

Borden County Round Up

Where The Old Western Spirit Lingers

GAIL, TEXAS, FEB. 23, 1958

Rainbow Girls Organization Enjoys Marvelous International Growth

"SHE'S A RAINBOW GIRL!" What does this mean? In the 42 states and 14 territories and countries overseas in which the Order of Rainbow for Girls is organized it signifies much. It means that this particular teenager belongs to an organization of 300,000 active and 800,000 majority, or alumnae, members all pledged to strive for the high ideals of love and service taught in the Bible. Sponsored by members of the ancient Free and Accepted Order of Masons and the Eastern Star, Rainbow reaches up to the lofty standards of those organizations.

But Rainbow is no long-faced order attempting to make teen-agers act like adults. It is full of life, color, and youthful gaiety. It has its serious, ritualistic side, but it also has parties, gatherings to which the girls invite their boy friends. In its ceremonies, too, it offers much that is appealing to the 12-20-age group eligible to belong. Anyone invited to attend an open meeting of the order quickly perceives this.

Let's take, for example, the installation of an assembly held in a Masonic temple on a winter's evening.

The hall is brightly lighted, the dais set for the installation with black backdrop, silver panel, and a brilliant Rainbow emblem standing against it. In front of the seating arrangement is a white cross.

As yet no girls have entered the room. They are in the foyer, awaiting their cues. All are wearing formal and heels, and they feel very gay primping around in their pretty gowns. Many are in white, with bouffant skirts, but some are wearing pastel dresses. All are carrying large corsages.

The girls flutter about, talking to the older folks, Masons and Eastern Stars, who serve as their advisors. A candid cameraman goes about snapping pictures when the girls are off guard. Excitement is in the air.

Now it is time for the installation to begin. All around the edges of the hall sit those members not participating in the installation, their relatives and guests.

The organ music starts, and the officers march in. Three young boys, members of the Order of Builders, bring in the American flag and place it beside the dais. The installing chaplain, carries a large white Bible to the altar. Later all the new officers will kneel before it.

Now, one after the other, the new officers come up to be installed. First comes the highest, the Worthy Adviser, and following her is the assistant to this office. These top officers are young girls in their late teens, poised, gracious, already accustomed through their work in Rainbow to appear before large groups.

The retiring Worthy Adviser, who wears a crown on her curls and a shawl, takes off these insignia of office and places them upon her successor, bestowing a sisterly kiss upon her cheek.

It is a pleasing ceremony, done with dignity and grace.

The new Worthy Adviser at this time hears, from the lips of the installing officer, advice as to the duties of her office. Other officers installed are Charity, Hope, Faith, a recorder, treasurer, drill leader, and chaplain.

Also taking office at this time are the girls who occupy the seven color stations of the order. In the poetic ritual of Rainbow color plays an important part. Each of the rainbow colors is taken to stand for an ideal of the order and is represented color.

Red stands for love, orange for religion, yellow for love of nature, green for immortality, blue for fidelity, indigo for patriotism, and violet for service. Each girl wears her color as a neckband for her cape. Together they make the complete arc of the rainbow, and they present a charming picture as they march to music to their posts in the outer circle of the installing area.

Last to take office is an adult. She is an Eastern Star, usually mother of one of the girls, and her purpose is to help all members. She is the guide, counselor, and confidante of the teen-agers. To her they come not only for help in problems of their order but

for advice in their personal problems. The Mother Adviser may serve over a period of years, but the girls remain in office only four months. Then there is another installation. The object of this brief term is to give as many as possible an opportunity to serve in the different offices and to work up to the position of Worthy Adviser. Each girl during her term must memorize certain parts of the ritual which contain moral lessons based on the Bible and by serving in many offices she comes to know these lessons well.

At one installation, the Mother Adviser is resigning after nine years of devoted service. Both she and her successor talk informally about the work.

"I have yet to know of a Rainbow getting into trouble", says the new Mother Adviser, and her predecessor nods in affirmation.

This is due both to the high moral tone of the order and its religious teaching and to the type of girls attracted to membership. Each applicant must be recommended by a Mason or an Eastern Star. Many who join are children of Masons or Stars, but the doors of the order are open to friends of members even though they may have no Masonic relations.

