

Riverside

MRS. CAP ADKINS

Mr. and Mrs. Weldon Hammonds and children of Floydada have returned to their home after spending the holidays with his parents, Mr. and Mrs. L. H. Hammonds, and her mother, Mrs. C. E. Gafford, and family of Crowell.

Mr. and Mrs. Sam Kuehn are visiting relatives in and around Houston this week.

Norman Shultz of Fort Worth

spent the Christmas week end with his parents, Mr. and Mrs. Dave Shultz and Billy Doyle.

Mr. and Mrs. R. G. Whitten Jr. of San Antonio visited his parents, Mr. and Mrs. R. G. Whitten, during the Christmas holidays.

Mr. and Mrs. Cap Adkins were dinner guests of her brother and wife, Mr. and Mrs. Bob Huntley, of Vernon Christmas day.

Dr. and Mrs. A. S. Kasperik and son, Stanley, of Houston spent Christmas week end with his mother, Mrs. Ewald Schroeder, and Mr. Schroeder.

H. H. Hopkins was a dinner guest Christmas Day of Mr. and Mrs. Clarence Koontz of Vernon.

Mr. and Mrs. Grady Walker and sons, Bill and Ray, of Floydada visited in the home of Mrs. John S. Ray while Christmas Day.

Mrs. J. B. Taylor of Quanah spent the Christmas holidays with her son and family, Mr. and Mrs. Leon Taylor.

Mr. and Mrs. John Toie and family of Tulla and Mr. and L. Z. Toie and family of Fort Smith, Ark., visited their parents, Mr. and Mrs. Sam Toie, during the week end holidays.

Mr. and Mrs. Louis Ward and children of Wichita Falls spent the Christmas holidays with his parents, Mr. and Mrs. Frank Ward.

Bob Martin of Five-in-One visited Don Taylor Sunday.

Mrs. Minnie Hlavaty and daughter, Dorothy, of Lubbock and Bill Hlavaty of Thalia were dinner guests Christmas Day of Mr. and Mrs. Roy Ayers and H. L. L.

Mr. and Mrs. R. E. Ripley of Dallas spent the week end holidays with her parents, Mr. and Mrs. R. E. Moore.

Mr. and Mrs. Douglas Adkins and children of Phillips left last Thursday for Lubbock to visit Mrs. Adkins' mother, Mrs. Mattie Rawls, after spending several days with his parents, Mr. and Mrs. Cap Adkins.

Mr. and Mrs. August Rummel and LaVoy spent the Christmas holidays with their daughter and family, Mr. and Mrs. James Bice, and son of Dumas.

Mr. and Mrs. Ira Toie and Jerry have returned from Dallas where they visited her mother, Mrs. Josie Griffith, and family during the holidays.

Rudolph Richter, a student in Texas Tech at Lubbock, is spending the holidays with his parents, Mr. and Mrs. Joe Richter.

Mr. and Mrs. James Adkins and children of Fort Worth spent from Tuesday until Friday with his parents, Mr. and Mrs. Cap Adkins.

Mr. and Mrs. Louis Pyle and family of Floydada visited their parents, Mr. and Mrs. L. H. Hammonds, and Mr. and Mrs. Dave

Shultz, during the Christmas holidays.

Mr. and Mrs. Glen Gable of Fort Worth, Mr. and Mrs. Carl Shultz and Jerry of Vivian visited their parents, during the week end holidays.

Mr. and Mrs. Ralph Flesher of Lubbock, Mr. and Mrs. Ernest Cribbs of Portales, N. M., visited their parents, Mr. and Mrs. M. L. Cribbs, and Veda during the Christmas holidays.

Mr. and Mrs. Johnie Jokel and children of Evant spent the Christmas holidays with their parents, Mr. and Mrs. Joe Richter and Mr. and Mrs. John Jokel.

Mr. and Mrs. Arlie Cato and sons of Fort Worth and Mr. and Mrs. Herschell Butler and family of Chillicothe, Mr. and Mrs. Charles Earthman and family of Vernon visited their parents, Mr. and Mrs. R. G. Whitten, during the holidays.

Mr. and Mrs. Ira Toie and Jerry returned Monday from Dallas where they had spent the Christmas holidays with her mother, Mrs. Josie Griffith, and son.

Mr. and Mrs. James Milton Cooper and son of Goldthwaite visited her parents during the Christmas week end.

Mr. and Mrs. Dewey Portwood, Evelyn and Eugene Kajs, all of Wichita Falls and Jim Brown of Wichita Falls, and Anton Kajs of Lubbock spent the week end holidays with their parents, Mr. and Mrs. Antone Kajs, and family.

Mr. and Mrs. Raymond Skelton and family of Olton spent Sunday night with his sister, Mrs. R. N. Swan, and Mr. Swan.

Mr. and Mrs. S. B. Farrar spent Christmas with their daughter and family, Mr. and Mrs. Junior Poyner, of Amarillo.

Mr. and Mrs. Maxwell Hoffman of Lubbock, Mr. and Mrs. Roy Hoffman of Lockett visited Mr. and Mrs. Roy Ayers Saturday afternoon.

Mr. and Mrs. Edd Richter and family of Electra visited Mr. and Mrs. Joe Richter Sunday night.

Mr. and Mrs. Ben Hopkins and Rita Sue spent the week end holidays with her sister and family, Mr. and Mrs. Woodie Smithers, of Fort Worth and his niece and family, Mr. and Mrs. M. E. Packard, of Dallas.

Mr. and Mrs. Ewald Schulz and family visited her parents, Mr. and Mrs. A. T. Bodling, of Lockett Sunday. Other guests were Mr. and Mrs. Eldon Clark and Glenna of Plainview.

Judy Vaughn of Thalia spent the week end with her aunt, Mrs. R. N. Swan, and husband.

Mr. and Mrs. Clarence Richter and family of Arlington spent the week end holidays with their parents, Mr. and Mrs. Joe Richter, Mr. and Mrs. Frank Tomsu and

NEW MIRACLE TRANSISTOR HEARING AIDS
Revolutionizes HEARING AIDS
New 3-transistor hearing aid benches fragile vacuum tubes and costly B-battery forever — cuts all battery costs 80%! Write, phone or come in for details.

Beltone ALL-TRANSISTOR HEARING AIDS
Mr. Walter S. Cochran, Beltone District Manager, will be at the Texas Courts on Friday, Jan. 7, from 10 a. m. to 12 noon.
We carry factory guaranteed batteries at all times.
BELTONE Hearing Service
1103 Tenth Street
(2 blocks west of post office)
Wichita Falls, Texas.
Ample parking space at all times.



DEFENSE DEPARTMENT REPORTS NEW MILITARY MANPOWER PROGRAM — The Defense Department unveiled a new military manpower program called the "National Reserve Plan," designed to hold active armed forces down to a "reasonable size" and to build up a minute-man reserve force of 3,000,000 men. The program was announced at a Pentagon news conference by Defense Sec. Charles E. Wilson (left) and Carter L. Burgess (right) Asst. Sec. of Defense for Manpower, who are shown at a chart which they exhibited at the conference.

family of Taylor and Mr. and Mrs. George Petrus of Harrold spent Sunday with Mr. and Mrs. Anton Kajs and family.

Mr. and Mrs. Frank Farrar and family of Olton and his mother, Mrs. Lawson Farrar of Lubbock, visited Mr. and Mrs. S. B. Farrar Sunday and Sunday night.

Mr. and Mrs. Dock Hudgens visited Mr. and Mrs. Jim Moore of Thalia Saturday.

A number from this community attended funeral services for Mrs. Jim Malone at Crowell Sunday afternoon.

Visitors in the R. E. Moore home Christmas day were Mr. and Mrs. R. B. Ripley of Dallas, Mr. and Mrs. Truett Moore and son and Roy Blalock of Vernon, Mr. and Mrs. Rufus Moore and family of White City, Mrs. Nolan Shivers and Donald of Five-in-One and Mr. and Mrs. Grover Moore and family.

Mr. and Mrs. John Showers and daughter of Elliott visited her parents, Mr. and Mrs. Henry Bice, and boys Sunday.

Mr. and Mrs. Rudolph Matus and family of Red Springs, Mr. and Mrs. Paul Matus of Bomarton, Mr. and Mrs. Robert Matus and son, Mrs. B. F. Cerveny and daughters, Misses Mary and Loretta Matus, all of Vernon, AIC and Mrs. Charley Matus of Victoria, Mr. and Mrs. Johnnie Matus and family, were dinner guests of their parents, Mr. and Mrs. John Matus Sr. Sunday. Other dinner guests were Mr. and Mrs. Robert Motl and sons of Bomarton and Mr. and Mrs. John Simek of Mesquite.

Mr. and Mrs. Grady Halbert and Hollis and mother, Mrs. E. V. Halbert, of Foard City visited Mrs. John S. Ray and mother and W. L. Mussetter Christmas night.

Mr. and Mrs. Edward Raska and children of Sunray and Leroy Bice of Wichita Falls spent the holidays with their parents, Mr. and Mrs. Henry Bice, and Floyd.

Mr. and Mrs. Vernie Fecmester and son of Knox City spent Friday night and Saturday with her grandparents, Mr. and Mrs. M. L. Cribbs, and Veda.

Mr. and Mrs. Ewald Schulz and family were dinner guests Christmas day of his parents, Mr. and Mrs. Paul O. Schulz, of Vernon. Other guests were Marvin Schulz, who has just returned from overseas and Arnold Schulz and family of Dallas and Wilbert and family.

Mr. and Mrs. S. B. Farrar and family visited Mrs. Lawson Farrar and family of Lubbock Thursday night.

Mrs. Robert Hammonds and children spent the Christmas holidays with relatives in Waco. Mr. Hammonds went down Sunday and they all returned home Monday.

Mr. and Mrs. Lee Harris and daughter of Lockett and Mrs. Harris' mother, Mrs. W. V. Huffman, of Wellington were dinner guests Christmas day of Mr. and Mrs. M. L. Cribbs and Veda.

Mr. and Mrs. Jeff Matyssek and family of Five-in-One, Mr. and Mrs. Frankie Vanek and family of Vernon visited their parents, Mr. and Mrs. Joe Richter, Christmas day.

Mr. and Mrs. R. N. Swan were dinner guests Christmas day of her parents, Mr. and Mrs. D. H. Skelton, of Vernon.

Mr. and Mrs. Cap Adkins were dinner guests of Mr. and Mrs. C. C. Lindsey of Thalia Sunday.

