

Enjoy BETTER BAKING WITH PIONEER WHITE WINGS Enriched Flour

KTSA 9:15 A.M. The WOMAN'S HOUR

ON THE AIR MON. THRU FRI. featuring BETTY BRADFORD

PIONEER WHITE WINGS ENRICHED FLOUR

TEXAS PIONEER

MR. AND MRS. GEORGE KOPECKY HAVE SON

An announcement was received this week telling of the arrival of a little son, George, Jr. to Mr. and Mrs. George Kopecky at St. Mary's Infirmary in Galveston on Christmas Eve, December 24th. The baby weighed eight pounds. He is the grandson of Mr. and Mrs. Frank Kopecky, former of Eagle Lake, and a great-nephew of Mr. and Mrs. Henry Reuther.

HURRY! HURRY! HURRY! Ladies' skirts at only \$1.00 and \$2.00—slack suits for \$8.97, ladies' suits at half-price, raincoats at half price, dresses at one third off, and lots of other bargains now on sale at J. B. SMITH CO.

Miss Clara Graves Weds Frank Hough Jr. On Saturday

The first Evangelical United Brethren Church of Lissie was the scene of a charming ceremony on last Saturday afternoon at five o'clock when Miss Clara Graves, daughter of Mr. and Mrs. L. H. Graves of Eagle Lake became the bride of Frank Hough Jr., son of Mrs. Maude Hough of Lissie. Rev. C. W. Wiese read the marriage ritual.

The church was decorated for the occasion with white gladioli and ferns. Miss Helen Smith presided at the piano and played the wedding marches.

The bride wore a winter blue suit with brown accessories and her corsage was of white gladioli. She was attended by her sister, Miss Vera Graves of Houston who selected a pink suit with grey accessories, and she also wore a gladioli corsage.

The groom had as his only attendant George Causey of Lissie, his best man.

A reception for members of the wedding party, the families and a few close friends was held following the ceremony at the home of the groom's mother. Seasonal flowers were used in the arrangements about the home, and the bride's table was centered with a tiered wedding cake embossed in confections and topped with a miniature bride and groom.

Mr. and Mrs. Hough left during the evening on a wedding trip and will be at home in Crosby where they have purchased a home. He is a rice farmer of this area.

Congratulations and good wishes go with the couple.

Mr. and Mrs. A. C. Keame and daughter, Kathryn Louise of Houston were Christmas breakfast guests of the family of his sister, Mr. and Mrs. J. W. Kearney and Kay. They were dinner guests of the family of her sister, Mr. and Mrs. Edgar Litzmann in Columbus.

Mrs. G. W. Keating and daughter, Marlene arrived last Friday for a holiday visit with their parents and grandparents. Mr. and Mrs. W. Little.

Mrs. W. K. Lehrer Is Hostess At Tea On Saturday

The lovely home of Mr. and Mrs. W. K. Lehrer in Garwood reflected all the gaiety of the holiday season on last Saturday afternoon when Mrs. Lehrer entertained with a tea when about 150 guests called.

The reception hall was arranged with yucca and pine cones, and the dining room was decorated with a large lighted Christmas tree dominated the sun room arrangements in holiday theme.

The tea table in the dining room was covered with a net cloth, and centered with a silver esparto here.

Members of the house party wore red carnation corsages with their ensembles, these being gifts from the hostess.

The house party included Mrs. H. J. Lewis of Columbus, Mrs. Billy Lehrer of El Campo, Mrs. Bill Diebel and Miss Pattie Matthei of Houston, Mrs. John Hopewell of Lissie, Mrs. B. B. B. and Mrs. Billie Hope Franks of Garwood.

Mr. and Mrs. Arnold Payne and baby daughter arrived last Friday from Austin to visit Mr. and Mrs. R. F. Spaniel and other friends here.

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An Eagle Certified Insulation Job SAVES FUEL STOPS WALL SWEATING

PHONE ME TODAY FOR A FREE ESTIMATE

DOUGLAS MCCLAIN

2711 Crocker at Westheimer

36 Months to Pay

THE EAGLE INSULATORS, INC.

