

The Wheeler Times
 R. J. (BILL) DISON
 Editor and Owner

Published Every Thursday at
 Wheeler, Wheeler County, Texas

SUBSCRIPTION RATES
 In Wheeler County.....\$1.50 a Year
 Outside Wheeler County \$2.00 a Year

Entered as second-class matter Dec.
 18, 1933, at the postoffice at Wheeler,
 Texas, under Act of March 3, 1879.

THURSDAY, OCTOBER 14, 1943



**Pertinent Paragraphs
 from Panhandle Press**

Items of interest culled from newspapers on the Times' exchange list.

The Safety Council states that one-third of the accidents happen in the kitchen, but forgets to add that most of them come to the table labeled as pies, cakes, biscuits and puddings. —Tulia Herald.

Vice presidential booms are not usually important. They seldom develop to the extent of being visible to the naked eye, and they have a way of shrinking beyond even microscopic inspection when the convention meets and the men in the smoke-filled hotel rooms get down to realities. The support which Speaker Sam Rayburn is developing for the running-mate nomination, however, is a different matter. If, as seems likely now, the exigencies of politics call for a southerner for that nomination, the Texan will at once be in a favored position. There are conditions which make it highly probable that someone from the South, someone who has been friendly to the administration, will be chosen. If those conditions prevail when the convention meets, Rayburn will be the No. 1 possibility. —Wichita Falls Times.

The time has come when scrap metals are needed again, especially iron. The reserves built up by the last big scrap drive are getting low. The collection of varied junk which graced front lawns, gas stations and other collection points were then carried to junk yards and there sorted into the kinds needed by the mills making the different types of steel. Then they were taken to railways, where the vast piles of a year ago have been dwindling as the cars are able to carry it to the mills. There, again, vast piles were built up, and ton after ton taken from them as the mills needed scrap to mix with the ore. Now piles are small, and the mills call for help once more.

About 15,000,000 tons are needed for the last half of this year. So it's time to go over the attic, the kitchen cupboards, the cellar, the garage, the back yard, the woodshed, the vacant lots, again. The old, rusty, unused tools, the pots which were always going to be fixed up and have not been, anything and everything of metal which farm, factory or household can get along without, will be needed.

The war is not over. Far from it. The fact that it is going so well means that greater and ever greater effort is needed to maintain the pace. The more everybody helps now, the sooner the end can come. More scrap for the scrap! —Amarillo Times.

Wendell Willkie has announced that he will be willing to run for President on the Republican ticket, provided the party adopts his platform. The old guard isolationists are determined that Willkie shall not be chosen. He has to whip that bunch before he can hope to receive the nomination. There is no longer

little question about Roosevelt seeking a fourth term. The President completely overshadows every potential candidate in the Democratic ranks. If the war is still on by November, 1944, even Willkie will have little chance of winning against the President. —Canyon News.

While man is a boy once, wives and mothers know that the period extends from the day his hand leaves the cradle until that hour when he is motionless and his friends speak in whispers. —Matador Tribune.

Few of us would have much confidence in an alliance with anyone with whom we had fought a few days before. This is the situation of the Allied troops who will apparently be fighting alongside of Italians shortly when but a few weeks ago they were killing one another. The whole strikes us as merely an Italian plan to gain spoils from the winner just as they joined Hitler to rob France. —Quanah Tribune-Chief.

Times Wantads—5c a line.

Mrs. Grace Bryson of St. Louis, Mo., field representative of the American National Red Cross was in town Thursday and Friday of last week. Mrs. Bryson visited with Miss Blanche Grainger while here. Mrs. Dick Guynes and daughter, Presley, visited their son and brother, Pfc. Clyde Guynes of Abilene, Thursday of last week.

Lee Guthrie went to Erick Friday on business.

Walter Anglin Jr., and family of Amarillo visited in the Lonnie Lee home Sunday afternoon.

