

#### Just Two Streets . . .

... but there's a variety of spellings for their names. Take Tucson. On one side of its Intersection with Circle Drive (and Victory) the street marker spells it "Tuscon" while just across the intersection another marker says "Tucson." In the case of Aylford, on the north end the old-style marker says "Alyford" while down near Edwards Heights the new-model marker proclaims "Aylford." Official plat also says Tucson is spelled "Tuscon." Aylford surely should be "Aylford" as they say it was named for the Earl of Aylesford, famous early-day Big Springer. Different firms made the various signs, and different persons furnished the spelling. Maybe that explains the variations. Noticed any others?

#### **Big Spring Daily Herald** SECTION II BIG SPRING, TEXAS, THURSDAY, NOVEMBER 12, 1953 DUE BY DEC. 15 ZALE'S **Income Tax Forms Now Being Printed** One of the government's biggest | work. Postmen will deliver the annual printing jobs is nearing blanks to everyone who filed a ompletion and the product is due tax return last year, like regular to start flowing to taxpayers soon. mail, Some 70,500,000 bundles of in-Several changes have been made come tax report forms are being in the various types of tax forms printed and will be distributed to this year, the BIR has announced. individual taxpayers and corpora-Form 1040, for persons earning tions between now and Jan. 1.

tions between now and Jan. 1. Ben Hawkins, local collection officer for the Bureau of Internal Revenue, says residents of the Big Spring section probably will be receiving tax forms by Dec. 15 and everyone who paid an income tax last war is due to have new forms in their typewriters. Form 1040, for persons earning more than \$5,000 per year, will be "top folded" rather than at the side this year. The change is supposed to aid auditors, etc., who had trouble getting the side fold forms in their typewriters. Form 1120, for corporation in-

everyone who paid an income tax last year is due to have new forms by the end of December. The tax forms, all kinds, first will be shipped from Washington, where they're being printed, to Kansas City. It will take about 140 railroad ears — two full trains-

In Kansas City, the forms will be addressed to individuals and business concerns, then sent to postmasters throughout the country for distribution.

The printing of forms started several weeks ago. The tax blanks have been rolling off the presses at the rate of 30,000 an hour, and that phase of the tax collection job is nearly complete. been changed from blue to white, for the same reason. Also on the corporation forms, there'll be no lines to divide the dollar and cent columns. This change also was made to accom-

is nearly complete. Addressing—the second big step also will be done by machine, but the third big operation—distribution — will call for some foot-

Need For Oil Due To Continue Increasing

CHICAGO (2-It will soon be to find "more than enough oil to necessary to discover twice as satisfy requirements." much new oil each year as is now produced a Texas editor said Wed billion harrels a year. If product

much new oil each year as is welproduced, a Texas editor said Wednesday. Warren Baker, editor of World Oil of Houston, told an industry convention. "an average of 4 billion barrels of new oil will have to be discovered each year to sai-

to be discovered each year to satisfy enlarging producing requirements." The demands present new problems, Baker said. Nearly 46,000 wells were drilled in 1951 and in 1952. Some 48,000 drocarbons we produce."

troleum Institute. Despite a rising need, Baker said, the industry has been able ings has increased, he said, so has fundamentally healthy," he said.



FOOD

diamonds and gleaming gold combined in exquisite examples of true Paul Raynard artistry. All priced amazingly low.

PRINTING T. E. JORDAN & CO. Dial 4-2311

A. Oval setting ablaze with 17 diamonds-3 large, 14 smaller. 14k gold.

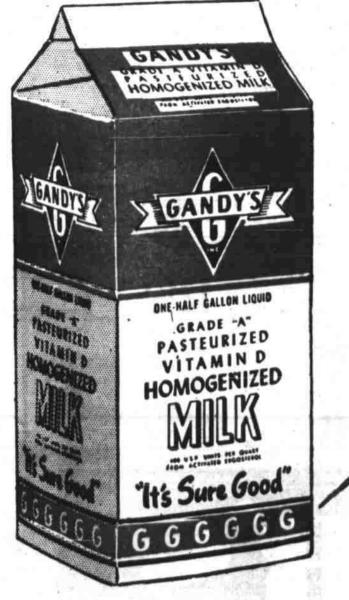
B. Fifteen blazing diamonds set in crown shaped swirl. 14k gold.

C. Superb 14k gold mounting set with 17 rediant diamonds.

> NO DOWN PAYMENT Pay \$2.00 Weekly



3rd at Main Dial 4-6371



Active children have a keen sense of taste when it comes to milk . . . that's why GANDY'S Milk is their favorite. GANDY'S is a rich milk . . . a wholesomefresh tasting milk . . a thoroughly delicious milk It's Homogenized so there's cream in every drop. Buy GANDY'S Rich Milk in the handy Half-Gallon Cartons.

"Fill 'er up'

ORDER BY MAIL

Please send dinner ring a.( ) b.( ) c.( ).

Name .....

