

**Rite**  
Today Last Times

**Bride for Sale**  
IT'S ZANY... IT'S WACKY... A LOVE FANIC!  
COLBERT YOUNG BRENT

Plus Color Cartoon — News  
Tuesday-Wednesday

**Thrilling AS THE WILD MOUNTAINLAND!**  
**THE RED PONY**  
Color by TECHNOLOR  
ROBERT MITCHUM MYRNA LOY  
New Idea Thriller's Best Story!  
PLUS CHEATING IN GAMBLING

**STATE**  
—TODAY LAST TIMES—  
JOHNNY WEISSMÜLER in "TARZAN'S TRIUMPH"  
PLUS: PISKIN PASSES

Tuesday-Wednesday  
**ROARING NORTHWOODS ADVENTURE...**  
from the punch-packed pen of JAMES OLIVER CURWOOD

**GRANT DARBENT EDWARDS-ADRIAN SEYMOUR-CHINOOK**  
PLUS: WHAT I WANT NEXT

**Lytic**  
TODAY LAST TIMES  
**FATHER FULLBACK**  
Plus: Bad Luck Blackie—Cartoon

It's The Love Affair Of A Laugh Time  
**"Let's Live A Little"**  
With Bobb Cummings And Hedy Lamarr  
Plus "Strew Hat Cinderella"

**The Doris Letter Shop**  
211 Fed. Bldg. Phone 3302  
● Mimeographing  
● Direct Mail Advertising  
● Typing Forms and Addressing Envelopes  
● Reasonable Rates  
MRS. WALLACE C. CARR

### West Texans May Boss Isle's Last Roundup

PARRAMORE ISLAND, Va., Jan. 2. (AP) — This tiny island's entire population is heading for its last roundup.  
The herd-riding starts tomorrow morning, and the island residents aren't too happy over the prospect that a couple of experts—Texas Cowboys Joe Whitehead and Cliff Clary—will be bossing the job.  
Said inhabitants are bracing themselves today for the butt-in on their affairs. And the cowpunchers are giving it some deliberation, too—because it's not exactly their regular line of work.  
No such ponder. The Cowpokes are out to corral the island population—thousands of bushy goats who have had the place to themselves for the past several years.  
Not many Virginians know about the goats who inhabit this tiny 10-mile dot in the Atlantic Ocean, located some 13 miles from the Virginia Eastern Shore.  
Two Texas ranchers with a nose for business found out about them, though. And the pair—Percy Roberts of San Angelo and Lewis Smithwick of San Saba—aim to cart the goats back to Texas for such purposes as growing serums and vaccines.  
When the island's owners—Mrs. Jean M. Schmidlapp, of Cincinnati, and Dr. Carl M. Schmidlapp, of New York—decided to clear out the undergrowth near their waterfowl hunting lodge 10 or 12 years ago, they deposited a few dozen goats to do the job.  
The goats did a pretty good job, too, with their nibbling and browsing around. But they also had plenty of time to get acquainted—and today there are thousands of them. Nobody knows exactly how many. The estimates run from 2,500 to 7,000.  
Whitehead and Clary have done a little browsing around themselves, and they admit they've got a tough job on their hands. But, observed Clary, after looking around:  
"We've got 'em out of worse places than this."  
Time—particularly tomorrow and Wednesday—will tell.  
**Suffers Attack**  
Myrtle Stamps, 205 West 9th Street, is seriously ill in the Big Spring hospital. She was carried to the hospital after suffering an attack at 3 a. m. Monday.

### Philly Readies For Big Mummers Parade

PHILADELPHIA, Jan. 2. (AP) — Banjos got a special tuning in Philadelphia today and beribboned, spangled costumes got a final going over.  
For it was the day of the big Mummers parade, ordinarily a New Year's day fixture but held over for today because the first day of 1950 fell on a Sunday.  
A forecast of light showers put a damper on the preparations, though. Parade officials said that if it rains they'll call off the extravaganza until Saturday.  
This year's parade was billed as the biggest and best ever in the more-than-a-century old history of

