal. 1 White Bar Free While Supply Lasts 5 2-Pkg. 40c

Prices effective Thursday, Friday and Saturday, November 7-8-9. No Sales to Dealers.

SAFEWAY

Show cards and show card ink, all colors, Ballinger Printing Co.

ALL IN THE EAR!

Latest Sonotone hearing aid is WORN ENTIRELY IN THE EAR—no cord, nothing worn anywhere else. Weighs only half an ounce.

SONOTONE

The Next Hearing Center
Central Hotel
November 12, 1957
From 11:00 a. m. to 2:00 p. m.
For further information send coupon to Sonotone, 212 So. Oaks, San Angelo, Tex.

Name _____
Address _____
City _____

How many premiums do you pay?

- One or more on your house?
- Another on your household contents?
- Still another for personal liability?
- One for loss by theft?

Does it seem to you that there's always another insurance policy expiring—another premium to be paid? Is it hard for you to keep track of your coverages, and the amounts?

Let us tell you how most, perhaps all, of the insurance on your home can be obtained in a single package policy. And the premium you pay may be less than for several policies covering the same risks.

Streamline your insurance with a Stock Company Insurance policy. We recommend it for quality protection, and full-time service. And remember: if you're not fully insured—it's not enough!

Call **Purifoy & Co.**
Phone 3481
J. W. Purifoy Albert C. Purifoy

EXTRA CASUALTY STANDARD FIRE BARTFORD, AND SURETY COMPANY INSURANCE COMPANY CONNERTUITY

SCHOOL DAYS

Every month Electricity helps you wash and dry enough clothes to outfit a P.T.A. meeting



The more... The merrier...

If you take advantage of your home laundry as much as the average homemaker, you wash and dry enough clothing in a month's time to dress 60 people or more! And think of all your household linens besides! That's the kind of help electricity gives us which we're likely to take for granted.

What else do you use that helps so much to do so many things — yet costs so little?

West Texas Utilities Company

Electricity costs so little — you can afford to use a lot of it!

IT'S A FACT—In homes served by W.T.U. the average cost of a kilowatt hour of electric service is 29% LESS than it was 10 years ago.

Second District Loss Is Handed Bearcats Friday

The Ballinger Bearcats lost their second straight district game Friday night, being defeated by the Ranger Bulldogs 21 to 19. The loss definitely counts the Bearcats out of the district running and leaves the title between Coleman and Ranger.

Three perfect conversions after touchdowns by Charles Wolford spelled the win for the Bulldogs with the Bearcats missing the first two attempts for the extra point.

Jerry Candler put the Bearcats out in front in the second quarter on a five yard sprint after Calvin Kirk had set up the score with a 34 yard run. Lyle Young's kick was no good. Ranger came back with a 67 yard drive down field with Lee King scoring from seven yards out and the extra point put the Bulldogs out front 7 to 6. Ballinger drove to the 7 yard line from where Candler again scored but the extra point was no good. Ranger forged ahead again before halftime with a 43 yard pass and run play for the touchdown and extra point.

Pullback David Wharton rambled 33 yards for the next score which cinched the game for the Bulldogs.

The Bearcats final score came on a pass interception by Mac Petty and a 44 yard run. This time Young passed to Candler

666
LIQUID OR TABLETS
GIVES "SUPER" RELIEF
FROM ALL THOSE MISERIES
OF "HARD-TO-STOP" COLDS

SPORTS

The football season is all over except the big annual Runnels County classic between the Ballinger Bearcats and the Winters Blizzards. Neither team has had a very impressive record this year and should meet Friday night on pretty equal terms. It will be a good game to climax the local season and a capacity crowd is expected for the finale.

The Blizzards have been improving each week and last week in an up-set defeated the Cisco Lobos in an easy victory. They showed a good running attack and a stubborn defense in that game and will be high for their game with the Bearcats.

Ballinger, doped to defeat the Ranger Bulldogs, slipped and found themselves behind and could not overtake the fired-up Bulldogs. Three touchdowns and three perfect kicks for the extra point gave the Ranger team a two-point lead with Ballinger missing their first two tries for the extra point.

The Winters band, the student body and yell leaders and a large number of fans will be in the south stands for the game Friday night. The half-time show will be worth seeing, aside from the game which is being boosted as perhaps the best of the year.

The Ballinger juniors continued their winning spree Thursday night, defeating the juniors at Colorado City by a score of 13 to 0. They will be in Coleman tonight for their final game of the year.

General admission tickets to the Winters game can be secured at all local drug stores up to late Friday afternoon. Buying tickets in advance may save time at the ticket booths just before game time.



VETERANS' DAY

On June 1, 1954, the name "Armistice Day" was changed to Veterans' Day, so as to honor all men and women who served America in its armed forces. Today, we salute the courageous veterans who helped preserve our priceless heritage of freedom and democracy, resolved to make our nation strong and peaceful, and keep faith with those we honor.

We will observe this Holiday by being Closed

The First National Bank

MEMBER F. D. I. C.

B-58 BUICK



Born of more Aircraft Principles than any other car yet built

HERE—coming to you from the freshest blueprints in years—is a car built to make your driving as modern as your thinking.

This one's built with more aviation principles throughout than any car before.

There's a greater use of airweight aluminum in its form and structure—in its engine—in its styling—even in its quick-cooling brakes.

There's an air-borne feeling of flight in its performance with Buick's B-12000 engine and with Flight Pitch Dynaflo* that can switch the pitch a million ways.

And everywhere you go—you travel in new

skyway comfort with Buick's Miracle Ride plus Air-Poise Suspension.*

So this is a car of truly exciting ideas for 1958—the Air Born B-58 Buick. And you should see it and drive it at your Buick dealer's soon. Come on in today.

NEVER SO MUCH SO NEW

- * Fresh bold styling with the Dynastar Grille.
- * The Miracle Ride plus Buick Air-Poise Suspension.*
- * Flight Pitch Dynaflo* with the instant flexibility of a million switches of pitch.
- * B-12000 Engine with 12,000 pounds of thrust behind every piston's power stroke.
- * Air-Cooled Aluminum Brakes* with smoother, surer control and longer life.
- * "Velvet Wall" Sound Silencing.

* All built to exacting quality standards.

*Flight Pitch Dynaflo standard on LIMITED and ROADMASTER 75, optional at extra cost on other Series. Air-Poise Suspension optional at extra cost on all Series. Aluminum Brakes standard on all Series except the SPECIAL.

SEE IT NOW

THE AIR BORN B-58 BUICK

* See TALES OF WELLS FARGO, Monday Nights, NBC-TV and THE PATRICE MUNSEL SHOW, Friday Nights, ABC-TV.

SEE YOUR AUTHORIZED BUICK DEALER

for the extra point. With two district losses, the Bearcats have only one game left on their 1957 schedule, that with Winters on the home field Friday night. Winters looked strong in handling Cisco a 25 to 7 defeat last week.

Be wise—Advertise.

Receipt Books—singles for 16 cents per book, large books with 4 to 8 receipts to the sheet and duplicates, \$1.50 and \$2.00. Ballinger Printing Co.

Amoot-hill is an elevated space in the open.

Wedding announcements and invitations. Beautiful stock with latest type faces. Ballinger Printing Co.

"Pyorrhoea" May Follow Neglect

Did you ever see an attractive person with irritated "GUMS"? Druggists refund money if first bottle of "LETO" fails to help. PEARCE-BAILEY DRUG

REVIVAL MEETING

FIRST METHODIST CHURCH

Broadway and Broad Street
Ballinger, Texas
E. R. GORDON, pastor



Rev. Ralph E. Johnson
Jackson, Tennessee
Evangelist

November 10-24, 1957

WEEK DAY SERVICES

- 7:00 A. M.—MORNING SERVICE
- 6:45 A. M.—COFFEE AND DOUGHNUTS
- 4:00 P. M.—CHILDREN'S SERVICE (Children under 12)
- 6:30 P. M.—YOUTH SERVICE
- 7:30 P. M.—EVENING SERVICE

NURSERY OPEN EACH NIGHT

SUNDAY SERVICES

- 9:40 A. M. SUNDAY SCHOOL
- 10:50 A. M.—MORNING WORSHIP
- 7:30 P. M. EVENING SERVICE

GOSPEL PREACHING
GOOD REVIVAL SINGING
BEAUTIFUL INSTRUMENTAL MUSIC



Miss Roberta Hall
Jackson, Tennessee
Musician and Personal Worker

A Welcome For All

TEXAS Open 6:30 Weekdays
2 p. m. Sat. & Sun.

THURS.-FRI.-SAT.
FIRST RUN
DOUBLE FEATURE

THE HIRED GUN AND THE GIRL!



RORY CALHOUN
ANNE FRANCIS
THE HIRED GUN
CINEMA SCOPE
20th CENTURY FOX
THE WAY TO THE GOLD

SUNDAY-MONDAY
FIRST RUN



THE STORY OF FABULOUS
JIMMY WALKER...
MAYOR OF NEW YORK!
BEAU JAMES
BOB HOPE-VERA MILES
PAUL DOUGLAS
ALEXIS SMITH-DARREN MCGAVIN
GEORGE JESSEL-WALTER CATLETT
Produced by ABE GOLD... Directed by MICHAEL CURTIZ
Screenplay by DAVID LASKER and MELVILLE FRANKELSON
Story by DAVID LASKER and MELVILLE FRANKELSON
Music by SAM MAYER... Technicolor
DOLBY DIGITAL

At the Hillcrest . . .



TOMMY STEELE, Great Britain's top Rock 'N' Roll star seen in the international Rock 'N' Roll film 'ROCK AROUND THE WORLD'

To show at the Hillcrest Drive-In Theatre Saturday and Sunday.

At the Texas .