Mr. and Mrs. Robert Mobley of Elliott visited her parents, Mr. and Mrs. Ignace Zacek, during the Christmas holidays.

State Capitol NEWS
by VERN SANFORD
Texas Press Association

Austin, Tex. — A CIO blast at Governor Allan Shivers and Attorney General John Ben Shepperd has been answered by the latter.

Shepperd said "certain fanatics in CIO have never yet admitted that they made a mistake in bringing the Communist DPOWA into Port Arthur in 1953."

At a CIO convention here, John V. Riffe, executive vice president of the national CIO, called for an immediate settlement of the Port Arthur strike. He sent a telegram to 11 Port Arthur businessmen asking for a "peace conference."

Port Arthur people declined to meet with the CIO.

Riffe said he hoped to find an end to the long dispute while he was in Texas. At the same time he asked Shepperd "to use his good influence" to bring about a settlement.

Shepperd stated that he and Governor Shivers were willing to meet anywhere at any time with labor and management representatives to seek a settlement of the strike.

Meanwhile the CIO set aside \$200,000 to finance continuation of the 13-month-old labor dispute.

Land Board
A decision on what to do about \$1,167,758 of South Texas land deals said to be fraudulent was delayed by the State Veterans Land Board.

Three South Texas land companies had offered to assume liability on that amount of land transactions which the firms promoted during the last four years.

Attorney General John Ben Shepperd, who said the land sales showed evidence of fraudulent misrepresentation, told the Land Board that acceptance of the offer would violate the State Constitution.

The Board agreed to a one-week investigation period before announcing its decision.

Mental, TB Patients
An increase of 1,100 beds for Texas' TB patients and better treatment of mental cases has been urged by Governor Shivers.

Two other steps advocated to a state hospital advisory committee by Shivers included:

1. Making provisions for at least 50 beds for children under six suffering from tuberculosis.
2. Abolishing procedure of trial by jury to determine a person's sanity, with admission to mental hospitals based instead on medical examination.

Turnpike Funds
Texas Turnpike Authority members have authorized the issuance of \$58,500,000 in revenue bonds to finance the Dallas-Fort Worth toll road.

Members voted to make an offer to the Republic National Bank of Dallas to be one of the three trustees for the bonds.

After approval by the Attorney General, the bond issue is expected to undergo a Texas Supreme Court test to determine its legal validity.

Oil Money
Financial problems facing the Texas legislature have been slightly eased by oil production boosts.

A 257,307 barrel increase permitted for January in oil allowances brings to about 400,000 barrels the total boosts allowed since October.

As a result, state tax revenues will be \$1,500,000 a month higher.

Oil Outlook
Prospects have never been brighter for the state's oil industry than in 1955, says Railroad Commission Chairman Ernest O. Thompson.

Thompson said that heavy demands for gasoline and distillate

MILLION DOLLAR BABY
After drilling more than 165 "dusters" costing roughly \$50,000 each, American oil men scored a triumph with the completion of Arizona's first commercial producer in the Boundary Butte area of Apache County. Brought in at a depth of 4,884 feet, the wildcat flowed at the rate of 11 barrels of oil and 21 barrels of water daily during a 13-hour test. Arizona is the nation's thirtieth oil producing state and the third state to find oil in commercial quantities this year. In spite of terrific odds the oil industry finds oil faster than it is produced and consumed.

Selenium

The element selenium, one of the by-products obtained during the smelting and refining of nickel-copper ores of the Sudbury District of Ontario, has unusual properties. They are neither those of a "true" metal, like nickel or copper, nor those of non-metallic materials such as sulphur. Selenium is a semi-metal and this makes possible many of its unique applications. One of these is in photo-electric cells. The operation of these cells depends upon the fact that selenium, when in contact with a noble metal, usually gold, develops a slight electric current when exposed to light. Selenium photo-electric cells are employed in burglar alarms, industrial safety devices, automatic door opening mechanisms, and, more recently, to control the ventilating systems of mines and tunnels where dust or fumes are liable to be present.

Tennis did not become a professional sport until 1926.

Primitive tribes painted faces to frighten the enemy.

Some people apparently think the hospital is full of nothing but raving maniacs who don't know the difference between a decent gift and a piece of junk," says Mrs. Bergen. "They couldn't be more wrong."

More than one-third of the 6,000 gifts sent the patients were of this nature.

Austin police are "searching" for a redheaded woman with a birthmark on her left hip.

The 25 year old carrot-top is accused of taking \$500 and a car from a traveling construction worker. He picked her up while en route to his home in St. Louis, Mo.

Seen This Redhead?

NYLON IS FAVORITE IN TIRE INDUSTRY

Tires reinforced with nylon, most of which is made from oil, have increased nine-fold in a year and are becoming a favorite in the passenger tire industry. Nylon was introduced in tires during World War II at the time when special casings were developed which could withstand the terrific landing impact of huge bombers and carrier-based planes. Truck tires were developed next. The use of nylon in tires results from the joint efforts of tire producers, machine designers, and fiber experts as American know-how and teamwork combine to bring better products to consumers.

RADIO REPAIR
Marion Crowell
HIGHWAY ZOO
The ROADHOG
This animal has been around for a long time. He combines all the most distasteful characteristics of the barn yard hog without any of the useful attributes the real parker offers.
NATIONAL SAFETY COUNCIL

WEEK-END SPECIALS

Hy-Power TAMALES No. 2 1/2 can 35c	KLEENEX 300 size 20c
Pure Cane SUGAR 10 lb. bag 97c	Cut-Rite WAX PAPER roll 29c
Sooner Select TOMATO JUICE 16 oz. can 25c	Boomer Belle Cut GREEN BEANS 303 can 10c
Carnation MILK 2 lg. cans 25c	"Dee" Brand TISSUE 4 roll pk. 35c
White Swan COFFEE lb. can \$ 1 03	1 1/2 oz. can BLACK PEPPER 15c
Brooks' Pork and Beans 3 large cans for 25c	All Flavors JELLO 3 boxes 25c
Wilderness Brand Apple or Cherry PIE FILLING Lg can 35c	Zestee Apple or Grape JELLY Lg. Glass 35c
CRISCO 3 lb. can 79c	Cowboy BACON lb. 48c
Ranch Style BEANS 2 lg. cans 25c	Cello FRANKS pkg. 29c
Sooner Select Chunk Style TUNA can 30c	Chuck ROAST lb. 37c
Grayson OLEO lb. 20c	Ground MEAT lb. 33c

Rasor Food Store
PHONE 255

Welcome to the Hotel
Dallas
(formerly the Jefferson)
Everything's new... completely redecorated and air-conditioned! Adjoining garage. Some convenient location overlooking Ferris Plaza—near Union Station, main highway routes, and all city-wide transportation. Famous for fine foods.
E. K. Clark, Mgr.
ANOTHER OF THE FAMOUS
Dallas TEXAS
ALSONETT HOTELS

Get ALL the news!
The Dallas News gives you profitable information on agriculture, livestock, markets, oil, home making, etc. Entertainment, too; America's finest comics, cartoons, sports, features, lots of pictures.
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The News — only \$1.75 a month
Your biggest bargain
The Dallas Morning News
Read Dennis the Menace

COMPANIES STAKED TO FIND IN GULF OF MEXICO

Companies are staking millions on a long-shot gamble for supplies of oil in the Gulf of Mexico. At the government's invitation, bonuses up to \$1,000 per acre were offered to hunt for oil in the stormy waters off the Gulf Coast. The unique opportunity is in the fact that many of these ventures will be successful, by the law of averages. The willingness of American companies to invest huge sums in the future, but of the United States American way of life.

NEW NEIGHBORS

Plans for a new oil refinery in the Northwest included plans to make friends of the oil company's prospective neighbors, 66,000 townpeople. As refinery construction was about to begin, the entire population was invited to visit the plant site. One third of those invited came. They saw dedication ceremonies, consumed 15,000 hot dogs, 20,000 cups of coffee, and huge quantities of other light refreshments. When the complex and immense refinery is completed, it will be somewhat less of a mystery to the town's citizens. Similar "good neighbor" policies are followed by oil men in every phase of their gigantic task of bringing oil to Americans.

Mohammed died from poisoning.

A MIRACULOUS ESCAPE

San Mateo, Calif. — Stepping on the gas instead of the brake, Mrs. Frances Pearman's automobile shot forward and then choked down right on the Southern Pacific Railroad tracks. In trying to jump from the car, Mrs. Pearman smashed her head on the door and fell back into the car in a dead faint. Horror-stricken cops tried to flag down an approaching train, but failed. The train, however, passed by on an adjoining track. Mrs. Pearman was taken to a hospital to recover from shock.

SIGNS OF THE TIMES

Huron, N. Y. — In order to relieve the current shortage of nurses, the Columbia Memorial Hospital has provided a nursery to take care of the children of married nurses, so they may return to work.



POPE PIUS XII RALLIES — Pope Pius XII, the frail devoted spiritual leader of 425,000,000 Roman Catholics is reported to be resting easily and improving after his collapse last week. News of the Pope's condition was flashed around the world. His attending physicians initiated new treatments of blood plasma, vitamins and other medicines designed to build up the Pope's strength.

Truscott
MARY K. CHOWNING

Lavert Robinson of Southwest Bible Institute, Waxahachie, is spending the holidays here visiting his parents, Mr. and Mrs. Tommy Robinson, and Jimmy. Buddy Caddell of Ranger Junior College is spending the holidays visiting his parents, Mr. and Mrs. Farris Caddell, and Linda and Billy.

Norma Jones of Lubbock spent the holidays here visiting her parents, Mr. and Mrs. E. J. Jones. Mr. and Mrs. Richard J. Van Dyke of Amarillo spent the holidays visiting her parents, Mr. and Mrs. W. R. Owens, and her aunt and uncle, Mr. and Mrs. S. E. McRoberts, here.

Mr. and Mrs. Tommy Robinson and boys, Lavert and Jimmy, spent the holidays visiting their son and brother, Arnold Robinson, and wife in Oklahoma City. Mr. and Mrs. Pete Quintana and children, Jimmy and Linda, spent the holidays visiting her mother, Mrs. A. Caram, and family and her brothers, Dan Caram and Charlie Caram, and families, and her sisters, Mrs. Jim Peno and husband and other relatives in Fort Worth including Louis Caram and family.

Charlie McNeese of Girvin spent the holidays visiting his wife and son, Leon, and friends here.

Mr. and Mrs. S. E. McRoberts, Mr. and Mrs. Bill Owens all of Truscott and Mr. and Mrs. Richard J. Van Dyke of Amarillo spent the holidays visiting Mrs. McRoberts' and Mrs. Owens' sister, Mrs. Leon Kincaid, and family in Robert Lee.

