


Editarial


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We Both Won This


R Che urd uma Man zonkitomsun to sun 2 womans work a never done." It's not like that coday ...thanks to electricity. In a home where electricity is used, woman's work can be done much more easily, and rapidly than in the old days. Too, it's
done economically, because the cost of dependable electrical uervice is so low.
Leok around your home and notice in how many ways elecric service is making it easier for you to be a real homemaker You'll be surprised and pleased, and adds are you'll soon be shopping for more electrical a ppliances to take even more work off your hande.

## PUBLIC SERVICE cospant



## SOCHIT\%

Martha Ann Chapman Honored With Party


Childress Home Scene Briscoe HD Club Meet


SPECALS FOR WEEK ENDING JANUARY 2

APPLE SAUCE
POTTE HED MEAT


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Sunnine krivy

CRACKERS 25 c


| Choce Teneer Short | Lis. |
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| STEAKS | 656 |

GROUND BEEF 41c
Armorts sitect Rindelese Les.
BACON $\quad 55 ¢$
$\begin{array}{ll}\text { Meatomate } & \text { Lbe } \\ \text { OLEO } & 346\end{array}$

| Dry sat |  |
| :--- | ---: |
| BACOM | 336 |


| ptranow |
| :--- |
| FLOUR |

2.FPunds

| atst mina | 10.Pounds |
| :---: | :---: |
| CORN MEAL | 696 |


| ARMOUR'S <br> PURE LARD | $\begin{aligned} & \text { 3.l.t. Carton } \\ & 69 \end{aligned}$ |
| :---: | :---: |
| WHITE SWA <br> HOMINY | $\overline{\mathrm{NH}}$ |


| $3{ }^{\text {Tanks }}$ Tanc |  |
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|  | ${ }^{\text {miati }}$ |
| GREENS | BEAMS |


|  | 2 Cans | 25 | 2 | 27 |
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SNO-WHITE BLEACH PORK \& BEANS POUMPKIN
a wip BAB-O No noo cave triilen SWEET PEAS BABY' FOOD No. 2 ciss good valle HOMINY POUMPKIVI PORK \& BEANS SARERINES



## RADIO STATION <br>  <br> 1580ON YOUR DIAL <br> "THE 5 TOWN STATION" <br> SERVING <br> WHEELER, SHAMROCK, ERICK, WELLINGTON, McLEAN <br> WILL BE ON THE AIR SOON LISTEN FOR KEVA ON 1580 -. WE DON'T KNOW EXACT DATE .- BUT SOON



2 JOHN KENNEDY General Manager
 Chief Engtneer

# BRINGING YOU SOMETHING NEW 

LOCAL ENTERTAINM NT! LOCAL NEWS! FROM SUNUP UNTIL SUNDOWN, EVERY DAY OF THE WEEK! 1580 IS NOW YOUR HOME OF THE AIR!

KEVA brings you something no other station in the world can offer-LOCAL news, LOCAL entertainment, LOCAL advertising, PLUS full leased United Press wire reports of world happenings, sports, markets. Wheeler may be too small to have a radio station of its own-and so may Shamrock, Erick, Wellington and McLean. But the 5 towns do now have a top quality station-KEVA-in partnership.

## WHEELER IS AN EQUAL PARTNER IN RADIO STATION KEVA

Radio Station KEVA is Wheeler's to use for local entertainment, Wheeler's to use in promoting home-town campaigns, Wheeler's to use in selling merchandise and services. Please tell us how we can serve Wheeler better.

## ${ }^{s, m}$ RADIO STATION KEVA ${ }^{\text {Isw }}$

 SHAMROCK, TEXAS



