

AMERICAN POLICY FORM HSE-1000C (8-72) COVERS

EYEGASSES DENTAL SERVICES OPTOMETRISTS and CHIROPRACTIC Services

All In One Policy
No Supplement Policies Involved

Look At These Special Features Which Are Contained In Our Policy Form
HSE-1000C (8-72) On Reverse Side - Compare!!

HOSPITAL CONFINEMENT NOT REQUIRED.

Company cannot cancel policy for any reason except for non-payment of premium.

Company must accept renewal premiums within the grace period.

Company cannot change provisions of policy for any reason.

When you own the policy, you don't rent it.

Our policies are good in any city, state or country in the United States.

Our full policy benefits regardless of any other insurance you may carry, regardless of workmen's compensation or workers' care.

8. Policy pays on sickness, accident and surgery.

9. No limit to number of times used per year.

10. No waiting period between confinements in hospital.

11. Pays up to 365 days for each sickness or accident.

12. Pays on home nurse benefits, R.N. or L.V.N.

13. Accidental Death, up to \$5,000.00. (Return Premium on each member insured)

14. The full reserves as required by law are maintained and invested for the protection of our policy-holders.

15. Company cannot raise adult rates for any reason.

SUPPLEMENT TO:
THE LITTLEFIELD LEADER
JANUARY 2, 1974



INSURANCE COMPANY

Established 1939

An Old Line Legal Reserve Stock Company

DALLAS, TEXAS

DO IT NOW!
MAIL THE POSTAGE FREE CARD NOW
TOMORROW MAY BE TOO LATE

NEW from Provident American

Read Below The Features Of Our Special Life Policy for Special People — Form NO. L-0150

GRADED BENEFITS UP TO

\$3000⁰⁰

ULTIMATE AMOUNT

FOR PEOPLE
Age 45 to 80

Provident American is proud to offer for the first time a special life insurance policy for those in the Golden and Middle Age Group. This is not a term policy but has CASH Loan Values and PAID UP INSURANCE VALUES.

- NO MEDICAL EXAMINATION FOR THIS LIFE POLICY
- POLICY BENEFITS PAID PROMPTLY

also offer a full line of Life Insurance including a Family Group Plan.

It's time you had it!
PROVIDENT AMERICAN'S PRESIDENTIAL PLAN

Tell Me More . . . about qualifying for your Non Cancellable Guaranteed Renewable for Life Hospitalization Plan or Life Insurance in which the rates are guaranteed not to increase or the Benefits Reduce

NAME _____ NO. IN FAMILY _____
 AGES _____ RACE _____ OCCUPATION _____
 ADDRESS _____ PHONE _____
 RT. BOX NO. _____ COMMUNITY _____
 CITY _____ COUNTY _____

I Am Interested In Hospitalization Life

The following material is an announcement and not a complete solicitation for a policy of insurance. It does not state all of the provisions of the insurance contracts or all of the provisions that restrict insurance or benefits by condition or limitation, or all of the provisions that are required by law. A complete description of the policies or a specimen copy of the policies can be obtained by writing to insurer.

Mail this
card
today



A Truly Non-Cancellable Guaranteed Renewable For HOSPITALIZATION POLICY

**The Company Cannot Raise Your Rates nor Reduce
Benefits Due To Old Age.**

Issued On ALL AGES From 0-100 Years of Age.

Pays Up To 365 Days For Each Sickness or Accident Regardless of Age.

Our Policies Are Good In Any City, State or Country In The World.

This Is One Of The Finest Hospitalization Plans Issued
To Anyone From 0-100 Years Of Age

READ THE FINE COVERAGE OUR HSE 1000C (8-72)
PLAN OFFERS

HOSPITAL ROOM AND BOARD, up to \$14,600
PAYS HOSPITAL ROOM, up to \$8.00, \$10.00, \$12.00, \$15.00,
\$20.00, \$30.00 or \$40.00 per day, according to the Room Rate
and Premium you select.
PAYS UP TO 365 DAYS FOR EACH SICKNESS OR ACCIDENT

PAYS IN FULL ALL USUAL, CUSTOMARY AND
REGULAR HOSPITAL CHARGES ON THE FOLLOWING:

OPERATING ROOM	USE OF CYSTOSCOPIC ROOM
ANESTHESIA	PASTEUR TREATMENTS
HYPODERMICS (INJECTION OF NARCOTICS FOR THE RELIEF OF PAIN)	SURGICAL DRESSINGS
IRON LUNG	CAST AND SPLINTS
SURGICAL TRAYS	ELECTROCARDIOGRAMS
ENCEPHALOGRAMS	CARDIAC CONVERSION TREATMENT
BRACES (FOR NECK, RIBS, ARMS, BACK OR LEGS)	DIATHERMY
RADAR DIATHERMY	HYDROTHERAPY
	LUNG CAPACITY TEST
	BASAL METABOLISM

Extra Special Benefits

All of these benefits are included in our policy.
No supplement policies are involved.

- ★ Pays On EYEGLASSES
- ★ Pays On DENTAL SERVICE
- ★ Pays On CHIROPRACTIC
- ★ Pays On PODIATRIST

ALSO PAYS ON THE FOLLOWING BENEFITS:

- | | |
|--|---|
| SURGERY BENEFITS
(In hospital, office
or home) | BLOOD TRANSFUSION |
| MEDICINE | HOME NURSE
FOR SICKNESS
OR ACCIDENT |
| OXYGEN | FIRST AID |
| X-RAYS | AMBULANCE |
| LABORATORY | ACCIDENTAL |

Pays on home nurse benefits, R.N.