Mr. and Mrs. Jack Hickman and children, Jackie and Carolyn, spent the holidays visiting her father, Jess Boykin, and wife and Keith, and others in Rule.

Mr. and Mrs. Herbert Coleman and son, James, of Houston spent Thursday night visiting her sister, Mrs. Orman Womack, and family in Bridgeport, before arriving here to visit her father, Carlton Browder, and family and others here. They plan to visit again with her sister in Bridgeport before going home.

Mr. and Mrs. Jackie Brown of Electra spent the holidays visiting her parents, Mr. and Mrs. J. R. Brown, Mary Ann and Don, and her parents, Mr. and Mrs. E. J. Jones. Other visitors in the Jones home were Mr. and Mrs. Q. D. Williams and children, James and Nancy, of Floydada, and Vernon Jones of Fort Sill, Okla., and Norma Jones of Lubbock.

Mr. and Mrs. Bill Owens of Truscott and their daughter, Mrs. Richard J. Van Dyke, and husband of Amarillo spent Friday night visiting Mr. Owens' parents, Mr. and Mrs. M. L. Owens in Crowell.

Doris Spivey of Abilene spent Saturday and Sunday visiting her father, Bill Stoker, and brother, Mike, and sister, Mrs. J. M. Chowning, and husband and others here.

Mr. and Mrs. George Riethmayer and daughter, Ann, of Margaret and another daughter, Helen, of Dallas, spent Saturday afternoon visiting Mr. and Mrs. M. V. Chowning, and Mary K. Mary K. returned home with them for a short visit in Margaret.

Mr. and Mrs. Ed Cox of Iowa Park, Mr. and Mrs. Jack Maler of Claude, Mr. and Mrs. Ed Ellis and daughter, Mrs. Warren Rummage and family, all of Jacksboro, and Mr. and Mrs. Roy Dennis of Lubbock visited Mrs. W. E. Good and others here during the holidays.

Mr. and Mrs. Midge Adeock and daughter, Gena, visited Mr. and Mrs. Wayne Young and family in Benjamin. His mother, Mrs. Frank Adeock, who had been visiting in the Young home for some time, came home with them to spend Saturday night before Mr. and Mrs. Adeock and daughter took her to visit Mr. and Mrs. Dallas Binton and family in Chillicothe Sunday. Mrs. Adeock remained for a longer visit.

Mr. and Mrs. Jack Bullion and son of Ralls, Mr. and Mrs. Kelly Bullion and son of Lubbock spent the holidays visiting their parents, Mr. and Mrs. John Bullion, and other relatives here.

Mr. and Mrs. Horace Eubank and daughter and their son, Sonny Eubank, and wife of Meadow visited recently with his parents,

Rayland
MRS. BUCK CLARK

Those spending Christmas with their parents, Mr. and Mrs. T. E. Lawson, were Mr. and Mrs. Chas. B. Davis and family of Abilene, Mr. and Mrs. Horace Abston and H. J. of Ropesville, Mr. and Mrs. W. J. Wood and family of Wichita Falls.

Mrs. W. A. Daniel spent Christmas with her son, Nathan, and family at Lamesa.

Mr. and Mrs. Jake Jakus and Carolyn of Tulsa visited Sunday with her sister, Mrs. Ernest Bergt, and family.

Mr. and Mrs. Ira Martin and son, Ben, of Dallas visited with his mother, Mrs. A. H. Martin, over the week end.

Mr. and Mrs. C. R. Smelser and girls of Plainview visited Saturday with her sister, Mrs. Homer Martin, and family.

Visiting their mother and grandmother, Mrs. Martha Price, during Christmas were Mr. and Mrs. Bill Price of Marshall, Mr. and Mrs. O. P. Guthrie and George and Mrs. Isabel Gilenwater of Lubbock, Mr. and Mrs. Ernest Harrison of Clovis, N. M., Butch Price of Pampa and Mr. and Mrs. J. T. Carpenter of Habel, Okla.

Visiting their parents, Mr. and Mrs. A. T. Beazley, Christmas were Mr. and Mrs. M. G. Garvin and family of Garland, Rev. and Mrs. Charles Phipps of Fort Worth, Mr. and Mrs. R. D. Beazley and son of Vernon, Wood Beazley and Mrs. Nina Newman.

Mr. and Mrs. Ira Martin and Ben of Dallas visited Sunday with his brother, Homer, and family.

Mrs. Barney Martin spent Christmas with their son, Clyde, and family of Wichita Falls.

Miss Minnie Ray Streit of Wichita Falls spent the holidays with her parents, Mr. and Mrs. Walter Streit.

Mr. and Mrs. H. B. Crawford and family of Hereford, Mr. and Mrs. B. T. Stephens of Dallas and Mrs. E. W. Eysenleith and sons, Bob and Carl, of Ferris were holiday guests of their parents and sister, Mr. and Mrs. Geo. Key.

Mr. and Mrs. Barney Martin visited Sunday in the Albert White home of Crowell.

Mr. and Mrs. Walter Streit were Wichita Falls visitors Monday.

For dinner guests Sunday, Mr. and Mrs. Buck Clark had their children, Steve and wife of Kanaw, Mrs. Martin Schoffner and Lida Lee of Petrolia, Mrs. Marie Smith of Coalinga, Calif., and Mrs. Edd Armstrong and Mrs. Paulene Hamilton of Vernon.

Mr. and Mrs. Eddie Richter and family of Electra visited Sunday afternoon in the Buck Clark home.

Mr. and Mrs. Ernest Bergt and Linda spent Christmas with her parents, Mr. and Mrs. Lee Ball, of Frederick, Okla.

Spending the holidays with their sister, Mrs. Antone Bergt, and family were Mr. and Mrs. R. L. Black of Texarkana, Mrs. O. L. Caddell and sons, Danny and Charles, Mrs. Lora Vanek and son, Jonny, Mrs. H. F. Pycatt and son, James, all of Fort Worth, Everett Black of Tipton, Okla., Mr. and Mrs. W. R. Black and daughter, Rose, Mr. and Mrs. W. H. Lee, Jackie and Cindy, of Vernon, Charles Caddell remained with his aunt and cousins for a longer visit.

Mr. and Mrs. Arthur Schulz and Gary visited Christmas with his brother, Monroe, and family of Floydada in the home of their parents, Mr. and Mrs. Carl Schulz.

Mr. and Mrs. Rusty Lewellen and Stevie of Ardmore, Okla., visited the week end with his

SPECIALS FRIDAY AND SATURDAY

SUGAR	PURE CANE Limit 10 lbs.	89c
MILK	PET or CARNATION LARGE 8 CANS	\$1.00
Pure Lard	WILSON'S 3 lbs.	59c
STEAK	Tender Seven Pound	45c
BEEF	4 lbs. \$1.00	
ROAST BEEF	lb. 39c	
BACON	lb. 49c	
LETTUCE	Fresh Crisp Large head 10c	
APPLES	Delicious lb. 15c	
SAUSAGE	4 lbs. \$1.00	
CHOPS	PORK lb. 49c	
OLEO	All Sweet 2 lbs. 58c	
ORANGES	California lb. 10c	
CARROTS	2 Bags 25c	
SHORTENING	Swift's Jewel 3 lb. Carton	69c
Peaches	HUNT'S 5 CANS	\$1.00
APRICOTS	Cock of the Walk	5 cans \$1.00
PINEAPPLE	Del Monte Flat Can	6 cans \$1.00
PEAS	Mission 6 Cans	\$1.00
CORN	Kounty Kist 7 cans	\$1.00
BEANS	Ranch Style 8 cans	\$1.00
GREEN BEANS	Pecan Valley 8 cans	\$1.00
POTTED MEAT	Wilson's 12 cans	\$1.00
SALAD DRESSING	Best Maid Full Qt.	39c
Coffee	SCHILLING'S FREE Measure Spoon! Pound	\$1.03
FLOUR	LIGHT CRUST Look for your 55c Coupon Inside the Sack! 25 Pound Sack	\$1.99

WEHBA'S FREE DELIVERY
PHONE 106 Where Your Dollars Have More Cents

Walter Jones and Miss Daisy Jones of Clyde and Mr. and Mrs. Cecil Jones of San Angelo, Mrs. Crowe and children of Winters, Mr. and Mrs. Johnnie McGee of Breckenridge were holiday visitors in the home of Mr. and Mrs. Roy Green and Billy.

Mr. and Mrs. Howard Savage of Quanah spent several days visiting her parents, Mr. and Mrs. V. W. Browning, and other relatives here.

Mr. and Mrs. Warren Haynie and girls of Vivian spent Friday night visiting his parents, Mr. and Mrs. Carl Haynie, here.

Mr. and Mrs. Homer Black and daughter, Nettie, spent Christmas day visiting his mother, Mrs. H. E. Black, and other relatives in Crowell.

Miss Glenda Williams of Hamlin spent several days visiting Mr. and Mrs. Odell Williams and others here.

Mr. and Mrs. W. T. Blevins visited his sister-in-law, Mrs. Henry Blevins, and friend in Quanah and her sister, Mrs. Jim Choate, in Margaret Sunday.

Mr. and Mrs. J. A. Abbott and daughter, Marilyn, of San Angelo visited her parents, Mr. and Mrs. George Solomon, and their son, Sammy Abbott. He returned home with them.

Mr. and Mrs. Carl Haynie spent Sunday visiting their son, Warren Haynie, and family at Vivian.

Mrs. Rob Chilcoat and son, Reed, Chilcoat of Throckmorton, and Mr. and Mrs. Joe Reid Jones and daughter of Floydada spent the holidays visiting Mr. and Mrs. Louis Jones and boys.

Mr. and Mrs. Gene Whitaker, Horace Haynie and L. A. Haynie and Mrs. V. W. Browning went to Lubbock Sunday on account of the death of Horace Haynie's and L. A. Haynie's sister, Mrs. Henry Craig, Gene Whitaker, Horace Haynie and L. A. Haynie returned to Truscott Sunday night.

Mr. and Mrs. Nile Bryant of Houston, Mr. and Mrs. Newt Bryant and girls of O'Brien and Mr. and Mrs. Buster Collier and children of Crosbyton visited Mr. and Mrs. Jess Bryant here during the holidays.

Mr. and Mrs. Clifford Ohr Jr. of Lubbock spent the holidays visiting her parents, Mr. and Mrs. L. A. Haynie, and other relatives and friends here.