This, by the way is one of the main points of difference between the Order of Rainbow and Job's Daughters, another girls' organization sponsored by Masons. Job's Daughters is exclusively for girls who have close relatives who are members of the Masonic Order.

It was a Mason high in Masonic work who first proposed the Order of Rainbow. His name is honored where ever these girls are organized—in Australia, Japan, Okinawa, Germany, and other distant places as well as in the United States. Girls who remember him call him "Uncle Mark" for to them he seemed as close as a relative. His name was W. Mark Sexson.

The Rev. Mr. Sexson was a man with a rare gift for understanding young people. Even in his advanced years he talked with them in their own terms, so that they hardly thought of him as belonging to another generation. This enabled him, in the early 1920's to see the need for an organization for girls similar to that of DeMolay, which had recently been organized for boys (1919). The Rev. Mr. Sexson made an appeal to the Eastern Star lodge in his home city, McAlester, Okla., to found such an order.

"We would start it if we had someone to write the initiation ceremony," said Mrs. Sarah Church, Worthy Maroon.

"I will write the ritual," the Rev. Mr. Sexson replied. The next day he dictated it to the stenographer of the church of which he was then pastor (First Christian Church). On April 6, 1922, the degrees as he outlined them were exemplified for the first time by a class of 171 girls in the auditorium of the Scottish Rite Temple, McAlester.

The Rev. Mr. Sexson gave the order its name. He got the idea of the rainbow as title and theme of the order from old Masonic charts in which the rainbow was used as a symbol of fraternal life. It appealed to him because of its Biblical significance as a symbol of God's promise to man (Gen. 9:13). It also seemed to him to have poetic possibilities.

How fitting, he thought, that the pathway of initiation should lead to that traditional treasure at the rainbow's end—the pot of gold. Initiation ceremonies are secret, and none but Rainbow Girls and their sponsors may know what the pot contains, but all are given a chance to guess. The letters B F C L on the Rainbow emblem stand for the treasure in the pot.

Ideals embodied in the Rainbow ritual are summed up as follows: Belief in the existence of a Supreme Being; acceptance of the great truths of the Holy Bible; a striving to achieve dignity of characters; an appreciation of the higher things of life; effective leadership; church membership; patriotism; cooperation with equals;

IT'S AMAZING!



Political Announcements

The Borden County Round Up is authorized to announce the candidacy of the following candidates, subject to the action of the Democratic primaries:

- For County Judge:
- For County Clerk:
- For County Treasurer:
- For County Commissioner:

love of home; and, above all, service to humanity.

The service ideal leads girls in the local assemblies to find many ways of helping others. Some raise money to give to Masonic homes and hospitals. Many bring help to individuals or groups they know to be in need. Rainbow Girls may be found singing Christmas carols in institutions, participating in community fund efforts, giving patriotic service. They also strive to help one another in any way they can.

The organization is planned along the same lines as the Eastern Star. Local groups are directed under the state organization, and the state is under the international or supreme body. Thus there is a Worthy Adviser for each assembly, a Grand Worthy Adviser for the state, and a Supreme Worthy Adviser for the international body.

Each local assembly is aided in its work by an advisory board of about nine members, made up of Masons and Eastern Stars. Each state has an Supreme Inspector or Supreme Deputy.

He or she reports to the Supreme Recorder at national headquarters. Holder of this office is Mrs. W. Mark Sexson, wife of the founder, who has been active in the order for some 30 years. She and an efficient staff dispatch Rainbow material in response to requests from all over the world.

Rainbow Girls are proud of their international headquarters at McAlester, Okla., where the order was founded. The three-story brick and granite structure is flanked on each side by half-circle wings, symbolic of the rainbow. A large Rainbow emblem stands out over the doorway. The interior is handsomely decorated in soft colors. The building contains tributes from many Rainbow Girls. In the pink marble and granite entrance lobby is a bronze bust of the founder by Mrs. Gladys Lewis Bush of Hollywood, Calif. This was a gift of the girls of all the states.

Texas girls presented an oil portrait of their "Uncle Mark" done by Dimitri Vail of Dallas, New Jersey gave a mahogany chime clock. Tennessee girls presented the lighted glass altar and walnut pedestals seen in the auditorium. And so on.

