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M. H. Fairbetter
Gorman, Texas

January 1, 1948

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Thanks For Being Good to Us During 1947
During 1948, We Will Try to See You Get Dependable Garden, Truck and Field Seeds, Pasture and Lawn Grasses, Insecticides, Inoculants, and Sprays, etc.

GARDEN and FIELD FERTILIZERS

W. G. BAKER

ODDS AND ENDS

at
**Extra Special
PRICES**

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30
360
50

TO MAKE ROOM FOR NEW 1948 MERCHANDISE WE ARE SELLING LOTS OF ITEMS AT A REAL BARGAIN.
THIS IS MERCHANDISE THAT YOU MIGHT WANT!

We Resolve to Serve You
With the Best of Everything in 1948

SHELLEY'S
Variety Store
THE FRIENDLY PLACE
Phone 28 GORMAN



HOW PROUD
YOU WILL BE

... when your son or daughter graduates from college. Now, while they're tiny tots is the time to save for that big event. Start an Education Fund for your child now.

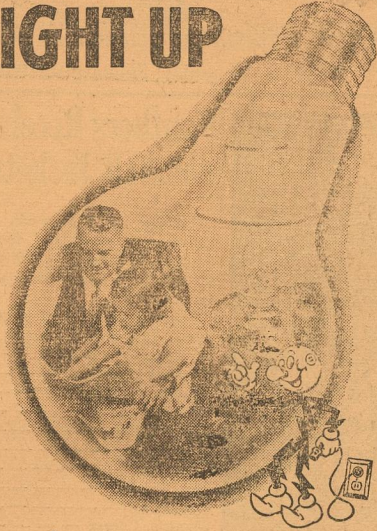
Consult us for any and all types of financial advice.

We will be very glad to help you.



The FIRST NATIONAL BANK
"Oldest Bank in Eastland County"
GORMAN, TEXAS

LIGHT UP



...for **BETTER LIVING!**

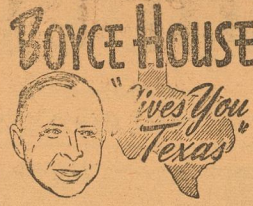
These are the days when every member of the family needs more and better light. Dad needs good light when he reads the funnies to the little folks. Kids in school need good light as they study their homework. Mother needs good kitchen lighting at least twice a day—while she cooks breakfast and while she prepares dinner.

All this adds up to Better Light for Better Sight for the whole family. Check your lighting facilities now—make sure that there are no empty sockets and that the bulbs you are using are of the proper size. It also pays to keep spare bulbs on hand to replace those which may burn out just when you need them most.

Most stores sell lamp bulbs—put them on your shopping list today.

18
30
540

TEXAS ELECTRIC SERVICE COMPANY
L. D. STEWART Manager



I'll never forget when I was given an encyclopedia, a 12-volume set, absolutely free.

It was back a good many years ago when I was editor of a small town daily and felt a keen sense of my own importance as the holder of that exalted position.

One day, a well-dressed man, a few years older than I, came in and said, "I represent the world-famous Blank Encyclopedia and I want to give you a set of these wonderful books, absolutely free."

At my look of astonishment, he continued, "In each city, we select some outstanding citizen and make him a present of a set. The only thing we ask is that you permit us to use your name as endorsing the encyclopedia."

Well, that sounded reasonable enough, so I agreed.

"There will be a small charge, of course, for handling and shipping," he said.

"Oh, of course," I concurred.

"And, naturally, you would want the de luxe edition in the special buckram binding?"

"Naturally."

"There is an extra charge, a very small charge, for the buckram binding," he said, "but you'll never regret your decision."

Then he continued, "Of course, the Blank Encyclopedia is up-to-the-minute now but in this changing world, today's facts may be out of date tomorrow. Naturally, you will want to receive our monthly loose-leaf service?"

"Yes, naturally," I replied, rather weakly.

"There will be a small charge for that. And now," he said, briskly, "just sign here."

I did and he shook hands and took a breezy departure as well as my check for \$22.85 for a set of books which I received absolutely free because I was an outstanding citizen.

CAMP DUBLIN

Under New Management

GOOD EATS and GOOD COFFEE

Open 24 Hours — Courteous Service

BOB and MURLINE PETTIJOHN



Gossard Longerylne

If your diaphragm is inclined to p-u-f-f... we suggest a Gossard Longerylne brassiere, for that uncluttered, rib hugging line. The Longerylne sketched, may be had in small, medium and large bust cups. The reinforced "bands" that sweep upwards, merge into shoulder straps for extra lifts.



15
30

\$2.00 \$3.00 \$3.50

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Where Your Dollar Goes The Furthest

today's greatest values in foods

DRIED FRUITS

Dried fruits prices are much lower than a year ago! They are your **BEST FOOD BUYS** today. Clover Farm Stores offer you a full selection of dried fruits.