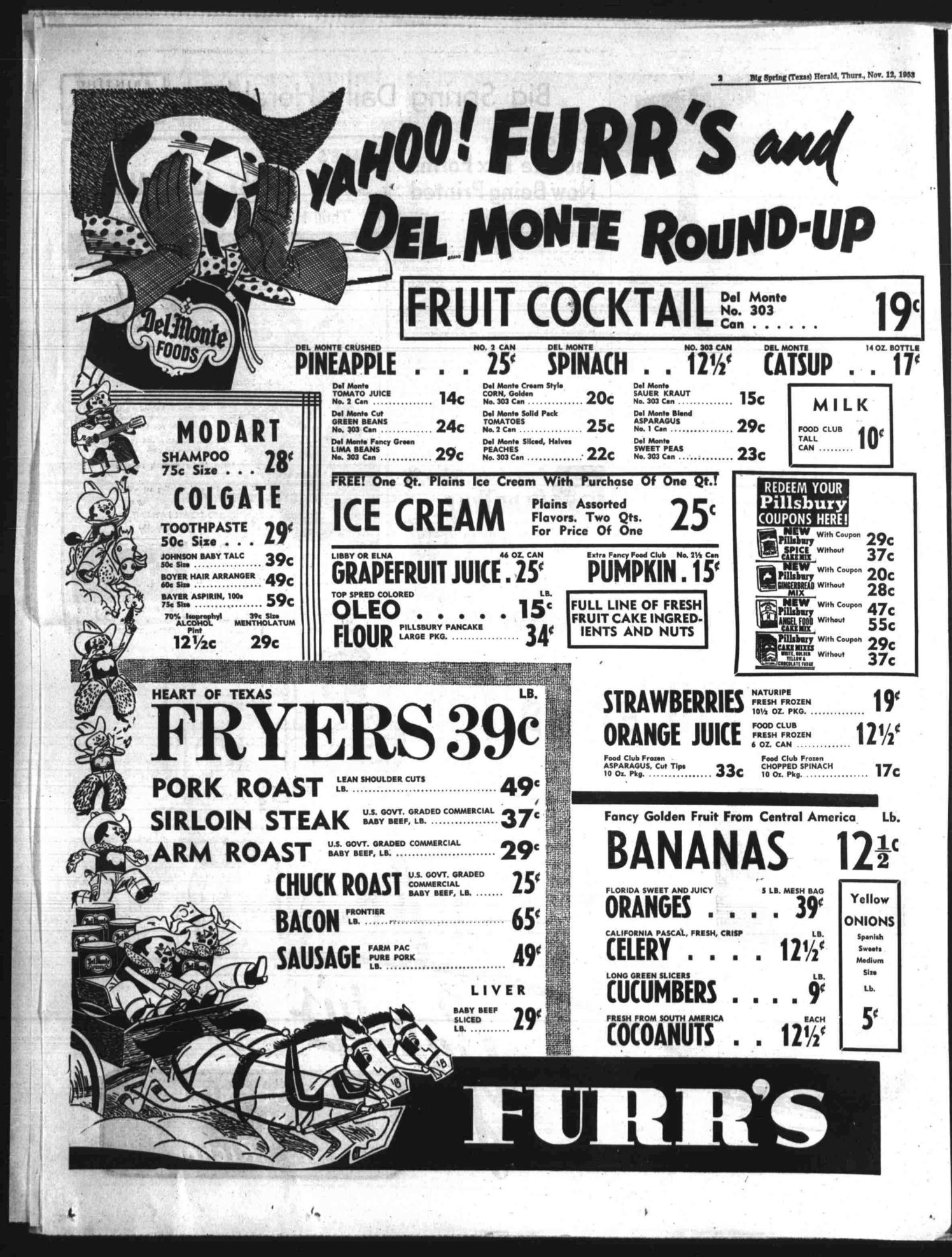
Address .....

Cash () Charge () C.O.D. () New accounts please send references.

City ..... State

Zale Jewelry Company

HOMOGENIZED MILK "it's Richer"



# THE SPRINGBOARD News From Webb Air Force Bas By A-2C FERD BORSCH

#### HISTORICAL FOUNDATION

for the Air Force Historical Foun- mas candles, also in silver, with cers Club and the Webb Officers nance crews. Wives Club. With Colonel Newton D. Hagins,

RESERVISTS VISIT

unteer Air Reserve Training ed, diplomas and all. Squadron from Midland. Odessa The nine graduates of this class.

CHRISTMAS CARD

mas card this year. Design for the awards.

The finished card was drawn by Lt. Col. Harold K. McComba. The finished card will be the conventional fold-over type. Cover and inside-cover will have a dark blue background. Design for the

cover will be a T-33 jet (in silver) chief.

The charter membership drive flying over a pyramid of Christ-line for the sheepskin. He received M-Sgt. M. A. Cowell also was in Diesel Unit Plunges

a diploma from the Allison Tech School for completing the four-week

The party is slated for December 19 and all dependent children of Webb military personnel are urged M&S Group Commander, doing the to attend.