Eagle Lake 37 or Lehigh 9142

Houston, Texas

LARGE BLUE CAT CAUGHT IN COLORADO

Emil Schultz was displaying a 12-pound blue cat, in the city on Tuesday morning.

Mr. Schultz caught the large fish in the Colorado River near Eagle Lake on Monday night.

Mr. and Mrs. Ben Stapleton accompanied by Mr. and Mrs. R. McDow of Houston, returned Monday night from a several day's deer and turkey hunt at Marlin, Texas.

Mrs. W. E. Lophart left on Southern Pacific at noon on day for Oakland, California to visit her sister, Mrs. Annie Donald. She will also visit family of her nephew, Allen Donald in Rushville, Illinois before returning home.

Mr. and Mrs. Elmer Struss son have as guests her mother, Mrs. Nelson Bonds, Mr. Bonds her brother, Adolphus B. Struss, the United States Navy from California.

YOUR HOME FOR ONLY

\$995.00

25' x 48'

ALL WOOD BUILDINGS

At a very small cost this building can be easily divided into a living room, dining room, kitchen, 2 bedrooms, and bath, with plenty of room for closets.

SOUTH TEXAS BUILDING MATERIALS CO.

SIMONTON, TEXAS

Something New In Overshoes



When it's time to put on overshoes, it's time to do the same thing for passenger cars and trucks. That is the theme of pretty Margaret Nossman, shown above standing ankle deep in the new Winter-Clear tire designed for bad-weather driving. While Margaret is not known in Eagle Lake, she does know safe tires when she sees them.

The Winter-Clear tire was developed by the engineers of the General Tire & Rubber Company to provide a safety margin not found in regular tires. They are constructed to give four-way traction in all directions, and will prove invaluable in south Texas winters with frequent rains, and less-frequent frozen slush on the highways.

The Universal Supply Company, Inc., formerly the Eagle Lake Grain Company, is the Colorado City distributor for General Tires.

John Chahris is leaving on Saturday to resume his studies at the University of Oklahoma in Norman. He is a member of the track team of that school. He has been spending a holiday vacation with his parents, Mr. and Mrs. Dan Canaris.

VALUES SUPERB! Ladies' suits, values from \$12.95 to \$24.95 now on sale at half-price at the J. B. SMITH COMPANY. Why not select several now.

Mr. and Mrs. Claude Brewer of Eldridge had as Christmas guests her son, Claude Brewer, Jr. of Houston. Mrs. Jessie Vandergriff of Dallas and daughter, Mrs. Lynn Adaire Helm, Mr. Helm and baby of Houston, Miss Lillian Vineyard of Eagle Lake and Harvey Vineyard Riesen of A. & M. College, College Station.

Mr. and Mrs. Chas D. Stephens and Deeper were in Austin with relatives on Christmas.

U-S-CO.

(Couptined from page one)

buyers to be more readily served, also the addition of lines for which there seems to be a need in the Eagle Lake trade territory. One of the first modernization steps occurred recently when S. C. Boothe, owner of the building in which the business operates, installed full fluorescent lighting.

The store carries many desirable dealerships, among them, the local outlet for Sherrin-Williams Paints, Trime Wallpaper, Red Chain Feeds, Sinclair petroleum products, Peppard's Hybrid seeds and Pittsburgh Paints.

They are also Colorado County distributors for General Tires and Batteries.

Officers of the firm as elected at a meeting of the stockholders this fall were as follows: Harry Smith, president; Sam F. Boothe, Vice-President; Manager; and Joe S. Reed, secretary-treasurer.

In connection with the change in name, contracts have been let for re-painting signs and setting of road signs to help establish the new name in the minds of all Eagle Lake trade territory residents.

A supply of large balloons have been ordered and will be given to children who visit the store during the next few days. It is hoped that they will be accompanied by their parents who are invited to visit the store to make their acquaintances known.

Mr. and Mrs. Joe Stahl and son, David Marion of Schultsburg were holiday guests of her parents, Mr. and Mrs. Harry Landa, David who is a student of the University of Texas left this week to attend the Sugar Bowl game in New Orleans on New Year's Day.

