

Eastland Telegram

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D. H. Dick, Manager Ray B. McCorkle, Editor

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NOTICE TO PUBLIC—Any erroneous reflection upon the character standing or reputation of any person, firm or corporation which may appear in the columns of this newspaper will be gladly corrected upon being brought to the attention of the publishers.

Charter No. 1,299 Reserve District No. 11

REPORT OF THE CONDITION OF THE

EASTLAND NATIONAL BANK

of Eastland, Texas, in the State of Texas, at the close of business on June 30, 1953, published in response to call made by Comptroller of the Currency, under Section 5211, U. S. revised statutes.

ASSETS

Cash, balances with other banks, including reserve balance, and cash items in process of collection	1,445,095.85
United States Government obligations, direct and guaranteed	1,530,300.00
Obligations of States and political subdivisions	95,200.94
Corporate stocks (including \$3,000.00 stock of Federal Reserve bank)	3,000.00
Loans & discounts (including \$3,016.87 overdrafts)	822,778.96
Bank premises owned \$15,000.00, furniture and fixtures \$6,500.00 (Bank premises owned are subject to None liens not assumed by bank)	21,500.00
Other assets	23,530.45
TOTAL ASSETS	3,941,406.20

LIABILITIES

Demand deposits of individuals, partnerships, and corporations	2,750,825.65
Deposits of United States Government (including postal savings)	36,764.01
Deposits of States and political subdivisions	914,922.78
Other deposits (certified and cashier's checks, etc.)	28,722.12
TOTAL DEPOSITS	\$3,731,234.56
TOTAL LIABILITIES	3,731,234.56

CAPITAL ACCOUNTS

Capital Stock:	
(c) Common stock, total par \$50,000.00	50,000.00
Surplus	50,000.00
Undivided Profits	60,171.64
Reserves (and retirement account for preferred stock)	50,000.00
TOTAL CAPITAL ACCOUNTS	210,171.64
TOTAL LIABILITIES and CAPITAL ACCOUNTS	3,941,406.20

MEMORANDA

Assets pledged or assigned to secure liabilities and for other purposes: I, Walter Murray, President of the above-named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief. WALTER MURRAY, President

CORRECT—ATTEST: J. A. BEARD, GUY PARKER, RUSSELL HILL, Directors. (SEAL) State of Texas, County of Eastland, ss: Sworn to and subscribed before me this 6th day of July, 1953 and I hereby certify that I am not an officer or director of this bank. JANIE WILSON, Notary Public

OUR DEMOCRACY by Mac

"HITCH and VISIT"

THE OLD HITCHING POST TRADITIONALLY SYMBOLIZED AMERICAN WARMTH AND NEIGHBORLINESS. IT STOOD JUST OUTSIDE THE HOME, AN INVITATION FOR FRIENDS TO HITCH THEIR HORSE AND BUGGY AND PASS THE TIME OF DAY.



WITH THE AUTOMOBILE TODAY WE ARE ABLE TO RANGE FAR AFIELD FROM THE OLD HITCHING POST. AND THE NEIGHBORLINESS WHICH IT SYMBOLIZED HAS ACHIEVED STEADILY BROADER HORIZONS AND MEANING IN OUR DEMOCRACY.

STEAM CURED

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Shipment of COOLERS . . . These are the 4,000 size, with 2-speed motors.

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FRECKLES AND HIS FRIENDS By Merrill Blosser



NEWS FROM STAFF

By Mrs. M. O. Hazard

Mr. and Mrs. Anson Little and Johnny of Salton, were guests of their parents, the J. L. Littles and J. W. Mouncees on Tuesday and Wednesday.

Mrs. O. T. Hazard was a guest of her parents, the W. H. Whites in Eastland Monday.

Mr. and Mrs. Walter Duncan were Eastland visitors Tuesday afternoon.

Miss Louise Canet was an Eastland visitor Saturday.

The T. A. Utleys have moved their home to a new location on the farm, as the old location was taken by the Water Board for the new lake on Leon River.

Mrs. M. O. Hazard spent the day Monday visiting her son, Maurice Hazard and family in Eastland.

Cpl. E. G. Henderson from Carswell Air Force Base, Fort Worth, was the week end guest of his parents, Mr. and Mrs. C. L. Henderson.

M. O. Hazard was in Eastland on business Wednesday.

John M. White was transacting business in Abilene Saturday.

Mr. and Mrs. A. E. Fox, Elizabeth Carol, were Eastland visitors Saturday.

Mr. and Mrs. Lonnie Crosby of Cisco, were the over night guests of his parents, Mr. and Mrs. Allen Crosby.

Mr. and Mrs. F. C. Williamson were business visitors in Eastland Saturday.

Mr. and Mrs. M. O. Hazard visited Sunday evening at Morton Valley, in the home of their son, Mr. and Mrs. B. H. Hazard and Private Hulien Hazard, who was at home on a furlough. He left July 1st, for overseas service in Europe.

