

Entered at the postoffice at Quitaque Texas, as second class mail matter under the act of Congress, March 8, 1879.

SUBSCRIPTION RATES
One Year \$1.50
Outside Briscoe and Adjoining Co.s
One year \$2.00
Payable in Advance

Advertising Rates on Application

LOCALS

Mr. and Mrs. Ordis Chandler, Mr. and Mrs. Elmo Pointer and Billy Joe Pointer returned last Thursday from Dallas where they left Billy Joe's son at the hospital for several week's treatment, and returning home by way of Cisco, Mrs. Billy Joe Pointer remained there with her moth Mrs. J. H. Childers who is very ill.

FOR SALE—Studio couch that makes bed, chair to match.—See Mrs. Frank Gillespie. 11-1c

Visitors of Mrs. Willie Smylie Sunday afternoon were Mrs. Lewis Bratton of Brady and Dr. and Mrs. Albert Traweck of Matador. Harvey Payne returned last

Willson and Son
Lumber and Hardware Company
"Where Most People Trade"

Thursday to Lubbock after a visit here with relatives. His sister Mrs. Mort Hawkins accompanied him and spent two days in Lubbock visiting her sister and family and having her glasses checked.

A daughter was born Sunday, April 4 to Mr. and Mrs. Marion Booth of Lamar, South Carolina. Mrs. Booth is the former Miss Marguerite Harrison, daughter of Rev. and Mrs. R. E. Harrison of Orange, and a sister of Mrs. J. C. Rhoderick, Jr., of Quitaque.

WE HAVE Ansco Shur Shot 620 and Eastman Baby Brownie Cameras and a rather complete stock of films in popular sizes.—Burgess Pharmacy.

Lockett Payne left last week for a stay in Mineral Wells.

Mrs. S. T. Bogan was returned to her home here Saturday from the Plainview sanitarium and is getting along fine. She underwent surgery there about two weeks ago.

Mr. and Mrs. T. B. Brooks of Childress visited Sunday in the home of Mr. and Mrs. W. F. Brittain.

Mr. and Mrs. Jim Stell and

daughter Miss La Juan, of Plainview visited relatives and friends here Sunday.

FOR SALE—The U S Bolton home, five rooms modern house in Quitaque. See Mrs. Frank Gillespie at the City Bakery. 11tc

Mrs. Jim Tunnel and Mrs. Earl Hedgecoke visited Saturday night and Sunday in the Alton Johnson home.

Mr. and Mrs. Billy B. Hutcheson and children and Mr and Mrs Fate Hutcheson and Johnny, of Amarillo visited their parents Mr. and Mrs O. E. Hutcheson over the week end. Mr. and Mrs. Junior Washington of Portales, NM., also visited in the Hutcheson home and out at Flomot.

NEED A REFRIGERATOR? See the advanced design Philco on display at our store. It is one of the nicest refrigerators we have ever seen.—Burgess Pharmacy.

Mrs. W. O. Johnston accompanied by her daughter-in-law Mrs. Odell Johnston went to Memphis Monday for a medical checkup.

Mr. and Mrs. H. E. Curtis returned to their home at Silverton Monday after spending the winter in California. They were visiting their daughter in Quitaque Monday afternoon.

ASK YOUR GROCER for the new Betty Crocker orange chiffon cake. First new cake in 100 years—baked fresh by your City Bakery. 10tc

Merrell Food & Produce

PHONE 5-M

Quitaque, Texas

Friday & Saturday Specials

BACON lb — 59c	KLEENEX 300 sheets — 2 pkgs. 45c	P-NUT BUTTER Qt. — 79c
Del Monte COFFEE lb — 43c	VEL large size — 3 boxes 95c	Heinz CATSUP 14-oz. bottle — 25c
Salad Dressing Mortons Pint — 25c	BIG-4 SOAP FLAKES (WITH TUMBLER) 2 for 75c	CIGARETTES Carton \$1.79
	Oscar Mayers Wieners (WITH SAUCE) 14-oz. — 54c	

WE HAVE IN STOCK A LARGE SUPPLY OF:

Cotton Seed Meal — Alfalfa meal — Egg Mash & Pellets — Growing Mash — Starting Mash — Dairy Feed — Vita-Way Mineral — Bone Meal — Calcium — Block and Sack Salt — Field Seed of all Kinds — Mayfield Pig and Calf Food.

