

THE HEDLEY INFORMER

VOL. XXVII

HEDLEY, DONLEY COUNTY TEXAS, AUGUST 6, 1937

NO. 39

REAL FOOD VALUES FRIDAY & SATURDAY

Flour	
Flour, Ponca Best, 48 lb.	\$1.75
Flour, Royal Arch, 48 lb.	\$1.59
Meal, 20 lb. cream	75c
Spuds, No. 1, pk.	29c
Cabbage, lb.	3c
Coffee, W P, lb.	23c
Rice, 4 lb. Blue Rose	25c

Canned Foods	
Kraut, Corn, Tomatoes, Spinach, Cut	
Beans, Hominy, 3 No. 2 cans	25c
Pink Salmon or English Peas, 2 for	25c
Beets, 2 No. 2 cans	27c
White Swan Luncheon Peas, 2 for	35c

Sweets	
Preserves, strawberry, peach, grape or cherry, 2 lb. jar	43c
Apple Jelly, 2 lb.	23c
Apple Butter, 2 lb.	21c
Grape Juice, qt.	35c Pt. 19c
Honey, strained, 1/2 gal.	59c
Syrup, ribbon cane, gal.	59c
Moore's Red Barrel Syrup, maple, honey or ribbon cane flavor, 1/2 gal.	43c

Market Specials	
Belogna, 2 lb.	25c
Roast, rib or brisket, 2 lb.	25c
Steak, good and tender, lb.	18c
Dry Salt Jowls, lb.	21c
Breakfast Bacon, lb.	34c

We have what you want to buy;
we buy what you have to sell.

Harry Burden
Grocery and Market
PHONE 15

Clarendon Abstract Co.

Abstracts of title to any lands in Donley County

C. C. Powell, Owner
Clarendon, Texas

General Electric

Radios, Electric Refrigerators, Washing Machines,

gasoline or electric.

SEE US FOR PRICES BEFORE YOU BUY

TERMS TO SUIT PURCHASER

Wilson Drug Co.
Where You Are Always Welcome
PHONE 63

Old Settlers' Picnic

Following is the program for the old settlers' picnic Friday, Aug 13, at the Tate Grove

10:00 o'clock song America, and band concert, C. H. S. Band

10:30, address Sam M. Bras well

11:30, community sing song
11:30, string bands
12:00, noon, lunch
1:30, election of officers for ensuing year and business

After the business hour, the entire afternoon will consist of requested and volunteer numbers. If you have a number or know of anyone who has, please give your name and number to the program committee

Everyone bring a well filled basket, enough for your family and some friend, also bring plenty of cups or glasses and paper plates, as the association cannot furnish these articles this year. There will be plenty of ice tea and coffee furnished free to you if you will bring your own glass. Don't expect your friends to bring them for you as they will forget and you won't have anything to drink tea or coffee out of

Remember anyone wishing to help out on our afternoon program please give your name and number to program committee.

All Hedley business men and preachers have a special invitation. Everybody come and bring your head cheese, pig's feet, sauerkraut and weenies or what ever you have. Come prepared to meet your friends and have a good time.

R. W. Caldwell

Hedley friends are very sorry to learn of the death of J. K. Caldwell's brother, R. W. Caldwell, about 76 years of age, who passed away at his home in Bridgeport Sunday. He was a pioneer hardware merchant and highly respected citizen of that city, having lived there some 40 years. Funeral services were held Monday morning at 10:30 o'clock in the home, conducted by Rev. Miller, Presbyterian minister from Hedley. Interment was made in the Bridgeport cemetery

He is survived by his wife and three brothers and one sister, J. K. Caldwell of Hedley, J. P. of Sulphur Springs, W. B. of Memphis, Tenn., and Mrs. M. W. McDonald of Snyder, Okla.

Mr. and Mrs. J. K. Caldwell and son, Truman, and the editor attended the funeral services at Bridgeport Monday.

HEBLEY SINGERS

Hedley singing class meets next Sunday Aug 8, at the West Baptist Church. We have been having some good singing lately so let's keep up the good work.

Everyone is urged to be present. Remember the time, 8:30

Baptist Church Picnic

Members of the First Baptist Church enjoyed their annual picnic last Friday. About 75 gathered at the Luttrell Grove west of town and enjoyed the good eats and fun. After the lunch, Bro. Wells and family were given a pounding, and Bro. Wells expressed their appreciation. All present declared the picnic a most enjoyable occasion.