THIS POLICY IS DESIGNED TO MEET TODAY'S INCREASE IN HOSPITAL & MEDICAL COST, ALSO THE FUTURE

THIS IS A GENUINE NON-CANCELLABLE GUARANTEED RENEWABLE FOR LIFE POLICY. THE COMPANY

RAISE YOUR RATES OR REDUCE YOUR BENEFITS

Our Hospitalization Policies Are Accepted By Doctors And Hospitals

WE ARE PROUD OF OUR PROMPT CLAIM SERVICE



BUSINESS REPLY CARD
FIRST CLASS PERMIT No. 4018 • DALLAS, TEXAS

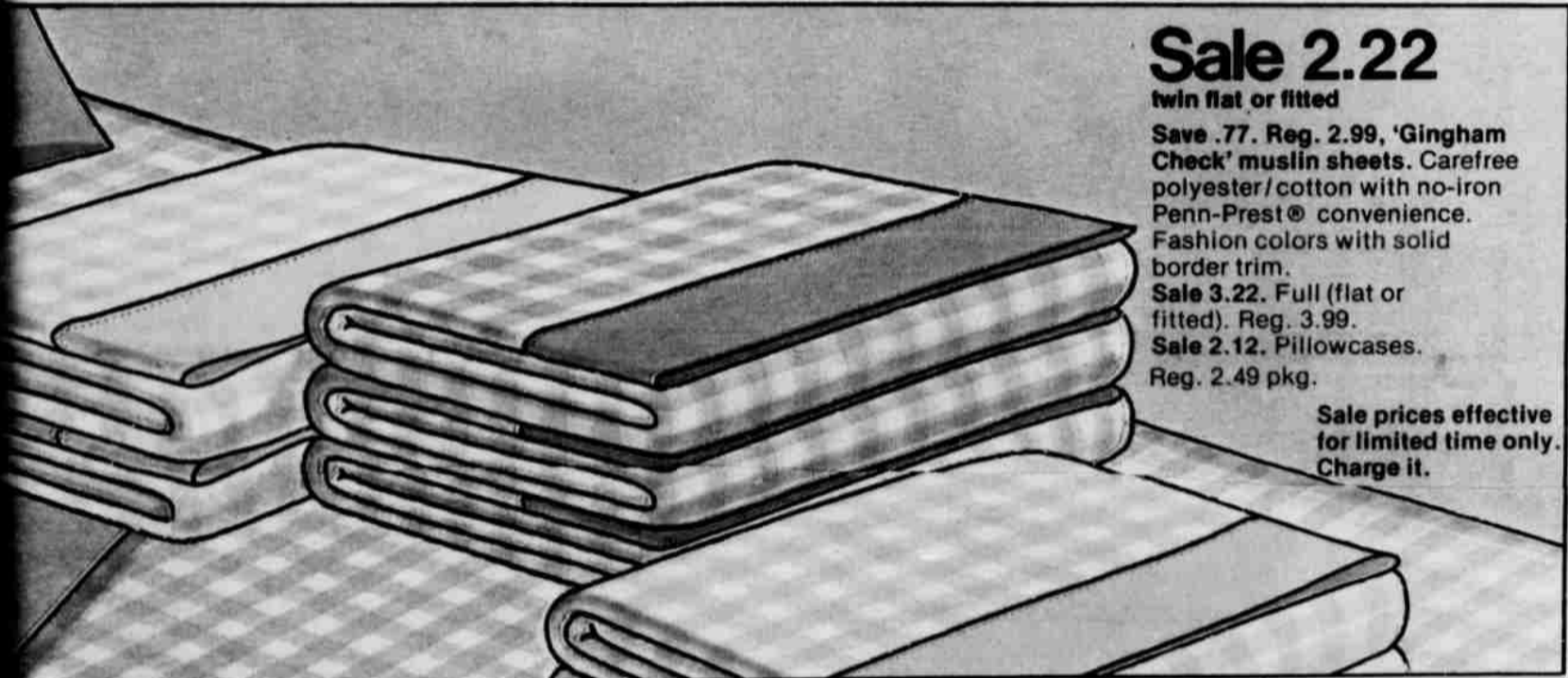
PROMIDENT AMERICAN
Old Line Legal Reserve
INSURANCE COMPANY

5744 (B) Freeway • P. O. Box 30161
Dallas, Texas 75230



Our wildest white is the one you've never seen. Save on these beautiful Penney sheets.

Charge on your charge and charge
with us on our convenient lay-away.