Ralph Downing from Hutchinson Kansas, spent Monday night in the home of his brother, Mr. and Mrs. W. E. Downing.

Mr. and Mrs. O. T. Hazard had business in Eastland Thursday.



HONOR F. D. R.—Workmen at Grand Coulee Dam, Wash., lower a one-ton nickel and bronze bust of the late President Franklin D. Roosevelt onto a pedestal at the east end of the dam's lake named in his honor. The bust was executed by Frederic Littman of Portland, Ore.

Rodney Stephen, Bobby Black, Neal Edwards, and Larry Miller, spent the holidays in Old Mexico.

E. B. Dempsey is a patient in the West Texas Clinic in Ranger.

Mr. and Mrs. Allen Crosby spent Saturday and Sunday in Burkbur-

nett, with their son, Mr. and Mrs. A. G. Crosby and Judy Beth.

Maurice Hazard was a caller Sunday afternoon in the R. A. Parker and M. O. Hazard homes.

The J. C. Foreman family from Olden, were visitors in the home

of Mrs. Foreman's parents, Mr. and Mrs. Allen Crosby, Sunday afternoon.

Conservation officials estimate that more than 174,000 water fowl spend their winters in Michigan.



No ice trays to fill, spill, empty . . . or forget to refill

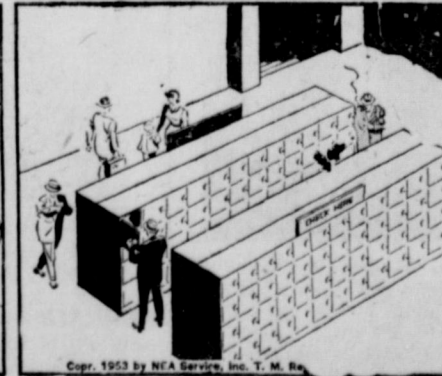
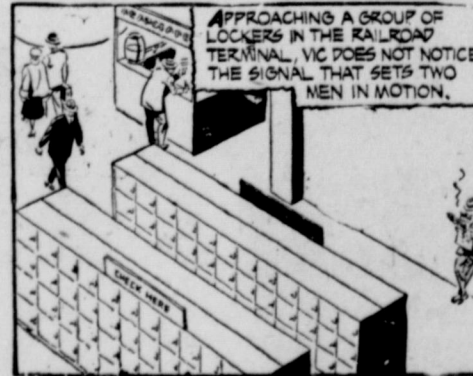
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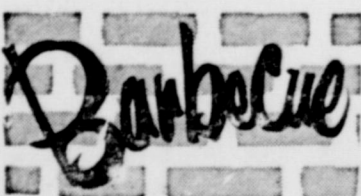
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VIC FLINT

By Michael O'Malley and Ralph Lane



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- Beef Ribs lb. 50c | Fryers each 1.35
- Potato | Ham . . . lb. 85c
- Salad . pt. 35c | Beans . . pt. 50c

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FOR RENT: 6 room house with bath, unfurnished. 607 South Daugherty, Pentecost and Johnson.

FOR RENT: 5 room unfurnished house, 507 South Connellee. Call 744-J-4.

FOR RENT: 2 furnished apartments. 404 South Bassett.

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FOR RENT: Three room apartment, furnished or unfurnished. Phone 727-J1.

FOR RENT: Furnished apartment. Phone 9520. Hillside Apartments.

FOR SALE

FOR SALE: Just arrived a few more Evaporative Air Conditioners. Sizes from 1600 CFM to 4000 CFM. Western Auto Associate Store, Eastland, Texas.

FOR SALE OR TRADE: Residence at 508 Bassett. Phone 53-W.

FOR SALE: Post Binders, Ledger Sheets, Ledger Indexes, Columnar Pads, File Folders, both letter and legal size, large envelopes, any size, at the Eastland Telegram.

FOR SALE: Goodyear tires, tubes, Sinclair products, washing, lubrication, free pick-up delivery. O. G. Lenhardt Sinclair Service Station, 610 W. Main, Phone 9545.



WEST'S FIRST CARDINAL AND HIS CHURCH—James Francis Cardinal McIntyre, left, Archbishop of Los Angeles, poses in his Cardinal's robes in Rome. He is the fourth American now a member of the Sacred College of Cardinals, and the first prelate to be appointed from west of the St. Louis Diocese. At right is an interior view of the Church of St. Anastasia, in Rome, seat of his titular See. Located near the Circus Maximus, St. Anastasia's was formerly the titular See of the late German Cardinal Von Faulhaber, who died in June of 1952

WMU Business Circle Had Meeting Mon.

All circles of the Women's Missionary Union met Monday afternoon at 3:15 p.m., at the First Baptist Church for their regular business meeting. The opening song was "Christ for the Whole Wide World," with Mrs. C. M. Ratheal at the piano and Mrs. James Fields, leading.

After reports from the officers and circle chairmen were given, an announcement was made of the Workers' Conference, July 14, to be held at the New Hope Church No. 3. The Business Women's Federation, which is to be July 15 at 8 p.m., in Albany, was also announced.