Rory Calhoun is both star and co-producer with Victor M. Orsatti of "The Hired Gun," first of the Calhoun-Orsatti Rorvic Productions, released by M-G-M and showing at the Texas Theatre tonight, Friday and Saturday. The fast-action CinemaScope outdoor drama has Calhoun portraying a gunslinger who is hired to bring back a girl who has escaped from jail after being sentenced to be hanged for the murder of her husband. Anne Francis plays the girl.

"Beau James," starring Bob Hope as New York's colorful and controversial Mayor Jimmy Walker of the Roaring Twenties, will open Sunday and Monday at the Texas Theatre.

"The Happy Road," showing Tuesday and Wednesday at the Texas Theatre, is Gene Kelly's first picture under his independent banner. Kerry Productions. Kelly not only stars in the comedy, released by M-G-M, but he also directed and produced it. It tells a laugh-filled story of two youngsters who run away from school in Switzerland to hitch-hike their way to Paris, while their respective parents chase after the kids—with both hilarious and romantic results.

Sign Ink, all colors, large and small bottles. Ballinger Printing Co.

KNOW YOUR NAVY



CHILDREN RAISE \$104 WITH TRICK-OR-TREAT

The trick-or-treat project sponsored by the Council of United Church Women held last Wednesday night to collect funds for the Christian Rural Overseas Relief resulted in the raising of \$104.60.

A total of 25 local children accompanied by 14 local church women made a canvass of the town and rang many door bells to solicit funds for CROP.

After the area had been covered, the children met at the fellowship hall of the First Methodist Church for their evening meal and games. The hall was decorated in Halloween emblems and colors. Those in charge express their thanks to the children who took part, the ladies who furnished cars and food, to Foremost Dairies for the cartons used for the offering and the Methodist Church for their facilities.

The money collected will be used to send food shipments to overseas places where it is most needed.

SCHOOL ATTENDANCE IS IMPROVED MONDAY

Ballinger schools reopened Monday after being closed part of last week because of influenza. A check up Monday morning revealed a fair attendance in high school and junior high but with many students out in the elementary grades. Supt. Ernest Caskey stated that he felt that many of the younger students were kept at home because of the weather and that with improved conditions the attendance would be better in the lower grades. Absentees Monday were about 27 per cent of the entire enrollment, however, the senior and junior high schools only had about 10 per cent absent. Most of the teachers were back on the job Monday with only two reported too ill for work. Last week all principals

were ill but Monday they were all back on the job.

FORMER BALLINGERITE INJURED AT PRESIDIO

Dawson Drake, for 7 years with the West Texas Utilities Co. at Ballinger, was injured in a fall at Presidio last Monday. He was working with the company there as a linesman when a pole broke. In the fall both ankles were crushed, one leg and one arm broken and multiple bruises. He is in a hospital at Alpine and reported to be much improved.

5 Vital Reasons Why Your Country Needs You as a "Skywatcher"

You know this... in the event of war we will be struck first and hard, despite all our efforts for peace. U. S. Intelligence knows that the Red Air Force has the capability for long-range bombing. Our military forces know why they have to be on guard 24 hours a day. Our radar system scans the skies constantly. But... Human eyes and ears are vitally necessary to furnish additional alertness to complete our air defense organization. So YOU... and thousands like you are needed a few hours each week to spot planes and forward the information to the nearest U. S. Air Force Filter Center. Volunteer today for the Ground Observer Corps.

Contact Civil Defense:
G O C
GROUND OBSERVER CORPS



LAZY DAY—Providing an interesting study in light and shadow, pretty Angela Malone takes her ease on a convenient beach chair in Nassau, Bahamas. Angela was brightening the scenery at a Nassau hotel.

Hillcrest Drive In

Bronte Highway

SATURDAY-SUNDAY
FIRST RUN — DOUBLE FEATURE

GIGANTIC INTERNATIONAL ROCK-SESSION!



starring TOMMY STEELE with HUNTER HANCOCK • THE STEELMEN
Presented by Anglo-Amalgamated Films
An American-International Picture

PLUS
"Reform School Girl"

Commercial Printing And Office Supplies

We have modern machinery and carry one of the largest stocks of paper, envelopes, cardboards, cut-cards, society stationery, book and cover paper in West Texas.

Let us figure your needs on any size job.

WE PRINT—

- ◆ LETTERHEADS
- ◆ STATEMENTS
- ◆ ENVELOPES
- ◆ OFFICE FORMS
- ◆ BOOKLETS
- ◆ LEGAL BLANKS
- ◆ PROGRAMS
- ◆ OIL FORMS
- ◆ PLACARDS
- ◆ BUSINESS CARDS
- ◆ WEDDING ANNOUNCEMENTS
- ◆ BIRTH ANNOUNCEMENTS
- ◆ INFORMALS
- ◆ CALLING CARDS
- ◆ BADGES
- ◆ CHECKS
- ◆ INVOICES
- ◆ SHIPPING TAGS
- ◆ GUMMED LABELS
- ◆ MANUSCRIPT COVERS
- ◆ RECEIPTS
- ◆ TICKETS
- ◆ POSTCARDS

WE SELL—

- ◆ MIMEOGRAPH PAPER
- ◆ TYPEWRITER RIBBONS
- ◆ STAPLING MACHINES
- ◆ STAPLES

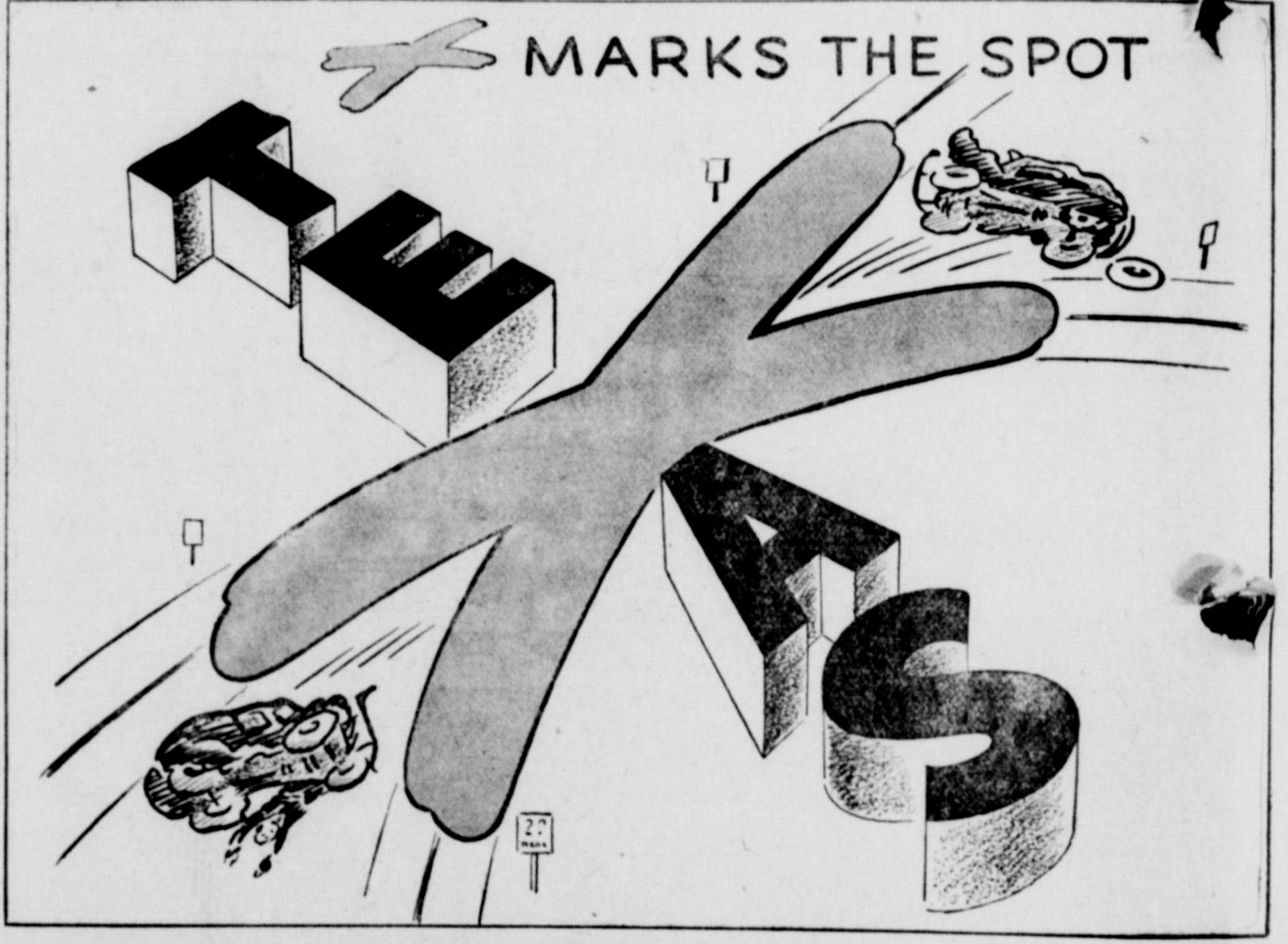
- ◆ PARTY NAPKINS
- ◆ INDEXES
- ◆ BOXED BOND PAPER
- ◆ MATCHING ENVELOPES
- ◆ FILE FOLDERS
- ◆ LEDGER SHEETS
- ◆ COLUMNAR PADS
- ◆ LETTER FILES
- ◆ GUMMED TAPE
- ◆ SCOTCH TAPE
- ◆ SIGN WRITER'S INK
- ◆ INDIA INK
- ◆ STAMP PAD INK
- ◆ ACCO PAPER FASTENERS
- ◆ LARGE KRAFT ENVELOPES
- ◆ CARBON PAPER
- ◆ MIMEOGRAPH STENCILS
- ◆ BAND DATERS
- ◆ RECEIPT BOOKS
- ◆ SALES PADS
- ◆ ADDING MACHINE PAPER
- ◆ PAPER CLIPS
- ◆ ORDER BOOKS
- ◆ SECOND SHEETS
- ◆ COPY PAPER
- ◆ BUDDY MEMO BOOKS
- ◆ MEMO BOOK REFILLS
- ◆ THANK YOU CARDS
- ◆ INDEX CARDS
- ◆ INK ERADICATORS
- ◆ GUEST CHECKS

These are only some of the many items we Print and Sell.

