

Mainly About People

Mr. and Mrs. A. J. Mitchell, 701 N. Russell, and daughter, Marietta, have gone to Colorado Springs, Colo., for a few days. They were accompanied by Mrs. Clarence Tisdale, Lubbock, and Gene Stagner, Plainview.

Americans Don't Like Controls

By SAM DAWSON
NEW YORK — (AP) — The housewife who hopes for lower prices and the producers and merchants who say they are being hamstrung by controls are squarely at odds again. Congress talks of hog - tying efforts to roll back the prices of beef, clothing and shoes. It talks of making it easier for dealers to set auto and household gadgets on time, and of allowing rent increases in short order.

It means that farmers and other producers of raw materials get fewer dollars when they sell the fruits of their labor. It means processors of these materials get less for the finished product, and may be caught with the goods on hand and lose a lot of money. It means that fighting inflation by credit curbs leaves auto and household appliance dealers with stock they can't move, and many lower - income people are denied the goods they want because the price tags have gone out of their reach.

It means that controls bury one and all under an avalanche of paper work and red tape with confusion twice confounded. And always controls breed more controls.

These who favor the administration's plea for controls argue: 1. Prices of many commodities have soared out of reason and must be curbed, or rolled back. 2. Buying on time was increasing so fast that credit controls were needed to curb it, and increasing prices. 3. Inflation since January of 1950 added \$21 billion to the cost of living, according to Eric Johnston, administrator of the Economic Stabilization Agency. 4. The real force of inflation through huge government spending for rearmament — is to hit this coming fall and winter. The government will ask for still more billions of dollars for expansion of the armed forces here and abroad.

Against this, those who favor the hamstringing of controls argue: 1. Prices of many commodities have slipped since March. Retailers are reducing mark - ups to move goods. 2. Production is rising. Enough goods for both the military and the civilian are being produced now, and can be produced next year with new industrial capacity. 3. Shortages of consumer goods didn't appear in spite of all the cries of "wolf, wolf!" 4. Consumer demand is much less than producers — and planners — thought it would be. 5. Present controls are too severe — they are hurting mer-

Rotary Has Chalk Talk

Hutson, Amarillo news paper cartoonist yesterday presented a short chalk talk in cartooning to the Pampa Rotary Club.

It was the last full club meeting for retiring president, Fred Neslage to preside over. Neslage goes out of office Tuesday night when George Scott is installed as president for the next fiscal year.

Hutson, in showing various methods of expressing ideas, said the cartoonist expresses his idea in simple drawings. In only two strokes he drew a cartoon of one of the world's most hated men — Adolf Hitler. He also drew a caricature of one of history's most famous men — Abraham Lincoln.

Neslage announced there would be no Wednesday noon meetings for the next two weeks — next week's meeting being held on Tuesday night at the Country Club when the new officers are installed; the following meeting cancelled because of its falling on July 4.

TAXPAYERS

(Continued from Page 1) receiving an additional \$21,000 and nothing for the state. It means, too, there will be no reduction in state aid for independent and common school districts.

The 30 cent tax levy election will be called for July 25 and is expected to have almost percent approval. At the same time a reallocation election will be called to allow the county to place its money into funds that can be used instead of being made to lie in the bank gathering interest and dust.

Judge Wood also said the county has one of the best bond credits in the state because it has managed to have sufficient funds in its interest and sinking funds to meet the obligations. Currently the bonded debt is approximately \$45,000, but since the state has assumed at least half of that obligation, taxpayers face a little more than \$200,000 in bonded indebtedness.

The county judge also pointed out that officers' salaries have not been increased for a long time because of other spiraling costs. But, as hard pressed as they are, all county bills have been paid. "The bonded indebtedness is the only thing we owe," Judge Wood added.

UN PATROLS

(Continued from Page 1) craft were mostly swift Russian-made MIG's.

Bad weather cut UN air activity to 466 sorties Wednesday, including 150 night attacks. Allied predictions of a limited objective Chinese offensive before Monday were reported by AP correspondent Jim Becker. Becker said officers pointed out Chinese activity on the western front is similar to that leading their April 22 offensive.

It's the same pattern on a smaller scale," the officers said. Allied patrols roam almost at will in front of UN lines.

ALL IN A LIFETIME



Air Force Officer Outlines Definition Of War Terms

By HAL BOYLE
NEW YORK — (AP) — Are you finding the war news a bit hard to understand? Maybe it's the military gobbledegoose — standard on both sides — that has you confused.

General as well as doctors sometimes have a hard time explaining their operations in the language of the common man.

Perhaps a verbal Baedeker putting their key phrases into ordinary English might help you. Well, one has been drawn up — all in fun — by an Air Force officer in Korea. It was relayed to me by Gordon Gammack, Des Moines Tribune columnist.

"With war once again dominating newspapers, radio, politics, and the cigarette ads" the anonymous Air Force officer said in preface, "it is timely to publish a short guide to military phraseology so the American people may better understand the true conditions of the subject."

He then listed, as the key phrases "these to be employed in this war and the ones to follow," these cliches . . . and their translations:

"... planned withdrawal to strengthen positions..." (We're running.)
"... fleeing in confusion..." (They're running.)
"... in this hour of crisis, it would be folly to change horses..." (Election year, Republican.)
"... forced by inclement weather to find a secondary target..." (They chased us off and we bombed the ocean again.)

"... suicide attack by crazed Oriental fanatics..." (They're advancing.)
"... spokesman described the results as 'satisfactory' and said..." (we missed again.)
"... captured two major rail towns in a lightning assault..." (we took two towns.)
"... withdrawn from two minor villages, in order to..." (they took them back.)
"... Crazislav Dneprovsk Stal-in Osk..." (Run like hell, men, the Russians have taken over the radio station.)
"... P. S. The tongue - in - cheek author — that is, we trust — had his tongue in cheek — said that positively the Air Force no longer uses these cliches itself."

ARMY

(Continued from Page 1) backs for halftone or more vehicles at the rate of 7,000 per week and this is to be increased to 20,000 in the next week," Cleveland said in a statement.

Six thousand tow targets are being produced for the Air Force and are being delivered on contract schedule.

The Army declined to comment except to say that its inspector general, Maj. Gen. Louis A. Craig, is investigating.

Hebert's so - called watchdog subcommittee termed the whole matter "fantastic."

The report recommended that two inspectors in the Birmingham ordinance district who checked one of the contracts involved be discharged. It characterized the district itself as "the most haphazard, naive and negligent... that could be imagined."

The subcommittee said Elvair's first board of directors included B. A. Totten, whose acquaintance with the firm's sales manager, B. T. Jayne of Ponca, Okla., "flowered during the time both of them were in the El Reno (Okla.) penitentiary."

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Vital Statistics

REALTY TRANSFERS
Stella Gibson and husband, Leo L. to E. J. Windom and wife, Grace; Lots 3, 4, 5, 6; Block 88, McLean.
C. P. Pursley and wife, Rachel to W. C. Scott; Lot 11, Block 1, Alexander.
B. F. Tapp and wife, Helen to James L. Laramore and wife, Phyllis R.; Lot 5, Block 1, John Bradley.
W. O. Hommel and wife, Beulah to Frank S. Kennedy and wife, Virginia; Lots 3, 4, 5, Block 1, M. A. E. Woods.

WILKINSON ARRIVES FOR DALLAS MEETING
Chief of Police John Wilkinson arrived in Dallas late Wednesday to attend a two-day crime meeting of police officials from Texas, Oklahoma, New Mexico, Louisiana, and Kansas.

Maggie Impresses Her London Public
LONDON — (AP) — The mass circulation London Daily Express said today "all public men should pray for daughters like Margaret Truman."

Military Rites Held For Hero
BECKLEY, W. Va. — (AP) — A military funeral will be held here Sunday for 19-year-old Pvt. Kenneth Shadrick, the first American infantryman to die fighting for the United Nations in Korea.

GOVERNMENT
(Continued from Page 1) for five years and one for three years. The 21 named in the indictment could get sentences up to a maximum of five years in prison and fines of \$10,000 upon conviction.

Late yesterday, Frederick Vandenberg Field, 147-year-old millionaire, appeared at the U.S. attorney's office with \$67,000 in treasury bonds seeking to post \$36,000 bail for four of those arrested, who were reported to be in ill health.

The prosecutor's office said it wanted information on ownership of the bonds and other details. A lawyer for the Communists said efforts would be made today to force the government to accept the bonds.

The only one of the 16 arrested here who was freed on bail was Israel Amter, 70 years old, a victim of a shaking paralysis.

ELMER'S SUPER MARKET

"The Friendly Store"

25 LB. SACK GOLD MEDAL FLOUR	2-LB. JAR APRICOT — PEACH — CHERRY Preserves	NO. 2 CAN RED PITTED PIE CHERRIES
\$1.95	47c	24c
300 SIZE PORK - BEANS	1/4 LB. LIPTON'S LIPTON TEA	Half Gallon VANILLA ICE CREAM
3 for 25c	27c	69c
VIENNA SAUSAGE	CAMPBELL'S TOMATO SOUP	
3 for 25c	10c	
4 OZ. CAN FROZEN ORANGE JUICE	15 OZ. CAN FRESH FROZEN STRAWBERRIES	
3 for 39c	39c	
FRESH WATER CATFISH	U. S. GOOD SIRLOIN OR T-BONE	SMALL LEAN PORK CHOPS
57c	89c	47c
		GOOD BOLOGNA
		39c
		2 Lbs. 33c

ELMER'S SUPER MARKET

FROM NINE TO FIVE

Bo Jo Fischer

Mrs. McMOP

I think I'll have to change my type of work. This night life is beginning to show

Kool-Aid
1 PKG. MAKES 2 QUARTS
AT GROCERS

AN EXTRA GIFT FOR YOU with every purchase of WHITE SWAN TEA

White Swan Tea

ELMER'S SUPER MARKET

1-Lb. Box Baby Ruth Nuggets Or Butterfinger Chips

37c

NO. 2 CAN Mustard or Turnip Greens 10c

46 OZ. GRAPEFRUIT JUICE 23c

1 POUND COLORED OLEO 27c

FRESH TENDER CORN 5c

TOILET TISSUE SOFLIN-650 SHEET REGULAR 15c EACH

3 rolls 35c

HOME GROWN RADISHES 3 for 10c

HOME GROWN ARKANSAS GREEN BEANS

2 Lbs. 33c

ELMER'S SUPER MARKET

'The Crony' First Paper In Gray County

Grandparent Of Present Newspaper

It hasn't always been The Pampa Daily News.

This daily newspaper, the first established in Gray County, was once known as "The Crony."

April 6, 1907, the publisher of the Miami Chief, L. L. Ladd, established "The Crony" and employed Joe M. Smith as editor. Ladd believed Pampa needed a newspaper, but Smith upon arriving in Pampa asked, "How can you start a newspaper in a kafir corn field?"

A few months after "The Crony" began publication, Smith traded a claim near Melrose, N. M., for Ladd's newspaper, and began printing the sheet in a little back room in a building north of the Santa Fe depot. It had previously been printed in Miami.

Two early-day Pampans, Hadlan L. Chase, 717 N. Gray, Ivey Duncan, 1207 Christine, were among the first to help run the newspapers off on the old George Washington press.

Shortly after Smith began printing the paper here he changed the name to The Pampa News. It operated under this name until it was changed to The Pampa Daily News, March 10, 1927.

A story in the March, 1927, newspaper explained the early life of the Pampa newspaper: "Fraternalism, such as there was, was good. However, when times were hard, many subscribers asked to be 'carried.' Smith had confidence in his friends and often extended their subscriptions as long as two years. In that

way, he explained, many friends and subscribers were saved for years. Two years was the limit, however.

The early life of the paper was typical of any publication in a small community. There were one or two stores and Smith had few expenses because there was little to do or buy. The George Washington press was hand-operated, printing one side of a page at a time.

Tramp printers rarely found employment on the Pampa News. The editor did much of his typesetting and the rest of the work was done by home talent.

A type-setting machine was purchased in 1917, and was operated by Joe M. Smith, Jr., who had learned to operate the machine and was associated with his father on the paper "at different periods."

The third change in ownership of the Pampa paper came March 1, 1928, when the Nunn-Warren Publishing Co. bought the paper and changed it to a semi-weekly. It continued a semi-weekly until March 10, 1927 when it became a daily newspaper, bearing the name The Pampa Daily News.

During the Nunn-Warren ownership, Pampa was "booming" (oil had been discovered) and many improvements came about. The payroll of the organization doubled, and improvements were made in the building, located on the corner of Foster and Somerville.

In making the announcement that Pampa would have a daily newspaper, this item appeared:

"The owners are starting the Pampa Daily News with the belief that the city is large enough to support a small daily. Its growth will depend upon the growth of the city; a fact which the owners considered, having faith in the future of Pampa."

To the people of that time, the beginning of the daily newspaper offered proof of Pampa's business stability.

In 1936, R. C. Hollis purchased the Pampa Daily News and it is under his ownership at the present date.

Jack O'Leary's Hiccups Are Drawing Thousands Of Letters

LOS ANGELES — (AP) — Jack O'Leary's collection of fan mail has been augmented today by 800 letters, all containing suggestions on how to cure the hiccups which have plagued him more than three years.

The bespectacled, 36-year-old former market manager has received scores of telegrams, telephone calls and stacks full of mail since the announcement that he "celebrated" his third anniversary of hiccuping last Wednesday.

So far, well-wishers throughout the United States and Canada have sent him more than 19,000 letters.

He has tried many of the "cures" they describe — from hypnosis to drinking vinegar. A bartender came to his home and fixed him some bitter, but nothing worked. Jack hiccups at least once per second, night and day. He apparently has had the longest attack on record.

His mother, Mrs. Margaret O'Leary, 46, expressed gratitude for the many suggestions from sympathetic persons. And she is hopeful that some day something will be found to help her son, who has dropped in weight from 138 to 82 pounds.

Apparently there are hundreds of cures for hiccups. One person urged Jack to eat "gallons and gallons" of ice cream to freeze his throat. But he can eat only carrots, toast, peas and beans and can retain these in his stomach only 20 minutes.

Another remedy: run until he is exhausted and his heavy breathing will stop the spasms. Unfortunately, Jack is too weak even to walk outside his house.

Yet another "cure": "Take the skin of the craw of 2 chickens and the lining of the gizzard and boil in 6 cups of water until there is only one cup and drink it."

One correspondent enclosed a lima bean in her letter and recommended that Jack eat them raw. Several suggested he chew cork; this supposedly cured a

man who had hiccuped six months. Drinking peach cordial, brandy, lemonade and vinegar were other suggestions. Jack can drink only water.

His wracking spasms began after an attack of appendicitis in June, 1948. His mother said the appendix ruptured and that when doctors examined her son they said he was too ill to recover. But she nursed him through the illness.

Physicians believe the persistent hiccups probably are caused by adhesions brought about by peritonitis. But they add that no surgery has been performed to determine the exact cause of the trouble.

Meantime, Jack is too weak to do much but read and look at a television set friends gave him last year. His inability to eat much or to sleep without being frequently awakened, leaves him exhausted. But he is cheerful, and his mother says, plans to take up ceramics "to take his mind off his troubles."

The only time in three years he has known any relief was during a brief stay in Arizona. The hiccups let up for a few hours at a time and he put on weight.

His doctor, who declined the use of his name, said that Jack might be helped if the family could afford to take him to Arizona again.

We (America and Great Britain) do not always see eye to eye ... but in the things that are important, we are working in harmony and often in double-harmony.

—Herbert Morrison British Foreign Secretary.

American businessmen know that the constant drive of U.S. unions to increase real wages is one of industry's strongest allies in increasing efficiency.

—Eldridge Haynes, of National Association of Manufacturers.



CANTALOUPE
Large Sweet California 17¢
2 Lbs.

CORN
Texas fresh large ears 13¢
3 EARS

ORANGES
Florida sweet juicy 21¢
2 Lbs.

TOMATOES
Fancy ripe cello pkg. 15¢
Carton

CABBAGE
Medium Green Firm Heads 4¢
Per Lb.

BANANAS
2 golden ripe yellow 25¢
LBS.

COFFEE
87¢

VALUABLE GUNN BROS. THRIFT STAMPS WITH ALL PURCHASES.

COD FISH
Boneless Cello Pkg. Lb. 29¢

FISH
Boneless Perch Fillet Cello Pkg. Lb. 34¢

FRYERS
Armours Cloverbloom U.S. Got. Inspected, LB. 59¢

PORK CHOPS
Loin or Rib End Cut Per Lb. 49¢

HAM
Armours star sugar cured slices, per LB. 95¢

BACON
Armours Columbia Lean layer slices, Per LB. 39¢

All Flavors Paris Lane Ice Cream 2 PTs. 25¢

FURR'S FINEST FLOUR 25 LB. \$1.59

MILK
3 39¢

ALL FLAVORS JELLO 5¢ PKG.

23¢

ORANGE JUICE 25¢
VITA NIP 48 OZ. CAN

Grapefruit Juice 25¢
VAT TEX 48 OZ. CAN

TOMATO SOUP 29¢
HEINZ 3 NO. 1 CANS

JEWEL 89¢
SHORTENING 3 LB. CARTON

MATCHES 39¢
DIAMOND 6 BOX CTN.

PICKLES 27¢
SILVER SAVER SOUR-DILL QT.

The Aristocrat of Coffee Maryland Club 92¢	ZESTEE PRESERVES STRAWBERRY 27¢	PURE CANE SUGAR 5 LB. BAG 49¢	Smooth Crunchy Peter Pan PEANUT BUTTER 12 OZ. GLASS 31¢
Granulated Soap White King LGE. PKG. 33¢	Laundry Bleach Clorox Qt. Bottle 17¢ 1/2 Gallon 33¢ Gallon 59¢	Liquid Suds Joy BOTTLE 33¢	Deodorizer Wizard Wick 6 OZ. BOTTLE 39¢
TOILET SOAP Cashmere-Bouquet 3 REG. BARS 29¢	TOILET SOAP Cashmere-Bouquet 2 BATH SIZE 29¢	TOILET SOAP PALMOLIVE 3 REG. BARS 27¢	TOILET SOAP PALMOLIVE 2 BATH SIZE 27¢
LARGE PKG. FAB 33¢	LARGE PKG. VEL 33¢	TISSUE KLEENEX 2 300 SHEET BOXES 37¢	STILLWELL HOMINY 2 NO. 2 CANS 21¢
		RED ACE GREEN BEANS 2 NO. 2 CANS 25¢	LOS FRESNOS BEETS 2 NO. 2 CANL 21¢

Baked From A Fresh French Cream Blend and Fresh Oranges ORANGE CHIFFON PIES Each 49¢	FURR'S BAKERY GOODIES Baked with a Whole Egg. Batter Topped with Fresh Lemon Butter. LEMON BUTTER CAKES 2-7 In. Layers 59¢ 3-8 In. Layers 89¢ Serve Furr's Whole Egg Rich Egg Batter Blended with Special Fruit. FRUIT POUND CAKES ... Each 39¢ Filled with Pure Pineapple Preserves. DANISH ALMONDS ... Dozen 59¢ Topped with a Milk Chocolate Icing. CAKE DO-NUTS ... Dozen 39¢	OLEO Armours Cloverbloom 98 Lb. Col. Quar. 35¢	PYREX WARE \$1.00 8" All Purpose Dish 36¢ val. 3 FOR	Coleman Cream Style CORN 2 NO. 2 CANS 25¢
		FRUIT JARS 79¢ COMPLETE DOZ. QUARTS	SPINACH 2 NO. 2 CANS 29¢	

DEGGING PILLINGS — The large sugar shown mounted on the back of the truck above, is boring the holes for pillings as the first phases of construction get underway for The Pampa Daily News' enlarged plant on Alchison. Later a different type bit was used to bore the bottom of the hole. (News Photo)

ELMER'S SUPER MARKET More Value



"The more I think about breaking up with Corky and looking for a new boy friend, the more I think about not breaking up with Corky"

Says Mac Out Many Writers To Unseat The President Working For Pampa News

DALLAS — Gen Douglas MacArthur has left behind him in Texas the strong impression that he is embarked on a campaign to unseat the Truman administration.

The 71-year-old general's Texas speeches last week carried a hint this may be the primary purpose behind the nation-wide tour he is reported to be planning.

MacArthur came to Texas to defend his proposal that the United Nations forces carry the Korean war against Red China — the basic issue which brought his ouster from President Truman.

But with this defense, he also opened a bitter all-out attack on administration policies both at home and abroad.

His Fort Worth speech Saturday was a blistering attack on the "drift toward socialism" and the high cost of "bureaucracy" which he said was making the people mere servants of the state.

And he added: "This leaves the public safeguard in the direct hands of the American people in whom rests constitutionally the ultimate power to rule. Time and the course of events require that every citizen do his full part in this essential undertaking."

To many Texans, this appeared to be a strong suggestion from the general that the remedy for the ills he described can be found at the polls.

MacArthur has disclaimed any personal political ambitions. He has said he does not intend to seek political office and his only politics are "God Bless America."

But his attacks on the administration could have a political effect in the months to come. One editor remarked: "I don't think there's much doubt that

The Pampa Daily News, along with other American newspapers, has at its disposal an infinite number of writers, artists, photographers and reporters through news and feature syndicates.

The "syndicate system" is a phenomenon of American journalism. There are nearly 200 syndicates handling features and almost 100 news syndicates.

Much of the content of the typical American newspaper is recruited by these syndicates for distribution to newspapers everywhere in the country.

The "comic strip" is the great staple article of the syndicates, the salt and flour of the system. It is by no means the whole package that syndicates sell. Their stock in trade includes everything from cross-word puzzles to cartoon panels, from serial stories to feature articles, from patterns to columnists.

Syndicates account for much

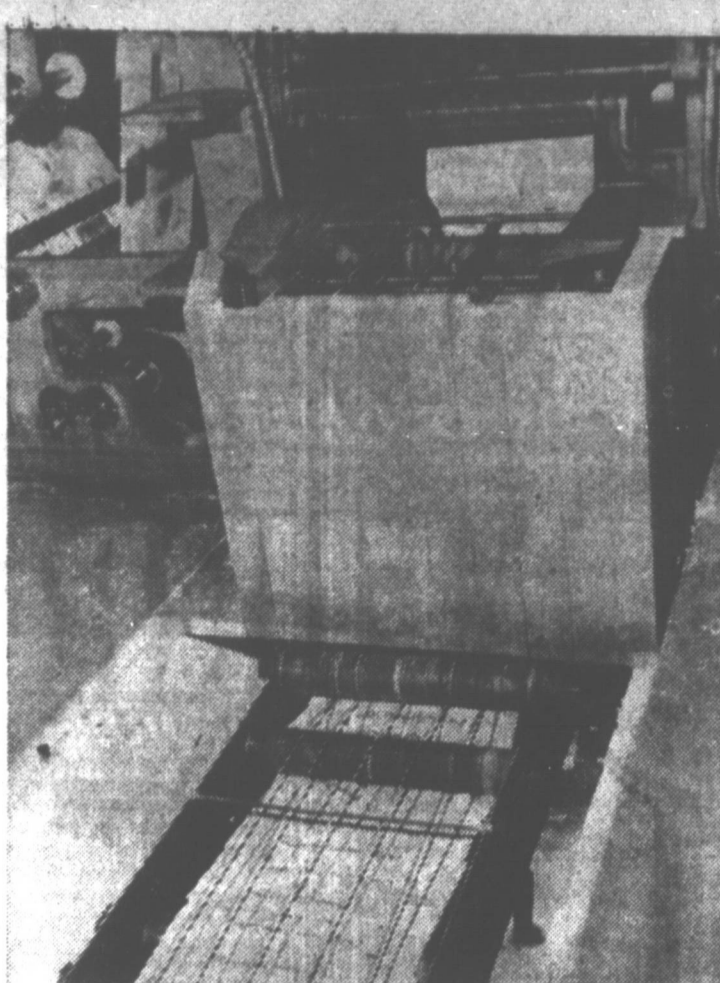
general is out to unhorse the administration — even if he isn't going to try to do it as a candidate himself."

Other Texans have made similar comments in their reaction to the MacArthur visit. And there are some — even among his admirers — who believe maybe the general made a strategic error in broadening his attack to include the administration's domestic policies.

Several prominent Texans have said privately they think MacArthur would have left a stronger impression behind him if he had stuck to foreign policy.

But there are others who think the general criticism "appears to be" in the Korean war and "moral weakness" in the nation's leadership may be felt by the Truman administration for months to come.

Read The News Classified Ads.



CONVEYER — As the day's edition of The Pampa Daily News rolls off the press, it is folded and inserted by the press and run off to the mailing room by this conveyor. The apparatus is placed underneath the floor. It is shown here with the top lifted. (News Photo)

- ### KPDN
- #### 1340 On Your Radio Dial
- ##### MUTUAL AFFILIATE
- ##### THURSDAY AFTERNOON
- 1:00—Game of the Day.
 - 4:00—Ray Block Presents.
 - 4:30—News.
 - 4:35—International Airport.
 - 5:00—Straight Arrow.
 - 5:30—Sky King.
 - 5:55—Hobby Benson, Western Songs.
 - 6:00—Pulton Lewis, Jr.
 - 6:15—Sports Review, Kay Fancher.
 - 6:25—Sports Memories.
 - 6:30—Gabriel Heatter.
 - 6:45—News Papers.
 - 7:00—News, Rudy Marti.
 - 7:15—Dick Haynes Show.
 - 7:30—Dugout Diggins.
 - 7:45—Lullaby Lane.
 - 8:00—News.
 - 8:05—Rod and Gun Club of the Air.
 - 8:30—Love A Mystery.
 - 8:45—News, Phil Solberg.
 - 9:00—Frank Edwards.
 - 9:15—Music.
 - 9:30—Mystery.
 - 10:00—Mystery.

space in most newspapers—from one-fourth to a third of the total non-advertising space in many.

The Pampa Daily News is a customer of many of the syndicates. From them come the comics — both panel and strip — columnists such as Pegler and Tucker, photographs, crossword puzzles and other material.

In addition, a daily column by R. C. Hoiles, founder of the group of papers of which The News is a member, and another column by David Baxter, are reproduced in The News each day.

The syndicates sometimes are reproached by students of American journalism for making American newspapers so much alike. You can, to be sure, read the same comic strips, the same syndicated puzzles, the same panels and features in newspapers from coast to coast. Only a few newspapers shun the purchase of anything appearing in another paper. The critics sometimes say that many newspapers are "more syndicate than sinning."

If this standardization is open to some reproach for making newspapers too much alike, the system has also made its enormous contribution to American newspapering. Readers are able to enjoy artists and writers that any one newspaper could not afford to hire.

And artists and writers who would find a single newspaper by the opportunity of writing outlet unrewarding, are encouraged to contribute their talents for hundreds of newspapers.

Legal Publications

NOTICE OF ROAD BOND ELECTION

THE STATE OF TEXAS
 COUNTY OF GRAY
 TO THE RESIDENT QUALIFIED ELECTORS OF GRAY COUNTY, TEXAS WHO OWN TAXABLE PROPERTY IN SAID COUNTY, AND WHO HAVE DULY RENDERED THE SAME FOR TAXATION:

TAKE NOTICE that an election will be held on the 18th day of July, 1951, in Gray County, Texas, to determine whether or not bonds shall be issued by said County to the amount of \$200,000.00 for the purpose of the construction, maintenance and operation of macadamized, graveled or paved roads and turnpikes, or in aid thereof, in Gray County, Texas, and whether or not ad valorem taxes shall be levied on all taxable property in said County, subject to taxation, for the purpose of paying the interest on said bonds and to provide a sinking fund for the redemption thereof at maturity, in accordance with an ELECTION ORDER passed by the Commissioners' Court of Gray County, Texas, on the 18th day of June, 1951, and which order is in words and figures as follows to-wit:

ORDER FOR ROAD BOND ELECTION

THE STATE OF TEXAS
 COUNTY OF GRAY
 ON THIS, the 18th day of June, 1951, the Board of Commissioners of Gray County, Texas, convened in regular session, at the regular meeting place thereof in the Courthouse at Pampa, Texas; the following members of said Court, to-wit:

BRUCE L. PARKER, COUNTY CLERK; ARLE CARPENTER, COMMISSIONER, Precinct No. 1; J. GILMAN BRADLEY, COMMISSIONER, Precinct No. 2; FRED S. VANDERBURG, COMMISSIONER, Precinct No. 3; WM. EARNEST BECK, COMMISSIONER, Precinct No. 4;

present, and participating, there came on to be considered the petition of J. E. Kirby and of other persons, for an election to be held in said Gray County, Texas, to determine whether or not bonds shall be issued by said Gray County, Texas, to the amount of \$200,000.00, for the purpose of the construction, maintenance and operation of macadamized, graveled or paved roads and turnpikes, or in aid thereof, in Gray County, Texas, and whether or not ad valorem taxes shall be levied on all taxable property in said County, subject to taxation, for the purpose of paying the interest on said bonds and to provide a sinking fund for the redemption thereof at maturity; and

IT FURTHER APPEARING that the amount of bonds to be issued will not exceed one-fourth of the assessed valuation of the real property of said Gray County, Texas; and

IT IS THEREFORE CONSIDERED AND ORDERED by the said Court that an election be held in said Gray County, Texas, on the 18th day of July, 1951, which is not less than thirty (30) days from the date of this order, to determine whether or not bonds of said Gray County, Texas, shall be issued in the amount of TWO HUNDRED THOUSAND & NO/100 (\$200,000.00) in conformity with the Constitution and laws of the State of Texas, for the purpose of the construction, maintenance and operation of macadamized, graveled or paved roads and turnpikes, or in aid thereof, in Gray County, Texas; said bonds to bear interest at a rate of not to exceed three per centum (3%) per annum, and to mature serially over a period of years not to exceed ten years (10) from the date thereof; and whether or not an ad valorem tax shall be levied annually upon the property in said Gray County, Texas, subject to taxation, for the purpose of paying the annual interest on said bonds and to provide a sinking fund for the redemption of said bonds at maturity.

THE SAID ELECTION shall be held under the provisions of the Act of the Thirty-ninth Legislature, First Called Session, Chapter 16, as amended.

ALL PERSONS who are legally qualified voters of said Gray County, Texas, who are resident property taxpayers of said County and who have duly rendered their property for taxation shall be entitled to vote at said election.

IT IS FURTHER ORDERED that the ballots for said election shall be

Legal Publications

NOTICE TO THE CREDITORS OF THE ESTATE OF J. E. MOORE, DECEASED.

Notice is hereby given that original letters testamentary upon the estate of J. E. Moore, deceased, were granted to me, the undersigned, on the 18th day of June, 1951, by the County Court of Gray County. All persons having claims against said estate are hereby required to present the same to me within the time prescribed by law. My post office address is P. O. Box 1735, Pampa, Gray County, State of Texas.

Jewell Moore Hankins
 Administratrix of the Estate of J. E. Moore, Deceased.
 June 21-25 — July 8-12

prepared in sufficient number and in conformity with House Bill No. 857, passed by the Fifty-first Legislature in 1949, and that printed on such ballot shall appear the following:

"FOR THE ISSUANCE OF ROAD BONDS AND THE LEVY OF AD VALOREM TAXES IN PAYMENT THEREOF"

AGAINST THE ISSUANCE OF ROAD BONDS AND THE LEVY OF AD VALOREM TAXES IN PAYMENT THEREOF

EACH VOTER shall mark out with black ink or black pencil one of the above expressions, thus leaving the other as indicating his or her vote. THE POLLING PLACES and presiding judges of said election shall be, respectively, as follows:

Precinct No. 1: Polling Place: Letors School Building, Letors, Texas. Presiding Judge: Mrs. Bill Mullin.

Precinct No. 2: Polling Place: Harlan Methodist Church, Pampa, Texas. Presiding Judge: Dick Walker.

Precinct No. 3: Polling Place: Grandview Schoolhouse. Presiding Judge: Jim McCracken.

Precinct No. 4: Polling Place: W. J. Ball Residence, Alamed, Texas. Presiding Judge: W. J. Ball.

Precinct No. 5: Polling Place: City Hall, McLean, Texas. Presiding Judge: Roy Meador.

Precinct No. 6: Polling Place: Laketon Schoolhouse. Presiding Judge: Emile Jones.

Precinct No. 7: Polling Place: C. C. Stockstill Residence. Presiding Judge: C. Stockstill.

Precinct No. 8: Polling Place: Hopkins Schoolhouse. Presiding Judge: John Meador.

Precinct No. 9: Polling Place: Woodrow Wilson School, Pampa, Texas. Presiding Judge: Gus Green.

Precinct No. 10: Polling Place: Courthouse, Pampa, Texas. Presiding Judge: John Meador.

Precinct No. 11: Polling Place: Store Building, Kingsmill. Presiding Judge: Rex McKay.

Precinct No. 12: Polling Place: Odd-Jobbers Hall, Pampa, Texas. Presiding Judge: N. M. Kite.

Precinct No. 13: Polling Place: Community Hall, Phillips Camp. Presiding Judge: J. Gotcher.

Precinct No. 14: Polling Place: McCullough Methodist Church, Pampa, Texas. Presiding Judge: N. M. Kite.

Precinct No. 15: Polling Place: Carthage Hall, Carthage, Texas. Presiding Judge: Mrs. Jess Clay.

Precinct No. 16: Polling Place: Rose Road, Pampa, Texas. Presiding Judge: Ed Anderson.

Precinct No. 17: Polling Place: Cubbine Building, McLean, Texas. Presiding Judge: J. E. Kirby.

Precinct No. 18: Polling Place: Webb Schoolhouse. Presiding Judge: Mrs. Charlie Webb.

THE COUNTY CLERK of Gray County, Texas, is hereby authorized and directed to cause said notice of election to be published once each week for three consecutive weeks prior to said election, in a newspaper of general circulation and published in Gray County, Texas, and, in addition thereto, by posting notices of

such election at four public places in Gray County, Texas, one of which shall be at the courthouse door of said County, for three consecutive weeks prior to said election.

A COPY of this order, signed by the County Judge of Gray County, Texas, and certified by the County Clerk of said County, shall serve as proper notice of said election.

The above order having been read in full, it was moved by Commissioner Graham and seconded by Commissioner Beck that the same be passed and adopted. Thereupon, the question being called for, the following members of the Court voted "AYE": Commissioners Carpenter, Graham, Vanderburg and Beck; and none voted "No."

PASSED AND APPROVED, this 18th day of June, 1951.

Bruce L. Parker, County Judge, Gray County, Texas.
 Arle Carpenter, Commissioner.

Precinct Number 1. J. W. Graham, Commissioner, Precinct Number 2. Fred S. Vanderburg, Commissioner, Precinct Number 3. Wm. Earnest Beck, Commissioner, Precinct Number 4. J. W. Graham, Commissioner, Precinct Number 5. Fred S. Vanderburg, Commissioner, Precinct Number 6. Wm. Earnest Beck, Commissioner, Precinct Number 7. J. W. Graham, Commissioner, Precinct Number 8. Fred S. Vanderburg, Commissioner, Precinct Number 9. Wm. Earnest Beck, Commissioner, Precinct Number 10. J. W. Graham, Commissioner, Precinct Number 11. Fred S. Vanderburg, Commissioner, Precinct Number 12. Wm. Earnest Beck, Commissioner, Precinct Number 13. J. W. Graham, Commissioner, Precinct Number 14. Fred S. Vanderburg, Commissioner, Precinct Number 15. Wm. Earnest Beck, Commissioner, Precinct Number 16. J. W. Graham, Commissioner, Precinct Number 17. Fred S. Vanderburg, Commissioner, Precinct Number 18. Wm. Earnest Beck, Commissioner.

ATTEST: CHARLIE THUT, County Clerk and Ex-Officio Clerk of the Commissioners' Court of Gray County, Texas. (Com. Cr. Seal) (June 21; June 28; July 5)

Dry Cleaning, Too, Has Gone Modern!

Not only are our deliveries frequent and prompt... but we deliver in boxes, dust-proof bags and on hangers that will not crease the garment or article. Moth-proof bags additional.

NEAL SPARKS CLEANERS

320 E. Francis Phone 430

TIMES GETTING SHORT

Refrigerator Will Be Given Away Monday, June 25 - 3 p. m.

Go To Ideal Food Store No. 1 - - or Ideal Food Store No. 2

MAGIC KEY

HOSPITALITY HOUSE!

FREE PRIZES -

Your Hotpoint Magic Key may be the one to unlock our Hospitality House "treasure chest" of prizes... and give you the opportunity to get completely free, the big, beautiful 1951 Hotpoint De Luxe Refrigerator illustrated. Just ask for your Magic Key—nothing to buy! You'll be glad you did. But hurry! This special offer for a limited time only.

Hotpoint Model EB81-S
 8.1 cu. ft. De Luxe

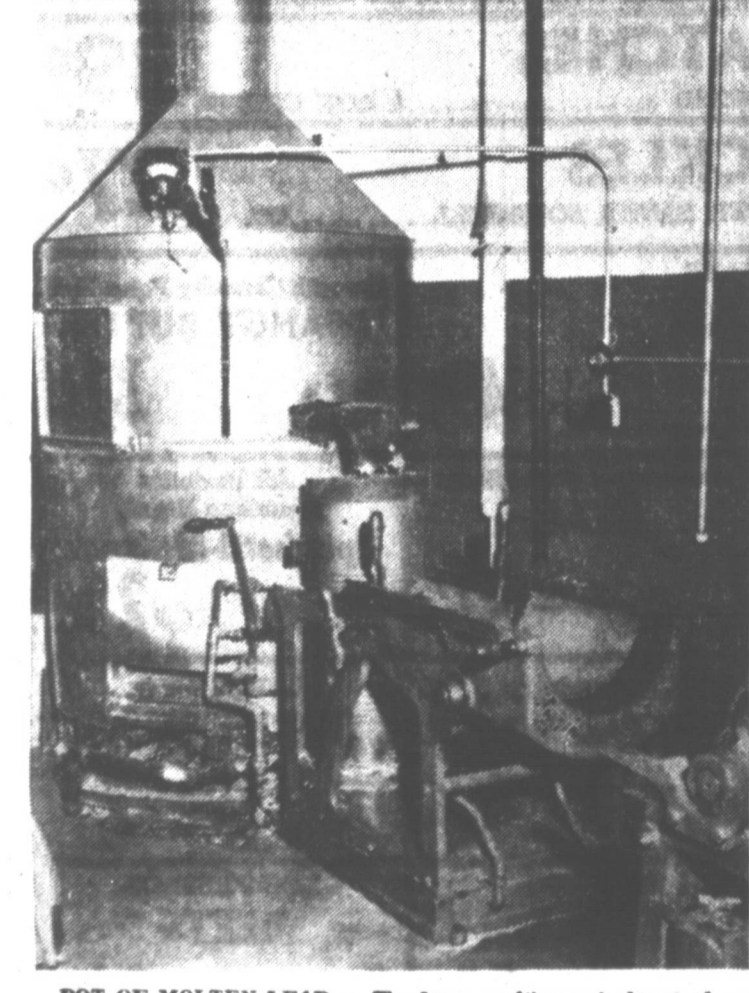
THIS brand-new 1951 Hotpoint Refrigerator, the big 8.1 cu. ft. de luxe model, with the newest Hotpoint features, MAY BE YOURS

- ### Look at these De Luxe Features!
- 24-lb. stainless steel Speed Freezer.
 - Two Hi-Humidity Drawers, with glass covers-roller mounted.
 - Large Meat Pan, porcelain enameled
 - Tall - Bottle Zone. Room for biggest bottles.
 - Automatic Door Latch plus New Safety Stop.
 - Automatic Interior Light.
 - Smooth Wrap-over Construction.
 - 5-Year Protection Plan on Famous Hotpoint Thriftmaster unit.
 - A regular \$269.95 value.
- BARGAINS IN USED APPLIANCES—EASY TERMS
- PRICES GOOD UNTIL JULY 1, 1951

3 Table Top Gas Ranges	\$29.50	1 Bendix Automatic Washer	\$74.50
3 Conventional Washers	\$29.50	1 10 Cu. Ft. Deepfreeze Home Freezer	\$125.00
1 Bendix Automatic Washer	\$39.50	1 Late Model Thor Auto Magic Washer - Dishwasher	\$99.50

GOOD USED REFRIGERATORS — ELECTRIC AND GAS

TEXAS ELECTRIC APPLIANCE CO.
 208 W. BROWNING PHONE 747



POT OF MOLTEN LEAD — The large melting pot shown above holds more than 1500 pounds of molten lead. From it the liquid metal is syphoned into the curved plate caster sitting next to the pot. The caster is pulled upright and the handle on the pot is pulled down to pour the metal. The fire under the pot keeps the metal at a temperature of 650 degrees and is never turned out. (News Photo)

CONGRATULATIONS TO THE PAMPA DAILY NEWS ON THE OPENING OF THEIR NEW BUILDING!