Word has been received here that Mrs. Pearl Hutton, 49, of Oktaha, Okla., was killed in a traffic accident. Her husband, Calvin Hutton, was seriously injured. He is a former resident of this community and is the brother of Mrs. John Black of Truscott.

Mr. and Mrs. H. A. Smith of Truscott and granddaughter, Carolyn Smith of Fort Worth, attended the annual Christmas party at the Quanah hospital Tuesday.

A HEALTHY VIEWPOINT

The welfare of employees always is a matter of concern for the oil industry, which is noted for its progressive policies. As an example, one company in the field of petroleum chemicals hires a visiting nurse who simply sees people to be sure they're all right. She doesn't prescribe or carry medicine, but she asks to be of help, and gives encouragement. Last year, she traveled more than 12,000 miles by automobile, boat, or on foot, and made 1,247 visits to employees' homes in the bayou.

DOG AIDS TRAPPED BOY

Nashville, Tenn. — Tom Gambill, 7, became trapped in the chimney of an outdoor grill recently, and his dog, Mike, an Irish terrier, summoned help. A fireman worked for two and a half hours to release the boy, who was uninjured.

India and Afghanistan are connected by the Khyber Pass.

DUMP TRUCK CAUSES WOE

Jacksonville, Fla. — Willie E. Chambers, 48, forgot to lower the body of his dump truck. The upped body knocked down a street light, hit a telephone wire, pulled down two telephone poles and put telephones in the whole neighborhood out of commission.

To Relieve Misery of **COLDS** take **666**
LIQUID OR TABLETS - SAME FAST RELIEF

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DENTIST
PHONE 120
Office Hours: 8.30 to 12 a.m.; 1 to 5 p.m.
Two Blocks East of Square on Commerce Street

HIGHWAY ZOO

The CHIMPANZEE

This is the character who hangs on to the roof of the car with his left hand while he drives with his right. This leads to all sorts of monkey business in traffic. Just why the big ape does this, no one has ever been able to figure out.

NATIONAL SAFETY COUNCIL

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New International W. D. 9 deisel tractor, priced to sell; new International Super M tractor, new 18-disc Independence harrow plow; new 10 D-8 and 10 D-10 International harrow plows. See us for a better deal.

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Shortages in Russia

"The Soviet male is in danger of having his pants fall down because of shortages of suspenders and buttons," says a recent AP dispatch from Moscow, describing the trials and tribulations of Russian shoppers are now undergoing. And the dispatch is based on high authority—Soviet Trade, the official newspaper of the ministry which runs all the stores in the country.

It seems that volume, variety and quality of all manner of goods have been decreasing, despite all the late government propaganda about giving consumers a better break. The commonest wares are in short supply—sewing needles, hairpins, garters, shaving gear, belt buckles, cosmetics, elastic items and so on and so on. And some of these goods, Soviet Trade says, are obtainable from speculators and black market operators who operate out of suitcases and briefcases on the streets right in front of the empty stores.

Thus does the workers' paradise meet the needs and desires of the people. And the reason things work out this way isn't hard to discern. Under communism, or any other totalitarian system, there is no true competition as we know it in either manufacturing or retailing. There is no incentive to do a better job. Everything is run by decree, and the red-tape involved is incredible. The result is poor goods, shortages of goods, excessively priced goods.

American factories produce what the people want, or they go out of business. American stores stock what the people want, or they go out of business. Competition keeps the price equitable. That's the difference between our marketing system and the Soviet system.

FIRST PROJECT

Pack mules loaded with sacks of seed corn in early day Texas history were believed to have been the first importation project of the state—then a colony of Mexico. The mules brought the seed from Matamoras, Mexico.

THE FOARD COUNTY NEWS

T. E. Klepper, Editor-Owner. Mrs. T. E. Klepper, Associate Editor. Bill Klepper, Linotype Operator. Goodloe Meason, Stereotype-Pressman.

Entered as second class mail matter at the postoffice at Crowell, Texas, May 1891, under Act of March 3, 1879.

Crowell, Texas, December 30, 1954

SUBSCRIPTION RATES In Foard and Adjoining Counties: One Year \$2.00; Six Months \$1.25 Outside County: One Year \$1.50; Six Months \$1.00; Three Months \$0.75; 9 Mos. Subscription to College \$2.00



NATIONAL EDITORIAL ASSOCIATION ACTIVE MEMBER

NOTICE—Any erroneous reflection upon the character, standing, or reputation of any person, firm or corporation which may appear in the columns of this paper will be gladly corrected upon the notice of same being brought to the attention of the publisher.

NOTICE! TO THE PUBLIC BEGINNING SATURDAY, JAN. 1

We Will Give S & H GREEN STAMPS On Purchases of BUTANE AND PROPANE We Sincerely Wish Everyone a Happy and Prosperous New Year! CAMPBELL-GENTRY BUTANE CO. D. L. Campbell Doris Gentry

The First Service Station

Many a great innovator is unrecognized and unknown. That's true of whoever established the first automobile service station. But he certainly started something!

By today's standards that first station would be about as unimpressive as anyone can imagine. The equipment probably consisted of an old water tank and a length of garden hose. Perhaps there was also a compressor and a sign offering the inducement of "free air." But customers flocked in, other men saw that this new kind of business offered an opportunity for profit—and so a great competitive industry was born.

The growth of that industry has been phenomenal. Between 1929 and 1954 the number of stations doubled, and there are more than 200,000 of them in operation in this country now. Last year they satisfied the voracious appetites of 55,000,000 motor vehicles, which consumed 43,000,000,000 gallons of gas, along with vast quantities of lubricants. There has been a comparable growth in the quality of service to the consumer. It's estimated that the free services offered actually cost the average service station nearly \$600 a month.

Finally, the modern service station is the answer to the empty charge that the oil industry is a haven of big business, in which there's not much room for the little fellow. Nineteen out of every 20 stations are independently owned, and are typical small business enterprises. All of them are assets to their communities—and all of them are making important contributions to the comfort and convenience of the public.

42,000 Competitors

Charges that the oil industry is pretty much of a monopoly are made at almost regular intervals by some group or other. It's probably true that a good many people, who haven't had an opportunity to see the facts, believe that; at the least, oil is dominated by a relatively small number of concerns.

The truth is that there are more than 42,000 businesses engaged in the production, refining, transportation, and wholesale distribution of petroleum and its products. On the retail end, the businesses involved are virtually innumerable.

It is true that some oil companies are very big. They have to be, in the light of the enormous costs involved in many of today's oil operations—for example, each exploratory well represents an outgo of something like \$100,000. But there is plenty of room for smaller concerns—and there is plenty of opportunity for them to grow, as the industry's past and present history abundantly attests. And competition is intense all along the line.

Per capita consumption of oil products in this country is about 20 times that of the rest of the free world. We account for 62 per cent of the free world's total consumption. The price we pay for gasoline and the other products is generally far less than in other nations. Only a free competitive system results in abundance coupled with moderate price.

Moss backs originally were confederate draft dodgers who hid in swamps.

Notes and Comments

Income taxes may be unpleasant but we know of fewer taxes that we hope to pay in larger amounts.

Religious tolerance does not require one to abstain from the practice of his own religious beliefs.

Religion would probably have more converts if it didn't interfere with the way some people live.

It's probably a good thing, after all, that some people can't really see themselves as others see them.

Service to youth is as fine a contribution as any adults can make to the improvement of Crowell.

Then there are some men who are actuated by two motives only: the drive to get money and the fight to keep it.

Trading in Crowell is common sense; merchants and customers should keep this thought always in mind.

The art of policies seems to be the practice of saying two things at the same time without meaning either of them.

Helping other human beings in this battle of life is just as heroic as waiting for them to fall in order to pick them up.

Profits based upon service are justified, regardless of the total amount; those based upon monopoly or speculation are not.

Organized pressure groups may not care much about the views of individual members, but they secure political results.

It's a good idea to take some time off for recreation, provided you don't take so much time off you overlook your work.

Adults who fail to take care of their children are the ones who complain later that the younger people have little respect for their elders.

The people of Foard County care for their neighbors and promote their own general welfare without waiting on outside help.

There may be plenty of money in circulation in the United States, but we have yet to meet a man in Crowell who has enough of it.

Advertising, even in the Foard County News, cannot make a business man, but a business can make a business by advertising in the Foard County News.

"Operation Big Switch"

The September issue of Farm Journal pays tribute to the 75th anniversary of the electric light with a long illustrated article called "Operation Big Switch." To dramatize the progress that has been made in bringing power to agriculture the magazine took an actual farm family living in Pennsylvania and, with the aid of the local power company and other agencies, undertook to advance the farm and home as far as possible toward complete, yet practical, electrification.

It's quite a story. The home has every convenience, the housewife's work is cut to the minimum. On the farm itself, power pumps the water and not only milks 128 cows but carries the milk through 600 feet of glass pipeline to a bulk cooling tank. After that, an electrical device washes the milking units. Feed and silage are handled electrically, and electric fans dry hay and also ventilate. All manner of power tools make possible repair and building jobs in the quickest possible time with the least amount of labor.

On this particular farm, there are more than 200 electric switches—each of which is always ready to put to work the most dependable, tireless, and inexpensive "servants" the world has ever known.

The progress made in rural electrification is one of the power industry's proudest and most notable achievements. Today all but a tiny minority of farms have low-cost central-station electricity available and farmers are using more of it as the months and years pass. It must not be forgotten that the prime mover in this was and is private enterprise. It pioneered rural electrification in the early days. And ever since it has been the big factor in forwarding it.

Competition Provides Drive

A British industrial engineering team visited this country some time ago. It probed what it termed the "dynamic and aggressive" American approach to industrial problems. It found that "competition provides the drive" underlying American material progress, and is also responsible for "the constant efforts to achieve the most economic usage of men, materials, machines and money." The team's report also had the highest praise for our living standards, and made this significant observation: "What is especially remarkable is the growth of interest in human relations on the part of management..."

Those who are unduly critical of our free enterprise system would do well to consider this British view. In millions of foreign eyes, American industry's contribution to the welfare of the masses of people is little short of miraculous.

More Doctors to Serve Us

The medical profession continues to set new records both in the quantity and quality of service available to the American people. During the last year, for example, the largest class of physicians in history was graduated from the nation's expanding medical schools, and a new high ratio of one doctor for every 730 persons in the United States has been achieved. Our physician population is now approximately 220,100.

