

"The Station Most People Will Listen To Most"

GRAND OPENING

12 o'CLOCK NOON

SUNDAY, JANUARY 26th

KECK

DIAL 920

1000 WATTS

ODESSA STUDIOS
120 West Third Street
—Phone 1300—

NEWS
World-Wide Associated Press On The
"Even" Hour
TEXAS and Local News On The
"Odd" Hour

Dial 920

Program Schedule

SUNDAY, JANUARY 26

- 12:00 Noon—KECK Dedication Program
- 1:00 P. M.—Pleasure Parade
- 1:15 P. M.—El Rancho Grande
- 1:30 P. M.—Three Suns and A Starlet
- 1:45 P. M.—The Kenny Baker Show
- 2:00 P. M.—NBC Playhouse of Favorites
- 2:30 P. M.—The Wayne King Show
- 3:00 P. M.—Associated Press News
- 3:05 P. M.—The Bing Crosby Show
- 3:30 P. M.—Strange Wills
- 4:00 P. M.—Columbia Record Show
- 4:30 P. M.—The Barry Wood Show
- 4:45 P. M.—Songs of Praise

MIDLAND STUDIOS
Crawford Hotel
—Phone 1035—

National Broadcasting Company
Syndicated Features
NBC—"Playhouse of Favorites"
NBC—"Three Suns and a Starlet"
NBC—"Five Minute Mysteries"
NBC—"Lanny and Ginger"

Dial 920

Be Sure and Tune In Sunday, January 26th, at 12 Noon

Ben Nedow, Owner

Jan King, Gen. Mgr.

Bill Chambers, Pro. Dir.

The Strongest Independent Regional Station In West Texas

Shop At Bread 'n Butter Store and Save the Difference!

BREAD 'N BUTTER STORE

IRAAN, TEXAS

FRIDAY-SATURDAY

NO LIMIT TO ANYTHING

We Have Made It Possible, for the first time in years, for YOU to buy High Quality Foods at Reasonable Prices—we ask you to compare our prices with San Angelo Prices. Now—we are proud to announce the following All-Week (Friday to Thursday) Specials:

HEINZ BABY FOOD 3 FOR

20c

Fresh Fruits

- ORANGES 10-lb. bag, 45c
COCONUTS ea. 18c
TANGERINES lb. 09c
GRAPEFRUIT, large ea. 03c
BANANAS lb. 12c

Vegetables

- CELERY ea. 17c
ONIONS lb. 05c
Yellow or White SQUASH 12c
BELL PEPPERS 10c
MUSTARD GREENS 05c
GREEN BEANS lb. 17c
CAULIFLOWER lb. 12c
NEW POTATOES lb. 08c
CABBAGE lb. 05c
FRESH TOMATOES lb. 19c

Bunch Vegetables

- TURNIPS 05c
RADISHES 05c
CARROTS 05c
GREEN ONIONS 05c

Market Specials!

All Our Meat Is Armour's Highest Quality

Seven Cut

Beef Roast lb. 35c

Pork Shoulder Roast lb. 39c

Armour's Beef

Short Ribs lb. 29c

Skinless Franks lb. 39c

Armour's Star

Sliced Bacon lb. 68c

Round Steak lb. 49c

Loin Steak lb. 49c

Armour's Star, Pure Pork

Sack Sausage lb. 45c

Club Steak lb. 49c

Pure Beef

Ground Meat lb. 32c

Nice Creamy, 12 Oz. Package

Cottage Cheese 25c

- HEART'S DELIGHT SPINACH, No. 2 can 2 for 27c
FRUIT COCKTAIL No. 2 1/2 can, 37c
APRICOTS No. 2 1/2, 25c
RED SOUR PITTED CHERRIES No. 2 Can, 38c
SCOTT CO. RED KIDNEY BEANS can, 10c
STAFF OF LIFE MUSTARD GREENS, reg. 14c, No. 2 can 2 for 15c
APPLE SAUCE No. 2 cans, 23c
NUMBER 2 CAN TOMATOES 16c
MOUNTAIN PASS PINTO BEANS No. 2 can, 15c
CUT GREEN BEANS, No. 2 can 2 for 23c
MEDINA SAUER KRAUT No. 2 1/2 can, 16c
NUMBER 2 CAN HOMINY 09c
MIXED VEGETABLES No. 2 can, 16c
SCOTT CO. CORN No. 2 can, 15c
PORK AND BEANS 2 for 19c
KERN'S CHILI SAUCE 12 oz. bottle, 19c
FRESH GREEN SHELLLED BLACKEYED PEAS No. 2 can, 19c
HEART'S DELIGHT TOMATO JUICE 46 oz. can, 25c
GRAPE FRUIT JUICE, White Swan 10c
HEINZ CATSUP 25c
PINEAPPLE JUICE, no limit 23c

FROZEN FOODS

- Brussels Sprouts lb. 34c
Broccoli lb. 28c
Cut Green Beans 23c
Asparagus Spears 47c
Asparagus Cuts 38c
Strawberries 56c
Red Raspberries 56c
Apples lb. 30c
Applesauce lb. 23c
Apricots lb. 30c
Blackberries lb. 39c
Blueberries lb. 49c
Boysenberries lb. 44c
Red Cherries lb. 39c
Sweet Cherries lb. 43c
Grapefruit lb. 23c
Loganberries lb. 59c
Mix Fruit lb. 44c
Orange Juice 31c
PEACHES lb. 24c
Crushed Pineapple 34c
Tidbit Pineapple 41c
Cauliflower lb. 30c
Cut Corn lb. 23c
French Beans lb. 24c
Limas lb. 36c
Peas lb. 27c
Spinach lb. 27c
Corn on Cob 23c
Chili lb. 33c
Corned Beef Hash lb. 44c
Boiled Shrimp lb. 71c
5 lb. Rockfish lb. 43c
Cello Perch lb. 45c
English Sole lb. 54c
Ling Cod lb. 59c
Rockfish lb. 52c
Flounder lb. 59c
Cod lb. 43c

Get Our Prices Before You Buy Feeds