In addition we have just received: Bermuda lawn seed; White Hybrid corn seed No. 9, Texas certified; Black Diamond watermelon seed; certified blackeyed pea seed.

Formals



Have just received a new selection of Formals for the Young Girl who is planning for That Occasion soon. Make your selection early—use our lay-away plan.

Also have evening handkerchiefs, jewelry, bags, and other accessories for formal wear.

Norma's Shop

"Eternally Feminine"

Phone 23-J

Turkey



Roberson Dry Goods
Ready-to-Wear For Men, Women and Children
QUITAQUE, TEXAS

ATHLETES FOOT GERM KILL IT* FOR 35c. IN ONE HOUR.

If not pleased, your money back. Ask any druggist for this STRONG fungicide, TE-OIL. Made with 90% alcohol. It PENETRATES. Reaches and kills MORE germs ON CONTACT.* Today at PIONEER DRUG STORE

P. C. Hamilton visited in Quitaque Sunday evening and Monday enroute from Plainview to his ranch in South Dakota.

Mrs. Ben Kimbell was taken to the Plainview sanitarium Sunday where she remained for several days treatment.

Miss Alpha Mae McFall was taken to Matador hospital Monday where she underwent an appendectomy. She is getting along fine.

Mr. and Mrs. Joe Bailey Payne and baby of Oklahoma City are here this week visiting his mother Mrs. Mathew Owens and family.

Mr. and Mrs. Jesse Browning and Mr and Mrs. Ralph Carter visited Mrs. Leon Barham at the Quannah hospital Sunday.

IN APPRECIATION

I want to say thank you for the lovely flowers and cards, and visits and kind attentions which were shown me during my illness and I want each one to know that I deeply appreciate your thoughtfulness.

Mr. S. T. Bogan

Mr. and Mrs. Bobby McAninch and son and Mrs. J. B. Chandler came down from Lockney Saturday for a visit and Mrs. Chandler remained here this week with her daughter Mrs. Otis Purcell and family.

Mr and Mrs. Allen Bingham and small daughter Sharon visited in Floydada Sunday and attended the wedding of a relative.

Dale Cates is here from San Angelo visiting his grandmother, Mrs. Emma Burgess.

NOTICE, PLEASE

My shop will be closed for a few weeks while I am in Dallas for an operation. I will appreciate your cooperation, and your patronage when I return.

Please walk lightly for awhile and take good care of your shoes until I'm back on the job—and your saws until I'm able to sharpen them for you.

THANK YOU.

W. F. BRITAIN

Franklin Vaccines Will Protect Your Stock

Can you afford to bet a \$100.00 Calf against a 12c Dose of Vaccine? That's what you are doing when you fail to vaccinate a calf.



We have a most complete stock and your credit is good.

We are very happy about our reception in Quitaque and the good business you are giving us. Thanks a lot and come to see us.

Very Truly,

Pioneer Drug Store

Garth and Hazel

Plant Delinted Cottonseed

It's time to have your Cottonseed DELINTED for planting. We CLEAN, DELINT AND CERESAN TREAT your planting seed and our charge for this service is—

\$1.35 per 100 lbs.

It Pays To Have Your Seed Delinted & Ceresan Treated

DON'T WAIT UNTIL PLANTING TIME
Have your seed DELINTED NOW

Childress Cotton Oil Mill, Inc.

P. O. Box 749

Phones: Local 502—L. D. 8

CHILDRESS, TEXAS

We Have In Stock the Following
Lister Sweeps

LX 412—Allis Chalmers
LX 414—Allis-Chalmers, plain and rooter type.
426—International
0696—International rooter type
0514—International
346—John Deere, plain and rooter type
EL 1415—Case YJ 14—Ford
EL 14—Case SR 14-14—Ford
14 ABD 0120—Ford
Sweeps From 4 inch to 40 inch
Godevil Knives, 36 inches to 40 inches
Hoeme sweeps and chisels