### Two Charged In Kidnapping Of Elderly Banker

WICHITA, Kan., Jan. 2. (AP) — Two men, one an ex-convict, were charged last night with kidnapping a banker and holding him for 12 hours.  
The banker, R. B. McPherson, 64, said he was abducted Thursday as he got into his automobile in Shreveport, La., and forced to drive the pair through four states.  
The men accused of kidnapping are R. Avington Hutchins, 31, Wichita, and John Henry Dauer, 60, an ex-convict, Lakeland, Fla. An argument in the back seat of a taxicab led to their capture Saturday night.  
McPherson, a retired Shreveport banker, said he drove through Louisiana, Arkansas, Missouri and Kansas before being bound and put out of the car near Redfield, Kan.  
"When those two men tied my wrists together with my own abacet and bound my ankles together with their handkerchiefs before they let me out of the car, they told me the only reason I had not been mistreated was because I had courage and had obeyed their orders," McPherson said.  
He was released two hours later by a passing farmer.  
The men were arrested shortly after they got into an argument in a taxicab in Wichita. During the argument Dauer fired three shots at Hutchins, wounding him slightly. Neither would say what caused the argument.  
FBI agents said neither man had a clear reason for their action. Hutchins said they just took McPherson's car "because it looked like a fast car."  
Dauer is a paroled lifer from Kansas State Penitentiary.  
Hutchins and Dauer were placed in the county jail after an arraignment. Bail was set at \$50,000 each and a preliminary hearing was scheduled for Jan. 4.

### State Economy Looking Good

DALLAS, Jan. 2. (AP) — The Texas economy looked good as 1949 drew to a close.  
In its last monthly business review of the year, the Federal Reserve Bank of Dallas said:  
1. Livestock is going into the winter in good to excellent condition.  
2. Harvesting of fall crops is being cleaned up; plowing has been hindered by harvesting difficulties.  
3. Construction contracts showed only a moderate decline from October to November and their value was about one-fifth larger than a year earlier. Residential building exceeded the November, 1948, volume by nearly 30 per cent.  
4. Department store sales at year's end—just before the close of Christmas shopping—were well above last year. Furniture store sales increased further in November and were substantially larger than in November, 1948.  
5. In the Nov. 9-Dec. 14 period the deposits, loans, and investments of weekly reporting member banks in leading cities continued to increase.

### POW's To Get Compensation

WASHINGTON, Jan. 2. (AP) — The first payments to former American prisoners of war and civilian internees are expected to be made in March or April this year, the War Claims Commission said today.  
Their claims may be filed, beginning tomorrow and not later than March 1, 1951.  
The commission now has only \$19,000,000 in liquidated enemy assets with which to pay an estimated \$120 million of claims. Most of the enemy property vested by the office of alien property (OAP)—about \$500 million worth—is still tied up in claims brought by former owners of the property. When additional funds might become available is uncertain.  
The War Claims Act stipulates that all POW and internee claims must be paid with proceeds of this vested enemy property.  
Claims forms for the 140,000 former POW's and internees (internees of the Japanese only) have been sent to all Veterans Administration regional offices. State governors have also designated special places where the forms have been sent, such as veterans organizations, the Red Cross and others.

### Pecos Doctor Files For Title Of State's Outstanding Medic

HORN STARTED IN 1900  
By WILLIAM C. BARNARD Associated Press Staff  
Way out in West Texas, at Pecos, Dr. Jim Camp will round out half a century as a family doctor this year.  
Doctor Jim, fresh out of medical school, went to Pecos in 1900 and that year performed, on a kitchen table, his first appendectomy ever seen in those parts.  
And now, Editor Joe Pouns at Pecos tells us, the old doctor, grandpa to six grandchildren, is "a candidate" for the honor of being chosen the state's outstanding physician.  
Already he has been named the outstanding physician of district one, a sprawling area that includes El Paso, Van Horn, Sierra Blanca, Alpine, Marfa, Kermit, Monahans, Presidio, Fort Davis and Pecos.  
As such, he is "a candidate" for the state honor. Texas' outstanding physician will be chosen at a meeting of the Texas Medical Association in Fort Worth in April.  
"Why did you come to Pecos, Dr. Camp?"  
"Well, I had borrowed money to attend medical school and I had the opportunity to go to work."  
Those first years he was a "horse and buggy doctor." A thermometer and a stethoscope were his only instruments for diagnosis. The x-ray was unknown—in those

**WAYNE STIDHAM ICE STATION**  
1801 GREGG  
YOUR HEADQUARTERS FOR  
● Cold Drinks ● Crushed Ice ● Beer ● Soda ● Ginger Ale  
And  
● Fitzgerald's Hot Tamales  
Open Until 10 P.M. Every Day

**J&K SHOE STORE**  
SHOE SALE  
STARTS TUESDAY MORNING  
SEE SUNDAY'S HERALD FOR PARTICULARS!

**Elmo's MID - WINTER SALE**  
Of Suits, Topcoats, Jackets and Many Other Items

Suits Values to \$55 <b>\$39.50</b>	One Lot \$7.95 <b>Western Shirts</b> <b>\$3.95</b>	Suits Values to \$65 <b>\$46.50</b>	Sport Coats \$35.00 Values <b>\$22.50</b>
Society Brand Seventy-Fives . . . . . <b>\$59.50</b>			1 Group Wool <b>Robes</b> <b>\$10</b>

**Elmo Wasson**

### You've Seen It Advertised In LIFE At 9.95

### Now Hemphill-Wells Co. Presents . . .

**Playtex Superfoam Pillow**

**NO MORE TIRED MORNINGS!**  
Specially designed to give you cool, restful sleep...wake up fresh, full of vitality!

**NO MORE PILLOW-PUNCHING!**  
Playtex Superfoam is ever-buoyant . . . retains its shape always . . . keeps your head in most restful position all night long.