Try Our Service

BALLINGER PRINTING CO.

Est. 1932



Your Hometown Newspaper

is a History Book ..

RECOGNIZING THE ACHIEVEMENTS OF PEOPLE YOU KNOW



Issue by issue, your local newspaper unfolds the history of your community in stories describing important or interesting events as they happen to your friends, your family, and other members of your community. A source of interest and pride when they appear in the news, these stories bring personal accomplishments and events to the attention of the entire community. Saved in family scrapbooks, they become treasured possessions to enjoy through the years. As time goes on, we gain more and more pleasure in reading the news of the families of our community as events take their place in the history of our town.

ENJOY YOUR HOMETOWN NEWSPAPER-- IT'S THE STORY OF YOUR COMMUNITY!

1716 SAN ANTONIO STREET AUSTIN, TEXAS

Olds is All New from Head to Taillamps



Oldsmobile for 1958 offers a completely restyled body, featuring the new "mobile look." This distinctive and tasteful styling in the '58 Holiday coupe harmoniously employs horizontal trim to emphasize its long, flowing lines and low silhouette. The ultra-modern thin line roof sweeps rearward to the top of the enlarged single-piece rear window. The redesigned front end is distinguished by new four-beam headlamps, recessed

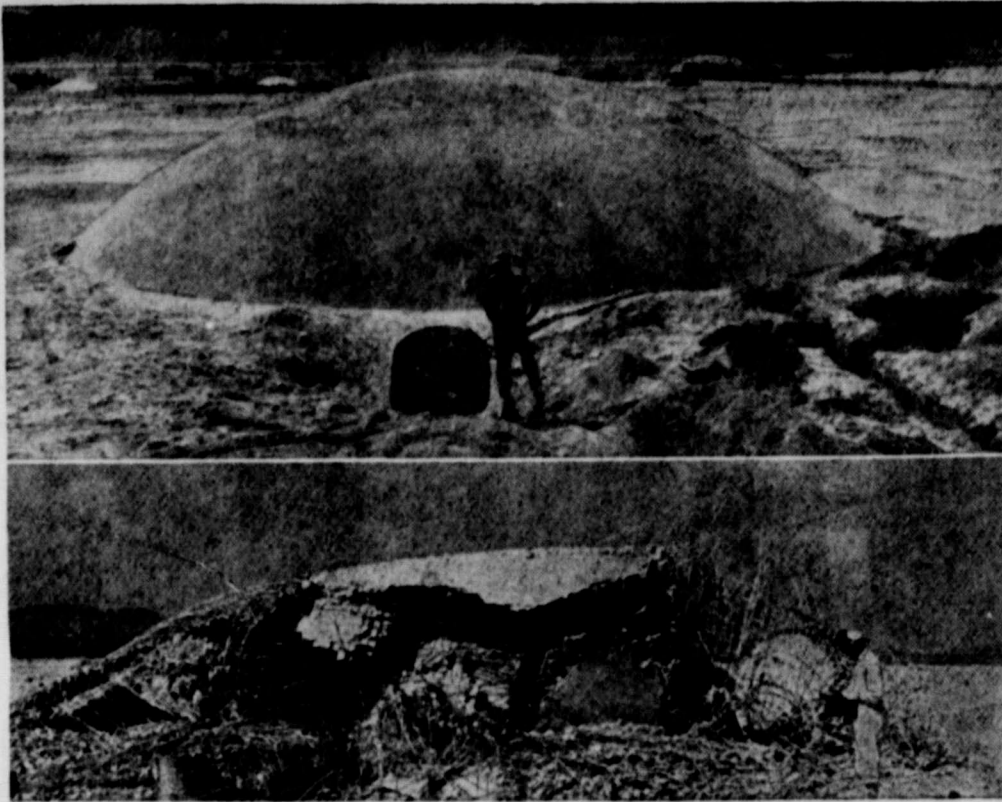
style grille with narrow aluminum louvers, and lower sleek hood line. Dominant in Oldsmobile's 1958 styling are striking twin blades that sweep down the rear fender crown. Choice of three Rocket engines with improved economy is offered in the 1958 Oldsmobile, which has a smoother Jetaway Hydra-Matic transmission and New-Matic Ride, a new concept of air suspension, available as a desirable option.

The Nix Olds-Cadillac Co. will be showing the new 1958 Oldsmobile at their show rooms tomorrow (Friday) and invite the people of this area to see the models on display. Oldsmobile for 1958 offers three different Rocket engines in its three series of cars. The economy-priced "88" series is powered by an engine with the new "Econ-o-way" dual carburetor and is rated at 265 horsepower. The super "88" and "98" series both have the Rocket

engine with quadri-jet carburetors and developing 305 horsepower. In all there are 16 body-styles this year. Two Oldsmobile accessory innovations for 1958 are available to customers. A trans-portable radio that can be completely removed from the car for use elsewhere and a safety sentinel speedometer warning that utilizes both a light and buzzer to warn when any pre-set speed is being exceeded. Both of these are available at extra

cost. Oldsmobile's new 1958 styling starts at the four-beam headlamps in the front and extends to the new and larger taillights. Interior styling of the new 1958 Oldsmobile matches the striking exterior appointments. Garland Nix, local dealer, stated that coffee and doughnuts would be served during the day Friday and all people in this area are invited to attend the opening, see the new 1958 Oldsmobile and have refreshments on the house.

and from the double doors. Mrs. James A. Wear, mother of the bride-elect, Mrs. E. A. Saunders and Mrs. R. T. Williams presided at the silver service and assisted in serving the breakfast menu. The honoree was presented a gift of silver from Mrs. Albert Purifoy of Fort Worth, daughter of the hostess. She was wearing a trousseau frock of burnt orange wool with a dickey of cream wool trimmed with gold buttons, with brown accessories. Others included were: Mmes. Charles Hambrick, Elmer Shepherd, L. R. Tigner, LeRay Fowler, Bob Allford, R. G. Erwin, Bruce Creasy, Fred Holliday, C. F. Bailey, Lloyd Herring, Edgar Boelsche, Claude Stone, Arthur Giesecke, E. M. Lynn, Sam Behringer, Max McCrary and John Purifoy.



DOMES SHELTERS, a new design whose low cost and easy construction would adapt it to mass production, were tested at the Operation Plumbbob atomic tests in Nevada at pressures so great that 18 times those which a house is normally built to withstand. The 50-foot-diameter shelters may be seen before the blast in the upper photo. The lower photo shows one of the domes which was deliberately tested at a pressure so great that it would fall, so its weaker points could be studied. (NTO Lookout Mountain Lab Photo)

Horseshoe

DRIVE-IN THEATRE
THURSDAY-FRIDAY-SATURDAY
FIRST RUN

BEAUTY and the BULLFIGHTER
DANIEL GELIN

ALSO



SUNDAY-MONDAY
2 GREAT FIRST RUNS IN COLOR



TUESDAY-WEDNESDAY
Carload 60¢

"Blood of Bataan"



SOCIETY

Miss Wear Complimented at Breakfast Today

Miss Elizabeth Wear, bride-elect of Robert Donald Stecker Jr. of Tulsa, Oklahoma, was complimented at the first honor affair Thursday morning,

November 7, at which Mrs. W. B. Woody was hostess at a breakfast in her home on Broadway. The affair also included a paper shower.

Miss Wear and Mr. Stecker will be married on December

9 in the First Baptist Church in Ballinger.

The bride-elect's chosen colors, red and green, were featured in entertaining rooms. White wedding bells decorated the cover for the dining table which was centered with an arrangement of red pyracantha berries in a green crystal bowl. Large white wedding bells were garlanded to the chandeliers

THE NEW ROCKETS ARE HERE...BRINGING YOU

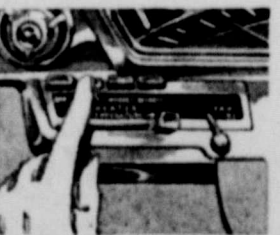
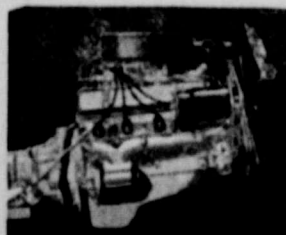
OLDSmobility

...THE NEW WAY OF GOING PLACES IN THE ROCKET AGE!



Four-Beam Headlamps increase night-driving safety, reduce glare.

FOR 1958 ...
OLDSMOBILE CREATES
A NEW CLASS OF CARS!



New, more efficient Rocket Engine gives you outstanding performance. Remarkable improvements in carburetion offer you up to 20% greater fuel economy.

New Trans-Portable Radio* serves as your regular car radio, but can also be unhooked and used as a lightweight, 160-hour battery-powered, transistor portable.

Dual-Range Power Heater* delivers the exact amount of heat or ventilation exactly where and when you want it. You push a button...power does the work!



NEW-MATIC RIDE* (A TRUE AIR SUSPENSION) TURNS ROUGH ROADS INTO HIGHWAYS OF SMOOTHNESS

In the 1958 Oldsmobile you'll find most everything you've ever wanted in a motorcar—outstanding styling; smart, tasteful design; delightful new features; alert new Rocket Engine performance; supreme comfort; daring new colors and fabrics. And most important of all, you'll find real down-to-earth operating economy! As never before, Oldsmobile for '58 gives you true big-car size, big-car comfort and handling, big-car smartness—combined with budget-car thrift. Once you Rocket-Test the '58 Olds, you'll know for sure, that from its safer Four-Beam Headlamps to its sparkling Twin Blades—it's the biggest value in Oldsmobile's 60-year history!