Twenty-seven airman and offi-cer reservists from the 9816th Vol-conditioning school was graduat-The Blg Spring Servicemen's Center will sponsor a dance in the Settles Hotel ball room on Friday, and Kermit, visited Webb Satur-day for indoctrination lectures and T-28 course, included A-3C Albert 8 to 12 midnight.

an inspection tour of base training facilities. Col. Fred M. Dean, Webb com-mander, spoke to the reservists during the lunch hour. L. Col. Alec B. Streete, Wing Sgt. Ronald L. Odom, and Asa Dependices and T-20 course, included A-3C Ainbert 8 to 12 midnight. Members of the popular Quin-tiones and Skyliners, made up of 509th AF Band personnel, will pro-vide dance music. Sports Student Squadron No. 1 trimmed Arguarces, 31, to

conducted the tour. Bottlete, Hall Hobbs. 3561 Maintenance was on the jump from a three-way second awards receiving end for high flight place tie into first place in Squad-

Webb will have its own Christ-and high aircraft of the month ron Bowling League standings. Pilot Training athletes amassed

A-2C George A. Krumpelman of paign this week. The Food Serv-"L" with 101 hours in No. 454. "A" was high flight with 655:55. T-Sgt G. R. Ficklin is "A" flight **Practice Promptly** 

ours in the air. Other crew chiefs breaking 100 Food Service "joined the par-

were A-2C C. E. Wilson of "A" ty" as the Squadron Basketball

flight with 102:20 in No. 456 and League opened its 1953-54 cam-

OROVILLE, Calif. (B-The West-

Frosh Law Student

during a classroom demonstration several weeks ago and never returned. He told the judge the professor

**Begins His Legal** had offered to return the quarter

LOS ANGELES (B-A freshman law student at the University of Southern California did yesterday what he's being trained to do-he filed a suit. But it

Big Spring (Texas) Herald, Thurs., Nov. 12, 1953

LIBBY VIENNA

PATIO

SAUSAGE

CAN

19c

21/2 CAN

Morton's Meden CHIPS icilon's ALWAYS FRESH







Meadolake, with an assist by Mrs. Tucker's Shortening, does double duty in making these exciting Orange Rolls a treat the family will love. Made from a new recipe developed by Mrs. Tucker's own Homemakers Department, they're the yum-miest you've ever eaten — light, rich, moist, tender and, oh, so tasty.

Meadolake is such a great margarine that Mrs. Tucker makes this amazing guarantee: If you don't say Meadolake Margarine is — (1) The EASIEST-Spreading and FINEST-Flavored . . . (2) The TASTI-EST for all seasoning . . . (3) The BEST of all margarines for baking — send the carton end flap and your recipe, if any, to Mrs. Tucker, Sherman, Texas, telling her what you don't like about Meadolake, and she will pay you for ALL ingredients PLUS a dollar for your trouble!

Use the coupon below to get a pound of premium quality Meadolake for less than you'd pay for



Sunshine

1 Lb. Box .

**Kimbell's Plain** 

rackers



ordinary margarinel Ales. Tontos) .. the CREAMIEST Speed-Mix Shortening in the World! 10.0 On Purchase of 1-Lb.

> of Mrs. Tanton's MEADOLAKE c., Sherman, Texaz. Will not sugh Agency or Coupon Re-Void when taxed, restricted, r expires December 31,1953.

# **Pretty Winter Salad Can Be Made Of Pears**

Say thanks for pears when you in are preparing winter salads. Rus-rest-skinned Boscs and the yellowing, you may POINSETTIA PEAR SALAD

green Anjou or Comice all offer sweet juice, creamy texture and ngredients: 3 ripe pears (Bosc or Anjou or

delicate flavor to pair with greens and dressing. If your family likes fruit salads with a sweet dress-Comice) Lemon or orange juice 1 cup creamstyle cottage cheese

4 cup sliced dates 2 tablespoons chopped nutmeats

Lettuce Maraschino cherries Parsley Seven Minute Salad Dressing Method: Can Be Made

Method: Wash and dry pears; slice into eighths. Dip into lemon or orange juice to prevent darkening. Mix contage cheese, dates and nuts a Line three salad plates with let-tuce. Mound 1-3 cup of the cottage cheese mixture in the center of each plate. Circle mounds with From Venison

Texas A&M Foods and Nutritio specialists recommend Venison Mincemeat as a tasty dish for this

wek. Here's how you do it.

#### **Dietetic Meals**

For dieters in particular there is a new spicy dressing to add zest to fish, a chill sauce for meat dishes

and such sweets as chocolate cake or pineapple poof all made with saecharin, a non-nutritive sweetendressing



#### ... Fruit Flavor perks up winter meals



Grocery

List?

# 100

Ivory Soap Personal size (Limit 8) 99 44/100% Pure - It floats

# EE

The newcomer to town, who discovers Safeway for the first time has a treat in store. For Safeway endeavors, with every resource available, to bring you good buys each week in quality meats... fresh produce... fine groceries. The good buys listed in this adver-tisement will tell you why more and more thrifty people are becoming regular Safeway shoppers.