**100% ALLERGY FREE!**  
Dust-proof, moth-proof, mildew-proof, mold-proof. Hygienically packaged.

**NO MORE RESTLESS NIGHTS!**  
Millions of tiny air bubbles gently cradle your head . . . give you new deep sleeping comfort . . . 100% dust-free!

**NO MORE HOT SOGGY PILLOWS!**  
Playtex stays fresh and cool all night long because it actually breathes . . . circulates fresh air inside the pillow all night long!

**NO MORE LUMPING, BUNCHING!**  
Takes a third of the time to change a pillow case and a third of the work! Fits any pillow case.

**Specially Priced At \$8<sup>95</sup> Ea. First Quality**

This is the famous, first quality Playtex Superfoam Pillow . . . the modern pillow invention that has been acclaimed as the greatest advance in sleeping comfort in more than 1,000 years . . . now for the first time, offered at . . . \$8.95

Mail And Phone Orders Filled

**Hemphill-Wells Co.**  
"Big Spring's Favorite Department Store"



Exclusive staggered-core construction (patent applied for) supports your head with gentle resiliency wherever it touches the pillow.

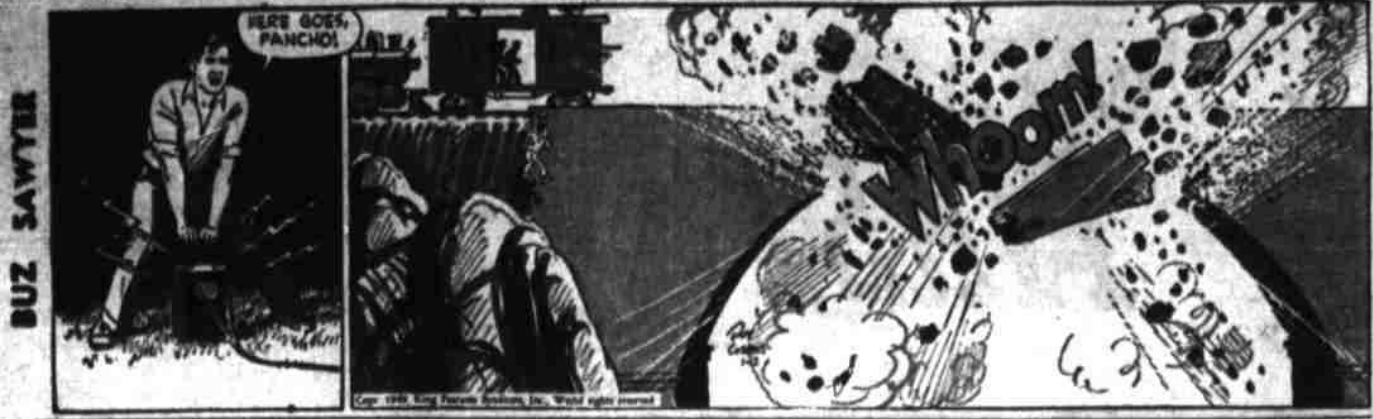
Thousands of actual sleep tests have proved that the Playtex Superfoam Pillow is the exact thickness and consistency to please 93 out of 100 people.