An Invasion

Up in Maine several bears have invaded a village and done damage to the poultry, sheep and pigs of the community. The residents have had to establish a night watch and still the bears are getting livestock. They have chased sheep into town and a man to his doorstep. We then read of a woman in Texas going out on her front porch and finding a wolf asleep in her porch swing! A reader of Wheeler suggests that the two stories might be credited to the animals suffering along with us in the meat rationing and that they have their own way of running a black market. But with a shot gun handy the bear is running a pretty big chance, for he would save some red coupons in steaks. War is no respecter of the animal kingdom, man or beast.

An Equal Income?

Here are a few facts to think about when you hear someone speak of equalizing the income of the whole world, in the peace that is to come. The American people might well bear in mind that the income of this country is 36 per cent of the TOTAL income of the entire world. Although we have only six per cent of the population of the world, we have 30 per cent of all the nation's wealth. Now, let us figure on an equality basis. It would follow that the U. S. would distribute to the world 30 per cent of her income, retaining six per cent. It would reduce the individual to 5-6 of the family income. But there will be such a tremendous cost for rehabilitation for so many of the nations of the world, there has been so much of lend-lease, that the billions of dollars that have been spent, that will be spent, are the best answers to equalization of income.

Facing Facts

There has been a change of policy with regard to the showing of pictures in both press and films of fatalities to American soldiers, of loss of planes, ships and tanks. It was formerly felt that pictures of our dead and injured wouldn't help the public morale, that it was unnecessary to pour on them the fact that losses can be suffered by both sides. But now the policy is being given an about face. Due to many Americans feeling that the war is about over, that we are just "cleaning up," women are quitting vital defense jobs, excuses are made for not buying bonds, production is slowing up. So our government feels we need some of the horrible details to remind us, to keep us remembering that the war is far from over. We have seen pictures of our advances, can we take our reverses, the pictures of boys on stretchers in jungles, paratroopers lying in groups as they were mowed down, our ships sinking. It is true, it has been a fact. Here in Wheeler we are working to put an end to the pictures by working to end the war.

Machine Hands

Praise for the mechanical hired men of Wheeler county farms, the combines and tractors that have successfully competed with high wages in industry and brought home the results! It would not have been possible to harvest the country's crops with the labor shortage, minus these mechanical hands. Oldsters around here can recall those days

A negro sergeant said to a bunch of colored rookies: "From now on when Ah blows dis yere whistle, Ah wants to see a huge cloud o' dust come bolin' outa dem tents an' when dat dust clears away, Ah wants to find two rows of statues."

Texas is threatened with the loss of 200,000,000 cubic feet of gas a day through the construction of a pipeline that will build up the factories of the East and deprive our State of an opportunity for industrial development. Austin is talking against it. Let's have action.

If you visit the Lower Rio Grande Valley, the miracle of its development is right before your eyes—the "before" and "after." You see not only the great groves of grapefruit and orange trees, which produce thousands and thousands of carloads of fruit a year—but, in many instances, you see just across the road, the "brush country" in its untamed condition: Spanish bayonet, prickly pear, ebony trees, mesquites, vines and thorny bushes so thick as to seem almost impenetrable except to a man swinging a machete.

There was another negro sergeant who said, "When I says 'Eyes, right', Ah wants to hear dem eye-balls click."

The other day as I was in line to pay my lunch check, I noticed on the counter a small stack of chocolate bars—the first ones I had seen in several months. The man ahead of me picked up five but the cashier explained that the limit was one to a customer, so he had to put back four. As a result, four other persons—who had just as much right to enjoy a chocolate bar as that human hog did—were able to buy one.

And yet there are some people, including one or two in public office, who insist that rationing is unnecessary.