Close out on ladies' straw hats Your choice 15c at Hooker's.

Donald Moreman Dies

The Hedley community was shocked and grieved this week to learn of the tragic death of Donald Moreman, who was fatally injured Sunday morning when he dived into shallow water at Pale Duro Park, where the Moreman family was holding a reunion. His neck was broken and his spinal cord pinched by the dive. He was rushed to an Amarillo hospital, where an operation was performed, but failed to respond and passed away at 5:30 Sunday afternoon.

He was the son of Mr. and Mrs. Herlie Moreman of Brice, former Hedley residents. Donald was born here, and had spent the first 8 or 10 years of his life here. He would have been a senior in high school next year.

Besides his parents, he is survived by two brothers, Bobbie and Jack, a sister, June, and his grandparents, Mr. and Mrs. W. H. Moreman of Amarillo and Mrs. J. W. Reese of Hedley.

Funeral services were held at 8 o'clock Monday afternoon at the First Christian Church at Memphis. Burial was made in Memphis cemetery. Flower bearers and pallbearers were members of his class at Brice. Misses Sybil Holland and Margie Davenport and Forrest Adamson of Hedley.

Hedley friends deeply sympathize with the Moreman's in the untimely death of their son.

The following were among those from Hedley reported as attending the services: Mrs. Elvia Davenport and children, Fred Watt and family, Mr. and Mrs. W. L. Moffitt, Mr. and Mrs. E. H. Watt, Mesdames T. J. Wiggins, Ruby Glass, Masterson, Barnett, Brinson, Hunsucker, Clarke, Osborn and Newman, Miss Sybil Holland and Forrest Adamson.

Men's straw hats close out at one half price at Hooker's.

Nazarene Revival

The revival at the Nazarene Church is in progress and they are having some good sermons and song services. Come out and hear them.

We are sorry to report the death of Mrs. Emily Fray, an aunt of T. R. Moreman, who passed away at her home in Estor, Fannin county, Monday. Mrs. Moreman and son, Ray, attended the funeral services at Benham Tuesday.

Cream Handlers Warned

The Food and Drug Bureau of the State Dept. of Health has issued a warning to all cream producers and buyers that holding and transporting cream in illegal containers must stop, with Saturday, Aug. 7, as the deadline. Among the containers classed as undesirable are syrup pails, coffee cans or other cans with open seams, fruit jars, jugs or crocks which cannot be properly sterilized, rusty cans of any kind, or containers which have contained oil or petroleum products.

All cream handlers are asked to cooperate in enforcing the law and eliminating illegal containers.

Mrs. Mary Webb and grandson Arthur Webb of Dimmitt visited her brother, G. W. Killingsworth and family the past week.

Cash Prices Friday and Saturday

Qt Fruit Jars, doz	50c	Hershey Cocoa, lb	14c
Carnation Milk, 6 small or 3 large cans			25c
Compound, 4 lb carton	60c	8 lb carton	\$1.15
Schilling Tea, 1-4 lb	20c	1-2 lb	40c lb 75c
Del Monte Coffee, 2 lb	60c	lb	30c
Macaroni or Spaghetti, 6 boxes			25c
Flour, 48 lb guaranteed			\$1.35
Big Four Soap Flakes, 5 lb			42c
Blackberries, No. 2			14c
Catsup, 14 ounce			14c
Cooked Spaghetti and Cheese, 3 for			25c
Pork and Beans, 2 No. 2 cans			15c
Green Beans, 3 No. 2 cans			25c
Spinach, 3 No. 2 cans			25c
Kraut, 3 No. 2 cans			25c
Tomatoes, 3 No. 2 cans			25c
Hominy, 3 No. 2 cans			25c
Tomatoes, 4 No. 1 cans			25c

Come in and look our prices over. Many bargains not on this list.

Barnes & Hastings
Cash Grocery

PHONE 21

I'll Send a Check

Wherever you go, you'll hear those words. For people everywhere realize the convenience and usefulness attached to a checking account.

Open one for a small amount and pay by check. And besides, it's a smart way to keep your records for settling up with Uncle Sam at the end of the year.

Security State Bank
HEDLEY, TEXAS
Member Federal Deposit Insurance Corp.