Sale 2.22

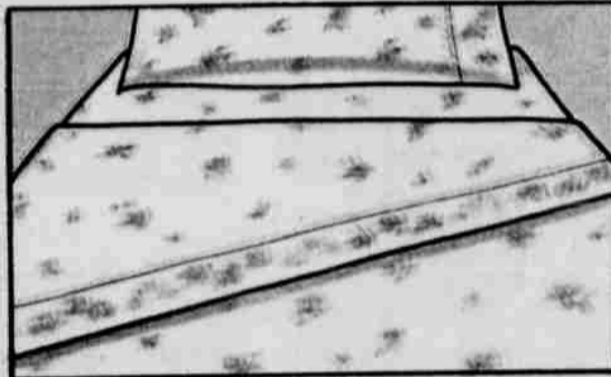
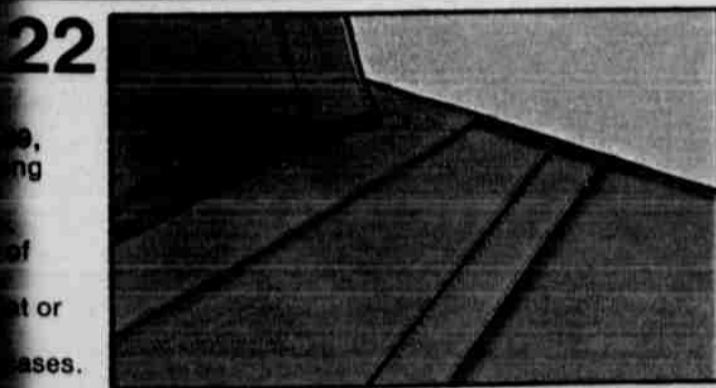
twin flat or fitted

Save .77. Reg. 2.99, 'Gingham
Check' muslin sheets. Carefree
polyester/cotton with no-iron
Penn-Prest® convenience.
Fashion colors with solid
border trim.

Sale 3.22. Full (flat or
fitted). Reg. 3.99.

Sale 2.12. Pillowcases.
Reg. 2.49 pkg.

Sale prices effective
for limited time only.
Charge it.



Sale 2.22

twin flat or fitted

Save 1.27. Reg. 3.49,
'Parisienne' muslin
print sheets. Delicate
bouquet of flowers on
a white ground.
Polyester/cotton.

Sale 3.22. Full (flat or
fitted). Reg. 4.49.

Sale 2.12. Pillowcases.
Reg. 2.99 pkg.

JCPenney

Know what you're looking for.

Starts THURSDAY

JANUARY 3

LITTLEFIELD, TEXAS
408 Phelps Street

Save on our famous white muslin sheets. Curtain sale.

Sale 1⁶⁶ twin flat or fitted

Reg. 2.19, Penn-Prest® white muslin sheets in a long wearing blend of polyester/cotton. Never need ironing. Just say "charge it" and fill your linen closet now, or put them in convenient lay-away.

Sale 2.26. Full flat or fitted, reg. 2.79

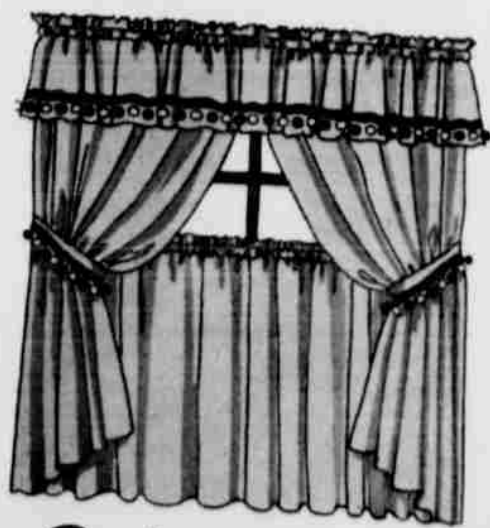
Sale 2 for 1.26. Pillowcases, Reg. 2 for 1.39.



2 for 3⁸⁸

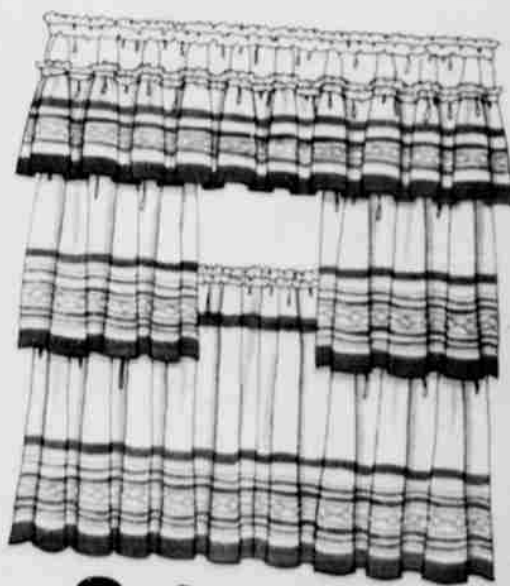
Polyester filled, full finished bed pillows at a super price. 20x26 with cord edges. Printed top, solid bottom.

Sale prices effective to a limited time only. For additional values on bedding items, see JCPenney's Catalog. Charge it.



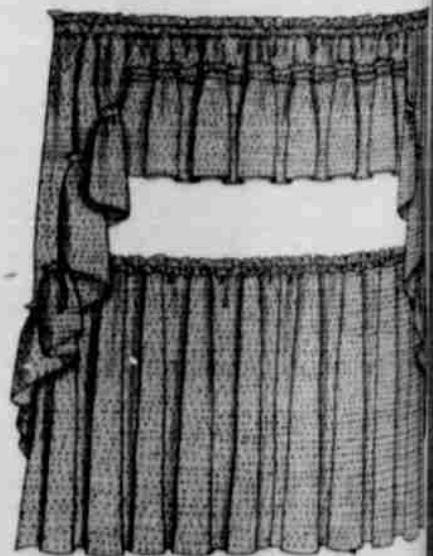
Sale 2³⁹

Reg. 2.99. 'Pamela' is Penn-Prest® rayon sharkskin with colorful ball fringe. 68x36" Valance, reg. 2.59. Sale 2.07



Sale 3⁴³

Reg. 4.29. 'Mayan' Osnaburg cotton weave with color coordinated trim. 68x36" Valance, reg. 2.79. Sale 2.23