Tom Foster, widely known Texas newspaperman, now in the Seabees is happy over the fact that the 99th Naval Construction Battalion of which he is a member has been christened by Governor Stevenson as the "Lone Star Battalion." One-fifth of its members are from Texas. Commander Richard R. Cook said that, while he is a loyal West Virginian and the battalion has men from every state, "we are proud to be signally honored by such a great commonwealth."

when a few farmers brought home the first "fool contraptions" and maybe didn't have fuel to run them and called themselves harsh names for falling for the new-fangled machines. Those days the farmer's wife slaved in a kitchen cooking for threshers and the hard work made the farmer cease his labor at an earlier age. But into the barns came the combine and tractor and the farmer took a new lease on life. He wasn't too old for this business when even youngsters could handle them! So we pay tribute to these mechanical helpers that have had a hand in making this nation the great agricultural one she is.

Professional Column

INSURANCE

C. J. MEEK
 AGENT
 Night Phone 124 Day Phone 48

J. D. MERRIMAN
 County Surveyor, Wheeler County
 Licensed State Land Surveyor
 Wheeler, Texas

CHAPMAN'S DAIRY
 Good fresh Milk, Cream, Butter
 and Buttermilk
 Deliveries twice daily
 Phone 902-F11 Wheeler

TRY
Wheeler Bread
 and
Family Loaf
 CITY BAKERY

ROGUE THEATRE

Johnny Mack BROWN
 Tex RITTER
 —in—
"DEEP IN THE HEART OF TEXAS"
 Fri. — October 15-16 — Sat.

George BRENT Priscilla LANE
 —in—
"SILVER QUEEN"
 Pre. Sun. Mon. Oct. 16-17-18

"DuBarry Was a Lady"
 Starring
 Red SKELTON
 Lucille BALL
 Gene KELLY
 Wed. — October 20-21 — Thurs.

Medical Care Program Again Available

The long waited for has arrived—We have been waiting since August for the approval of government funds to continue the operation of our Health Program.

We realize that hardships have visited the homes of many families during the months of September and October because of operations and hospital bills, but we must also realize that congress has had many requests for funds to supply the boys on the fighting front with many needed necessities. Congress also feels that an adequate medical care program will enable families to buy more war bonds and stamps because of less sickness and more working days.

Our program will be different from the past program as specified in the letter from Washington which eliminates drugs and dentistry.

The services offered are as follows:

1. General Practice (Visits to the doctors office and emergency home calls).
2. Surgery (All types of operations).
3. Hospitalization (10 days in the hospital for any one case of illness).
4. Referred Surgery and Hospitalization (This is for patients whom the local doctors say should have the care of a specialist).

We are allowed enough subsidy to care for 2,000 families in Wheeler and Collingsworth counties.

The subsidy has been divided in this order:

1. Wheeler Community ----- 700 families
2. Shamrock Community ----- 650 families
3. Wellington Community ----- 650 families

This federal money is set aside for your community if you and your doctor want to cooperate in such a program.

Have you made out an application?

Please make an effort to have your payment in by November 1, as we plan to start operation for the Wheeler Community on that date.

Please do not wait until the 700 families have been exhausted and then want in the program as we now have about 600 applications for the Wheeler Community.

Board of Directors
 Wheeler County Rural Health Service

Have a Coca-Cola = Here's tae us



... or how to build friendship in Scotland

Toasting a new acquaintance, the friendly Scotsman says, *Here's tae us*. The American fighting man responds, *Have a "Coke"*, and a new friendship is sealed... in Dundee as in Dallas. A-ound the globe Coca-Cola stands for *the pause that refreshes*—has become the symbol of the friendly-minded.

BOTTLED UNDER AUTHORITY OF THE COCA-COLA COMPANY BY

SHAMROCK COCA-COLA BOTTLING COMPANY



It's natural for popular names to acquire friendly abbreviations. That's why you hear Coca-Cola called "Coke".

THE CORRAL

Items of interest pertaining to the Wheeler Schools

Editorial

School loyalty and school spirit are important elements in training for school citizenship. The name and prestige of a school mean much to the student and to the school supporters. Often times the prestige of a school is placed in jeopardy by the display of poor sportsmanship. A trustworthy student has a sense of responsibility, keeps his word, and can work without supervision.