Fun for the Whole Family

PHOTO-LAUGHICS
with
IRVIN S. COBB
Photos by M. U. Blumenthal

THE FEATHERHEADS

By Osborne
© Western Newspaper Union



Hot Off the Press

By QUACK

'SMATTER POP— Migosh, Maw! That's What You Wanted!

By C. M. PAYNE



MESCAL IKE

By S. L. HUNTLEY

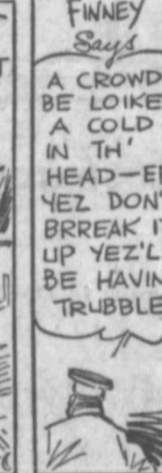
Those Pesky Tourists Again



FINNEY OF THE FORCE

By Ted O'Loughlin
© Western Newspaper Union

(Smart) Crackers and Jam



BRONC PEELER — Skeptical Pete

By FRED HARMAN



The Curse of Progress



Aunt Septie?
"Never, never, never," said the teacher, "kiss animals. Can anybody tell me the dangers of such a practice?"
Susie's hand shot up. "I can, teacher," she cried. "My Auntie used to kiss her pet Peke!"
Teacher smiled encouragingly. "Well—?"
"The Peke died!"

Easy Way
"Stop!" thundered the man in the barber's chair who was having his hair trimmed. "Why do you insist upon telling me those horrible blood-curdling stories?"
"I'm sorry, sir," said the barber, "but when I tell stories like that, the hair stands up on end and makes it much easier to cut, sir."

Exactly
Cook (to assistant on entering galley and seeing stew had boiled over) — I told you to notice when the stew boiled over.
Assistant— I did, sir, it boiled over at exactly 10:31.— U. S. N. A. Log

TUB SINGING

By GLUYAS WILLIAMS



Um, yum! Lookey here! A whole quart of nice, cold milk, and all for yours truly. This is what I call something really okay.



I've never poured my own milk before, but it hadn't ought to be much of a trick.



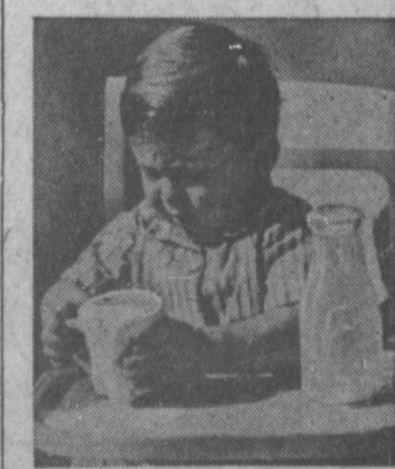
A good eye, a steady hand and a will to win are all that's necessary.



It's a cinch. Never a slip. Couldn't miss if I tried. I'd have poured my own months ago if I had realized what a soft job it is.



Well, no use being stingy, with a whole quart set out for me. Might as well give it the works.



Now here's the thing that takes real skill. For I've heard Grandma say there's many a slip 'twixt the cup and the lip.

THE HEDLEY INFORMER

PUBLISHED EVERY FRIDAY
Mrs. Ed C. Boliver, Owner
Edward Boliver, Editor and
Publisher

Entered as second class matter
October 28, 1910, at the postoffice
at Hedley, Texas, under the Act of
March 3, 1879.

NOTICE—Any erroneous reflec-
tion upon the character, standing or
reputation of any person, firm or
corporation which may appear in the
columns of The Informer will be
gladly corrected upon its being
brought to the attention of the pub-
lisher.

All obituaries, resolutions of res-
pect, cards of thanks, advertising of
church or society doings, when ad-
mission is charged, will be treated
as advertising and charged for ac-
cordingly.

HEDLEY LODGE NO. 413



Hedley Chapter No. 418,
O. E. S., meets the first
Friday of each month,
at 2:30 p. m.

Members are requested to attend.
Visitors welcome.
Katie Mae Moreman, W. M.
Teenie Masterson, Sec.

JOHN W. FITZJARRALD

Chiropractor
16th near in Memphis
PHONE 462
Lad in Office



PHONE 29 when you
know a News Item

HEDLEY LODGE NO. 991



A. F. and A. M.
meets on the 2nd
Thursday night
in each month.

All members are urged to attend.
Visitors are welcome.

Ike Rains, W. M.
C. E. Johnson, Sec.