Mrs. Sexson furnished the library as a memorial to her husband. In this room is the walnut roll-top desk which the Rev. Mr. Sexson used in his extensive work for the order. He always had a Bible before him as he worked, replacing them as they became worn. The last Bible he used remains on the desk.

Incidentally, the Rev. Mr. Sexson's reverence for the Bible has had its influence through the order. When a Worthy Adviser leaves the office she is given a white Rainbow edition

Livestock Show Date

Borden county's annual Livestock Show will be held Saturday, March 8th. Plans are under way for the most successful show in Gail's history, and as usual, a big crowd will be in attendance to see the finest livestock showings in West Texas. Make your plans now to attend.

of the King James Version of the Bible. The girls treasure the little volumes. Some of them carry them to the altar when they are married. Besides the United States there are Canada, Hawaii, Phillipines, and Okinawa.

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Mammoth Concern Has Big Growth

The world has bought everything from automobiles to diamond rings by mail from Sears, Roebuck & Co. Men have tried to order wives, and women, husbands. The catalogue has switched from sunbonnets to mink trimmed hats, from wagon hitches to auto-trailer hitches.

Sears catalogues go to 8 million homes and individuals and its mail order business alone is larger than the combined sales of its three closest rivals. Its combined mail order and retail operations make it the world's largest merchandising organization.

But, Sears had a humble beginning in 1886 with a young station agent in North Redwood, Minn. Richard W. Sears had both time for thinking up ways to get cash and the ingenuity for making them effective. A local jeweler refused to accept a shipment of watches from a wholesale firm. Young Sears took them over, sold them to agents up and down the line, and asked for more. He sold more watches, persuaded other agents to sell them for him.

Mr. Sears mail order business was so well under way within a few months that he quit railroading and opened an office in Minneapolis. He moved to Chicago in the next year and hired a young Indiana watchmaker, A. C. Roebuck, who became a partner. They soon went from watches to general merchandise.

The early days were hectic. From the efficiency standpoint, the operation certainly did not presage today's well-operated giant production and distribution system. The enthusiastic Mr. Sears was a born promoter. He was an elaborate and prolific advertiser. It is not uncommon for him to advertise merchandise first, so that buyers had to scramble around to find it as orders came in. There was constant chaos in filling orders. It was difficult to find factories to supply goods in the volume needed.

Into this frenzied activity in 1895 stepped Julius C. Rosenwald, a Chicago west side clothing manufacturer, one of the firm's suppliers. He bought a part interest in the business for \$35,000, not a cash transaction. Mr. Sears owed his firm money for merchandise and the stock he acquired simply reduced its liabilities.

Mr. Sears continued to concentrate on promotion. Mr. Rosenwald untangled the chaotic merchandising system. In less than five years, sales leaped from \$800,000 to more than 11 million dollars. From 1886 until 1907 all of the Sears business was carried on from a single mail order plant. In 1907 a branch office was opened in Dallas and the company's great territorial expansion began. Plants were opened in Seattle, Philadelphia, Kansas City, Atlanta, Los Angeles, Minneapolis, Memphis, Boston, and the last in 1947, in Greensboro, N. C.

For 40 years the company sold goods entirely by mail. A file of Sears catalogues is a merchandising history of America, probably the most authentic record available of what people wore, how they lived, how they played. Movie, stage, and television producers use them for help in providing authentic costumes and props for period shows.

A random spot checking of old catalogues is nostalgic. In the 1890's there were fancy buggies with fringe. Carriages, hardware, stereopticons, gramophones, and talking machines, organs, wagons, and bobsleds.

There was an early venture in 1909 with the Sears Buggy which sold for from \$370 to \$525. Customers were advised when cars were shipped, and told to bring a can of gasoline to the station. The cars arrived in a crate, were uncrated, the gas poured in, and the new owners drove merrily home.

Oil lamps survived the era of electrification, were down to half a page in 1947, there are none in the current general catalogue. Radios, listed under telegraphic instruments in 1919, were once up to 24 pages in the 20's. They are now confined to some half-dozen pages, but there is space for record player-combinations, "hi fi" equipment, tape recorders, and, of course, television.