Three Brothers

YOUR ALLIS CHALMERS DEALER
PHONE 77-J TURKEY

LOCALS

Mr. and Mrs. Lester Monk and children were supper guests Sunday of Mr. and Mrs. W. E. Helms.
Mr. and Mrs. Donnie Brunson visited friends at Plainview last Sunday.
WE HAVE just received two ladies Elgin Deluxe watches, priced 15-jewel \$35.00 and 17-jewel \$47.50; and one mens 17-jewel Elgin Deluxe for \$55.00. If you need an Elgin now is the time to buy. They are still on a quota basis.—Burgess Pharmacy.
Mr. and Mrs. Lawrence Melton

TRY POST-WAR "FASTER ACTING"
666 COLD TABLETS
Relieve the aches and "sleep robbing" Miseries of Colds fast with 666 (tablets or liquid)
Caution: Use only as directed.

and Sonny came in this week from Bagdad, Ariz., for a visit with relatives and friends. Mr. Melton is a churn reel operator in a mine at Bagdad.
Buster Snodgrass and family came in Wednesday from Oklahoma City returning his father J. N. Snodgrass who had been visiting them.
FOR SALE—New Perfection, table top oil range, good as new.—See W. E. Helms.
12-1 Miss Mary Ellen Turner of Turkey is visiting her grandparents Mr. and Mrs. W. A. Smith this week. Other visitors in the Smith home Sunday afternoon and Monday were Mr. and Mrs. Dee Smith, Mr. and Mrs. B. L. Walker and Benny Lynn and Aleen of Plainview, Mr. and Mrs. Ben Pettit and son and Grandmother Hasty of Shallowater, Mr. and Mrs. Guy

Smith of Turkey, Mr. and Mrs. Hubert Dyer and Mr. and Mrs. Dean Dyer and daughter, Corky and Henry Hasty, Jr., Mr. and Mrs. W. J. Carter and Mrs. Rosa Kirkland.
FOR SALE—Sweet sudan seed grown 1947 from State certified seed, no Johnson grass, and good as Sudan seed can grow.—Leonard Crowell, Flomot, Texas.
111fe Jim Ebbs of Lockney was here Tuesday visiting his brother-in-law and sister, Mr. and Mrs. W. V. Chandler. He was accompanied by his son Bill Ebbs.

Mrs. Seburn Neatherly and two daughters, Mrs. Alice Baten and Nythe Lee and Miss Paulita McCracken were dinner guests Sunday of the H. B. Finneys.

FOUND—Saturday night on the highway east of Quitaque, four enamel dinette chairs. Owner may have same by calling at the Post and paying for this adv.

Bailey Eddleman who has been visiting in Memphis with his sisters Mrs. Brigham Young and Mrs. Hickey and family, returned home Wednesday, and has been ill at the home of his parents Mr. and Mrs. W. C. Eddleman.

PROTECT THOSE baby chicks against diarrhoea and coccidiosis by using Ren-O-Sal in all their drinking water—25c, \$1.00 and \$2.00 packages.—Burgess Pharmacy.

Mr. and Mrs. C. A. Hawkins and W. E. spent Saturday and Sunday visiting her sister at Lamesa.

Mr. and Mrs. Harry Scheid of Dallas visited Sunday with his brother E. W. Scheid and family.

Mr. and Mrs. Morris Wilson left this week for a visit with her sister Mrs. J. M. Clark and family at Louisville, Miss. They plan to go by way of Tyler for a visit with Mrs. E. G. Rice.

Miss Evelyn Cain has returned from a trip to Dallas where the large cast she was wearing was removed and replaced with a walking cast. She is getting along nicely after this last operation.

BIRTHDAY PARTY

Miss Cleatrice daughter of Mr. and Mrs. Cleat Miller, celebrated her fifth birthday Saturday with a party at her home at the edge of the Caprock. Friends from both Quitaque and Silverton were guests and the twenty youngsters, and some mothers enjoyed games for a while and then were served ice cream and the pretty birthday cake which was decorated with candies and "Happy Birthday" greetings. Balloons served as favors.

High Blood Pressure

successfully treated in your home after being examined and doses regulated.