-	
and Save!	Curtsy Coffee Cake 29c
Shop Early	Skylark Rolls Coveried. 12 Ch. Pas. 22c
Thurs., Nov. 26!	Multi-Grain Bread
is closea Thanksgiving	Sunnybank Margarine 1. 294
Safeway	Chocolla Grahams sunshine the 274
	Kitchen Craft Flour 23-th \$2.15
	Tuna Fish Oren Laber Chunk Com 374
	Tuna Fish White Lobel Kan " 414
	Big buys in little type
	and the second and be second

# ner con turn out a Thanksgiving U.S.A. Family Circle (1)

We reserve the right to limit and to refuse sales to dealers



a 69

4 140 \$100

6 140 \$100

STORE HOURS

Be sure...shop

SAFEWAY

. 494

· 494

14 714

25c

**Texas Pecan Pie** 

MRS. N. R. SMITH AND COCKER, FELLA

**Diabetics** Can Have

Good Things To Eat

VENISON MINCEMEAT 2 pounds cooked venison hopped in food grinder 4 pounds chopped apple 2 pounds raisins 4 cups either brown

% pound chopped suct % teaspoon cloves 1 teaspoon mace er, +

15 teaspoon nutreg 2 teaspoons salt 1% teaspoons cinnamon Method:

Mincemeat

ingredients:

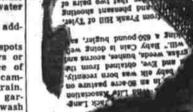
Add cider to cover mixture. If cider is not available, use fruit juices or water with ½ cup vinegar. Sweet fruit juices reduce the Now. 15 heralds National Dia-betes Week, one "week" that usu-ally goes by without much fan-fare. But diabetics have to eat too and this week's food feature is devoted to those people in Big Spring who have a diabetic condi-tion. Being a diabetic doesn't mean at ill the a person must give up.

Being a diabetic doesn't mean at all that a person must give up good things to eat or lead an ab-mormal life. True, too much sugar must be avoided, the starch lo-take must be limited and most diabetics must take insulin to aid their condition: but one housewife. Mrs. N. R. Smith, who has to pre-mworking husband well fed and ac-tive. A delicious-sounding recipe that abe uses is a banama mut bread. Note that it calls for very little sugar and nutty brown or gluten flour. BANANA NUT BREAD You can arrange such a pretty luncheon platter with hard cooked eggs, canned beets and steamed cauliflower. Devil the eggs and marinate the sliced or diced beets; make a sauce for the cauliflower of mayonnaise seasoned with a dash of curry powder. Ar-range all three foods on crisp

If you want to hasten the set-ting of flavored gelatin, substitute crushed ice for the cold water called for in the directions. milk product for diabetics. Sucaryl is a sugar substitute that diabetics rely on. It can be used in cooking without giving the food

The teaspoon sola
teaspoon salt
teaspoon salt
teaspoon salt
teup chopped nuts
egg, beaten
teup mashed bananas
tablespoon lemon juice
Method:
Sift together the dry ingredients and add to the four is moistened. Pour is to dudoor exercise, which is good for a diabetic. Exercise enables the body to make better use of sugar and starches. Examples

meat and is improved by addition of suet, butter or other fat when using dry heat methods as roast-ing, broiling and frying.



**3 DUPONT NYLON HOSE** and the state and and a space of farelan, St progs. \$1.00

SLENDER-WAY BREAD ful details an the loof 22c

Sweet Milk Transferrer 45c Crisco Shortening (Limit 1)

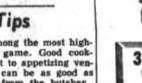
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greens, garnishing with sprigs of parsley and paprika. Serve with hot biscuits and tea or coffee.

## Helpful Hints

For a sety beef gravy try add-ing crushed ginger snaps. To remove white water spots or rings from hardwood floors or a bitter taste or discoloring it. One diabetic's wife makes a cranberry jelly with sucaryl and plain gela-







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T bin. ile maspin

pray

A CAUNTY OF

Finest dairy products

pear slices, cut side up and pointing out. Garnish with maraschino cherries and sprigs of parsley. Serve with Seven Minute Salad SEVEN MINUTE SALAD DRESSING Ingredients: 14 cup sugar 1 tablespoon light corn syrup tablespoon grated orange rind Salad. Makes two cups dressing. 14 cup

mayonnaise-type salad Store in covered container in re-frigerator, to be used as needed,

¼ teaspoon vanilla Method: Mix sugar, corn syrup, egg white and water together int op of double boller. Place over bolling wa-ter and beat with rotary beater for 5 to 7 minutes or until mix-ture stands in peaks. Remove from heat; stir in orange rind. Cool; blend in salad dressing and vanilla. Serve with Poinsettia Pear

Creamed Potatoes

Prepare 2 cops maction white source in double-bailer. Add to this source 1 pound Honey Bay Salmon (tall ean) which has been correly fished. Heat thoroughly, Add 3 tops, minced parslay and 2 thops, ahopped swoot pickle. Serve on type or white toost. Pleases 5. No vonder Honey Bay is so popular. It's so easy to prepare, So delicon — so exercishing! a-se neurishingi Also Sea Feast hink

Big Spring (Texas) Herald, Thurs., Nov. 12, 1953

Creamed potatoes taste good with sauce for each serving of potatoes, meat loaf. To make them, boil enough small potatoes for the num-ber of persons you are serving. Heat drained potatoes with the parsley before serving.