J. W. WEBB, M. D.

Physician and Surgeon
Hedley, Texas
Office Phone 8
Residence Phone 29

CHURCH OF CHRIST

Brother Frank E. Chism will
preach in Hedley, at the Church
of Christ, the second Sunday of
each month.

Everybody is invited to come
out and hear him.

Bible Classes every Sunday
morning from 10 to 11 o'clock.

WEST BAPTIST CHURCH

V. A. Hansard, pastor
Sunday School at 10 a. m.
Preaching 1st, 2nd, and 4th
Sundays. Morning services at
11 a. m.; evening service 7:30 p. m.
Visitors are always welcome

FIRST BAPTIST CHURCH

M. E. Wells, Pastor
Morning Services:
Sunday School, 10:00, Edward
Boliver, Supt.
Song Service and Preaching,
11:00
Evening Services:
Training Service, 8:30, Win-
field Mosley, Director.
Preaching, 7:30, by the pastor.

ADAMSON-LANE POST 287 AMERICAN LEGION

meets the first Thursday in each
month

Goodbye, Mr. Gloom!

... We're a jolly bunch of renegades ... our
sole purpose in life is to give Old Man Gloom
the gate and usher in Mr. Sunshine by way of a
million laughs. Turn to the Funny Page in every
issue and let us help dispel those troubles!

● No man can really live by bread alone. Yes, we
admit he'll EXIST, but there will be heavy lines
of care running down his face, he'll forget how
to smile.

● Verily, we humans need a few hearty
guffaws now and then to chase away those
wrinkles of care and give our spirits a
lift. That's why this newspaper runs a
collection of laugh-provoking comic
strips on the Funny Page. Amid
the depressing news of floods
and earthquakes, crime and
war, economic troubles and
a host of other maladjust-
ments on the face of Mr.
World, it's a pleasant
relaxation to shut
your eyes on the
day's bad tidings.



● You can get a
joyful lift in spirits
from the comics.
We invite our readers
to take a big swallow of
this bottled sunshine. Turn
to the Funny Page right now
and forget your troubles!

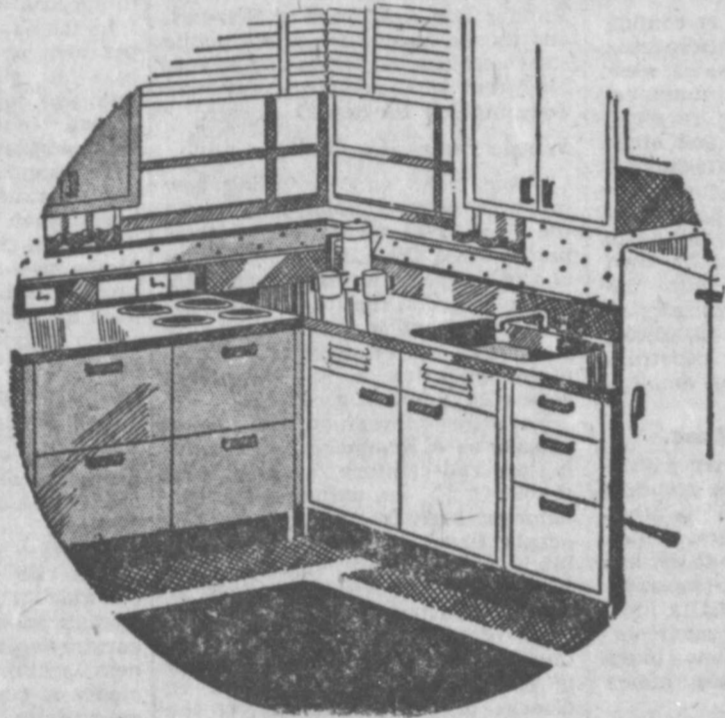
● Our comic characters are a ver-
satile lot, as you'll notice by glancing
down the accompanying panel. If
you want to chuckle over real troubles,
turn to C. M. Payne's strip "S'Matter
Pop," and see what a whale of an order
he has to keep these boys of his under con-
trol ... Or glance at the adventures of the
intellectual Adamson, as drawn by O. Jacobsson.