DR. E. H. BOAZ, M. D.
MORGAN HOSPITAL
CHILDRESS, TEXAS
Wire or Write For Appointment - Phone 977

POLITICAL ANNOUNCEMENTS

The following political announcements are subject to action of the Democratic Primary, July 24, 1948:

- For County Judge and ex-Officio County Superintendent:
J. W. LYON, JR.
(Re-Election)
- For Sheriff, Assessor & Collector:
BRYAN STRANGE
(Re-Election)
- For County Clerk:
DEE McWILLIAMS
(Re-Election)
- For County Treasurer:
A. G. STEVENSON
(Re-Election)
- For Commissioner Precinct 2:
E. A. PUCKETT
B. K. (Kerr) HAMILTON

Dr. Bazil Noble, O. D.
OPTOMETRIST
Glasses Fitted
Offices at 103 Ave C—NE
Childress, Texas

Dr. J. M. Shy
PHYSICIAN & SURGEON
Res. Phone 53-M Off. Phone 70
Quitaque, Texas

Dr. M. F. Achor
OSTEOPATHIC PHYSICIAN
AND SURGEON
Turkey, Texas

Dr. J. E. Garner
PHYSICIAN AND SURGEON
Turkey, Texas

City Grocery

Bert Grundy Quitaque, Texas

Bill: I'm going to see the doctor about my wife. I don't like the way she looks.

Tom: I'll go along with you.. I don't like the looks of mine either.

Specials for Friday & Saturday

HALO SHAMPOO, 60c size ----- 49c
VEGETABLE JUICE COCKTAIL, 46-oz. can ----- 17c

Kleenex 17c size ----- **15¢**

MOTHERS OATS, 3-lb box ----- 45c
MIRACLE WHIP SALAD DRESSING pt. jar ----- 37c

Lipton Tea 1/4-lb box ----- **32¢**

KARO SYRUP, blue label, 5-lb ----- 53c
PICTSWEET PEAS, No. 2 can, big peas ----- 15c
DRY SALT BACON, No. 1 lb ----- 43c

Sugar 10-lb bag ----- **90¢**

SQUASH, yellow, lb ----- 17c
CUCUMBERS, long green, lb ----- 20c
ONION PLANTS, bunch ----- 5c

BAKE SALE

The Young People of the Methodist Youth Fellowship are sponsoring a Bake Sale Saturday, April 10. The sale will be held at the City Bakery—but the cakes and pies will be homemade, furnished by the women of the church. The cakes and pastries will be displayed in the window at the bakery, so be sure to stop by and get yours before they have been picked over.

SENIOR PLAY

Praise is high for the senior play which was presented last Friday night. The play was well cast and the young people put on a very creditable performance.

A nice crowd attended and proceeds from the evening's entertainment amounted to \$81.00.

This year's senior class includes Othelia Woodruff, Rinky Holcomb, Sue Barrett, Ima Lee Morris, Betty Jean Brunson, Kenneth Hamilton, Earnest Barbee, Truman Merrell, Bobby Jack Ham, Arthur Patrick and Tad Persons.

CARD OF THANKS

We want to express our deep appreciation for the many kindnesses that have been accorded us in the passing of our mother. We wish to thank each one for the beautiful flowers, the cards and other messages of consolation, and assure you of our gratitude for every expression of sympathy.

Mrs. Vivian Merrell and family.
S. A. Tibbetts and family.
E. W. Tibbetts and family.
R. M. Tibbetts and family.
Mrs. Fay Beauchamp and family.

Try A Classified Ad.

Mrs. Jim Rhoderick and son Lynn visited over the week end with Billy Frank Rhoderick at Morton and with Mrs. Rhoderick's parents at Hobbs, NM. A. L. (Switch) Morris is in Luck this week taking treatment at the Able hospital.

New Photo Shop

WILL OPEN

Saturday, April 17

AT TURKEY.

Newest, Very Latest Equipment
ELECTRONIC FLASH
SUPER HIGH-SPEED CAMERA
(The weather doesn't matter)

PHOTOS OF ALL SIZES
ENLARGEMENTS ALL SIZES
KODAK FINISHING

Turkey Photo Shop

Geo. Johnson, Owner Phone

In Quitaque at Willson & Son only.