Why should we be loyal, and why should we develop a school spirit? Why does the prestige of our school mean much to us? Why should we be trustworthy, honorable, and show responsibility?

Although our school spirit and school loyalty are improving, we should work harder to make them better. Our school prestige means much to us, and makes us a better citizen, more loyal, and trustworthy, and gives us a feeling of responsibility. By our words as well as our deeds may we show loyalty and pride for our school. We will find many opportunities to show good citizenship, loyalty and pride. It is left up to us to take these opportunities, and often times make them. If we take advantage of each opportunity we will improve rapidly, we will build our school spirit, morale, and make our prestige greater.

Library

The library has been organized and books may now be checked out. We have some new regulations that we expect each student to follow for their own good and protection, as well as for the protection, and to preserve the library. We have some new supplies and materials with which to mend the old books. There have been some new volumes added to the shelves. The student librarians receive a credit for their work. The librarians are First period—Naomi Merritt and Josephine Noah; Second period—John A. Noah and Carroll Pendleton; Third period—Lewis Martin and Carroll Pettitt; Fourth period—Red Richerson and Henry Risner; Fifth period—Harvey Wright and Mable Lamb; Sixth period—LeRue Cole and Marie Warren; Seventh period—Neva Jane Weatherly and Dorothy Pond; Eighth period—Mary Lee Reid and Peggy Weatherly. Mrs. Brown is the faculty supervisor.

Homemaking

The homemaking girls have finished a project of cleaning the yard, mowing the lawn and trimming the hedge. We ask that the students of the school help keep it clean by not throwing rubbish around and by using the walks instead of walking on the grass.

They also cleaned the cottage on the inside, washed the light fixtures

and hung curtains. The girls have organized their Homemaking club. The officers are: president, Peggy Weatherly; vice president, Mary Lee Reid; sec.-treas., Ida Mae Martin; reporter, Barbara Ashley; parliamentarian, Floy Bradstreet. They are to meet twice monthly.

Senior Personality

Bobbie Ashley—Senior class vice-president; age—18; years in W. H. S.—2; favorite teacher—Mrs. Brown; favorite subject—biology; hobby—being independent; favorite like—a grand time; favorite dislike—hard work; ambition—to be a cosmopolitan.

Did You Know?

How Harvey knew that Mr. English liked to sit on grass-burrs. (Who said he did?) How it happened that Harold Whitener and Junior Pendleton have become studious at the lunch hour? Jim Johnson, ex-student, visited school Friday? Jim is being inducted into the air corps soon. How all the students in English 4 happened to make A's Thursday? Why Red Richerson is always telling Mrs. Brown her hair or dress is pretty? Harvey Wright has just returned from a week's visit in Wichita, Kansas, with his sister, Janelle Crowder and Bobbie Ashley accompanied Mrs. Guynes to Camp Barkley to see Clyde and Glenn Robertson. La Rue visited in Pampa Sunday. Why the Seniors, their sponsor, and our Superintendent were so dressed up Wednesday? We heard some pictures were taken.

Juniors

The English 3 Lit. class seems to be using a negro dialect since they read the story about "Brer Rabbit." There seemed to be quite a hot parade Friday, if any one doesn't believe it, they should have seen Wilma, Mary Frances and Donnie at noon. The Junior girls received their "Red Cross Nutrition" certificates from Mrs. Wiley this past week. Don't all we Juniors wish we were as studious as Mary Lee Reid.

Sophomore Preview

We wonder who burst the watermelons on the Home Ec. building steps? (We think Harvey and Charles Ray could tell us.) We wonder why Mr. Dyer is always punching the clock in the study hall? (Could it be because it plays hooky and skips a class so often?)