**CUNNINGHAM & PHILIPS**  
Have filled your physicians orders for Jan. 1950







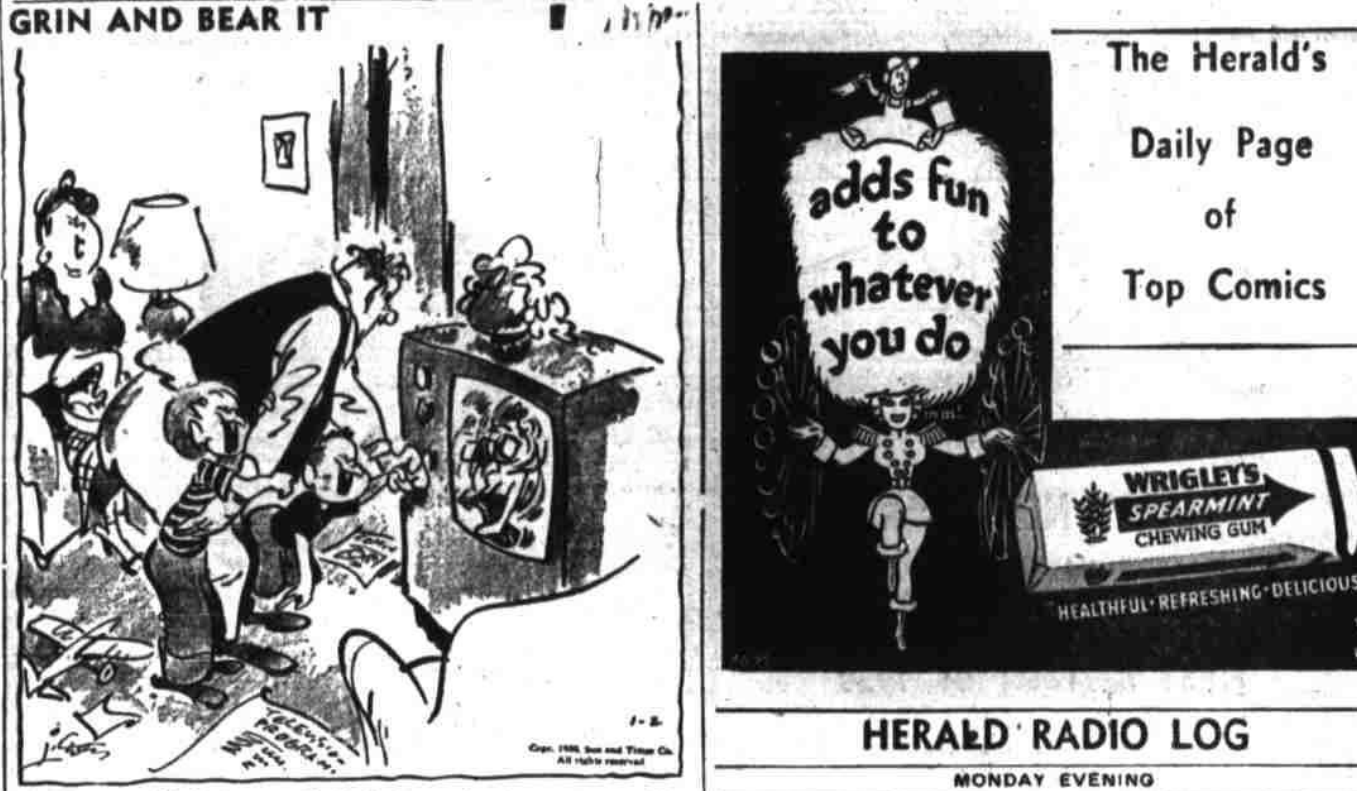
MEAD'S fine BREAD



Mead's Fine Buttermilk Bread



NEW Low Down Payments HARLEY-DAVIDSON "125" \$60 Down Cecil Thixton NEW WHIZZER, \$30 Down 808 West Third



Crossword Puzzle with grid and clues. Clues include: Across: 1. Old Irish coin, 2. Dwell, 3. Solid water, 4. Act as judge, 5. English wine, 6. Land measure, 7. Little marble, 8. Seat in church, 9. White rest-ment, 10. Remote, 11. Pastries, 12. Initiate, 13. Deep hole, 14. Soothing ointment, 15. Exist, 16. Display case, 17. Near, 18. Highway, 19. Devour, 20. Numerous, 21. Some, 22. Old-time, 23. Enraged, 24. Allow, 25. Genus of the scale, 26. Botanical, 27. Certificate of insurance, 28. Asked, 29. Old card game, 30. Son of Seth, 31. French coin, 32. DOWN, 33. Outfit, 34. Top card, 35. Folk.

HERALD RADIO LOG MONDAY EVENING and TUESDAY MORNING. Lists radio stations and programs such as KRBT-News Roundup, KRBT-Kate Smith Club, KRBT-My Friend Irma, KRBT-My Friend Irma, KRBT-My Friend Irma, KRBT-My Friend Irma, KRBT-My Friend Irma.

MRS. BAIRD'S BREAD advertisement featuring an illustration of a woman in a kitchen and a loaf of bread. Text includes 'EASY! QUICK! ENERGY!', 'FROM MRS. BAIRD'S BREAD!', 'MRS. BAIRD'S BREAD STAYS FRESH LONGER', and 'Hear TED MALONE Twice Daily Monday Thru Friday 11:25 A.M. - 10:15 P.M. Presented By WESTINGHOUSE KBST 1490 On Your Dial'.