NOW ON DISPLAY... AT YOUR AUTHORIZED OLDSMOBILE QUALITY DEALER'S



FOR SPACE TRAVEL—With the "moon madness" at its height, thanks to the launching of the Soviet earth satellite, New York designer Oleg Cassini reveals his concept of mid-lady's traveling ensemble of the future. The electric blue suit is complete with a silver, hip-reducing, dial-control belt. A matching oxygen helmet and handbag complete the outfit.

PARKER WILL WORK IN FORT WORTH SHOW

County Agent C. T. Parker Jr. of Ballinger will head three cattle departments at the 1958 Southwestern Exposition and Pat Stock Show January 24 through February 2 in Fort Worth.

Parker will be superintendent of the Brahman, Santa Gertudis and Brangus divisions. He also held this position in the 1956 and 1957 Fort Worth show. Parker has been a winning exhibitor and supervisor of major fat stock shows for more than 15 years. He was born at Rising Star and graduated from May High School, where he received the state FFA's highest award, the Lone Star Farmer degree.

While in school, Parker used his savings from other projects to buy two registered Hereford heifers, the beginning of his career as a Hereford raiser. At one time, he was both a registered Angus and a registered Hereford breeder, and served simultaneously as a director of the Northeast Texas associations of the two groups.

EASTERN STAR BAKE SALE HERE FRIDAY
The Eastern Star has announced a bake sale to be held here Friday at the Piggy-Wiggy Store. The sale will start at 9 a. m. and will have a good selection of cakes and pies.



MISS 1957 CHRISTMAS SEAL—Carolyn Calvert of Austin, Miss Texas of 1957, aids her mother, Mrs. Robert W. Calvert, in preparing Christmas Seals for mailing over Texas. Mrs. Calvert is a long-time member of the board of the Texas Tuberculosis Association, and she and her daughter have spent many past pre-Christmas seasons working with Christmas Seals. Miss Calvert is the first named Miss Christmas Seal of Texas, adding another title to her previously acquired Miss Texas title.

KNOW YOUR NAVY

Machinist's Mate

THE MACHINIST'S MATE IS THE MAN BEHIND THE SMOOTH OPERATION OF THE MANY TYPES OF ENGINES AND MACHINES ABOARD THE MODERN NAVY VESSEL. THEY OPERATE, MAINTAIN AND REPAIR THE STEAM PROPULSION MACHINERY, PROPELLERS, PUMPS, OIL PURIFIERS AND REDUCTION GEARS. THE AM ALSO HANDLES THE REFRIGERATION, AIR CONDITIONING, ELEVATORS AND UTILITY EQUIPMENT.

LET'S GO BEARCATS

LAST GAME OF SEASON

BEARCAT FIELD

Friday, November 8, 8:00 p. m.

(BALLINGER)

BEARCATS

VS.

(WINTERS)

BLIZZARDS

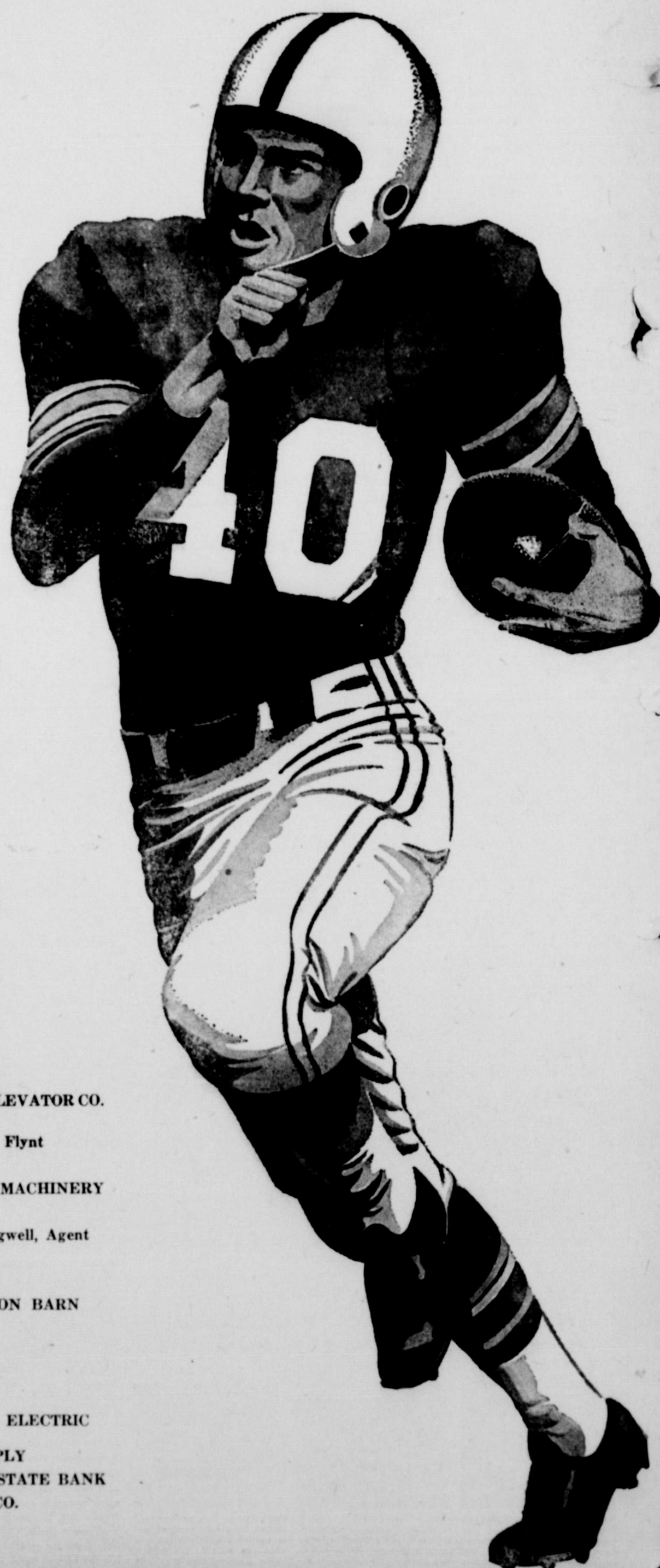
- ◆ Good Band
- ◆ Halftime Features
- ◆ Colorful Yell Section

SUPPORTERS OF THE BEARCATS

KIRK HARDWARE CO.
 BALLINGER TRUCK & TRACTOR CO.
 BALLINGER ELECTRIC CO.
 KEEL DRUG STORE
 R. D. TRAVIS
 GRANT INSURANCE AGENCY
 ATNIPP'S DRY CLEANERS
 BALLINGER ICE CO.
 E. B. UNDERWOOD
 WEST TEXAS UTILITIES CO.
 Wm. P. CAREY LUMBER CO.
 BILL MOORE, Mayor
 FIRST NATIONAL BANK
 TEXAS & HILLCREST THEATRES
 NEWBY-DAVIS FUNERAL HOME
 HOME FURNITURE CO.
 CHARLES HAMBRICK, Jeweler
 BEARCAT QUARTERBACK CLUB
 DAIRY BARN DRIVE-IN
 CAL ADAIR, Gulf Distributor
 TEXAS GRILL
 MOTEL STONEWALL
 FRANK & LANHAM FLYNT MOTORS
 MANSELL BROS.
 HORSESHOE DRIVE-IN THEATRE
 GEORGE FORD MOTORS

CLAY BUILDING MATERIAL CO.
 BALLINGER FLORIST
 BALLINGER BUTANE GAS CO.
 LINTZ DEPARTMENT STORE
 DALLINGER HARDWARE CO.
 STATE FARM INSURANCE CO.
 Otis Power, Agent
 LOVELADY'S FOOD MARKET
 HIGGINBOTHAM BROS. & CO.
 PEARCE-BAILEY DRUG CO.
 J. C. PENNEY CO.
 BALLINGER DRY GOODS CO.
 JOE HAMBRIGHT'S HUMBLE SERVICE
 LONE STAR GAS CO.
 BELL'S GROCERY & MARKET
 SAFEWAY STORE
 MORGAN'S
 L. C. DAUGHERTY DRUG STORE
 NIX OLDS-CADILLAC CO.
 BROADWAY FOOD MARKET
 DAIRY KREME & JUMBO BURGER
 MASON'S FLORAL
 WELLS DRUG STORE
 KING-HOLT CO.
 BOWDEN'S BARBER SHOP
 BRADLEY'S TIRE CO.