Mrs. Roland Koch gave a talk about the Junior G. A. Camp at Luaders. Mrs. James Fields gave the last chapter of the book, "Stewardship Applied to Missions."

Refreshments were served by the Stover Circle, with Mrs. H. T. Weaver, chairman, and assisted by

Mmes. Travis Wheat, J. L. Brushiers, and Roy Rushing.

Out of a total of twenty-two attending, the Buddin Circle had the most members present. Individual circles will have their next meeting on the study of missions.

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NOTICE!

SHULTZ STUDIO

OVER CORNER DRUG

Due to Mr. Shultz's serious illness, the Studio will be closed temporarily after July 14th. However in the meantime Miss Sue Gorley will be at the Studio from the hours of 9:00 a.m. to 3:30 p.m. in order to let all pictures be picked up.

We wish to thank each and every one for their kindness in the past and hope to have you back as customers in the future.

MRS. SHULTZ

FOR RENT

FOR RENT: 5 room furnished apartment, 708 W. Patterson. Couple only.

FOR RENT: Unfurnished newly decorated 4 room apartment, bath, 206 W. Plummer, phone 287-J.

FOR RENT: Duplex apartment, 4 rooms and bath, 406 S. Seaman, A. H. Johnson.

FOR RENT: 7 room unfurnished house with 1 1/2 baths. Call 418 if no answer call 597.

FOR RENT: Furnished house, bills paid. Apply 407 S. Maderia.

FOR RENT: 2 furnished apartments. \$20. 710 W. Patterson.

FOR RENT: Small furnished house, bills paid, close in. 209 W. Patterson.

FOR RENT: Downtown upstairs apartment, furnished, air-conditioned; \$42.50 month, bills paid, phone 692.

FOR SALE

FOR SALE: Used Frigidaire and Table Top Range in excellent condition, Eastland Hotel, Tim Spurrier. Phone 709-J.

FOR SALE: Buyers bargain. House, 911 South Bassett St. \$1900 equity for \$1300. F. H. A. Balance \$2300 at \$24.95 per month. Write Bert Maxwell, 910 Franklin St., Apt. 10, Berger, Texas.

FOR SALE: Fat, battery fed fryers. T. L. Lockhart, Olden.

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Plumbing & Elect.
CISCO
Appliance Co.
Cisco, Texas
Phone 414

NOTICE

NOTICE: Opening Re-Sale shop Monday. Dell Cox, candy store. Bring items want sold.

HELP WANTED

SALESMAN WANTED: What are your plans for the future? A good Rawleigh Business is hard to beat. Opening in Eastland County. Write at once to Rawleigh's, Dept. TXG-1022-254, Memphis, Tenn.

WANTED

WANTED: Young Leghorn hens. J. N. Jordan. Phone 727-J-1.

LOST

LOST: Martin Fly casting reel and line at Ringland lake. Reward. Phone 601.

LOST: Green vanity dresser drawer on Farm to Market road. Call 683.

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"Travelize" your Ford now!
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Sure signs of savings

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King Motor Co.

100 E. Main Phone 42

Church... Society ... Clubs

A Double Ring Ceremony Unites Wanda Lou Harris, Joe Knight

Miss Wanda Lou Harris of Odessa, daughter of Mrs. Katherine L. Harris and the late Percy L. Harris Sr. became the bride of Tommy Joe Knight in a double ring ceremony at 8:30 p.m., Tuesday, June 30, at Christoval, Tex., in the home of Mr. and Mrs. Lee Lock, aunt of the bride. The groom is the nephew of Mr. and Mrs. H. L. "Button" Robertson of Kermit.

The home was decorated with an arch of greenery in front of double doors leading to a patio, which was flanked by baskets of gladiolus with candelabras on each side with seven candles, which were lighted by Don and Ed Harris, brothers of the bride, Percy L. Harris Jr., also brother of the bride, was the usher.

Mendelssohn's Wedding March was played and Harrison A. Matthews, Church of Christ minister, officiated. Lloyd Hubbard of Big Spring served as best man. The maid of honor, Peggy Green of Dallas, wore a sky-blue ballerina-length dress of organdy and carried a white bouquet.

The bride, given in marriage by her brother, Ballard K. Harris, wore a beige lace dress, ballerina length with a tulle fingertip veil, which was held in place by a hairloom headpiece. The bride also wore a pearl necklace and earrings, elbow length matching gloves.

ves, and a cameo ring, which was given the bride by her maternal grandmother, Mrs. Jim Coble.

A reception followed the wedding and was held at the home of Mr. and Mrs. Lee Lock. Mrs. Eloise Crosby, cousin of the bride, and Mrs. Dorothea Harris, sister-in-law of the bride, presided at the refreshment table, which was decorated with a centerpiece of orchid and white flowers. A three-tiered wedding cake and punch was served to the guests. Mrs. Eleanor Brister, aunt of the bride, presided at the bride's book.