Of key importance in implementing this advance is the spirit of unselfish service which is one of the most honored traditions of the medical profession. It took 28,435 faculty members to maintain high levels of instruction in the medical schools, and 21,328 of them volunteered to teach without pay, their duties varying from a few hours annually to large areas of responsibility.

All the facts highlight one point—we can count on constantly improving medical attention for our growing population. Here are a few of those facts. There are 28,227 students in medical schools now—more than ever before. Ten new four-year schools are in the construction or planning stages and will be operating within the next five to six years. Last year more than \$76,000,000 was spent on new facilities, remodeling or completion of buildings for medical instruction, and this year the schools have total budgets in excess of \$143,000,000.

American medicine is meeting its responsibility to produce an ever-increasing supply of well-trained physicians dedicated to the welfare of their patients. The job is being done without government domination or regimentation. Personal pride in achievement and service produce the highest possible medical standards.

Real Case Against Socialism

At the end of an editorial opposing socialism of the TVA variety, the Fayetteville, North Carolina, Observer said: "If the government can compete with private power companies it can compete with private steel companies, private coal companies, private shoe companies, private grocery stores and private newspapers."

The production and sale of electric power is a commercial business, pure and simple. It is a business which our great public-regulated and heavily taxed utility industry can handle with maximum efficiency and at the lowest honest cost to all consumers. If it is proper for government to enter this business, it is proper for government to enter any other business under the sun—government in business is socialism.

The argument is made that government sells power cheaper. When government does do that, it is because socialized power is tax-subsidized, is either wholly or practically tax-free, and returns no interest on the taxpayers' investment. On that basis of operation, government could slash the price of anything—food, housing, automobiles, clothes, or what-have-you. Private enterprise could not exist.

However, the strongest case against government in business is not in the dollars-and-cents case. It was well summed up by President Eisenhower when he said: "Let's not make Washington the master of any free American, either through unnecessary direct intervention in his business, or through the indirect method of getting control of all of the power and the resources that he needs in order to make a living."

OIL MEN TURN SKIN DIVERS TO SEARCH FOR OIL CLUES

Skin diving, all the rage these days as a sport, numbers some serious workers among its devotees. These are geologists, swimming along the bottom of the Gulf of Mexico to look for information that may lead to the discovery of oil. The geologists, who have passed the Navy's frogmen tests, work in water as deep as 65 feet to study marine vegetation, pick up samples of sediments, and specimens of sea creatures. On land or sea, in desert or mountain, America's oil men use the most modern and practical methods in searching for that buried treasure.

Meat Industry Looks Ahead

The meat industry's future objectives have been described in a year-end statement made by the head of the American Meat Institute. They include:

1. Development of methods that will enable producers to grow desirable meat animals to marketable weights faster and at less cost.

2. Development of techniques so that meat may reach the consumer's table with minimum production and distribution costs. Today meat carries very small expense and profit margins—even so, the industry is determined to do still better.

3. Development of methods for keeping meat in good condition for longer periods, and with less costly refrigeration—perhaps even without it. An interesting factor here is that the application of feasible processes seemingly offers promise. So the atom may even affect the meat we eat!

The spokesman said, "These things we must do, if our meat supply is to keep up with our rapidly growing population and the public's demand for more and more meat." By 1975, it is expected, there will be an additional 60,000,000 people in this country—and all of them will be meat consumers. The industry will be ready to supply their needs.

Constructive Step

The House-Senate conferees who worked on the sweeping new tax bill are to be praised for their decision to do something constructive about double taxation of corporate dividends. They didn't cure the evil by any means but they took a step in the right direction.

The conferees agreed on a provision whereby taxpayers can exclude \$50 of dividend income and, in addition, deduct from their final tax bill each year four per cent of any remaining dividends received after August 1 of this year.

The way double taxation works is simple. First of all, any profits earned by the corporation are tax-

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Rhodium for Jewelry Plating Much of the popular cost jewelry is given a "flash" plating rhodium, a metal of the platinum group. Most application of rhodium for this purpose at very thin electrodeposition within range of one-hundred thousandths to one millionth of an inch. This coating of rhodium provides a hard and highly reflective face. Magellan was killed in the Philippines, before completing famous voyage around the world. GRIFFITH Insurance Agency GENERAL INSURANCE Old Line Legal Reserve Companies. Temporary Office at Residence. Call 173W.

Office Supplies Don't forget that The Foard County News carries a good stock of office supply items and would appreciate your patronage. A partial list follows: Pencil Sharpeners Mimeograph Paper Mimeograph Ink Mimeograph Stencils Typewriter Carbon Paper Pencil Carbon Paper Columnar Pads Ledger Sheets, 2 sizes Manila File Folders Adding Machine Paper Post Binders Check Covers B8 Staplers and Staples Standard Staples Brown Gum Paper A-Z Indexes Metal Filing Boxes Skrip Ink, Large and Small Bottles, several colors Carter's Paste Marking Tags, different sizes Filing Cards, 3x5, 4x6 and 5x8 Receipt Books Typewriter Ribbons THE FOARD COUNTY NEWS Call 43

Beauville—One of Four Chevrolet Station Wagons Steadily increasing popularity of the station wagon has prompted Chevrolet to offer four bodies of this type in its 1955 line. Models are both two- and four-door and styled with the "lower, longer look" that promises to create a new standard of automotive beauty. The Chevrolet announcement reveals that two-door station wagons will be included in the "One-Fifty" and "Two-Ten" series. Four-door station wagons are listed in the "Two-Ten" and Bel Air series. As with others in the 1955 line, the fleet of station wagons may be powered by six-cylinder engines or the new V8. Pictured above is the 1955 Bel Air Beauville Station Wagon.

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PERSONALS

Mr. and Mrs. Guy Ketchersid of Breckenridge visited during the holidays with relatives here.

See the Boxing Bouts Monday night at the high school gym. Don Smith vs. C. T. McDaniel and Robert Kincaid vs. Jackie Walker.

Mr. and Mrs. Ernest Johnson and family of Lubbock spent the Christmas holidays visiting relatives and friends here.

Mr. and Mrs. Henry L. Evans Jr. of Austin spent the Christmas holidays in the home of her parents, Mr. and Mrs. Dock Callaway.

Mr. and Mrs. Fred Wachsmuth and sons of Port Neches are visiting in the home of her mother, Mrs. Belle McKown.

Mrs. Joe A. Seay of Wichita Falls spent Christmas Day here in the home of Mr. and Mrs. N. J. Roberts.

Mr. and Mrs. Eldon Callaway and children of Cisco were Christmas visitors in the home of his parents, Mr. and Mrs. Will Callaway.

Success Desk Calendar Refills for 1955. — The Foard County News. 21-4t

Mr. and Mrs. Bob Cooper of Denton spent Christmas in the home of his parents, Mr. and Mrs. Gordon Cooper.

Mr. and Mrs. Andrew Calvin and family visited in the home of Mr. and Mrs. Lynn McKown and family in Memphis Christmas Day.

Mr. and Mrs. John Hakala of Fort Worth were Christmas guests of their mother, Mrs. J. S. Long, and brother, John E. Long, and wife.

Mr. and Mrs. Wayne Patterson and son, Dale, of Clarksville, Ga., were here during the holidays visiting in the home of Mr. and Mrs. Clint White.

Mrs. G. C. Walker, Mrs. E. S. Haggard and Miss Isabelle Haggard of Dallas visited here during the Christmas holidays with Mr. and Mrs. S. S. Bell and family.

Mr. and Mrs. Jack Spikes and daughters, Roma Jan and Vickie, spent Christmas Day and Sunday with relatives in Benjamin and Knox City.

Mr. and Mrs. Ray Tamplen of Lubbock spent Christmas here visiting his mother, Mrs. Luther Tamplen, and family and her parents, Mr. and Mrs. A. B. Owens, in Margaret.

Mr. and Mrs. Bert Mathews of Crowell and Mrs. Joe Lee of Vernon visited Christmas day and Sunday with their daughter and sister, Mrs. Weldon Burleson, and family in Lubbock.

Mr. and Mrs. Edgar Allen Johnson and family of Vernon visited during the holidays in the home of her parents, Mr. and Mrs. Dock Callaway.

Mr. and Mrs. Howard Bell and daughter of Fort Worth visited in the home of their parents, Mr. and Mrs. Roy Barker, and Fred Bell, during the Christmas holidays.

Mrs. C. W. Thompson and Miss Mary Ragland Thompson have returned from Abilene where they spent Christmas in the home of Mr. and Mrs. Crockett Fox and daughter, Laurie.

Annual fall bargain rates on the Wichita Falls Record-News and Daily Times, \$10.75 per year for either paper, are now in effect. The News would appreciate handling your renewal and also solicits new subscribers. 19-tfc

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Even Texans might not believe some facts about Texas until they check them in the Texas Almanac.

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Success Desk Calendar Refills for 1955. — The Foard County News. 21-4t

Dan Callaway spent Monday in Amarillo.

Have you ever seen a Battle Royal? See the Colored Boys fight in the Battle Royal Monday, Jan. 3, at 7 at the high school gym.

Henry Ferguson has gone to San Antonio where he will spend the remainder of the winter months.

Mr. and Mrs. Bryan O'Connell of Lubbock visited his parents, Mr. and Mrs. M. O'Connell, here during the Christmas holidays.

Mr. and Mrs. J. V. Fuller and family of Sherman visited during the holidays with her parents, Mr. and Mrs. Claude Callaway.

Mr. and Mrs. George Hinds of Morton visited here during Christmas with Mr. and Mrs. C. C. McLaughlin.

Mr. and Mrs. C. J. Marts and son, Charles, of Lubbock visited in the home of Mrs. A. Weatherall and family during the Christmas holidays.

Mr. and Mrs. Sam Crews Jr. and three children of Midland spent Christmas here with Mr. Crews' parents, Mr. and Mrs. S. T. Crews.

Mr. and Mrs. Robert Patterson of Fort Worth spent the Christmas holidays here visiting in the home of Mrs. Patterson's parents, Mr. and Mrs. Clint White.

Mr. and Mrs. J. L. Brock and children, Debra Jon and Kim, of Spearman spent Christmas Day and Sunday visiting his mother, Mrs. Beatrice Brock, and other relatives.

Mr. and Mrs. James Milton Cooper and son of Goldthwaite visited during the holidays in the homes of their parents, Mr. and Mrs. Roy Ayers and Mr. and Mrs. Gordon Cooper.

Mr. and Mrs. Ed Stone and children of West Monroe, La., and Mr. and Mrs. Guyton Sikes and children of Quanah spent last Sunday here visiting their mother, Mrs. Madge Johnson.