White Swan—Fancy Large 2 Lbs. Cello 39c	Clover Farm — Fancy Sweetened 46 Oz. Can 19c
Del Monte—California Fancy 11 Oz. Cello 23c	Evaporated—Rich in Vitamins 4 Cans 25c
Highland—Evaporated Fancy 8 Oz. Sliced Cello 19c	Rinso Large 37c
SPRY 3 Lb. Jar \$1.25	Cleans, Softens Water 1/2 Gal. Jar 28c
Thompson Seedless Raisins 2 Lbs. Cello 29c	No. 1 Grade—Good Cookers Pinto Beans 2 Lbs 29c
Clapp's—Rich in Vitamin Baby Food 3 Cans 23c	Glendale—Ozark Red Ripe Tomatoes No. 2 2 Cans 25c
Clover Farm No. 1 Hominy 1 Can 10c	Glendale—Tender Early June PEAS No. 2 2 Cans 27c
Campbell's—Easy to Serve Tomato Soup 1 Can 10c	Glendale—Tender Cut Pods BEANS No. 2 2 Cans 29c
Clover Farm—Fancy Halves Peaches No. 2 1 Can 29c	Tasty and Full of Flavor BEANS Style No. 300 1 Can 12c

FRESH FRUITS VEGETABLES **CHOICE FRESH MEATS**

Special Price on Oranges and Grapefruit

SLICED BACON lb. .55
ARMOURS LARD 3 lb. \$1.19
PURE PORK SAUSAGE lb. 55

Taste So Good on A Cold Night **Wolf Chili** No. 2 Can **55c**

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Lux Flakes Large **37c**

Fine for Desserts & Pies 15 Oz. Can **Eagle Br'd Milk** **25c**

A Delicious Breakfast 48 Oz. Pkg. **3-Minute Oats** **33c**

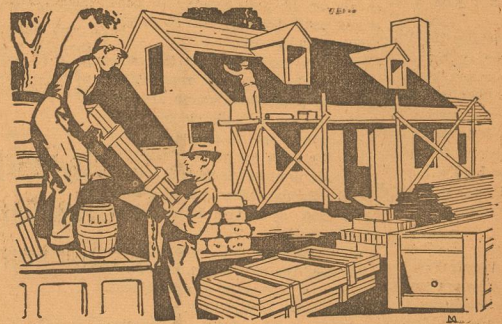
Clover Farm **Apple Butter** 24 Oz. Jar **27c**

Canned White Fresh No. 300 Can **Blackeye Peas** **13c**

Kind To Skin **Swan Soap** Reg. Bar **11c**

CLOVER FARM STORES

Plan TO BUILD TO REPAIR IN TO REMODEL 1948



We Have The Materials

INCLUDED IN RECENT ARRIVALS —

- Single V. Knotty Pine in 6-8-10 inch
- Johns Mansville Builders Tile
- No. 1 Cedar Shingles
- Tempered Masonite, 1-8"
- Asphalt Shingles
- Paints
- No. 2 Cedar Shingles
- Non-Tempered Masonite, 1-8"
- Roll Roofing

HIGGINBOTHAM BROS. & Co.
Lumber Department

Miss Veda Morgan of Ft. Worth spent last week in the home of her uncle and aunt, Mr. and Mrs. Reece Allday.

Mr. and Mrs. Weldon Glasgow and children spent Sunday in Comanche with Mrs. Glasgow's grandmother.

Personals

Mr. and Mrs. D. B. Woods spent the weekend with their mother Mrs. W. A. Woods.

Mr. Wade and Buster Russell were home for the holidays, visiting their parents Mr. and Mrs. Whit Russell.

Miss Bettye Sue Harrison spent the week-end in Desdemonia as the guests of Miss Jessie Lee Hausier.

Mrs. E. M. Rudd and children of Lubbock spent the past week in the home of her mother Mrs. Laura Westmoreland.

Peanuts and Peanut Oil Show Some Strength

Shelled peanuts found a little stronger market this week, according to the U. S. Department of Agriculture's Production and Marketing Administration. More active inquiry was reported, but demand continued rather light. Quotable prices ranged around 16 1/2 cents a pound for N. 1 Spanich.

Some formers' stock peanuts still moved to market at support prices. However, lots now being sold generally show some damage.

Peanut oil again showed some strength, and sales went at 29 1/2 to 30 cents a pound in carlots, basis prime crude of 5 per cent refining loss. Peanut meal held firm at \$90 to \$92 a ton in carload lots f. o. b. the mills.

Armed Services Plan Pay Increases

Wash., (AFPS) - The Armed Services will ask Congress for substantial increases in pay for all grades in all services, as soon as Defense Secretary James V. Forrestal approves drafts of proposed legislation, it was announced here.