ROY FREE

403 S. Gillespie Phone 1447-J
 HAULING PAPER FOR THE NEWS SINCE 1945

McCormick ICED TEA

Costs so Little! Tastes so Good!

McCORMICK TEA

WE ARE INDEED HAPPY TO HAVE FURNISHED THE DISTINCTIVE HARDWARE FOR THE PAMPA DAILY NEWS' ULTRA MODERN BUILDING... A NEW LAND MARK REPRESENTING CONTINUED PROGRESS.

Lewis Hardware Co.

322 South Cuyler Phone 1312

- DURKEE'S SHREDDED COCONUT**
4 OZ PKG 15c
- MY-T-FINE DESSERT**
2 PKGS 15c
- CINCH WHITE CAKE MIX**
17 OZ PKG 39c
- CINCH DEVIL FOOD MIX**
17 OZ PKG 39c
- LA CHOY Combination Dinner**
PKG 52c
- BENNETT CHILI SAUCE**
8 OZ BOTTLE 18c
- BESTYETT SALAD DRESSING**
PT JAR 29c
- HONEY MAID GRAHAM CRACKERS**
1 LB BOX 30c
- FREE! FREE!**
WIN A NEW 1951 HOT POINT REFRIGERATOR
At Texas Appliance Co. Monday, June 25. Get your Magic Key from your Ideal checker at either store.
- EZY Angel Mix**
74c
- HY POWER TAMALES**
300 CAN 28c
- HY POWER CHILI**
300 CAN 34c
- SWANSONS CHICKEN FRICASSEE**
1 LB CAN 55c
- STAR-KIST CHUNK STYLE TUNA**
12 OZ CAN 29c
- SPAM**
12 OZ CAN 49c
- OSCAR MAYER WEINERS**
10 OZ CAN 55c
- DASH DOG FOOD**
2 1 LB CANS 29c
- BAZOOKA DUBBLE GUM**
PKG 5c
- Dial Soap**
2 REG BARS 27c
- TREND**
2 LGE PKGS 41c

RAIN OR SHINE

... YOU ALWAYS SAVE AT IDEAL!

Fresh FRUIT VEGETABLES

- Tomatoes 25c**
Texas Red Ripe Slicing—2 LBS.
- Potatoes 39c**
California Shafter Potatoes—10 LBS.
- LEMONS 25c**
CALIFORNIA SUNKIST 2 LBS.
- GREEN PEPPERS 13c**
THICK WALLED LB.
- YELLOW ONIONS 7c**
TEXAS SWEET LB.
- APPLES 25c**
Wash. Extra Fancy Red Delic. 2 LBS.

SEA MAGIC TUNA
6 Oz Can
23c

DELICIOUS TOASTED COCONUT MARSHMALLOWS
10 OZ BAG 29c
CONROY ICE TEA ... 4 Oz Box 24c

JULY BETTER LIVING NOW ON SALE here 5c

New Tasty Crisp!
24c

SNOW CROP FROZEN ORANGE ADE ... 6 oz can 18c CAN MAKES ONE QT ORANGE DRINK

- PEACHES DEL MONTE** NO 2 1/2 CAN 29c
- Pineapple DEL MONTE CRUSHED** NO 2 CAN 25c
- Macaroni OR SPAGHETTI SKINNERS** 2 7-OZ Boxes 19c

Fresh FROM OUR BAKERY

- IDEALS FRESH BAKED
- Tutti Frutti Square Cake** EACH 39c
 - IDEAL CARAMEL NUT BUTTER ROLLS** ... Pkg of 4 23c
 - IDEAL GOLDEN DINNER ROLLS** ... Pkg of 16 16c
 - SANDWICH BREAD** Thin or Regular Slice ... Loaf 20c
 - IDEAL SANDWICH BUNS** ... Pkg of 6 12c

- KUNERS KRAUT** ... 2 No 300 cans 19c
- HUNTS TENDER GARDEN PEAS** ... 2 No 300 cans 33c
- COLORADO CUT WAX BEANS** ... 2 No 303 cans 29c

- POWDERED OR BROWN SUGAR** ... 2 1 lb boxes 23c
- AUNT JEMIMA WHITE CORN MEAL** ... 5 lb bag 39c
- COMET RICE** ... 2 lb box 37c
- IDEAL'S 5 MORE COFFEE** ... 1b 69c

CHURCH'S GRAPE JUICE
Naturally Sweet NO SUGAR ADDED
24-OUNCE BOTTLE 31c

- KOOL ADE** ... 6 Pkgs 25c
- LIPTONS FROSTEE ICE CREAM MIX** ... Pkg 13c
- KUNERS WHOLE DILL OR SOUR PICKLES** ... Qt Jar 37c

GREAT BIG TENDER SWEET PEAS GREEN GIANT BRAND
21c

Niblets BRAND WHOLE KERNEL Corn
12-oz. can 17c
Kernels from 4 golden ears

NIBLETS MEXICORN
12 OZ CAN 19c

MEATS

- BACON IDEAL SLICED** LB. 45c
- STEAK U. S. GOOD BEEF SIRLOIN** LB. 98c
- STEAK U. S. GOOD ROUND** LB. 98c
- HAM SUN-RAY CAN 6 To 10 Lb. Av.** 89c
- ROAST FRESH PORK SHOULDER** LB. 49c
- STEAK U. S. GOOD T-BONE** LB. 98c

- YOUNG AMERICA ORANGE ADE** 46 - Oz. Can 25c
- DEL MONTE PINEAPPLE JUICE** 46 - Oz. Can 39c
- IDEAL GRAPE JAM** 2 - Lb. Jar 39c
- HIGH LIFE PURE STRAWBERRY PRESERVES** 1 - Lb. Jar 31c
- PETER PAN PEANUT BUTTER** 12 - Oz. Jar 33c
- SALAD BOWL SALAD DRESSING** Qt. Jar 43c
- IDEAL FLOUR** 25 Lb. Bag \$1.59

PUREX
2 QUART BOTTLES 29c

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SOUTHWEST SHOPPING CENTER

- Depend On Ideal**
- LOWER EVERYDAY PRICES
 - CLEANER EASY TO SHOP STORES
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 - LOWEST O.P.S. PRICE GROUP

Weather Researchers Blow Bubbles At Federal Expense

LOS ANGELES — (AP) — Weather researchers are blowing bubbles in the air at government expense, but the Air Force is getting some eye-opening information about air currents out of it.

A little gadget about the size and shape of a two-pound trout produces streams of bubbles two inches in diameter in what seems to be fairly calm air. The bubble streams are photographed in motion by a movie camera with a telescopic lens.

Pictures of the streams show that moving rain air is not calm at all. It swirls, ripples and does some moves in courses that are far from straight.

The experiments were described by James G. Edinger of the University of California at Los Angeles.

Edinger and his associates sent the bubble gadget aloft, suspended from a captive balloon, in the relatively calm atmosphere of the California desert. The antics of the bubbles 1,000 feet up showed the presence of air currents and their complicated internal movements.

Some of the little air currents are so delicate that they even may be affected by the bubbles themselves or by the bubble machine.

Edinger said it is possible that a bubble squeezes the air it contains so that the enclosed air is a fraction of a degree warmer than that outside the bubble. This might conceivably cause the bubble to move slightly differently than its air mass would move if not confined.

Also, the bubble gadget itself may produce unwanted little disturbances when it spouts bubbles. Edinger is trying to build an instrument which he can be sure won't do that.

The bubble streams are giving weather observers and Air Force scientists new information that may lead toward a more detailed understanding of the atmosphere.

This in turn may help them to build better planes or rockets, and give forecasters significant new facts about air behavior.

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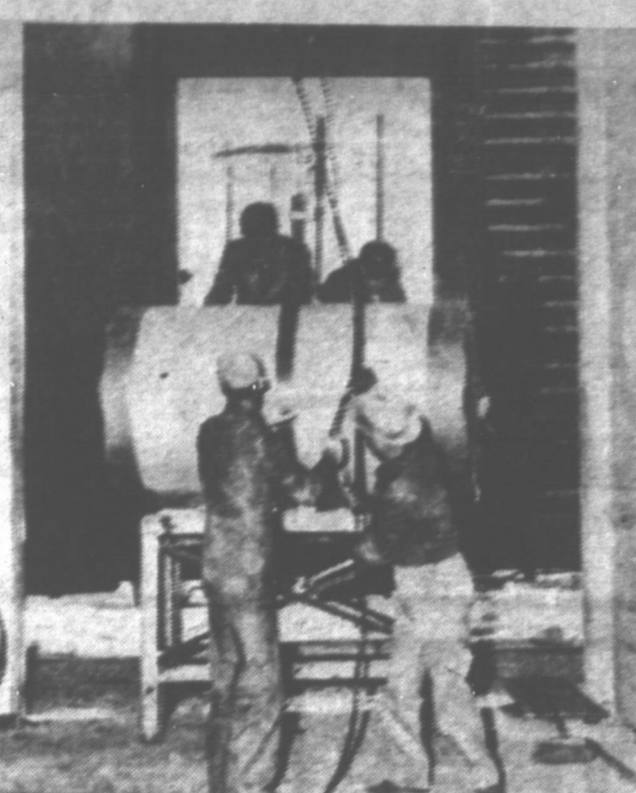
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UNLOADING NEWS-PRINT — Workmen are shown above unloading one of the huge rolls of newsprint on which The Pampa Daily News is printed. These rolls, some coming from as far as British Columbia, weigh as much as 1500 pounds. The average Thursday paper will use up almost two of these huge rolls. In the new building, The Pampa Daily News may unload the rolls directly from the rail car into its paper storage room. (News Photo)

Hollywood Shooting On War Of 1812

By BOB THOMAS
HOLLYWOOD — (AP) — Did you know that the War of 1812 started 139 years ago this week?

No, I didn't either. But I was enlightened by Commander Kenneth Murray, a walking storehouse of information. Murray, a naval veteran of both world wars, just finished directing the making of this week's picture called "Mutiny," which is about the War of 1812. He is technical advisor on the film.

"It amazes me that more pictures haven't been made about the War of 1812," said the commander, a salty fellow who talks with just a breath of his native Scotland. "Of course, the land action was not too distinguished on the American side, except for the battle of New Orleans, which has the distinction of having been fought after peace was declared."

"But the naval actions contain some of the finest chapters in American history. There were the fine battles won by such ships as the Constitution. And there was the great victory of Commodore Perry at Lake Erie, with his ringing words, 'We have met the enemy and they are ours. It was his control of the Great Lakes that prevented invasion by the British from Canada.'"

"The War of 1812 was also important in the history of the world. It brought the revival of the U.S. Navy, which had dwindled after the revolution. The smaller, faster American ships were able to outmaneuver the heavy British ships that ruled the oceans. It marked the beginning of the freedom of the seas."

Murray, who wears a ship shape goatee and looks as though he might have just stepped off a frigate, said he could recall only two noteworthy films about the War of 1812. They were the silent "Old Ironsides," starring Douglas Fairbanks, Sr., and the DeMille pirate film that ended with the battle of New Orleans.

But the technical adviser hopes "Mutiny" will inspire film interest in this neglected U.S. war. The picture, which is being produced by those noted historians, the King Brothers, is a fanciful tale about a gold shipment from France to finance the American side of the war. The crew of the ship carrying it mutinies and the gold is saved in the nick of time by use of a submarine.

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Senators Wander Into Strange Land

By JAMES MARLOW
WASHINGTON — (AP) — A hardy little band of senators, armed with good intentions, have set out to explore a strange and shadowy land called "ethics in government."

It's a land where, behind the scenes, there are booby traps like cocktail parties; some of the nation's backbones of those who work for the government or do business with it.

The senators are looking for a special kind of medicine — ethical standards, they call it — which can be used to strengthen the moral backbone of those who work for the government or do business with it.

This unusual journey began in the head of Senator Fulbright, Arkansas Democrat, some months ago when he was digging into the doings of the RPO, the Reconstruction Finance Corp.

On March 27 he got up on the Senate floor, making a speech and a suggestion: "in making this suggestion I am quite prepared to be dubbed naive. I expect or even hope for an improvement in the moral climate of Washington is, in the eyes of the boys who know, I am sure, thoroughly Utopian."

He suggested Congress create a commission of prominent citizens to study and make recommendations — a code of ethics — for improvement in the moral standards of members of Congress, those who work in government departments, and people doing business with Congress or the departments.

Congress, which has never shown enthusiasm for outside suggestions on how to improve itself, received with something less than cheers the Fulbright suggestion that a commission of outsiders could prescribe a moral code for Congress.

But the idea landed in the lap of the Senate's Labor Committee — headed by Senator Douglas, Illinois Democrat — to look into the suggestion.

For about 15 days it will listen to the views of 20 or 25 prominent men on whether they think there's truly a need

for such a commission and code of conduct. Then it will be up to the subcommittee to decide whether it thinks the idea is sound.

But even if the subcommittee approves, the commission can't be set up unless the full labor committee and then both houses of Congress approve. So creation of the commission, if it ever is created, is still quite a distance away. In the end Congress may say "uh, huh," and forget the whole thing.

Douglas, though, is in full sympathy with Fulbright's thinking on this. In the end, a y code of ethics or moral conduct, recommended by the commission and adopted by Congress, would hardly be law in the sense that it carried criminal penalties for violation. Without penalties, what could it have?

There is a code of ethics surrounding court judges. The parties in a case are supposed never to discuss it with the judge outside of court and he's expected to decide a case on the evidence, not on friendship or favors. He's not supposed to accept favors from people involved in a case before him.

There's no such code in government dealings. Yet officials in decision involving some firm, to government agencies sit as listen to a lobbyist from that firm in some outside place, like a cocktail party? And what of judges, making decisions involving millions of people and much money. For example: government loans, housing, radio, television, railroads, electric power, the stock exchange, veterans.

It may not break a law when a government official is given a big job — or a free trip, or a free week at a hotel, or a gift — shortly after making a decision favoring some firm or helping it get something it wanted. But is that kind of conduct moral? Is it morally right for an official, who has to make a decision to threaten a government employee if he doesn't come through with a favor for the congressman or one of his friends? And a member of Congress may be violating no law if he gets jobs for friends or relatives in some firm he's helped, but is that ethical?

Morgan's Chicken Battery Plant

821 E. Locust St. Phone 982
Now in production with thousands of these meaty chickens—the chicken of tomorrow—today! Growing tenderized and flavored. Particularly raised for particular people under state and city health regulations.

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Highland Food Mkt. 1312 N. Hobart
Elmer's Super Mkt. 600 E. Frederic

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DELICIOUS EATING TEMPTING PRICES

FRYERS Fresh Dressed Lb. 45c	MARGARINE Sunspan Colored Quarters Lb. 25c	Beans & Potatoes Fancy Small Beans and Potatoes No. 303 Cans 33c
PICNIC HAMS Cello Wrapped Ready to Eat Lb. 39c	PORK & BEANS 1-Lb. Cans 25c	PEP-ADE that good refreshing drink 3 5c Pkgs. 10c
PURE LARD Delite 3 Lb. Carton 57c	PINEAPPLE EACH 29c	

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BAKERITE SHORTENING 3 lb. can 93c

SUGAR 10 Lbs. Pure Cane 89c

Every day SHURFINE GRAPE JAM QT. JAR 39c

FARM FRESH FRUITS AND VEGETABLES

Large Bunches CARROTS 2 bunches for 15c

Fresh and Firm TOMATOES Tomatoes, lb. 19c

360 Sunkist LEMONS 2 lbs. 25c

FIRM HEADS CABBAGE Lb. 7c

RADISHES 3 bunches 10c

PEACHES, Hunt's No. 2½ can 29c

SLICED BACON Lb. 42c

SMALL WEINERS Lb. 39c

PIG LIVER Lb. 37c

TIDE SOAP Large box 29c

SHURFINE MILK 3 CANS 39c

MAYFIELD CREAM STYLE CORN 2 No. 303 cans 25c

ELMDALE CUT GREEN BEANS 2 No. 2 cans 25c

RECIPE PINK SALMON Tall can 55c

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GROCERY AND MARKET MILLER'S
PHONE 1908 HOME OF SHURFINE FOODS 2000 ALCOCK

We hate high prices, too! You see, Folks . . . your problem is our problem. For a selfish reason we are just as interested as you are in bringing prices down. When you can't buy we can't sell! So your problem with the high cost of living is our problem, too. Shopping at MILLER'S A. G. STORE regularly will help reduce the cost of eating.

Bacon Squares Lb. 29c	White Shafter Potatoes Lb. 5c	SPRY Shortening 3 lb. tin 98c
Beef Roast Lb. 62c	FRESH CORN 4 ears 25c	BRIGHT & EARLY COFFEE Lb. 79c
LONGHORN CHEESE Lb. 49c	TOMATOES Pkg. 15c	SUN VALLEY OLEO Lb. 25c
STAR KIST Tuna Chunk Can 31c	SUNKIST LEMONS 360 size, doz. 33c	
	PUFFIN BISCUITS Canned, 3 for 25c	
	GERBERS BABY FOOD 4 cans 25c	
	TOMATOES HUNT'S SOLID PAK NO. 2½ CAN 27c	
CATSUP Shurfine, 14 oz. 19c	NORTHERN Toilet Tissue, roll 10c	
GRAPEFRUIT JUICE Shurfine, 46 oz. 19c	REAL KILL Cook's, pt. 59c; qt. 98c	

END YOUR PARKING WORRIES — SHOP AT MILLER'S AG STORE



JACK KENNER makes up a page for The Pampa Daily News in the make-up room of the new building. Kenner began working for The News last fall with nine years experience. His duties include putting each news story in place in the form, which later will be cast in metal and placed on the press. (Nqws Photo)



CHECKING DEPTH — A workman, above, helps to check the depth of the foundation trench as The Pampa Daily News began construction on its new plant almost a year ago. (News Photo)

War In Texas Spelled Birth Of Associated Press Service

A war in Texas prompted the beginning of The Associated Press greatest news service in the world, of which The Pampa News is a member.

It was in 1847, and the United States was at war with Mexico. Some of the fighting was this side of the Rio Grande, and people in all sections of the United States were particularly interested in that.

In the East, where the nation's population was concentrated, Americans were especially hungry for news of the fighting. James Gordon Bennett, publisher of the New York Herald, believed his subscribers would pay for such news.

A few years earlier, Prof. Samuel F. B. Morse had successfully operated his first telegraph lines between Washington and Baltimore. Three years later the line was extended to New York and the wires were strung westward to Pittsburgh, Cincinnati, Louisville and St. Louis.

New Orleans was the center of news coverage of the Mexican War. Bennett hired couriers to pass news along from New Orleans to New York, using telegraph lines wherever he could. He beat the mails one to four days, "scooping" rival papers on the big story of the times.

His paper was first to publish news of the fall of Mexico City in 1847, and not long after that David Hale, publisher of the New York Journal of Commerce, suggested the two papers collaborate in collection of news. Bennett accepted the proposition.

Bennett's use of telegraph facilities and the resulting speed with which he got news to his readers forced other papers to emulate his tactics, and soon the price of newspapers in the East soared. In 1848 Hale proposed the organization of The Associated Press. Other publishers approved the idea, and Hale became the news service's first president.

During the Civil War conflict arose between the Western Associated Press and the New York association. From this argument there emerged the modern AP, in which each paper pays a fair share of the total cost of gathering and distributing news, and in which each paper has a voice in shaping the organization's policies.

First president of the new organization was Victor Lawson, publisher of the Chicago Daily News. Melville E. Stone, Lawson's former partner, was the first general manager. They instituted the rule that the association's news should be written according to verified facts, without bias or partisan color. This has become the accepted principle for news handling by American papers everywhere.

The Associated Press had 612 newspapers as members in 1900, and approximately 60,000 miles of telegraph wires were leased for news distribution. Today, the organization serves more than 1,500 newspapers and has about

ings everywhere on earth. AP stories in West Texas are dispatched from a regional bureau office in Dallas, where world, state and local news is edited and distributed. Each member paper assists the organization in collecting news, so the service has thousands of helpers in its gigantic task. For example, a major news story in Pampa is wired to the Dallas AP office by The News staff writers, and then the story is flashed from Dallas to all other member papers whose readers may be interested. The Associated Press maintains a staff of highly-trained reporters, photographers and feature writers, and sends them on assignments to all parts of the earth. Rigid standards of integrity and writing ability are required of reporters. Reliability, speed, and unequalled scope of coverage — these are hallmarks of The Associated Press.

READ THE CLASSIFIED ADS

Three Watches And Calendar To Tell Time In Washington

MONTESANO, Wash. — (AP) — It will take three watches and a calendar to tell time in Garys Harbor County the rest of this summer.

Commissioners of this county — which has its western front on the shores of the Pacific Ocean — have put the county on three time schedules.

Eastern Gray Harbor (inland) will operate on standard time, the commissioners decided. In Aberdeen, Hoquiam and the second commissioner district (approximately central Grays Har-

bor), all clocks are on daylight saving time.

But in northwestern Grays Harbor, a rural area which includes Pacific Ocean beaches, they set up this system.

On Monday through Friday at 6 p.m., clocks will operate on daylight time. At 6 p.m. Friday, they will be turned back to standard time and remain there until 6 p.m. Sunday.

Read The News Classified Ads.

Kill Athletes Foot "T-4-L BEST SELLER"

HERE'S THE REASON. The germ grows deeply. You must REACH it to KILL it. T-4-L, containing 90 percent alcohol, PENETRATES. Reaches more germs. Your skin back from any drugget if not pleased in ONE HOUR.

Triumph Over PILE MISERY

I CAN SIT-UE DOWN—STAND, RUN, WALK, WITHOUT ITCHING MISERY!

What a joy!—when itching misery of simple piles gets relief the quick Thornton Minor way. Thornton Minor Pile Ointment is a leading clinic's famous pile formula, proved by adjective use in clinic to relieve thousands of cases. Wonderfully quick palliative help for burning, bleeding pile itch. Acts in 20 minutes or your money back, if you follow simple directions. Ointment or cone form, in pre-wrapped plain package. At your drug-gist—get it today!

NOTICE TO PARENTS

OF MINOR HANDICAPPED CHILDREN

Parents of children with impaired vision, speech defects, hearing deficiency and orthopedic handicaps — please report to the office of the Superintendent of Schools.

Saturday Morning, June 23rd

This survey is necessary before a program can be started to provide special services for children with minor handicaps. A parent or some adult should be present to give the necessary information.

DO NOT BRING THE CHILDREN!

TRADE WITH BUDDY - HELP BUILD PAMPA

BUDDY'S SUPER MARKET

318 N. Cuyler Free Delivery Phone 1466

Compare Our Prices to Any Others!!!

<p>GOLDEN LIGHT</p> <p>COFFEE</p> <p>1 Lb. Can 79c</p>	<p>Shortening</p> <p>BAKERITE</p> <p>3 Lb. Tin 87c</p>
<p>POWDERED</p> <p>SUGAR</p> <p>2 Pkgs. 21c</p>	<p>DOLE</p> <p>PINEAPPLE JUICE</p> <p>tall can 10c</p>

TOP QUALITY MEATS

<p>BACON</p> <p>Lb. Layers</p> <p>LB.</p> <p>43c</p>	<p>Franks</p> <p>SMALL SKINLESS</p> <p>LB.</p> <p>37c</p>	<p>HAMS</p> <p>SUNRAY CANNED, BONELESS, COOKED</p> <p>LB.</p> <p>84c</p>
<p>STEAK</p> <p>BEEF SIRLOIN</p> <p>LB.</p> <p>84c</p>	<p>STEAK</p> <p>BEEF T - BONE</p> <p>LB.</p> <p>89c</p>	<p>CHEESE</p> <p>Full Cream Longhorn</p> <p>Lb.</p> <p>43c</p>

<p>WHITE SWAN</p> <p>Grapefruit Juice</p> <p>46 Oz. Can</p> <p>21c</p>	<p>WHITE SWAN FANCY</p> <p>MUSTARD or TURNIP GRNS</p> <p>NO. 2 CAN</p> <p>10c</p>
<p>SKINNER'S</p> <p>Raisin Bran</p> <p>Regular Size</p> <p>2 for 29c</p>	<p>Hershey's CHOCOLATE</p> <p>SYRUP</p> <p>1 Lb. Can</p> <p>14c</p>
<p>ALL FLAVORS</p> <p>6 FOR 19c</p> <p>KOOL ADE</p>	<p>WELCH'S</p> <p>Grape Juice</p> <p>Large Bottle</p> <p>29c</p>
<p>PETER PAN PEANUT</p> <p>Butter</p> <p>12 Oz. Glass</p> <p>27c</p>	<p>Kimbell's Fresh Shelled BLACKBEYED</p> <p>PEAS</p> <p>No. 303 Can</p> <p>10c</p>
<p>FRENCH'S PURE</p> <p>MUSTARD</p> <p>9 Oz. Jar</p> <p>11c</p>	<p>FANCY STARKIST</p> <p>Solid Pak TUNA FISH</p> <p>Reg. Can</p> <p>29c</p>

Buddy's Super Market -- "Pay Cash And Save"



DOG ROBBERY — Princess, a police dog, is "in the dog house" at a Los Angeles animal shelter after being booked as a suspected accomplice of her master, Robert C. Wakeland, in a robbery attempt. Officers said Wakeland tried to rob a man while the dog held another man and woman at bay.



YOU ARE CORDIALLY INVITED TO VIEW AND INSPECT THE NEW AND MODERN PUBLISHING PLANT OF THE PAMPA DAILY NEWS FROM 1 to 5 p.m. FRIDAY AND 10 a.m. To 10 p.m. SATURDAY JUNE 22nd AND 23rd.

The Management of The Pampa Daily News takes great pleasure in welcoming all of Gray County and the Top o' Texas to "Open House" on Friday and Saturday, June 22nd and 23rd. It will mark a new "era" in newspaper publishing in Pampa.

During this occasion, all will have the opportunity to view and inspect the new and enlarged building, the giant 48-page Goss Press and all the various departments that go to make up a modern newspaper.

Staff members will meet visitors at the main entrance at Somerville and Atchison on the days of inspection and escort groups through the plant at intervals between 1 and 5 p. m. on Friday and 10 a. m. to 10 p. m. on Saturday.

It is our belief that the greatly expanded newspaper plant of the News is one of the most efficient and finest equipped in the country for cities comparable in size to Pampa.

The Pampa Daily News

ONE OF TEXAS' TWO MOST CONSISTENT NEWSPAPERS

WHITE'S 21st Anniversary Sale!

Only 3 More Days

WHITE'S ANNIVERSARY BONUS COUPON



SPINNER KNOB
REG. 69c
WITH THIS COUPON **37c**

WHITE'S ANNIVERSARY BONUS COUPON




WINDSHIELD VISOR
NATURAL GRAY FINISH
REG. \$15.95
WITH THIS COUPON **987**
Free Installation Service

WHITE'S ANNIVERSARY BONUS COUPON



LEATHERETTE CAR AWNINGS
CHOICE OF MANY COLORS
REG. \$5.95
WITH THIS COUPON **397**
EASY TO INSTALL!

WHITE'S ANNIVERSARY BONUS COUPON



CURB FEELERS
"NO-RUST" FINISH
REG. 39c
WITH THIS COUPON **21c**

WHITE'S ANNIVERSARY BONUS COUPON



WHISK BROOM
ALL PLASTIC BRISTLES
REG. 49c
WITH THIS COUPON **27c**

WHITE'S ANNIVERSARY BONUS COUPON



CHAMOIS
SMALL, OIL-TANNED
REG. 99c
WITH THIS COUPON **47c**

WHITE'S ANNIVERSARY BONUS COUPON



DEFLECTORS
Made of Colorful Plastic!
REG. 27c
WITH THIS COUPON **19c**

WHITE'S ANNIVERSARY BONUS COUPON



HOSE NOZZLE
LIGHTWEIGHT! BRASS!
REG. 59c
WITH THIS COUPON **33c**

ANNIVERSARY BONUS COUPONS KEEP PRICES LOWER!



HEAVY-DUTY GRASS CATCHER
REGULAR \$1.79
REDUCED TO ONLY **129**
For 3 Days Only

PRICES REDUCED!



ANNIVERSARY SPECIAL REGULAR PRICE \$18.95
1377
3 DAYS ONLY

Rugged, dependable, yet priced within every budget! Five razor-sharp blades that make cutting easier... lightweight to take the drudgery out of your lawn mowing. Save during White's great 21st Anniversary!



DINNERWARE
41-PIECE LU-RAY PASTELS
21st ANNIVERSARY SPECIAL 497



SILVERWARE
26-PIECE WM. ROGERS CHAMPAGNE PATTERN!
REGULAR \$11.95
SPECIAL 875



IT'S THE NEW WHITE Super Deluxe
PREMIUM QUALITY PASSENGER TIRE
25,000 MILE GUARANTEE
POPULAR 6.00 x 14 SIZE
NOW 1745
PLUS TAX WITH OLD TIRE!

WHITE'S ANNIVERSARY BONUS COUPON



SPRINKLER
TWIN-SPRAY CONSTRUCTION
REG. 49c
WITH THIS COUPON **27c**



PAINT BRUSH
3 1/2-INCH REG. \$1.78
PURE BRISTLE
NOW 139
MANY OTHER SIZES AVAILABLE AT WHITE'S!

ROTARY POWER MOWER
FULL 16-INCH CUTTING WIDTH! Lightweight and powerful! Clippings are pulverized and deposited to improve grass growth and beauty. Economy both in cost and operation.
6787 TRIMS AS YOU MOW! EASY TERMS


Best of all!



TRY IT... AND YOU'LL BUY IT! MATHES
PORTABLE WINDOW FAN WITH TWO-SPEED CONTROL
2400 CFM CAPACITY NOW ONLY 2995
The Fan that's "BEST OF ALL" For Cool Summer Comfort!
Best in Value... "one look" and you'll agree. Best in Styling... America's most beautiful fan! Best in Features... no other fan has them all... Best in Performance and Comfort, too!

Free INSTALLATION AT WHITE'S!
Guaranteed against ALL road hazards for 25,000 miles! New Electron-Cords, most important tire cord development of the century, makes the strongest, toughest, blow-out resisting tire modern science can produce. PLUS famous Cold Rubber to give bonus mileage of as much as 33% more! Electron-Cords are absolutely uniform in quality and strength, flexing easily for smoother riding and completely eliminating possibility of "weak spots."
EASY TERMS TO SUIT YOUR BUDGET
LIBERAL TRADE-IN FOR YOUR OLD, WORN TIRES!

WHITE'S ANNIVERSARY BONUS COUPON



GARDEN HOSE
25' GREEN 3/4" BRAIDED
REG. \$2.98
WITH THIS COUPON **259**

DELUXE BICYCLES
REGULAR \$40.95
3177

PAY ONLY \$125 WEEKLY!

AVAILABLE IN BOYS' OR GIRLS' MODEL

The bicycle that's sweeping the Southwest... the choice of the leaders in every neighborhood. As strong and as safe as it is beautiful and smooth-riding. The gleaming, mar-proof and chip-resistant finish keeps its "new" look for years. All the features every guy and gal wants!

LIBERAL TRADE-IN ALLOWANCE FOR THAT OLD WORN BICYCLE!

MOTOR OIL
REGULAR 35c QUALITY
NOW ONLY **21c** QUART



PAY ONLY \$125 WEEKLY ON WHITE'S CONVENIENT BUDGET PLAN!

HIGH QUALITY! LOW COST COVERAGE! Nothing but the BEST!



MAJESTIC HOUSE PAINT

PIGMENT... 60%
WHITE LEAD... 25%
ZINC OXIDE... 25%
TITANIUM PIGMENT... 50%

VEHICLE... 40%
REFINED LINSEED OIL... 34%
BOILED LINSEED OIL... 34%
DRYER AND THINNER... 32%

459 GAL.

Striking BEAUTY for your CAR! KOTE-O-WAX



JUST-RUB IT IN... LET IT DRY... WIPE IT OFF...
BUY IT... BY COLOR!

BLACK, BLUE, GRAY, MAROON, GREEN, BROWN AND TAN, YELLOW AND CREAM!
79c
NOW ONLY

WHITE BATTERIES
GUARANTEED 6 FULL MONTHS
Reg. Reduced to **ONLY 397** EXCH.
THIS PRICE GOOD FOR 3 DAYS ONLY!
Free INSTALLATION SERVICE!

WHITE'S ANNIVERSARY BONUS COUPON



BIG 8-INCH FAN
ELECTRIC
REG. \$7.98
WITH THIS COUPON Only **537**

COMPLETE SELECTIONS OF NATIONALLY ADVERTISED FISHING TACKLE!




CASTING REEL
LEVEL WIND "BRONSON"
LIST \$5.45
Reduced to Only **387**



CASTING ROD
4 1/2-FOOT LENGTH
OFF-SET HANDLE
REG. \$2.99
287



CASTING LINE
12-LB. TEST
REG. 89c
67c



"PALLS CITY" MINNOW BUCKET
KEEPS MINNOWS ALIVE FOR HOURS
FLOATING TYPE
REG. \$2.49
10-QUART CAPACITY
187

WHITE'S ANNIVERSARY BONUS COUPON




HEAVY-DUTY CAMP COT
REG. \$5.95
WITH THIS COUPON **437**

WHITE'S ANNIVERSARY BONUS COUPON



SOFTBALL BAT
Brows Field! Adirondack!
REG. 79c
WITH THIS COUPON **57c**

WHITE'S ANNIVERSARY BONUS COUPON



FIELDER'S GLOVE
REG. \$2.49
WITH THIS COUPON **167**

WHITE'S ANNIVERSARY BONUS COUPON



SOFTBALL
REG. \$1.49
WITH THIS COUPON **109**

CLIP THE COUPONS... TAKE THEM TO WHITE'S AND SAVE MORE DURING THIS GREAT 21st ANNIVERSARY EVENT!



WHITE'S Auto Stores
THE HOME OF GREATER VALUES

PHONE 1140 PAMPA, TEXAS

WHITE'S ANNIVERSARY BONUS COUPON



FREEZER
BIG HALF-GALLON
REG. \$7.95
WITH THIS COUPON **587**

WHITE'S ANNIVERSARY BONUS COUPON



SOUTH AFRICAN WATER
REG. \$1.99
WITH THIS COUPON **97c**

WHITE'S ANNIVERSARY BONUS COUPON



OUTING JUG
STONE-LINED—GALLON SIZE
REG. \$2.95
WITH THIS COUPON **169**

Perforators Important To Pampa News

A "perforator" plays an important part in publishing The Pampa Daily News.

These perforators are the women who operate the Teletypesetter, a machine with a keyboard arrangement similar to the typewriter keyboard.

Melverta Elkins has worked with The News three and a half years; Peggy Ormson, one and a half; and Opal Pugh has worked in the department since January.

The glass-enclosed Teletypesetter room is compact, holding one large desk with the three machines.

The Teletypesetter is an apparatus used to perforate paper tape which automatically operates a Linotype. Combinations of holes are perforated in the tape, which correspond to the key lever depressed. The perforated tape with the code combinations thus recorded may be fed automatically through a Teletypesetter operating unit attached to a Linotype, automatically producing lines of type in the form of slugs.

The perforator has, in addition to a perforating mechanism, a counting mechanism for indicating the total width of the matrices and the expansion limits of the space bands.

With the use of the counting mechanism, an operator can determine the proper length of a line (not too long or too short) so that it will justify on the casting machine. The perforating and counting mechanisms are both controlled by the keyboard.

Though the Teletypesetter keyboard is based on the typewriter, a number of keys have been added to control the special characters used in the composition of printed matter.

George Burris Is Irish Correspondent

George Burris, Shamrock correspondent, is a native Oklahoman who caught a taste of the Texas Panhandle during World War II, went back to Oklahoma a short while, and came back to stay.

Burris, born at Temple, Okla., 36 years ago, was the son of a school superintendent and college president.

He attended schools at Stillwater, Okla., then attended five colleges — Southeastern at Durant, Central at Edmond, East Central at Ada and Oklahoma A&M at Stillwater, and a Tennessee Teachers College, George Peabody at Nashville.

Burris was graduated from East Central in 1936 with an A. B. degree in English and social science and then took a master's degree in English at Peabody the following year.

During his East Central career, 1934-36, he was managing editor of the college paper, the East Central Journal, and served in the summer of 1935 as staff writer for the Ada Evening News.

Burris taught in the Oklahoma high schools at Keiser, Centrahoma and Sparks, then became a social case worker for the Oklahoma Dept. of Public Welfare.

During the second World War he was instructor in B-17 and B-29 electrical systems at Amarillo Field.

Following four years as English and journalism instructor at the Oklahoma A&M College, he came to Shamrock High School last fall as head of the English Department and school publicity director.

Burris became correspondent for The Pampa Daily News in September, 1950. He writes news of all sorts — accidents, fires, civic meetings and all types of athletic events.

Burris married Hazel Thompson of Kendrick, Okla., in 1934 and they have four children—Sandra, 12; Mike, 8; Sherry, 6; and Gilda, 1.



GEORGE BURRIS Shamrock

Oklahoma Dept. of Public Welfare.

During the second World War he was instructor in B-17 and B-29 electrical systems at Amarillo Field.

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WELCOME TO THE NEWS' OPEN HOUSE FRIDAY AND SATURDAY—That's how the Teletypesetter tape reads on the top of these pictures. Melverta Elkins and Opal Pugh in the photograph at left operate the Teletypesetter that produce an inch-wide tape with perforations. This tape is fed to the Linotype on a method that works similar to the player piano. The perforators set all the body type on the Teletypesetter. Bill Kribbs, pictured at right, feeds the tape on the Linotype. The type will be set automatically. (News Photo)

Hobby Started Mrs. Burke Writing For The Pampa News

A hobby of writing started Mrs. Alvis Burke, Mobeetie, on her job as correspondent for The Pampa Daily News.

When she was in the seventh grade at Follett, she wrote a class poem, which was published by the school. As a high school sophomore in California, she wrote another school poem which was published in the school paper.

Mrs. Burke has been in the Panhandle since 1928. Her home was in Gem City when she was correspondent for the Canadian Record 14 years ago. At this time she was also reporter for

the Tri-State Home Demonstration Club, the Baptist Training Union, and Texas Agriculture Assn. bulletin.

When her son went into the Army in February, 1951, she wrote a poem which was published in The News' Clearing House. Warren Hassie was editor at the time and he asked her to become correspondent for Mobeetie, where she and her family have lived for 14 years.

Mr. and Mrs. Burke live four and a half miles west of Mobeetie and are parents of four boys and a girl.

ONLY SOMBER SONGS
IF WE THINK we regulate printing, thereby to rectify manners, we must regulate all recreations and pastimes, all that is delightful to man. No music must be heard, no song be set or sung, but what is grave and doric.
—John Milton, AREOPAGITICA, 1644.

Read The News Classified Ads.

PAMPA WAREHOUSE & TRANSFER
Local & Long Distance Hauling & Storage
Pampa's Only Commercial Warehouse
Phone 357-Nite 3429W-317 E. Tyng

The United Nations destroys itself the moment it accepts peace on terms dictated by the aggressor.

Housework Easy Without Nagging Backache

Nagging backache, loss of pep and energy, headaches and dizziness may be due to slow-down of kidney function. Doctors say good kidney function is very important to good health. When some everyday condition, such as stress and strain, causes this important function to slow down, many folks suffer nagging backache—feel miserable. Minor bladder irritations due to cold or wrong diet may cause getting up nights or frequent passages. Don't neglect your kidneys if these conditions bother you. Try Doan's Pills—a mild diuretic. Used successfully by millions for over 60 years. It's amazing how many times Doan's give happy relief from these discomforts—help the function of kidney tubes and filters flush out waste. Get Doan's Pills today!

L. A. Plants Time Capsule

LOS ANGELES — (AP) — One thousand years from now someone may want to dig under the Pershing Square underground garage and find out what life was like in Los Angeles in 1951.

A time capsule "is to be planted beneath the three-story subterranean garage. The capsule is three feet high and 12 inches in diameter, and has steel walls a half inch thick. It will have a screw cap like the nose of a bomb that will make it air and water tight. Its weight, 225 pounds.