Freshmen

We Wonder Why? June was so disappointed Wednesday night at the skating rink? Ask Charles Ray Riley. Ida Mae doesn't want anything in the paper about her? How the Freshmen are standing their first three weeks test in high school? What Barbara and Junior were so seriously discussing out on the back steps at the school house Friday at noon.

Mrs. Madge Page of Lefors was in town Friday on business and visited her mother, Mrs. C. H. Clay, while here. Mrs. Clay accompanied her daughter home for a short visit.

MOBEETIE HAPPENINGS

By Mrs. F. C. Peace

Lt. and Mrs. William A. Leonard and son, Billie, are here visiting his parents, Mr. and Mrs. R. B. Leonard, and other relatives. He is stationed at Hondo, Texas, and is an instructor in navigation.

Mr. and Mrs. Ben Anderson and daughter, Miss Kate Anderson of Pampa, visited their sister, Mrs. W. D. Key, Sunday.

Miss Ila Poole, a teacher in the Pampa schools, was a visitor of Mr. and Mrs. Frank Lee Sunday.

Mrs. C. C. Givens of Clarendon was a weekend visitor in the Jack Worthington home.

Guests in the Brady Meadows home Sunday were Mr. and Mrs. Arthur Rankin and daughter of Pampa, Mr. and Mrs. Farmer Hefley and Claudy Brotherton.

Jimmie Coward spent the week-

end with his grandparents, Mr. and Mrs. J. W. Durham, Twitty.

Mr. and Mrs. Floyd Ritchie were called to Macomb, Oklahoma last week because of the death of Floyd's brother.

Pfc. Clyde Bonds of Shepard Field came home Friday for a few days visit with relatives.

Rev. Ted Ewing's little son, Hobart, is ill this week.

Mr. and Mrs. Fay Bearden were business visitors in Shamrock last week.

Pfc. Henry Lane, who is stationed at San Bernardino, California, air base, is home for a short visit. He is the son of Mr. and Mrs. B. R. Lane.

Mr. and Mrs. Arthur Burks have returned from a visit with their daughter, Mrs. Cecil Eubank in Seymour. Alvis Burks had charge of their store while they were gone.

Clarence Key of Lubbock is visiting his father and mother, Mr. and Mrs. W. D. Key. Clarence is in

LOCAL NEWS ITEMS

Mrs. Vera Jamison and Mrs. Floyd Morris and Mrs. Wayne Morris were visitors in Shamrock, Monday.

Doc Willson and family moved to Pampa Friday of last week and the Lee Nippers moved in the house vacated by them.

Mrs. Floyd Morris, Mrs. Loyd Lee and Delores Ahler were Amarillo visitors last Saturday.

Mrs. Vera Jamison has received word that her son, M. Sgt. Virgil

the jewelry business at Lubbock. Mrs. Eisenmenger and Mrs. Brooks McLaughlin were visiting Mrs. D. D. Thomas and daughter last week.

Pfc. Lawrence Scribner is visiting home folks this week. His mother has been very ill.

Mr. and Mrs. C. W. Sanders have a new grandson. The parents are Sgt. and Mrs. E. Carroll of Pampa.

Jamison has been called for overseas duty.

Mrs. Thurman Adkins and children, Thurman, Jr., and Lynda, of Shamrock, Mrs. F. S. Parker and daughter, Diane, of Amarillo, were Tuesday visitors in the A. B. Crump home.

Mr. and Mrs. Floyd Morris visited with Mr. and Mrs. Bill Mason in Oklahoma City, Okla., last week.

Mr. and Mrs. Shelby Pettit and sons, Mr. and Mrs. Russell Barker and son, Mrs. Ted Clay, Mrs. M. D. Callan and Miss Geraldine Williams were Sunday dinner guests of Mr. and Mrs. M. V. Callan.

