


The Ideal Chrismas Gift
We huve receired nem thimentot.
Elgin and Hamilton
Ladies and Gents Watches

## COMPLETE LINE

LSO APPROPRIATE AS GIFTS -

- DuBarry Cosmetic Kits
- Westinghouse Electrical Appliances
- Courtney's Mens Sets
- Schick, Remington and Sunbeam Electric Razors


ADMIRAL Colored Otrs. lb, Not low prices now and then, or here and there-but low prices EyERY



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## Hey Kiddies!

## Santa will visit our store CHRISTMAS EVE

 With a bag full of Sweets for All of the Kiddies
TheLynxClaw


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|  | $\begin{array}{ll}\text { Name } & \text { Betty Tilley } \\ \text { Age } & 16\end{array}$ | tucky in exchange for holly, mis- |
| on |  |  |
| Asst. Editor Ginger Atkinson | Ambition |  |
| Fashion Editor Elma Plpkin |  |  |
| Society Ed. Margarete Wilbanks | Color Hair Brown <br> Color Ryes Blue | ${ }^{8}$ |
| Feature katior Louise Walker |  |  |
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|  | Favorite Male Movie Star | g |
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| College. Alpine, Texas Texas |  |  |
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## Again in 1949 MORE PEOPLE HAVE BOUGHT CHEVROLETS than any other make

-iust as they have done during the total 19-year period, 1931 to ciate!


FEED

## EQUITY RANGE CUBES

2 LBS PER DAY PER HEAD DOES THE JOB
EQUITY RANGE CUBES help supply essential proteins to supplement winter forage conditions, and also supply the animals with all essential vitamins and minerals. Molasses adds palatibility These essential nutrients contribute to the development of a well balanced nutritional program, in which a desirable degree of utilization of all nutrients is achieved. The animals benefit from the food elements contained in the range cubes themselves; they also benefit because on a well balanced feeding program, they make fuller utilization of grains and roughages which they consume, as well.

Fighwar Signs For Texas Hi. Should Aid MotoristsASWell aving Accidens On Cures






## ave! SAVE! SAVE! SAVE! SAVE!

 SALE
## ERVEL Refrigerators at a Bargain


e have six "Floor Sample" SERVEL refrigerators at a big savingWhile they last.

## NEW \& USED

 Priced toSell New Magic Chef Butane Cook Stove Visualite Oven,Regular $\$ 274.50 \quad$ Now 5224.50 New Magic Chet Butane Cook Stove Regular $259.50 \quad$ Now 214.50 Used Tappan Range, 1947 Mosel, Looks like new New 1950 Model Tappan Electric Pange--None Better Model Tappan Electric PEDCED

Used Roper Range--Reconditioned $\quad 65.00$ $0^{\prime}$ Keefe and Merritt Range-Used 3 Months, Like New | Used Natural Gas Range--Plenty of S rivice left |
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| $\mathbf{4 5 . 0 0}$ |

New 8Ft. Standard Servel $\$ 003.50$. 334.50 New 6 Ft. Standard Servel $277.50 \quad 277.50$ New 6Ft. Dlx. 'S' Mdl. Servel 395.00 . 345.00 New 4Ft. Standard Servel $278.50 \quad 208.50$ Used 1939 Model 8 ft . SERVEL .-- A Bargain At - $\$ 150.00$ Two 1941 Model 8 ft . SERVELS .-.. A Bargain At - $\quad \mathbf{\$ 1 5 0 . 0 0}$ Two 1940 Model 8 ft. SERVELS .-- Absolutely Clean $\$ 185.00$ One 1942 Model 4 ft. SERVEL .-.. Clean, Bargain Price - $\$ 95.00$

Reg. Sale

## Heating Stoves

Iev \& I Ised


2 Brilliant Fire Vented Space Heaters (Shop Worn) Reg. 71.50. Now 40.00 New Empire, Butane Space Heater Regular 85.00 ..............w 50.00

We also have numerous other items at a reduced price. We must reduce our inventory.

Morse News
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PORTRAITS FOR CHRISTMAS


Chisimas
Decorations Up
 Phillips Camp News

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COURTNEY STUDIOS Borger, Texas 412A N. Main

Centified OOESNT MEAN
A MORE EXPENSIVE LAMP
 IT MEANSA Better LAMP

In looking for lamps which bear the all-important "Certifiod" tag yourli be surprised at the wide range in prices. You will find that this tag is not granted only to the makers of expensive lampe,
but also to the makers of lampa which sell at popular prices. The Certified tag means that the manufacturer of that lamp, regardless of its selling price, has met 105 specifications in to construction

See these modern lamps soon at your favorite store. They're built to exacting "Certified" standards in a wide selection of sizoes,
styles and colors. styles and colors.

They're built, too, to bring more light into your home, because indirect light at the same time!
When next you buy a lamp, make sure it in "Certifed." Inquire
at your favorite store for this now lamp.

## SOUTHWESTERN

PUBLIC SERVIEE
COMPANT