Mr. and Mrs. Ernest King spent Christmas with Mr. and Mrs. T. E. Artmaier and children of Crockett. They also visited Mrs. King's sister, Mrs. Lee Lane, in Fort Worth.

Mr. and Mrs. Joe M. Magee and family of Pampa and Milton Magee of San Francisco, Calif., were Christmas visitors in the home of their parents, Mr. and Mrs. R. R. Magee.

Mr. and Mrs. Larry Dan Campbell and daughter of Lubbock spent the Christmas holidays visiting in the homes of their parents, Mrs. Evelyn Campbell and Mr. and Mrs. Joe Eddy.

Mr. and Mrs. J. L. Gobin and Mr. and Mrs. Buddy Gobin and family spent Christmas visiting in the home of Mr. and Mrs. Charles Stevens, and family in Colorado City.

Mrs. H. E. Hays, Sybil, Blanche, Marian and Marilyn and Mr. and Mrs. Weldon Hays and Max spent Christmas with Mr. and Mrs. Glendon Hays and children in Corsicana.

Mrs. R. K. Lanyon and son, Ken, of Amarillo visited during the Christmas holidays here in the home of Mrs. Lanyon's sister and brother-in-law, Mr. and Mrs. C. C. McLaughlin.

Mr. and Mrs. Lee Crews and daughter, Mary Margaret, of East Columbia and Miss Mary Sam Crews of Houston were Christmas holidays visitors in the home of their parents, Mr. and Mrs. S. T. Crews.

Mr. and Mrs. W. H. Rettig and children of Great Falls, Montana, visited in the home of their parents and grandparents, Mr. and Mrs. Ed Rettig, through the Christmas holidays.

Mr. and Mrs. Joe Y. Roberts and two children, Joan and Jackie, of Fort Worth spent Christmas here with Mr. Roberts' parents, Mr. and Mrs. N. J. Roberts, Joan Roberts is a student in Texas Tech at Lubbock.

Mr. and Mrs. M. A. Parrish and son, Paul, of Lake Arthur, La., were Christmas visitors here with her parents, Mr. and Mrs. J. A. Marr. They went from here to Lubbock to visit his parents, Mr. and Mrs. Creed Parrish.

Mr. and Mrs. Billy Huddleston and son, Willis, of Williston, N. D., visited a short time with his aunt, Mrs. J. R. Beverly, and husband last week. They were en route to San Antonio by plane to visit Mr. Huddleston's mother.

Mr. and Mrs. L. A. Beverly of Denver, Colo., spent Wednesday night of last week here in the home of Mr. Beverly's brother, J. R. Beverly, while en route to Beaumont to spend Christmas with their son, Fred A. Beverly, and family.

Mr. and Mrs. Lynn McKown and sons, Lowell and Kenneth, of Memphis, Mr. and Mrs. Joe Couch of Vernon, Mr. and Mrs. W. H. McKown and Mr. and Mrs. Frank Elton of Quanah visited Sunday in the home of Mr. and Mrs. Grover Cole.

Going All-Out

The New York Times recently featured an article under the by-line of J. H. Carmichael which said: "The major oil companies are going all-out to give the American motorist a better-quality gasoline... Virtually every large refining company has introduced a new motor fuel that is supposed to give up to 25 per cent more power and 8 to 10 per cent more road mileage... The improved gasoline has been brought out after the expenditure of millions of dollars in research and hundreds of millions in processing equipment."

Mr. Carmichael explained that the improvement is obtained by re-arranging gasoline's molecules, which results in a product with a higher octane reading.

This development is of direct interest to the automobile owner, who naturally wants gas that will give him more performance and mileage per gallon. It also holds a significance of a very different kind, in that it illustrates just how competitive the oil business is. Men and companies don't spend huge sums of money for any purpose just for the fun of it. They spend it because competition forces them to try to give the customer more for his money. The concern which fails to keep up in this march of progress dies.

What is true of gasoline is true of the thousand and one products that originate in crude oil. No one has a monopoly. And the business goes to those who do the best job.

H. A. Dolman spent Christmas in Stillwater, Okla., with his son, H. A. Dolman Jr. and family.

Mrs. Eli Austin and daughters, Joan and Kathy, visited from Tuesday until Thursday of last week with her parents, Mr. and Mrs. J. A. Brown. They were accompanied by Crowell by Mr. Austin.

Roscoe Brown of Fort Worth and Jimmie Brown of Snyder, Okla., visited with their parents, Mr. and Mrs. J. A. Brown, through Christmas, returning home Sunday afternoon.

Mr. and Mrs. W. B. Griffin spent Christmas Day in the home of their daughter and son-in-law, Mr. and Mrs. Garland Foster, and family in Floydada, with other members of the Griffin family. They were accompanied home by Mr. and Mrs. Clarence Oster and small daughter, Betty Jane, of Ozona, and Alton Reeder Griffin, teacher in the Anton schools.

Lethology is the study of fishes.

Elizabeth Arden's real name is Florence Nightingale Graham.

Weekly Sermon

from Moody Bible Institute, Chicago

THAT NAME OF YOURS

Maybe your name is Pete, or Mary, or John. Whatever it is, the sound of your name is to you the sweetest music in all the world. And rightly so!

Perhaps you have had your name twenty, thirty, or forty years. You have answered to it when called to the phone, or for dinner. Even when you hear your name whispered, you turn your head, because you know that means you. In short, your name has become part of you. It not only means you, but it is you.

As we go along, our characteristics have a way of sticking to us. These characteristics are added to our names as a rolling snowball adds snow. It is then that people begin to call us "honest John," "fair and square Pete," or "gambler Lewis." This indicates that our name means more than just a person; it means the kind of person we are.

Most of our possessions have a way of wearing out. But a man's name never wears out. You remember how our Lord stood over the grave of Lazarus and called, "Lazarus, come forth." Our Lord used the same name by which all this man's neighbors knew him. This shows how a man's name sticks to him till resurrection morning.

Speaking of the resurrection morning, is your name recorded in the book of life? God's Word tells us that those whose names are not found written in the book of life will be cast into the lake of fire (Revelation 20:15). If you are not sure your name is in that book, your first job is to get right with God—to get your name on an acceptable basis with Him by taking the Lord Jesus as your personal Saviour.

Hear what the Word of God has to say about this: "The same Lord over all is rich unto all that call upon Him. For whosoever shall call upon the name of the Lord shall be saved" (Romans 10: 12, 13).

How to Keep the Customers

It's no mystery why people keep on patronizing certain stores. They trade with them because they believe they can get lower prices, or better service, or more attractive selections, or some other appealing inducement.

What may not be so well known is why people stop patronizing certain stores and take their business elsewhere.

Kentucky Grocers News recently touched on this. It said that a recent survey showed that of all customers lost by stores, one per cent died, three per cent moved away, five per cent changed because of friendship, 14 per cent had grievances, and nine per cent were not accounted for. That leaves 68 per cent. And this big majority took their trade elsewhere because of indifference on the part of the store. In other words, they had been made to feel that their patronage was not needed.

Nowadays merchants of all kinds and sizes, independents and chains, are concentrating on improving their contacts with customers. The fact that we are in a strong buyers' market has made that inevitable. A rude or inefficient or bored salesperson can drive squads of potential customers away, and for keeps. So successful retail stores are seeing to it that customers are warmly and courteously greeted and made to feel wanted and at home.

This is good for the stores. It is good for the buying public too.

Inisfail is a poetic name for Ireland.

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Phone 56 Office North Side Square

Nickel in Electronics

The extreme versatility of nickel and the useful properties of this metal and its alloys, particularly their magnetic, thermal expansion and electrical properties, are valuable for many applications in the electronics industry. One of nickel's most important uses in this field is in the manufacture of the vacuum tube, many parts of which are fabricated from nickel, its alloys or nickel-coated materials. Substantial amounts of nickel are employed in the Anico permanent magnets which are used widely in sound reproducing equipment, radar and dynamotors. Magnetically soft nickel-iron alloys are used in the production of cores for special transformers, and these same alloys provide the most efficient magnetic shields employed extensively in electronics, including certain of the newer color television receivers. The nickel-iron alloys also make possible vacuum-tight glass-to-metal seals in both electronic tubes and incandescent lamp bulbs. Other alloys containing nickel find use in such diverse products as magnetrons in radar, the "shadow mask" between the electron guns and viewing screen in color television picture tubes, and the new electronic computers which do almost everything but think.

LOCOMOTIVE WITHOUT LOCOMOTION

A two-cylinder diesel locomotive power plant, built on the same design as rail-running types, is being used by an oil company to test fuels and lubricating oils. Without going outside their own laboratories, oil people can give diesel fuels and lubricants the equivalent of 100,000 miles of heavy-duty rail service in a brief number of hours. The "locomotive" is an example of the thoroughness oil companies use to test their products. Results benefit the consumer, whether industry or individual.

GENERAL INSURANCE

Fire, Extended Coverage, Auto and Life
REAL ESTATE LOANS
AUTO LOANS

Spencer & Oliphant Ins. Agency
Phone 56 Office North Side Square

Mr. and Mrs. Alton Roark of Fort Worth spent Christmas here visiting their parents, Mr. and Mrs. Herbert Edwards of Crowell and Mr. and Mrs. J. E. Roark of Cottle County.

An agree curve is s-shaped.

A nonagon is a nine-sided polygon.

Christmas Island is in the Indian Ocean.

CHICK - O - LINE FEEDS

Chick Starter \$5.20
20% Lay Mash \$4.90

RUCKER FEED MILL

HIGHWAY ZOO



The KANGAROO

This is the jumpy jerk who drives by leaps and bounds—from one stop to another. At the first faint glint of green at a stop light—whoo! He's off like a rocket! This bouncer, like the real kangaroo, sometimes carries his young with him. The kid in the pouch is safer!

NATIONAL SAFETY COUNCIL

Get off to good starts all winter long!

OK USED CARS are December's biggest buys!