Flight Officer Sidney Mayfield of Shamrock, visited his aunt, Mrs. Fred Farmer last week. He has received his wings as a bomber pilot from Lubbock training school and will go from here to Tampa, Fla., for further training. Flight officer Mayfield is a son of Mr. and Mrs. Sidney Mayfield of Shamrock and has been in service two years in Alaska.

These Are Not Specials But Everyday Shelf Prices

Because our prices are as low as any store in the county, you save in several ways by trading with a home owned, home operated store.

We believe we have the widest and most complete assortment of full economy grocery items from which to select your needs, which makes your shopping a pleasure rather than a task.

It is to your advantage from a standpoint of convenience to shop early in the day and early in the week. Since our grocery orders come in during the first part of the week and our specials run from Friday morning until the following Thursday night, by shopping early in the week you are assured of low prices and a more complete stock to choose from.


OXYDOL	Large Size	23c
SUPER SUDS	Large Size	23c
I. G. A. Soap Grains	Large Size	23c
I. G. A. SALT	26 oz. box	7½c
I. G. A. SODA	1 pound box	7½c
I. G. A. CORN STARCH	1 pound box	7½c
I. G. A. CAKE FLOUR	44 oz. box	25c
Good Value Pancake Flour	3 lb. pkg.	19c
Post Toasties	18 oz. box	13c
Grape Nuts	Regular Size	14c
SHREDED WHEAT	National, regular size	12c
I. G. A. OATS	48 oz. box	23c
Gold Tost Bran Flakes	large size	11c

Specials Beginning Oct. 15 Through Oct. 21

	Price	Rationed Items	Blue Points	Price
SWAN'S DOWN cake flour	27c	TURNIP GREENS	10	14c
44 oz. box		No. 2 1-2 can		
Mrs. Tucker's Shortening	73c	SPINACH, I.G.A.	19	19c
4 lb. carton		No. 2 1-2 can		
Vigortone Malted Milk	53c	I.G.A. PEAS	18	18c
16 oz. jar		No. 2 can		
PEANUT BUTTER	50c	CUT GREEN BEANS	8	12c
Full quart		No. 2 can		
		CORN, Toledo	13	15c
		No. 2 can		
		Grapefruit Juice	4	31c
		46 oz. can		
		Grapefruit Hearts	10	17c
		No. 2 can		

PRODUCE		MARKET	
GRAPES	25c	Fresh Side Pork	30c
2 pounds		Per pound	
CABBAGE	3c	Hot Barbecue and Brick Chile	
Per pound		BEEF ROAST	27c
ONIONS	13c	Per pound	
8 pounds		Loin or T Bone STEAK	35c
POTATOES	31c	Per pound	
10 pounds			

Specials Beginning Oct 15 Through Oct. 21



MAGIC BAKE FLOUR
enriched
24 lb. sack **\$1.07**
48 lb. sack **\$2.07**
24 lb. sack **\$1.09**

FINER QUALITY AT LOWER PRICES FROM COAST TO COAST

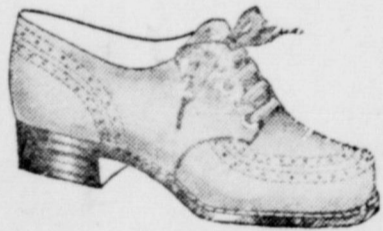
CLAY'S

*** Home-Owned *** Home-Operated ***

FOOD IGA STORE

Just Received a New Shipment of

SHOES



LADIES' DRESS SHOES
SCHOOL GIRLS' OXFORDS

New Fall Materials arriving daily—

WOOL JERSEY
54 inches wide
\$2.25 a yard

100% WOOL
54 inches wide
\$2.95 a yard

Wool and Rayon
54 inches wide
\$1.95 a yard

Plaids or Solids in a variety of colors.