● Something that will truly draw tears—of laughter
—are Gluyas Williams' mischievous but lovable
youngsters, Junior and the Baby ... Then there's
"Finney of the Force," by Ted O'Loughlin, as com-
ical and as true-to-life an 'Irisher' as ever flipped a night
stick ... Life out in Cactus Center, as described in
S. L. Huntley's "Mescal Ike," has its exciting moments when
its rip-roaring citizens are on the loose ... And when it comes
to "The Featherheads," by Osborne, they speak for themselves.
In fact, that's the best thing they do!

● Let these bearers of fun whittle your blues down to
Toss trouble right out the window and get a new lea-
r life through the comic page—turn to it right now!



THE VANISHING HOUSEWIFE!



Name the Woman NOT in this All-Electric
Kitchen (She has Time on Her Hands for
Other Things)

\$500 "Name-A-Housewife" Contest Closes August 14

EXPERT TO JUDGE ENTRIES

Dr. Charles Earle Funk, Funk & Wagnalls New Standard Dictionary,
will be the judge in the "Name-A-Housewife" contest. This famous
expert on words and writer of dictionaries has consented to serve in
the campaign to secure a more appropriate name for the modern
West Texas woman. Entries will be sent to Dr. Funk immediately upon
close of the contest. He will select the 13 winners.

STILL TIME TO ENTER

It must be a single word but may be compounded from several suggesting economy,
efficiency and the leisure derived through use of Electric Service. All women are
eligible to send in as many entries as they like. (Employee families and advertising
agencies ineligible.) All entries become the property of this company. Entries will
be received until midnight, Saturday, August 14. Each entry should be accompanied
by a brief letter telling why you think it more appropriate for the modern West
Texas woman.

FIRST PRIZE

Super-Duty Frigidaire.

SECOND PRIZE

Choice of Hotpoint Electric
Dishwasher or Thor Electric
Washing Machine.

THIRD PRIZE

Sunbeam Mixmaster.

TEN PRIZES

of Smaller Electric Appliances.



"YOUR ELECTRIC SERVANT CONTEST"
West Texas Utilities Company

(Nearest Postoffice)

This is my entry in the contest to find a
substitute name for "housewife."

My selection is _____
My brief letter explaining "why" is attached hereto.

(Name)

(Address)

West Texas Utilities
Company

GETTIN' THE BUSINESS

means giving the mileage

It's up to me to make this business go,
because it's mine. I never did a smarter
thing than featuring Conoco Germ Pro-
cessed oil, with all its long mileage for
you. Talk doesn't make mileage or cus-
tomers, but I can tell you what does...
Oil-Plating your engine with Germ
Processed oil. The patent Germ Process
makes oil actually take hold of every
working part and keep it coated with a
durable Oil-Plating... entirely extra to
the regular moving type of oil film. Oil-
Plating backs up the oil film while the
car is running, and never drains down
during hours of parking. Then you'll
never start up without lubrication. And
at the end of your longest run on a hot
day, your engine will still have its full
safe plating of Conoco Germ Processed
oil. The way it lasts gives me a right
to be called Your Mileage Merchant.



CONOCO
GERM PROCESSED OIL
from Your Mileage Merchant

The following Conoco stations are prepared to serve you

Hall Service Station

A. G. Davis

J. P. Longshore

Harley Sadler's Co. to Show Here on Thursday, Aug. 19

When the Harley Sadler's Own Company erects their mammoth tent theatre beautiful for a one night's engagement in Hedley, Thursday Aug 19, the amusement loving public of this section have a real treat in store for them in the way of a good stage show. There is an old saying that "Variety is the spice of life", and Harley Sadler promises just that. They carry a band and orchestra; the band will give a free concert in front of the big tent at seven p. m. Conway Cruis and his Musical Mavericks make their appearance for a fifteen minute program preceding the rise of the curtain on one of the South west's most romantic plays, a comedy drama in three acts, "Rose of the Rio Grande," according to the management, which possesses all the qualities of an evening's entertainment, laughter, romance, villainy, pathos and comedy. Special scenery and electrical effects are provided and a first class production is promised. Between the acts of this romantic comedy drama, high class vaudeville will be given which will include the Big State Quartette, the Range Riders string band; the Nulls high class entertainers; Spatters, himself in person; Denver Crumpler, radio tenor; Bill Mack, eccentric dancer; Gloria Sadler, everybody's sweetheart, Connie and June Munde and others. According to the management the big tent theatre is positively waterproof so as to be comfortable

regardless of weather conditions. For some twenty years this organization has been playing Texas territory and are always cordially received by large crowds because their entertainment is represented by being clean, high class and wholesome. Popular prizes are the order of the day when they appear for one night only in Hedley. General admission prices only ten cents for the children and twenty-five cents for the grown ups. Several hundred seats are available at these prices. Special high back comfortable folding chairs may be obtained by those who care for them at a small additional price. The doors open at seven forty five; curtain rises promptly at eight o'clock.