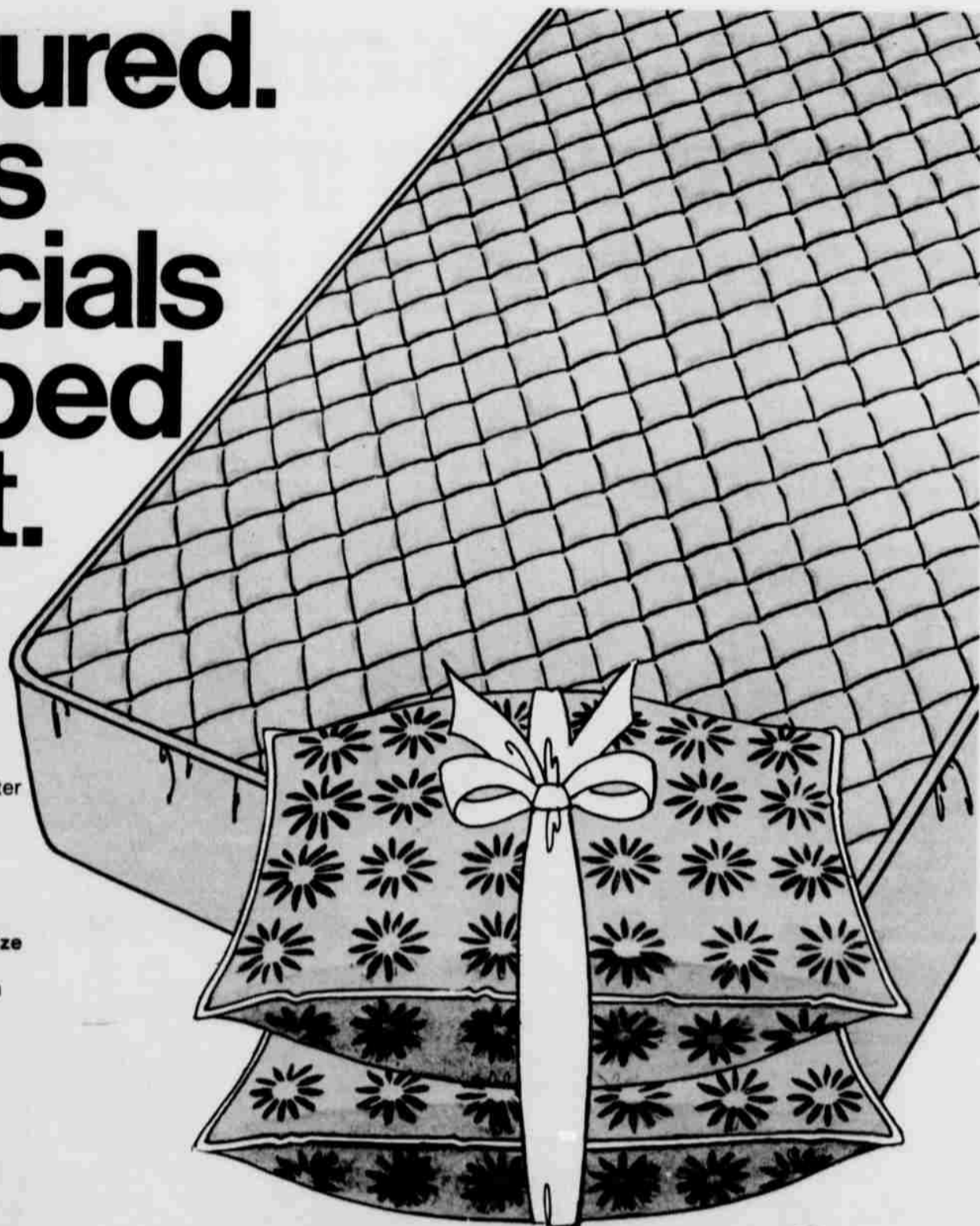
Sale 2⁹⁵

Reg. 3.69. 'Mercury 11' Dacron® polyester ninon. Flocked white dots on colors. 80x36" Swag topper, reg. 4.69. Sale 3.75

JCPenney

We know what you're looking for.

Most assured.
 Our sales
 and specials
 for your bed
 are great.