LOFTIN'S DRIVE INN
 BEN FRANKLIN STORE
 GEORGE'S
 McDONALD AUTO PARTS
 PURIFOY & CO.
 MERCER SHOE CO.
 BRADSHAW CAR CO.
 BALLINGER CO-OP GIN & ELEVATOR CO.
 Y GROCERY & STATION
 YOUNG MODERNS, Mrs. Joe Flynt
 PIGGLY WIGGLY
 CANADA & SCHERTZ FARM MACHINERY
 BARNEY'S STUDIO
 TEXAS COMPANY, R. A. Bagwell, Agent
 ACAPULCO CAFE
 ACME SHEET METAL CO.
 RUNNELS COUNTY AUCTION BARN
 HEIDENHEIMER'S
 L. R. TIGNER, Jeweler
 BALLINGER PRINTING CO.
 BALLINGER LIONS CLUB
 BALLINGER APPLIANCE & ELECTRIC
 SHOP
 HOLBROOK'S OFFICE SUPPLY
 FARMERS & MERCHANTS STATE BANK
 RAY FUQUA CHEVROLET CO.
 BALLINGER JAYCEES
 BROADWAY CAFE



\$200⁰⁰ to be Given Away-

No---not Exactly---But We Offer--- One Only---

Westinghouse Electric Range Extra Large Oven

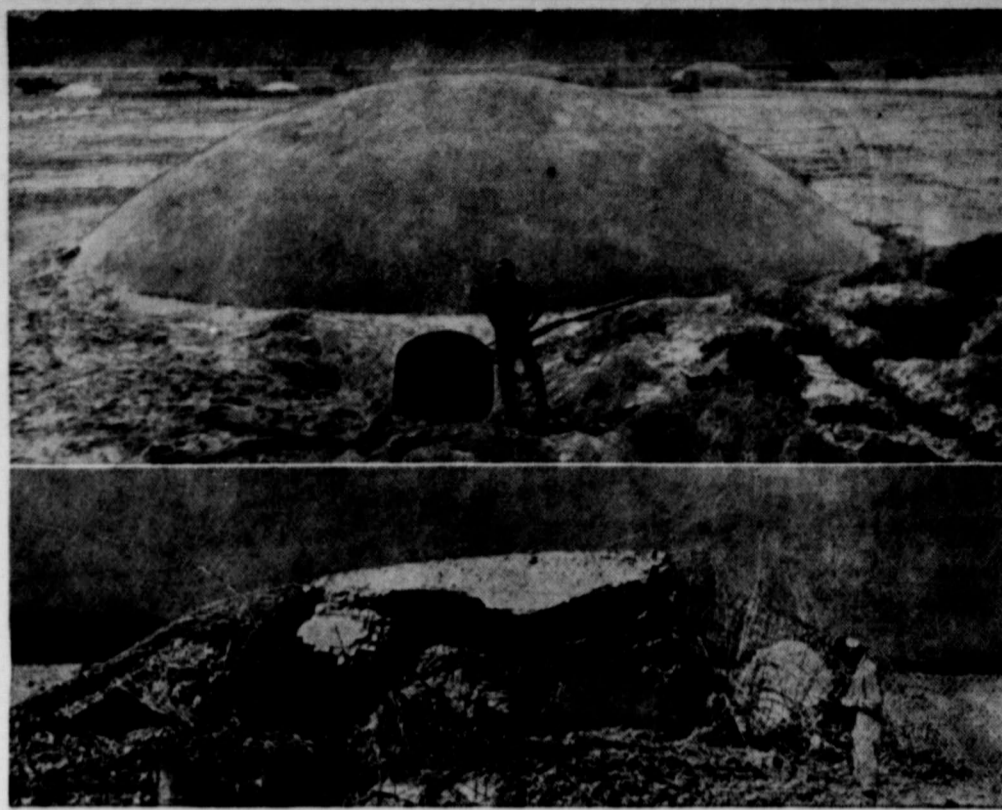
\$429⁰⁰ Factory suggested price. It's yours for \$229⁰⁰

A Saving of \$200.00

First one coming gets it.

Only One of these will be sold at this price.

Be Sure It's Westinghouse--- **HIGGINBOTHAM BROS. & CO.**



DOMES SHELTERS, a new design whose low cost and easy construction would adapt it to mass production, were tested at the Operation Plumbbob atomic tests in Nevada at pressures from 20 to 70 times those which a house is normally built to withstand. The 50-foot-diameter shelters may be seen before the blast in the upper photo. The lower photo shows one of the domes which was deliberately tested at a pressure so great that it would fall, if its weaker points could be studied. (NYO Lookout Mountain Lab Photo)



GLORIOUS DEBUT—The entrance into Cleveland, Ohio, of this brand-new 1958 Ford hardtop was something less than the manufacturer could have desired. The top was sheared off by overhead railroad tracks when the trailer carrying the auto went through an underpass.

SOCIETY

Mrs. A. McGregor Conducts Music Club Program

Mrs. Alex McGregor was program leader Tuesday evening for the Ballinger Music Club in the home of Mrs. L. R. Tigner on Seventh Street.

Mrs. McGregor discussed the wood-wind instruments, the piccolo, flute and clarinet, and their origin. She stated that the flute was the oldest wind instrument, having been found in ancient Egyptian tombs and has continued to be worthy of membership in the symphony orchestra. In conclusion, a recording was played which included a Trumpet Voluntary in D Major by Henry Purcell, a Handel Concerto, and a concert piece for bassoon and string orchestra by Burrell Phillips. Mrs. Robert Bruce gave several musical current events.

Forman, Arthur Giesecke, Troy Simpson, J. R. Lusk and Miss Olga Schawe.

Review of "The Small Woman" At Shakespeare Club

The Ballinger Shakespeare Club is sponsoring a book review to be held at 4 p. m. Thursday in the library club room.

Mrs. Bryan Dickson of San Angelo will review "The Small Woman" by Allan Burgess. Mrs. Dickson is a past president of the American Association of University Women of San Angelo and an active federated club member.

The review will be open to

the public as well as guests of club members.

Women's Council Meets At Church Monday

Mrs. B. H. Erwin, president, was in charge of the regular meeting of the Women's Council of the First Presbyterian Church USA last Monday afternoon, held in the church parlors.

Mrs. Rufus Allen was leader for the program on "United Nations and Us." Others assisting in presenting the program were Misses Jerry Byrum, James Palmer, Calvin Howell and Pearson Corder. Mrs. Palmer gave the prayer for United Nations.

Mrs. Jack Ashton, chairman of the nominating committee, submitted the names of the following new officers who were

duly elected: Mrs. B. H. Erwin, re-elected president; Mrs. Calvin Howell, vice-president; Miss Eunice Lilly, secretary-treasurer; Mrs. Byrum, secretary of Education in Action; Miss Eunice Lilly, Spiritual Life secretary and Mrs. R. Allen, secretary of literature.

Others present were Mrs. Hub Dean, Misses Eva and Maggie Lilly.

Card of Thanks

Our heartfelt thanks to all who extended comforting sympathy and help in our recent sorrow. For the food, beautiful service, floral offerings and other kindnesses, we are deeply grateful.

The F. M. Steele children
7-11*

DISTRICT FIELD DAY POSTPONED TO NOV. 15

The field day announced last week for November 6 on the Stewart ranch, 7 miles west of Blackwell, has been postponed until November 15. The rains over the area were responsible for the change of dates and those in charge have stated that the activities will start at 2 p. m.

The field day is sponsored by four conservation districts and all farmers and ranchmen in Runnels County are invited to attend. There will be discussion of root plowing, cover costs, seeding, management and erosion hazards. After the talks, a tour of several sites will be made to inspect areas where root plowing was a practice.

WINGATE 4-H GIRLS FORM CLUB THIS WEEK

Miss Ollie Chenoweth was in Wingate Monday to meet with the girls of the school there and to organize a 4-H club. Ten girls were the charter

members and others are expected to join within the next few weeks.

Mrs. Pat Pritchard and Mrs. Dunn are to be the leaders and Socorro Ibarra was elected the first club president. Meetings will be held on the first Mon-

day in each month and Miss Chenoweth will meet with the club to help them get started on their training program.

Benjamin Franklin was the first Postmaster of the United States.

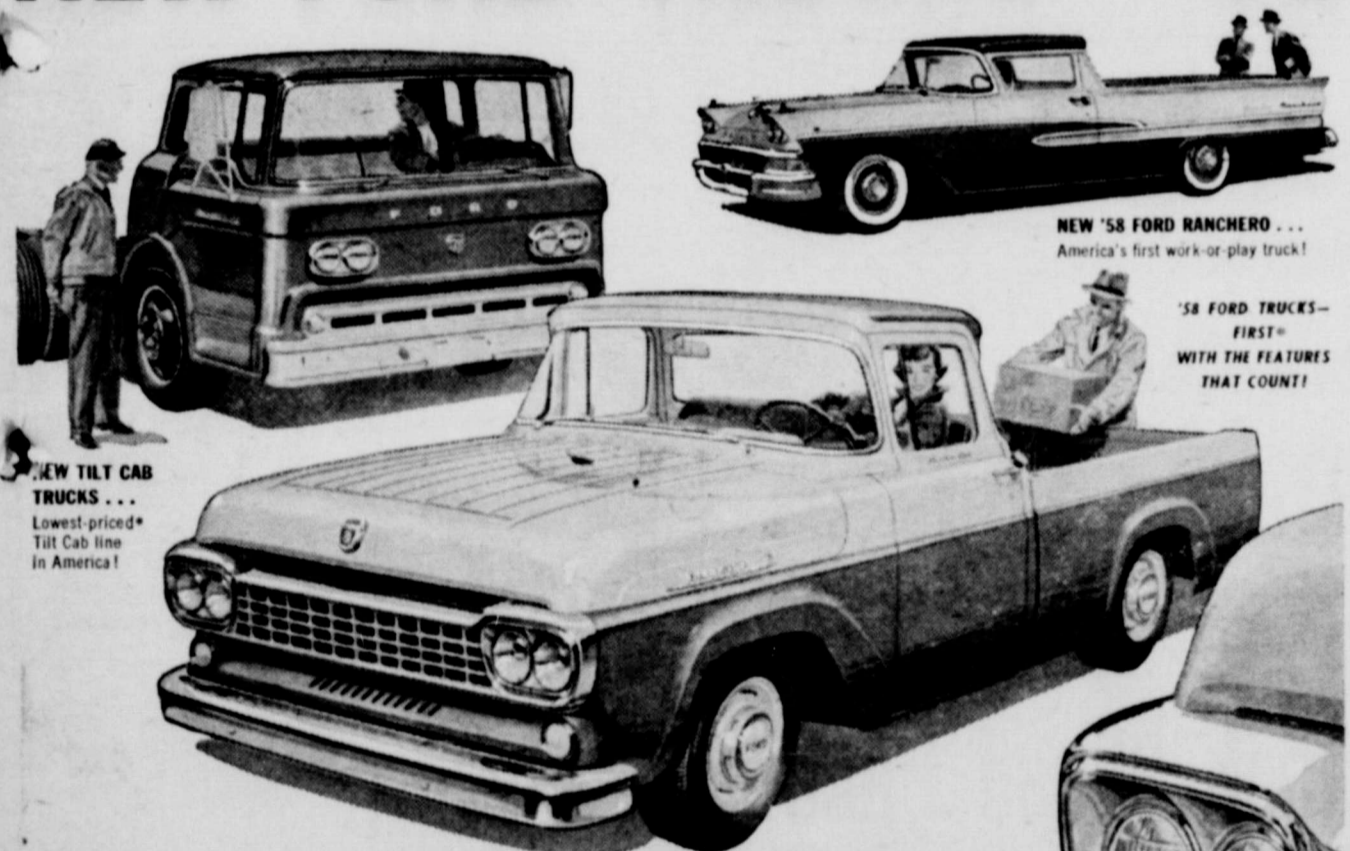
The business meeting was conducted by Mrs. Robert Bruce.