SILK JERSEY
36 inches wide
\$1.95 a yard

WASH SILK
36 inches wide
79c—89c a yard

MILHANY'S

For Everything You Wear

WHEELER

TEXAS

HOMEMAKERS SHOULD TAKE UNUSUALLY GOOD CARE OF HOUSEHOLD COTTONS

By Betty Sue Bownds
Assistant H. D. Agent

Homemakers had better take unusually good care of their household cottons because supplies are getting short. That is especially true of such items as sheets. Many department stores and mail order houses have sold their entire stocks. Others are limiting their sales to customers.

The reason for this shortage is simple. The armed forces have great needs for sheets and pillow cases, so civilians cannot expect much change in the situation. Comforts and blankets still are in production, but there is little wool in them. They are shorter now; ordinarily, they cannot be longer than 84 inches and they are limited to four colors. No duck or goose down can be used in comforts except what has been used before, sterilized and reprocessed. The new down goes into sleeping bags for soldiers. Cotton felt, cotton or wool waste and reprocessed wool can go into comforts, but the trouble is the shortage of comfort covers, not the filler.

There will also be a sharp reduction in bedspreads. The same

goes for table linens and dresser scarfs. Before the war is over many people may be using individual mats of cork, cellophane, or asbestos rather than tablecloths. Paper napkins are much more widely used now because they save labor and materials.

If you must buy sheets and household linens, and you can find them, remember to read the labels on what you buy. Check on the thread count first, and pay close attention to the amount of sizing or starch. Since cottons must last a long time, it will pay to buy the best you can find.

CAN THE SAFE WAY

Homemakers who do not have access to a pressure cooker and are eager to preserve non-acid vegetables and meats this fall are urged to freeze, brine, dry, or cure them. Miss Murle Scales, home demonstration agent, quotes a nationally known bacteriologist of California as advising that a pressure cooker only must be used for preserving non-acid foods. This authority, Dr. K. F. Meyer of the University of California Medical Center, says if spores of certain bacteria (Clostridium botulinum) are present in any great number, boiling water will not

destroy them.

"No process should be recommended for the water bath method, and housewives should be instructed not to use this method of preservation for non-acid foods under any circumstances," Dr. Meyer says in a recent letter. He adds that the same principle applies to open kettle and steam bath methods.

With regard to oven canning, Dr. Meyer says: "Oven cooking should not be used for any canned foods, non-acid or acid, under any circumstances." The reason for this is that the transfer of heat from the air is many times slower than from steam at the same temperature.

Miss Scales says these statements from a noted authority strengthen the Extension Service recommendations for home canning which are followed by thousands of Texas homemakers, both rural and urban. She adds a word of caution, however, that if possible pressure cookers should be tested carefully before fall canning, especially the new war-time cookers which may not maintain sufficiently high temperatures and pressure.

She adds that the maximum thermometer for testing pressure cookers may be borrowed from the office of the home demonstration agents.

Mr. and Mrs. Fred Farmer visited the Mayfield family in Shamrock Saturday night.

Mr. and Mrs. Floyd Adams and son were shopping in town Saturday.

Mrs. Elsie Mae Hood and daughter, Johnett, of Canadian were in town Saturday on business.

Choose **CHRISTMAS GIFTS** Now at **Firestone**

She's Beautifully Dressed From Tip to Toe!



"Plassie"
BABY DOLL
4.98

Her name is "Plassie," and she's this year's wonder baby! She has long lashes and she cries if you tip her. Her plastic head (brand new idea!) tilts and turns like a real baby's. She's 18 inches tall. Choose her now... Use our Christmas Lay-A-Way plan!

For Little Folks to Use!



TABLE AND TWO CHAIRS
5.95

They have a lovely maple finish just like grown-up furniture. Table is 24x18 inches and the cute little panel-back chairs are 23 inches high. For ages 2 to 8.

An Extract from . . .