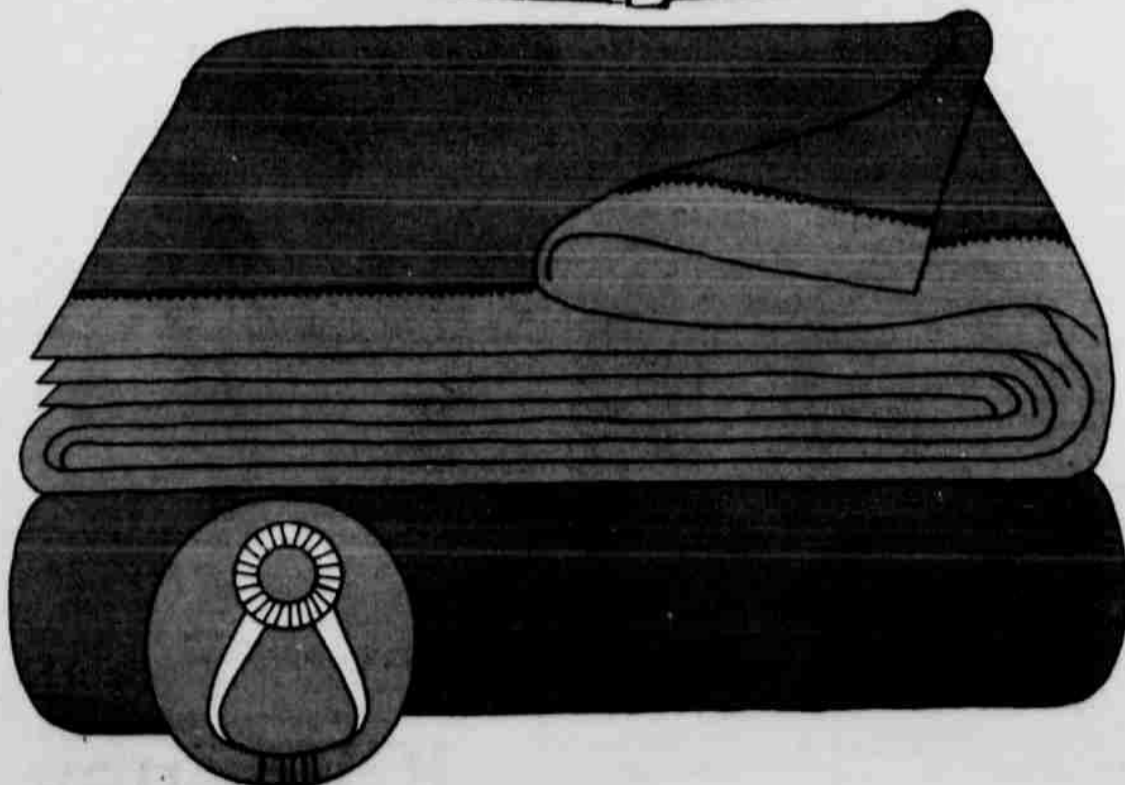
Sale \$3.99 twin fitted
 reg. 4.99, quilted mattress pads.
 Cover with bonded polyester fill.
 Protects your bed. Retains its whiteness after
 any washings.
 Full size, reg. 6.19, Sale 4.95.

Sale 2 for \$8 standard size
 Save \$2. Reg. 2 for \$10, Dacron® fiberfill 11
 pillows. Completely washable polyester with
 Penn-Prest® polyester/cotton ticking.
 Sale 2 for 9.99. Queen size, reg. 2 for \$12.
 Sale 2 for 12.99. King size, reg. 2 for \$16.

Special \$13. full size
 Electric blanket in a quality blend of
 polyester/acrylic with single control heating
 control. Choose from goldenrod, avocado,
 blue or pink.

Sale prices effective thru
 Saturday only.
 For all your bedding needs
 see our JCPenneys Catalog.

Charge it.



JCPenney
 We know what you're looking for.

Save 20% on these men's furnishings including our entire line of hosiery.

20% off socks



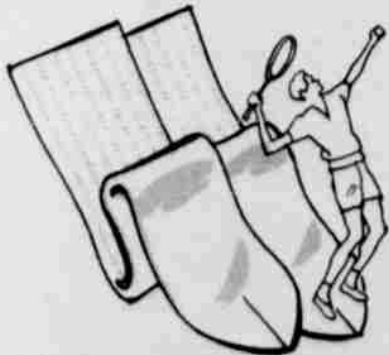
Sale 63¢ pr.

Save 16c. Reg. 79c, men's dress socks of stretch nylon. Asst. Colors.



Sale 80¢ pr.

Save 20c. Reg. \$1, casual socks in Orlon® acrylic.® One size fits all.



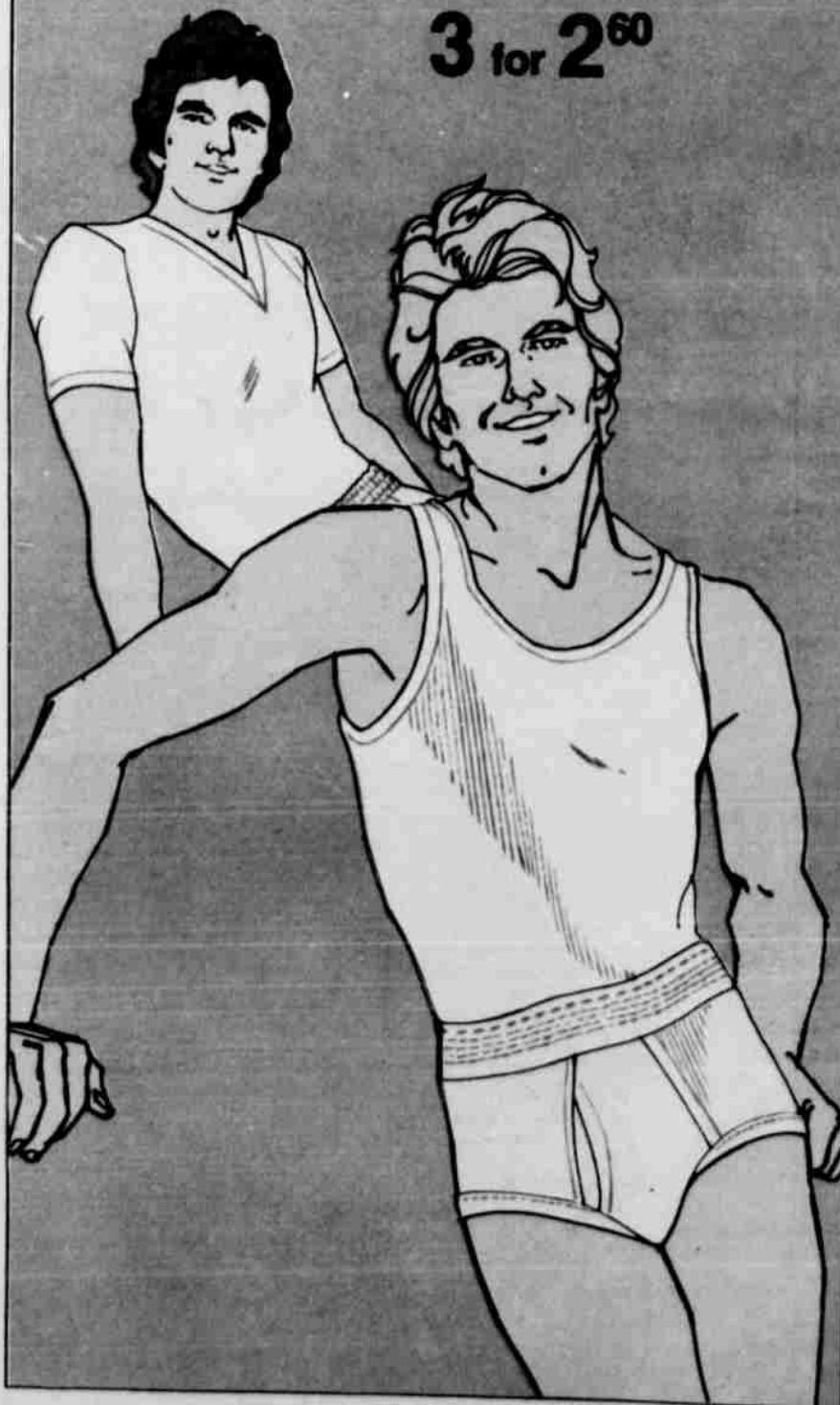
Sale 80¢ pr.