The red OK Tag means 6 ways better

1. Thoroughly Inspected
2. Reconditioned for Safety
3. Reconditioned for Performance
4. Reconditioned for Value
5. Honestly Described
6. Warranted in Writing

Sold only by an Authorized Chevrolet Dealer

BORCHARDT CHEVROLET CO.
115 W. Commerce Phone 37

1951 Chevrolet 2-door.....\$750.00
1950 Chevrolet 4-door.....\$695.00

BORCHARDT CHEVROLET COMPANY

CLASSIFIED ADS

For Sale

SALE — Weaning pigs. — G. Simmons. 23-21p

SALE — 1950 Jeep pickup, good condition. See Walter Gandy, Thalia, Texas. 23-21p

SALE — Mustang seed oats, per bushel. — Clarence Garret. 23-21p

SALE — One-room house, 14, and one 50-ft. lot on Ver-highway. See Clyde Beesinger. 24-31p

SALE — One young gentle Jersey milch cow. Will be fresh 3. — Wade Adams, Route 2, Crowell. 24-21p

For Rent

RENT — Small furnished apartment. Phone 46. 20-1fc

RENT — 4-room house, 3 eastern, living well, lights. Phone 213W. 23-21p

Notice

ICE — Feed grinding every day. — A. L. Rucker. 12-13tc

ICE — The Egenbacher Implement Co., Knox City, your national Harvester dealer, kinds new and used farm machinery. See us for a better deal. Phone 2761; night phone 44-1fc

ED PRICES — 15 per cent all-hay, \$4.75 per hundred; 20 per cent laying mash, \$4.90 per hundred. — Rucker Feed Mill. 23-21tc

ICE — Contact your local representative for all your vacuuming machine and vacuum cleaner needs. — Ed Howeth, 403 1st St., Crowell, Texas. Used vacuums from \$5.00. — Singer Sewing Center, Vernon, Texas. 4-1fc

Strayed

TRAYED — Black and gold mongrel dog wearing rabies tag from Abbeville, La. Answers to name of Connie. \$5.00 reward. Call 116W. 24-1tp

Trespass Notices

TRESPASSING of any kind or kind of property on any land owned by Mrs. John S. Ray. Pd. 1-1-55

TRESPASS NOTICE — No hunting or kind of trespassing on any land owned by W. B. Johnson. 11-1fc

HUNTING, FISHING or trespassing on any kind of land owned or leased by C. S. Wishon. Pd. 6-55

TRESPASSING — No hunting, fishing or trespassing of any kind allowed on my land. — Ford Haisell. 1-1fc

TRESPASSING — Positively no hunting or fishing on any of my land. Trespassers will be prosecuted. — 24-1fc

Building a Community

The men who run retail stores are almost always community builders and all-around good citizens. The reason for this can be found in the constructive business attitude which is an integral part of successful retail management. C. Penney, one of the country's leading merchants and head of the great chain store system which bears his name, recently made some remarks which illustrate this attitude. Cut-throat competition is a date and has been for 50 years, says Mr. Penney. "If a man does a good job his competitor needn't worry him. A merchant who approaches business with the idea of serving the public well has nothing to fear from competition, however much of it there may be. In business as elsewhere we are our own competitors. . . . There is no better friend to a merchant than a fair competitor. . . . who profits most because he serves best. It is in service that the real competition occurs. . . . Always remember that you are building not just a business but a community." With this kind of thinking being voiced by leaders in retailing, it's no wonder that local merchants generally are good people to have around. And it provides the best kind of guarantee that the consumer is going to get the most in courtesy, service, convenience and quality at the lowest possible price.

A COINCIDENCE

Seoul, Korea — Two F-86 Saucers collided six miles above the area some time before the war ended. The unusual thing about the collision, however, was that both planes were piloted by Thom Smiths. Thomas C. Smith of Sarney, Mo., and Thomas E. Smith of Stillwater, Okla., parachuted from more than 30,000 feet, and landed with only minor injuries.

UNWANTED SUSPECT

Oklahoma City — Although officers finally found a suspect, they didn't dare touch him. Frank Kelsey of Oklahoma City, charged with forging a check, was found by officers, but his secret weapon was a bad case of mumps.

The man who continually boasts about his principles usually means prejudices.

Delaware has only three coun-

Lodge Notices

CROWELL CHAPTER, R. A. M.
Stated meeting on Thursday after second Monday in each month.
January 13, 7:30 p. m.
JAKE WISDOM, H. P.
W. B. CARTER, Sec.

CROWELL I. O. O. F. LODGE
Meets tonight (Thursday) at 7 p. m. at the Odd Fellows hall. All members urged to attend.
FRANK BRISCO, N. G.
C. A. LANGFORD, Sec.

CROWELL CHAPTER NO. 916
Order of the Eastern Star
Meets second and fourth Tuesday of each month. January 11, 7 p. m. Members please take notice. We welcome all visitors.
ROWLENE CHOATE, W. M.
LOTTIE RUSSELL, Sec.

THALIA LODGE NO. 666

A. F. & A. M. Stated Meeting
Saturday night, Jan. 8, 7:00 p. m.
Members urged to attend and visitors welcome.
A. M. CANAFAX, W. M.
JOHN W. WRIGHT, Sec.

CROWELL REBEKAH LODGE

meets the second and last Fridays of month at IOOF Hall at 7:30 p. m. All members urged to attend, and visitors welcome.
ROWLENE CHOATE, N. G.
MARGARET CURTIS, Sec.

CROWELL LODGE NO. 840

A. F. & A. M. STATED MEETING
January 10, 7 p. m.
Second Monday each month. Members urged to attend and visitors welcome.
BILL KLEPPER, W. M.
W. B. CARTER, Sec.

GORDON J. FORD POST NO. 130

Meets first and third Tuesday in each month at American Legion hall at 7:30 p. m.
CURTIS BARKER, Commander

Allen Hough Post No. 917

Veterans of Foreign Wars
Meets every 1st and 3rd Thursday evenings at 7:30 o'clock in the Veterans Building.
L. O. Hallmark, Commander.
J. H. Gillespie, Quartermaster

LEGAL NOTICE

The State of Texas, County of Foard.
TO those indebted to, or holding claims against the estate of Perry M. Hinkle, deceased:
The undersigned having been duly appointed Executor of the Estate of Perry M. Hinkle, Deceased, late of Foard County, Texas, by the Honorable Leslie Thomas, Judge of the County Court of Foard County, Texas, on the 9th day of December, A. D. 1954, hereby notifies all persons indebted to said estate to come forward and make settlement, and those having claims against said estate to present them to him within the time prescribed by law at his residence in the City of Crowell, Foard County, Texas, where he receives his mail, this the 11th day of December, A. D. 1954.
A. C. HINKLE,
Executor of the Estate of Perry M. Hinkle, Deceased.
23-1tc

PIPE THE PISTOL!

Oil men, who use the most modern scientific equipment and methods in their industry operations, also can utilize a child's toy when it does an efficient job for them. At the Montana oil refinery, a toy water pistol is part of the equipment. Included in the miles of refinery pipe are high pressure steam lines. Frequently, it is necessary to discover whether or not steam traps and lines contain live steam. Workers tried touching the pipes, but this resulted in burned fingers. One suggestion, worth \$15 to the man who made it, was a water pistol. One squirt on a hot pipe results in steam. Freedom to create, discover, and invent are part of the everyday picture in America's private-managed oil industry.

ON-THE-SPOT PICTURES

Cameras that print their own pictures are aiding oil men, who use them to spot pipe line leaks. The cameras, mounted on pipe line patrol planes, photograph a trouble scene. Minutes later, the picture is dropped at the nearest pump station where land crews quickly repair the leak. Using the most modern methods known, oil men keep abundant supplies of oil flowing to fill America's vast and growing needs.

ELECTROCUTED

Baltimore, Md. — When Edward Bozier, 38-year-old crane operator, tried to free his crane boom from an overhead high tension wire, he was electrocuted.

Thalia

MRS. C. H. WOOD

Mrs. Robert Hammonds and children spent Christmas with her aunt, Mrs. W. C. High, in Waco. Mr. Hammonds went after them Monday.

The Glen Foxes of San Angelo, the Roy Foxes and Mrs. L. D. Fox of Crowell, the Dennis Hairstons and the Kenneth Myers, all of Wichita Falls, visited the Cecil Carpenters Sunday.

Mr. and Mrs. Daryl Stafford of Raton, N. M., and the W. L. Johnsons of Lorraine spent Christmas with the Bill Cates family.

The E. J. McKinleys visited Sunday with Mrs. Bertha Grimley in Vernon.

Robert Long made a trip to San Angelo last Sunday.

Mary Frances Campbell of Wichita Falls spent Saturday night with Nan Sue Shultz.

Tom Abston and son, Nelson, were Wichita Falls visitors Friday.

Mr. and Mrs. J. C. Taylor, Mr. and Mrs. Joe Johnson and sons, Morris Taylor, of New York and Phil, Mr. and Mrs. Roland Taylor spent Christmas day with Mrs. Jessie Miller in Vernon.

Mr. and Mrs. Allen Shultz and girls spent Christmas with his daughter, Mrs. Gotchie Mints, and family at Paducah and his granddaughter, Mrs. Eugene Nelson, in Childress.

Kenneth Oliver visited in Hale Center last week.

Mr. and Mrs. Ray Downing and children and Mrs. Frank Downing of Lubbock spent Christmas with her parents, Mr. and Mrs. T. R. Cates Sr. Visitors in the Cates home Sunday night were Mr. and Mrs. Wm. Wells and Mrs. Belle McKown of Crowell.

Mr. and Mrs. Nick Craig and children of Dalhart, Mr. and Mrs. Ed Roddy of Wichita Falls, Mr. and Mrs. Melvin Wilson of Electra and Mr. and Mrs. Alton Abston and children were guests in the home of their parents, Mr. and Mrs. Tom Abston, and Nelson during the holidays.

The Joe Tarvers of Odessa and the Roy Tarvers of Breckenridge visited their parents, the Finnie Tarvers, during the holiday season. Joe Tarver took his parents and Ocie to Wellington for a visit with the J. W. Tarvers and the Milburn Gibbs families there. They also visited in Estelline and Hedley.

Mr. and Mrs. Jim Dunn and family visited Arlie Dunn and family at Pampa Christmas day.

Mr. and Mrs. Tom Abston, Mr. and Mrs. Ed Roddy and Mr. and Mrs. Melvin Wilson all visited Mr. and Mrs. John Thompson of Gilliland Saturday afternoon.

The Bob Abstons and Billy of Crowell, the O. M. Grimms and Jessie of Thalia, the A. K. Edens of Vernon and the Johnny Wilsons of Amarillo were Christmas day dinner guests in the Raymond Grimm home.

Mr. and Mrs. Claude Roberts of Vernon and Arda Long of Post visited Mrs. E. H. Roberts during the holidays.

The Charlie Ebevinces visited the Robert Hudgens at Riverside Sunday and attended the funeral of Mrs. Jim Malone at Crowell.

Mabel Fox of Vernon visited the J. M. Jacksons Christmas night.