You Pay:
50c Down
50c Weekly

A SPECIAL SET AT A SPECIAL PRICE
Club Aluminum
HAMMERCRAFT WATERLESS COOKWARE
CLUB'S 25TH ANNIVERSARY SET
6 Pieces **\$18.88**
REGULARLY \$21.20
Set Contains: 1 1/2, 2 and 3-qt. Covered Sauce Pans, 4 1/2-qt. Dutch Oven, 6 1/4-in. and 10-in. Open Fry Pans. (Regular price same as previous special price, less than \$20.00.)

Willson & Son

"Where Most People Trade" Quitaque

CEMENT!!

94-lb BAG ----- 95c

WE ALSO HAVE

**Good Kiln-Dried Lumber
Builders Hardware**

DOORS — WINDOWS — PLUMBING SUPPLIES
AND A FEW SCREEN DOORS

Higginbotham-Bartlett Co.

H. Allen Bingham, Mgr.

Quitaque

To All Residents of Quitaque and Surrounding Communities:

We welcome Mr. and Mrs. Garth Ingram and family to our town and will co-operate with them in every way possible to help make Quitaque a better place in which to live. Since they are not Registered Pharmacists, we have purchased all the Pharmaceuticals (prescription drugs and medicines) from the Pioneer Pharmacy. We believe we have the largest and best assorted stock of any town in Texas, the size of Quitaque.

We have the prescription files from Pioneer Pharmacy and can refill them for you, and there will be no advance in prices.

Since 1919, when we started in the drug business is has been our policy to treat our customers fairly by keeping our prices as low as possible consistent with sound business, and will continue that policy—so any time you need drugs, medicines, or anything carried in a first class drug store, come to see us feeling assured that you will receive courteous service at the right prices.

BURGESS Pharmacy Prescription Specialists TWO Registered Pharmacists

Phone 1 Postoffice Next Door

FAIRMONT AND EDGIN NEWS

The party this week was given by Curtis Monk at his home Thursday night. There was a fine group of young and old people present. The young folks played games outside while the older ones played dominoes. Everyone had a swell time. Those present were Buddy Holcomb, Glynn and Lynn Hamilton, Bobby Slayton, Carl Lee Davis, Doyle Ramsey, Glynn Ramsey, William Rucker, Carl Dee Lewis, R. W. and Wesley Bull, Travis Morrison, Duke Woods, Preston Price, Burel Monk, James Arthur Lewis, Joyce Baker, Aubrey Lou Grundy, Clarence Lewis, E. G. Reed, Cecil Reed, Rex Tiffin, Betty Ruth Merrill, Valvarie Honea, Iva Mae Johnson, Jean Pigg, Mary Alice Johnson, Benny Pigg, Betty Ruth Arnold, Pat Baird, Ava Neil Monk, Mr. and Mrs. Earl Lewis, Mr. and Mrs. C. P. Richmond, Mr. and Mrs.

J. C. Monk, Jo Ann Clemin, and Juanita Edwards.

Mr. and Mrs. Royce Doran moved Monday from our community to Tullia. We are sorry to lose them.

Rev. Hudnall and family spent Sunday in the home of Mr. and Mrs. E. Baker.

Oliver Clark spent Sunday with Wallace Slayton.

Bural Clark went home Sunday with Punk Welch.

Mr. and Mrs. L. D. Gilbert had lunch Sunday in the home of Mr. and Mrs. Jack Pigg.

In the Edgin News last week, the names of Mr. and Mrs. Ford Johnson and children were omitted in the list of Easter Sunday guests in the Orb Payne home. We regret this error in reporting the pleasant day that was enjoyed by these friends of the Paynes.

Mr. and Mrs. Orb Payne returned last week from a trip to Devil's

River, the Concho, and down close to Houston. They were gone about a week, main object scouting for cattle, and finding none; fishing on the side and catching one.

CHUCK WAGON SUPPER

Mr. and Mrs. Nash Blassingame and Mr. and Mrs. Roy Allard were hosts Sunday at the Blassingame home, to a chuckwagon dinner.