Save 20c. Reg. \$1, sporty terry crew socks in acrylic/nylon stretch. Fashion colors.

20% off men's underwear.

Save 65c. Reg. 3 for 3.25, men's polyester/cotton t-shirts, athletic shirts and briefs. Cut for comfort underwear that never loses its shape or fit. White only in t-shirt sizes 34-46, athletic shirt sizes 36-46, and brief sizes 30-40. Buy them by the dozen for outstanding savings.

3 for 2⁶⁰



20% off sport shirts Sale \$4

Save \$1. Reg. \$5, men's shirts in a colorful assortment of polyester/cotton. Solid, fancies. 2 pockets. Short sleeves.

Sale prices effective thru Saturday only.



JCPenney

We know what you're looking for.

Sales and other buys for great Spring wardrobe. Charge now and save.

Special

2 for \$7

Women's polyester knit tops in short and long sleeve styling. Choose from a wide variety in great colors.



Sale 8⁰⁰

Reg. \$10. Women's proportioned pants in machine washable polyester knit. Solids and fancies in sizes 8-20A, 10-20T.

Sale 8⁸⁰

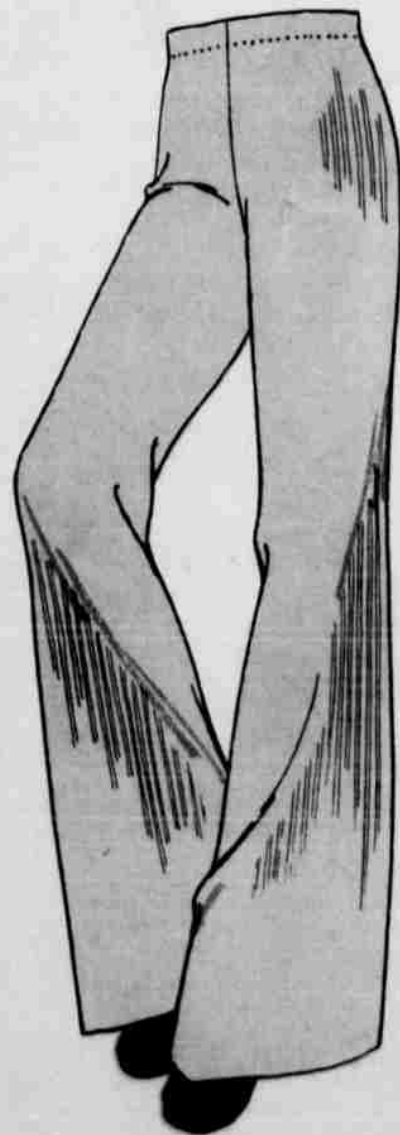
Reg. \$11. Women's polyester doubleknit pants in bright solids. Cuffed or uncuffed styles. Misses sizes.



Special

2 for \$10

Women's polyester rib-knit solids with cuffs or assorted fancies in plain flare styling. Sizes 10-20.



These prices effective thru Saturday.

Charge it. For hard to find items, shop the JCPenney catalog, available in most areas.

JCPenney

We know what you're looking for.

Sale 20% off on our entire line of bras and girdles. Shape up and save.



Sale 3²⁰

Save 80¢. Reg. \$4,
JCPenney bra.
Seamless styled
contour nylon tricot
cups. White and nude.
Sizes 32-36, A, B, C.

Sale 3²⁰

Save 80¢. Reg. \$4,
tummy controller brief.
Nylon/spandex with a
front panel for firm
control. White and
colors. S-M-L.