# FIRST **BABY** CONTEST

Greetings, Walter Ray. We are happy to have you as Big Spring's newest citizen of 1950, and being the first baby to put in an appearance this year, you have come into quite a windfall. Listed on these two pages are many valuable gifts that local merchants are offering to the first baby born in Howard County.

As soon as possible, come by the firms listed here, or have your father drop in, and collect these fine gifts.





To Walter Ray, The First Baby Born  
In Howard County In 1950  
We Will Give  
**A BABY TOILET SEAT**  
**Wacker's Store**  
210 MAIN



**PENNEY'S**  
WALTER RAY TOMLINSON,  
The First Baby Of 1950  
In Howard County  
Your debut in this community is definitely one of  
January's outstanding events.  
AT PENNEY'S  
A BEAUTIFUL BASINETTE PAD  
AND MATCHING PILLOW IS YOURS.  
**Penney's**



The Right Start In 1950 ...  
Depends on the right kind of pure wholesome  
food. Babies thrive on that good, rich sweet  
Banner Milk.  
To Walter Ray Tomlinson, we will give 30  
quarts of pasteurized Banner Milk in the  
"sanitary sealed" bottle.  
**Banner** "The baby's health starts here"  
DAIRIES **ICE CREAM**  
MILK **ICE**  
J. D. Merrifield, Manager




**GREETINGS:**  
WALTER RAY TOMLINSON  
HOWARD COUNTY'S  
NEWEST CITIZEN  
OF 1950  
Your Gift At McCrory's  
A Beautiful  
SHAWL



**WELCOME**  
TO BIG SPRING  
WALTER RAY  
For Our First Lucky Baby  
Mathis Studio  
will give one beautiful 11 x 14  
Goldtone Portrait  
**Mathis Studio**  
309 Runnels Phone 2149

*Montgomery Ward*  
Congratulations  
Walter Ray,  
First Of '50  
Big Spring's  
Baby Derby Winner  
Will Receive A  
Dozen  
Ward's Supreme Gauze  
DIAPERS






To Walter Ray  
Burr's Department Store  
Will Give An  
ALL WOOL  
BABY SHAWL  
Parents will find a large selection of Infant  
Apparel . . . Dresses, Caps, Underwear,  
Bootees, Stockings, Blankets, in our Infant  
Apparel Department.  
**BURR'S**  
A BUTLER BROTHERS STORE  
115 EAST SECOND

Parents: At McCrory's You'll  
Find Everything For Baby,  
At Lowest Prices  
**McCRORY'S**  
5-10-25 STORE



**HII**  
**CHAMPI**  
Our heartfelt congratulations  
to the Mother and  
Father of 1950's First Ar-  
rival.  
Please, Come In and  
Call for Your Gift.  
**DOUGLASS FOOD MARKET**  
1018 Johnson Phone 78

Welcome  
Walter Ray!  
YOU'RE THE FIRST NEW CITIZEN  
OF 1950  
Our Gift To You Is  
A Beautiful Magnalite  
Plate  
**Stanley Hardware**  
203 RUNNELS



# 1950



# FIRST BABY



Best Wishes To  
WALTER RAY TOMLINSON,

First Baby

Of 1950

Send Pop To ZALE'S  
For Your Gift  
Sterling Baby Fork and Spoon Set

If It's Jewelry You Want  
Shop Zale's

DIAMOND IMPORTERS  
**ZALE'S**  
Jewelers

Corner 3rd and Main

## The Winner

WALTER RAY TOMLINSON

Born To Mr. and Mrs. Walter Tomlinson, Big Spring, Was Declared The First Baby Born In Howard County In 1950.



CONGRATULATIONS  
WALTER RAY,  
THE FIRST  
BABY OF 1950

Please Call For Your Gift

The Kid's Shop

121 E. THIRD



HAPPY NEW YEAR

WALTER RAY TOMLINSON,  
HOWARD COUNTY'S

FIRST CITIZEN OF 1950

Your Gift At Nathan's

Sterling Silver

Baby Cup

**Nathan's**  
JEWELERS

221 MAIN BIG SPRING  
"BIG SPRING'S FINEST JEWELERS"



WALTER RAY TOMLINSON,  
Howard County's "First Citizen"  
We Will Give A Pair Of

Dainty Baby Shoes



We want all parents of young and growing children to know about our splendid stock of footwear of all types for all ages of growing boys and girls. Our shoes are built to last.