For their wedding trip to Ruidoso, New Mexico, the bride chose a dark green cotton suit with a white silk hat. Her accessories consisted of white and brown shoes and bag. The couple will live in Kermit, where the groom is employed by Schlumberger.

The bride graduated from Eastland High School and attended Abilene Christian College, Cisco Junior College, and Southern Methodist University. The bridegroom graduated from Kermit High School and attended Texas Technological College in Lubbock. He recently was discharged from the Navy after serving four years.

Out of town guests were Mrs. Al Mayfield of Hillsboro, Jamie Wilson of Carlsbad, Tex., Mr. and Mrs. H. L. Robertson of Kermit, Mrs. Jim Coble of Lometa, Mrs. Annie Freeman, San Angelo, and Mrs. Eleanor Brister, Lometa.

Mr. and Mrs. W. G. Walker have returned from a vacation spent in Wisconsin and Michigan.

Mr. and Mrs. Lee Graham and children, Gary and Rebecca, are on their vacation.

Gardner Host To Pioneer Home DC

Pioneer Home Demonstration Club met July 1, between Rising Star and Pioneer in the home of Mrs. E. L. Gardner with Mrs. W. E. Gober as co-hostess. Mrs. Mildred Crow, home demonstration agent, explained and demonstrated the latest methods for "Canning the Right Quantity of Quality Vegetables," as given in the Extension Service Bulletin B-194.

With the new method the fruit or vegetable may be packed in the container cold and pre-heated in the canner before being sealed. Mrs. Crow used a pressure sauce pan for the demonstration.

During the short business meeting the club voted to prepare the dinner for the Pioneer Ex-Students Reunion in August, as they have done for the past two years.

The members present were Mrs. Will Foster, H. A. Freeman, Calvin Roady, Joe Fleming, Jess Flippen, and H. C. Fridge. Visitors attending were Mrs. Mmes. Everett, Wash., Paul Donatti, Bishop, Alvy Gardner, Raymond Page, Cross Plains, Miss Daniel, who has recently moved to Pioneer, Mrs. Crow and the hostess and co-hostess, Mrs. Gardner and Mrs. Gober.

Birthday Party Honoring Linda Joyce Whitehead

Linda Joyce Whitehead was honored with a birthday party Monday afternoon, 3 to 5 p.m. in honor of her third birthday. The party was given in the home of her grandparents, Mr. and Mrs. W. A. Harris, 913 So. Halbryan.

Mrs. J. W. Whitehead, hostess and Mrs. Howard Wilson, co-hostess, served refreshments of white cake and ice cream and gave toy airplanes as favors to the following children present:

Cecilia and Nancy Copeland, Glenda Lenhardt, Sammy Hart, Steve Perdue, Larry and Gene Wilson and Dea Gerth. Those sending gifts were Pauline and Darline Lenhardt. Mothers present were Mrs. Griffin Hart, Howard Wilson, and Maco Williams.



MISS WANDA LOU HARRIS formerly of Eastland, and Tommy Joe Knight of Kermit, were united in a double ring ceremony at 8:30 p.m., Tuesday, June 30, at Christoval, Texas, in the home of the bride's aunt, Mrs. Lee Lock. The couple will make their home in Kermit, where the groom is employed by Schlumberger.

WCS Has Prayer Service Monday

All circles of the Women's Society of Christian Service of the First Methodist Church met Monday at 9 a.m. in the home of Mrs. Frank Crowell for a prayer service, under the leadership of the spiritual life chairman, Mrs. Crowell.

Mrs. W. P. Leslie, president, presided over a short business session, and afterwards the group sang "Take Time to be Holy." Mrs. B. O. Harrell led in prayer and Mrs. James Horton brought the devotional and used as her subject, "What Does Prayer Accomplish?" Mrs. J. C. Oglesby dismissed the meeting with a prayer.

The next meeting was announced to be with Mrs. Oglesby at the parsonage at 9 a.m., July 20. There will be no meeting held on July 12 on account of Youth Activity Week.

The circles of the WCS will serve meals to the Young People during the Youth Activity Week.

Hospital News

Patients in the Eastland Memorial Hospital include: Homer B. Meek Jr., of Midland, surgery; Mrs. J. T. Gregory, baby girl, Mrs. Mary R. Botts of Cisco, medical; Mrs. Roy McCollum of Rising Star, medical; Mrs. L. C. Levens, medical; and Luther Black, medical.

Recently discharged from the hospital are Mrs. J. S. Armstrong, Mrs. Sarah Seabourn, baby boy, and Morris Keaster.

Social Calendar

The Homemakers Class of the First Baptist Church has postponed its class social until Sept. 8. Announcements of the time and place will be made at a later date.

Brotherhood at Olden Baptist Church will meet Monday, July 13, at 8 p.m.

Eastland County Singing Convention will meet Saturday and Sunday, July 11-12 at Mangum Baptist Church.