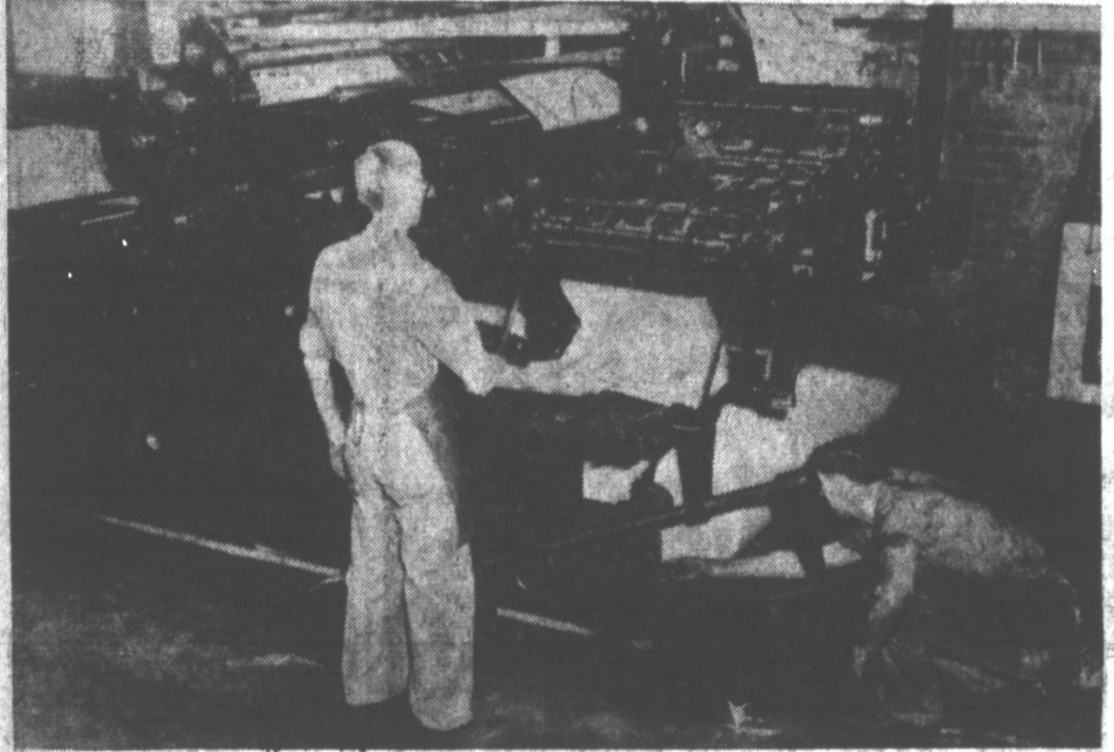
It hasn't been decided yet what all will go into the time capsule, nor has anyone given much thought to the possibility that a demolition squad may take the capsule out in the Pacific in 2951 A. D. and dump it in the mistaken idea it was one of those infernal bombs made back in the warring, twentieth century.

MacArthur is probably one of the greatest dramatists the world has ever produced.
—Mayor R. F. Weatherford, Jr., of Independence, Mo.

Do FALSE TEETH Rock, Slide or Slip?

FASTEETH, an improved powder to be sprinkled on upper or lower plates, holds false teeth more firmly in place. Do not slide, slip or rock. No gummy, foamy, pasty taste or feeling. **FASTEETH** is alkaline (non-acid). Does not sour. Checks "plate odor" (denture breath). Get **FASTEETH** at any drug store.

Garden Hose Garden Tools Sprinklers V-Belts Sheaves AND Overshoes RADCLIFF SUPPLY CO.
112 E. Brown in Pampa Phone 1590



ONCE UPON A TIME The Pampa Daily News came from this antiquated Duplex, eight-page, flatbed press. And that was not too many years ago—1947 to be specific. But, the old gave way to the new in October of that same year, and the Duplex shown above was retired. Pictured working at the old press are Pressman Bob Bowerman and Assistant William C. Stalcup, as an evening edition is published for The Pampa Daily News' readers. (News Photo)



FLOOR SECTIONS POURED — The expensive all-concrete floor for The Pampa Daily News was poured in sections using pre-mixed concrete. Here, workmen are shown pouring a section on the west side of the building located on Atchison at Somerville. (News Photo)



STEEL FRAMEWORK — Above is shown the steel framework for The Pampa Daily News' building. The highest, upper "center" of the building, is the ceiling for the composing room. Skylights were put along the sides. (News Photo)

This is it!

TIME-PROVED POWERglide
AUTOMATIC TRANSMISSION
CHEVROLET

In the low-price field, Chevrolet built the first automatic transmission . . . and Chevrolet builds the finest . . . to give you smooth, dependable no-shift driving at lowest cost!

Here's complete freedom from clutch pedal and gear-shifting! Here's velvet velocity, a smooth, unbroken flow of power, at all engine speeds! Here's truly dependable no-shift driving, with the only automatic transmission in the low-price field that has been fully proved in more than a billion owner-driven miles!

Come in . . . take the key . . . put a Powerglide Chevrolet through its paces! You'll discover low-cost motoring at its smooth and easy best . . . in America's largest and finest low-priced car!

Take Your "DISCOVERY DRIVE"

More people buy Chevrolets than any other car!

*Combination of Powerglide Automatic Transmission and 105-h.p. Valve-in-Head Engine optional on De Luxe models at extra cost.

Chevrolet alone offers this complete Power Team!	POWERglide Automatic Transmission* Gives you simplest, smoothest, safest no-shift driving at lowest cost. No clutch pedal—no gearshifting—not even a hint of gear changes in forward driving!	Extra-Powerful 105-h.p. Valve-in-Head Engine Powerglide is coupled with the most powerful engine in the low-price field—Chevrolet's extra-efficient 105-h.p. Valve-in-Head Engine—the trend leader for the industry.	Economiser Rear Axle Rear wheels travel farther at each engine revolution . . . fewer engine revolutions and less gas at highway speeds. Result: traditional Chevrolet economy in over-all driving.	Oil Does It All! Oil replaces gears in the Powerglide Transmission. No direct mechanical connection between engine and rear axle. You have an infinite number of drive ratios.
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CULBERSON CHEVROLET, INC.
212 NORTH BALLARD
PHONE 366

Comics A Necessary Feature Of Today's U. S. Newspaper

Some 20,000 years ago, a cave-man with a sense of humor scratched a funny sketch or a lion, stag or bear on the wall of his home.

It brought either a chuckle or a reproach for marring the wall from his cave-man wife, and thereby the first comic strip was born.

Comic strips almost moldered in caves or their later equivalents for nearly 19,000 years until they began to shyly blossom in the United States just before the beginning of this century.

To most people, comics have become an important and much enjoyed feature to most newspaper readers. They are as necessary a part of the family newspaper as the weather report.

Credit, or responsibility for launching modern comics is generally given to James Swinnerton, who published "The Little Bears and Tigers" in the San Francisco Examiner in 1892. Most popular was "The Yellow Kid," created by Richard F. Outcault on the New York World on Feb. 16, 1895. Unintentionally, this strip also furnished the "yellow journalism" sobriquet for sensational journals.

Preparation and sale of comic strips is now one of the biggest industries in the newspaper industry. Comic strip artists, financially, are the envy of everybody else in the business. Earnings for the syndicated strips range from \$25,000 a year up to \$250,000 — including royalties on toys, novelties and motion pictures based on them.

A favorite reproach of oldtime comic strip readers is that most strips are no longer comic. Reasons for this are debatable, but somewhere in their development many artists switched from trying to be funny to trying to portray daily life, which is not necessarily humorous.

Comic strips, and their younger and flamboyant offspring, comic books, have become so serious in many cases that they are frequently converted to ideological and political warfare.

Even when not directed toward these ends their creators find it

difficult to — and indeed do not pretend to — ignore the tensions of normal living.

Those who have talent with pen and ink frequently believe that all they need to set up shop in the comic strip business is a little ability and a supply of pens, brushes, ink and drawing paper. It's not that simple. Many comic strip artists have spent years of their lives as workaday artists, waiting and planning for the opportunity that

would catapult them into the comic strip "big time." When they reach it, it is often the work of a comic strip team of one or more artists, writers and researchers.

BULWARK OF LIBERTY
THE FREEDOM of the press is one of the great bulwarks of liberty and can never be restrained but by despotic governments. —George Mason, The Virginia Declaration of Rights, sec. XII, 1776.

"Godey's Lady's Book" was the first women's magazine in this country.

'Morgue' Not What It Says: File For News

The newspaper business has borrowed many terms from other lines of endeavor, among them again when that person died, being the word "morgue."

The morgue is not a true word

in implication even if it is used to store "dead" news. Dead news or pictures are those which have been printed in the paper.

Unlike the conventional morgue, occupants of the newspaper morgue do come back to life to appear perhaps many times again in the columns of type.

When the newspaper business was in its infancy, use of the word morgue came into being because clippings and pictures of people who did something newsworthy were filed away and used again when that person died.

Today, newspaper morgues are more complete and complicated

and are used a great deal in the routine business of putting out a daily newspaper.

If Joe Doe is elected president of the local chamber of commerce, a customary procedure would be to take his picture and write a story giving some of his background. After the story and picture appear, the information and engraving are filed in the morgue against the time when Joe Doe might again be of interest to readers.

An he very likely will be. Perhaps if he is politically minded, he may be elected mayor. Out come the clippings and

picture and a reporter has the information he needs at hand and the editor has an illustration for the story of Mayor Doe. The same procedure would be used each time Joe Doe did something considered newsworthy.

In addition to clippings and pictures of local people contained in a morgue, there are filed hundreds of pictures and matrix cuts of men and women prominent in politics, sports, business, science and other fields.

Carnival, derived from the Latin "carne vale," means "farewell meat."

Save at Cretney's Save at Cretney's Save at Cretney's Save at Cretney's Save at Cretney's Save at Cretney's Save at Cretney's

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BAKED HAM DINNER
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REG. \$2.25 NOW ONLY **1.69**

Compact metal kit with 11 basic items and First Aid Manual. Be prepared... buy now for home, car and office!

Camera, Flash Att., Films, Batteries \$7.95
Flash Bulbs, Filter & Case, only ..

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On Lefors Highway
Wm. Powell
"MY MAN GODFREY"
STARTS FRI.
"Captain China"
John Payne

Open 7:30 - Show 8:25
Adm. 9c-44c
Twilight Serenade
Each Evening

TOP O' TEXAS TONIGHT
North of Gen. Hospital
"Two Weeks With Love"
Jane Powell
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Randolph Scott
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Box Offices Open 1:45

LA NOVA
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A stark, moving story that pulls no punches!
"Edge of Doom"
Dana Andrews
Starts Friday.

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TECHNICOLOR

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NOW FRI. PREMIERE SHOWING

SCOTT WORTH
Disney Ca. Color Specialty
"No. 1 Next Door"

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2 FEATURES
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25 FEET
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Keeps Food and Drinks Hot or Cold
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THERMASTER PORTABLE DELUXE Refrigerator
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Isopropyl ALCOHOL COMPOUND
QT. **19c**

CIGARETTES ALL POPULAR BRANDS CARTON **\$1.85**

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SHOP EARLY LIMITED SUPPLY

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Save on Liquors AT CRETNEY'S

KENTUCKY TAVERN 100 Proof, Bottled in Bond **\$4.67**
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ANNUAL SPECIAL

Two for One BOTTLES
DOLLAR Plus Tax
Regularly 85 cents each.

Famous **ROGER & GALLET DRY PERFUME** (Sachet)

In five exquisite fragrances. Use it like liquid perfume or as a sachet.

No Extra Charge for 2 dram bottle
CARA NOME PERFUME \$1.50 VALUE!
With each \$1 purchase of Cara Nome beauty aids.

Atomizer Given with each purchase of **CARA NOME COLOGNE**
BOTH ONLY **1.50**

1/2 Price Special **CARA NOME DEODORANT CREAM**
Reg. \$1.10 NOW ONLY **55c**

CARA NOME COLD CREAM
The ideal cleanser for dry or normal skin. Contains soothing oils... 3 OZ. **1.10**

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Luxurious night cream, rich with natural estrogens. 2 OZ. AIR **1.65**

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For oily skin; gently stimulates surface circulation. 4 OUNCES **1.35**

CARA NOME BATH SALTS
Softens and delicately scents bath water. **1.50**

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Lingers luxuriously after the bath. With fine velour puff... **1.50**

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Eight flattering shades to give final charm to make-up. EACH **1.10**

CARA NOME SKIN FRESHENER
Mildly astringent liquid, beneficial for even the very dry skin. 4 OUNCES **1.10**

100 **Bayer Aspirin** **59c**

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10c **POCKET COMBS** 2 FOR **9c**

ALL 5c **Candy Bars** 3 FOR **9c**

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Yanks, Bosox Stand Between Chisox And July Fourth Lead

SPORTS AFIELD

By TED KESTING

Green Sox Slated To Meet Allison

SHAMROCK — (Special) — Shamrock's Green Sox face Allison this Sunday at 2:30, following an unexpected, 7-2 loss to the McLean crew last Sunday. Shamrock, having disposed of Miami 2-1 and Kelton 8-5, just after a narrow 5-4 loss to the league giants, Wheeler, expected to mop up on the McLean nine, but were forced to give up five runs in the opening frame as Bobby Burrell, lefthander, was touched for repeated bingles. Burrell was retired after the opening stanza, relieved by J. D. "Red" Cook, who hurled a nine-inning ball for seven innings, except for two scored unearned against him, due to batted balls. Cook gave way in the first of the ninth to Bobby Close, Irish mound ace, whose work in the Kelton and Wheeler games stood out. Close set the McLean crew down runs. High spot of the Irish combat was a smashing homerun by Curtis Ray Kuykendall, catcher, in the fifth canto. Shamrock was unfortunate in that no one was on the sacks when he rapped the four-bagger. Except for a brief period, the Irish played errorless ball. These errors led to a swarm of McLean tallies. Close is expected to take the mound as the Sox sweep back into league running. He will face Allison, which tied McLean 4-4 two weeks ago in a battle called in the twelfth. Wheeler and Bricson continue to be the pace-setters. Other teams in the Panhandle loop are Kelton, McLean, Allison, Miami and Shamrock. The Irish have won two and lost three so far.

West Field Due For Trim

SOUTH BEND — (P) — A double round of match play today trims the field of 64 to 16 by nightfall in the jammed Western Amateur Golf Tournament. What started out as a leisurely-paced affair became a dawn-to-dusk race against darkness when rain washed out the second qualifying round and shoved action up a peg so the meet could end as scheduled Sunday. Officials set a start for 7 a.m. today with defending champion, Charlie Coe of Oklahoma City leading the way over the Dewey South Bend Country Club course against Walter Clisco of Louisville, 1949 Western runner-up. Coe, who was exempt from the ordeals of qualifying and failed to better par 72 while practicing, was highly favored under the wire with 78-118. It took a 156, a dozen over the standard, to get into the swim. Other choice-first round bouts sent Dale Storey of Dallas, a 140 qualifier, against Bob Goldwater of Phoenix, a 1949 Western finalist who bagged 183.

Lady Pros Face Simon Pures

PHILADELPHIA — (P) — It's the lady pros against the lady amateurs today for semifinal berths in the 22nd annual Western Open golf championship at Whitemarsh Valley Country Club. The field of eight is split up so that the simon pures left in the competition each tee off against a play-for-pay opponent. And in each instance the pros are favored to prevail. Based on the golf displayed over Whitemarsh's 6,870 yard layout during the first three days, Louise Suggs, medalist from Carrollton, Ga., and Patty Berg, Minneapolis pro, are favored to succeed Mrs. Babe Didrikson Zaharias as Western champion. Both Miss Suggs and Miss Berg are looking for their fourth Western titles. Miss Suggs gained the quarterfinal round yesterday with an impressive 3 and 1 victory over Carol Diringer of Tiffin, O. The methodical southern gal, winner of both the U. S. and British Amateur crowns before turning pro, has played consistent sub-par golf, including her qualifying seven under par 68. She meets current National Amateur champion, Beverly Hanson of Pasadena, Calif., who by her own admission has been less than sensational in winning her way into the third round.

Champ Dies

NEW YORK — (P) — Patsy Foley, 73, well-known featherweight fighter at the turn of the century, died yesterday. He had been a patient at Creedmoor State Hospital for several years and two months ago was stricken with paralysis.

Chicago White Sox

The Chicago White Sox chances of holding first place on the traditional July 4th dividing line hinge on the next five games with New York and Boston. If Paul Richards' White Sox can safely skirt the Yanks and Red Sox series on the road they'll go home with a comfortable lead. How to beat the Yanks was a one lesson the White Sox failed to learn from maestro Richards. Losing seven of 10 to New York cost them a chance to pile up a safe margin. Their lead, once measuring five games, has been whittled to 2 1/2. Fresh out of pitchers, both the White Sox and Yanks fell back on unreliable workmen for today's finale of the current series at Yankee Stadium. Either Howie Judson or sore armed Sabl Rogovin will work for the Sox against Spec Shea, who was treated roughly on relief in the series opener. Richards got a well-pitched game by Billy Pierce yesterday but lost, 2-1, after he threw away countless chances. Over-ambitious base running, one of their prime assets, backfired on the fleet Sox. Eddie Lopat seemed on the verge of collapsing several times but managed to last the route for his 10th victory. He allowed 10 hits to five off pierce. Hank Bauer came up with two big hits when they counted most while Chicago left 10 men stranded. Bauer led off the seventh with a single and scored the tying run. In the eighth his soft looper over Chico Carrasquel's head for a single drove home Mickey Mantle with the winning run. Cleveland, which follows Chicago into Yankee Stadium, cut loose with an 18-hit attack at Boston to whomp the Red Sox, 14-8. Bobby Avila unloaded three home runs and a single — a total of 15 bases, only two short of the league record held jointly by Ty Cobb and Lou Gehrig. While the upper crust of the league wrestled for the important positions, the second division small fry did some jousting on their own. Detroit split a two-night double with the Philadelphia A's, winning 7-2 and losing 5-4. The even break let the A's out of the cellar because St. Louis lost to Washington, 5-1. That combination left the Browns in exclusive control of the dungeon. Tommy Holmes found the secret of managing his very first day on the job. Just as he was leaving. The capable Boston Braves lefty gave his new boss a comfortable afternoon with a five-hit 9-0 romp over Chicago. Just to make it sure, Spain hit a three-run homer, double and single. He fanned eight to boost his league-leading total to 66. The pennant race remained unchanged with both Brooklyn and runner-up New York losing. The Dodgers' first place margin still is 5 1/2 games. Crafty Kenny Raffensberger hogged the Dodgers with four hits, 2-1. Even so, the Dodgers outhit the Reds who managed only three off Johnny Schmitz and Clyde King. Red Mungler worked in and out of trouble, striking out nine, in St. Louis' 4-2 edge over the Giants. Bubba Church blanked Pittsburgh, 1-0, on nine hits although his Phillies mates got only four off Bob Friend.

Irish Grid Star At Boys' State

SHAMROCK — (Special) — Billy York, Shamrock high school star football center, is going to be in first class shape for the grueling 1951 season. Billy will work on a ranch near Trinidad, Colo., after he gets back from Boys' State. York went to Austin last Sunday to represent Shamrock at the Boys' State in Austin, a sort of boys' state government. The youngsters actually see the government in action and one day they all take over some offices and administer them; a great possibility for strengthened democracy. Billy was chosen by the high school faculty and sent by the American Legion here as its representative. It's always a honor that goes, one who will be a senior come fall. A few years ago Billy's father, a grocer, befriended a man named Homer Ewton, who went to Colorado and accumulated much land and property. Now Ewton has a pleasant job for Billy: helping with the installation of pipe from a mountainside spring and other ranch work. Last season Billy made an all-district and all-regional at center. He was selected for honorable mention as all-state center. With this ranch work to toughen him, maybe he'll be all-state this year.

Favorites Still In Westex Meet

BROWNWOOD — (P) — Second round matches in the West Texas Woman's C I Association Tournament today found favorites still shooting for the coveted crown. Favorites, including Pat Garner of Midland, medalist, and Mrs. C. D. Lee of El Paso, defending champion, won as expected in first round play. The Colonial Club in Fort Worth was named the site for the next tournament at a business session yesterday. Mrs. London was elected president of the association, succeeding Mrs. O. B. Stephens of Abilene. Mrs. Esell was named vice president and Mrs. Howard Edmiston of Brownwood, secretary-treasurer.

Don Maxwell Meets

OKLAHOMA CITY — (P) — Billy Maxwell of Odessa faces Doc January of Dallas in the semifinals of the Oklahoma City Invitational Golf Tournament here today. In the other match Leonard A. Young plays Joe Conrad of San Antonio. Yesterday Maxwell defeated Johnny Johnson of Oklahoma 3 and 2 in the quarterfinals. January defeated E. J. Rogers, Jr. of Oklahoma City 2 and 1. Conrad defeated Jack Martin of Oklahoma City 7 and 6.

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HOME TOWN NEWS by HEAVY

"There goes a smart man... he buys all his beer and liquors at... HEAVY'S PACKAGE STORE. We ought to buy all of our stuff there for Heavy will meet or beat any advertised price in town. We can get everything at one stop that way."

OLD FORESTER	OLD STAGG
100 Proof BNB	4 Years Old Bourbon
Pint	5 th
\$3.20	\$3.25

HEAVY'S PACKAGE STORE 1660 - 1 BLOCK S. HWY 60 538 S. CUYLER PAMPA

BARBECUE DINNER

MOOSE LODGE

Thursday, June 21st

7:00 P.M.

TICKETS

Adults \$1.50

Children 50c

FREE DANCE

PINKY POWELL ORCHESTRA

Government Blamed For Overbuying WASHINGTON — (P) — The government has been blamed for buying vast quantities of coffee, pepper, wool, and other supplies for military use, "without any serious regard" for the impact on the civilian economy. The charge was made yesterday by Chairman Bonner (D-NC) of a house expenditures subcommittee investigating military buying methods. Read The News Classified Ads tonight in a basketball series led 31-17.

PIONEERS DROP MEXICAN TILT MEXICO CITY — (P) — The Pioneers of Wayland College last night the Pioneers lost Plainview, hope to take the lead tonight in a basketball series led 31-17.

Just Received

A NEW ADDITION TO OUR LIST OF FAMOUS NAMES

Hollywood Suits

Tropical Wored and Flannels
Domestic and Imported Fabrics

\$79⁵⁰ and \$89⁵⁰

Hollywood Sport Coats

In Beautiful Imported Fabrics \$58⁵⁰

OTHER FAMOUS NAMES

Stylemart Suits \$34⁰⁰ \$42²⁵ \$44²⁵ and \$49⁰⁰

PLATEAU SUITS \$69⁵⁰

By Timely

Most of these suits have Extra Trousers

STORE HOURS:
Monday, Wednesday, Thursday — 8:30 a.m. - 6 p.m.
Tuesday and Friday — 8:30 a.m. to 9 p.m.
Saturday — 8:30 a.m. to 7 p.m.

Bel-Aire

STORE FOR MEN
Ground Floor Hughes Building Phone 2600

We're Trading High on WILLYS Station Wagons

We Are Going the Limit to Keep the Willys in 1st Place!

During the past four years, more people have bought Willys Station Wagons than any other make. We are trading high to make more sales and keep Willys in first place!

Come in for a Road-Test!

Road-test the Willys and you'll see why it is America's favorite double-utility car! It is a comfortable, smooth-riding car for six—and seats lift out to give space for loads to half a ton. Its high-compression HURRICANE Engine gives long mileage... and a Willys saves you on tires, repairs and maintenance. Come in now!

Drive your car in today and get our extra high appraisal — no obligation! If it is of average value, it will probably more than make your down payment.

McWILLIAMS MOTOR CO.
411 SOUTH CUYLER PHONE 3300



GUESS I'LL HAVE TO FIX IT—Looks like Pop has been messing around with this machine again. (Posed by Gary Green, young son of Mr. and Mrs. Kendell Green. Mr. Green is shop foreman.)



CERTAINLY, MRS. BEETLEBAUM — Of course we will hold your story for the Sunday paper. Any particular Sunday, Mrs. Beetlebaum? (Posed by Mary Jay Campbell, 2-year-old daughter of Mr. and Mrs. John Campbell.)



This young woman will move in an aura of springtime fragrance throughout the sultry months, thanks to the light, petal-odor of her favorite scent.

Sunflower Apron
By MRS. ANNE CABOT
Here is an active, easy-to-make apron that is becoming in or out of the kitchen. A sturdy sunflower forms the neck and a matching pocket holds knives as a handy "attach mate."
Pattern No. 5181 consists of basic pattern, and all requirements, sewing directions. Not iron transfer for applique pocket and pocket.

Rains Build Up Moisture Over State
AUSTIN — Recent rains built up adequate to excessive soil moisture in most Texas farming areas, the United States Department of Agriculture has reported.
A few exceptions remained dry. Included were some southern high plains, trans-Pecos western plateau and extreme southern counties.
During the past week, USDA said, heavy rains over most of the eastern two-thirds of the state were followed by a big push in cultivation, haying and harvesting of small grains and vetch.
Cotton farmers particularly needed hot open weather to permit cultivation and active insect control, the report noted.
Wheat harvest was interrupted by showers in the northwest. The crop was mature in the extreme northern counties of the Panhandle. Most fields were ready to combine in the central and northern counties.
Heavy local thunderstorms interrupted field work in many commercial vegetable areas during the week, particularly over most of the North Texas onion and East Texas tomato areas.
Cantaloupes and watermelons were moving in increased volume as some of the later sections started coming into production.
Range and pasture grass was reported supplying abundant feed over most of the state and was being harvested in central and northern counties.
All classes of livestock were gaining rapidly, USDA said.

The Pampa Daily News
Women's Activities
PAGE 14 PAMPA NEWS, THURSDAY, JUNE 21, 1951

United Workers Class Members Hold Picnic
The United Workers Class of the Church of the Brethren met at the country home of Mr. and Mrs. Otis Lee McClellan for afternoon picnic.

Those present were Mr. and Mrs. McClellan and Patricia, Mr. and Mrs. Bob Zimmerman, Buster and Zandra Kay, Mr. and Mrs. Bill Garrard, Bill and Pat; Mr. and Mrs. Russell West, Jr.; Mr. and Mrs. Louis Gallimore, Dale, Clyde and Ann; Mr. and Mrs. McHooper, Doris and Terry; Mr. and Mrs. Ernest Rose, Velda and Merlin; Mr. and Mrs. Kenneth Gray and Linda; Mr. and Mrs. Odell Taylor and Richard.
Guests were Mr. and Mrs. Clyde Carruth, John Loyd and Duane.

Tips On Choosing Pictures For Home Given Wayside Club
Mrs. Mary Anne Duke, county home demonstration agent, gave a demonstration on choosing pictures for the home at a recent meeting of the Wayside Home Demonstration Club. She also showed slides of the homes of some of the club members.
Mrs. Duke showed slides on "Modern Art," designed to help the homemaker choose the proper pictures to hang in her home. Pictures were also exhibited on health and the cure of cancer.

W. A. Yorks Observe Silver Wedding
Mr. and Mrs. W. A. York were guests in the home of their daughter, Mrs. Derrel B. Hoggsett, 417 Magnolia, in honor of their silver wedding anniversary.
Those present were Mr. and Mrs. Frank Hoggsett and Betty Lou, Mrs. J. J. Love, Mrs. Joan Sweetwood and Nickie, the honorees and the hosts, Mr. and Mrs. Derrel B. Hoggsett, Danny and Cynthia.
The Yorks were married June 6, 1926, in Noel, Mo.

Presbyterian Church To Begin Vacation School Monday Morning
Vacation church school will begin Monday, June 25, at the First Presbyterian Church and will run through Friday, June 29.
The school will be for all children between the ages of 4 and 14, and will be held from 9 a. m. to 11:30 a. m. daily. The theme will be "The Church."
Friday noon picnic will be given for the children in the park and a closing worship service, to which the parents are invited, will be held at 7:30 Friday evening.

BEDECKED TO THE NAILS—Fingernail shields made by a Parian Jeweler are shaped to wearer's nails and feature brilliant-cut diamonds sprinkled on checkerboard of platinum.

Service Guild Has Business Meeting

The Wesleyan Service Guild of the First Methodist Church met Monday night in the home of Mrs. Mildred Hill.
Mrs. Diamia Wood gave a devotional on "Faith and Trust." Mrs. Hill was in charge of the meeting and referred to an article on "Faith" in a current magazine. Mrs. J. M. Turner read a letter from Miss Garnet Everly, missionary in India. Mrs. Harold Wright reported on a recent zone meeting.
Mrs. Hill will represent the Wesleyan Service Guild on the Board of Education and Mrs. Wright will have charge of flowers.
Committee chairmen are as follows: membership, Mrs. Diamia Wood; Christian social relations, Mrs. Harold Wright; publicity, Mrs. J. M. Turner.
Refreshments were served by the hostesses.
Those present were Mrs. Walter Daugherty, Mrs. Roy Kilgore, Mrs. Harold Wright, Mrs. Ina Smith, Mrs. Diamia Wood, Mrs. J. M. Turner and Miss Minnie Allen.

WE, THE WOMEN
By RUTH BULLLET
NEA Staff Writer

DULL AND UNINTERESTING?
To the women who write that they are so overworked life seems dreary, and they, themselves, feel dull and uninteresting, here are a few pointers:
One. Don't weigh yourself down by thinking of all the things you "ought to do" along with all the things you know you have to accomplish in any one day. Thinking about all the things you have to do when you can get at them is almost as tiring as doing the work you can accomplish.
Two. Don't go at any job in a grim and determined manner. You can do it just as fast if you go at it calmly and quietly. And if it is routine work, you can choose what you'll think about while your hands are busy. The woman who listens to good music while she dusts or washes dishes has the right idea. So does the woman who thinks what a pretty day it is while she hangs clothes on the line.
Three. Get the idea out of your head that work makes you dull and uninteresting. The woman who keeps her nose to the grindstone all day needn't be— and usually isn't—any less interesting than the woman who spends the same day shopping leisurely or playing bridge.

SHARE THE WORK
Four. Make sure that all the jobs you have been regarding as necessary actually are important and, furthermore, that you are the only one who can do them. For instance, the woman who complains she is always "picking up" after her family could cut down on that job by training her children to put their things away.
And almost any mother could get more help from her children than she does. It isn't right or necessary for one member of a family to be a drudge so that all the other members can shrug off all responsibility for household chores.

Five. At the end of the day don't think about the things you didn't get done. It isn't right or necessary for one member of a family to be a drudge so that all the other members can shrug off all responsibility for household chores.

Frank's
Q — How did the early Quakers refer to the days of the week?
A — The Quakers referred to the days as first day, second day, etc., and spoke of Sunday as the Lord's day. They felt that it did not become Christian men to render homage to idolatry in honoring the false gods by making the days of the week sacred to them.
Q — Why is the U. S. Signal Corps pigeon "Tank" remembered?
A — On May 7, 1943, news of the Axis collapse in Tunisia was flown out by a U. S. Signal Corps pigeon.
Q — What is the estimated population of the U.S.S.R.?
A — No accurate current estimate of the population of the Soviet Union is available. Figures furnished by the Soviet Embassy in Washington, based on the 1940 census, show a population in the 16 Union Republics of 192,706,000.
Q — He was Himself forsaken that none of His children might ever need to utter His cry of loneliness.—J. H. Vincent.

ANTHONY'S Lay-Away Sale of Blankets
BUY AT SALE PRICES—A SMALL DEPOSIT HOLDS BLANKETS UNTIL FALL

ANTHONY'S FAMOUS WOOLMIST 100% WOOL EXTRA SIZED BLANKET

Certificate of Guarantee Against 5 Years Moth Damage



Lay-Away Sale Price
\$14.99

16.50 After Sale
A Deluxe blanket at a special money saving price! Guaranteed all new wool with moth proofing—guaranteed for five years. Large size 72x90 inch... extra wide 6 inch rayon satin binding. And the 1951 colors are gorgeous... soft maize, flame, chartreuse, hunter green, pale blue and rose. Be sure to see this outstanding blanket buy tomorrow!

"The ANCO CHIEF"
5 Year Moth Proof Guarantee
7.90 After Sale
\$6.99

"The ANCO ELECTRIC"
1 Year Unconditional Guarantee
29.75 After Sale
\$24.99

Anthony's own famous blanket, "Anco Chief." It's brand new, it's different... more warmth, more beauty, more wearability. A blend of fine fabrics, 25% wool, 50% rayon, 25% cotton. 6 inch rayon satin binding. Colors: flame, hunter green, cedar, rose. Size 72x84.

Finger tip control for any desired temperature... now you can sleep under one lightweight blanket... and have exactly the right, healthful covering and warmth that keeps you cozy all night long. It's guaranteed washable, safe, and thrifty.

BUY THE CONVENIENT WAY—ON ANTHONY'S LAY-AWAY—SMALL DEPOSIT

EXTRA FINE TYPE 128 MUSLIN SHEETS
Sizes 81x99 • 42x36 Pillow Case 47¢
\$2.44
Anthony's own brand and nationally famous brands to choose from. Anniversary sale special. Strong durable 128 thread muslin... extra strength selvage. Wide neat hems top and bottom.

Novelty Jacquard SINGLE BLANKET
Every Day Low Price
\$4.98
A beautiful jacquard design blanket in colors of beige, turquoise, grey, pink and buttercup. Full bed size, 70x80 inches. Rayon satin bound.

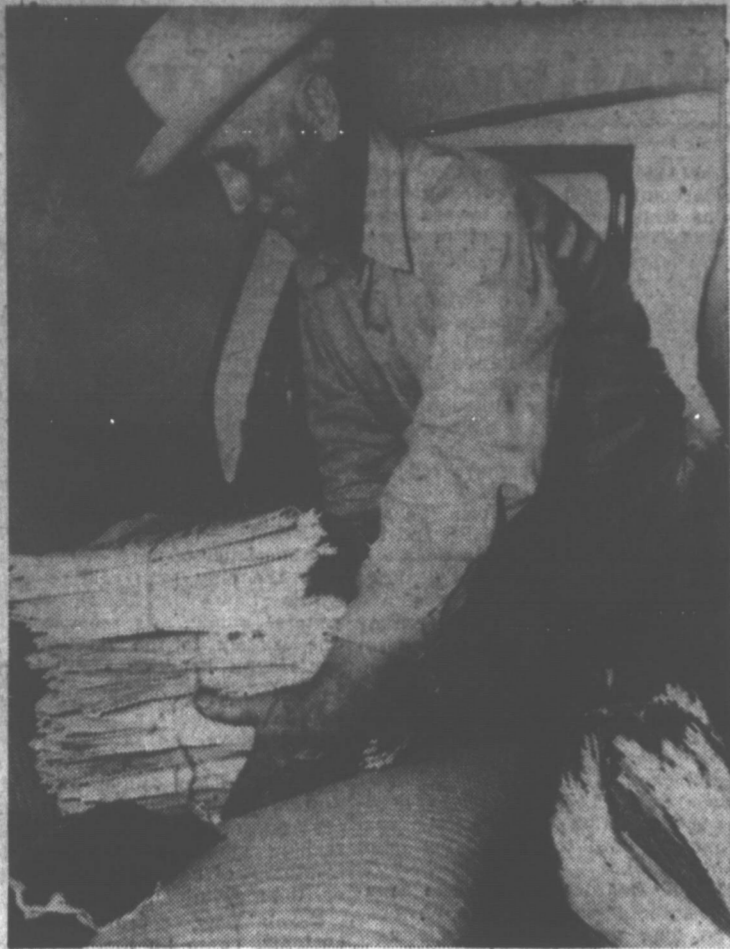
100% ALL WOOL FILLED RAYON SATIN COVERED SOLID or REVERSIBLE COMFORT



Lay-Away Sale Priced **\$10.99** 12.50 After The Sale
It's beautiful, it's reversible, it's warm as toast! Rich all rayon satin covering in solid colors or two tone reversible colors. Filling is guaranteed all wool... stitched to assure you no packing. A large selection of colors to choose from.

A SMALL DEPOSIT HOLDS YOUR BLANKETS TIL FALL—BUY NOW and SAVE

Pampa's Largest PRESCRIPTION STORE PERKINS Drug Store
116 W. Kingswell
Phone 646



LOADING UP—Bob Leonard loads papers for his route that includes stops at McLean, Shamrock, Wheeler, Mobeetie, Canadian and Miami. Leonard leaves The Pampa Daily News office about 2 p.m. and completes the run at 7 p.m. (News Photo)

Three Routes For Area Distribution

Three truck routes delivering or road conditions, these carriers may be seen making their runs. The Pampa Daily News are handled by Bob Leonard, Bill Green and Mrs. Roy Smith.

Papers are delivered to readers in the Pampa trade area each day by these carriers, who travel each Saturday night, so that readers may have their Sunday morning papers early.

When the presses begin to roll, the cars are ready at the circulation room door to transport newspapers to the nearby cities. They carry bundles to LeFors, McLean, Shamrock, Wheeler, Mobeetie, Skellytown, Canadian, Miami and Laketon. In addition, bus service hauls the papers to White Deer, Panhandle and Kingmill.

At each stop made by the out-of-town carriers, agents are assigned to deliver the papers to the people in the communities. Some of the readers receive the paper directly from the driver if their homes lie on his route.

Drivers are trained in the laws of the road and in courtesy. Each day, regardless of weather

U.S. Cheerful As Commies Lose Power In France, Italy

By JAMES MARLOW
WASHINGTON — (AP) — The Communists lost some power — that is, they lost some offices or seats — in the French and Italian elections just held. And there's been some cheering here about that.

But the sober fact is that the Communists still have a huge following in both countries. Since 1948 this country pumped in Marshall plan aid, \$3,400,000 into France and \$1,311,000,000 into Italy — the greater part in both places was a gift — to help them recover economically and so stop the growth of communism.

American experts say the plan has helped both countries tremendously, economically. But still, after three years of this help, more than 10,000,000 Frenchmen and Italians vote for or with the Communists.

In the French elections last Sunday the Communist Party, proving itself the biggest single party in the country, got around 6,000,000 votes out of a total of roughly 18,800,000 votes cast in France. (The rest of the 18,800,000 votes were spread among five other parties.) That Communist vote was only 478,000 less than the party got in the last big French elections of 1946 — they got 5,478,000 then — when France was just coming out of the war and was an economic wreck.

The French elections Sunday were national: they were for representatives in the French Assembly, similar to this country's Congress. In Italy the elections were not national in that sense but were for offices in the provinces (similar to our states) and the towns and cities.

In both France and Italy the Communists lost seats, in spite of their big vote. But in both countries the election laws had been changed to let other parties, which outnumber the Communists when combined, team up against the Communists.

In France, for instance, the Communists, who won 180 assembly seats in the 1946 elections, got only about 89 Sunday.

But — and this is a significant but — no one here has ventured to say how many seats the Communists would have won this time if the other parties hadn't changed the rules in an effort to squeeze them out.

The Italian elections were spread over several weeks and still have covered only about two-thirds of the country. The remaining one-third will be covered in elections in the fall.

In Italy the Communist vote so far has been truly impres-



FASHION NOTE—Fashion pace-setters, like this chap putting on the links at Nassau, British West Indies, discover the beauty of native-print fabrics in combination with white. At his waist, the gentleman adds a narrow belt of print fabric. (NEA)

sive. In the national elections there in 1948 the total vote for all parties was 26,800,000, of which the Communists and left-wing Socialists, who joined with them, got 8,137,000, or 30 percent of the total.

The total vote in the recent Italian elections — covering two-thirds of the country — was 17,000,000, of which the Communists and left-wing Socialists got 6,000,000, or about 35 percent of the vote.

In short, even though the Communists lost offices, their total following increased. Party percentages, they got more votes this year than they did in 1948, when Marshall plan help was just starting.

Two facts stand out from these elections: 1. In Italy and France, the Communists lost seats. By losing representation, they've lost some power to block and tangle up the government.

2. But in both countries the Communists have an enormous following. In this country the fact that the Communists have lost some positions of power has been

great as a heartening sign in the fight against communism. One official here took this view: "when the Communists aren't making progress, they're losing badly. They have to grow to survive." That may be, even though he overlooked the fact that the Communist following in Italy

has shown an increase. But there is another view: It is worth serious thought that the Communists can rally so many people to their side in Italy and France after all the Marshall plan help, plus the fact that both countries now have had six years in which to try to recover from the war.

SUNSET OF LIBERTY
DESPOTRISM can no more exist in a nation until the liberty of the press can be destroyed, than it can be destroyed, until the sun is set.
—C. C. Colton, LACON, 1820.

President Hoover originated the practice of having a private phone on his desk.
Ethel Barrymore popularized the line "That's all there is, that's all there is, that's all there is."

217 N. CUYLER

Montgomery Ward

PHONE 801

Storewide Clearance

FRIDAY AND SATURDAY

WERE 6.98 — GOOD QUALITY WING STEP CASUAL SHOES FOR WOMEN

Big Saving **2⁹⁷**

Must be cleared to make room for Fall stocks. Glistening black patent or smooth red calf casuals with wedge heels. All sizes.

WERE 69c — TRICOT KNIT RAYON PANTIES CUT - PRICE FOR CLEARANCE

Rayon Knit **49^c**

Be here early. First quality knit rayon. Colors: chartreuse, cerise, red, shrimp, black, navy, green. Sizes: Small, medium, large.

Were 1.98—Misses' Blouses 150
Dressy rayon blouses, reduced to

5.98—Cotton Dresses 450
Misses' styles in broken sizes.