**J&K SHOE STORE**

Between 1st & 2nd on Rusk



HI, NEWCOMER

It's A Pleasure To Have  
You As Howard County's

First Baby Of '50

Have Your Dad Drop In

For A Pepperell

BABY BLANKET

WITH OUR SINCERE  
BEST WISHES

The UNITED, Inc.



OUR GIFT  
TO HOWARD  
COUNTY'S

First Baby Of 1950

WALTER RAY TOMLINSON,

Is A

Gold Baby Ring

**WAITS**

DIAMONDS WATCHES JEWELRY

115 E. THIRD ST.



WELCOME YOUNGSTER

TO WALTER RAY  
WE WILL GIVE A  
BABY BLANKET

Shop Anthony's Whenever You Need Any Apparel  
For Baby or Other Members of the Family

**Anthony's**  
THE C.R. ANTHONY CO.

BIG SPRING



Walter Ray—

You Are Now A Member Of The Great Fraternity.

Every baby in Howard County who wants to qualify must wet the front of my shirt . . . and in the meantime you send your parents in to get a package that will make you remember us as they have for the past thirty years.

WELCOME TO BIG SPRING

Joe Hedleston

Shine Phillips

**CUNNINGHAM**  
AND PHILIPS  
FRIENDLY DRUG STORES

(We Start Them Young and Keep Their Friendship)  
217 Main — Petrolium Building





## Square Dance Club Has Party Saturday

Jimmie Felts served as master of ceremonies at the New Year's eve celebration honoring the members of the Circle Eight Square Dance club at the IOOF hall Saturday evening.

Music was furnished by Lum Harris.

Callers included Jane Thomas.

## Classes Resumed At HCJC As Yule Holidays Close

Howard County Junior college returned to scholastic chores Monday, leading the parade into regular 1950 operations.

E. C. Dodd, president, said that attendance was about normal for 8 a. m. classes. Regular schedule was to be followed during the day.

Assembly speaker Monday morning was Dr. Yoshimune Abe, former Methodist bishop in Japan and a leader in the United Christian Church movement of that nation today. Dr. Abe is an outstanding Christian educator and editor as well as religious leader and is currently on a tour to inform churches in the United States of progress of the work.

Sunday evening he addressed the congregation of the First Methodist church, telling of Christianity in Japan.

Other schools, those in the independent school districts of Fossan, Coshoma, Knott and Big Spring, as well as the common school districts, will resume classes Tuesday morning.

Business, after its second double-holiday within a week, was to roll up its sleeves and tackle the 1950 job. To exceed the 1949 volume, a record in many instances, was a well-defined task.

## RIBBON RAMBLINGS

By Mildred Young

Catholics of our city have an opportunity to take a more definite part in the "Holy Year" observance.

"The Holy Year of Jubilee," described as an authentic dramatization by the Rev. Thomas V. Liska, S. T. D., has been recorded by RCA Victor in an album of four records.

The voice of Pope Pius XII is heard proclaiming the Holy Year for 1950. Among the other voices represented are those of the Lord, Peter and Paul, and the cries of the infant Jesus in the manger.

Incidents which make up the series include the story of the first Jubilee in 1200, visits to the four Basiliacs which aid the pilgrim in gaining the jubilee indulgence, Paul and Peter in pagan Rome, a sketch of the history of the cathedral of Rome, and the opening now and the closing a year from now of the holy door in St. Peter's. Among the musical numbers are the "Jubilate Deo" and the "Te Deum."

The album carries the imprimatur of Samuel Cardinal Stritch and the Nihil Obstat of the Rt. Rev. Monsignor Malachy P. Foley.

Here's something new in the treatment of polio. A 27-year-old polio patient at St. Anthony's Hospital in St. Louis, Mo., is no longer confined in his tank-like iron lung home.

Leo B. Abele, a television technician, is resting with comparative freedom on a \$1,600 electric rocking bed.

The new device, gift of a local Elks lodge, frees patients more quickly from the conventional iron lung treatment.

The top resembles a standard hospital bed, but is mounted on special rockers between which is a power device connected for remote control to an electronic operator's unit with an instrument panel.

Treatment may be given while the bed is in motion without disturbing the mechanism.

After being the first patient in the hospital to try out the mechanical bed, Abele told nurses they could put the iron lung he had been using "in mothballs."

## Holiday Open House

Mrs. W. J. Garrett entertained with an open house New Year's Eve at her home, 412 E. Park, from the hours of 7:30 to 9:30 p. m. Assisting the hostess was Miss Griffie Atkins of Odessa.

The lace-covered refreshment table held a centerpiece of large bronze mums interspersed with greenery. Table appointments were of silver and crystal. White tapers in crystal candelabra illumined the serving table. Jean Phillips and Jamie Bilbo presided at the service.