Automobile side curtains and similar accessories were prominent in 1932, dropped 10 years later. "Built-in" bathtubs made a beginning in 1914. Buggies still cling to an important place in the book in 1920, but the automobile supply department had already grown to 26 pages.

Today, the price range runs from 2 1/2 carat diamond ring, selling for \$3,210 to a roller skate key for six cents. There are cameras and sewing machines from Germany and Japan, guns from Spain, linens from Ireland, burlap and burlap binding from India, Linoleum from England. There are 82 different types of books listed. There are two pages of Bibles and Bible reference books. Next to the American Bible Society, Sears is said to be largest distributor of the 10 million Bibles sold annually in the United States.

FAVORITE SCRIPTURES

Being confident of this very thing, that He which hath begun a good work in you, will perform it until the day of Jesus Christ.

For unto you is given in the behalf of Christ, not only to believe on Him, but also to suffer for His sake. Phil. 1:6,29.

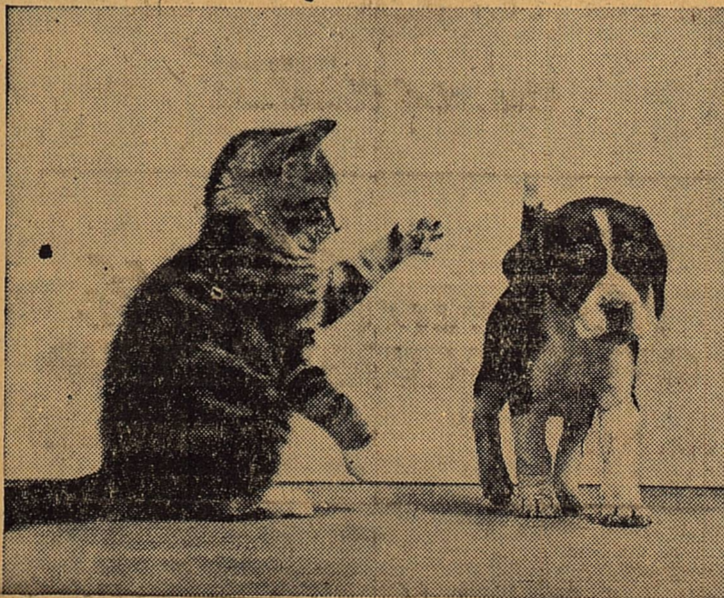
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the Snapshot Guild



We don't want to play favorites—so here's a picture that should appeal to both cat and dog fanciers.

Cameras Turn to the Dogs—and Cats

Some people love dogs, some people adore cats. We have no wish to take sides in the friendly feud between 30,000,000 cat owners and 25,000,000 dog owners, and we've, therefore, decided to discuss both feline and canine pets as subjects for your camera.

When you set out to picture the family pet, the procedure calls for much the same technique as you use when you snap the youngest members of the household "in action". Having selected the time, the place and the general background, you must be ready with camera, lights and film to shoot at a moment's notice. "Watchful waiting" is the byword—which means you'll need plenty of patience to capture the best possible shots of your favorite animal.

Don't expect Towser or Tabby to hold a pose while you jiggle and juggle with lights or camera angles. Because these four-legged subjects are often on the small side, you should come down to their level when you shoot. Plan to use a low camera angle—and a close-up attachment, too, if your pet is a mere pup or kitten.

If you want to get things under

way without too much delay, be prepared with several simple props. A bowl of milk or a ball of string or crumpled cellophane for your cat—a biscuit, bone, or rubber ball for the pup—will yield dozens of wonderful picture possibilities. Action, changing expressions and humorous antics—you can expect these to follow in quick succession. So be quick on the shutter—and shoot a whole series of pictures to be sure of getting some excellent shots even if a few fumbles occur.

Activities of animals just naturally make fine "human interest" pictures. And as such, they should tell their story without benefit of caption or commentary. Suppose, for example, you're snapping a young kitten. Much of its appeal lies in its tiny size, its endless curiosity and its constant discovery of the great big beautiful world around it. That's why we "get the message" from shots that show the kitten discovering the delicious warmth of a radiator, or having its first taste thrill from a velvet-smooth vanilla ice-cream cone.

—John Van Guilder

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