Those present were Mr. and Mrs. W. Allard, Mr. and Mrs. Dean Allard, Mr. and Mrs. Scott Dunham and Freddie, Mrs. Faye Dunn and C. L. Perry Wittmore, Mr. and Mrs. D. T. Northcutt, Mr. and Mrs. Kemp Thompson, Tom and Harry, Mrs. W. E. Schott, Sr., Mr. and Mrs. Vaughter Self and Joe, Mr. and Mrs. Clifford Allard, John, David and Bill Schott, Mr. and Mrs. Bud Vaughan and Norma Jean, Mr. and Mrs. Shafe Weaver and Sharon, all of Silverton; Mr. and Mrs. A. F.

Ván Meter, Jr., Jimmie and Patricia, Mr. and Mrs. Ollie Nall, Mrs. Boy Lyles, all of Quitaque; Mr. and Mrs. Slim Lee of Claude; Mr. and Mrs. Bob Baird of Clarendon; Mr. and Mrs. G. W. Selmon, Dorothy and June Selmon, Slim Sisk, Mr. and Mrs. Buster Campbell and Gary, all of Brice; Mr. and Mrs. Charlie Johnson and Lloyd, of Clarendon.

METHODIST CONFERENCE

Roscoe Trostle, Pastor
The time of the Methodist quarterly conference has been changed from Sunday morning to Sunday afternoon, and will be held at 2:30 p.m., April 11. Since this is the last quarterly conference for the year, we would like to have written reports from all who are supposed to report, and hope to have a good attendance at the conference.

Rev. W. E. Hamilton, district

superintendent, will be here to hold the conference and he will also preach at the morning service.

Mrs. Bill Woods and Mrs. Venus Gillespie drove to Quanah Sunday

to visit Mrs. Leon Barham at the hospital. She is getting along fine.

J. W. Mayfield who was taken to the Plainview sanitarium Saturday before Easter, is reported improving.

Why Get All Up In the Air?

A good dinner will calm you down.
Come in and try our good cooking.

We will be having fried chicken on days that we can find them.

Fresh Fish on Thursdays
You never can tell.—Always

Something Good To Eat Every Day At

MODERN CAFE
GENE CHANDLER



YOU'LL FIND

That New Look 'By the Yard'

AT

THE DRY GOODS



Complete stock of piece goods you will find anywhere to see our piece goods and get our prices—you are sure. Materials suitable for every occasion are in stock, and more arriving daily. See the—

FLORAL SEERSUCKER
PRINTS Pretty Patterns.
PRINTS, Solid Colors
GINGHAMS
CHAMBRAYS
UPHOLSTERY MATERIAL
INDIAN HEAD
69c Yd.

Girls Dresses
Sizes 6 Mos. to 12 Years

New Stetson Hats
Straw Hats

Girls T-Shirts
In the popular broad stripes

Genuine Mexican
Palm Hats

New Blouses
Tailored and dressy styles

3 3/8-in. brims
1.39

Pretty New

Dress Pants

Head Scarfs

Rayon Undershirts
Are Back Again

Bedspreads

Men's Overalls

Curtains
Of All Kinds

2.98

Rice Dry Goods

"THE STORE OF PERSONAL SERVICE"

Store Phone 65M
W. J. RICE

Residence Phone 68J
QUITAQUE

City Drug
Store

Phone No. 79
For Appointment

Dr. W. O. Ervin

OPTOMETRIST

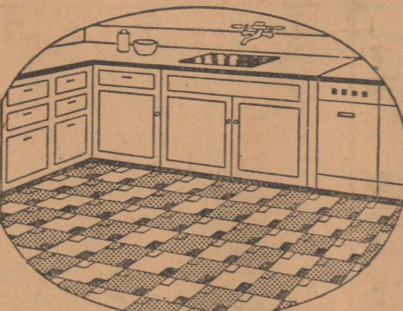
I will be in Turkey on Friday of each week from 10:00 a. m. until 5:00 p. m. o'clock. Phone 79 for an appointment or come in on Friday for an examination of your eyes.

IT'S DIFFERENT



IT'S WASHABLE

Makes Old Linoleum Sparkle Like New



Transparent, Clear Gloss
FAST DRYING
Use it on Linoleum,
Wood Floors, Woodwork

Here's just what you have been looking for. LINGLO is so easy to apply... dries so quick... and lasts a long, long time.

Grease and Grime cannot penetrate the tough film... LINGLO stands repeated washing... never has to be scrubbed and does not require waxing.