Was 69c—Waffle Pique Yd. 47^c
Val-dyed pastel, white. 36 in.

79c Spiral Repp Yd. 57^c
Drapery material.

Were 89c—Pastel Prints Yd. 77^c
Bemberg-Sheri fabric. 39".

79c Print Petaldown Yd. 57^c
Hand-washable dress rayon. 39".

Was 59c—Washable Yd. 47^c
Needs no ironing. Plisse

All Play Suits 298
Seal cloth - denim.

Was 189.95—4 pc Walnut Bed Room Suite 14988

110 Bike Headlight 87^c
2 Cell.

Was 224.95—Rose Frieze Living Room Suite 16988

Was 219.95—Bedroom cut 17988
Bed, chest, vanity. Reduced to clear

Was 81.95—Lounge Chair 5988
Foam rubber.

Was 89.95—5 Pc. Plastic Chrome Dinette Suite 4988

139.95 Sofa Bed Suite 10988
2—Pc. Plastic Arm.

79c Map Heads 57^c
Wet Map.

39c T-Shirts 4 for 100
Sizes — Small, Medium.

Were 5.98—Misses' Dresses 450
Rayons, broken sizes, reduced to

Was 59c—Printed Dimity Yd. 47^c
Dainty sheer florals. 36" wide.

Were 5.98—Boys' Oxfords 497
Rugged cord tie soles. Brown. 1-6.

Ladies Skirts 150
Floral designs.

Was 69c—Dotted Swiss 58^c
White only. 36" wide.

Were 29c—Men's Socks 24^c
Fancy rayons; lights and whites.

Were 2.98—Trimmed Slips 227
Multifilament rayon. Broken sizes.

2.98 Plaid Sport Shirts 239
Assorted patterns and styles.

2.98 Men's Wash Pants 244
Sanforized — plaids and stripes.

Was 127.00—Styletone Rug 9988
9 x 12' size. Grey foliage.

Was 3.39—Camp Jug 297
One Gallon. With pouring spout.

Were 24.95—Tables Cut 1688
18th Cen. Per. styles. Mahog. ven.

Was 39.95—Plastic Chair 2488
Coil spring seat, back. Green only.

Was 34.95—Innerspring 2788
180-coil mattress, pre-built border

16.95 Plastic Table Radio 988
Assorted designs.

Was 179.95—Refrigerator 16988
7.4 cu. ft. floor sample in god shape

39c Hamburger Grill and Hot Dog Roaster 25^c

Were 65c—Screwdriver 27^c
Overstocked — Sizes 6-8.

Gilbert's
Presents Another Fashion
First In Pampa . . .

56%
PIMA COTTON
44%
NYLON
100%
Beautiful Dresses
For Misses and Women
Only

\$10.95

New wonder fabric that flourishes on suds and water . . . dries in a flash and looks silky, crisp, cool and fashion-important in iridescent dark colors.

regular sizes 12 to 20
half-sizes 16½ to 22½



STYLE A
Ocean Pearl Buttons
coat dress. NAVY,
BLACK ROSE, WAL-
NUT, GREEN. SIZES
12-20, and 16½ to 22½.

STYLE B
Stand-out collar dress. Jewel-
ed buttons. NAVY,
ROSE, WALNUT GREEN and
VIOLET. SIZES 12 to 20 and
16½ to 22½.

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Address
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CLEARANCE! 9' x 12' WOOL RUGS
WERE 79.95 TO 127.00 — NOW

69⁵⁰ to 99⁸⁸

Great reductions on wool rugs in wide variety of designs and colors. Discontinued patterns, floor samples, display pieces.

3 PC. BED ROOM SUITE

Reduced to **99⁸⁸**

Plate glass mirror, light color — solid hardwood scratch finish.

Today's Pampa News For Cry From First Paper



DISMANTLING PRESS — Workmen are shown above dismantling The Pampa Daily News' huge press in the old location preparatory to rebuilding and moving to the new building. Several weeks were required to complete the operation. (News Photo)

Newspaper's Grandparent A Weekly Started In 1907

Complex undertakings like publishing a daily newspaper don't "just happen"; they develop over the years from downright necessity.

The Pampa Daily News is no exception to that rule. Just like every other bustling enterprise today it had its humble beginning, and through perseverance has reached its present stage.

At its birth, early in the century the paper was known as The Pampa Daily News and was printed in a small space in the rear of the First National Bank building. That was April 6, 1907. Its founder, L. Ladd, brought Joe M. Smith from his native Indiana to edit and print the little weekly.

Editor Smith didn't think much of the paper's chances of survival in a town that boasted a few hundred souls and two or three possible advertisers.

Stepping from the train on that April 6, 1907 afternoon, Smith looked around and queried: "How can you print a paper in this kaffir corn field?"

Just the same, he went to work with Ladd and in six months became so convinced of the area's possibilities, he purchased Ladd's interest and named the little weekly, The Pampa News.

Editor Smith, also head of all departments, put his weekly on an ancient George Washington hand press that printed one side at a time. His circulation was good, too, considering the town's population.

As the years went by a typesetting machine was added. That was in 1917 when the paper had moved to the rear of the Pampa National Bank building.

It was only a few years later that the Smiths — by then it was a father and son team — moved to the corner of W. Foster and N. Russell where the American Legion and Davis Electric Co. now stand. The building then was a stucco affair.

The Smiths continued to publish The Pampa News until March 1, 1926 when they sold out to the Nunn-Warren Publishing Co. By that time they, of course, were using a better press — an old Babcock flatbed.

However, it also printed four pages at a time on one side; then allowed to dry and printed on the other side. The folding was done on a machine apart from the press.

The Nuns operated the paper as a weekly for eight months and with the coming of better business switched to a semi-weekly on Nov. 16, 1926. With this expansion, the Smith building, standing several feet back from the sidewalk, was extended.

But, the life of the paper as a semi-weekly was short. It lasted only a few weeks before the printer's ink had to flow to keep in step with the business and activity.

On Mar. 10, 1927 The Pampa Daily News was born. Town skeptics forecast failure for this new venture of an old weekly press in the middle of mud streets and highways. They called it a foolhardy undertaking, thinking a weekly or semi-weekly was good enough for Pampa, and attempting daily publication a mighty precarious venture.

The skeptics didn't know newspapers; they based their ideas on what Pampa didn't have. At that time there were no paved streets over which to carry that first edition. There were no gleaming whiteway lights. There were no paved roads leading in or out of town. There was no court house to cover. It was in Lefors, the city hall was inadequate; the town lacked a fire station and a city charter. It had only two hotels.

But Pampa now had a daily newspaper. The daily had no full Associated Press leased wire and all AP state, national, or world wide news had to be dispatched by Western Union telegraph.

As its skeptical readers scanned the new arrival they saw a six column paper and only 483 1-2 inches of advertising. The first 1,200 copies carried the news of the day along with advertisements of 16 local businessmen; five of which still in operation; three operating under different ownership and the remainder out of business. That first list of advertisers included J. E. Murree and Co.; C. G. Motor and Accessories Corp.;

at the top of a reporter's copy also for identification purposes. **SEMI-PAGE** — First page of a separately printed section of a newspaper.

SUBHEADS — Short headings used in the body of long stories. **TAKES** — For the sake of speed, stories are divided into portions, or takes, so that several typewriters can be simultaneously setting the copy. Stories are sometimes written by reporters begin moving the copy without waiting for completion.

-30- "The End," sometimes used to denote conclusion of a story or final bit of copy for an edition.

REEL BOX — A receptacle in which type after use is put for redistribution in the case; or, if it is linotype slugs, for melting down for reuse. The metal is known as "pigs," which are fed into the linotype machines.

POINT — A measure, now in general use, of the size of type. It is determined by the vertical thickness of the type, and there are 72 points to the inch.

STONE — A stand, or table, with a smooth, flat top that was originally of stone but is now often of metal. It is sometimes melted in the form of "bars," called "imposing stone," as it is in taken so that desk men can used to hold a chase.

Many Strange Stories Show Up In News' Classified Dept.

"And then there was the time an ad and find my wife for me." "begin hundreds of strange stories by Mrs. Jessye Stroup about ads that have run in the Classified Advertising Department during the time she has been manager.

Some sad, some funny and some shocking, Mrs. Stroup has seen many stories behind the ads that have run since she took over the department 12 years ago.

"It is really amazing how so few lines can mean so much to some people," she remarked. One hot, dusty day, a small toy came in the front door of The Pampa Daily News with a sweaty nickel in his hand. He was crying and begged Mrs. Stroup to please find his dog, Spot.

At the same time, the police were searching for the boy who had walked all the way from his country home. The ad ran without the nickel—and the dog was found.

"The saddest thing that runs as a classified ad," Mrs. Stroup said, "is the 'I will not be responsible for any debts except those of my own.'"

An irate man came bursting into the office one late afternoon wanting such an ad run. He and his wife were at odds, Mrs. Stroup told him that it was past deadline because she felt he was too upset to know exactly what he was about to do. It was, however, three minutes until deadline.

The man asked that the ad be run the next day and he left, only to be found the next morning sitting in front of the office to meet Mrs. Stroup to retract his statement! Mrs. Stroup said she has always felt that she helped in saving that home.

A letter received by the department a few years ago said something like this: "Dear Classified Department: While traveling through Pampa a few days ago, I lost my wife off my truck. She was last seen getting off the truck near the post office. She has been mad at me and the kids, but we didn't think she'd do it, but she did. Would you please run

of Mrs. Stroup's that she has developed into one of the most popular of advertising systems.

Two of the oldest contracts in the records of the classified department are those of Des Moore Tin Shop and Thompson Hardware. Both of these settled contracts in 1939 and have not missed a day of classified advertising since.

Classification for ads total about 125. The biggest of these classifications are real estate and used car ads.

Assistants to Mrs. Stroup are Mrs. Eunell Crouch and Mrs. Mervil Carter. Mrs. Stroup is also responsible for accounts and collections.

Just As Other Industries, Newspapers Have Own Slang

Every craft or profession has its own vocabulary and the newspaper business is no exception.

When around newspaper men you often will hear terms that will have no meaning for you, but in the profession they have a definite meaning. Here is a brief glossary of some of the terms used most frequently around newsrooms:

BANNER — or Line, or Streamer — headline in large type spanning a page.

BEAT — A story to which a paper beats its competitors in publication. A beat may not be an exclusive story, as is a scoop. Beat also refers to a reporter's working territory, such as a police or city hall beat.

BEED — The flat part of a press on which the form is laid. A paper is said to have gone to bed when it is presumed there will be no more changes made in it for that issue.

BOX — A story boxed, or framed, with rule. Box insert — a box inserted in a relevant story.

BULLDOG — First edition of the publishing day.

CARRY-OVER, OR JUMP — That part of a story continued, or carried over to another page.

CASE — A shallow wooden drawer, divided into as many compartments as there are letters and characters, in which type is kept.

CHASE — A rectangular iron frame in which pages of type are placed, or imposed. Also, as a verb, to send a replat.

COMPOSING STICK — A small metal pan, usually called "the stick," in which the compositor, or type setter, sets type. If the type is hand set, he spaces each line by inserting thin pieces of lead between the words to make the lines uniformly wide. When 10 or 15 lines have been set the stick is full and the type is transferred to a metal tray called the galley.

COPIE — The manuscript prepared by a writer for the type setter. A copy reader is one who

edits the manuscript for the printer to set in type.

DATELINE — The opening words of a news story giving location, date and origin of it; e.g., Paris, July 1 (AP).

DOUBLE TRUCK — Two facing pages made to read as one unit.

DUMMY — A layout indicating the placing of copy and art in the finished product.

EDITION — Any issue of a newspaper. Large papers issue several editions during the day or night.

FEEDING — Supplying a press with paper. A web press is one fed with a continuous strip, or roll, of paper.

FONT, or Fount — An assortment of type of the same body and style. "Wrong Fount" (abbreviation W. F.) is a proof reader's term indicating characters from another font have become mixed into the font in use.

FORM, or Forme — A page when imposed in the chase.

GALLEY PROOF — An impression of the type on a long strip of paper, taken on a proof press. The proof reader compares it with the original copy for errors and returns it to the compositor for correction. The next step is the page proof.

HEAD — A headline.

JUMP HEAD — The headline on that portion of a story carried over from another page.

KEY — Brief summary of page 1 calling attention to a story given in more detail elsewhere in the paper.

LEAD (Lede) — Opening of a news story, ordinarily summarizing the rest of it.

LEADS — Thin strips of metal of various thicknesses, used to separate lines of type. When a lead is "up" it is protruding to the height of the type and therefore accidentally printing.

LINOTYPE — A typesetting machine that casts a line of type in a single block or slug. In use since 1886.

LOBSTER SHIFT — A work-

ing shift that begins late at night.

MAKE UP — Arrangement of type and illustrations to fit and fill a page.

MASTHEAD — The title of a newspaper and statement of its ownership, and perhaps of its editorial policy; usually carried in the upper left hand corner of the editorial page. Also, the nameplate at the top of page 1.

MONOTYPE — A typesetting machine that casts type one character at a time. In use since about 1896.

NO-CUR — A newspaper's research library.

OVERMAST — Banner or streamer over the page 1 masthead.

OVERSET — More copy set in type than there is space for in the paper. Under-set — not enough copy in type.

PRECEDES — Keys to related stories on other pages.

PRINTING PRESS — A machine for pressing a sheet of paper against an inked surface. For centuries flat bed presses operated by hand, with a maximum speed of 800 impressions an hour. In 1806 a power driven press was invented, and in 1814 a press with a revolving printing cylinder developed. On this type press the London Times was printed at the rate of 1100 impressions an hour.

REPLATE — After the type is locked in page form a paper-mache mat, or mold, is made from which impression a half-cylindrical metal plate is cast for use in the actual printing. The plate is locked on a cylinder in the printing press, and to replat is to duplicate the process because of changes made in the page.

SCOOP, or Bump — A story obtained exclusively by a newspaper without the knowledge of its competitors.

SLUG — A thick lead. Sometimes with a word or numeral at the top for use in identifying a story — hence a word used

B and G Fresh Cottons

SLIPS AND PETTICOATS

MANUFACTURER'S OVERSTOCK
REG. \$2 SELLERS!
our Sale price..

2 for \$3
1.59 EACH

SIZE COLOR QUAN.

Send Mail Orders to:
B & G Hosiery Shop
101 N. Cuyler
Pampa, Texas
Add 16c Postage. No Stamps Please

Cool, cool cotton, your choice for hot weather wear! Wears best, launders fresh and white! Slips and petticoats of fine smooth cotton, with crisp, deep eyelet trim. Unconditionally guaranteed! White only. Slip sizes: 32-40. Petticoat sizes: Small, Medium and Large.

B & G HOSEY SHOPS

101 North Cuyler Pampa, Texas

OUR REPRESENTATIVE WILL BE IN PAMPA NEXT WEEK

MAIL COUPON TODAY FOR FREE HOME DEMONSTRATION

Rebuilt ELECTROLUX

Including Attachments
Only **\$12.25** FULL PRICE

FREE AND POLISHER WITH PURCHASE OF THIS CLEANER

LIBERAL ALLOWANCE FOR YOUR OLD CLEANER TERMS

Mail Coupon Below for a Free Home Demonstration ANYWHERE IN TEXAS OR OKLAHOMA

Home VACUUM CLEANER STORE
419 MAYS BLDG.—AMARILLO, TEXAS

Out-of-town inquiries given prompt attention for this special sale! PA-21

Dear Sir:

I am interested in a FREE home demonstration of a rebuilt Electrolux cleaner, complete with attachments.

Name _____

Address _____

City _____ State _____

(If R.F.D., please give directions)

Jackson Twins

SOME SNIPER? YOU MISSED HIM BY A MILE!
WHAT WAS THAT?
SOMETHING THOSE TWINS TOSSED AT US?
IT'S A NOTE, SAYS! WHAT'S IT SAY?
IT SAYS "COME OVER FOR DINNER TONIGHT!"
WHO'S IT FOR?
SHE WAS LOOKIN' RIGHT AT ME!
BUT I'M THE GUY SHE HIT!
ANYBODY KNOW 'EM?
OKAY! STAY IN FORMATION, AFTER THE CEREMONIES, AND WE'LL ALL FOLLOW 'EM HOME!

Blondie

BLONDE SAID SHE WAS IN THE MOOD TO READ A GOOD NEW BOOK... SOMETHING EXCITING.
I'LL GET HER TWO OF THEM AS LONG AS SHE'S IN A READING MOOD.
THE NAME OF THIS ONE IS "HOW TO SAVE ON YOUR BUDGET."
WHAT'S THE OTHER ONE?
"TWO HUNDRED WAYS TO COOK HAMBURGER!"

Alley Oop

YEZZIR... PAIN IN TH' STUMMICK, BIG GLASSY EYES... THEM'S TH' SYMPTOMS, OOP'S GOT TH' WDWLERS SURE AS SHOOTIN'!
HOLY COW, THAT'S AWFUL! AM IT'S KETCHIN' TOO MY GOSH!
THAT DADGUMMED PUNK WOULD HAFTA SHOW UP WITH SUMPIN' LIKE THAT!
WHY, AN EPIDEMIC OF WDWLERS COULD WIPE OUT TH' WHOLE COUNTRY!
THAT'S RIGHT, GUZ WE GOTTA HEAD 'EM OFF QUICK!
HOW?
CALL OUT TH' ARMY... BETTER ADVISE 'EM TO SHOW 'EM MERRY, KILL 'EM ON SIGHT! EXTERMINATE 'EM UTTERLY!

Bo

I MERELY CAME TO PAY A NEIGHBORLY CALL, COL. WORTHY, AND ASK YOUR OPINION ON A MATTER...
BRUTUM FULMEN! MR. GREEN GUADAMUS, IRA FUROR BREVIS EST.
OH, YOU DO NOT SPEAK LATIN... PARDONNEZ-MOI. ALL IS FORGIVEN, SIR. MOMENTARY MADNESS ON MY PART. WELCOME TO MY DOMAIN, NEIGHBOR.
I BEG YOUR PARDON, COLONEL!
I WANTED TO ASK YOU ABOUT A STRAY DOG I TOOK IN THAT GOT ME INTO TROUBLE AT THE ZOO.
JUS CIVILE? YOU HAVE A COME TO THE RIGHT MAN. I FUROR LOUENSI, SIR!
LAPSUS MEMORIAE! I FORGET YOU ARE NOT YER IN LATIN. NOW WHAT IS YOUR PROBLEM?

CARNIVAL by DICK TURNER **SIDE GLANCES** by GALBRAITH

Not much news—I didn't hear a bit of gossip in the beauty shop today that I wanted to believe!

"Will you fix the baby's bottle, George? My horoscope today said to let others take leadership!"

Mutt & Jeff

MUTT SAID I WAS PRUDENT! I WONDER WHAT THAT MEANS!
I'LL FIND OUT IF HE INSULTED ME! P-R-A-H, HERE IT IS! PRUDENT! - IT MEANS CIRCUMSPECT! WHATS THAT MEAN?
I'LL LOOK UP CIRCUMSPECT! C-I-R-C-U-M-S-P-E-C-T... CIRCUMSPECT... SCRUPULOUS... ON ALL SIDES!
WHAT'S SCRUPULOUS? - VIEWING FROM ALL SIDES, SEE CAUTIOUS!
CAUTIOUS... C-A-U-T-I-O-U-S... HERE IT IS... CAUTIOUS-SEE PRUDENT!

Bugs Bunny

I WANT YOU TO MOW THE LAWN WHILE YOU'RE HERE, BUGS!
HUH?
YA HIRED ME T' BABY-SIT WITH CIGERO, THIS KID TAKES LOTS O' WATCHIN'!
PUT THIS ON!
A DOG HARNESS? WHAT'S A IDEA?
C'MON, BUGS... FASTER!

Priscilla's Pop

BELIEVE ME, BOTTS! PARENTS SURE TAKE A BEATING DURING SUMMER VACATION!
THE CHILDREN RUN US RAGGED FROM MORNING TILL NIGHT!
WHY DON'T YOU SEND THEM OFF TO SUMMER CAMP? LOTS OF PEOPLE DO IT!
HE'S JUST JEALOUS BECAUSE HE HAST GOT ANY CHILDREN!
GOT A NERVE!

OU TOUR WAY by J. E. WILLIAMS **OUR BOARDING HOUSE** with MAJOR HOOPLE

WONDERFUL! OH, HOW MAGNIFICENT! FAR BETTER THAN EVEN THE SKYLINES OF NEW YORK! OH, I LOVE TH' WILD WILD...
WELL, WES, WHUT MADE YOU NIGHT-TAIL OUT OF HERE SO FAST JUST 'CAUSE WE HAD A FEW WILD, WILD CATTLE TO GATHER?
GREAT CAESAR, RUTHERFORD! A TOTAL O' #112 / A BONANZA ROLLED UP AND STUFFED INTO THAT OLD BUGLE! HOW FORTUNATE I WAS TO BLOW IT OUT!... WHY, NOW I CAN FINANCE SHERATON'S PAPER SOCKS AND HAVE A TIDY BIT LEFT!
NOT KIND OF BUSINESS MAN I AM? YOU JUST TRY TO TELL ME FOR #100 A HORN MIT #112 IN IT!... ANY MORE DINGS AT HOME YOU NIGH TO ZELL, MAJOR?

Little Doc

NOBODY LOVES TH' PORKY PINE. HIS BACKS ALL COVERED WITH SHARP QUILLS.
GOLLY, IMAGINE A PAPA PORKY PINE SPANKING HIS KID.
I KNOW EXACTLY WHAT! THE PAPA PORKY PINE WOULD SAY...
WHAT?
THIS HURTS ME MORE THAN IT DOES YOU!
OUCH!

Vic Flint

I TOLD YA WHAT HAPPENED. I COME CLEAN, DIDN'T I, INSPECTOR GROWL?
COMPARATIVELY CLEAN, FLINT. LET'S GO UPSTAIRS.
I'M GONNA TURN THOSE TWO LOVE-BIRDS—SHERRY FLIPP AND BOSWELL BEAVER—LOOSE!
YOU'RE ALL HEART, GROWLIE!
ANOTHER THING, ANGEL-PUSS. I EXPECT YOU TO GIVE ME A HAND AROUND HERE.
WHADDAYEAN, A HAND, DOC? I'M A PAYING GUEST, AINT I?

Wash Tubbs

THAT NIGHT, IN THE THEATER, BOARD STAIN WHICH CLIMBED HIS LEGS BADLY ON THE HEAD OF CARLOTTA!
IT'S MAKE-UP LIES HIDE THE GRIMACE OF PAIN AS KIT TROTS TO THE PERFORMER'S EXIT...
MY ANKLES, ROSE, HELP ME TO THE MEDICAL CAR, GOT TO TAPE 'EM GOOD, IF I MAKE TOMORROW'S MATINEE.
WE'LL HAVE TO REARRANGE THE ACT A BIT... ELIMINATE THAT STUNT AND LET YOU SING FOR ME ON THE WIRE TILL MY ANKLES GET STRONGER.
SURE, PAUL, WELL MAKE THAT OKAY, I'M NOT AS GOOD AS DON, BUT I'LL GET BY!

Boots

WE? WHY, I'M READY! 'BOUT LIL' OL' WICKLEBERRY FINN'S NOW THERE'S MY BOY!
BUT, BOOY, WE HAD NO PLANNING!
PLANNING, BOO! MESSIE NOT, BUT 'BOUT 'BOUT I'M HAS MADE A AWFUL LOT OF FOLKS AWFUL HAPPY FOR A AWFUL LONG TIME!
BUT SUPPOSING THE WHOLE WORLD WERE MADE UP OF HUCK FINN'S...
I CAN'T THINK OF NOTHING NO NICER, THEN IT MIGHT COULD EVEN GRANT 'EM 'HAWN' SOME FUN AGAIN!

Mickey Flinn

IT'S A SHAME HE HAD TO BE CALLED SO SOON! I WONDER IF THAT NO-GOOD WEEPY MISCHAPERY WOULD WAS CALLED?
MICKEY AND TOM WENT OVER TO THE RIVER FRONT TO TRY TO FIND OUT! THEY FIGURED MISCHAPERY WOULD KNOW!
YES—WEEPY'S GOING FRIDAY, TOO! AND I HEARD THAT HE'S BEEN SQUAWKIN' BLUE MURDER!
HUMPH! HE WOULD! WHAT'S HE GOING TO DO WITH THE STORE—HAVE SOMEBODY RUN IT FOR HIM?
OH NO! HE KNOWS HE COULDN'T TRUST ANY OF THE SHARPIES HE PALS AROUND WITH! HE'S SELLIN' OUT TOMORROW—TO SOME MAN FROM THE WEST SIDE!
HMM! HE'S SMART, ALL RIGHT!
YOU BET HE IS! IT'S TOO BAD THAT RED IS GOIN' TO BE THROWN IN WITH HIM AGAIN!
YEAH! BUT IT WOULD BE A WHILE—THE ARMY MOVES FEEL AT LEAST THAT'S WHAT WE'RE HOPING!

Penny

GEE, AGNES, YOUR ROOM IS CUTE.
THANKS, PENNY.
YIP! ARE THESE ALL BOY FRIENDS?
SURE.
OOO! THIS ONE'S CUTE!
YES, THAT'S THE IRONY OF IT ALL...
...HE'S MY BROTHER!

Freckles **FUNNY BUSINESS** by HERSCHBERGER

JUST THE LAD I WANT TO SEE! IT SO HAPPENS IM IN A POSITION TO OFFER YOU SUMMER EMPLOYMENT! AHA!... THERE'LL BE A SLIGHT BROKER'S FEE!
WELL, FIRST, THE CHOW IS FREE— YOU'LL MEET A FLOCK OF CHARMING GALS, AND...
WHO SAID ANYTHING ABOUT WANTING TO WORK? IM ALLERGIC TO IT!
WHAT'S THE FEE, MORBID? WHEN DO I START?

Enjoying what beautiful scenery?

Printing, 500 Years Old, Brought Change To World

By SHERRY BOWEN
AP News Features Writer

Just 500 years ago, in 1450, John Gutenberg borrowed 800 guilders from John Fust to start a printing plant. That plant, the birthplace of modern printing, changed the world.

Gutenberg was not the first to print but was the first to use type. Crude pictures and words had been previously printed from plates. Japan had plate printing in 770. The Chinese made the first known printed book the same way in 868 A.D. Some people think printing started in Europe as early as 1420. But Gutenberg's contract with Fust in 1450 said he was to make the tools to print. Even the modern Korean and Chinese printing comes from Gutenberg and not from their own early types.

Dates are hard to pin down because early printers tried to keep their work secret. Books were expensive in those days. An ordinary book might take a year of hard work to copy by hand — a Bible four years. Ordinary books might be sold at a price that would add up to \$5,000 to \$5,000. Some were decorated with paintings of initials and letters and in the margins. And the covers often had jewels on them.

By 1400 most of the copy work had come out of the monasteries. Many people were making their living at it. Printers even with crude tools could do the work cheaper.

When the copyists got wind of what the printers were doing they stirred up trouble. One tale is that Fust went to Paris in 1465 to sell some books. The copyists said his books were produced by the devil. He was accused of witchcraft, lost his books and was lucky to get away with his life.

There are other stories about people who were horrified to find two copies of a book exactly alike. "Magic," they cried. And magic was a crime in those days.

Early presses, adapted from wine or cheese presses, did the printing. The early works are still some of the best in the world. A printer was not just an ordinary workman. In some countries he was almost a "gentleman" when "gentleman" was more than a courtesy title.

At first he might print 350 sheets a day. In Lyons, France, in 1575 production had gone up to 3,350 a day. But those were 15-hour days with two men working — one making and the other pulling the lever. In 1814, the London Times had a cylinder press which put out 1,100 copies an hour. The web press came in 1847. Modern newspaper presses can run at the rate of 60,000 newspapers an hour.

Printing did not take long to start changing the world. H. Maynard Smith, the historian, says it was behind the Reforma-

tion. When Pope Leo X heard how Luther nailed his 95 theses to the door in 1517, he was contemptuous. "Another monkish quarrel," he said. But he reasoned without printing. Before then such a quarrel might have gone on for years in letters between scholars. Now, ordinary men got hold of it and it tore Europe apart.

Columbus may have owed his fame to printing. America had been "discovered" before. But tales of his voyages and those of the great explorers who came after him were printed. Men were moved to spread out and the world expanded. And not only adventures were stimulated. One study of Coleridge's work shows how some of his poetry was based on his reading of travel tales. Other poets and thinkers had like inspiration.

The first scientific societies were made up of business men and other ordinary folks, not of the scholars of their day. The printed journals of these societies inspired thinkers and poets. Men learned what was going on in the world. The result was the industrial revolution.

And printing also went into politics. The American revolution was as much a war of printing presses as it was of guns. Its leaders read the works of such thinkers as Hobbes, Locke, Hume. There they got many of their ideas. Thomas Paine, Alexander Hamilton, Patrick Henry and others spread the ideas in speeches which were printed and in pamphlets.

The French revolution also leaned heavily on the printing press as did the revolts of 1830 and 1848. And in the middle of the 19th Century, Karl Marx printed the Communist Manifesto. His printed work and that of his associates has helped split the modern world in the cold war.

Meanwhile, education reached the common man. That could not take place when books cost \$5,000 each. Printing for the new literates brought the era of personal journals as Hobbes, Locke, Hume had such men as the J. A. M. Gordon Bennett, father and son, Horace Greeley, Charles Anderson Dana, and Joseph Pulitzer.

Then the great combines—news-paper and magazine empires—arose in the United States and Britain.

New methods came gradually to printing, making it cheaper, faster, clearer. They added pictures, wider use of color. But there was one revolution—Ottmar Mergenthaler's Linotype machine. The New York Tribune first used it in 1884. The Louisville Courier Journal, the Chicago Daily News and the Washington Post were not far behind. The Linotype and the use of wood pulp for paper, which started about the same time, made today's mass circulation possible. Lithography started about 1800, photo engraving about 1872. Their

use, separately and in combination, are still in a process of development. Offset, the use of a rubber blanket to pick up a lithograph impression, did not come in until 1905. The typewriter, started about 1874, is still developing. Today it is capable of typing letters of type faces and spacing lines between even margins. It is used with offset printing and photo engraving to print newspapers. Photographic processes help men go back to the pre-Gutenberg use of plates in printing.

The typewriter also gave rise to a stencil process by which typed material can be printed. But fine printing today is still from type out of Gutenberg by Mergenthaler.

T. G. McGraw of the New York Employing Printers' Association says printing is third among U.S. industries in number of establishments. It pays \$2,277,000,000 a year in wages—eighth among U.S. industries in this respect.

Every day 82 million copies of daily newspapers are printed. There are some 380 million copies of weekly papers per year. There are 4,000 magazines and other periodicals. And there are some 500 million copies of books printed in a year.

Clauda Everly Staff Old-Timer Of News

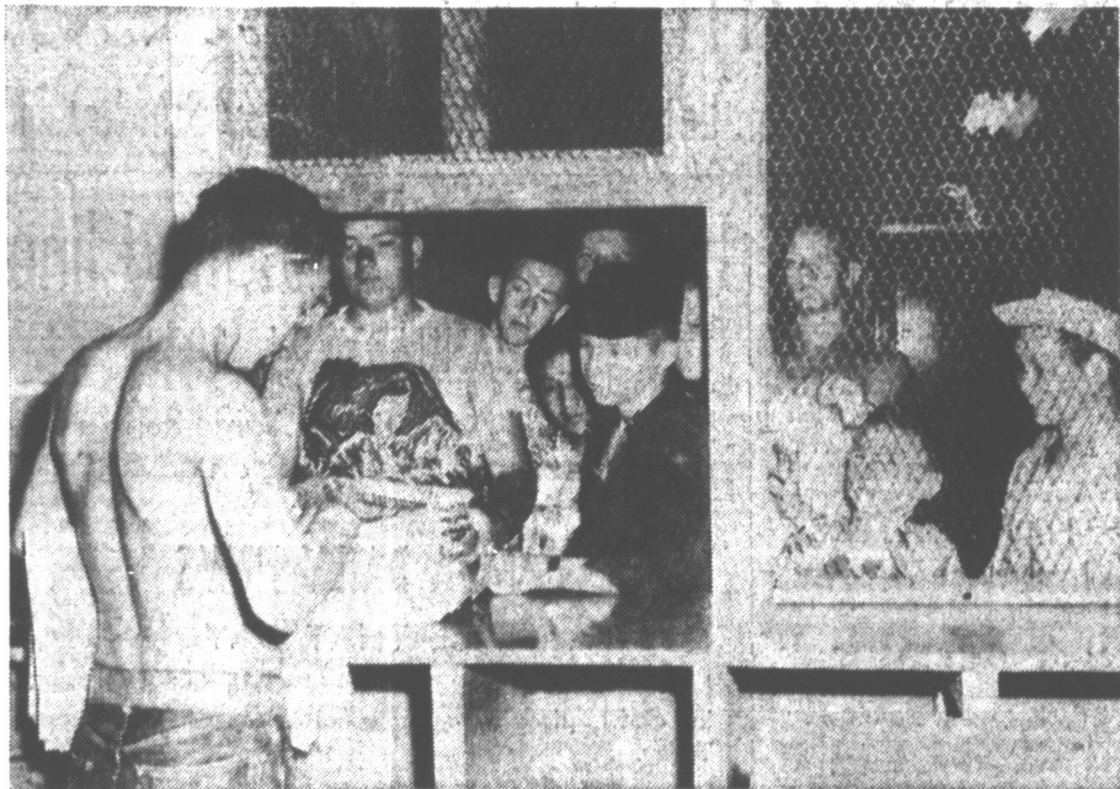
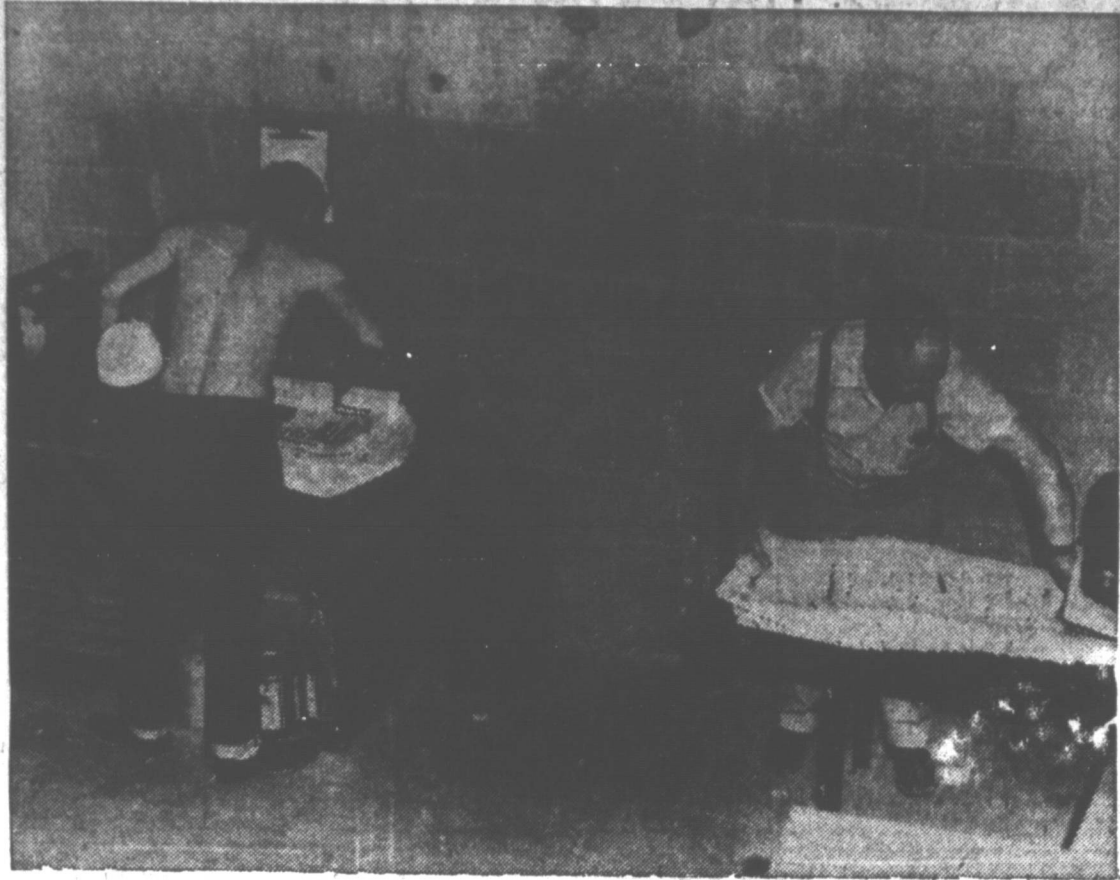
Among the old timers on the staff of correspondents for the Pampa News is Miss Clauda Everly of White Deer, who has been with the paper about 12 years.

She got her first taste of newspaper work as a part-time reporter for the weekly, Lasso-O, student newspaper at Texas State College for Women, Denton, where she received her B.A. Degree with a major in Latin. After teaching English and Latin for three years in Quanah and Texas City, she returned to her home in White Deer and taught in the high school there, writing occasional stories for the White Deer Review, when Bill Miller, now of Spearman, was editor.

After receiving her M.A. Degree from the University of California, still majoring in Latin, she resumed teaching in White Deer and in 1934 became sponsor of the Bucks' Tale, then a page of school news in the local paper, but for the past eight years a mimeographed publication.

About 1937 she became correspondent for The Pampa Daily News.

In the meantime, a course in journalism had been added to the curriculum at White Deer High School with Miss Everly as instructor. Having thus accidentally gotten into newspaper work, she began taking journalism courses at summer school and studied at the University of



CHECKING OUT — Newboys gather at the window in the carriers room to collect their papers for the day to be delivered to their customers over town. Tommy Watson checks them out. The "Little Merchants" have a room of their own just off the press room where they fold and count their papers. (News Photo)

Newspaper In U.S. An Old Institution

Just how old is the American newspaper business? The first regular newspaper in the American Colonies was the Boston News Letter, 1704; the first American daily newspaper was the Philadelphia Advertiser, published in 1784.

Most of the aspects of the American press, however, originated in the 1890's — in fact, many since 1930. In other words, many phases of the press are still very young and still developing. Much of the press has to pass.

The American press now includes, roughly, about 13,000 units — individual newspapers — 11,000 weeklies and 2,000 dailies. Of this number of dailies, only 75 are metropolitan newspapers, 38 of them published in cities with more than a million people, the other 37 in cities of 500,000 to 1,000,000 population.

In contrast to newspapers of foreign countries, nearly two-thirds of the dailies in the United States are published in cities of less than 25,000 people.

To what extent does the American public rely on its newspapers for news and opinion? In 1946, a survey showed almost

15,000,000 copies of weeklies, and papers were sold each weekday. To the 305,000,000 copies of dailies sold each week, add 43,000,000 Sunday newspapers and about 15,000,000 copies of weeklies, and you get 363,000,000 newspapers bought by Americans each week.

Someone has calculated that Americans spend \$1,877,000 a day for newspapers, and a glance at census statistics shows that each family in the United States buys 1.3 newspapers a day.

HUMAN CANNON FODDER
Napoleon's "cannon - fodder" theory concerning his own army was reflected in his statement, "I can use up 25,000 men a month," according to the Encyclopaedia Britannica.

FIRST AIRCRAFT CARRIER
First aircraft carrier built by speedboat of the sea-sled type. It the United States was a 60-foot carrier a fully loaded bombing plane and would run full speed into the wind, so that the plane could take off.

AUTOMOBILE HINT
It is poor policy to have broken spring leaves welded. Welded leaves will not bear the required load, and it is cheaper in the long run to replace them with new ones.

Read The News Classified Ads

LADIES SLEEVELESS Blouses

- PIQUES
- BROADCLOTHS
- PICOLAYS
- ORGANDIES
- WHITES and PASTEL COLORS
- WASHABLE

\$2.98

Levine's PAMPA

LADIES SUMMER DRESS SALE!

LEVINE'S CLEANS HOUSE & YOU SAVE MONEY

COTTONS FOR EVERY OCCASION

THE FABRICS

- Broadcloth
- Chambrays
- Sheers
- Tissue Gingham
- Picolays
- Linens
- Wash Silks
- Many, Many Others

THE STYLES

- Sleeveless Styles
- Sport Type
- One and Two Piece Models
- Sunbacks
- Street Wear Type
- Every Wanted Style

SIZES FOR JUNIORS, MISSES, WOMEN

These Fine Dresses Sell Regularly for up to 8.98

All at One Low, Low Price \$5.99 2 \$11.00 For

COTTON MATERNITY DRESSES

- Broadcloth
- Eyelet Trim
- Button Front
- Tubbable

\$1.98

Buy Several and Save!

USE OUR LAY-AWAY

KEEP COOL
Beat the Heat with Flatties from Levine's!