Mr. and Mrs. Earl Morgan and children of Columbus were supper guests on Christmas of his father, G. Y. Morgan and family.

Chevrolet Hits New Record On Truck Sales

DETROIT, Dec. 15.—For the second consecutive month, Chevrolet truck sales hit a new high, with 29,701 sold during November. It was announced here today by T. H. Keating, general sales manager of the Chevrolet Motor Division.

This figure was 241 units higher than the previous all-time record set in October. The sale of Chevrolet's new "advance-design" line of trucks has mounted steadily since the new vehicles were introduced last summer. These figures represent sales in the United States by dealers to consumers.

The "advance-design" trucks are available in eight wheelbases with a wide variety of body styles to fit nearly every conceivable purpose.

Mr. and Mrs. George W. Sanders and son, Paul Wayne of Fairfield, Illinois, Mr. and Mrs. Fred Froelich and son, Travis Dean of Wadmar, Mr. and Mrs. Eddie Chronchak of Genoa, Mr. and Mrs. Bowers Cousins and daughters of LaGrange, Mr. and Mrs. Frank Sanders, Jr. and Wilbur Sanders of Gildred and Mr. and Mrs. Alfred Steinman of Schulenburg were Christmas day guests in the home of Mr. and Mrs. C. I. Sanders at Egypt.

Mrs. Dow D. Warren of Houston spent several days last week the guests of Mr. and Mrs. F. A. Hoeninghaus and son, On Sunday Mr. Warren, Mr. and Mrs. B. A. Porter and Mr. and Mrs. Ed Miller of Houston were guests in the Hoeninghaus home. Mrs. Warren accompanied them home.

Mr. and Mrs. Joe Smith, Sr., Mr. and Mrs. Joe Smith, Jr., Miss Margaret Ann Smith of Austin were here this week to visit the family of her sister, Mr. and Mrs. Chas. E. Johnson.



You Can't Afford Cheap Seed Corn!

PEPPARD'S HYBRID

The Great Corn WITH STRONG VITALITY

We are now booking orders for delivery at planting time.

Ask for your copy of Peppard's descriptive folder on Hybrid corn developed in Texas for Texas. Your exclusive Peppard dealer is the

UNIVERSAL Supply Co., Inc.

P. O. Box 237 Call 155

EVERYTHING YOU NEED IN THE FINEST FEED

For more than twenty years we have been featuring **RED CHAIN FEEDS** because we think they are the best that money can buy. Our stock includes these fine feeds:

- RED CHAIN Dairy Feed
- RED CHAIN Calf Developing Feed
- RED CHAIN Calf Meal or Nuggles
- RED CHAIN Alfalfa
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- RED CHAIN Hog Feed
- RED CHAIN Pig Starter
- RED CHAIN Stock Starter
- RED CHAIN Hog Mineral
- RED CHAIN Chick Nuggles
- RED CHAIN Rabbit Nuggles
- RED CHAIN Chick Starter Mash
- RED CHAIN Alfalfa Mash
- RED CHAIN Broiler Mash
- RED CHAIN Growing Mash
- RED CHAIN Layer Mash
- RED CHAIN Universal Layer Mash
- RED CHAIN Hen Scratch
- RED CHAIN Growing Scratch
- RED CHAIN Chick Scratch
- RED CHAIN Vinegar Nuggles

There is a RED CHAIN Feed for Your Every Need

Universal Mills, manufacturers of RED CHAIN FEEDS have prepared Livestock and Poultry Manuals for your guidance in feeding and caring for livestock and poultry. These manuals are free. Get your copy today.

Universal Supply Company, Inc.

Only RED CHAIN dealer in Colorado County

118 E. Main Call 155

Happy New Year!