The LLL and Young bachelors Sunday School Classes of the First Baptist Church will have an ice cream supper for the Young People's Department, at the City Park, Friday night, July 10. Each member is urged to come and bring a guest.

Prayer meeting at the First Baptist Church will be at 8 p.m. The book of Joel will be studied and a film entitled, "Silver Harvest", will be shown.

Mrs. Joe Stephen has returned from Anson, where she visited with her sister, Mrs. A. V. Womack. Mrs. Womack's husband is in Chicago attending the Lions International Convention, as president of the Anson Lions Club. Monday evening Mrs. Stephens was the guest of Mrs. Womack at the Duplicate Bridge Club at the Abilene Club.



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... from the business man's point of view, is the satisfied customer. It is the satisfied customer who comes back and tells others where to go. The satisfied customer knows what he wants and where to get it. And an institution that has had satisfied customers for more than a quarter century is usually one that is strong and dependable and fully capable of rendering a worthwhile service.

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Earl Bender & Company

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Mable White circle will serve supper on Monday night, July 12. Mrs. Collie's circle will serve the meal on Tuesday evening, July 13. Wednesday evening the young people will take their own sack lunch. Thursday evening, July 15, Mrs. Sikes' circle will serve.

The members present at the prayer service were Mrs. O. M. White, Guy Quinn, Roy Stokes, B. O. Harrell, Earl Bender, Cyrus Frost, Sr., James Horton, Henry Van Geem, W. P. Leslie, W. G. Blair, Ed Willman, Turner Collie, George Lane, A. E. Cushman, J. C. Oglesby, L. C. Brown, and the hostess, Mrs. Frank Crowell.

Our Message To The HARD OF HEARING

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It's the magnificent luxury of ROADMASTER travel that we'd like you to know...

The soul-satisfying feel of bossing almost limitless power from the world's newest and most advanced V8 engine...

The casual ease with which you command sparkling getaway from Twin-Turbine Dynaflo—and the sheer comfort of its new quiet and infinite smoothness...

The matchless gentleness and levelness of ride from all-coil springing, torque-tube steadiness, liquid-smooth power delivery—making you barely aware of motion, of road irregularities, of stopping and starting...

And the consummate ease-of-handling you enjoy from the most maneuverable ROADMASTER in Buick history. A car with the hydraulic help of POWERSTEERING. A car with the velvety control of

still finer braking—plus the added convenience of Power Brakes,* if you wish.

Surely, you ought to look into this supremely satisfying ROADMASTER for 1953—and see for yourself that the lap of luxury is more than a figure of speech when you take your seat here. Why not visit us soon? *Optional at extra cost.

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One Group Children's SANDALS 2.66 2.98 Value	One Group Children's SANDALS 1.66 1.98 Value
One Group Women's SHOES 2.66 2.98 Value	One Group Women's SHOES 3.33 4.98 Value

BOY'S BOXER SHORTS

ONE GROUP Values to 1.19	88c
ONE GROUP Values to 98c	77c
ONE GROUP Values to 79c	57c

Boy's Faded Denim SLACKS 1.77 One Group, Values to 2.49	Boy's Terry Cloth T-SHIRTS 67c 98c Value
--	---

BOY'S SPORT SHIRTS Plisse, Crepe. Values to 1.49 **1.00**

ONE GROUP MEN'S **Sport Shirts . . . 1.00**

MEN'S SPORT SHIRTS Values to 1.98	1.47
MEN'S FADED BLUE DENIM SLACKS 2.98 Value, Only	2.00
MEN'S FADED DENIM SHIRTS Terry Cloth Trim. 279 Value	2.00
ONE GROUP MEN'S SUMMER TIES 98c Value	67c
ONE GROUP MEN'S SUMMER TIES 1.50 Value	1.17

Women's Summer BAGS 1.66 1.98 Value Plus Tax	Women's Summer BAGS 2.00 2.98 Value Plus Tax
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WOMEN'S BATISTE GOWNS Values to 2.29	1.77
ONE GROUP WOMEN'S SUMMER DRESSES 5.98 Values	4.50
ONE GROUP WOMEN'S SUMMER DRESSES	3.00
ONE GROUP WOMEN'S BLOUSES	1.00

Children's Seersucker Boxer LONGIES 29c AND OVERALLS Values to 98c	One Group Children's SHORTS 33c Only
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ONE GROUP CHILDREN'S SHORTS	77c
ONE GROUP MISSES PEDDLE PUSHERS 1.79 Value	1.33
LITTLE BOY'S PLISSE CREPE SHIRTS Values to 98c	57c

• JUNIOR BUTCHER LINEN
• DOTTED SWISS
• CRISKAY
• EVERGLAZE COTTON

Values to 69c Yd. **47c**

PRINTED PIQUE Values to 59c Yd. **37c**

BURR'S



JURY SERVICE IS CIVIC DUTY
Jury service is one of the highest attributes of our American citizenship, for by it the citizen participates in the administration of justice between men and man and between government and the individual.