Levine's Pampa



SWITCHBOARD — Telephones play an important part in the newspaper business and Mrs. Orpha Mitchell is kept busy answering incoming calls and transferring them to various departments. Four trunk lines run into the Pampa Daily News office. (News Photo)

RED ARROW MINERAL OIL
IT'S TASTELESS

Abalone shells are used in the manufacture of toilet articles and novelty pencils.

Colorado, Colorado State College for Education, and the University of Washington.

This spring, Miss Everly rounded out 25 years of teaching.

Specialty refined to stay fresh longer. EIGHT OUNCES HEAVY for relieving constipation. Add your druggist for a bottle today!

NEW SHIPMENT Ladies Barefoot Sandals

OVER 300 PAIR TO CHOOSE FROM

Each One a Smart New Style... Perfect for Play, Dress, Office, Home

SIZES 4 TO 10

Give Your Clothes and Spirit A Lift!

\$2.98

Rings on her Toes

\$2.98

Gay accents

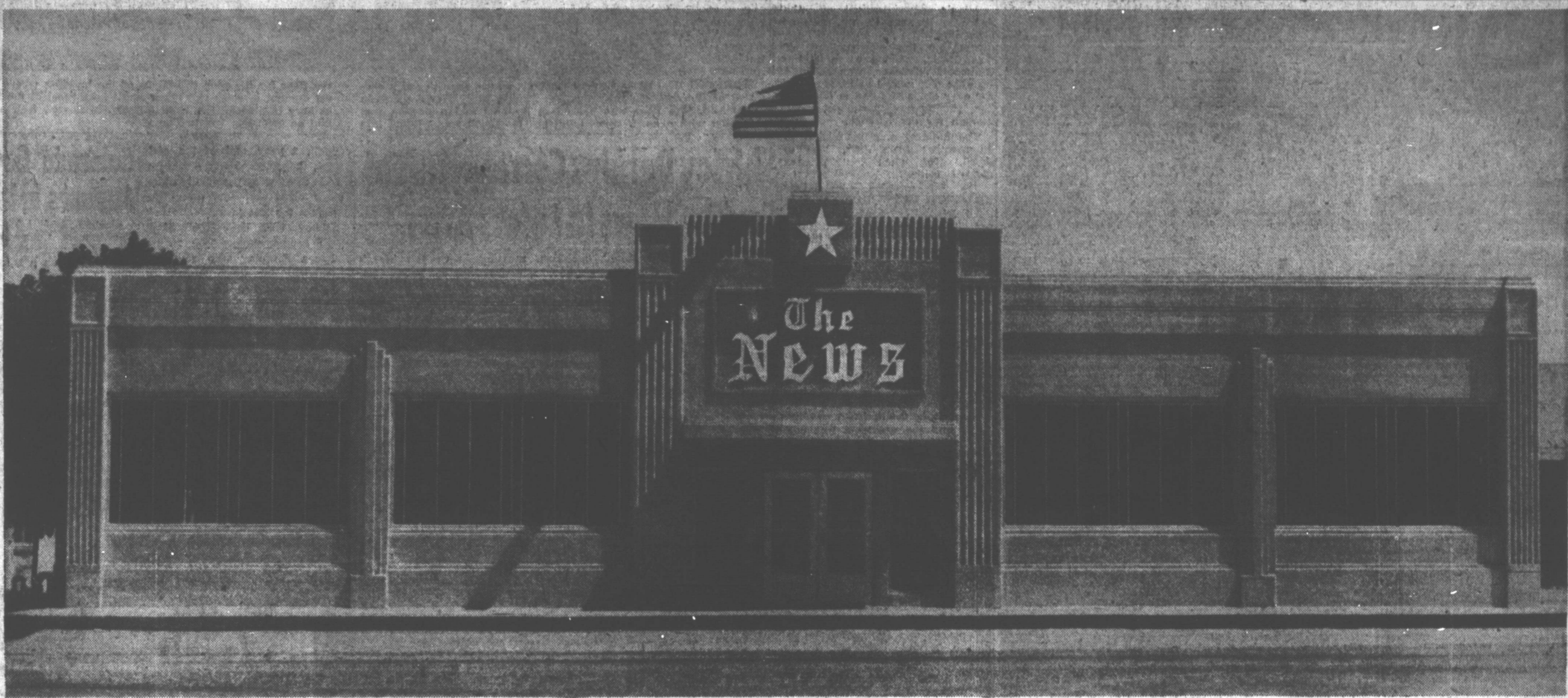
\$2.98

KEEP COOL
Beat the Heat with Flatties from Levine's!

Levine's Pampa

STORE HOURS: Week-Days 9 - 5:30; Saturday 9 - 8

Public Invited To Attend Open House



NEW HOME OF The Pampa Daily News on W. Atchison at Somerville. Pictured above is the 34-foot front of the first tilt-up constructed building in Gray County. Behind its reinforced concrete walls a diversified combination of men, women and machines work together in a smooth pattern to bring the latest in local, state and national events to the people of the Northeast Panhandle. (News Photo)

Alert Thinking Needed To Found Newspapers

There is many a whistle stop between a printer's devil and the head of a newspaper group.

And, alertness is the ticket that gets the newsmen from station to station until he finally arrives at the main depot. The price of that ticket is clear thinking.

It was this alertness and clear thinking that carried Raymond Cyrus Hollies from a \$2-a-week printer's devil to the head spot of a seven-member newspaper group and one radio station. Born on a farm near Alliance, Ohio, he worked on a neighboring farm for \$13 a month. At the end of two months he was able to purchase a \$26 Elgin watch. He still has, and uses, the watch.

After graduating from Mount Union College at Alliance he went to work on his brother's Alliance Review as a \$2-a-week printer's devil. "That's all I was worth," mused Hollies as he looked back to his first newspaper days.

After all he was learning a trade and being paid to learn it.

When the Review's bookkeeper died, Hollies stepped into the spot and later became the publisher's business manager and had

purchased part interest in it. Because he didn't think \$10,000 a year was his actual top earning capacity, Hollies left the Review in 1919 and purchased controlling interest in papers at Lorain and Mansfield, Ohio. His brother with whom he previously worked, purchased a minority interest in the same two papers.

Hollies said he eventually broke with his brother because he demanded "... that I say nothing against labor unions."

The break resulted in Hollies buying out his brother's interest in the Lorain and Mansfield papers.

In 1933 he sold the two papers, but in the meantime he had purchased the Bucyrus, Ohio, Telegraph-Forum which his elder son, Clarence H. Hollies, was publishing.

The Bucyrus paper is still in the Hollies group, along with the Pampa Daily News; Santa Ana, Calif., Register; The Colorado Springs, Colo., Gazette-Telegraph; The Clovis, N. M., News-Journal; Odessa, Texas, American; and The Marysville, Calif., Appeal Democrat; and Radio Station KPDN.

These papers go into 98,000 homes in five states and employ more than 500 newspaper people, not counting carrier boys.

Hollies' attitude toward his em-

ployees is in line with his passion for freedom: "No man or these papers work for us. They work with us; they work for themselves."

In addition to his elder son, C. H. Hollies, who is co-publisher of the Santa Ana Register, he states that every Hollies is interested in newspaperdom. That includes his wife, his younger son, Harry, publisher of the Colorado Springs paper; and his daughter, Jane Hardie, whose husband, Robert Hardie, publishes the Marysville paper.

And Hollies is seeing to it that his eight grandchildren have more than a passing interest in newspaper work by constantly giving them stock in the various papers. "I have given them so much stock that I doubt that I have controlling interest in any of the papers any longer."

But it took more than energy to build this group. Good business management, foresight and a firm grasp of economic principles had to be coupled with the energy in order to make the grade.

By 1935 he purchased The Santa Ana Register and moved there to live. Later that year he purchased the Clovis News-Journal. The next year The Pampa Daily News joined the group. The year 1946 saw the acquisition of the Appeal Democrat.

(See ALERT, Page 4)

Welcome Extended For Open House

Tomorrow and Saturday The Pampa Daily News will hold open house so that visitors may inspect the new plant located on Atchison at Somerville.

Hours will be from 1 to 5 p. m. tomorrow and 10 a. m. until 10 p. m. Saturday.

Tours have been planned so that guests may see all facilities of the new plant from the editorial and advertising departments to composing department and press room. Guides will be on duty during open hours to take visitors through the building.

Tours will start in the advertising department where guests will be shown where display ad copy is prepared, some by the use of one or more of the 25,000 illustrations contained in the mast files.

Next stop will be the business office which also contains classified advertising and circulation offices.

From the business office, the tour will move into the editorial room where reporters and editors write and edit news copy. Here may be seen the teletype machines that bring news of the world into the office; the Fairchild machine that is used to make plastic photo engravings,

and the modern darkroom where the photographer works.

Next stop will be the composing room where visitors will see men busy at the complicated task of setting copy into type on clanking machines and otherwise coordinating the efforts of many other workers by preparing type for use.

After a visit to the job printing shop where commercial work is handled, guests will be taken into the stereotype room. Here molten metal is poured against mats to form plates which do the actual printing on the press. Stereotype workers also "flat cast" such items as comics, ads and other small items that go into the page.

From stereotype, visitors that go into the press room where they will be shown the 48-page press that daily prints some 7500 copies of The News. If the 65 1/2 ton press is in operation, guests will have an opportunity to see presmen making sometimes minute, but necessary adjustments on the masses of flying rollers, shafts and bearings.

From the pressroom, guests will be taken to the circulation department where newsboys and truck drivers will be busy preparing to deliver the latest in news to subscribers' doors.

Experience And Ability Necessity For Publisher

By HENRY GORDON

A newspaper has five major departments.

Each of these five has as many as five or more subdivisions.

Sounds complicated. It is.

Probably the most complicated position on a daily newspaper is that of the publisher.

It is mandatory that a publisher have an intimate working knowledge of each department and its subdivisions, along with the problems of each. Only with this knowledge, gained only through experience, can a publisher successfully coordinate each department into a smooth working unit that in turn makes a newspaper prosper.

These were the lessons Ralph Marshall Julliard had to learn before he was entrusted to take the helm of The Pampa Daily News as partner and publisher in April, 1946.

It wasn't an easy road from carrier boy to publisher's desk. It, like any other venture, had its trials and tribulations, its successes and reversals.

The oldest of three children, Julliard was born Nov. 3, 1908 in Fort Wayne, Ind. — the same day Tom Marshall, for whom he was named, was elected governor of that state. Marshall, a friend of Julliard's father, was

later elected vice-president under President Woodrow Wilson.

In 1922 the elder Julliard died and Ralph, 13 1/2, started thinking of earning his own way to help his mother raise the family. This streak of ambition led to his first job — a \$4 a week stock boy in a wall paper shop. Several years later when he was in high school, desire for more money led to a summer job as an electrician's helper in a tank and pump plant. Later, when a high school senior, he took a job as inspector in an electrical plant.

After graduating from Central High School in January, 1927, he went to work in a Fort Wayne department store as a shipping clerk. This wasn't satisfactory either.

Answering a blind ad in the Fort Wayne News Sentinel, he learned it was the paper's own advertisement. And, on a May morning the embryo newspaperman was hired as a proof boy.

Being a proof boy "was all right," it was a start, and at the very bottom rung.

"I wanted to get into newspaper advertising because I believed there were opportunities for advancement and self-education," The News' publisher declares.

As a proof boy, he spent many hours in the composing room seeing that the right mats and

cuts for advertising got into the right spots. The News-Sentinel's back shop was union and the youngster never was allowed to touch the type. He resented this because it restrained him from satisfying his natural curiosity. However, it didn't deter him from observing closely everything that went on in the mechanical department — from linotype to press room.

"I always resented a printer telling me something 'couldn't be done,' and my curiosity led me to learn that this was just another way of saying they didn't want to do something," Julliard reflected.

Relying more on his nerve than actual experience, he applied for and got a job as classified advertising manager on the nearby Huntington Press. From October, 1928, to January, 1929, he proceeded to learn the classified advertising business as well as a little more about the mechanical end, business department, editorial and display advertising.

In January, 1929, Julliard took a job as classified advertising solicitor at the Fort Wayne News-Sentinel after he became convinced the Huntington Press was to merge with The Herald in Huntington.

In August of that year he was transferred into display advertising at the News-Sentinel where he remained until 1932 when the

(See EXPERIENCE, Page 4)

News Building Is Designed For Future

Structurally speaking, The Pampa Daily News building is here to stay.

Foundations that would support a much heavier and more complex building have been used in the construction of The News building. The concrete floor with its grade beams is a complete foundation not to mention the deep pier holes under each of the columns between the outside wall panels and under the partition walls.

A unique aspect of this modern newspaper plant is the "Tilt-Up" concrete slab type of construction. Each side of the building is constructed of 11 of these concrete slabs, each of various widths by 17 feet high.

The first step in the construction of the building was to dig the pier holes and grade beam locations and fill them with concrete, set down all plumbing, electric and telephone conduits necessary in the operation of the newspaper. No gas units were set underground. All are overhead.

This done, the concrete floor was poured inside the exterior grade beams.

Construction of the walls came next. Forms were built and laid on the concrete floor in position

so that when the walls were poured, they could be lifted directly into place. The same forms were then moved to the other side and allowances made for door frames for the publisher's office, job shop and mailing room.

The form for the front of the building were poured into frames laid through the middle of floor and the walls were tilted and carried into their places.

Steel reinforcement beams built in to the concrete slabs were left protruding and these were tied to the vertical steel which divided the reinforcing for the pillars between each of the panels.

The form for the front of building took more time and a designing technique than any part of the building.

Architectural design, by Waldon E. Moore, was built into the form, which made the building itself in one piece. This included the decorative panel on which the aluminum star is placed.

Next came the roof. Tons of structural steel were necessary for the roof joists and beams. Across the roof joists built "T" rails were welded into place and sheet rock was placed between

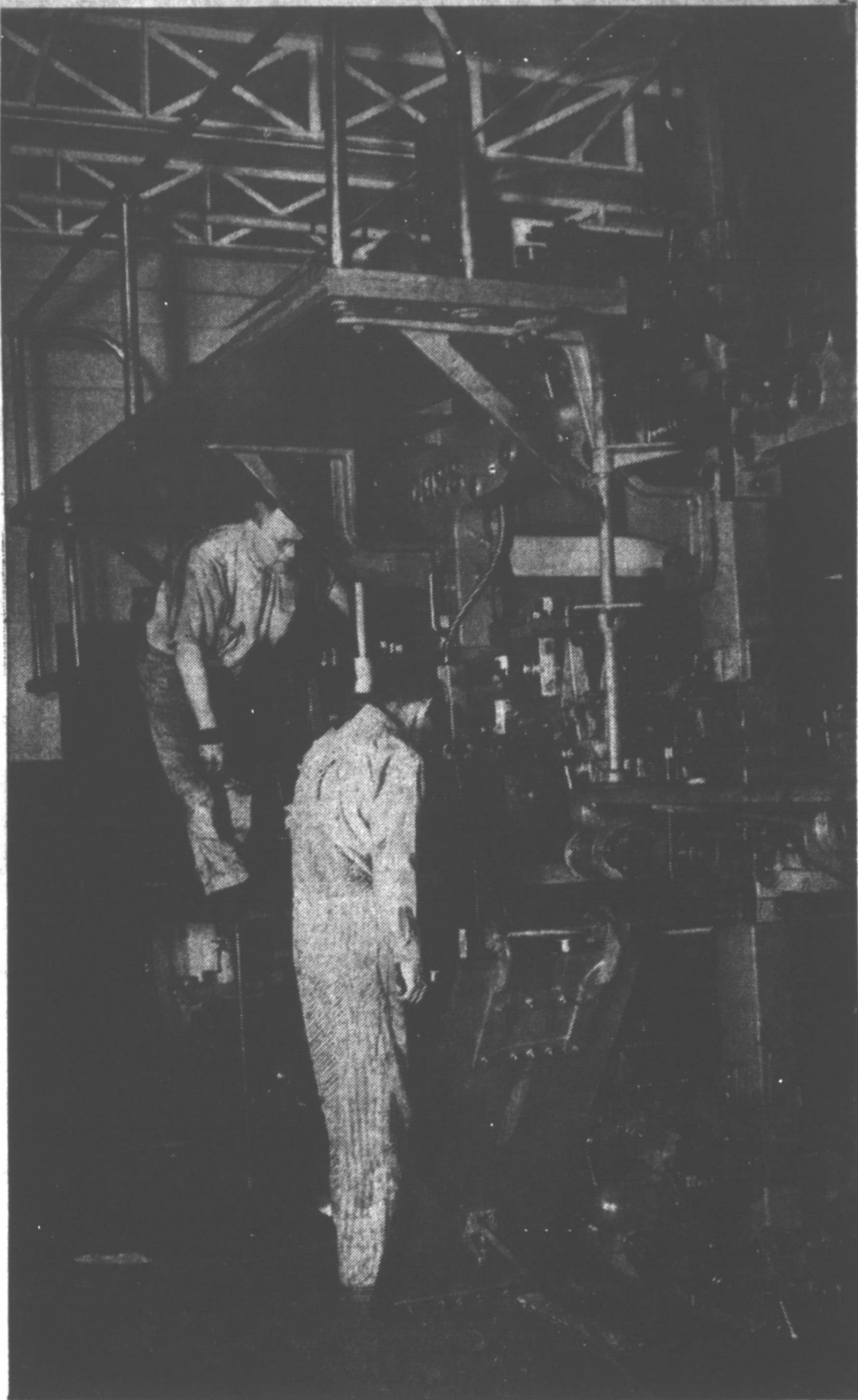
(See BUILDING, Page B-15)



FINISHED PRODUCT—Pampa Daily News Publisher Ralph M. Julliard surveys the paper which has just come off the press. No idle reading this, for a publisher must take a close look at the finished product each day in order to make plans for improvements and necessary changes. Keeping abreast with the newspaper business is a full-time time job for progress must be maintained. (News Photo)



RAYMOND CYRUS HOLLES, founder of the Hollies group of newspapers which includes The Pampa Daily News, reads one of the many letters that flood his office daily. Hollies is one of the few or-ganization heads who can say he not only strives for consistency of purpose but also pays personal visits to each of the eight enterprises strung throughout the West, Southwest, and Midwest. Besides The News, the group includes Radio Station KPDN, The Odessa, Texas, American; The Colorado Springs, Colo., Gazette-Telegraph; The Clovis, N. M., News-Journal; The Santa Ana, Calif., Register; The Marysville, Calif., Appeal Democrat; and The Bucyrus, Ohio, Telegraph-Forum. (News Photo)



BEFORE IT ROLLS every mechanical detail of The Pampa News' powerful 48-page press must be in perfect coordination. Shown above, Head Pressman John Anderson and Bob Bowerman make adjustments before newsprint is threaded through the maze of rollers, angle bars and cylinders. (News Photo)

Mammoth Press First And Last In News Production

Exemplifying the old Biblical adage, "the first shall be last and the last shall be first," the press, the monster machine from which the newspaper profession attains its time honored nickname, is the last to receive the news and the first to give it to the reading public.

From this 19-foot high, 29-foot long versatile press comes Pampa's daily and Sunday newspapers at a potential speed of 466 papers per minute.

But, the press is more than pressman, rubber rollers, iron and paper. It is the embodiment of skill and engineering over decades of time from the first hand press, through the era of early power-driven presses to the present day giant that prints, cuts, folds, and counts your daily media of information and entertainment.

Since there is more than meets the eye to the most expensive unit of any newspaper, it might be well to take a verbal walk around the press of The Pampa Daily News and see what makes it roll.

First it takes power — power supplied by six motors each having its individual job to do. As the pressmen finish last minute adjustments to ink founts, rollers and web (web is a term used for the paper that is threaded through the press) a button

is pushed. Life comes to the press rolling. In a few seconds a noticeable change in tempo takes place as the second, and largest motor takes hold to drive the press. This 75 horsepower plant does the job of keeping the press rolling. At this point the starting motor automatically cuts off. Aside from these, the baby in weight. Tipping scales only one-third of a horse—drives the rheostat on the press control board; a somewhat larger motor, 1.5 h.p., is used for applying the brakes if the pressmen have to stop the press in a hurry. A hoist motor of 1.5 h.p. lifts the heavy rolls of newsprint from the pressroom floor to the press roll stands on 3 different levels. Lastly, a one-horse motor goes to work running the conveyor belt that carries the finished newspaper from the press to the mailing room where circulation men wrap and bundle the papers for delivery.

The Pampa News' press is no baby in weight. Tipping scales at 127,000 pounds — 63.5 tons — it took three freight cars to bring the three-deck press to Pampa in October, 1947. It can, if desired, turn out up to 28,000 papers of 24 pages an hour, or 14,000 papers of 48 pages an hour. At this rate it will spew

466 papers a minute onto the conveyor.

As the intricate machine gobbles up paper by the minute, two pressmen, a foreman and a helper, watch its every move to guard against web breaks, mechanical failures or the many danger signals that show something is wrong.

Always hungry for the expensive wood pulp, The News' press uses a ton and one-half of newsprint to print an average Thursday paper.

Perhaps the newsprint rolls look as if there is little weight to them. This is a false impression since the smallest roll used — a dinky — weighs around 400 pounds; the middle size, 33 inches, normally weighs 700 to 800 pounds, while the large 66 inch rolls run from 1,400 to 1,500 pounds.

As the newsprint unwinds, it is pulled steadily over its pre-threaded path that carries it over, and under bars and rollers and between the plate cylinders and blanket cylinders. Here the ink on the 438-inch thick plate is squeezed into the paper by the blanket roller. These huge cylinders are ground to 1-1,000 of an inch tolerance. Any deviation from this tolerance results in dark and light spots of the printed word.

The shiny, black rollers seen throughout the complicated giant are made of pure rubber and act as a transfer agents of the ink from the fountain to the plate. Their job is also to spread and thin out the ink flow before it finally finds its way to the paper.

On and on through the forest of metal and rubber goes the newsprint; up and down, too, through the same forest — in



COFFEE TIME — Martha Parks, left, Joan Stroup and Mrs. Allan Smith, far right, enjoy coffee at the well-equipped coffee bar of the new building. Coffee is served at the convenience of employees. Cups for employees were supplied by Mrs. Smith. (News Photo)

M. B. Allen Contractor For Building

Melvin B. Allen of Amarillo was chosen as contractor of The Pampa Daily News building because of his reputation as a specialist in the "Tilt-Up" concrete wall construction.

The News was the fifth building Allen had contracted with this type construction. Others were the new Mead's Bakery, Reid's Shopping Center, a wholesale warehouse and McCart's Supermarket, all in Amarillo.

Allen's superintendent on the job was William Cowan, also of Amarillo.

Site for the construction of The News, according to Ralph Juillard, publisher, was selected because it is near a railroad siding for easy unloading and is out of the shopping district, yet near enough for convenience.

The building was completed in 10 months; from July, 1950 to April, 1951 when the presses started rolling.

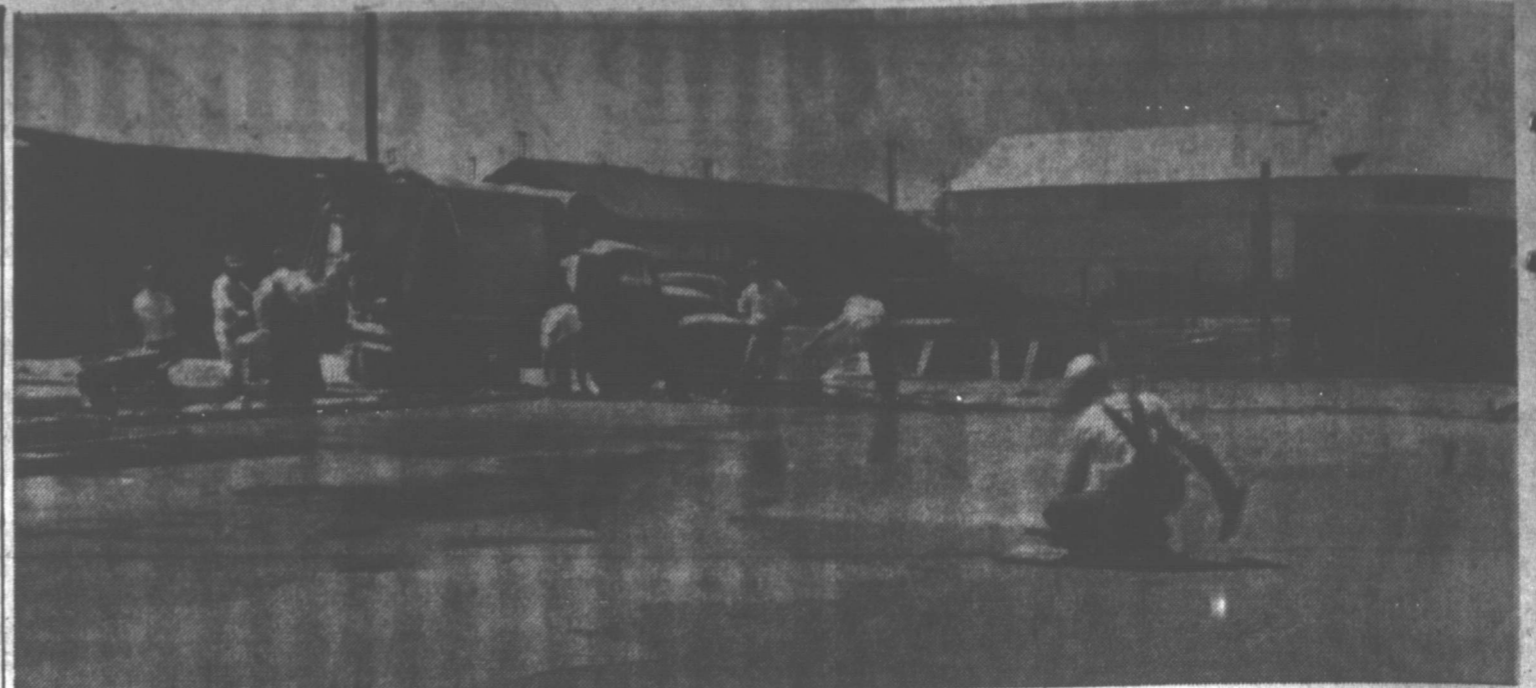
FREEDOM DEFINED

AS FOR the freedom of the press, I will tell you what it is: The liberty of the press is that a man may print what he pleases without license. As long as it so remains, the liberty of the press is not restrained.

—Lord Chief Justice Mansfield, 1772.

accordance with the run desired — it goes until finally it arrives at the last stage. This is a three-in-one mechanical operation that cuts, folds, and counts the papers.

Now, it is the finished product as it hits the conveyor belt and moves into the mailing room for distribution.



WORKING FLOOR — Cement workers, above, smooth out a section of the concrete floor for The Pampa Daily News' plant on Atchison. The floor was poured in sections and a portion was treated with a hard, colored finish. This finish was worked into

the floor for the rear two-thirds of the building where the greatest amount of wear will occur and where most of the heavy machinery is placed. The front offices are floored with asphalt tile laid on concrete. (News Photo)

Shirley Perkins Correspondent For The News In Lefors Area

The Pampa Daily News' correspondent for the Lefors area is Miss Shirley Perkins, 17-year-old senior in Lefors High School.

Shirley has had newspaper experience from her work on the Lefors school paper, The Pirate. She was a reporter on the staff for two years; the assistant editor, last year and will be the editor-in-chief of the coming school term.

Among Shirley's accomplishments in journalism were two awards she received in the 1941 Panhandle High School Press

Assn. meeting in Canyon March 17. She received a fourth-place rating in editorials and won second place in feature writing. By winning second in ready writing at the regional Inter-scholastic League Literary Contest in Lubbock this year, Shirley got to go to the State I.L.C. meet at Austin May 4.

Throughout her high school years, Shirley has been active in F.H.A., choir, class plays, basketball, volleyball, pep-squad and band. She was a member of the newspaper 3 years; student

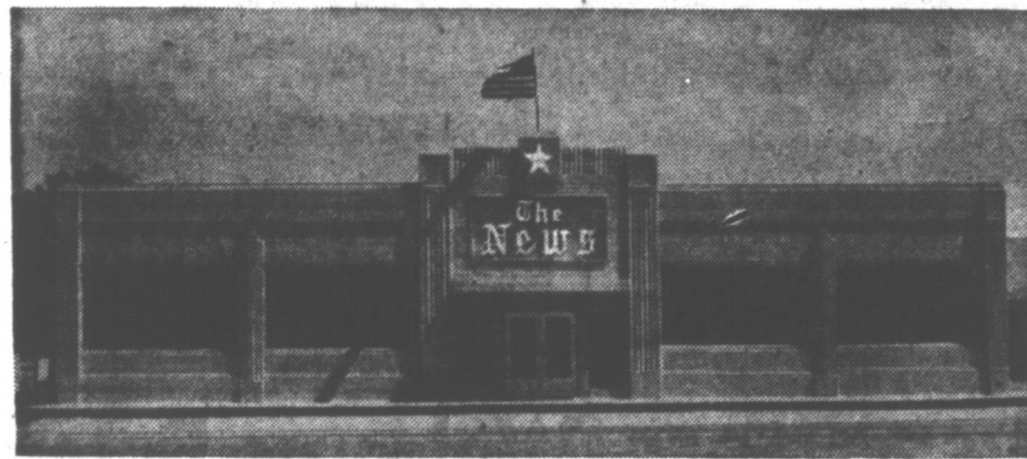
council, 1 year and of the girls sextet, 2 years. She also was president of her Junior class and was an office assistant the last year. Shirley took over the Daily News correspondence job from Rebecca Breining who was correspondent for three years. Rebecca worked on the Lefors school paper for three years, serving as society editor, associate editor and editor-in-chief. Miss Breining was graduated from Lefors High School last year and plans to attend North Texas State College at Denton where she will major in music.

Ninety percent of U. S. Sulphur and half the world supply comes from deposits in Louisiana and Texas.

Colorado Governor Appears In Lubbock

LUBBOCK — (AP) — Gov. Dan Thornton of Colorado, the transplanted Texan who rose to political fame as a Republican, will appear before an estimated 30,000 persons who will witness the annual ABC Boys' Club Rodeo parade today.

Gov. Thornton, who arrived here late yesterday by private plane from Denver, was honored at a barbecue last night. Tonight, the former Lubbock High School and Texas Tech student, will officially open the annual four-night rodeo in Tech's Jones stadium. He also will be honored at a dinner at the Lubbock Country Club.



Looking to the Future

Yes, the Pampa News is looking to the future. Their new modern building is a symbol of the faith they have for the future of Pampa and the Top o' Texas area. It is with pleasure that we offer our best wishes and congratulations for their continued success. We are proud that one of our companies, The Hughes Insurance Service, was selected to write insurance on this new building.

The Hughes Companies

Fourth Floor
Hughes Building



Phone 200



TRULY ONE OF THE FINEST NEWSPAPER PLANTS IN THE SOUTHWEST!

Pampa can take pride in having one of the finest newspaper plants in the entire southwest. We're even more proud of the fact that we have had an opportunity to lend our talents in building a new monument to the "Freedom of the Press." ...With 11,488 square feet of floor space, this building represents the last word in perfection and efficiency. We wish to acknowledge and thank the Pampa Daily News for the trust and helpful cooperation extended to us in this construction. Likewise, the cooperation of all sub-contractors, material dealers, and others who helped in this construction made its successful completion possible. It has been a real pleasure, so again, we say we're proud to have been the general contractors of this fine edifice.

We are proud of the News Building, the tilt up construction building in the Panhandle. This type of building is new in principle, it is a fast efficient method of construction.

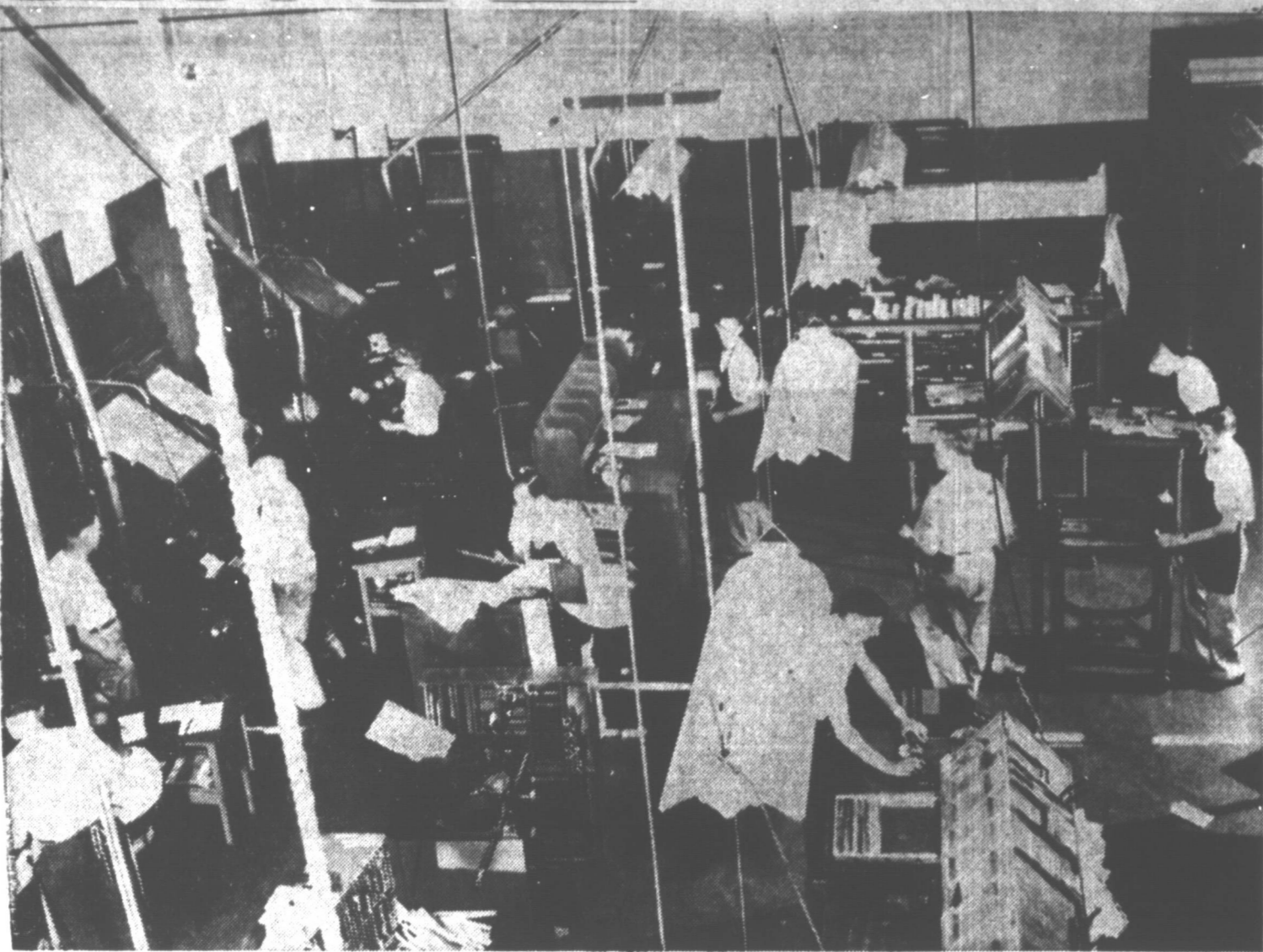
We offer our experience, organization, and personal services to any construction job, regardless of size. We pledge good, fast efficient, economical construction.

M. B. ALLEN

GENERAL CONTRACTORS

412 FAIRMONT

AMARILLO



COMPOSING ROOM — Above is shown the modern composing room of The Pampa Daily News. Twice the size of the shop in the old location, this department is designed for efficiency. Along the walls are shown the Linotype machines which convert the copy turned back from the editorial and advertising departments into

lead slugs. In the foreground, the ads are assembled and made up. In the upper right portion of the room, the ads and the news are brought together and placed in the metal forms on the rolling tables. (News Photo)

Composing Room Second Step For Printing Newspaper

A vital cog between the intake of news and ads and the output of a printed newspaper is the composing department.

Forming the second step between the other two of getting news and telling it to the reader, this department at the new Pampa News building is the largest in the structure. In this world of tables and busy machines, printers, Linotype operators and make-up men ply their crafts. Its work, broadly, consists of setting type or taking type already set and making it up into a page. For this operation in an efficient organization, it takes a lot of space, a lot of machines, and a lot of highly trained craftsmen.

The work, as is most news work, must be done rapidly and yet at the same time accurately. It is work requiring close attention to detail and thus a high degree of concentration.

The Pampa Daily News composing room is staffed by a crew of 10 men.

All Linotype machines in the new plant are vented to carry away fumes from the molten casting metal carried in the machines' pots. This also reduces the heat and makes the air conditioning of the big room more effective.

When the Linotype operator has finished setting a galley (steel tray into which the type slugs fall from the machine), it is inked and a proof taken. The proof is read for errors by the proofreader who marks it and returns it for corrections. A line in which there is an error must be completely reset.

Near the Linotype machines are the makeup tables where type is assembled, and from which it is taken to the line of steel-topped tables each of which holds a page.

When the composing department finishes locking up the page in its steel frame it goes to the mat machines, then to the stereotyping department.

Among primitive peoples in almost all parts of the world shell-money once was a popular medium of exchange.

The late George Bernard Shaw claimed he was descended from Macduff, Thane of Fife, and from Oliver Cromwell.

Alert Thinking

(Continued from Page B-1) tion of the Gazette Telegraph and the Appeal Democrat. The latest addition, The Odesa American, came into the group in 1948.

Still agile in mind and body at 73, the spare, deep-thinking Hoiles remains a vigorous prosa-ecutor of "too much government." Pretentious office holders are his meat.

Hoiles believes firmly that government is an instrument only to prevent one man from initiating force against another man, and that government has no right to do what an individual cannot do.

This stand hasn't exactly endeared him to many public officials, many of whom admittedly hate him. Hoiles doesn't care.

His California office shelves are loaded with books. And they don't get dusty. Hoiles reads them, pores over them and whets his editorial lance with them.

These books deal only with economics, politics, theology and other deep subjects. There is no fiction.

"Haven't got enough time to read fiction," he says, waving the subject aside. "I've got so much to learn and so little time left that I can't afford to spend time reading fiction."

Typical of Hoiles is that he doesn't do his studying in a cloister. When he finds a book he likes, at once he wants to share it. He even goes so far as to try to get the syndicated columnists whose writings run in his papers to become fellow students with him.

"I don't mind buying these books for them," Hoiles said. "I am repaid. After the columnist reads them he will automatically write more nearly in harmony with eternal principles. He will be more consistent."

But Hoiles does not feel he has reached his goal with seven newspapers. He is constantly on the alert for other newspapers that may be available for sale and to bring them into the Hoiles group.



KENELL GREEN is mechanical superintendent for The News. His responsibility is to see that things run smoothly and on schedule in the mechanical end of publications. He came to work in 1946 as an apprentice and assumed his present position in May last year. (News Photo)

Printer Has Ways To Fill Up Page

One of the things that frequently perplexes people outside the newspaper business is how the paper comes out each day with just the amount of type to fill each page.

There are several ways of accomplishing this.

Long stories from the front page are "jumped" to another page.

Many three, four or five-line, or longer, short stories are set and held in readiness to fill in a short column.

"Fillers" such as "Meteors travel at the rate of about 100,000 miles an hour" — are used.

A paragraph or two may be cut here and there, if necessary.

Or the man making up the pages into type may "lead" the lines in a column to stretch it. This is done by inserting thin "rules" of lead between the lines of type. It is known as "justifying."

(Just to illustrate the principle, this story could have as well been killed just before it got to this paragraph.)

Experience, Ability Necessary

(Continued from Page B-1) depression hit and three men were dropped from the staff. Being unmarried and the youngest man on the staff, Juillard was the first to go.

However, the paper agreed to retain him in the special promotions department working on straight commission. Although he built up a nice list of commissions receivable there was a catch to it — the commissions were not paid until the advertising bills were paid. He was still collecting these commissions at Christmas, 1935.

During the depression he worked in a men's department store and ran the pro shop at the Orchard Ridge Country Club for the club pro, a close friend. Then Advertising Manager Abe Schaefer of the Fort Wayne Advertising Journal Gazette, the morning paper, called him to report as a display advertising solicitor.

During that time he experienced newspaper financing and watched the paper switch from morning to evening, go into federal bankruptcy court and emerge a morning daily, under new ownership.

By 1938 he was with the Akron, Ohio, Times-Press (a Scripps Howard unit) advertising staff and in June of 1936 went to the advertising department of the Canton, Ohio, Repository, a Brush-Moore paper.

His bachelorhood ended on July 17, 1937 when he was married to Kathleen Kent of Canton, Ohio, and on that same day he left to take over the advertising directorship of the largest of the Hoiles newspaper group — The Santa Ana Register.