Report On Voluntary Conservation Program for Electric Utilities

"Each utility will be expected to advise its customers of specific steps which they should take in cooperating in the program. The four fields of electric energy use within which the conservation program should be particularly urged are the commercial, white way street lighting, residential, and industrial fields. These are further broken down below into classes of use. "The term "night-time" as used in the following numbered sub-paragraphs may be defined as the period starting at dusk (30 minutes after sunset) and ending at dawn (30 minutes before sunrise).

"It should be made clear to customers that the desired savings in lighting should be obtained primarily by the turning off of lights which are not necessary and by replacement at renewal time when lamps are burned out, with lower wattage lamps.

(1) Indoor and Outdoor Advertising, Promotional and Display Sign Lighting.

- (a) Daytime: Eliminate completely.
- (b) Nighttime: Reduce burning hours so far as practicable but in no case burn for an interval exceeding two hours and only during the period from dusk until 10:00 p.m., in terms of local time.
- (c) Electric sign necessary for direction or identification of places of public service, such as public restaurants, public lodging establishments, transportation terminals, etc., may be operated during nighttime but only while the establishment is open for business.

(2) Decorative and Ornamental Lighting Including Decorative Flood Lighting.

- (a) Exterior Lighting: Eliminate completely at all times.
- (b) Interior Lighting: Eliminate all non-essential lighting; reduce the balance by the maximum practicable amount.

(3) Show window Lighting which does not provide essential interior illumination.

- (a) Daytime: Eliminate completely.
- (b) Nighttime: Reduce burning hours so far as practicable but in no case burn for an interval exceeding two hours and only during the period from dusk until 10:00 p.m., in terms of local time.
- (c) Reduce wattage by maximum practicable amount.

(4) Lighting of Marquees (other than advertising signs) and Building Entrances.

- (a) Daytime: Eliminate completely.
- (b) Nighttime: Reduce intensity by maximum practicable amount consistent with public safety consideration.
- (c) Eliminate completely when establishment is not open for business except for amount necessary for protection.

(5) Lighting of Outdoor Business Es-

tablishments.

- (a) Daytime: Eliminate completely.
- (b) Nighttime: Reduce in intensity by maximum practicable amount.
- (c) Eliminate completely when establishment is not open for business except for amount necessary for protection.

(6) General Interior Illumination and Show Case Lighting.

- (a) Eliminate all non-essential lighting.
- (b) Reduce remainder by the maximum practicable amount consistent with public safety consideration and eyesight conservation.

(7) General Conservation by Commercial Customers.

- (a) Turn off lights and appliances when not actually needed.
- (b) Eliminate unnecessary use.

(8) Air Conditioning.

- (a) Adopt more moderate margins of reduction in temperature and relative humidity.

(9) White Way Street Lighting.

- Reduce wherever practicable to lower levels consistent with public safety.

(10) Residential.

- (a) Eliminate all waste in the use of various electrical appliances such as refrigerators, radios, ranges, space heaters, water heaters, etc.
- (b) Turn off lights and appliances when not actually needed.

(11) Industrial.

Many economies can be achieved in the use of electric energy by industrial plants both large and small without adversely affecting volume of production. By proper publicity these economies should be called to industrial plant managers' attention. Utilities should utilize services of their power engineers and other personnel to assist industrial customers to effect more economical use of electrical energy, keeping in mind the necessity of maintaining or improving maximum production levels.

(12) Exceptions.

The Committee wishes specifically to direct attention to the fact that no effort should be made to curtail necessary military, aviation, and police lighting, lighting essential to public health including conservation of eyesight and safety, plant protection, transportation and production purposes.

As outdoor recreational activities are considered essential for war-time morale, the use of electric energy necessary for this purpose should not be discouraged. Of course, to the extent that economies can be achieved in the above fields without impairment of function, they should be urged and encouraged. The reasons for the above exceptions should be made clear to the public."

Prepared and reprinted at the request and under the sponsorship of the Office of War Utilities, War Production Board.

Adopted by Special Task Group, July 13, 1943. Approved by informal Electric Advisory Committee, July 14, 1943.

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