Sale \$4

Save \$1. Reg. \$5
Comfort Hours bra.
Nylon lace cups. 32-40, C,
Sale 4.80.
D cups reg. \$6.



Sale 2⁸⁰

Save 70¢. Reg. 3.50,
cross-over nylon tricot
bra. Natural cup
comfort and fit. 32-40,
B, C. White.



Sale 3²⁰

Save 80¢. Reg. \$4,
garterless brief.
Nylon/spandex with
lace underlay front
panel. Shaped seat



Sale \$4

Save \$1. Reg. \$5,
stretch brief.
Nylon/spandex with
criss cross bands for
tummy control. S-M-L.



Sale \$4

Save \$1. Reg. \$5,
garterless brief. Front
V-band control.
Opaque nylon/
spandex. Sizes S-M-L.



Sale 7²⁰

Save 1.80. Reg. \$9,
long leg panty girdle.
Nylon/acetate/spandex
with criss cross inner
bands.



Special 2 for 88¢

All sheer sandalfoot
pantyhose. Super-fit, super
stretch proportioned sizes.
Suntan, coffee bean or gala.



Special 2 for 99

Nylon bikini pants. White and
assorted pastels in a
comfortable low-riding
silhouette. Pick an armful at
this beautiful price.

Sale prices effective thru
Saturday only.

Charge it.

JCPenney
We know what you're looking for.

0% off these elegant Jewel-Tex' drapes.

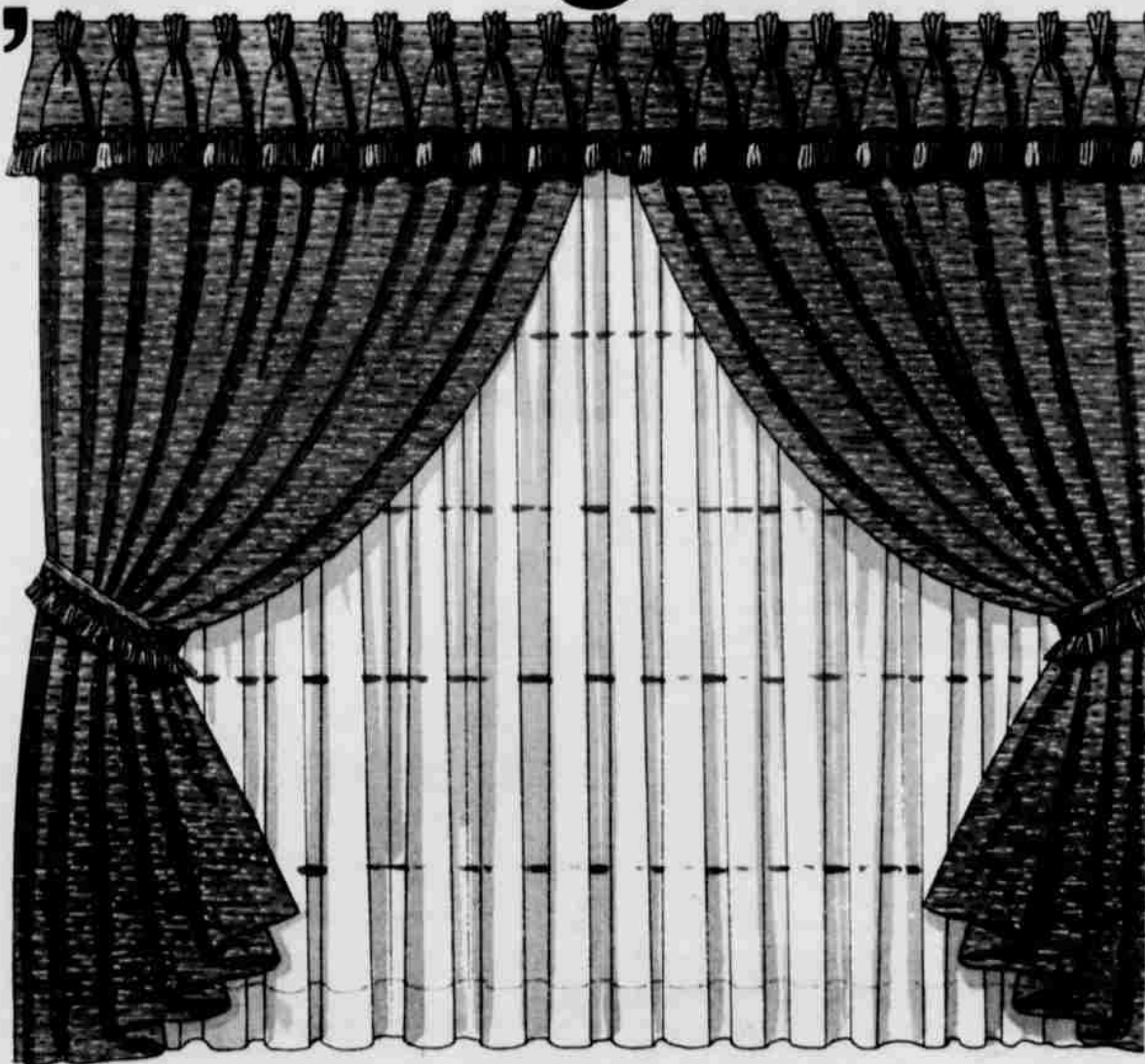
Sale 11²⁰
50x84"
Reg. \$14

Sale 19²⁰
75x84"
Reg. \$24

Sale 25⁶⁰
100x84"
Reg. \$32

Floor length drapes in the three most popular widths. 'Jewel-Tex' are a luxurious blend of dobby weave cotton/rayon; Penn-Prest so they machine wash, tumble dry, never need ironing. Thermal acrylic back insulates year 'round. Wide selection of decorator colors.