Suppose Mr. Jones and Mr. Smith have a lawsuit. They may be strangers to you, and in a sense you do not care who wins. But as a citizen you do care, and it is very important to you and all the people that there be a way by which disputes can be settled peaceably and justly, because some day you may become involved in a dispute and you would want that settled peaceably and justly.

John Doe may be accused of a crime. He may be a stranger to you and you may never have heard of the offense with which he is charged. Still, it is important to you as a citizen that the laws be so enforced as to punish and discourage crime in order that you

may be safe in your person, your property and your rights and it is equally as important to you that no innocent person should be sent to prison, for if that could happen to another, it could happen to you.

Here are some tips to follow when serving on a jury: Hold yourself aloof from all persons (except other jurors) in any way connected with the trial of the case. That means that you should not mingle with nor talk to the lawyer, witnesses, parties, nor the judge, even though the discussion is wholly unrelated to the trial.

Do not discuss the case nor permit others to mention it to you or in your presence during the trial. If anyone insists upon talking about the case after you have explained to him that you are a juror and must not listen, report the matter to the judge immediately.

Do not commence your deliberations until you have heard all the evidence from both sides, the argument of the lawyers, and the court's charge. You should not mention the case except in the jury room when all other jurors are present.

Do not become a private investigator. All properly admissible evidence will be brought before you. Do not try to search out additional facts you believe to have been omitted. Do not even guess or speculate about facts not in evidence.

Be attentive to the evidence, as it is presented. If you are to properly aid the other jurors in

settling the fact questions, it will be necessary to listen carefully to all evidence presented.

Do not guess at the judge's opinion of the facts. You are the judge of the facts. He is not allowed and will not try to invade your province. His rulings on admissibility of evidence reflects no ideas or opinions on any fact question.

You should not mention or discuss your own personal experiences, or any knowledge that you may have of similar transactions. If you should disclose such information to others serving on a jury, the court would have to grant a new trial.

When in doubt ask the judge. If you are in doubt about your rights or duties as a juror, you should not ask anyone but the judge for information.

(This column, based on Texas law, is written to inform—not to advise. No person should ever apply or interpret any law without the aid of an attorney who knows the facts, because the facts may change the application of the law.)

New Gimmicks Are Added To Old Selling Game

Advertisers have come up with a suitcase full of new gimmicks in an effort to sell more goods.

A recent advertising meeting revealed many firms are using

"booby traps" to startle customers into noticing their wares. Among the "booby traps" is a miniature phonograph that plays a 50-second message. It can be concealed in a car or refrigerator door and starts playing when the door is open.

Some of the tiny phonographs have been hidden in the base of a pop-up toaster display. The advertising pitch comes when the lever is pushed down.

Another new advertising gadget is the "rotolight." It's a projection device that forms the advertiser's message out of a haze effect, brings it into focus, then lets it fade away.

A spokesman hailed the "new gadgets" as a personnel saver on sales floors. He said the machines give customers the initial pitch, leaving the salesmen free to concentrate on the most likely buyers.

Stage Effects
Advertisers have even taken a tip from the armed forces in the continuous sales campaign.

"Cartographic visualizers," used extensively by the U. S. Navy, are the basis for an animated training and sales aid for a tractor firm.

Variable cams activate moving cardboard parts to give effects of coordinated motion. Operation of the tractor's hydraulic system can be seen by turning a wheel in the chart. This carries the hydraulic system through a 24-stage cycle, showing how implements respond to finger-tip control.

Several firms are using new theatrical devices to publicize their products.

Black light, used in theatrical presentations, is applied to different pages of a chart. Ultra violet rays reveal colors invisible under ordinary light and give the pages of the chart double use.

CALL 222-2002 CLASSIFIED AD SERVICE

VACATION - LIFE and ACCIDENT INSURANCE
Henry Collins
Carbon Eastland

For **MONUMENTS**
Of Distinction
call
MRS. ED AYCOCK
Our years of experience enable us to give you prompt and courteous service.
See display at 206 Ave. E. or call 168 for appointment
Clisco

\$1 PUTS A NEW SERVEL IN YOUR HOME

ONLY SERVEL DARES MAKE THIS OFFER



Servel
WORLD'S ONLY REFRIGERATOR THAT
Makes Ice Cubes Without Trays
AND PUTS 'EM IN A BASKET AUTOMATICALLY!



It's unheard-of! Just \$1 puts the revolutionary new Servel right in your own kitchen for proof of superiority! You banish mess and bother of ice trays forever! No trays to fill, spill, or forget to refill! You'll be amazed the completely Automatic Ice-Maker is so small—so compact! Fits into one tiny corner of the big roomy freezer compartment! And only Servel has it!

One dollar does it! Try it—test it—use it under your own kitchen conditions! Drop by our store! Put the amazing new Servel in your home for just \$1—for proof of superiority! But do it now!

GAS or ELECTRIC MODELS!
Only Servel gives you your choice!

- Silent Dependable Gas... no moving parts!
- New! Electric Compression Model!
- Motorless Electric Models... No moving parts!