Then make thin cream sauce, al.

lowing one-quarter cup of the

Remember

SALMON

more plentiful and also cheaper this winter.

gluten flour. BANANA NUT BREAD

teaspoon soda teaspoon salt

cups sifted nutty brown or gl

teaspoons baking powder

who can boil syrup and beat eggs can make this pie. Ingredients:

PECAN PIE 1% cups sugar % cup dark corn syrup % cup butter or margarine 3 eggs, well beaten

Put shortening in medium-siz

Is Timely Dessert This will be a season to gladden the hearts of all pecan lovers. Lo-cal grocery men are predicting all procery men are predicting the bearts of all pecan lovers. Lo-ter predicting mixture. Stir quickly, Sit flour and salt together onto the top bracket of plentiful foods for fall Record numbers of grass-ter of the top bracket of plentiful foods to market and shortening mixture. Stir quickly, for fall Record numbers of grass-with round-the-bowl strokes, into a fed cattle will go to market and this winter. To take advantage of the pe-cans, we've gathered some recipes for pies, puddings and cakes that feature the pecan flavor. Mention pecans and the first thing some people think of is pecan pie. Although it is probably one of the richest pies baked, it is not one of the most difficult. Anyone who can boil syrup and beat areas the tough can be rolled in the conventional way on a floured pas-try cloth or board or in the new-follows: Put dough between two 12-inch squares of waxed paper and roll

Put dough between two 12-inch squares of waxed paper and roll lightly into a circle about the size Round stainless steel pud

of paper. Pull off top paper, place pastry in S-inch pie pan, pastry next to pan. Carefully remove pa-per. Fit pastry into pan, trim 4-inch beyond pan, turn back even beyond pan, turn back even edge of pan, flute rim. Prick all over with fork. the table. with edge of pan, flute run shell all over with fork.

i cup pecans i unbaked pie shell Method: Combine sugar, corn syrup, and butter or margarine, and bring to a full rolling boil, stirring con-stantly. Beat ergs and add pecans. Constantly. Beat ergs and add pecans. Constantly is the bad second. Constant is the second.

Gradually stir in hot syrup. Cool. Pour filling into unbaked pie shell. Roasting, broiling, panbroiling —these are dry heat cookery meth-ods used for roasts, steaks and lamb chops. It's wise to frequent-iy "brush up" on your cooking techniques, And meat expert Reba Staggs, gives you step by step in-struction for preparing meat these methods. The most important point to re-Pour niting into unbaked pie sneu. Bake in moderate oven (375 de-grees F.) 40 to 45 minutes, or until filling is firm to touch, Serve plain or with unsweetened whipped WATER WHIP PASTRY 1/2 cup less 1 tablespoon homo

a tablespoons boiling water 1 teaspoon milk 1's cups sifted all-purpose flour 1's teaspoon salt

struction for preparing meat by these methods. The most important point to re-low your time-table closely to member in meat cookery is using a low temperature, points out Mias Staggs. In roasting that means a 300 degree F. oven for beef, veal, smoked pork and lamb; and there is actually more meat to is moving means the pork. A roast is more juley and tender, brown, season, then turn and fin-and there is actually more meat to is howing on the second side car-tice of the second side car-base of the second side car-ter of the second side bowl. Pour on bolling water and milk or beat with fork until mix-

bowl. Pour on bolling water and milk or beat with fork until mix and for the far side up on a rack in an open and mix with chopped plot mayonnaise to molston and salt and papper to taste. Layer this spread between alices of whole the meat is done. Insert if in far or on bone. Do not cover the meat. Cook the thermometer or for the min and for the hand to have a spatial the papper to taste. Layer the thermometer or for the min and solt is the part of the thermometer or for the min the paper. The she thermometer or for the min the paper. So not cover the meat is done as registered by the thermometer or for the min the paper. So not cover the meat is done as registered by the thermometer or for the min the paper. So not cover the meat is done. The min the part of the paper to taste she the thermometer or for the min the part of the thermometer or for the min the part of the time required to be the thermometer or for the min the part of the time required to be the thermometer or for the min the part of the time required to be the time table.

Lucerne Buttermilk Cin. 21c Cm. 27c If any item in this advertisement should fail to please you in any way, your full purchase price will be refunded. Shortening Royal Settin Lucerne Half & Half Coffee Cream Lunn Tomatoes Gardenaide Handy Way To Order Your HOLIDAY TURKEY Just fill out this form, take it to your SAFEWAY Plain Chili Chili with Beans Amounts 5 14-04 \$100 Tamales Armour's (Limit 6) Cured Hams Butt and cutt or Rib Roast u. 1. Cheles bear **49**¢ 1. 69c Pork Spareribs Long must Plate Boil U. L. Choles ₩ 25¢ Pork Roast of the and of take Pork Sausage Winster Ground Beef daily of Salesway Dry Salt Bacon Pine tor 1. 29¢ Sirloin Steak " Ling Th' ı⊾ 53¢ Sliced Bacon former Round Steak U.S. Chains In 79° Calf Brisket ". 1. the port" Pork Liver Fresh Lb. · 194 Short Ribs " 1 mg mi" u. 25¢ Green Cabbage Crisp, tender solid heads Prices effective Thursday, Fri-3¢ day and Saturday in Big Spring. Monday through Friday 8:00 to 6:30 Fresh Coconuts 104 Juicy Oranges **59**¢ Saturday 8:00 to 8:00 209 Runnels Rutabagas Taller Innin Yellow Onions and ment in. 54 Red Apples Jonathan State 15¢