Sale prices effective thru Saturday. Charge it. For something special, shop the JCPenney Catalog, available in most stores.



and 20% off bedspreads and rugs.

Sale 16⁸⁰

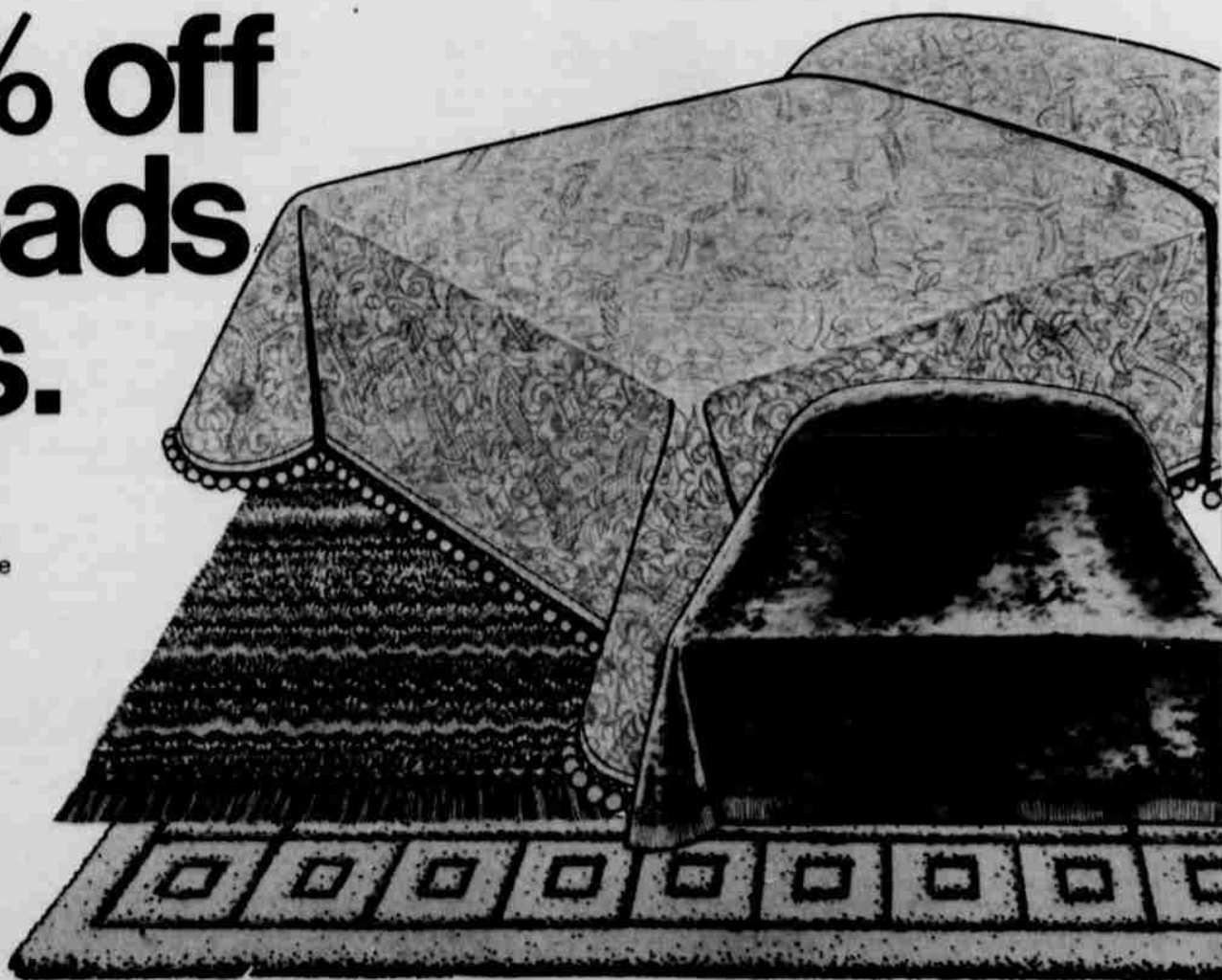
Reg. \$21. 'Vallejo' full size bedspread in woven cotton jacquard patterns. Choose from rich colors.

Sale 16⁰⁰

Reg. \$20. 'Royalty' full size spread. Crushed velvet look in flocked rayon/cotton. Vivid colors.

Sale 3¹⁹ 24x36"

Reg. 3.99. Nylon cut and loop pile with geometric border. Style 3521. Or Polyester plush pile in multi-colored stripes. Style 3571. 27x48", reg. 5.99. **Sale 4.79**



JCPenney

We know what you're looking for.

Sale. 25% off our entire line of knit fabrics. Sew and save.

Save \$1_{yard}

Reg. 3.99. Sale 2.99 yd. Polyester doubleknits in your choice of crepe stitch solids and smart plaids. Also a wide range of fancy coordinates. Machine wash, tumble dry. 58/60" wide.

Sale prices effective thru Saturday.

Charge it.

Special 77¢

4 oz. skein of Creslan® acrylic yarn in a wide variety of fashion colors.



Special 99¢

Polyester marquisette tailored panels with 3" bottom hems. Available in 40x63" or 40x81" sizes. White.



JCPenney

We know what you're looking for.