- LOOK AT ALL THESE FEATURES!**
- ★ HUGE FREEZER COMPARTMENT—holds up to 80 lbs! Freezes fresh foods!
 - ★ CAREFREE AUTOMATIC DEFROST—freezer temperature goes even lower during defrosting!
 - ★ TRIP-SAVER DOOR HANDLES—easily nudged open when both hands are full!
 - ★ ADJUSTABLE SHELVES—easily changed, easily cleaned, space-saving!
 - ★ ODDS AND ENDS BASKET—small basket holds jars, bottles, packages!
 - ★ REMOVABLE EGG NESTS—holds eggs firmly and separately in place!
 - ★ ROOMY DOOR SHELVES—put much used items at your fingertips!
 - ★ TEMPERATURE CONTROL—1 dial—12 positions maintain balanced cold!

PLUS all these additional features:

- Quick Cold Shelf
- Tall Bottle Space
- Dew-View Fresheners
- Handy Butter Keeper
- Food Compartment Light
- Convenient Cheese Chest

AND THE INDUSTRY'S LONGEST WARRANTY!

"LOWER OVERHEAD MEANS LOWER PRICES"

Willy-Willy's Furniture Mart

W. E. BRASHIER EASTLAND 305-7 S. SEAMAN PHONE 585 W. G. SMITH TEXAS

CRAIG FURNITURE
 NEW AND USED
 BUY - SELL AND TRADE
 Plumbing Fixtures, Water Heater
 Electrical Appliance Repair
 Phone 807

PERSONALS
 Mrs. J. P. Kilgore and children, Gayle and Glenna, are spending the week with Mrs. Kilgore's mother, Mrs. A. F. Taylor.
 Mrs. A. F. Taylor spent the

week end in Goldthwaite with her brothers and sisters-in-law, Mr. and Mrs. W. J. Weatherby and Mr. and Mrs. J. S. Weatherby.
 Mr. and Mrs. M. H. Perry and children, Mike and Linda, are visiting at San Saba.
 Mr. and Mrs. C. H. Jamieson and son, Larry, of Irving, were guests Monday in the homes of Mrs. Roy Rushing and her mother, Mrs. E. E. Williams.
 Mrs. L. E. Haynes visited this week end in the home of her son and family, Mr. and Mrs. Gene Haynes and daughter.
 Guests visiting Mr. and Mrs. C. E. Laffoon are as follows: Mrs. A. E. Barnes and daughter, Bar-



bara; Mr. and Mrs. Calvin Barnes of Bakersfield, Calif.; Mr. and Mrs. A. L. Laffoon and daughter, Sandra, of Dixon, Mo.; Mr. and Mrs. Charles Laffoon and daughters, Judith and Stephanie, of Joplin, Mo.; Mr. and Mrs. F. C. Laffoon of Pampa, Tex.
 Mr. and Mrs. L. D. Taylor and sons, Carol and Terry of Lawn Dale, Calif., visited Tuesday with Mr. and Mrs. Gordon Wadley.
 Mrs. Frank Sayre and children, Sharon and Frank have just returned from Tampa, Fla., where they visited Mrs. Sayre's parents, Mr. and Mrs. J. L. Parsons for three weeks. While they were in Florida, they spent six days on the Indian Rocks Beach.
 Mr. and Mrs. H. B. Adams of Fort Worth have been visiting Mr. and Mrs. Milton Fullen and family, 1305 South Seaman.
 Mr. and Mrs. Weldon Stansell and daughter, Martha and Pren-

da have returned to their home in Gladeview, after visiting with Mr. and Mrs. R. L. Watson, 609 West Plummer.
 Mrs. T. M. Alford, Leon Plant Village, underwent surgery Tuesday at 8 a.m., in the Ranger General Hospital.
 Mrs. R. L. Musgrave, 1004 W. Main, has just returned from a three weeks' vacation in which she visited her daughter, Mrs. L. O. Wharton of Fort Worth, and her son, Charles Dalton, who is a law librarian and teacher at Baylor University in Waco.
 Mr. and Mrs. Carl Jones, 325 Oak Lawn, and Mrs. Jones' sister, Mrs. J. B. McKelby of Clyde, Tex., attended a family reunion in Lubbock over the week end.

PALACE
 THEATRE — IN CISCO, TEXAS
 TUESDAY AND WEDNESDAY, JULY 7 - 8
 Tonight is our Big Family Bargain Night. Bring the family for pocket change.
 Admission: Adults 30c—Children 9c
 BIG DOUBLE FEATURE

PAGAN SPLENDOR AND LOVE... in Pleasure-Mad Rome!
ANDROCLES AND THE LION
 Jean SIMMONS - Victor MATURE
 Robert NEWTON - Maurice EVANS
 and Alan YOUNG in Androcles

—PLUS—
 "YOU MUST CHOOSE BETWEEN THE CHEERS OF THE CROWD AND MY LOVE!"
The Bullfighter and the Lady
 starring ROBERT STACK
 JOY PAGE - GILBERT ROLAND
 Plus Cartoon