The joint Army-Navy Pay Committee, formed last summer to study service pay, has concluded that pay increases are necessary in order to stimulate recruiting, and to find men of high caliber after they are obtained.

"We must be able to compete with private industry for men of the highest caliber," a spokesman for the committee said.

The amount of the increase recommended was not disclosed. The committee spokesman said, however, it would be greater than last year's boost which ranged to 50% for enlisted men, 20% for junior officers and 10% for senior officers.

Mrs. J. B. Brandon spent the holidays in Abilene with Mr. and Mrs. Jack Brandon.

Mr. and Mrs. Ed Harrison and children returned to their home in Houston after visiting Dr. and Mrs. Edward Blackwell.

Mrs. Andy Kinney had as guest during the past week her children; Mr. and Mrs. Henry Kinney of Stamford, Mr. and Mrs. Perry Stiegler and daughter of El Paso; her sister Mrs. Carrie Lacy of San Antonio; Mr. and Mrs. Ernest Coggburn and children of De Leon; Mrs. Thompson of California; Mr. and Mrs. Odie Kinney and son of Stamford.

Mr. and Mrs. Steed Robinson and Mrs. Rosa Hufford of Ft. Worth visited Mr. and Mrs. Sam Ormsby Sunday.

Mr. and Mrs. E. B. Brummett and Sylvia were in Cisco Sunday.

Mr. and Mrs. Reece Allday and daughter, Mr. and Mrs. Luther Wright and daughter spent Sunday in Fort Worth.

Mr. and Mrs. Will Haynes had the following guest in their home Christmas day; Mr. and Mrs. Roscoe Reeves, Roscoe Jr., and Charles Clay, and Mr. and Mrs. John W. Henderson, all of Gorman; Mr. and Mrs. J. R. Chatham, De Leon and Mr. and Mrs. John W. Haynes of Fairbanks Alaska.

Bob Enloe spent the Holidays with Mr. and Mrs. David Auvenshine of Old Gap near Sipe Springs While there he visited in the H. J. Rachel home, the Louis York home and the Luther Auvenshine home. Mrs. Will Haynes returned Saturday, after spending the week with relatives at Whitney.

He Knows the ANSWER

Yes, our new druggist, Mr. J. E. Walker can give you right answers when you have a prescription to be filled.



We are proud to announce that Mr. J. E. Walker has accepted the position as Pharmacist and will be in complete charge of our Drug Department.

MEHAFFEY DRUG

"Where Friends Meet"

Pone 55

Gorman

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Yes, there's as much difference as there is between doctors. We have skilled specialists in motor car ailments. You can bank on the best at our shop.



Our Mid-Winter Care Means Longer Wear

Wright Bros. Garage

GENE - GABE -

Phone 139 - Gorman - P. O. Box 84

VARIETY FOODS

Orange Juice
No. 2 Can
10c

Apricot Nectar
No. 2 1/2 Can
15c

Hearts' Delight
Tomato Juice
46 oz.
25c

Pineapple
No. 2 Crushed
25c

Sweet Potatoes
No. 2 1/2 Can
15c

Salmon
Tall Pink
49c

White or Yellow
Corn
No. 2 Can
15c

Peas
No. 2 Can
10c

Hunt's
Peaches
No. 2 1/2 Can
25c

Salad Wafer
Crackers
2 lb. Box
40c

Ashley's
Mexican Foods
Tortillas - 75c
Toatadas - 48c
Enchillada Sauce
40c

Mother's Oats
Any Kind
40c

Hunt's
Spinach
No. 2 1/2 Can
15c

Soap
Treend
2 Packages for
33c

Pinto Beans
2 Pounds
25c

Fruits
and
Vegetables

FROZEN FOOD

Fresh and Cured
Meats

JAY'S
GROCERY & MARKET

JANUARY CLEARANCE

OF ALL FALL AND WINTER

Coats, Suits, and Dresses

3 Large Racks

All Reduced To
One Low Price

REAL SAVINGS TO YOU—
Just at the beginning of the Winter season,
just in time for the cold weather ahead!

One-Half Price

50% OFF of the original price of every Ladies
Winter and Fall Suit, Coat, Dress!

Coats

IN BLACKS, BROWNS, AND COLORS—
All 100% wool, and in a variety of styles.
Some selections in nearly all sizes.

Suits

LOVELY TWO AND THREE PIECE
SUITS, styled by leading manufacturers.
Come in now for the best selections.

Dresses

GABERDINES, CREPES, WOOLENS—
in short, long, and 3/4 length sleeves. These
are new styled dresses, passed on to you at ex-
ceptional savings.



Ready - to - Wear Department

HIGGINBOTHAM BROS. & Co.