Breeze Red Potatoes 39 **Cheese Food Pasteurized** Process Grapefruit Herte Cranberries Corre Cod. 9¢ 14.294 24 79¢ Porto Rico Yams tost Torne In. ₩ 15¢ 9¢ Head Lettuce Tokay Grapes Longe, mt. and the 159 Pascal Celery Call State

124

### Truman Won't Look at to hell. The former President was with Farm Jobs Increase his wife and daughter Margaret at a dinner in his honor given by the

#### Glum For Newsmen NEW YORK ( -Former Presi- York,

alumni of the City College of New dent Truman and a photographer had this exchange at a dinner Tues- Grain Dealer Indicted

day night, just a few hours after Truman was subpoenaed by the House Un-American Activities Com-Tuesday indicted a Bartlett grain

as in October, the State Employ-ment Commission s a id today. Workers were placed in 192,411 jobs. Of these, 145,236 were on the farm, largely cotton pickers. Named To Czech Post

The photographer-You are foul-ing me up. My office told me to get a picture of you looking glum and all you have done is smile. WASHINGTON (B-Alexis John-son of Glendale, Calif., was named and all you have done is smile. Truman-You're not going to get a pleture of me looking glum. You can tell them I said they should a stored in his elevator. U.S. Dist. Atty. Charles F. Herring said William Daugherty Jr., is accused of taking the grain between Oct. 13-17 in 1952. and all you have done is smile. Atty. Charles F. Herring said to be ambassador to Czechoslovak-ia. Johnson, a career diplomat. deputy assistant secretary of state

AUSTIN OF -Farm job placements hit a 13-month peak in Tex-



Not a powder! Not a grind! But millions of tiny "FLAVOR BUDS" of real coffee ... ready to burst instantly into that famous Maxwell House flavor!

**Utterly unlike old-style** instants"...just as quick but tastes so different!

An amazing discovery from America's leading coffee company! So different-so delicious -it's already the nation's largest-selling

instant coffee! In the famous Maxwell House kitchens this superb coffee is actually brewed for you. At the exact moment of perfection the water is removed-leaving the miracle "Flavor Buds"!

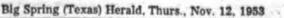
100% Pure Coffee-No Fillers Added! Just add hot water . . . and the bursting "Flavor Buds" flood your cup with the richest coffee you've ever tasted. You'll never go back to old ways!

Saves money, too! The large economysize jar saves up to 75¢, compared to three pounds of ground coffee!

See how the Flavor Buds



The only instant coffee with that GOOD-TO-THE-LAST-DROP flavor!





Cotton picking is fun for pretty, blond Darella Juanite Winegeart, Syear-old daughter of Herman D. Winegeart, who farms 1% miles southeast of Shallowater in Lubbock County, Texas. She takes her small cotton sack and pulls about 55 pounds of cotton a day on dad's farm. (AP Photo).

# Merchants Expecting A Big Yule Volume

For every retailer who gloomily partment stores, but also includbusiness during the ing gift shops and furniture, jewelpredicts that coming Christmas season will drop below year-ago levels, there are six who are confidently aiming at tionery stores, also revealed: ~ ales increases.

record Christmas sales during the coming months, there are two who will be disappointed with anything less than a 5 to 10 per cent gain Dally newspapers are the overin volume.

n volume. whelming and unanimous choice For every retailer who foresees of surveyed retailers as the meno noticeable change in business dium in which they will invest all conditions in the next two months but small fractions of Christmas compared to last year, there are advertising budgets. be much tougher to get. Over one-quarter of the mer-chants covered indicated they ex-

And for every store planning to pect to invest 100 per cent of their advertise less this Christmas than Christmas promotional outlays in last, there are three who will ad-daily newspapers, 46 per cent plan vertise more; for every retailer to place 95 per cent and over in who will start '53 Yule promotions newspapers; 60 per cent will allo- 21 of the vanishing species were later than last year, there are two cate 90 per cent and over to newswho will kick off their advertising papers; and 70 per cent will ear-earlier than ever before to help mark 85 per cent and over for set a new all-time high in Christ- newspapers.

mas advertising by retailers dur-

This cross-section of the psycho-logical frame of mind of retail-ers as the peak selling season of the year approaches emerged this week from a survey of \$7 stores Or Beat Last Year?" Designed as of varying sizes and types in 35 an aid to retailers in planning

of varying sizes and types in 35 an aid to retailers in planning major metropolitan markets, con-ducted by the Bureau of Adver-the folder is being distributed to local merchants by The Herald. Publishers Association, it was dis-closed today by Edward H. Burg-tors which point to the biggest tail Department.