TOWER
 Hurry... Last Day!
 Admission: Adults 75c - Children 40c
 Including Tax and 3-D Glasses

3 DIMENSIONS!
FORTY-7
 TECHNICOLOR
 starring GEORGE MONTGOMERY - BOB HOPE
 Presented in METRO TECHNICOLOR
 Coming Friday
 For 4 Big Days

3 DIMENSIONS!
MAN IN THE DARK
RANGER DRIVE-IN
 Wednesday - Thursday
 IRVING BERLIN'S
CALL ME MADAM
 Technicolor
 Ethel Merman
 Donald O'Connor

FOR THE BOYS?—Nothing conservative about this new ensemble dreamed up by a West Berlin firm. The trousers, checked in green, red, blue, yellow and black, are topped with a green wool jacket and a Basque hat.

Dixie Drive-In
 Phone 2501
 Wednesday - Thursday
 July 8 - 9

20th Century-Fox presents
SUSAN HAYWARD CHARLTON HESTON
 in IRVING STONE'S best-seller
the PRESIDENT'S LADY

Guests who have recently visited in the home of Mr. and Mrs. C. E. Laffoon are: Mrs. A. E. Barnes and daughter, Barbara, Mr. and Mrs. Calvin Barnes of Bakersfield, Calif., Mr. and Mrs. A. L. Laffoon and daughter, Sandra, of Dixon, Mo., Mr. and Mrs. Charles Laffoon and daughters, Judith and Stephanie, of Joplin, Mo., and Mr. and Mrs. F. C. Laffoon of Pampa, Fla.

Dixie Drive-In
 Phone 2501
 Wednesday - Thursday
 July 8 - 9

20th Century-Fox presents
SUSAN HAYWARD CHARLTON HESTON
 in IRVING STONE'S best-seller
the PRESIDENT'S LADY

ATTEND YOUR FRIENDLY FAMILY THEATRE ... OFTEN!
MAJESTIC
 Wednesday and Thursday
 Last Two Days
MGM
 The company that gave the screen such great family pictures as "Stars in My Crown" ... "Father of the Bride" and many others, now presents another warm and wonderful story for all to enjoy!
M-G-M
 GREEN GARSON WALTER PIDGEON
SCANDAL AT SCOURIE
 TECHNICOLOR

Joy Drive-In
 TUESDAY - WEDNESDAY - THURSDAY
 July 7 - 8 - 9

She's Tempting! Tantalizing! Terrific!
THE Fabulous Senorita
 A FUN FIESTA!
 starring ESTELITA
 with ROBERT CLARKE
 HECTOR PAIVA

—PLUS—
 The NAKED TRUTH about a BOY, a GIRL and a SINFUL CRIME!
EDGE OF DOOM
 SAMUEL GOLDWYN'S
 DANA ANDREWS FARLEY GRANGER
 JOAN EVANS
 ADELE BERGENS - PAUL STEWART
 Plus Cartoon

ATTENTION
 RANCHERS—FARMERS—DAIRYMEN

PURINA CONCENTRATES
 Now **MICRO-MIXED**

PURINA CUSTOM MIX STATIONS

... are in a position to serve you better than ever before. Here Purina concentrates are mixed with your government purchased grain for a complete, well-balanced ration. Concentrates are Micro-Mixed by Purina to insure accurate distribution of growth boosters in the final ration. Remember, a ration is no better than its concentrate, and Purina's concentrates are Micro-Mixed.

Next time you're in town, pay a visit to **WILSON FEED AND SEED**. Once you've tried Purina Chows and sampled Purina dealer services, you'll know why more people feed Purina than any other livestock or poultry feed.

The Wilson Feed and Seed is equipped with a Syrup Machine, Mill and Mixer for mixing rations for any animal.

Bring us your Government purchased grains, and we will mix them for you at a **BIG SAVING!**

Wilson Feed Store
 204 NORTH SEAMAN
 PHONE 175

Set it in the spring—forget it until fall

Frigidaire Room Air Conditioners
 with Exclusive Automatic Selective Cooling

Great Circle Cooling

Sensational Automatic "Twin" Models Set New Standards for Carefree Comfort

Two Meter-Misers for economical operation and reserve cooling power. Set control for hot weather comfort; thermostat does the rest—runs one compressor or two as needed.

"Great Circle Cooling"—Frigidaire's exclusive up-and-around air circulation—surrounds you with cool, clean, refreshing air. Live, sleep, work, in healthful comfort.

Easy Payment

New Twin 75A—¾ hp size, with Automatic Selective Cooling. Attractive all-steel cabinet. Whisper-quiet fan. Full-width filter.

Easy Payment

New Budget-Priced Super 33
 Provides true air conditioning at lowest cost. Has the fine features, dependable performance of all Frigidaire Room Air Conditioners. Powered by the famous Meter-Miser.

Easy Payment

Lamb Motor Company
 505 E. Main
 Phone 44