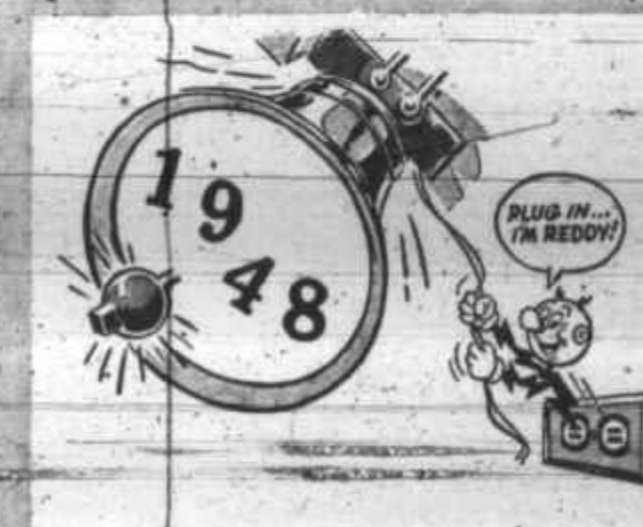
FOLKS, '47 WAS KIND OF TOUGH— MATERIAL SHORTAGES MADE IT ROUGH!



NEW CUSTOMERS AND OLD KEPT ME BUSY FLICKING MY SWITCHES 'TIL I WAS DIZZY!



THOUGH I'VE STILL GOT PROBLEMS IN '48, I'LL GIVE YOU MY BEST FROM EARLY TO LATE!



THANKS FOR YOUR BUSINESS AND I'LL SAY RIGHT HERE— HAPPY NEW YEAR TO ALL— EVERY DAY OF THE YEAR!

Reddy Kilowatt

YOUR ELECTRIC SERVANT

CENTRAL POWER AND LIGHT COMPANY

SHERWIN-WILLIAMS PAINTS

YOUR HOME'S BEST FRIEND!



HOUSE PAINT

Get longer life, greater economy—from new Sherwin-Williams House Paint! Now this "Choice of leading painters" brings you a smoother, tougher coating... new, cleaner colors... new wear and weather resistance! **\$5.59 Gal.**

COLORFUL ENAMEL ENAMELOID All-purpose interior decorative enamel. Applies easily, dries rapidly, resists wear.

WASHABLE WALL FINISH SEMI-LUSTRE Fresh colors, amazing washability make this finish the housewife's favorite for kitchen, bath.

DURABLE VARNISH MAR-NOT A lustrous finish that resists scuffing, scratching, staining. Dries quickly. Gloss or Satin Finish.

\$2.00 Qt. \$1.53 Qt. \$1.89 Qt.

Universal Supply Co., Inc.

118 E. Main TEL. 155

SHERWIN-WILLIAMS PAINTS

Announcing

the change in our firm name to the

Universal Supply Co., Inc.

from the

Eagle Lake Grain Company Inc.

effective January 1, 1948

Because we felt that our old firm name did not adequately describe our business, we have changed it to the **UNIVERSAL SUPPLY COMPANY, INC.** The dictionary defines "universal" as "suited to all". It will be our aim to have a store suited to the needs of all: townspeople, farmers and ranchers. You are cordially invited to visit us often and watch the gradual store re-arrangement now under way. We are planning a store which will make your shopping with us a genuine pleasure.



Universal Supply Co., Inc.

118 E. Main St. Eagle Lake, Texas Telephone 155

New rural telephones for Eagle Lake now in service

The job of extending and improving rural telephone service for farmers in the Eagle Lake area is in the completion stages. As a result, the company now maintains about six times as many rural telephones here as it did four months ago.

About 150 rural telephones are now connected to the Eagle Lake exchange. But the increase in the number of telephones is only part of the story. The new lines are quiet. Telephone instruments are modern. Ringing has been simplified. In other words, everything has been done to make this new rural service the best possible.

Some of those waiting for service will be served by "power-line carrier" telephones, a new principle in communications which employs power lines simultaneously for electric service and telephone service. This arrangement was made possible through the co-operation of the San Bernard Electric Co-operative, Inc. Most of these telephones will be connected within two weeks and it is hoped that all remaining applicants will have their telephones early in 1948.

Farmers are not the only ones to benefit by this \$76,500 rural telephone system. Every telephone added to the Eagle Lake exchange increases the value of every other telephone in the exchange. More telephones mean more service for everyone for as the telephone system is enlarged, each subscriber is able to call more people over a wider area.

SOUTHWESTERN BELL TELEPHONE COMPANY