The survey, covering mostly de-

on director of the Bureau's Re-Il Department.

gests six ways for retailers to get maximum results from Christmas promotions and proposés a tested four-step advertising plan.



# Expect Higher **Demand For Air** Conditioning

BY SAM DAWSON NEW YORK UP-The sir condioning industry says it expects its sales to go up even if business in other lines slackens off.

The reasoning: As competition gets tougher, more building owners will install air conditioning to hold tenants, more stores will install in or lose customers, more factories will install it to increase productivity.

Home air conditioning has been the glamor girl of the industry in the last two years, but commercial and industrial conditioning may be the next big field.

Sales have risen 50 per cent since 1947, according to George S. Jones Jr., managing director of The Air Conditioning and Refrig-eration Institute, which this week is holding an exposition in Cleve-

The industry has as its goal the ir conditioning of a third of the nation's offices and stores by 1958 third of its factories by 1965.

The increased competition in business and industry which many see ahead will speed the march of commercial and industrial air conditioning, according to Claud Wampler, president of Carrier Corp., which makes all types of air conditioning used in factories, offices; stores and by industry in its production processes.

He argues that stores will have be air conditioned to hold customers. He contends that as soon as 15 per cent of desirable office space in a community is air con-ditioned, other owners will be forced to install it or face falling rent levels and loss of tenants.

# 3 Whooping Cranes sales increases. For every merchant who will More than 56 per cent of sur- May Have Kaised be satisfied to equal last year's veyed merchants plan to launch Refuge Population

CORPUS CHRISTI UP-If the three whooping cranes seen near Regina, Sask., last Thursday have arrived at the Aransas Wildlife Refuge near here, the known whooping crane population of the world has increased.

The day after Fred Bard, Canadian ornithologist, saw three south bound whoopers, Julian Howard local refuge manager, counted 21 birds, including three young, already here for the winter. counted all last year. Another count will be made as

soon as weather along the Gulf Coast permits. Results of the survey were dis-

**AFL Names Field Man** 

AUSTIN M-H. S. Brown of San Antonio was named field represen tative Tuesday of the Texas State Federation of Labor (AFL). He succeeds Jerry Holleman, vanced to secretary. ad

#### **Clark Is Renamed**

ROCKSPRINGS UM-L. A. Clark of Rocksprings was re-elected pres-ident at the annual convention of quotes leading retriers about the need for aggressive promotion to the American Angora Goat Breed the American Angora Goat Breed ers Asan. Armer Erwood of Sono ra and Marvin Skaggs of Junction were named vice presidents. the American Angora Goat Breedwere named vice presidents.



with the old-time Ribbon Cane Flavor!

An old Southern favorite, brought up to date! New Brer Rabbit Syrup is light, sweet, just like the country syrup you used to get. Enjoy that real old-timey "ribbon cane" flavor on corn bread, on pancakes, on hot biscuits! Even folks who have used Brer Rabbit Syrup for years, love New Brer Rabbit better! Get some today, and see how good New Brer Rabbit Syrup really is.



new Brer Rabbit Syrup, an old-fashioned treat for

the whole family



Treat your family to pancakes with Brer Rabbit Syrup . . . the new favorite an old-time taste







Foremost Milk has that "tastes-like-more" flavor .... the kind of flavor that makes children eager for the second glass. And Foremost is good for you because it's extra-rich, fortified with 400 extra units of Vitamin D.

Drink Foremost and feel full of pep and energy. You can't beat the nationally famous quality of Foremost Milk. It's the milk that has earned the Good Housekeeping Seal.

HERE FOREMOST FOREMOST HOMOGENIZED VITAMIN "D" GRADE A PASTEORIZED ANTY ADD D 1.4 WHILE ADD DESITE AND READLETED EDGESTERDE STREMMEN GRADE & PASTEORIZED VITAMIN -0-HOMO MENT OR A REFUND O Guaranteed by FOREMOST DAIRIES. **Good Housekeeping** NOT AS ADVERTISED THERE "it's BETTER than GOOd-it's FOREMOST!"

> Big Spring

## **Bomb Convictions**

AUSTIN UP-The Court of Criminal Appeals reversed Wednesday convictions against two men charged with possession of a bomb, declar-ing both indictments faulty because they failed to specify the type of bomb.

Prosecution was ordered dismissed against Glenn Roach and James Hill, arrested in Cleburne last December.

A small canvas bag containing various tools and a quantity of ni-troglycerine was found in the car in which they were riding, and they were identified as the men who had been running behind a parked car with a small canyas bag near a Cleburne theater.

They were convicted, under a 1951 law making it illegal merely to have possession of a bomb.