It was here the young executive got his first practical experience at "getting his hand in" on the mechanical side. Owners R. C. and C. H. Hoiles didn't discourage their new advertising chief and gave him a free rein to learn all he could.

He picked up enough typographical knowledge by May, 1941, that he was able to help compose type when the Register's printers walked out. A week after the printers walked out, stereotype men refused to cross picket lines. Juillard found himself in charge of the stereotype department for the next several weeks until the Register could round up enough stereotypers to man the department.

By April, 1946, he was well-versed in newspaper lore and was given the opportunity to purchase an interest in The Pampa Daily News and become its publisher.

"One of my biggest newspaper thrills," The News' publisher recalled, "was on Dec. 7, 1941 when the Japanese touched off World War II by bombing Pearl Harbor.

"With a skeleton crew we hit the streets with an extra 45 minutes after the workers reported. I helped set type and did stereotyping. We got out three extras that day and sold 17,000 papers (the circulation was 16,000) and we could have sold 50,000 had we taken them into Los Angeles where the papers were two hours behind us."

Later Juillard enlisted in the Marine Corps but the enlistment was given a medical cancellation before three months had gone by because of an old knee injury received while playing basketball.

Rather than move back to Ohio if her husband enlisted, Mrs. Juillard decided to enter the newspaper field and joined the Register's classified advertising staff. Two months later she became classified advertising manager when the regular manager was drafted.

When the Register moved into a newly remodeled building in 1939, Juillard made several drawings of the floor plan and machinery layout. These were used by "Printing Equipment Engineer," a trade publication, and by Merchants Linotype Co., as a model news plant layout.

In 1937 he superintended completion of construction of the News' sister publication, the Clovis (N.M.) News-Journal while acting as publisher until a publisher could be found. In the meantime, he also supervised erection of the Clovis' paper's press. Erection of the News press here in 1947 was also under Juillard's direction.

Juillard attributes his ability to operate virtually any machine in the News plant, including the press, to the knowledge he gained from a man for whom he has the highest regard — William Lawrence, who for more than 25 years has been mechanical superintendent at The Santa Ana Register.

It is not an uncommon sight to find Juillard delving into the innards of the News press with Head Pressman John Andersen, or assembling type in page form.

In short, the Pampa News' publisher has to be businessman, salesman, newshawk, mechanic, diplomat, purchasing agent and all-around handyman.

But, besides the News, Juillard has developed another interest — daughter Judy who arrived in the spring of 1943. Since then The News' publisher has learned almost as much about babies as he has the newspaper business.

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Ludlow Sets Large Type For The News

Among the modern equipment in The News' new building is a Ludlow. Its job is type and, practically, it is a type foundry that casts rapidly from molten metal almost any size of type wanted.

It sets display type for advertising, and the large type for the heads which go on news stories.

The machine which is waist high and about half as wide as an office desk, has a sloping pot containing melted typecasting metal.

On the front of the machine under the lip of the top is a slot where the line being cast is thrown out. On the right of the top is a flat wooden holder with slots into which the operator deposits each line after it is cast.

The Ludlow draws for its typecasting from steel units containing matrices into whose surface the type face is cut. These matrices, each bearing the indented imprint of a letter, are picked up to compose the line by the operator, who places them in a metal frame, known as a "stick."

The stick is placed in the machine, a lever pulled, and in about three seconds, the cast line is thrown out. The machine then is ready for another "stick."

Each department in the front office of The News building is divided by counters and specially designed railings with swinging "gates."

The classified department is enclosed with a 42 inch-high counter with compartments for newspapers, files, books and copy paper.

The cabinet shop also constructed new footboards for presses.

Russell Cartwright is the owner of the shop.

Cartwright Built Cabinets, Railings

"A place for everything, and everything in its place." That was the aim of the Cartwright Cabinet Shop constructors of counters and railings in the new building.

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Russell Cartwright is the owner of the shop.



MAT FILE — Two employees of the advertising department check through the mat file containing some 25,000 different illustrations that may be used in various layouts. Each drawer is indexed and all art work is simple to locate. (News Photo)

Paint For The News Plant Supplied By Pampa Glass, Paint

Exterior paint and paint for interior offices was supplied by Pampa Glass and Paint Co. located at 117 N. Frost.

Co-owners of the 2 1/2 - year - old firm are W. A. Patton and M. B. Warden.

The paint company supplied the Seidlitz and Komac paints used on The News building.

The paints are specially blended, with green predominating the color schemes. Green cabinets and woodwork in the building are dark, contrast to the "eye-rest" green used in the walls.

A. L. Weathered, paint contractor, is responsible for the painting of the entire building.

E. M. Keller Co. Raised New Walls

The Pampa Daily News is the first building in Pampa with reinforced concrete walls, poured on the ground.

E. M. Keller Trucking Co. raised all panels from the ground with special equipment for that job.

LOOKING TO THE FUTURE...

Like insurance, the News is continually looking and building for the future. Their new building is a symbol of their faith in the future of Pampa and the Top o' Texas area.

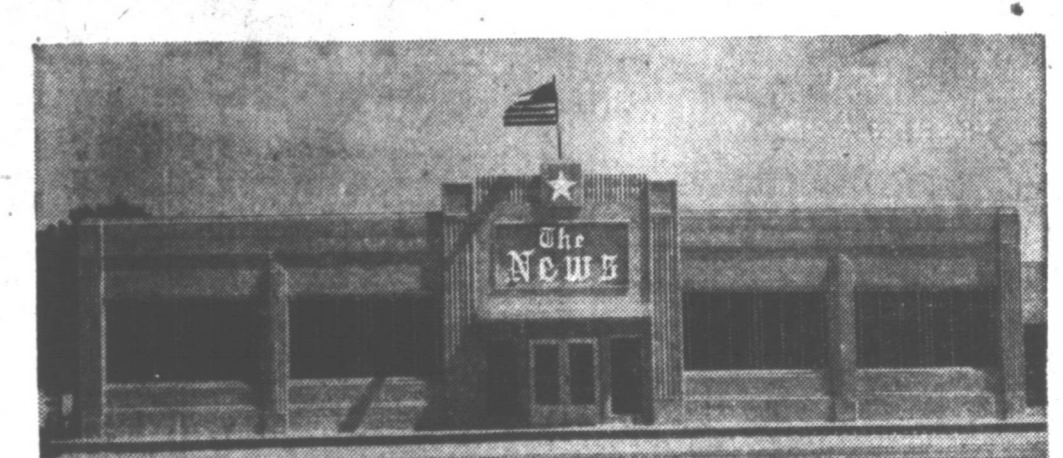
ED F. CLEVELAND
Your Life Insurance Man
PHONE 3939

Pampa Tent & Awning

to the owners and staff members on the completion of the new Pampa Daily News building. We are proud of our part in its construction.

VENETIAN BLINDS BY
OUR BEST WISHES

one 1112



Congratulations
To The
The Pampa Daily News

We are proud of our part in the new Pampa Daily News Building and offer our Congratulations to the Publisher and staff. We are appreciative of the consideration given us on the building materials for this wonderful new addition to fast-growing Pampa!

Lynn Boyd "Good Lumber"

805 S. CUYLER PAMPA, TEXAS PHONE 900

WEATHER

NEW YORK (AP) - Forecast for the week: Partly cloudy with showers and thunderstorms; heavy showers and heavy rain.

The Pampa Daily News

THURSDAY, JUNE 21, 1951 PAGE B-5

RED DRIVE HALTED Beef Producers To Be Laid Off Under New Meat Act

NEW YORK OFFICE: LINCOLN BUILDING, 60 E. 42ND ST.
 KANSAS CITY OFFICE: 417-433 FINANCE BLDG.
 DENVER OFFICE: 311 BOSTON BLDG.
 DALLAS OFFICE—HDBR.: TEXAS BANK BLDG.
 CHICAGO OFFICE: 280 N. MICHIGAN AVE.
 ST. LOUIS OFFICE: 411 NO. 10TH ST.
 LOS ANGELES OFFICE: 297A WILSHIRE BLVD.
 SAN FRANCISCO OFFICE: 2 THIRD STREET
 DETROIT OFFICE: 1783 PENNSCOT BLDG.
 MEMPHIS OFFICE: 1602 STERICK BLDG.
 MEXICO CITY, D. F.: CALLE DEL EJIDO NO. 19

Texas Daily Press League

INCORPORATED

From: S. W. Papert, Jr. and associates of the Texas Daily Press League
 To: Ralph M. Juillard and associates of The Pampa News
 Report in Re: Greetings to Pampa and The Pampa News

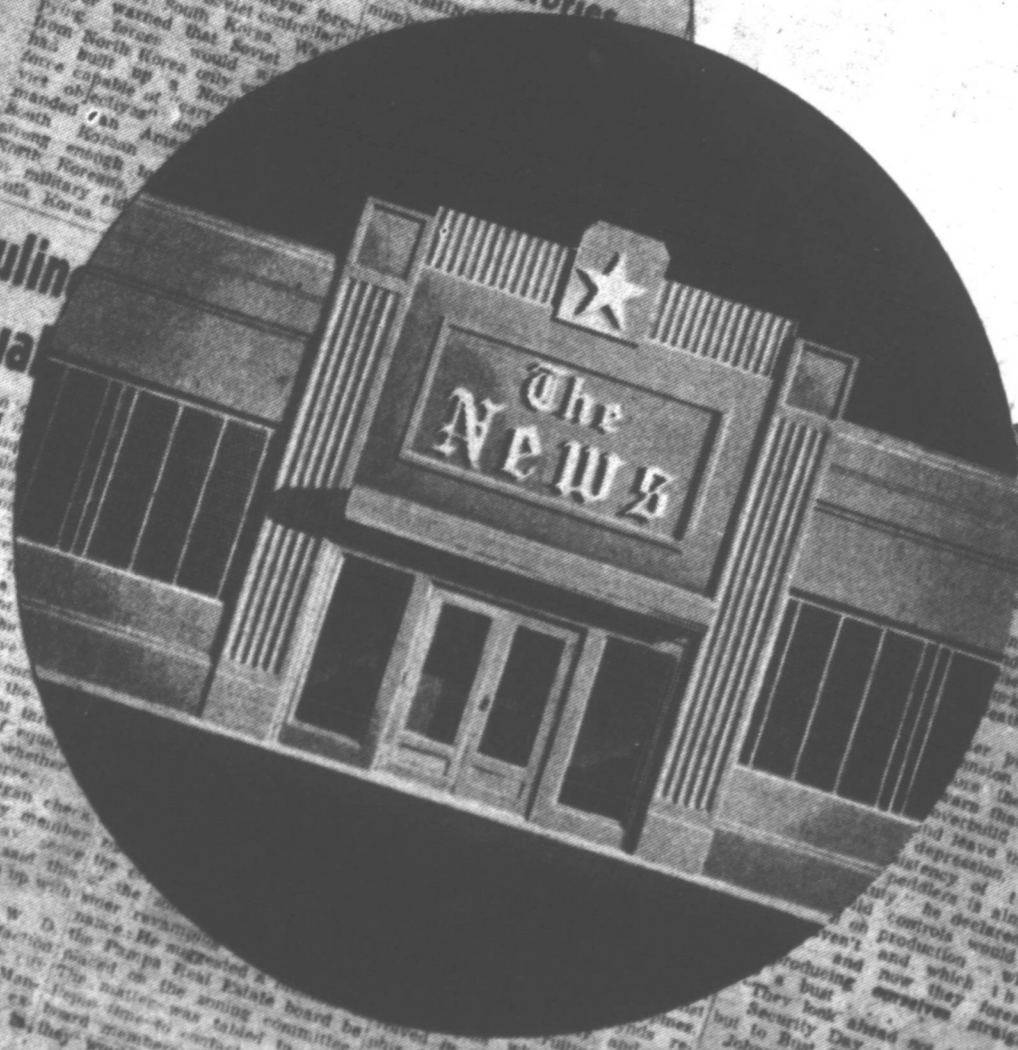
Dear Mr. Juillard:

Through the years of our association with your newspaper, we have watched the remarkable development of Pampa and The Pampa News ... a city rose from the plains to become of increasing importance in the economy and welfare of our State and Nation ... and a newspaper not only kept pace with the growth of this city and its market, but afforded inspiring leadership in that brilliant development.

The News, with a circulation of more than 7,000 daily and Sunday in a compact market of 75,000, proves its place in the lives and business of this area. Your splendid new plant for The News would be adequate for a much larger city. Its size and capacity affirm your faith in the future of Pampa.

As national advertising representative for The News, we are proud to have had any part in the development of this city and newspaper. But most we find pride in the growth of estimable friendships between the administrators of The Pampa News and ourselves.

Sincerely,



Crime, Transportation, Tax Rights Loom In Legislature

STEN—The legislature had three or to be tight on the crime, transportation and tax rights. A bill on the crime bill is expected to be passed in the next few days. The transportation bill is expected to be passed in the next few days. The tax bill is expected to be passed in the next few days.

City Says Job Fair

The city says the job is fair. The city says the job is fair. The city says the job is fair. The city says the job is fair. The city says the job is fair.

PPRO Plans Meeting In Amarillo May 10

The Pampa Press and Radio Operators Association (PPRO) plans a meeting in Amarillo on May 10. The meeting will be held at the Amarillo Hotel. The meeting will be held at the Amarillo Hotel. The meeting will be held at the Amarillo Hotel.

Airport Improvement Election To Be Called

An election to improve the airport will be called. The election will be held on June 25. The election will be held on June 25. The election will be held on June 25.

McArthur Will Testify Tomorrow

General Douglas MacArthur will testify tomorrow. He will testify before the Senate Committee on the Philippines. He will testify before the Senate Committee on the Philippines. He will testify before the Senate Committee on the Philippines.

Highway Patrol Car Finds Cut

The highway patrol car found a cut. The highway patrol car found a cut. The highway patrol car found a cut. The highway patrol car found a cut.

Against Inflation

There is a fight against inflation. There is a fight against inflation. There is a fight against inflation. There is a fight against inflation.

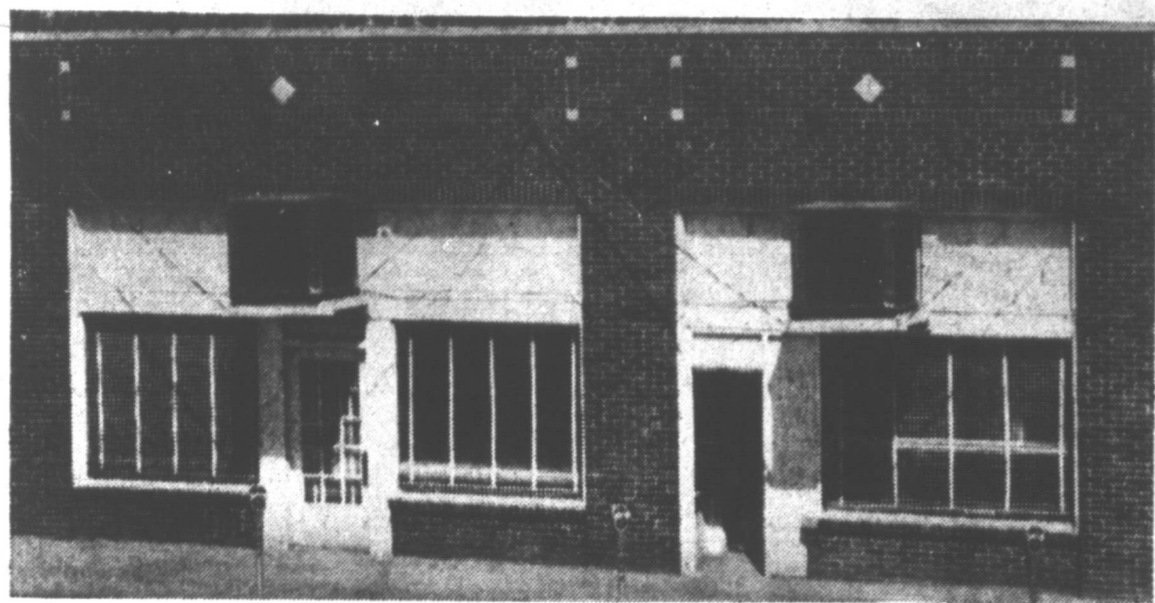
Ruling Equal

The ruling is equal. The ruling is equal. The ruling is equal. The ruling is equal.

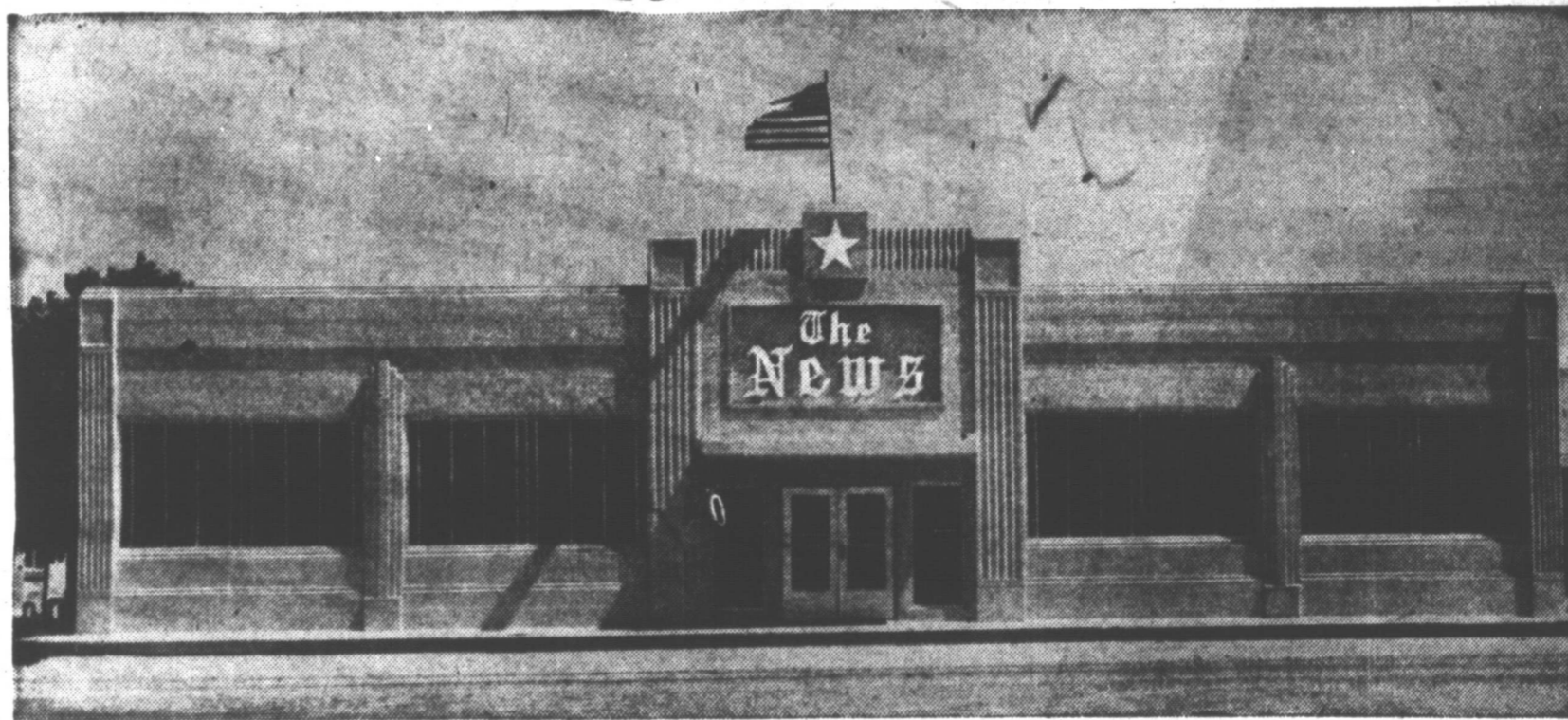
More Workers Quit Factories

More workers quit factories. More workers quit factories. More workers quit factories. More workers quit factories.

from this ...



to this ...



was a **BIG JOB**

Yes, moving from the old News building to the new was a tremendous job! The moving job involved everything from the ponderous press to ink wells. Every detail of the stupendous task had to be planned and executed with the care of a military operation. The entire maneuver required planning, timing, care, teamwork, personnel and equipment. It was indeed a BIG JOB!

C. M. JEFFRIES TRUCKING CO.

121 N. Hobart

PAMPA

Phone 418



PLANNING TOMORROW'S WORK — Advertising Director John Kinard goes over the next day's work with Local Advertising Mgr. Bill Less. Other advertising department personnel, George Spaulding, Martha Parks (in background) and Joan Stroup (foreground) budget their upcoming assignments in order to keep ahead of their deadline as every successful newspaper advertising staff must do. (News Photo)

Dual Purpose Is Served By The Advertising Department

By JOHN KINARD
Advertising Director

The Pampa Daily News advertising department has a dual function—placing the advertisers' sales message before the public and furnishing a dependable merchandising service to businessmen and manufacturers.

Since the advertising department provides the primary source of revenue for a newspaper, it must be staffed by highly trained personnel who must produce results, not only for the paper, but for the merchandiser.

A good advertising man must be adept in at least three things. First, he must know merchandising in order to get results for his accounts; second, he must be able to prepare attractive ads that will "pull" for his clients and last, he must be able to sell his own product — newspaper advertising space.

Small stores whose budgets will not provide for an advertising and promotion staff, often rely on their newspaper ad man to keep them on top of their field. In cases like these, the newspaper advertising man often prepares the ad layout in the office then takes it to the merchant for final approval before it goes into the paper.

The News' display advertising department is divided into two major sections — local display and national display.

In local display, salesmen maintain constant contact with advertiser and prospect. Because each salesman is a specialist in some line — fashions, food, appliances, automobiles, and so on — he usually is the best informed man in town on the business which he contacts.

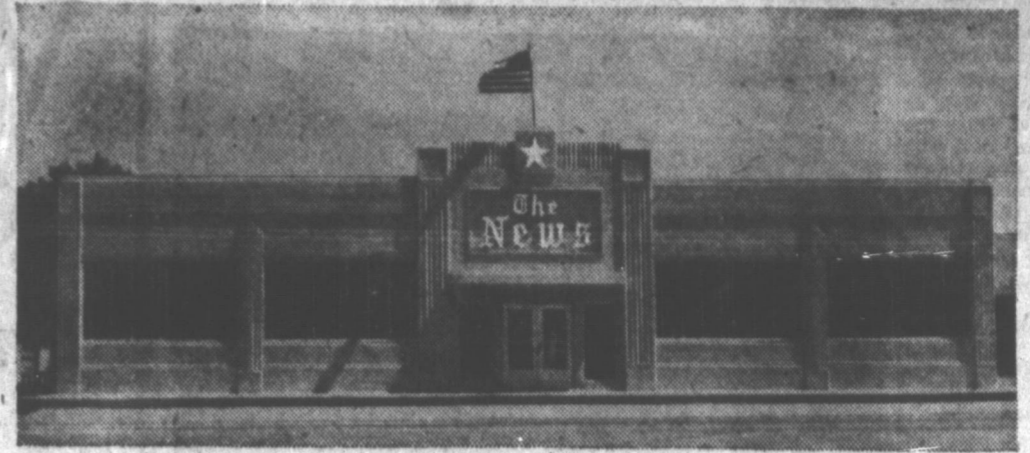
As an adjunct of this specialization, the Pampa Daily News subscribes to many trade journals to keep salesmen posted on national trends and events in the fields they know intimately on the local level. In addition, several advertising services are used in order that the advertisers may have the benefit of the finest

ad man is filling the role of a creator of new ideas. If one could simplify newspaper advertising to a single thing, perhaps the "idea" would be the most important. Time has proven that a good idea results in the goal for all advertising — increased sales for the merchant.

**We're Proud of Our Part
In The Construction Of
The Pampa News Building
NASH WELLS SERVICE**

900 S. BARNES

PHONE 573



A beautiful building

The atmosphere of the new Pampa News Building is one of efficiency and cool serenity, lent by the tasteful blending of colors and tones. We are proud to have furnished the quality paint products used throughout this modern structure.

PAMPA GLASS & PAINT

117 N. Frost

Phone 3909

Just Think...



27 Sections of Wall
Raised Without a Mistake!

**A TREMENDOUS JOB...
EFFICIENTLY PERFORMED**

HEAVY HAULING • BULLDOZERS

Operating Territory: Texas, Oklahoma, New Mexico, Kansas

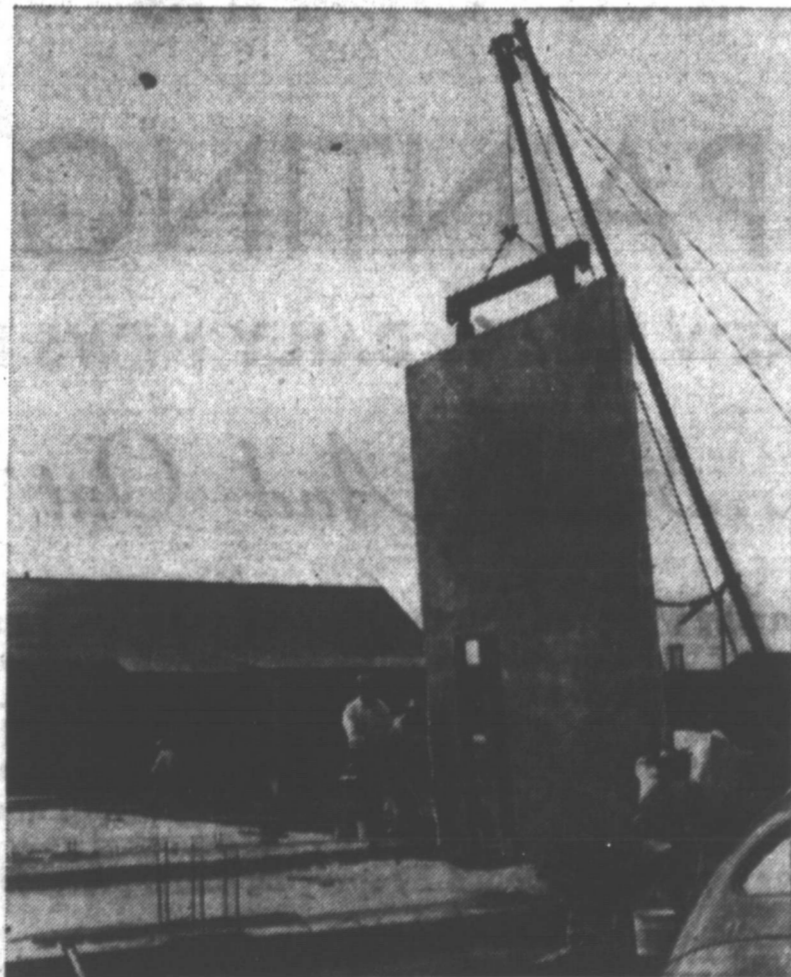
SAFELY COMPLETED BY

E.M. KELLER TRUCKING CO.

735 S. Cuyler

Pampa, Texas

Phone 250



At work raising one of the 27 precast concrete sections of wall for the new Pampa News Building.



LOUISE COFFMAN

Mrs. Coffman Covers News In Wheeler

Mrs. Henderson Coffman, The Pampa Daily News correspondent in Wheeler, began writing while she was in high school.

"It took being a correspondent for me to start writing regularly," says Mrs. Coffman.

"I could always say I had no time because of three children, Janet, 5 1-2; Jimmy, 4 and Sally Jean 18 months."

"But now they're getting used to me talking over the telephone and hearing the typewriter start everytime I hang up the phone," she said.

The court house is the center of Mrs. Coffman's calling list, especially the agriculture agencies located there. The farming interests in the community make up a large part of the news.

For school news and socials, she keeps a calendar set up with dates of all future meetings so that she can call when a news-worthy event comes due.

"People are beginning to call me when they have news," said Mrs. Coffman.

"That makes me feel they are interested in what I'm doing so I constantly try to do it better."

Covering World, State, Area Sports Is Fast Moving Job

By WARREN HASSE
The News Sports Editor

Covering the entire sports picture of the Panhandle as well as the United States, and at times the world, is a big problem. And The Pampa News sports department depends upon correspondents, or "stringers," and the Associated Press for doing just that.

Especially monstrous is the task of keeping the people up on the sports news of the Panhandle. There is probably no section in the state that has such a varied sports program, and such a strong sports schedule and as many enthusiastic followers as the Panhandle.

The Associated Press provides the news of the world and the nation. But it is up to the sports department to locate capable and dependable correspondents to handle the sports events outside of Pampa. These correspondents handle the coverage of high school football, basketball, boxing, baseball and other sports.

During the summer season the sports editor has a varied number of events to cover, from the daily Oiler baseball games, through the many golf tournaments at the country club and into the various and many softball leagues.

Coverage of the Oilers baseball games is made easier by the special Associated Press wire connecting all the clubs in the Class C league except Lamesa. Lubbock handles coverage for Lamesa. This permits the reporters in each town to send their story to every other town in the league, and in turn receive the story from that town about their game.

During the school season, most of the interest of the Pampa area centers around the Pampa Harvest football and basketball teams. This coverage is done solely by the sports editor, who accompanies the team on most of its trips.

The sports editor probably turns in the longest and most untidy hours of the entire staff. His deadline is 9:30 a.m. in the morning, which brings him to work early. And most sporting events he must cover are not finished until late at night.

The sports job is probably one of the most entertaining on the entire paper. Few can fail to enjoy a good football game, or good baseball game, and the hob-nobbing with the players before and after such events.

"And we agree. We wouldn't trade for all the wheat in the Panhandle (or have they started growing rice now?)."

Saws date from prehistoric times, when they were formed from flint flakes with finely jagged edges.

The United States had its first billion bushel wheat crop in 1941.



SHARING THE NEWS on local baseball results, Sports Editor Warren Hasse "punches" the story over AP teletype machines to other city newspapers in the West Texas-New Mexico baseball circuit. This special wire service also brings in news of other West Texas - New Mexico League ball clubs a few minutes after the games are over. This system gives Pampa News readers daily results of baseball games in other towns, and the Oilers when they are away on road games. (News Photo)

Daily Press League Representing News

The Texas Daily Press League, headed by S. W. Papert, Jr., of Dallas represents The Pampa Daily News with national advertisers.

Every day, national firms in the great cities over the nation are being told the story of the expanding Pampa market. These spokesmen for Pampa are representing the Texas Daily Press League, and the league in turn represents The Pampa Daily News.

The advertising staff of The News works closely with national representatives of the Press League. Information of importance on the Pampa market is promptly relayed to every point in the nation.

Few people know more of the economic development of this region than the league. They have offices in New York, Chicago, San Francisco, Detroit and other cities and still keep note of social and psychological changes that affect buying habits here.

The news advertising department also does close research on products in the Pampa market.

One time it may make a survey on tooth paste at both wholesale and retail level. Another time it may study dog food. In any case, reports are filed with the various Texas Daily Press League representatives.

John Kinard, advertising director of The News, in explaining why The News pays the league "to sell" Pampa, said, "Except to know The News' circulation and its regional prestige, national firms are not interested in The Pampa Daily News. In fact, without facts and a selling job they are not interested in the local market."

Kinard pointed out the battle has been waged for years to rid the minds of national firms of the idea that Dallas, Fort Worth, Houston and San Antonio are the only Texas markets.

The league and The News have been successful in recent years, but it has required constant research and top selling.

S. W. Papert, who died a few months ago, founded the league, and his son now manages the organization. I. Brown

heads the Dallas office and his brother, Lowell Brown, heads the New York office.

Ethiopia is one of the oldest Christian nations on earth.

King Co. Furnished Building's Heaters

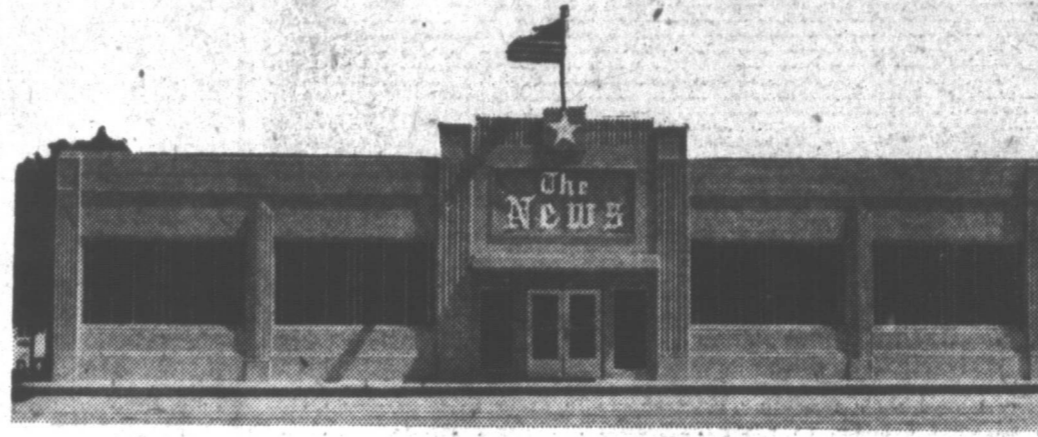
The King Co. furnished heat-rheem water softener, a large one in the back shop of the building. This firm also installed the building.

Nash Wells Co. Steamed Walls

Nash Wells Co. steamed the walls in the new newspaper plant located at Atchison and Somerville.

The walls of the building, poured on the ground, were steamed and had to be steamed clean prior to finishing.

WE PAY TRIBUTE TO One Of Our Greatest Heritages THE RIGHT OF FREE SPEECH AND A FREE PRESS



WE POINT WITH PRIDE
TO THE DETAILS, BOTH
LARGE AND SMALL, THAT
WENT INTO THE
CONSTRUCTION OF THE
PAMPA DAILY NEWS

Your right to know is the key to all your liberties. Is it merely an accident that those countries that have a free press, also have a free people?

Most Americans realize it is more than a coincidence. They have learned that the right of newspapers to seek out and publish the truth, without fear of reprisal, is their only opportunity to know the facts on which they may exercise their freedom of choice.

It was a real source of satisfaction to have a part in the building of the home for so noble an institution . . . the press that reiterates again and again the freedom for which America is known.

IT WAS A PLEASURE TO BE
ASSOCIATED IN THE EXPANSION
OF THE PAMPA DAILY NEWS

BAASH - ROSS TOOL CO.

423 SOUTH GRAY

PAMPA, TEXAS

A. L. (RED) Weatherred *Painting Contractor*

Does Another Outstanding Piece Of Fine Work

PAINTING

THE NEW PAMPA DAILY NEWS BLDG.

... Inside And Out



You'll see the reason why when you visit the New Home of the Pampa Daily News. Over 65,000 square feet of hand-painted surface was covered inside and out . . . Note the specially soft Eye-Rest-Green interior for maximum comfort . . . When you contract your painting with A. L. (Red) Weatherred you can be perfectly assured of complete satisfaction years from now as well as when the painted surfaces were "fresh". The beautiful soft tone Exterior Finish was applied by spraying under pressure, thus providing a tough, weather-resisting surface . . . The practical gray finish of the composing and press rooms was also applied by spraying under pressure.

A. L. (Red) WEATHERRED

PAINTING CONTRACTOR

Spray or Brush - We Do Wallpapering and Textoning

PAMPA, TEXAS

BOX 963

PHONE 7-W-1



Electrical Contractors ON THE NEW NEWS BUILDING



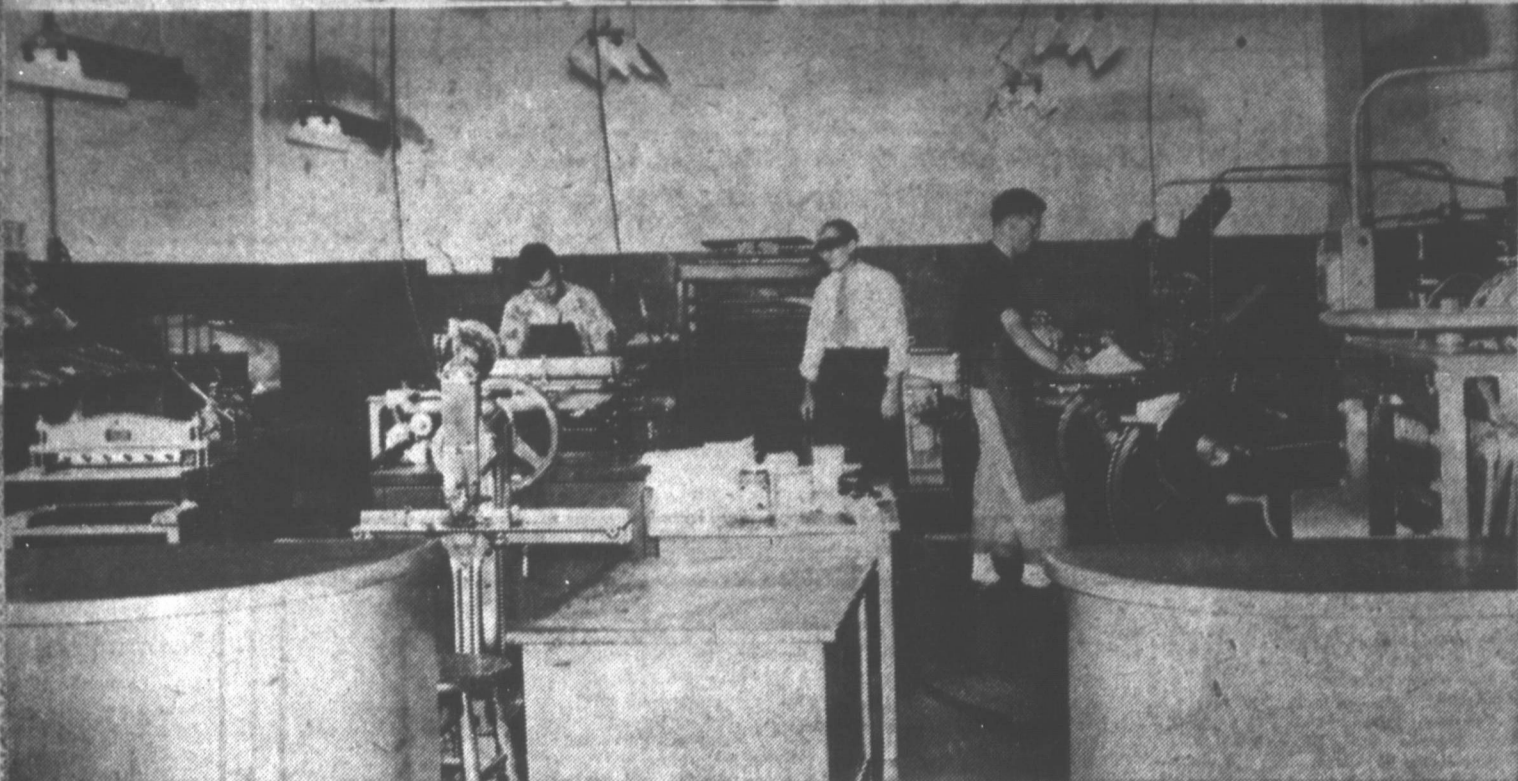
Electric supply's work on the new News Building started in on the ground floor.

We at Electric Supply Company are proud to have been selected by the Pampa Daily News as its electrical contractors. We extend cordial greetings and heart felt congratulations to the owners and staff members of the News on the completion and dedication of their beautiful new and larger building.

Electric Supply Co.

319 W. FOSTER

PHONE 1106



JOB-SHOP — Robert Dixon, left, E. A. Dixon and Kenneth Williams, right, complete a printing order in the commercial department. Every year this department uses thousands of pounds of paper in various printing jobs. They print all kinds of business and social forms, checks, booklets and cards in all sizes. (News Photo)

Job Printing Shop Complex, Complete

One of the most complete and up-to-date printing concerns in this territory is found in the commercial department of The Pampa Daily News where thousands of pounds of various kinds of paper are used each year in job printing.

The commercial department, managed by E. A. Dixon since 1944, occupies 1125 square feet of floor space in the new building, and has 500 square feet set aside for paper stock.

The equipment of the department is constantly improving to meet the increasing demands for printing. Recently a modern power perforator, a multiple broaching machine for use in composing ruled office forms, and a new saw and trimmer for cutting and trimming Linotype slugs, leads and borders, were added to the shop.

Shelves in the stock room are always well-filled and in recent years when paper shortages were common, one paper

man remarked that "There was more paper in The News shop room than in some news houses." This quantity buying of paper permits lower prices to the customer, and enables the commercial department to supply the demand from local business.

Experienced management and other printers in the department give quick and dependable service. E. A. Dixon, manager, has been with the department since 1944 except for a period from May 1946 to December, 1947.

Robert W. Dixon has been with The News four years, and has spent nearly all of that time in the commercial department.

Kenneth J. Williams, who has been with The News five years, has been in the commercial department the last two years. In rush periods, additional help is needed.

The department has individual air-conditioning and heating that permits better temperature control than has hitherto been possible.