Turkey Hardware Co.

Planting Seed

Certified and one year from Certified.
LET US SUPPLY YOUR NEEDS.

We have the following seed on hand:

Texas Milo or "Crook Neck"

Martin Combine Milo

Plainsman Combine Milo

Edwards White Combine Milo

Black Hull Kaffir

Early Hegari

Regular Hegari

African Millet

Bonita

Sweet Sudan

Regular Sudan

Dwarf Milo (large soft grain)

Hybrid Half & Half Cottonseed.

Northern Star Cottonseed

Certified — De-linted

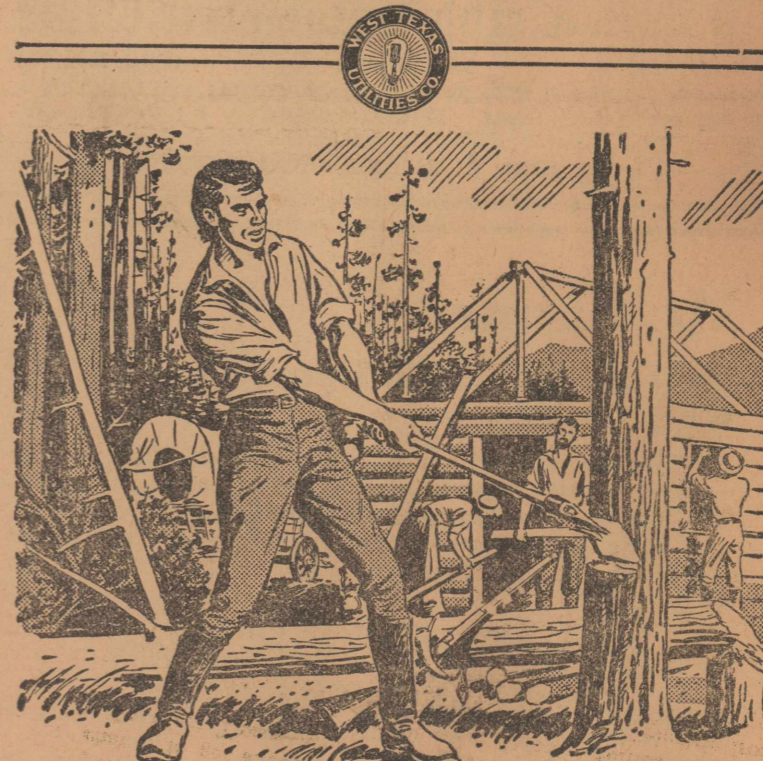
Paymaster No. 54 Cottonseed

Certified — De-linted

M-System Produce

Phone 59

Turkey, Texas



ALL THEY ASKED WAS AN EVEN BREAK



BUILDING a new country was no easy job. But there were men and women willing to turn their backs on the comfortable way of life and their faces toward new frontiers. All they asked was an even break.

Free enterprise is another way of saying, "an even break." Free enterprise is the basic American principle of vision and personal initiative. Just give an American an even break—a chance to get ahead—and he'll go on from there.

In West Texas—where the "frontier" is a little more than one generation removed—the West Texas Utilities Company is recognized as a real pioneer. It opened up an "electric frontier" when in 1915 it constructed the first power transmission line in West Texas. This first transmission line, which helped pave the way for the economic growth of the area, was built by a farseeing group of business men who believed that a tax-paying, self-supporting company could best supply the enormous amounts of electric power that the development of this western empire depends on... at the lowest possible cost.

Today, that original transmission line has been expanded into a power system of 2,833 miles of high power transmission lines... more than any other company in the Southwest... serving 322,000 persons with dependable, low-cost electric service in a 45,000 square mile area.

The West Texas Utilities Company, in 1947, contributed more than \$1,800,000 to local, state and federal governments... paid more than \$2,800,000 in wages to employee citizens of West Texas.

There are still new frontiers in electric living to be opened... and businessmen can do the job better than bureaucrats. Believing in the soundness of the "free enterprise system," the Company will spend \$18,000,000 during the next four years enlarging plants and existing facilities, and building transmission lines in an all-out effort to "open" those new frontiers.

West Texas Utilities
Company