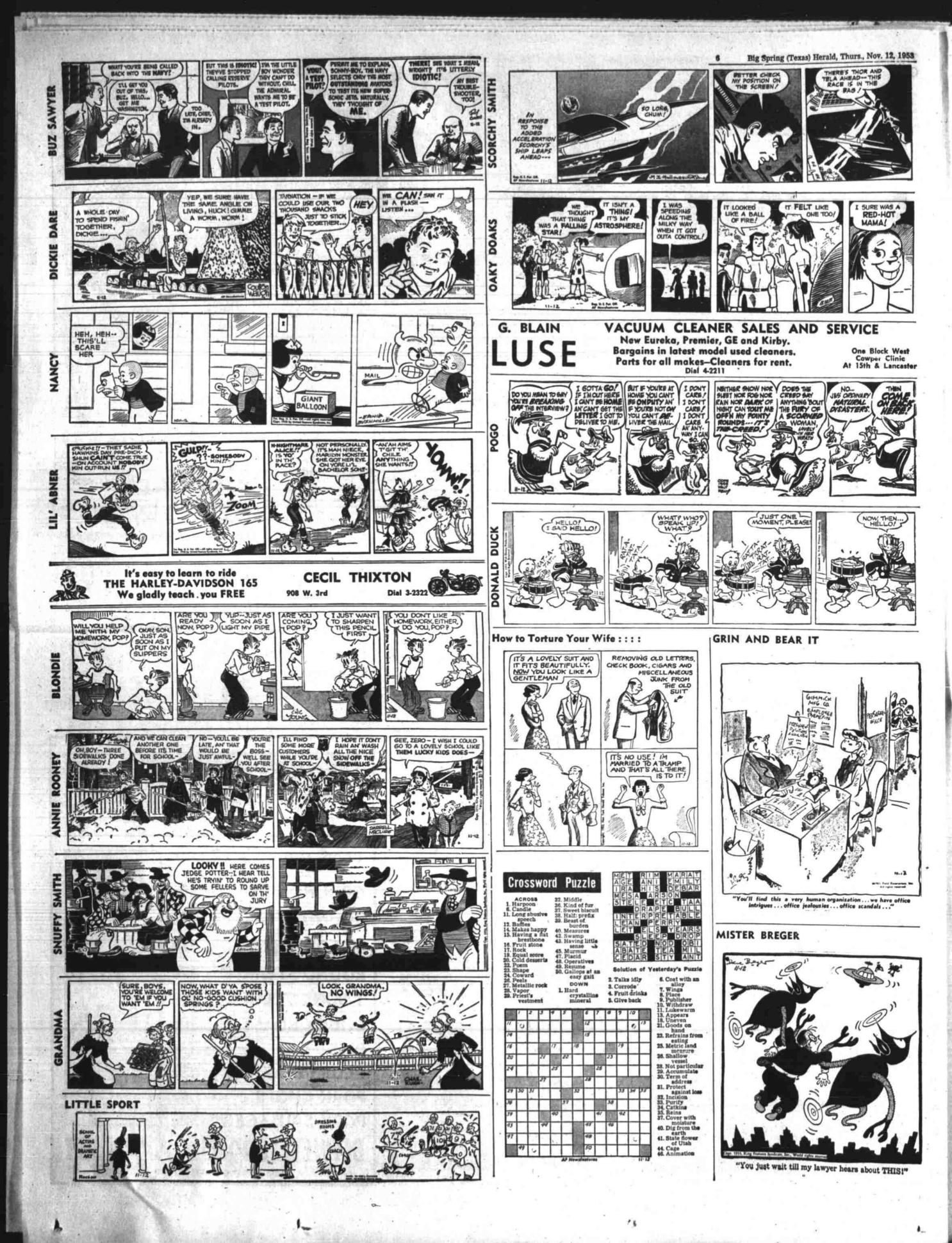
Appellate Judge W. A. Morrison said Roach's 15 year sentence and Hill's \$10,000 fine had to be reversed and prosecution dismissed because of the faulty indictments. "The state was required to prove that accused possessed a bomb and that such bomb came within one of the six enumerated categories set forth in the statute, some of which it will be noted are not explosives," Morrison ruled.

#### Valley Toll Now 67

MCALLEN (B-Two traffic scel-dent deaths Tuesday raised the Lower Rio Grande Valley traffic toll for 1953 to 67. Miguela Gon-zales Sr., 34,5-of McAllen was killed when he lost control of his car north of Edinburg. Jose de los Santos Cavazos, 7. Brownsville, died of injuries suffered when died of injuries suffered when struck by a car in Brownsville last weekend.

Gold-Plated Bicycle

LONDON UN-A British firm reported today it has made a bicycle plated with 18-carat gold as a birthday present for the son of Jamindar Das Nundy, a wealthy Indian merchant. The super-bike cost \$560.



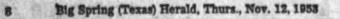
Big Spring (Texas) Herald, Thurs., Nov. 12, 1953

27.9



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BONE STEAK 83c	BONELESS, POUND PERCH FILLETS 39c
ORK CHOPS 75c	SPARE RIBS 53c
APRICOTS HUN	11'S 21/2 CAN . 25°
APKINS	STARCH 13c
AXED PAPER 27c	CLOROX 33c
APER TOWELS 20c	AMMONIA 19c
<b>IO!LETTISS</b>	<b>UE3 for 25</b> <sup>c</sup>
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13

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