Mrs. Earl Cope will be program leader for the December meeting and will discuss the brass instruments in the orchestra.

Others present were: Misses W. R. Bogle, Sim Cottelle, Joe

Step in...

NEW FORD TRUCKS for '58



NEW TILT CAB TRUCKS... Lowest priced* Tilt Cab line in America!

NEW '58 FORD RANCHERO... America's first work-or-play truck!

'58 FORD TRUCKS—FIRST—WITH THE FEATURES THAT COUNT!

NEW '58 FORD PICKUP... Modern Styleline body is as wide as the cab and standard at no extra cost!

Step ahead...

with all that's new...costs less, too!

Meet America's newest, most modern trucks—Ford for '58! Discover the new advances in this pace-setting line. See the many advantages that help you do your job better and at lower cost!

Then match your requirements against Ford's over 300 models. Whatever your need—from pickup to heavy duty tandem—Ford's got it! And you'll get a truck that costs you less to own, less to run and lasts longer, too.

So see your Ford Dealer today and step ahead with America's most modern truck—built modern to cost you less.

NEW capacity! Extra-wide Styleline pickup bodies have 25% more loadspace than any other competitive pickups... biggest loadspace per dollar!

NEW easy ride! Scientific Impact-O-Graph ride tests have proved, amazing superiority of Ford's suspension over competitive pickups... a ride mighty close to that of a car!

NEW comfort! Driverized Cabs have non-sag seat springing, suspended pedals and weather-protected inboard steps.

NEW power! Powerful, more rugged V-8 engines! And only Ford offers Short Stroke Economy in both Six and V-8!

NEW safety! "Safety Vision" dual headlights... Lifeguard steering wheel... and double-grip door locks... standard on all Ford trucks!

NEW "fine cut" conveniences! Ranchero offers all power assists, even power windows and air conditioning, factory-installed, at Ford's low prices.

THE BIG FLEETS BUY MORE FORD TRUCKS THAN ANY OTHER MAKE!

FORD TRUCKS COST LESS

... LESS TO OWN... LESS TO RUN... LAST LONGER, TOO!

Frank & Lanham Flynt Motors

Pre HOLIDAY SALES!

SAVE NOW..

BUY in NOVEMBER!

Prepare your home for the holidays NOW when prices are lower, and selections are greater! Shop for the furniture and accessories you need for yourself—for gifts!

Electric Blankets

Guaranteed for 2 years
Custom-Formed— Brilliant Colors
CRESTWOOD
Each **19.95**

G. E. Blankets

Double Bed Size—Sleep Guard Control
Each **29.95**

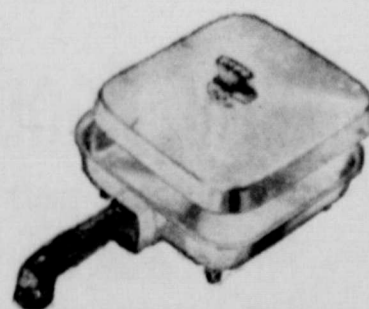
Reclining Chairs

By Stratford
King Size Stratolounger and Stratorestor
—As Advertised in LIFE.
As Low As **69.95**

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THE ELECTRIC SKILLET
with the most desirable features of any made today! Come in and make your own comparison. Don't be Mis-led by cheap skillet—Just Try WEST BEND. Your satisfaction is Guaranteed

Complete Only **22.95**



America's Most Perfected Cooking Ware

It Costs Little More to

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beautiful Wagner Magnalite

Only **7⁹⁵** For A 16-Pc. Starter Set

Beautiful **Bauer Pottery**

8 Brilliant Colors and California Modern Speckled in 4 New Colors.

PORTABLE HAND MIXERS

G. E. AND WEST BEND

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MAKE A WONDERFUL GIFT

Only **3.95**

Gleaming White

Milk Glass

We invite you to examine our selections. The Prices Are Moderate

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Flash Bulbs

Per Doz. **99c**

LAY-AWAY TODAY

FOR CHRISTMAS We Gift Wrap FREE

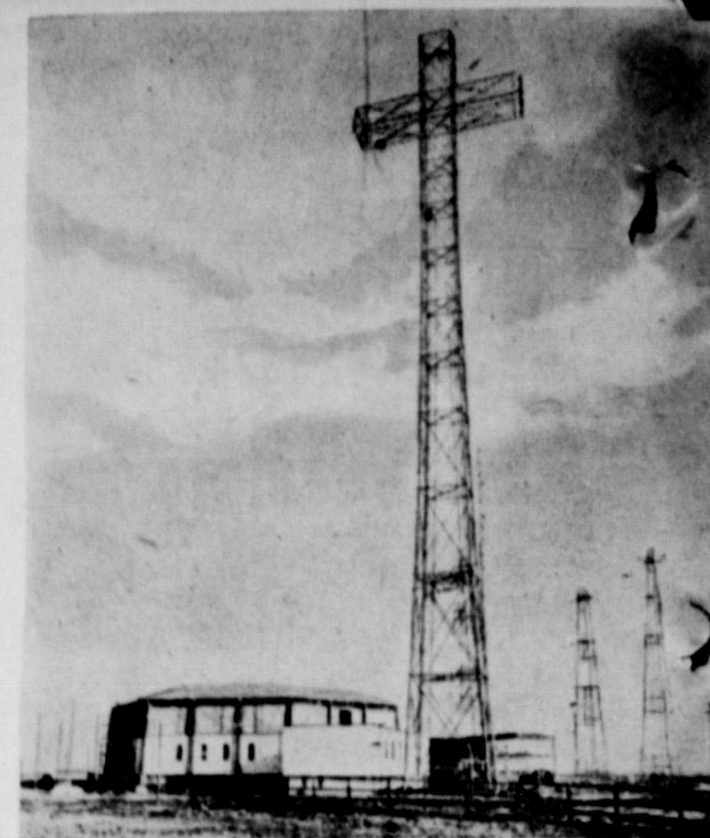
Dallinger Hardware Co.

Phone 6060

BEEF and POTATOES



As you like it!—Boiled, baked, whipped, or au gratin—U. S. D. A. #1 potatoes with your favorite steak or roast.



VOICE OF THE VATICAN — A 250-foot-high cruciform transmitter dominates the site of the new 2½-million-dollar Vatican radio station at Santa Maria Di Galeria, Italy. The station, one of the world's most powerful, is designed to beam the voice of the Pope all over the world. There are 21 steel towers in the installation which covers an area 10 times larger than all of Vatican City. The station was dedicated and opened by Pope Pius XII.