CARD OF THANKS

We want to thank all our many friends who have been so kind and helpful to us during our recent trouble. Your kindness will never be forgotten.

Olen Bailey and family

BRIDGE CLUB

The Central Bridge Club met July 28, with Mrs. P. L. Dishman as hostess. Ten members were present and two guests, Mesdames Zeb Mitchell and Eb Hooker. High score went to Mrs. Alva Simmons, second high to Mrs. W. C. Payne and low to Mrs. Ray Moreman.

Rev. James T. Ross and family of Woodward, Okla., are visiting the Jess Adams family.

Mrs. R. E. Mann, Mrs. Ray Moreman and children and Mrs. Carl Gerlach and little daughter spent Friday in Borger.

W. M. SOCIETY

Circle No 2 met Aug 2 in the home of Mrs. Jones. 8 members and 2 visitors were present. On Aug 9 Mrs. Robt Watkins will be hostess and the following program presented:
Leader, Mrs. Will Jones
Prayer Hymn, O Master, let me walk with Thee
Business
Christian missions and the social heaven, Sybil Holland
Silent worship
The making of a missionary, Mrs. T. Oberry
Scripture, Mrs. Lamberson
A Hymn
Hymn, "More Love to Thee"
Prayer, leader

GOOD WILL CLUB

The Good-Will Club met Tuesday, July 27, with Mrs. C. R. Hunsaker. Forty two was enjoyed throughout the evening. Dainty refreshments were served to Mesdames G. Z. Sherman, Eb Hooker, Paul Pyle, Settle, Ear Tollett, Masterson, Jewell Hall, Barnett, Cannon, Miss Hall and the hostess. We meet next with Mrs. Sherman in an all day meeting at Clarendon Aug. 10.

Mrs. Fuller and Mrs. Grady Gibson and son, and Hoot and Rex Gibson of Butler, Ala., are visiting Mrs. M. L. Sims.

Delbert, Marie and Thelma Clawson of Littlefield visited here this week.

For Sale—300 bu. good heavy red oats.

Hedley Auto Supply

Mrs. Denver Powell and children spent Friday in the C. R. Hunsaker home.

PASTIME THEATRE Clarendon, Texas

Last times Friday Aug 6
**Wallace Beery in
The Good Old Soak**

Also Fox News and Traveltalk 10 25c

Saturday Only Aug. 7
**The 3 Mesquiteers in
Ghost Town Gold**

Also Cartoon and Comedy
Admission, Matinee 10c to all Night 10-15

Sat Preview Sun and Mon. Aug 7 8 9
**James Stewart, Simone
Simon in
7th Heaven**

Also The March of Time.
10 25c

Tues. and Wed Aug 10 11
**Brian Donlevy in
Midnight Taxi**

Plus Two Variety Shorts
10 25c

Thursday and Friday, Aug 12 13
**Tyrone Power, Loretta
Young in
Cafe Metropole**

Also Sports Reel
Also Traveltalk in color
10 25c

Matinee each day at 2 p. m.
Evening shows at 8:00
Selected short subjects

Forty-Two Club

The 42 club held its regular meeting in the Masterson home Tuesday night. Punch and cake were served during the evening. Those enjoying the games were Messrs and Mesdames Mann, Thompson, Whitfield, Mesley, Masterson, Horachler, Moreman, Settle, Hunt, Jewell, Mitchell, Jones, and Hooker. Mesdames Naylor, Davenport, Webb and Cannon, and Messrs. Wilson and Gilliam.

George Jr. and J. D. Gots returned home Monday after a visit with relatives in McLean.

Thelma Killingsworth spent the week end, visiting her aunt, Mrs. Joe Payne in Chickasha Ok.

Geo Owens and family of Wellington visited in the G. W. Killingsworth home Saturday.

Kermit Johnson and family have moved from Amarillo to California. Kermit has accepted a position as teller in the Bank of America at Los Angeles.