Various floral arrangements were placed at vantage points throughout the receiving rooms. On the coffee table was an arrangement of varied hues of lavender stock tied with a bow of deeper colored lavender interspersed with stems holding cigarettes.

Out-of-town guests attending included Miss Griffie Atkins of Odessa, Mr. and Mrs. James Crossland of Gulfport, Miss. Dr. and Mrs. W. J. Swann of Sterling City and Lt. and Mrs. R. L. Adams of Albuquerque, N. M.

## Jackie Bramwell Is Honored At Church

Approximately 200 persons attended the informal reception honoring Jackie Bramwell, Youth Educational director, in the Fellowship hall at the First Baptist church Sunday evening.

Dr. O'Brien presented the honors with a flash camera in appreciation of her services here. Songs were sung by the group as entertainment.

Refreshments were served to those attending.

## Chi Rho Club Elects New Officers Sunday

Margaret Martin was elected president of the Chi Rho club at the Youth Fellowship meeting of the First Christian church Sunday evening.

Other officers named were Jane Reynolds, vice-president; Betty Early, secretary and treasurer; and Maxine Rosson, reporter.

Those attending were Janis Tanner, Margaret Martin, Betty Early, Brownie Koger, Ronnie Wooten, Marie Haley, Jane Reynolds, Mary Smith and Maxine Rosson.

## Club To Meet Friday

Members of the Junior Woman's Forman will meet in the home of Mrs. Jack Y. Smith, 707 Ayford, Friday afternoon at 3 o'clock. Mrs. Howard Salisbury will serve as co-hostess to the affair.

## Will Entertain OES

Men of the Order of Eastern Star will entertain the OES membership at the first meeting of the New Year Tuesday evening at 7:30 o'clock. All OES members are invited to attend.

## Subtly Slimming

Mr. and Mrs. Harry Wheelton of Amarillo were week end guests in the home of his mother, Mrs. W. E. Carnrike and of his sister, Mrs. Robert Middleton.



2083  
SIZES  
12-44

The dress with two silhouettes—see the way the diagonal front pleatum, always flattering, falls over the new slimmer skirt! Nice in crepe now—and later on in a Spring print.

No. 2083 is cut in sizes 12, 14, 16, 18, 20, 22, 24, 26, 28, 30, 32, 34, 36, 38, 40, 42, 44, Size 18, 3 1/2 yds. 29-in.

Send 25 cents for pattern with name, address and style number. State size desired.

Address: PATTERN DEPARTMENT, Big Spring Herald, 121 W. 12th St., New York 21, N. Y.

Patterns ready to fill orders immediately. For special handling of order via first class mail include an extra 5 cents per pattern.

Would you like to see a collection of more than 150 other pattern styles that includes designs for all members of the family—from tiny tots and growing girls to juniors and misses, mature and larger-size women? Just include the FALL-WINTER FASHION BOOK in your next order. It's a big aid to every home sewer. Price per copy 7 cents.

# INVENTORY SALE

Starts Tuesday

**1 Rack**

**HOUSE COATS**

In Chenille, Floral and Brocade Satin, Corduroy and Quilted Satin.

Good Color Choice.

All Sizes

Values to \$10.90

During Our Inventory Clearance

**\$2.98**

And

**\$5.98**

5 Only Guest Towel **NOW 59¢**

All Wool and Nylon **NOW \$1.98**

Children's Winter **NOW 88¢**

Sizes 4 to 16. Reg. \$1.59

Girls' Size 4 to 14 **NOW \$1.69**

Values To \$3.98

42 Only Reg. \$2.98 — 58x72 **NOW \$1.49**

**Table Cloths**

ALL LADIES WINTER COATS EXTREMELY REDUCED!