Baash-Ross And Jones-Everett Did Machine Repairing

Machine repair at the Pampa Daily News building was done by Baash-Ross and Jones-Everett machine shops.

Baash-Ross overhauled press cylinders, and Jones-Everett did other machinery repair work. Manager of Baash-Ross is Noel Dalton, and C. F. Jones manages the Jones-Everett shop.

C. M. Jeffries Moved The Press

Moving the massive machinery used in the back shop of The Pampa Daily News was the job of C. M. Jeffries Trucking Co.

The presses and Linotypes, though heavy and bulky, are actually intricate machines that must be handled carefully.

Jeffries moved the press parts gradually without any loss of time to the pressmen.

During the month of moving The News did not miss publication any day.

Two fined in Driving Charge

Two men were fined in County Court today after pleading guilty to charges of driving while intoxicated, according to a report from County Attorney Bill Walters' office.

Frank A. Davis, Amarillo attorney, was given a \$150 fine plus costs on charges of driving while intoxicated, and an additional \$50 fine plus costs on charges of leaving the scene of an accident.

Davis was involved in an accident near McLean, according to

State Highway Patrolmen who investigated. He also agreed to pay \$75 in damages on the other car involved.

A fine of \$100 and costs was imposed by County Judge Bruce Parker on Virgil D. Johnson of Pampa who was charged with drunken driving.

Johnson was arrested Tuesday night by local police. It is his first offense, records show.

The United States and the British Empire are the only major countries without universal military training.

A Salute To The

NEW HOME

of

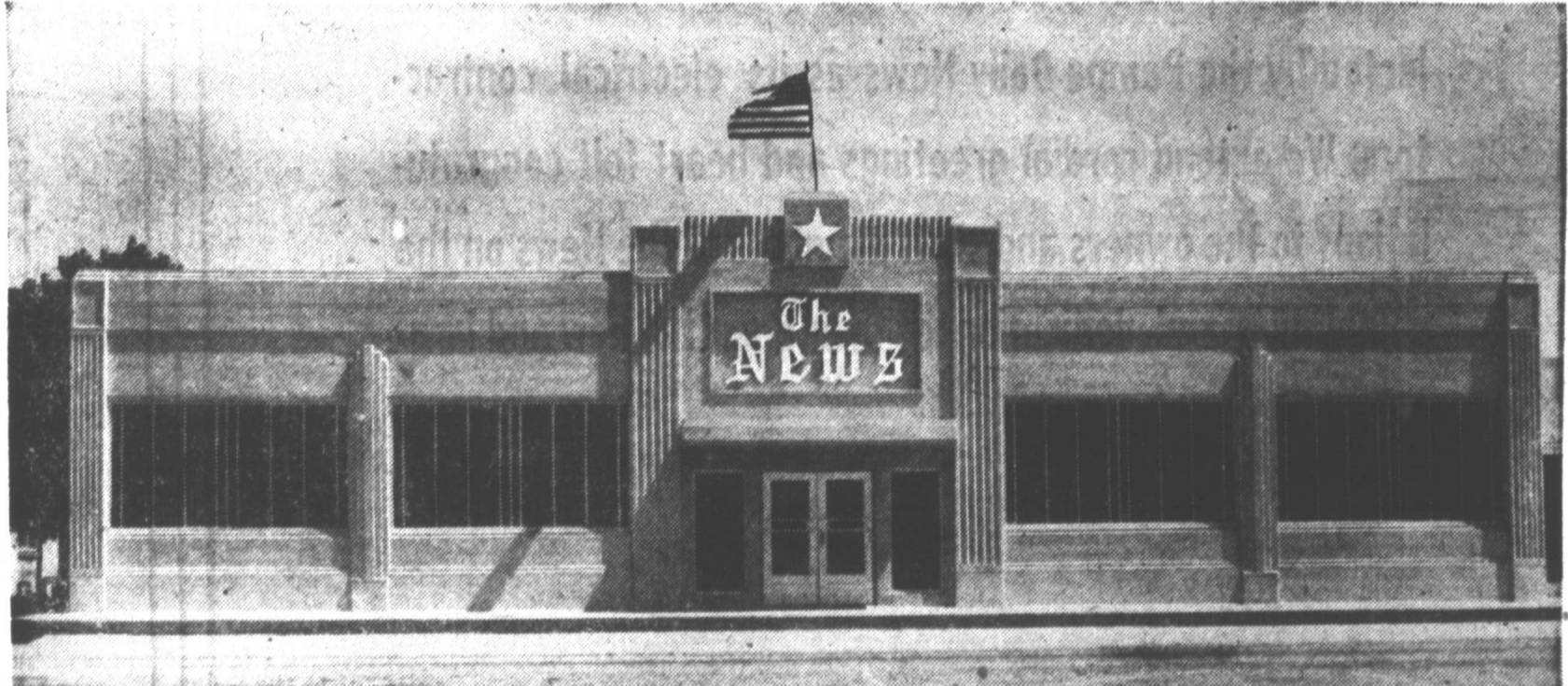
The Pampa Daily News

We are proud that we were chosen by Mr. R. M. Juillard as the designers of the new Pampa Daily News building. It is with deep appreciation that we congratulate the publisher and personnel on the occasion of the open house of this building. We thank them for their many considerations.

Waldon E. Moore

STRUCTURAL ENGINEER

512 W. Kingsmill Phone 1705



Serving the Panhandle
With Quality Lumber
And Building Materials

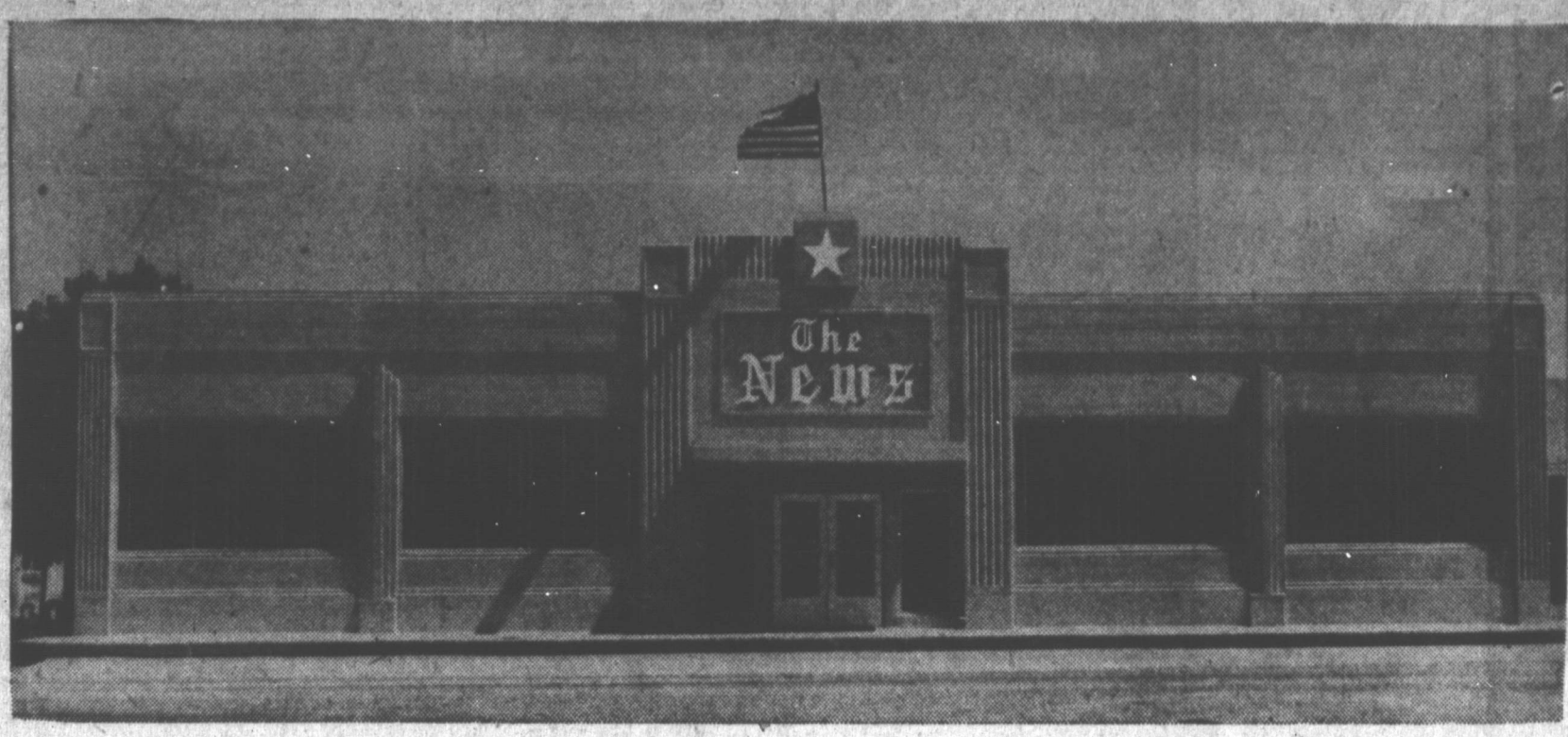
OUR GOLDEN ANNIVERSARY
50
YEARS IN THE PANHANDLE

FOXWORTH-GALBRAITH
LUMBER CO.

PAMPA, TEXAS — Other Yards in

● Borger	● Clarendon	● Dumas	● Amarillo	● Stinnett
● Chaning	● Dalhart	● Lefors	● Spearman	● Stratford

PAMPA YARD PHONE



Reflection

of Progress

The new home of the Pampa Daily News, is a true reflection of the Progress of Pampa and the Top o' Texas area. It brings to Pampa one of the finest and most modern newspaper plants to be found anywhere in the United States in a city of comparable size. All of Pampa can take pride on this fine addition to Pampa's Growing skyline.

It is a concrete example of the News great faith in the future of Pampa.

This Bank, Too, Has Faith In The Future Of Our City, Our Area, Our Country

It is our sincere wish that the progress made in the past few years will continue unabated.

CITIZENS BANK & TRUST CO.

"A FRIENDLY BANK WITH FRIENDLY SERVICE"
MEMBER FDIC



PROOFREADER — Mrs. Allan Smith, proofreader at The Pampa Daily News, marks corrections in the copy set by the Linotype. She keeps the typewritten story with the proof while marking these corrections. Mrs. Smith was a Wac during WW II and is a former society editor for The News. (News Photo)

Proofreading Is An Old And Distinguished Profession

Proofreading, a vital job in the printing profession, has been traced to times preceding the invention of movable types, and has, through the centuries, become a distinguished art.

The observations and knowledge of a proofreader are invaluable in putting out a newspaper, and makes the job held by Mrs. Allen Smith, essential to The Pampa Daily News.

Mrs. Smith's office occupies 120 square feet of floor space in the new building and contains the proper equipment for a modern-day proofreader. Her desk has a flat service and holds a slanted reading board.

Upper sides of the desk are enclosed to retain the sound of the voice. (Many large papers employ two proofreaders who read copy aloud to each other.) At the top of desk many wide-coring copy.

The three essentials for the proofroom are light, air and quiet. The new proof room in The News is connected to the composing room by a door, but it is kept closed for quietness. Lighting is provided by special lights on the reader's desk. The

air-conditioning and heating system offers perfect temperatures for the proof room. The room is not subject to drafts.

Mrs. Smith, who has been with The News 41-2 years, learned the printing business from her father who owned a chain of newspapers in North Carolina. She served in the Women's Army Corps two years during World War II, and prior to that was Associated Press editor on The Wilson Daily Times, Wilson, N. C., 10 years.

FREE PRESS GIVES POWER TO CHOOSE

WITHOUT the knowledge of what is done by their representatives, in the use of the powers entrusted to them, the people cannot profit by the power of choosing them, and the advantages of good government are unattainable. It will not surely cost many words to satisfy all classes of readers that, without the free and unrestrained use of the press, the requisite knowledge cannot be obtained.

James Mill On LIBERTY OF THE PRESS, 1821.

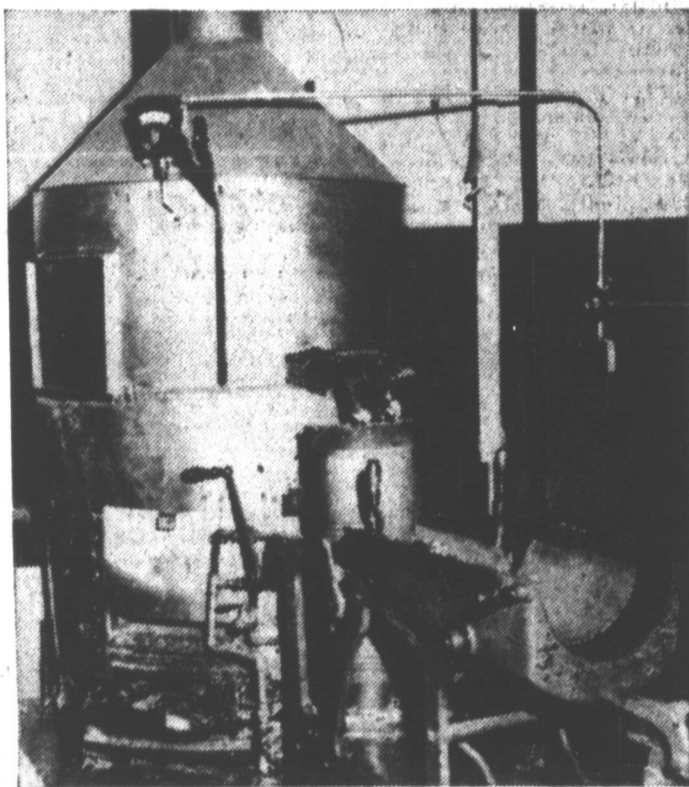
In 1659 it was unlawful in Massachusetts to have a Merry Christmas.



NATURAL GAS

PLAYS VITAL ROLE IN PRODUCING YOUR

Pampa Daily News



This stereotype caster uses dependable GAS heat to keep the metal in a molten state twenty-four hours a day. Since the pages of the Pampa News are printed from these stereotype plates, and continuous operation of this machine is vital, the dependability and easy controllability of NATURAL GAS was selected for this important function.

With the opening of the new Pampa Daily News Plant, another Pampa and Panhandle institution has re-affirmed its belief in the future of not only this area, but of our great country. The owners and publishers of The Pampa Daily News are to be congratulated for this concrete evidence of their belief in our American Way of Life.

In keeping with the progressive people they serve, The Pampa News has equipped this plant with the very latest developments in newspaper processing. Every piece of equipment, from the giant press to the office chairs, has been selected to give the most satisfactory service.

For a fuel that would perform hour-by-hour along with the 24-hour-a-day job of getting the news to the readers, NATURAL GAS was chosen. GAS, as always, plays its part well where dependability, speed, economy and flexibility are a "must."

Yes, inside this modern building, GAS plays a vital role in producing your Pampa Daily News.



BREAKING GROUND — This was the initial phase of construction as The Pampa Daily News began its new plant. Holes for concrete pillars later were drilled in this trench, foundation forms erected and the foundation poured. This picture was taken as the trench was being cut for the south end of the building. (News Photo)

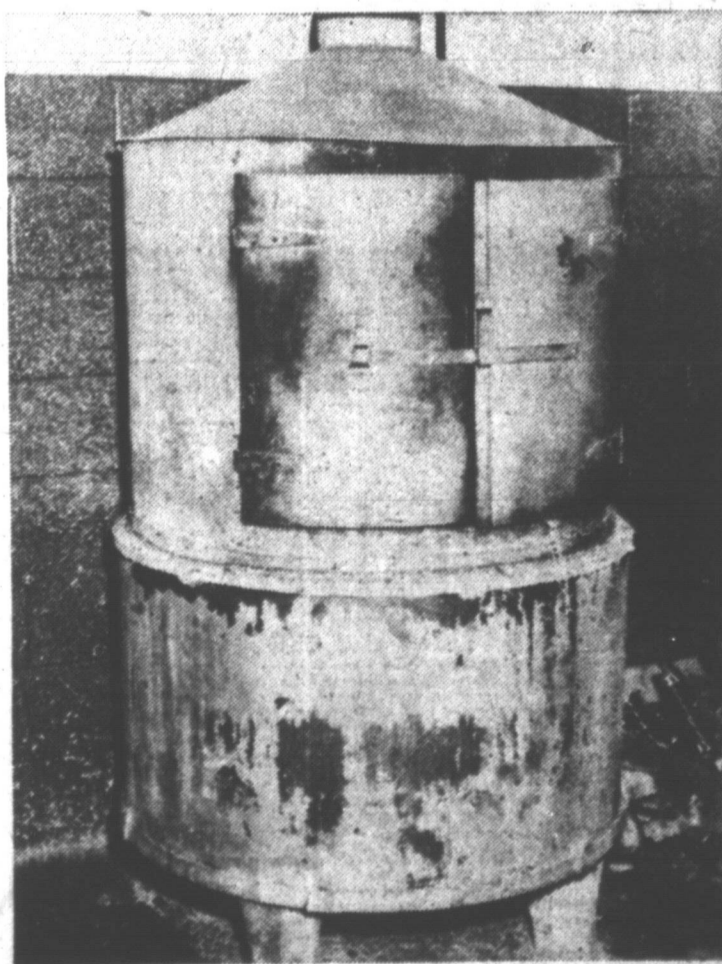
Congratulations
PAMPA NEWS
On The Completion Of
Your New Building

The Folks at The Pampa News are planning ahead for continued growth in Pampa . . . as you will see in every facility in their new building.

H. W. WATERS
INSURANCE AGENCY

117 E. Kingsmill

Phone 339

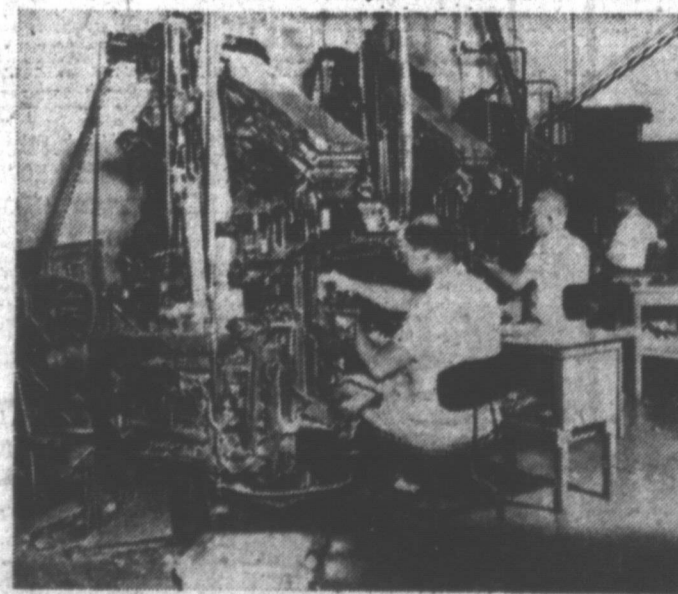


This re-melt pot uses NATURAL GAS to turn metal scrap and used type slugs into bars to feed the typesetting machines. Since the quality of the reclaimed metal depends on the uniformity of heat, thermostatically controlled GAS burners—which keep the heat constant at 850 degrees Fahrenheit—guarantee this quality and permit a maximum re-use of this expensive metal.

TEXAS

GAS & POWER CORP.

PAMPA, TEXAS



In these Linotypes, molten metal is fed through the machine and cast into one or more column-width slugs of type. It is essential that this metal be kept in a molten state at an even temperature. Dependable NATURAL GAS is used to assure the smooth operation of the Linotypes in the new Pampa News Building.

Women's Page is Important Section

By MARY FORRESTER

The women's department of The Pampa Daily News is called the Women's Page rather than the Society Page. It is handled by an editor who also doubles as reporter.

The term "women's page" was selected by the Pampa women who are interested in civic activities, club work and child welfare than in society functions. Society news is included in the women's department, of course.

Church news is also handled in this department. Such items as the erection of new buildings or other news items of great enough importance to rate front page notice. The position a story receives is decided by the editors of the newspaper. There are four editors, managing editor, city editor, sports editor and women's page editor.

In general, the following type of news should be turned in at the women's desk: weddings, showers, parties, teas, housewarming, family reunions, women's and girls' club meetings, social calendar items, musical programs, church news and book reviews.

While the time element is not the all-important factor as it is in spot news, it is nevertheless important, and the sooner news is received at the desk the sooner it will be printed. All news loses value with time, and therefore must take second position in the paper.

Because this is a one-woman department it is impossible to staff most functions; therefore each organization needs a reporter to cover routine meetings and turn in a report to this desk. Typing and double spacing helps greatly, but if a typewriter is not available the report may be written plainly in long hand. Particular attention should be given to names. They should be correctly spelled and plainly written.

One of a newly elected reporter's first duties should be to get a list of all members, check if for correctness, and refer to it when writing her report. The Pampa Daily News has a rule against the use of a last name without the first name. This is also a rule in the journalism profession that a married woman use her husband's first name and not her own. To do otherwise is a reflection on the knowledge of the newspaper editors as well as the person whose name appears.

The News has one other important rule governing the women's department: engagement announcements and wedding stories must be submitted in person or in writing; they cannot be taken by telephone. This is for the protection of the persons involved.



FRANCIS GREEN is manager of the circulation department at The News. He is responsible for the activities of the carrier boys and has recently set up the "Little Merchant Plan" under which the boys work. (News Photo)

BUILDING

(Continued from Page B-1)

them, followed by a mixture of gypsum and water, which hardened to a thickness of about three inches. This was coated with tar, then a coating of tar and tarred felt and the final layer was tar and gravel.

The roof is completely flat and is designed to hold water for greater insulation. More than one inch of rain must fall before any of the water will run off.

Skylights and windows were placed after the roof was completed. Then began the long and seemingly unending job of completing the interior of The News building.

The big jobs were building the inside partitions of cinder-blocks, then the plastering was applied, the asphalt tile floor laid, painting, counters, shelving, storage, acoustical ceiling in the front offices and final finishing touches.

The exterior of the building is painted with a specially mixed color, a pinkish, grayish tan to minimize the effects of carbon black smoke and sand in the air.

As well as the newspaper.

An editor of the women's department I am always glad to help the readers in any way possible, and want them to call me or come in to my desk and talk over any matter pertaining to this department on which they think I may be of assistance.



WE'RE PROUD to present this young fellow who is representative of the 42 "Little Merchants" who carry The Pampa Daily News to our thousands of readers. Every day while the presses are roaring, boys like this are hurrying on their paper routes, forging the final link in a long, swift-moving chain that brings the news

of Pampa, the area and the world to readers' doorsteps. Many a successful man got a start in the business world by being a newspaper boy, and today, boys like the one shown above, are on the first rung of the ladder that may lead them all the way to the top. (News Photo)

Carrier Boy Is An Example Of Free Enterprise In Action

Hundreds of success stories have been written about the boy who began his career by selling newspapers on a street corner.

No fabulous business tycoons have been produced by The Pampa Daily News, but many young men have achieved their start by walking or riding bicycles up and down Pampa streets with a News satchel on his back.

The boy that goes by your house each day and tosses your copy of the paper to your front door is one of the 42 city route boys in Pampa in business for himself. Five of these young businessmen are also on the street with the latest edition of The News.

They are under contract with The News on the "Little Merchant Plan." This contract assigns a definite territory, which the boy is to serve; and the contract stipulates that he is to carry out his responsibilities and if he does not, his contract will be broken, according to Francis Not many contracts have been broken, according to Francis Green, manager of the circulation department.

Every afternoon, when the paper starts rolling off the press, the boys are waiting for their papers, which they purchase wholesale. Then, they make their routes and collections.

Each Saturday, the young businessmen bring in their collections to the circulation department after selling papers at retail price, realizing a set margin of profit. The entire responsibility of getting each day's publication to the people depends on these boys, who are actually the nucleus of free enterprise.

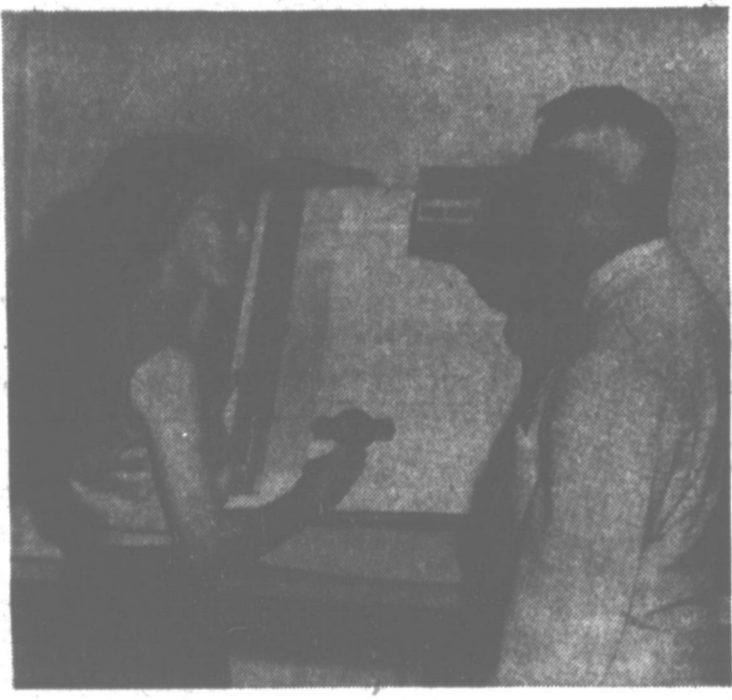
James Wilson, high school student, is in charge of the carrier boys; another teenager, Tommy Watson, handles the mailing, which includes all out-of-town readers, even overseas mailing; Herman Watkins, assists the out-of-town carriers and mailing; Kenneth Cummings, who has been in charge of carriers until recently, is now employed for the summer in the composing room of The News. All these boys started as carriers. Seven of the men who are employed in the "back shop" of The News started as carriers.

Green, who has been connected with The News longer than anyone else presently employed here, began his employment with a field route, working on a commission basis delivering and selling papers. Between that time and 1945, Green worked his way up through classified advertising, display advertising and selling subscriptions. Then, in 1945, he became manager of the department.

At this time, he is not assisted in keeping the records of the business end of circulation, and since this is almost a full-time job, he depends a great deal on the young men who handle the heavy work of delivering The News.

Four Firms Handle Insurance For News

W. R. Colville was concrete contractor for The Pampa Daily News building. All finishing work was done by the Colville firm, including the finishing the flooring and walls of the building. They also supplied joint joints on the exterior.



PREPARING ADVERTISING COPY for this special edition. Staff Artist Mary Lou Forrester and Advertising Director John Kinard discuss plan and design of a full-page advertisement. All display advertising, like a construction job, goes to the drawing board first, is later set in type to be matted and finally printed on the press before it gets to the newspaper readers. (News Photo)

The Clock Is Important To A Newspaper

Newspapermen are numbered among the world's most ardent clock watchers.

This stems from necessity and not from laziness. For time is one of the top factors in producing a daily newspaper.

The reason time is a factor to be reckoned with is because time is consumed from the moment a story breaks until that same story comes off the press in the form of a newspaper. The time element must be considered, too, in making bus, train or plane schedules.

Trying to beat the eternal time limit sometimes makes a reporter appear as a curt, discourteous person as he covers his best firing questions in rapid succession, and leaving as quickly as he can. The majority of reporters have more than one office, building, station or other person to contact every day.

This leaves the reporters and editors little time to satisfy personal whims of news contacts without the first name. These that could, and have, used time that should have been devoted to other news stories.

One of a reporter's big problems is getting "release" contacts to give him necessary facts before the "release date" so the story can be given proper treatment.

Too many of these "release conscious" contacts like to withhold information until a few hours before deadline and then seem to expect the reporters and editors to drop everything to get "their story" in that day's edition.

Fortunately, the majority of these inaction nature activities of groups controlled by fraternal, religious, business, industrial or educational organizations, and do not constitute vital spot news that may affect the future of the community for many years to come. But when this information is withheld until the day it is supposed to appear in the newspaper, it may appear up in the following day's edition and placed where there is room for it.

And, it all happens because a lot of people "making the news" refuse to understand the time factor that virtually governs the production of a daily newspaper.

A SEASICK FEW
A SPECIFIED journal may not be good for you, or for me; but, really, you know, there are several other newspaper readers besides us two; and the very newspaper that makes us seasick may be the delight of millions.

—Gerald W. Johnson, "Great Newspapers, If Any," HARPER'S MAGAZINE, v. 841, 1948.

away with it.) Instead, the buyer orders a good supply of the "hot item, style B, and asks for ample space in the newspaper to tell the public that his store has merchandise the public wants.

This is done because the wise merchandiser realizes that a great deal of advertising in the newspaper is news. The fact that a store has merchandise that the public wants is always good news to readers of the advertisements.

The buying public knows full well that newspaper advertisements not only carry news but they will offer the widest possible range of shopping, saving time, temper, feet and money.

The United States has nearly 6,000,000 farms.

Advertising Is A Servant To Public

By BILL LESS, JR.

Retail Advertising Manager

When newspaper advertising began to take a place in the American way of life, many merchants used it to get rid of buyers' mistakes. If a buyer bought a supply of merchandise that did not readily sell, the store's advertising manager was directed to "push" the items through newspaper advertisements in an effort to get rid of the merchandise as speedily as possible.

However, this method of use did not last long, for the American business man — a pretty astute character in most instances — soon realized that he was merely calling public attention to the fact that he had a lot of hard-to-sell merchandise that he wanted to unload.

Stores who clung to the old idea either went out of business or found managers who knew the principles of advertising: 1. Find out what the public wants. 2. Get it in the proper quantities. 3. Tell the public that you have it at the right price.

There are many kinds of advertisements, as there are many kinds of goods and services offered to the public. Each type of advertisement reflects — or should reflect — the kind of merchandise or service being offered, the kind of store or business house making the offer, and frequently the segment of the public to which the particular offer is being made.

Wise advertisers realize that the customer must always be kept in mind when merchandise is selected; it is the customer's psychology which is basic to the preparation of the advertisement, and it is the reaction of the customer to the advertiser which determines its success or failure. In modern newspaper advertising there is little or no pushing of merchandise. It works about this way:

A buyer purchases what he thinks will be a safe seller in men's suits only to find out that another style (let us call it style B) moves faster than style A which he bought. Style A just hasn't the appeal that is needed.

If the buyer knows his business he will not urge the advertising department to push style A. (Nor would an experienced ad manager let him get

Waldon E. Moore Solved Problems In Engineering

The modern design and technical engineering problems of the new home of The Pampa Daily News were those of Waldon E. Moore, 512 W. Kingsmill.

Ralph Juillard, publisher of The News, sketched out a floor plan and Moore took it from there, filling in details and settling technical problems.

The finished product is changed little from the original plan. Dimensions of the building are 80 feet wide by 143 1/2 feet long.

Moore said he had a little experience in constructing "The Up" walls. He was assisted in his designing by Joe Neil.

The structural engineer has been in Pampa for five years and in his present office for about 18 months. He is in business for himself in the structural engineering end, but is assisted by George Thompson in blueprinting.

Other Pampa buildings designed by Moore include the Church of Christ at Mary Ellen and Harvester, now under construction; Presbyterian Church education building, Thomas - Duncan

CABOT

TO THE PAMPA NEWS

Your expression of confidence in the future of our nation, our state and the immediate trade area — should be as a beacon to renew our faith in the American way. We are proud to have had a part in making this modern new building a reality. May you continue to grow.

Let's continue growing the American Way.

CABOT SHOPS INC.



FIRST RUN — Ralph Juillard, publisher, pushes the button that starts the 63 1/2 ton Goss press into action for the first time in the new plant of The Pampa Daily News building. (News Photo)

Fairchild Engraver Valuable Equipment For A Newspaper

One of the more recent and a most valuable addition to equipment at The Pampa Daily News is the Fairchild engraver, something relatively new in the photoengraving field.

Outwardly, the engraver is a simple looking machine, but beneath that exterior is a complicated mechanism that converts light impulse into mechanical impulse, thus allowing the use of fresh local pictures in a minimum of elapsed time from camera to press.

In the newspaper business where speed is of paramount importance, the Fairchild engraver has made a valuable contribution. Only six minutes are consumed in engraving a column inch.

The Fairchild is simple to operate, but its accomplishments are the result of much research. Here's what it does:

The Fairchild engraver is an electrically controlled machine which produces 65-screen halftone engravings directly from the copy without the recourse to photography or the use of chemicals.

The resulting plastic plate, being flexible, may be fastened to the stereotype and printed directly on the newspaper. It may also be matted, or printed on a flat bed press, with satisfactory results.

Incorporated in the engraver— which is a completely self-contained unit — are a rotating two-drum shaft assembly mounted on a three-foot high cabinet, an engraving head and a scanning head, and twin electronic amplifiers mounted inside the cabinet. The unit is finished in gray hammertone and is styled as a modern business machine.

The engraver's overall dimensions are 66 1/2 inches long, 26 inches wide and 49 inches high. It weighs 840 pounds.

The material upon which a photo electric engraving is made consists of a sheet of specially treated cellulose nitrate. It is inflammable. The stylus used to engrave the halftone dot pattern on the plastic sheet is a small pyramid - pointed shaft - about

2 1/4 inch long and made of special steel which enables it to operate at an extremely high temperature.

When the engraver is in operation, the two drums rotate on a common shaft, being driven by a synchronous motor at the speed of 33 1/3 r.p.m. The photograph, or copy to be engraved, is attached to the righthand drum, and, as it rotates, it is scanned by a photo - electric cell. A sheet of plastic attached to the left-hand drum is engraved by the stylus, which vibrates in and out to burn rows of letters in the surface of the revolving plastic plate. The result is a 65-screen dot image of the original copy.

The depth of the stylus penetration is controlled by the electrical signal from the photo cell which is boosted to working strength by an amplifier.

Someday it is hoped it will be possible for the engraver to be connected with the wirephoto service and engravings made directly.

Male and female white storks share the task of incubating their eggs.

Largest use of sulphur in the United States is in the form of sulphuric acid.



ENGRAVING — Don Duncan, photographer - engraver at The Pampa Daily News, operates the Fairchild machine which makes engravings on plastic. Just right of Duncan's hand may be seen the photos which the machine is copying. Light impulse is turned into mechanical impulse to make the engraving. After engraving is completed, it is mounted on tape and put on press plate so it will print direct onto the paper. (News Photo)

Linotype Machines Heart Of A Paper

Linotype machines are the heart of a newspaper's mechanical department — a heart made of steel and brass and tumblers and whose warmest spot is a pot of molten lead.

Resembling a huge typewriter, the Linotype machine, as the name implies, sets a line of type in metal. But what the name doesn't signify is the rapidity with which these machines operate. One line of type falls soon on the heels of another, and it is possible to set eight lines of type (such as those in this story) per minute on one of the machines.

The keyboard on the Linotype is much larger than that of a typewriter and the keys operate with a light touch.

The Linotype machine doesn't set actual type, but assembles a line of brass matrices, each engraved with a letter inaglio. This line is presented by the machine to molten metal which flows into the indentations of

the letters, and molds the type on the edge of a lead slug. The slug thus composes a line of type, such as any of the lines of this story.

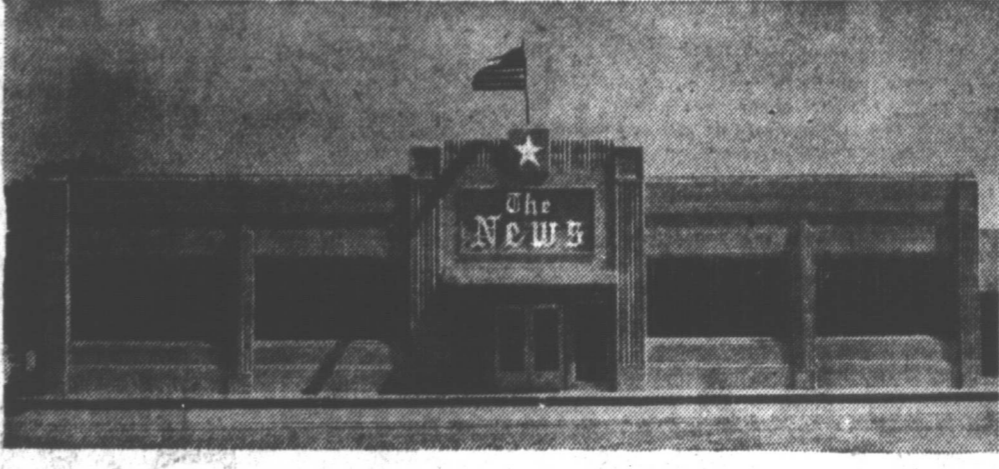
Composition on the machine is rapid, the slugs are easy to handle, and the machine has eliminated the extra work, as formerly, of placing the individual type characters back into their proper cases when the day's paper has been printed.

Mounted above the keyboard is a magazine containing matrices (which mold the letters). Each of these occupies a separate channel, with one channel for each letter of type character.

Operation of the keys causes the matrices to fall, and assemble into lines, the words being separated by wedge-like devices called space-bands. Upon pressure of a lever, the assembled line of matrices is carried to a casting device.



PAINTING EXTERIOR — Painters apply a special paint to the exterior of The Pampa Daily News building. The finish, which fills and protects the reinforced concrete walls, is a color designated as "Mauve." (News Photo)



CABINETS

In The New Building

CONSTRUCTED BY
CARTWRIGHT CABINET SHOP

It was with pride that we accepted the task of making all the counters and wooden cabinets for The News . . .

It was with untiring efforts that we did the job before us to the best of our ability . . .

It is with sincerity that we extend to the owners and staff of The Pampa Daily News our . . .

Best Wishes For Continued Success

Cartwright Cabinet Shop

1900 Alcock

Phone 1410

AS SOUND AS A DOLLAR
NEW-IMPROVED
ACOUSTICAL CEILING

Today, the Pampa Daily News stands out as a great leader in the field of journalism in the great Southwest. We are proud to have a part in building the new, modern plant that is designed to increase its circulation with the increase of population in the Tri-State Area.

We invite you to attend the gigantic opening of this modern newspaper plant, and we especially call your attention to the ACOUSTICAL CEILING throughout the entire building. This was our installation. We are proud of this job, and take pride in presenting our work to you . . . See this product . . . it's sound as a dollar . . .

PANHANDLE ROOFING CO.

2323 E. THIRD AMARILLO



Carl Zybach
...Canadian



Louise Zybach
...Canadian

Father, Daughter Team In Canadian

Carl Zybach and daughter, Louise, are The Pampa Daily News correspondents in Canadian. They are the only father and daughter team on the staff. Zybach, who marks his 30th year this July in the Canadian postoffice, claims to have become a correspondent by accident. About 1945, he said, The News correspondent at Canadian retired, and for several months, no news items appeared under the Canadian dateline. Zybach said that it gave him a feeling of being left out to see items from other towns and none from Canadian. So, when some newsworthy event took place, he wrote it up and sent it to The News "just to show the rest of the Panhandle that Canadian was still here." As time went on, Zybach frequently suggested to The News that a correspondent be put on in

this place, but there never seemed to be one available at the right time "so I could never quit." Within the past year or two, Louise, who is a senior in Canadian High School, started helping her father with school, church and social news. "Now," Zybach said, "she is really the correspondent and I help her when I can." Her ambition is to major in speech when she starts to college. Zybach believes that every small-town citizen should have some civic duty. His duty has been with the volunteer fire department for the past 20 years, during which time he has served in almost every capacity in the department, including that of chief. He resigned as fire chief last month. Zybach is assistant postmaster at this time and does this correspondence work outside of office hours.

Mrs. Lorene Locke With News 13 Years

Lorene O. Locke, correspondent for The Pampa Daily News, first began straight reporting of local news from Miami in 1938. In June, 1949, when The News offered prizes for the three best historical stories from the Panhandle, written by writers of the section, as a feature of its Top o' Texas supplement in connection with the Top o' Texas Fiesta celebration, Mrs. Locke was awarded the first prize of \$10, for her story on the life of her father-in-law, the late Newton F. Locke, Texas Ranger and Panhandle pioneer. She also had a number of other stories published in the same edition. In interviewing old timers for this contest, Mrs. Locke became intrigued with the possibilities of preserving in the printed word, these individual stories of Panhandle history for future generations.



Mrs. Lorene Locke
...Miami

For a time, Mrs. Locke gave up her correspondence, but again resumed it a number of years ago, and has been part of The Pampa Daily News family of correspondents for most of the 13 years. Her major interest, fired by the winning of that prize, has since been the writing of the feature article. She has written hundreds of them, on every subject, from quilts on the post-office steps, to the oldest archaeological remains found in the county, and the experiences of the oldest and most prominent of the pioneers, who have helped build this country.

Mrs. Locke is a member of the Panhandle Women and the Pampa Business and Professional Women's Club.

FETTERING OURSELVES

A FREE PRESS stands as one of the great interpreters between the government and the people. To allow it to be fettered is to fetter ourselves.