Mr and Mrs. G. P. Hall of Dallas and Mrs. G. D. Culps of Ft. Worth are visiting in the J. S. Hall home.

Mr and Mrs. Clyde Adams stepped in Hedley Monday to visit home folks. They were en route to Dallas, where they will make their home.

T. F. Hefner, Miss Gladys and Joe Hefner of McLean visited in Olen Bailey home Sunday. Billie Betty and Jo Lasky returned with them.

Mrs. Ocell Cooper and son, Donald Gene, of Sunset have returned home after a visit here. They were accompanied home by Mr. and Mrs. J. S. Edwards and children, Bartie and Peggy.

G. I. Kempton and family of Levelland visited here this week.

Food Specials

Stop Paying Higher Prices. Start Saving By Shopping With Us

Fresh Tomatoes lb. 5c	Lettuce, head 5c	Lemons, doz. 33c
Spuds pk. 31c	Snuff, 6 oz. bottle 30c	Prunes, gal. 37c
	Concho Peas, 2 cans 25c	Big 4 Flakes 40c
	Bulk Macaroni, lb. 14c	Ketchup, Wapco, 14 oz. bottle 14c
	Potted Ham, 6 for 24c	Fresh Coconut, lb. 23c
Lard, 8 lb. carton \$1.07	Sugar, 25 lb. bag \$1.30	
Kraut, 3 No. 2 cans 25c	Vinegar, bulk, gal. 25c	
Pink Salmon, 2 cans 25c	Oleomargarine, lb. 24c	
Tomatoes, 3 No. 2 cans 25c	Flour Yukon Best 48 lb. \$1.79	
Green Beans, 3 No. 2 cans 25c	Meal Corn Dodger 20 lb. 71c	
Tomato Soup, Campbell's, per can 9c		
Tomato Juice, C & H, 3 cans 24c		
Pork and Beans, lb. can 7c		
Coffee, Break o' Morn, lb. 20c		

Highest Prices Paid for Cream and Eggs

Market Specials
Steak 1 1/2c
Cheese 22c

'M' SYSTEM

Market Specials
Lunch Meat lb. 23c

A Telephone

Is no longer a luxury - - - it is a necessity. For calling your grocer, butcher or doctor it is indispensable. And remember, one minute's emergency might pay a year's telephone bill.

Hedley Telephone Co.

Why Firestone STANDARD TIRES are

EXTRA SAFE

YOU GET EXTRA PROTECTION AGAINST BLOWOUTS—eight extra pounds of rubber are added to every 100 pounds of cord by the Firestone patented Gum-Dipping process. This counteracts internal friction and heat that ordinarily cause blowouts.

YOU GET EXTRA PROTECTION AGAINST PUNCTURES—because under the tread are two extra layers of Gum-Dipped cords.

YOU GET EXTRA PROTECTION AGAINST SKIDDING—because the tread is scientifically designed.

YOU GET LONGER NON-SKID MILEAGE because of the extra tough, long-wearing tread.

Before leaving on your vacation trip, join the Firestone SAVE A LIFE Campaign by equipping your car with a set of new Firestone Standard Tires—today's top tire value.



Firestone STANDARD	HEAVY DUTY	4.50-21.....\$6.35
FOR PASSENGER CARS	4.50-21.....\$11.40	4.75-19..... 6.70
4.50-21.....\$6.05	4.75-19..... 11.75	5.00-19..... 7.20
4.75-19..... 9.55	5.00-19..... 12.95	5.25-18..... 8.00
5.25-18..... 11.40	Firestone SENTINEL	Firestone COURIER
5.50-17..... 12.50	4.40-21.....\$5.65	4.40-21.....\$5.43
6.00-16..... 13.95	4.40-21.....\$5.65	4.50-21..... 6.03

OTHER SIZES PRICED PROPORTIONATELY LOW

DON'T RISK YOUR LIFE ON SMOOTH WORN TIRES!

DO YOU KNOW THAT last year highway accidents cost the lives of more than 38,000 men, women and children?
THAT a million more were injured?
THAT more than 40,000 of these deaths and injuries were caused directly by punctures, blowouts and skidding due to unsafe tires?



JOIN THE **Firestone** *Save a Life* CAMPAIGN TODAY!
Listen to the Voice of Firestone, Monday evenings over Nationwide N. B. C. Red Network

Hall Service Station Hedley, Texas