Coffee
WHITE SWAN
1 Lb. 79c

Shortening
FLUFFO 3 Lb. CAN
79c

Salmon
WHITNEY'S No. 1 Can **49c**

Salad Dressing
BEST MAID Qts. **39c**

Early June Peas
TRELIS BRAND 2 No. 303 Cans **23c**

Whole Kernel Corn
2 12-Oz Cans **27c**

Pork & Beans
WHITE SWAN No. 303 Can **10c**

Green Beans
OUR VALUE 2 No. 303 Cans **25c**

Aluminum Foil
ALCOA 25-Ft. Roll **29c**

Bathroom Tissue
SOFTIE 4-Roll Pack **19c**

Chocolate Covered Cherries
ELITE 12-Oz. Box **49c**

Frozen Strawberries
KNOTT'S FARM 10-Oz. Ctn. **19c**

Crushed Pineapple
Golden Glory No. 2 Can
5 Cans \$1.00

Flour
Gladiola 25 Lb. Paper Bag
\$1.98

Crackers WORTZ BRAND 1-Lb. Box **19c**

Eggs
LARGE SIZE Doz. **59c**
MEDIUM SIZE Doz. **49c**

Peanut Butter
BIG TOP 12-Oz. JAR **39c**

Oleo
TEX STAR—Quarters Lb. **19c**

Pop Corn
T. V. TIME 2 10-Oz. Cans **29c**

Kleenex
100 COUNT 4 FOR **\$1.00**

Tomatoes
HUNT'S SOLID PACK 2 No. 300 Cans **25c**

Bif
WILSON'S CHOPPED BEEF 12-Oz. Can **39c**

Syrup
KIMBELL'S WAFFLE 24-Oz. Bottle **39c**

Strained Baby Food
HEINZ 3 Jars **25c**

Oranges TEXAS 5 Lb. Bag **33c**

Bananas 2 Lbs. **25c**

Celery Large Stalk **19c**

Cabbage Lb. **5c**

Spuds 10 Lb. Bag **49c**

MEAT SPECIALS

Fryers
Fresh Dressed Lb. **39c**

Sirloin Steak
Choice Cuts Lb. **59c**

Boneless Stew
Extra Lean and Tender Lb. **39c**

Chuck Roast Lb. **47c**

Rump Roast Lb. **49c**

Cheese WISCONSIN LONGHORN Lb. **49c**

Pork Chops CENTER CUTS Lb. **59c**

Bacon Squares
SUGAR CURED Lb. **33c**

Thick Sliced Bacon
RATH'S—Oak Wood 2 Lb. Box **99c**

Pressed Ham
LUNCHEON MEAT Lb. **49c**

Spare Ribs FRESH PORK Lb. **49c**

SOUTH BALLINGER HOME DEMONSTRATION CLUB

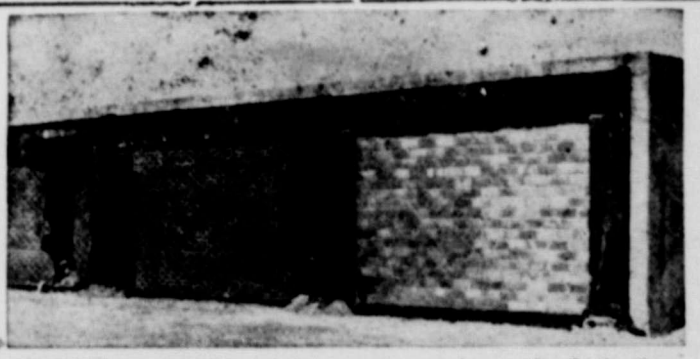
Miss Ollie Chenoweth, county home demonstration agent, presented a program on "New Trends in Finishing Walls and Floors" at the meeting of the South Ballinger home demonstration club which met Tuesday afternoon in the home of Mrs. C. D. Harris on Sixth Street.

In giving the program, Miss Chenoweth showed samples of different types of rugs and tiles, and showed slides of wall paper designs.

"My Greatest Accomplishment in 1957" was given by members at roll call. Mrs. Tom Crockett gave the club prayer and Mrs. Mack Setser gave the "Thought for the Day." Mrs. Archie Wallace brought the council report.

Following the singing of "Ever Onward" by members, Mrs. B. M. Batts, president, was in charge of the business and announced that new Yearbooks would be ready soon. Plans for making money for the club were discussed. The club voted to bring Christmas gifts for the State Hospital at Abilene to the next meeting which will be held in the home of Mrs. Neuman Smith in the Hatchel community. Club members assisting with distributing clothing during the flood disaster were Mmes. Batts, Mack Setser and J. L. Ohlhausen.

The hostess served cookies, hot punch and coffee. Others present were: Mmes. J. P. Boothe, J. C. Reese, V. McShan, Neuman Smith. Visitors were Mrs. C. L. Drake, Mrs. Jim Massey and Mrs. J. W. Jones.



EFFECTS OF STEEL reinforcement are shown clearly in these wall panels tested under high pressure during the current atomic tests in Nevada. The eight-inch brick wall at left was unreinforced, while the other brick and tile walls of the same thickness were reinforced with quarter-inch steel rods, and survived the atomic blast intact. A 25 x 32-foot windowless brick structure, adaptable as a school or utility shelter, also was undamaged even though it was exposed to blast pressures five times those for which a house is normally built. (NTO Lookout Mountain Lab Photo)

AS FEATURED ON THE **FRANK SINATRA TV SHOW**

THIS CHRISTMAS GIVE **BULOVA**
America's Favorite Gift Watch

AMERICAN GIRL
17 jewels, unbreakable main-spring, watch and bracelet combined in one glamorous ensemble. \$59.50

AMBASSADOR
17 jewels, self-winding, shock-proof, unbreakable main-spring, luxury expansion band. \$71.50

TERMS IF DESIRED

LAY-AWAY FOR CHRISTMAS

ELGIN & HAMILTON
FAMOUS AUTOMATIC WATCHES
— MIDO & LONGINES —
FINE DEPENDABLE WATCHES

\$19.95 and up

L. R. TIGNER
Jeweler

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One of the Few Home Owners Who Don't Need a PACKAGE POLICY!



MOST PEOPLE DO!

Damage to your home caused by vehicles is one of the many sources of loss covered by our PACKAGE POLICY for home owners.

This convenient package also covers fire, theft, personal liability... in fact, nearly all of the major hazards threatening the financial security of your home. Call us today for complete information.

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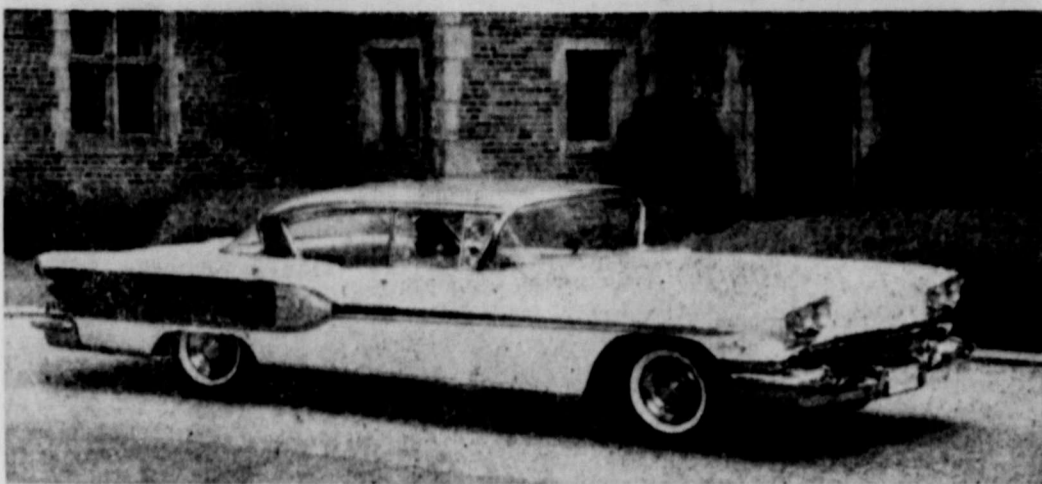


EXTRA CASUALTY STANDARD FIRE BARTFORD.

AND SURETY COMPANY INSURANCE COMPANY CONNECTICUT

Faneuil Hall in Boston was erected with lottery money. The Rock of Gibraltar is almost 1,500 feet in height.

New Pontiac Showing Saturday



PONTIAC'S PERENNIAL FAVORITE is this big, luxurious and exquisitely styled Star Chief four-door Catalina designed to make the heart of every motorist beat faster. Solidly built on a 124-inch wheelbase, the Star Chief Catalina is synonymous with big car styling and comfort, and is available in four models; two and four-door Catalinas, a four-door, slim pillar sedan and a four-door Custom Safari station wagon. Among the fine features of this series is the big "Tempest 395" V-8 engine and "prestige" interior of glamorous leather and fabric.

The Bradshaw Car Co., corner of Ninth Street and Strong Avenue, will be showing the new 1958 Pontiacs all day Saturday. Sixteen all new models in four series, headed by a "dream car" series for two family sports-type cars, are presented by Pontiac in 1958. General Motors' Golden Jubilee

year. A new body, new chassis, new "Tempest 395" V-8 engine, new optional equipment and a new Bonneville series of family size "dream cars" mark what the division calls the boldest advance in 50 years. The 1953 Pontiacs have interior refinements which are a big step forward and something

that will please their new owners. Color combinations are numerous and the new dual headlights are on all models. A special invitation is extended to the people of this area to attend this opening. There will be favors for those who see the new Pontiacs and refreshments will be served all during the day.

CITATION BY PUBLICATION THE STATE OF TEXAS

TO: J. M. Reynolds, Trustee, and the unknown heirs, devisees, executors, administrators, assignees, successors, trustees, beneficiaries, and remaindermen, of the said J. M. Reynolds, Trustee.

GREETING: You are commanded to appear by filing a written answer to the plaintiff's petition at or before 10 o'clock A. M. of the

first Monday after the expiration of 42 days from the date of issuance of this Citation, the same being Monday, the 9th day of December, A. D. 1957, at or before 10 o'clock A. M. before the Honorable District Court of Runnels County, at the Court House in Ballinger, Texas.

Said plaintiff's petition was filed on the 23 day of October, 1957. The file of said suit being No. 6799. The names of the parties in

said suit are: W. R. Ransone, Trustee, as Plaintiff, and J. M. Reynolds, Trustee, and the unknown heirs, devisees, executors, administrators, assignees, successors, trustees, beneficiaries, and remaindermen, of the said J. M. Reynolds, Trustee, as Defendants.

The nature of said suit being substantially as follows, to-wit: Application for the appointment of a Receiver for the purpose of executing and

delivering an Oil, Gas and Mineral Lease on an undivided one-fourth mineral interest in and to the following described land lying and being situated in the County of Runnels, State of Texas, to-wit:

Being One Hundred and Forty-One acres of land, and being 57 acres out of the G. W. Clayton Survey No. 130 and 84 acres out of the W. E. Pritchard Survey No. 130, said 141 acres described by metes and bounds as follows:

BEGINNING at the SE corner of Survey No. 130 and SW corner of Survey E. T. R. R. No. 121; THENCE North 1680 vrs. rock rd.; THENCE West 107 vrs. R. rd.; THENCE S. 61 W. 511 vrs. R. rd.; THENCE S. 13 E. 160 vrs. R. rd.; THENCE S. 1186 vrs. R. rd. in North line of E. T. R. R. Co. Survey No. 131; THENCE E. 487 vrs. to place of beginning; the record owner of such outstanding mineral interest being J. M. Reynolds, Trustee; and such application being made under the provisions of Art. 2320b of the Revised Civil Statutes of Texas, as amended.