Lynn Boyd And Panhandle Were Lumber Suppliers

Lumber for the new building that houses Pampa's only newspaper, was furnished by Lynn Boyd Lumber and the Panhandle Lumber Co.

The special-type windows in the Associated Press and Teletypesetter rooms were provided by the lumber companies, and also the swinging doors used on the interior offices. Other doors and windows in the building were provided by the two companies.

The local companies supplied the window and door facings, and other woodwork in the new building.

The United States, Grosjean vs. American Press, Inc., 1936.

FREEDOM OF SPEECH

is a principal pillar of a free government; when this support is taken away, the constitution of a free society is dissolved and tyranny is erected on its ruins...

Benjamin Franklin

AMERICA'S GREAT NEWSPAPERS...

-- newspapers like the Pampa Daily News -- have kept freedom of speech and freedom of the press alive in the nation. No other force has made a greater contribution to the freedoms we know in this nation today than the community newspapers which have held aloft the torch of liberty down through the ages.

ONE OF THE NATION'S BUSINESS-MANAGED, TAX PAID LIGHT AND POWER COMPANIES



The Finishing Touch

to the handsome new Pampa Daily News Building is the gleaming sign atop the facade. We have erected signs for leading business structures over a period of 22 years.

**GARRETT & GARRETT
SIGN CO.**

317 1/2 E. Francis Phone 433



THE NERVE CENTER of the Pampa Daily News is the editorial department where local, sports, society, state, national and world wide news is gathered and laid out for different spots on the daily edition. In the left foreground Mrs. Mary Forrester, society editor, does a combination job of editing women's features and writing local society news. Next to her Sports Editor Warren Hasse bats out headlines for sports stories already written. In the right background is the wire and city desk, known as a universal desk,

where local and wire news is edited and headlines written. Managing Editor Gob Gettemy and City Editor Bud Anderson discuss probable layout of Page 1, for the day's edition. In the meantime, other staffers (reporters) Mrs. Wanda Campbell, top left, and Georgia Smith, top right, work on local stories. Lower right, Henry Gordon does some figuring before proceeding with a story dealing in dollars and cents. (News Photo)

Women's Page First Presented In 1927

The following article appeared in the Pampa Daily News Wednesday, March 23, 1927, announcing the first women's page in the daily newspaper, owned by the Nunn - Warren Publishing Co.

"Continuing its purpose to give this city a thorough local news service and articles of interest to every class of reader, Mrs. H. C. Dahl has been named society editor of the women's page.

"It is desired to print society notes as soon as possible after each event takes place. Contributions by telephone and in written form are not merely welcome — they are solicited. Locals, personal mention of all kinds also are desired. Names must be complete and accurate.

"In addition to news of persons, clubs, societies and groups in Pampa, the women's page will include items from the Associated Press feature service — a newly organized service little known in this section. It will be news, with pictures of women all over the nation.

"Women of Pampa should know if they are not reading the Pampa Daily News they are not socially informed about Pampa and other places. There will be no substitute for the women's page of the Pampa Daily News. Subscribe now."

And that's how the society page of The Pampa Daily News began in 1927.



R. M. GETTEMY is the latest addition to the executive staff of The Pampa Daily News. Gettemy, formerly suburban editor for the Santa Ana, Calif., Register, sister paper to The News, directs the editorial department. He has been in Pampa four months. (News Photo)

Rustlers Ring Believed Broken

SAN ANTONIO — (AP) — One man was arrested and warrants for two others issued as rangers believed they have broken a widespread cattle rustling ring.

Editorial Department Nerve Center For Presenting News

The editorial department (news nation, news of the world, in department) of The Pampa Daily compact form to your doorstep. News is the nerve center and the pulse of the city, the starting point for the fast-paced and the world beats steadily daily job of getting news of into the news room, where news-Pampa, news of the territory, men, telephones and a globe-news of the state, news of the wide wire of the network of the

Associated Press pours a stream of accounts of the happenings of the hour, the minute for that matter. Against a background of the clicking AP machines, the ringing of the office telephones, news is received, appraised, written, edited and headed.

In the new News building, the news room is located at the left on entry by the front door. It is streamlined for production.

The day for news room personnel never starts or ends. Actually, they are on duty 24 hours a day, always ready to cover a fast breaking story. The AP teletypemachines come on at midnight. This brings to life the unending flow of news. This is the setting every day except Saturday, when the wire comes on at 3 p.m. and goes on until midnight.

The news staff begins arriving at 7 a.m. to start the typewriters going on head — writing, society, sports, local news. Envelopes containing news from the correspondents in towns throughout the Pampa district are opened and handled.

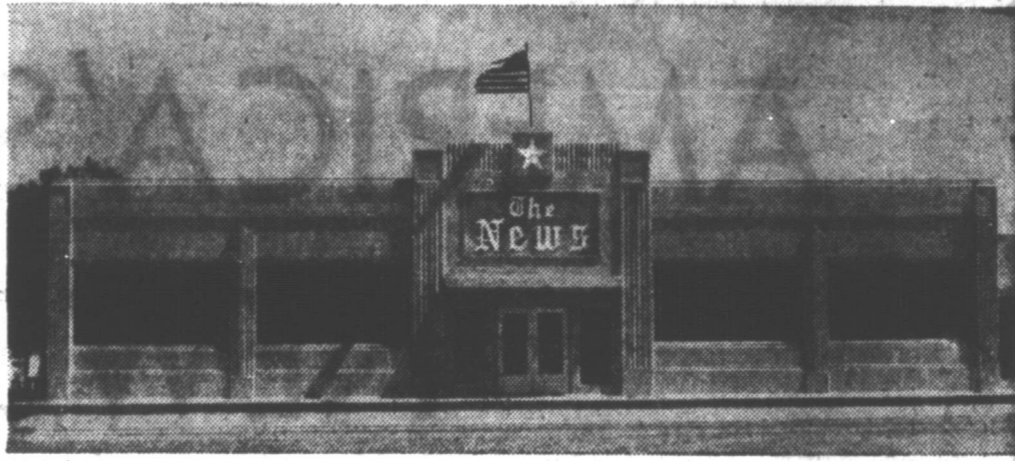
In a short time reporters have put out the early work and are out on "runs" or "beats." These include the city hall, courthouse, banks, postoffice, chamber of commerce, and other sources of regular news.

The proofreader is scanning stories previously set in type, marking errors for correction. Stories from the AP teletypemachines are torn off of the long run of copy which has come over the wire and has been teletyped on the long paper ribbon. The news editor takes what he selects to his desk and tears the copy apart into separate stories.

The copy, typewritten local or

teletype — printed by the AP, then goes to the hook of the linotype operators, or is put on another hook for the teletypewriters, girls who set the copy on a tape which is similar to a player piano roll and automatically operates on the Linotype machines. The type then is composed into pages of the paper.

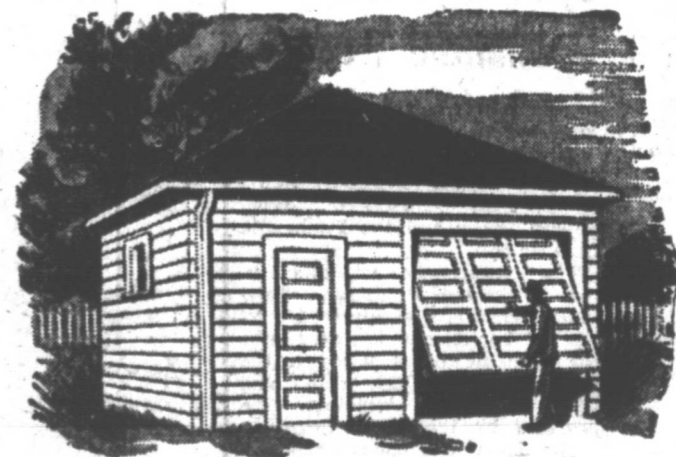
The white stork is believed to be strictly monogamous.



A Complete Building Service

F. H. A.
LOANS
&
BUDGET
PAYMENTS

Build Your Garage . . .



. . . or Your Home . . .



With materials from
Panhandle Lumber Company

Panhandle Lumber Co.

420 W. FOSTER

PHONE 1000

RHEEM WATER SOFTENER
for the new Pampa News was supplied by us at King Company. We are proud of our part in making this beautiful building possible.
BEST WISHES!

King Company

703 FILLMORE

AMARILLO



CONGRATULATIONS

P.S.

The size of the job is unimportant. We are ready at all times, and sincerely interested in serving you.

We are proud to have had a part in the installation of the Giant Goss Press in the Pampa News' modern new building.

We at Jones-Everett extend our best wishes and congratulations to the owners and staff members on the occasion of the open house of their beautiful new building. It is with pleasure that we wish for them continued success.

Jones-Everett Mch. Co.

519 S. BARNES

PHONE 243

Horace McBee Has Watched Many Changes In The News

The oldest name on The Pampa Daily News payroll is that of Horace McBee, the man who has the position of business manager.

Mister Mac, as he is called by News employees, has watched many changes at The News since September, 1935 when he joined the staff.

At that time, the paper was owned by the Nunn Publishing Co. His second year of employment brought about two changes: the paper was purchased by the Hollies organization and radio station KPDN went into operation. It was at this time that Mister Mac also assumed duties of business manager for the radio station.

As head of the business department, McBee has the complex job of supervising collections from advertisers; holds the purse strings for accounts payable, writes the payroll checks for both organizations and handles business details in general.

In the 16 years since McBee joined The News staff, the flow of business through the office has tripled and the number of employees has more than doubled as the newspaper has kept pace with the growing community.

With his assistants, Mister Mac handles a specialized task that must be done with minute attention paid to every detail in order to keep The News a smoothly-running organization.

And for The News employees, there's a certain amount of magic about his name, for the signature "H. McBee" appears on all salary checks.

PRINTERS' OPINIONS
IT IS UNREASONABLE what some assert, "that printers ought not to print anything but what they approve," since if all of that business should make such a resolution, and abide by it, an end would afterwards have nothing to read but what happened to the opinions of printers.

—Benjamin Franklin, AN APOL-
OGY FOR PRINTERS, 1731.



BUSINESS MANAGER — Horace McBee is business manager of The Pampa Daily News. He has been in the business department since the late 1930's. One of his primary duties is making up and distributing each week's payroll checks. (News Photo)

Chinese Adage Describes The News' Mat Services

The old Chinese saying, "One picture is worth a thousand words," may have been the original idea behind the mat services which play an important part in modern newspapering by making available illustrations of everything from aprons to xylophones.

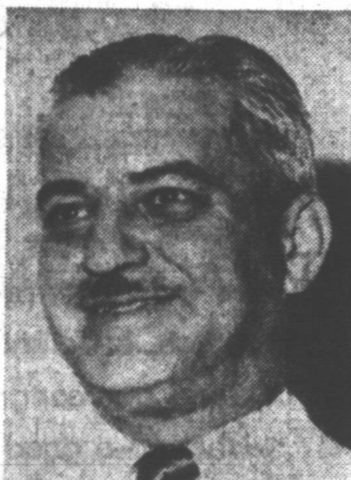
A mat service has one primary function. It places at the service of the newspaper, and the advertiser, a staff of first class-artists who illustrate almost every product sold.

The Pampa Daily News subscribes to two national mat serv-

ices—the Metro Newspaper Service and Stamps-Conheim, both of New York City. Each of these services regularly sends to The News advertising department, large books of illustrations and for each illustration there is an accompanying mat.

A mat, properly called matrix, is a special material resembling a rubbery cardboard which contains impressions of the illustrations and are used as molds to reproduce the pictures in lead casts. These lead casts, made in The News stereotype department, are used in making the final layout desired by the advertiser.

Several year's supply of mats are kept on file in the advertising department of The News and when a staff member wishes an appropriate illustration for an advertisement, he merely looks up the illustration in the guide book furnished by the mat service.



JOHN KINARD, advertising director of The News, joined the advertising department here in 1947 out of the U. S. Department of Justice, which he entered during the war. He has been in the newspaper business since 1925. In January, 1949, he became advertising director. (News Photo)

Two Firms Supply Pampa News Roof

Roofing for the new office of The Pampa Daily News was provided by the Panhandle Roofing Co. and Lydick Roofing Co. of Amarillo.

The roof is entirely flat and equipped with the most modern insulation.

POWER OF PRESS OVER CORRUPTION

GIVE ME but the liberty of the press, and I will give to the minister a venal House of Peers — I will give him a corrupt and servile House of Commons — I will give him the full sway of the patronage of office — ...and yet I will attack the mighty fabric he has reared with that mightier engine — I will shake down from its height corruption and bury it amidst the ruins of the abuses it was meant to shelter.

—R. B. Sheridan, speech in the House of Commons, 1810.

The former German territory of South West Africa was mandated to the Union of South Africa in 1922 by the League of Nations.

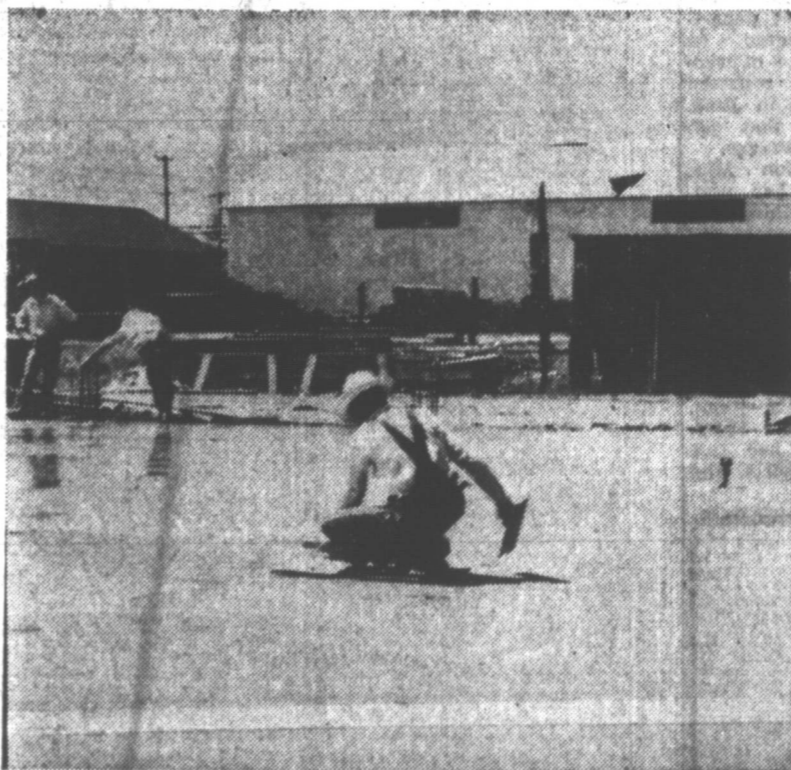


BUSINESS OFFICE — Centrally located in the Pampa Daily News' new plant is the business office which also provides desk space for classified advertising and circulation. Counters, where attendants wait on customers, also are utilized for storage of papers and other department needs. (News Photo)



POURED CONCRETE

••• for the finest Buildings



When Mr. M. B. Allen, Tilt-up expert of the High Plains, accepted the job as General Contractor for the new Pampa Daily News building he knew he would need expert concrete and finishing work. Who did he choose? W. R. Colville! Concrete correctly finished means years of satisfaction. And to be assured of the best in concrete contracting and finishing, have it done by W. R. Colville.

We are proud of our part in the construction of the new Pampa News Building, the first Tilt-up building in this area.

W. R. COLVILLE

CONCRETE CONTRACTOR

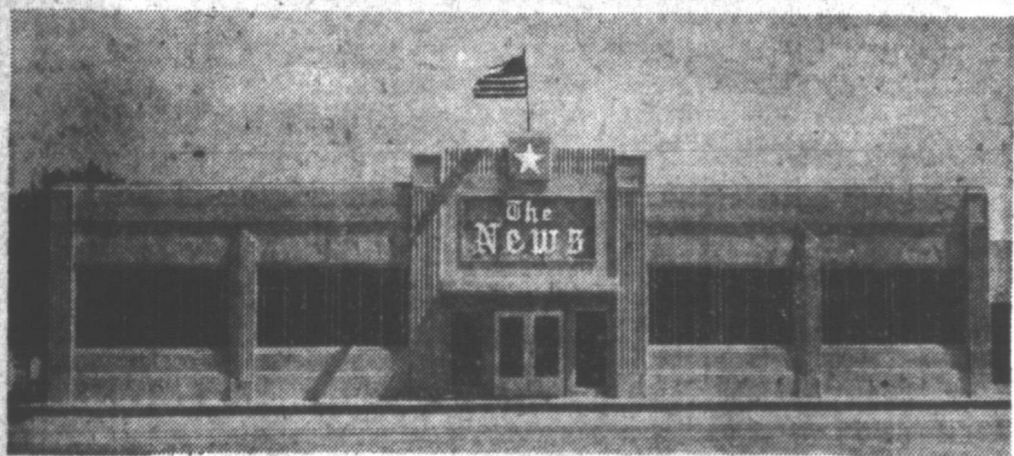
620 S. Russell Pampa Phone 423

Congratulations To The PAMPA NEWS

The beautiful, new Pampa Daily News building, while being a major addition to Pampa's many fine buildings, was planned primarily to give better service to hundreds of advertiser customers and thousands of reader customers, as well as better and more efficient working conditions for their employees. We are proud of the part we played in the building of this fine new building . . .

F. H. PARONTO
BOILER & WELDING WORKS

831 SOUTH RUSSELL PHONE 1784-J



CONGRATULATIONS TO THE PAMPA NEWS ON THE COMPLETION OF THEIR MODERN NEW BUILDING

LYDICK ROOFING

INSTALLED THE "POURED-IN-PLACE" GYPSUM ROOF DECK

- FIREPROOF
- LIGHT IN WEIGHT
- VIBRATION AND CRACK RESISTANT

LYDICK ROOFING CO.

401 N. Harrison Amarillo, Texas
P. O. Box 1418 Phone 67626

Jessye Stroup A Veteran On News

Jessye Stroup, who until 1930 had never been in a newspaper office, is the woman employe with longest service for The Pampa Daily News.

Two weeks after the death of her husband Mrs. Stroup applied for a job at The News. Tom Braly, who was finishing work on his law degree, was then classified advertising manager.

Mrs. Stroup took a job as subscription agent for rural families in Gray County and five adjoining counties. Mrs. Girtha McConnell, mother of Russell and Earl McConnell, bought a subscription on Mrs. Stroup's first day at work on the first job she'd ever held.

Prior to that time there were only 200 papers going out by mail, and during the three years Mrs. Stroup held the job as subscription agent, she built the circulation up to 2,000.

Sub-circulation stations were set up in rural communities and one of the first carriers was Ernest James of Groom, now a dentist serving with the Navy and son-in-law of Mr. and Mrs. David Caldwell, Sr. Another early newsboy was Bob Bowerman, now a pressman at The News and one of the oldest employes. Other carriers were Donald Anglin of Groom, now a wheat farmer; Dare Locke of Miami, also a wheat farmer; Norris Kivlin of Groom, now a pilot on an airline out of Amarillo, and many others from Lefors, Shamrock and Canadian.

When Mary Adams, now Mrs. Ned Pryor, daughter of Mrs. Ada Adams, left for college in 1938 the job as classified advertising manager was "thrown in the lap" of Mrs. Stroup. She knew nothing about the job, but has in the last 12 years built the classified section to a full page every day from its original two or three columns.

Mrs. Stroup worked alone for three years in the classified department. Then World War II began and the classified section grew. A helper was added then, and now there are two assistants to take advertisements for the classified section. The ads through the years have typified the current times.

One of the highlights of her employment at The News is the vacation she has had every year. Mrs. Stroup with her daughter, Joan, set out in 1942 to visit every state, and in 1950 they finished their tour. They have been in every capital, and their 1950 trip took them from Juneau, Alaska, to Old Mexico.

One of the most interesting things that has happened in Mrs. Stroup's years at The News was a series of trips she took in 1938 with members of the editorial staff to collect data on the history of the Panhandle.

Among the early friends Mrs. Stroup made as subscription agent for The News was Grandma Rogers of McLean, who lived to celebrate her 100th birthday and is remembered by many people in this area.

Mrs. Stroup has not been off the payroll in 15 years. She took a six months leave of absence from the classified department in 1950 and served as credit manager in charge of credits and accounts. She returned to the classified section in June, 1950, and now holds that job and serves as credit manager.

The greatest satisfaction Mrs. Stroup has had from her position is that it has enabled her to educate her three sons and a daughter, Joan, who will be a sophomore at Texas Tech next year. A son, Jim, is in Amarillo in business; Jack is a building contractor in Miami, Florida; and Jerry, who has been in the Navy 10 years, is in a Navy school in Memphis, Tenn.

Next to her children, Mrs. Stroup is proudest of her five grandchildren — four girls and one boy.

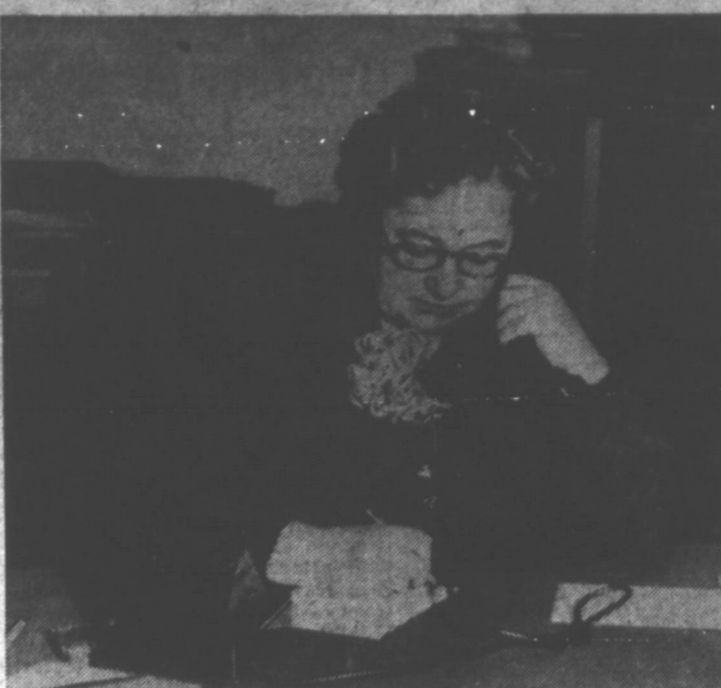
Lane Provided All Plumbing For News

All plumbing in the new Pampa Daily News building was provided by Lane Sales Co.

The plumbers installed the gas lines overhead and ran them to the various gas-fed machines. All water lines also were laid by the company.

Under the concrete floor, which is a part of the foundation, are the water lines. Copper lines were used for the front part of the building because they are less likely to deteriorate than steel. Steel lines were run overhead into the back shop.

Lane Sales Co. is owned by W. M. Lane. The company handles general plumbing work and sells major line cabinets and bathroom fixtures.



A TYPICAL POSE of Jessye Stroup at the telephone, carrying out her duties as classified advertising manager of The Pampa Daily News. Mrs. Stroup, the woman with the longest service, came to The News Nov. 1, 1938. During her employment at The News she has toured every state in the United States, Canada, Alaska and Mexico. (News Photo)

Bert A. Howell Co. Installed The News' Air Conditioning

The new home of The Pampa Daily News is supplied with mechanical refrigeration, an air-conditioning system that has been perfected in the last few years. The News' cooling system circulates, filters, de-humidifies, and removes dust, dirt and carbon black from the air.

Bert A. Howell and Co. installed the system. Their offices are located at 119 N. Ward.

Advice to the lovers in the oldest syndicate feature in newspapers.

"The Gentleman's Magazine" was the first periodical to be called a magazine.

CONGRATULATIONS TO THE PAMPA NEWS ON THEIR FINE NEW BUILDING

GREGGTON PARTS SHOP NO. 2
103 S. HOBART PHONE 674



AD ALLEY — Ronald Foster and Kendall Green set up display ads which the advertising department has sold and laid out. Many of these ads use hand-set type and must be placed into the layouts as specified by the advertiser. (News Photo)

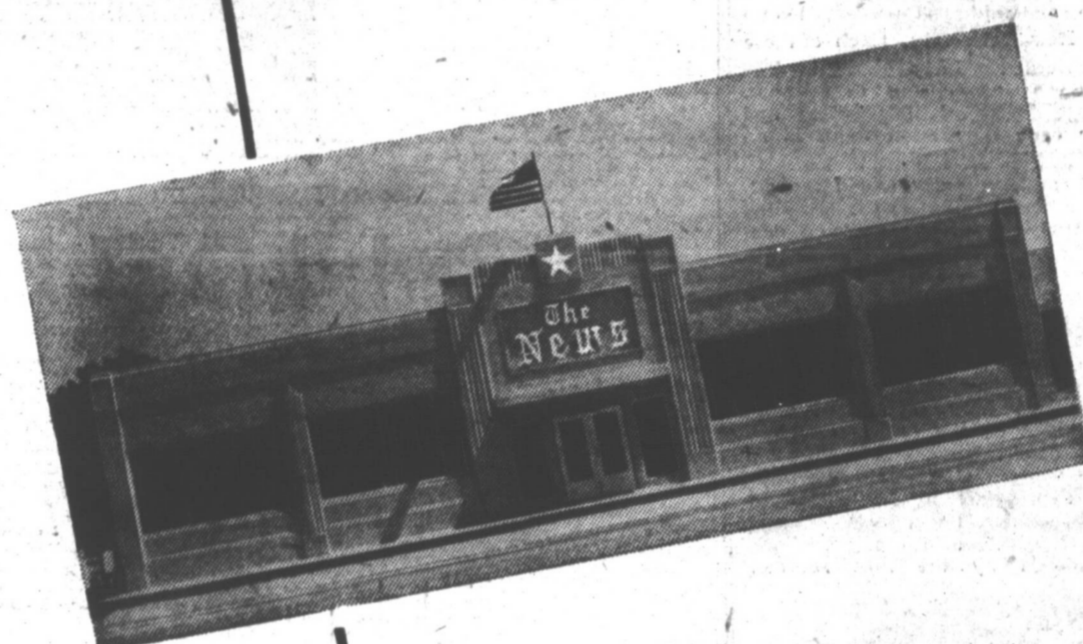


WATCHING THE WIRE — City Editor Bud Anderson scans the latest news reports that Associated Press teletype machines bring to the news room in a steady flow. Anderson's desk is so situated he can take news from the teletypes merely by turning around in his chair. (News Photo)



MAT ROLLING—After copy is set in type and locked in the chase, next step is rolling a mat from which the press plate will be cast. Here Billie Joe Green removes the mat from the chase after 1500 pounds of pressure has been applied by the machine. (News Photo)

We're happy for you!



We know how proud you are of your modern, efficient new plant. May we extend our congratulations and best wishes to a good friend and customer.

Congratulations, PAMPA DAILY NEWS!



The Plumbing In The New Pampa Daily News Building Was Furnished By

LANE SALES CO.

AND INSTALLED BY

JOE STEMBRIDGE

715 W. FOSTER PHONE 558

First National Bank

RESOURCES EXCEED \$10,000,000.00

Member FDIC

Electric Supply Had Its Part In Building Plant

Electrical contractor for the new building was the Electric Supply Co., managed by E. W. Southard, who has been in Pampa since 1925.

The electrical company employed six men on the building. They drilled the holes for the fillings and did other work all

through the construction of the building.

The most modern lighting effects are used in The News building, with slim-lined fluorescent lighting used throughout.

Appropriately placed lighting facilities are an important feature of a newspaper office, whether it be in the advertising department, editorial department or back shop, all do "close" work.

Marshall Schuler is store manager at the Electric Supply Co. and other electricians include:

Jim Elson, chief electrician; Lewis Gallamore, electrician; Wayne Brooks, line foreman; Dale Southard, line man; Roland Renner, operator; and Billy Davis, shop hand.

Other temporary employes are hired at various intervals.

JEFFERSON'S CHOICE

WERE IT left to me to decide whether we should have a government without newspapers, or newspapers without a government, I should not hesitate a moment to prefer the latter.

—Thomas Jefferson, WRITINGS, Vol. VI, p. 85.



TRIMMING A PLATE — Bob Bowerman is shown above, trimming one of the curved plates that have been cast for the huge press. This operation cuts away excess metal left in the casting of the plate from the mat. (News Photo)

Stereotype Is 'Hot Spot' Of Pampa News

The stereotype department might be called the "hot spot" of the newspaper business for here is where molten metal is cast into press plates which do the actual printing of the paper.

At The Pampa Daily News, visitors will see two pots of metal which contain more than 1800 pounds of molten metal. The metal is never allowed to cool.

The department's work begins when the composing room finishes locking a page-in-type into a steel frame, called a chase.

The chase goes to a mat machine, and a mat (similar to the size of the page) is laid over it. The mat is a damp piece of heavy paper made from wood fiber. Padding is placed over the smooth mat, and a roller, exerting 1500 pounds of pressure per square inch, is rolled over it.

ED ACR. This indents the surface of each letter, or the engravings that may be on the page, into the mat.

This may be picked up and reach much as a newspaper, but its journey to becoming a newspaper has just begun.

The mat is sent to the stereotyping department to go through the processing on the heavy, ex-

pensive machinery which casts the plate.

First, the mat's corners are trimmed square and the high spots on it between letters and elsewhere are then marked down with a metal point.

It is placed on a table where strips of packing are placed at various places on the back to bring up different parts of the surface, then it goes to a scorcher where it is heated to a high temperature to set the shape.

It next is placed in a casting box — in effect, a mold — and 50 pounds of metal from one of the huge pots is poured in. Thus the plate that goes on the press is cast, but at this stage still more remains to be done before it is a finished product.

It now is lifted to the finishing machine which saws off the

edges of the metal and it is cooled by a flow of water. Then it goes to the block where trimming and finishing are done.

The plate is now complete, a tubular size page in and upon whose surface have been cast the type-characters which print the page.

JOURNALISTS' EARS

IN CENTURIES before ours the public nailed the ears of the journalists to the pump. That was quite hideous. In this century journalists have nailed their own ears to the keyholes.

—Oscar Wilde, "The Soul of Man Under Socialism," 1891.

Greggton Handled Much Of Welding

Greggton Parts Shop did the welding work on much of the machinery in the new offices of The Pampa Daily News.

The shop is located at 103 S. Hobart.

'S Hertogenbosch is the capital of the province of North Brabant in the Netherlands.

Congratulations

to the owners and staff members of the Pampa News on the completion of their new home.

We wish them continued success . . .

Wm. T. Fraser & Co.

THE INSURANCE MEN
INSURANCE — BONDS — LOANS
120 W. KINGSMILL PHONE 1044
PAMPA, TEXAS



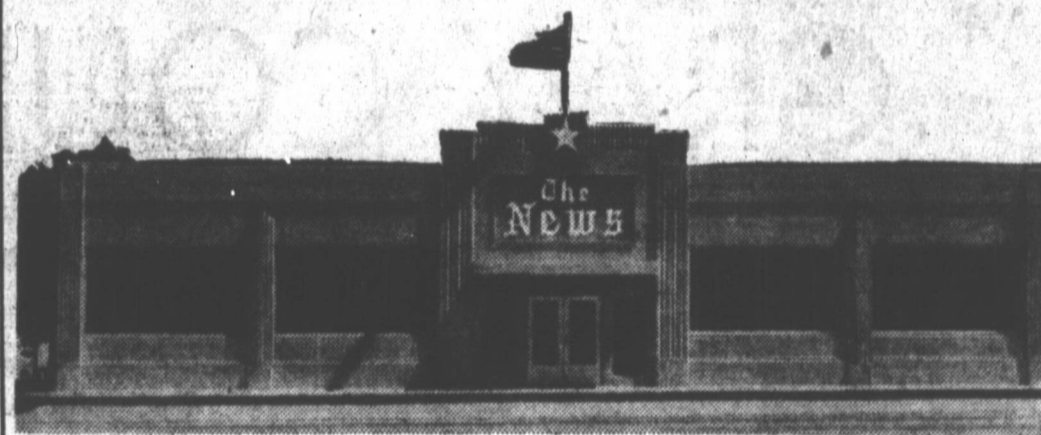
YES... WE, TOO, HAD A PART IN THE BUILDING OF THE NEW PAMPA NEWS BUILDING...

WE PROVIDED THE MEALS FOR MOST OF THE WORKMEN, HELPING TO KEEP THEM FIT AND ON THE JOB!

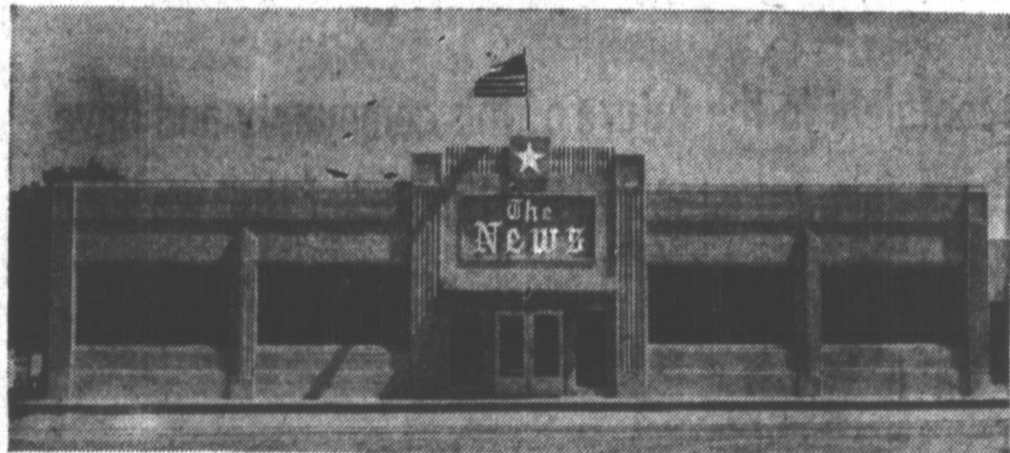
REMEMBER... FOR FINE FOOD ITS...

6 Owens Cafe

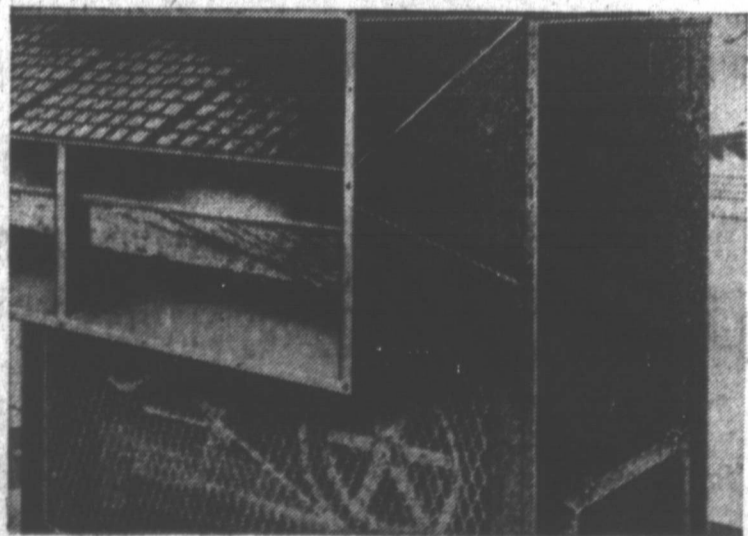
HILLSON HOTEL BUILDING



Frigidaire Air Conditioning



Installed in the new News Building by . . .



Bert A. Howell & Co.

119 N. WARD

Heating — Air Conditioning

PHONE 152

Transmix Ready-Mixed Concrete For PERMANENCE

IN THE NEW PAMPA DAILY NEWS PLANT

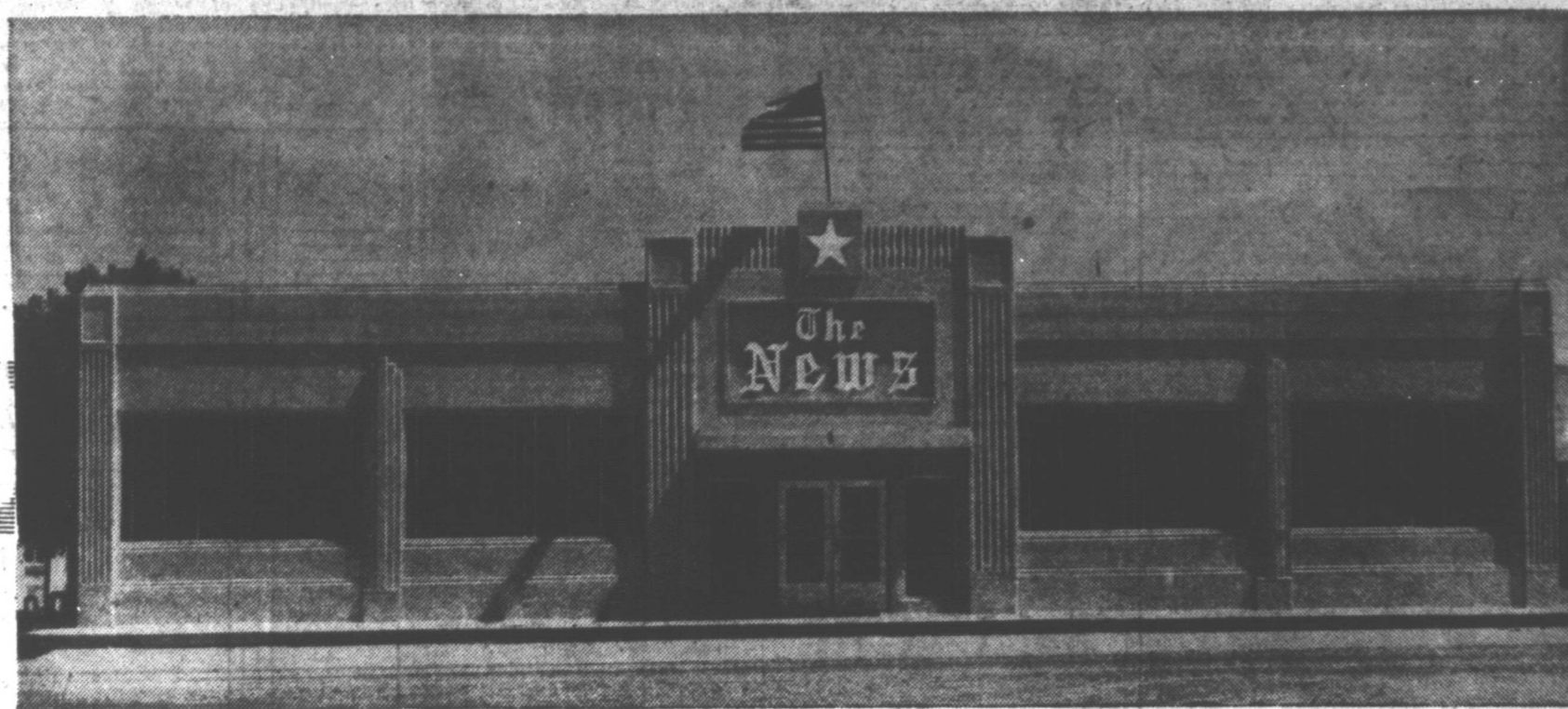


WE AT TRANSMIX CONCRETE AND MATERIAL CO. ARE PROUD OF OUR PARTICIPATION IN THE CONSTRUCTION OF THIS MODERN BUILDING AND WISH THEM CONTINUED SUCCESS IN THEIR NEW HOME.

TRANSMIX CONCRETE & MATERIAL CO.

620 South Russell

Phone 428



WE BELIEVE IN THE FUTURE OF GRAY COUNTY AND THE TOP O' TEXAS

Evidence of our firm conviction that the future of Pampa, Gray County and the Top o' Texas will be one of continued growth and prosperity is at hand, the new Pampa Daily News building at Somerville and Atchison.

We have expended thou. sands of dollars to provide one of the finest newspaper plants of its size in America. We have purchased thousands of dollars worth of new equipment to provide a bigger and better newspaper for all Gray County and the Top o' Texas.

We have built a modern, steel and concrete building to house a three-deck press capable of turning out 40,000 copies an hour.

We have installed many new attractions for the readers in the Top o' Texas area to make The News, daily and Sunday the finest paper possible within the limits of our operation.

We have added more employes so that the work of speeding the finished newspaper to the reader may be accomplished as quickly as possible.

We are confident in the future of this community and have taken these forward steps in the firm belief that we shall participate in the growth and prosperity of Gray County and the Top o' Texas.

We know that we cannot rest on our laurels and quietly sit by but must continue to improve and expand our services to the readers and advertisers. We feel certain that if we continue to merit the approval and support of our patrons we shall continue to receive the support we have had in the past. We are determined to make every effort to provide a better paper in everyway SIX DAYS A WEEK.

The Pampa Daily News

ONE OF TEXAS' TWO MOST CONSISTENT NEWSPAPERS