**Wash Cloths**

Heavy, Good Quality

**13 for \$1.00**

**TOWELS**

Heavy Terrycloth. Reg. 59c. Stripes And Solids

**48¢ each**

**SHEETS**

DOUBLE BED SIZE TYPE 112 **\$1.88**

PEPPERELL DOUBLE BED SIZE, TYPE 140 REG. \$2.98 **\$2.28**

**Pillow Cases**

42 x 36, Type 140 Reg. 79c **2 for \$1.00**

Type 112 Cases **39c each**

**UNIFORMS**

1 Rack Only. Slightly Soiled. Values to \$3.98 **\$1.88**

**BLANKETS**

54x72 Jacquard Blankets. A Reg. \$2.69 Value **\$1.98**

47 Only Children's Reg. 79c **NOW \$1.49**

**Sweatshirts** **\$1.49**

Reg. \$7.95 All Wool **NOW \$5.95**

**Mackinaws** **\$5.95**

Sizes 8 to 44

1 Table Reg. \$3.98 Men's Dress **NOW \$1.98**

**Shirts** **\$1.98**

By Wings. Sizes 14 to 16 1/2

28 Pair Men's Wool Western **NOW \$5.00**

**Trousers** **\$5.00**

Values to \$14.75

Children's Sizes 6 to 12 **NOW \$2.98**

**Trousers** **\$2.98**

Corduroy. Values To \$4.98

**Dresses**

GROUP 1:  
123 New Fall And Winter Styles **\$3.33**

Each

2 FOR... \$6.50  
Values To \$7.95

GROUP 2:  
30 Dresses, Values To \$12.95 **\$5.95**

GROUP 3:  
Reg. \$3.49 House Dresses **\$1.98**

ALL WOMEN'S FALL AND WINTER CASUAL SHOES REDUCED SHARPLY!

The **UNITED** Inc.

102 E. Third

Use Our Lay-Away Plan

# JANUARY Clearance OF STUPENDOUS VALUES

**GIRLS' COATS**

Sizes 1 to 14 Values 17.95 to 39.50

**NOW \$12. — \$18. — \$22.**

Toddler's Corduroy Suits 6 Mo. to 6 Yrs. Values to 8.95 **5.00**

Boys' Flannel Roy Roger Robes Sizes 4 to 10 Values to 10.95 **5.00**

Baby Receiving Blankets 1.98 Value Now **1.00**

Baby's Four Piece Knit Suits Values to 8.95 Now **5.00**

Nitely Nite, Extra Pants Sizes 0 to 3 1.00 Value **59¢**

Boys' All Wool OVERCOATS Sizes 1 to 6 Values to 12.50 Now **\$7.00**

BOYS' SUITS Sizes 2 to 8 Values to 17.95 Now **\$8.-\$10**

Pastel Corduroy BABY COATS Sizes 6 mos. to 18 mos Values 10.95 **\$5.00**

Girls' and Boys' Snow Suits Sizes 1 to 3 Values to 14.95 **9.00**

Girls Pre-Teen Dresses Sizes 10 to 14 Values to 14.95 **4.-7.**

Boys' and Girls' All Wool Sweaters Sizes 1 to 14 Values to 5.95 Now **1.98 - 3.98**

Boys' Dress Pants Sizes 1 to 8 Values to 6.95 **3.98**

Boys Jackets Sizes 1 to 8 Values to 9.95 **3.98 to 5.98**

**THE KID'S SHOP**

121 E. Third Big Spring

No Exchanges No Refunds, Please





VALUES TO \$29.75

NOW

**\$12.95**

50¢ WEEKLY

Beautiful watches, radically reduced. Accurate movements . . . gold-filled or rolled-gold cases . . . modern styling. All fully guaranteed at Zale's!

# WATCH CLEARANCE

**NO MONEY DOWN**

No Payment Until February

Zale's offers you a sensational watch sale! We are up to our ears in watches . . . cases must be cleared for new shipments that are arriving! We have reduced prices so much these watches will move out in a hurry. This your "golden opportunity" . . . you can save as much as 60% on the watch you want! Included are nationally advertised watches, fine, beautiful watches . . . watches in many price ranges . . . some selling at regular wholesale or below! Act immediately! Write . . . Wire . . . Phone . . . Come in person . . . but do it NOW! Take advantage of this marvelous sale . . . this is your chance to get a watch for everyone in the family! Use Zale's easy credit . . . no down payment . . . terms as low as 50c per week. Act today . . . buy now for graduation, Father's Day, anniversaries and other gift occasions!

Excellent quality watches, many at regular wholesale cost! 17-jewel movements . . . smartly styled cases! Some with domed crystals . . . new matching snake or expansion bands.

VALUES TO \$39.75  
NOW  
**\$19.45**  
50c WEEKLY



Values To \$71.50  
NOW  
**\$39.75**  
\$1.00 WEEKLY

Prices Include Federal Tax

Magnificent watches marked down to \$39.75. Gleaming ruby and diamond studded watches . . . 10k and 14k solid gold cases . . . dependable 17-jewel movements. Beautiful styling . . . matching bands.

TERMS AS LOW AS 50¢ WEEKLY

ORDER BY MAIL

ZALE JEWELRY CO.

Please send me the following watches: .....

CASH          CHARGE          C.O.D.

References .....

Name .....

Address .....

City .....

State .....

**NO INTEREST  
NO CARRYING  
CHARGE**

DIAMOND IMPORTERS  
**ZALE'S**  
Jewelers  
3rd. At MAIN  
PHONE 40