If this Citation is not served within 90 days after the date of its issuance, it shall be returned unserved.

Issued this the 23rd day of October A. D. 1957.

Given under my hand and the seal of said Court, at office in Ballinger, Texas, this the 23rd day of October A. D. 1957. Seal

WILLIE STEPHENS, Clerk, District Court of Runnels County, Texas 24-4t

DEATHS

Mrs. Sarah Ann Steele

Mrs. Sarah Ann Steele, 87, died at 4:30 p. m. Sunday at the home of her daughter, Mrs. L. T. Allen in Ballinger, following a long illness.

Decedent was born at Gonzales in November 1869. She was married to F. M. Steele on July 28, 1886 at Llano and the couple came to Runnels County from Mills County in 1906 and first settled in the Crews area. They later moved to Norton where Mr. Steele died in 1932. Mrs. Steele has made her home in Ballinger since 1954.

Funeral services were held Tuesday afternoon at the Methodist Church in Norton with Spill Funeral Home of Winters in charge of arrangements. The body remained at the Newby-Davis Funeral Home in Ballinger until time for the service.

Survivors are the daughter, Mrs. Allen, Ballinger; three sons, L. O. Steele, Winters; Harry Steele, San Angelo; John Steele, Walnut Grove, Missouri; two sisters, one brother, seven grandchildren and nine great-

grandchildren.

Mrs. Ida Mae Hooten

Mrs. Ida Mae Hooten, 61, died Sunday morning in Emergency Hospital at San Angelo after a brief illness.

Funeral services were held at 2:30 p. m. Monday at the Maverick Baptist Church. Burial was in the Norton Cemetery with Newby-Davis Funeral Home in charge of arrangements.

Decedent was born in San Angelo in 1896 and was married to Ed Hooten at Robert Lee in 1928. Mr. Hooten died in 1934. She had lived in Coke, Runnels and Tom Green Counties most of her life and was residing at San Angelo at the time of her

death.

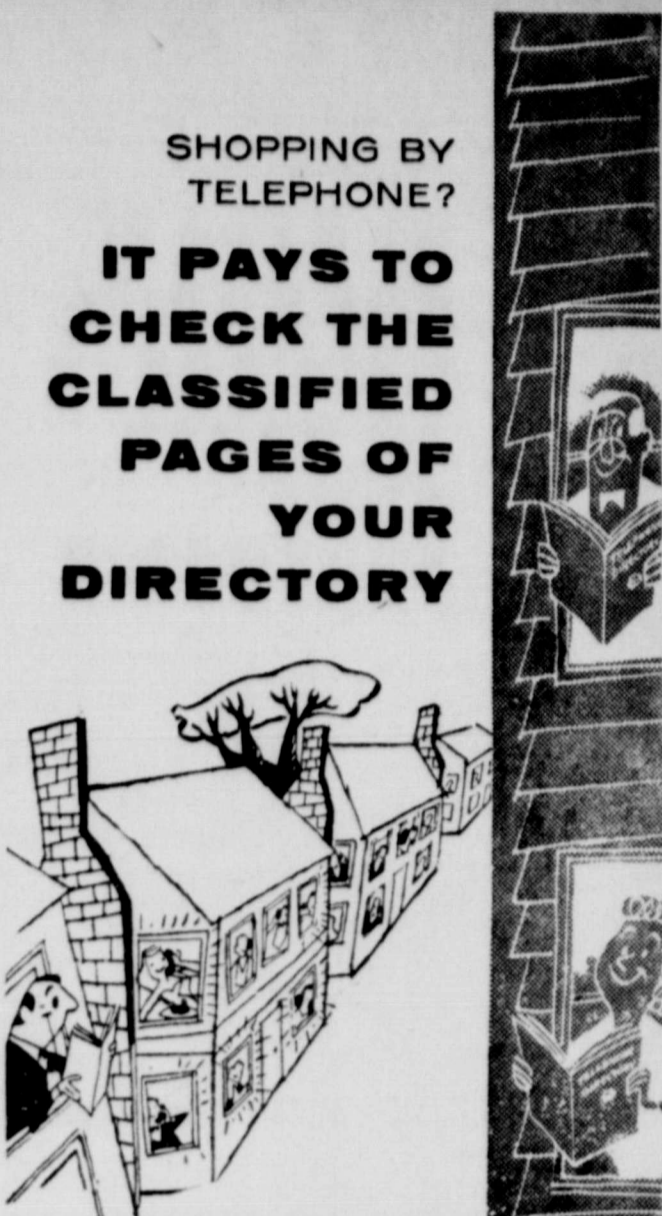
Survivors are two brothers, George Manuel, San Angelo; Marlin Manuel, Maverick; three sisters, Mrs. Florence Franks, Midland; Mrs. Wilma Baker, Maverick and Mrs. Ella Hammond, El Centro, California.

The Panama Canal is 300 feet wide and 45 feet deep.

St. Crispin is the patron saint of shoemakers.

Box letter files, letter size, \$2.25 each. Ballinger Printing Co.

Wedding announcements and invitations. Beautiful stock with latest type faces. Ballinger Printing Co.



THE SOUTHWESTERN STATES TELEPHONE CO.

A NEW KIND OF CAR IS BORN!

At Your Pontiac Dealer's Nov. 9



BOLDEST ADVANCE IN 50 YEARS!

THE GOLDEN JUBILEE CAR!

It's a revolution on wheels—boldly planned from the very beginning as a Golden Anniversary showpiece for Pontiac and General Motors.

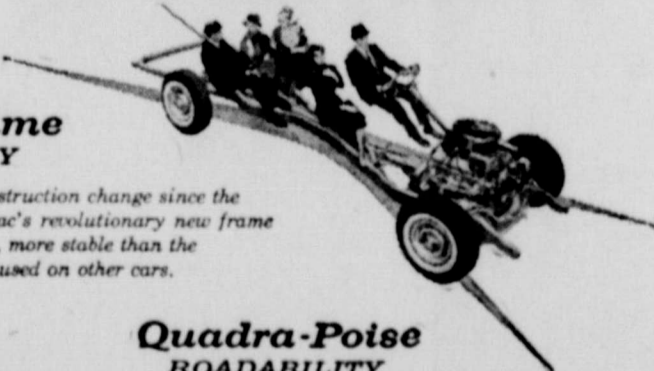
This one you really must see—here is a car unlike any you have ever known! This Golden Jubilee Pontiac is actually an all-new breed of cars—in four brilliant series and 16 sleek models covering virtually every price bracket.

In all of them you'll find engineering advances so daringly different yet so basically sound that they will trigger the next big change in automobile design. You'll find a few of these ideas illustrated here, but even they can't begin to tell the full story.

Why not be among the first to discover the newest. When you meet this bold new Pontiac, you're in for a driving thrill that is impossible to duplicate in cars of conventional design. So make it a point to see your Pontiac dealer soon and prove to yourself that no car in history ever left yesterday so far behind!

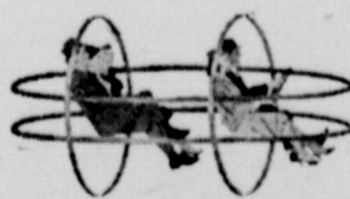
Aero-Frame STABILITY

Here is the biggest basic construction change since the early days of motoring. Pontiac's revolutionary new frame design is lighter, stronger, more stable than the conventional box type used on other cars.



Quadra-Poise ROADABILITY

Only the wheels know where the bumps are! Pontiac's new suspension geometry ends dive, sway and bounce to bring you the smoothest ride, easiest handling you've ever known!

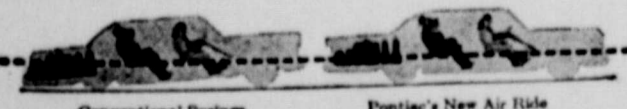


Circles-of-Steel SAFETY

Pontiac's completely new body construction surrounds you with girder steel protection—above, below, fore and aft. Now you can drive with wonderful new peace of mind!

Tempest 395 PERFORMANCE

Try Pontiac's new jewel-action response! Scores of exclusive engineering innovations make Pontiac's lefty power plant a miracle of smoothness... and you can choose from four horsepower ratings including Tri-Power Carburetion* and Fuel Injection*.



Ever-Level Air Ride*

The most perfect suspension system ever designed—and Pontiac's revolutionary Aero-Frame is specifically designed for it! Air cushions on all four wheels liberally float you over the bumps... keep the car perfectly level regardless of load or road!

SAVE on your switch to MODERN COOKING

GIANT VALUE GAS RANGE SALE



Terrific trade-ins NOW on a new BURNER-WITH-A-BRAIN GAS RANGE!

Amazing New Temperature Controlled Top Burner

- Automatically adjusts flame to maintain foods at the cooking temperature set
Turns flame DOWN when foods reach desired cooking temperature... no burning... no boilovers
Makes ALL your pots and pans modern automatic cooking utensils
Only GAS gives you instant exact temperature... from gentle simmer to bubbling boil... WITHOUT POT-WATCHING

FREE Burner-With-a-Brain MASKS for youngsters

Ask for these unusual robot masks when you come into your dealer or Lone Star Gas. Ask about the terrific trade in you can get on a new gas range RIGHT NOW.

Right now your present gas or electric range is as good as money on your purchase of a brand new Burner-With-A-Brain gas range. Enjoy other wonderful new features too... the new range-top thermostatic griddle; removable rotisseries in the broiler; meat thermometer that shows exact inside temperature at which roasts are cooking. Only gas gives you all this and economy, too. Switch to Super-Modern cooking NOW... see your gas range dealer or Lone Star Gas Company today.

ACT NOW for widest choice in models and prices GAS... the gift of

See your gas range dealer or

LONE STAR GAS COMPANY