Mr. and Mrs. Garnet Gilbert and children of McKinney, Mr. and Mrs. Elmer Laurance of Wichita Falls, Mr. and Mrs. Dalton Railbacks of Amarillo all visited their parents, the Clyde Selfs, Christmas.

The Sherman and Delmar McBeath families of Crowell and the J. L. McBeath Jr. family of Eagle Nest, N. M., were Christmas guests in the home of their parents, the J. L. McBeaths.

The Joe Reid Jones family of Floydada visited Mrs. Maggie Hammonds, during the holidays. Mr. and Mrs. Hines Whitman of Lovington, N. M., Mr. and Mrs. L. A. Whitman of Clovis,

N. M., visited in the B. A. Whitman home during the holidays. They all spent Christmas day with their parents, Mr. and Mrs. Lee Whitman, in Vernon.

Mr. and Mrs. H. L. Blevins and daughter of Azle spent Christmas with Mr. and Mrs. Robert Long and they all visited Mrs. Mary Hunter in Margaret Christmas day.

Mr. and Mrs. Oran Chapman and children of Amarillo visited Mrs. H. W. Gray Sunday afternoon and Mr. and Mrs. F. A. Brown Sunday night.

Mr. and Mrs. Bud Minyard and John Warren of Crowell visited the Charlie Blevins Sunday night.

The C. C. Wisdoms spent Christmas day with their daughter, Mrs. Don Palmer, and family in Vernon.

The Charlie Blevins and Ed Paynes visited the Thad Hopkins at Foard City Christmas day.

Mr. and Mrs. Alton Abston and children visited her father, J. B. Burges, and wife in Coleman, Okla., also her sister and husband, Mr. and Mrs. Rufus Wilburn of Wichita Falls this week.

Mr. and Mrs. J. C. Vannoy of Oklahoma City and Mrs. Herman Johnson and daughter of Altus, Okla., visited Mr. and Mrs. Leslie Abston Christmas day.

The G. A. Shulzes spent Sunday with her mother, Mrs. C. W. Woods, in Vernon.

Mr. and Mrs. J. C. Smith of Elbert and Mr. and Mrs. Woodrow Smith of Grand Prairie visited Mrs. J. C. Smith's sister, Mrs. Mack Edens, and family Sunday.

The C. R. Parramoses and the C. V. Burris family of Amarillo, the DuWayne Elliotts, the J. J. McCoy of Crowell and the W. L. Webbs of Paducah were guests in the Ernest Elliott home Christmas.

Mrs. H. W. Banister spent Christmas with her son, John Hugh Banister, and family in Dallas.

Mr. and Mrs. Gordon Self of Seagraves, Mr. and Mrs. Dalton Thompson, Mrs. Belle Thompson and Theresa, Mr. and Mrs. Z. S. Mason and the Jack Banes, all of Vernon, were dinner guests in the home of Mrs. May Self and Roy Christmas.

Ernest Wright and family have returned to their home in Napa, Calif., after visiting his brother, John Wright, and family here.

Mr. and Mrs. A. L. Petty and family of Fort Worth and the Loyd McLarty family of Five-in-One were guests in the Bill Moore home Christmas.

Coyt Webb of Fort Worth visited Wednesday of last week with his grandmother, Mrs. B. D. Webb, and Charlie.

The Mitchell Jacksons of Snyder, the Billy Lynches of Denison, the Truman Quillins of Vernon and the Martin Jones family of Crowell were Christmas guests in the home of their parents, Mr. and Mrs. J. C. Jones.

Rev. and Mrs. Robert L. Oglesby left last Wednesday for Eastland where they spent Christmas with his parents, Rev. and Mrs. R. L. Oglesby, and her parents, Rev. and Mrs. Horace Potteat, at Walnut Springs.

Mr. and Mrs. Billy Dean Brown and daughter, Kathy, of Monahans spent Sunday and Monday with his parents, Mr. and Mrs. F. A. Brown.

Mr. and Mrs. Rex Snowden and children of Oil City, La., spent Christmas with her parents, Mr. and Mrs. C. H. Wood. Mrs. Snowden and children remained for a longer visit.

Mr. and Mrs. Roy Shultz and son were dinner guests in the home of her parents, Mr. and Mrs. J. T. Martin, in Vernon Christmas day.

Mrs. Alta Stratton and family of Fort Worth and Mr. and Mrs. Raymond Oliver and children of Hale Center visited their mother, Mrs. E. H. Roberts, Christmas.

Mr. and Mrs. Royce Ballinger and sons visited her parents and brother, Mr. and Mrs. H. I. Tucker, and Mr. and Mrs. J. D. Tucker, and families during the Christmas holidays.

visited in the Douglas Tucker home Saturday night.

Mr. and Mrs. C. R. Smelser and daughters, Joan and Twilla Jane, of Plainview spent the Christmas holidays with Mrs. Smelser's parents, Mr. and Mrs. S. B. Box.

Mr. and Mrs. Will L. Johnson had their children and other relatives as Christmas visitors. They are Mrs. Ray Jonas and daughter, Linda, Mr. and Mrs. Don Chapel and daughter, Woodroe and R. E., Mr. and Mrs. John Sullivan and family, all of Amarillo; Mr. and Mrs. Charles Earl Neill and Denise of Santa Fe, N. M.; Mr. and Mrs. Bob Johnson, Mr. and Mrs. Orval Johnson and Otis, Mr. and Mrs. Jimmy Johnson and boys of Wichita Falls, Mrs. Maggie Wheeler of Thalia, Mr. and Mrs. Reed Johnson and family of Midland, Mr. and Mrs. Ross Shook and boys of Denver City, Mr. and Mrs. Gus Neill, Mr. and Mrs. Douglas Tucker and children and Mr. and Mrs. Morgan Price and children.

Christmas guests in the A. B. Wisdom home were the Jake Wisdoms of Thalia, the Bill Wisdoms of Chillicothe, the Floyd Wisdoms of Amarillo, the Charlie Wisdoms of Brownwood and the Lou Wisdoms of Childress.

Edgar Johnson and family of Vernon and Waldon Johnson and family of Crowell were guests in the home of their parents, Mr. and Mrs. W. A. Johnson, Christmas.

George Jones and family of Houston visited his mother, Mrs. M. H. Jones, Christmas and they and the J. C. Jones family attended the Jones Christmas reunion in the Albert Jones home in Crowell last Sunday.

Mr. and Mrs. W. J. Long have been in the Crowell hospital the past few days.

Irene Doty of Lubbock spent the holidays in the Doty home here.

Mr. and Mrs. W. R. Pearson of Childress, Mr. and Mrs. Leonard Haseloff and baby of Lockett and Miss Jean Gamble of Vernon spent Christmas in the Sim V. Gamble home.

Mr. and Mrs. Doyle Ford and children and Mr. and Mrs. Clinton Ford, all of Goodlett, enjoyed a turkey dinner in the home of Mr. and Mrs. John Wright Wednesday of last week.

Mrs. Bill Moore visited Mr. and Mrs. J. A. Stovall in Crowell recently.

Mr. and Mrs. Troy Adams and children of Amarillo visited Mrs. Finnie Tarver and family Tuesday of last week.

Mr. and Mrs. E. J. McKinley spent Christmas in the home of their son, Lowell McKinley, and family in Pampa.

Rev. and Mrs. R. I. Hart of Abilene visited Mr. and Mrs. F. A. Brown last Wednesday.

Mr. and Mrs. Eudale Oliver and boys left Wednesday of last week for a visit with his mother, Mrs. M. A. Oliver, and other relatives in Carlsbad, N. M.

M. C. Adkins accompanied M. S. Henry of Crowell to Wichita Falls Tuesday of last week.

Arnel Hall moved from the old Keezee farm east of Thalia into town last week.

Mr. and Mrs. Duane Naylor and children spent Christmas with her parents, Mr. and Mrs. Cap Morris, in Clarendon, and his mother, Mrs. J. R. Hall, in Hedley.

Mr. and Mrs. Wayne Roseberry of Newton Grove, N. C., spent the holidays with her parents, Mr. and Mrs. M. C. Adkins.

David Jackson of Lubbock spent Christmas with his parents, Mr. and Mrs. J. M. Jackson.

Mr. and Mrs. Oran Chapman and children of Amarillo spent the holidays with his mother, Mrs. W. G. Chapman.

The Bob Coopers of Memphis and Jane Cooper of Lubbock spent Christmas with their parents, Mr. and Mrs. R. H. Cooper, and they all were dinner guests in the home of Mr. and Mrs. Marvin Myers of Crowell.

Mrs. W. J. Jones of Vernon visited her sister, Mrs. F. A. Brown, during the holidays.



'They Shine Till They Burn Out'

Mallo Moe, a missionary in Africa for 70 years who recently went to be with the Lord, attended a wedding in her chosen land one day. Asked to speak, she took her cue from the candles on the table. Seeing them shining brightly, she began by saying, "They shine till they burn out."

How true that is of candles—and how true that should be of us as Christians.

Notice that candles do the thing they are made for. They are not swords, weapons of violence. They are not telescopes, to draw the stars close to us. They are not imprinted, that men may read and learn. They are made to shine, and they shine.

They literally give of themselves. There is no recovery of their lives; they burn out and they are done. But they do a beautiful job of giving themselves and every wayfarer benefits.

Candles burn as brightly at the end as when they start to glow. Would to God that we, as we near the end, might be found as freely giving of our light as does this mere tallow!

"Ye are the light of the world" was spoken by the Saviour to His followers. It may be in the hospital, or some lone room upstairs. But wherever we are placed, let us shine!

Those who have been lit by the Light of the world need never flicker or waver. "Let your light so shine before men, that they may see your good works, and glorify your Father which is in heaven" (Matt. 5:15).

NEW TANKER SETS RECORD

Oil men, used to setting new records in many different phases of their industry operations, embarked upon another one recently. The largest tanker built in the United States made a triumphant entry into New York Harbor amid the traditional harbor welcome. Larger than most of the passenger liners afloat today, the tanker enters world charter for an oil company. With a capacity of 335,000 barrels, the new giant sets a record for the largest carrying capacity in the world.

NEW LIGHT ON CANDLES

An oil company has announced discovery of new processes of candle making which combine scientific precision with an age-old art to create tapered hand dip candles. Candles, most of which are made from oil-derived wax, now can be made to hold their brilliant color through long exposure to sunlight. New colorants were perfected after years of research, plus new equipment. Details, of course, are highly secret, since competition is keen within the oil industry.

HIGHWAY ZOO



The WILDCAT

This is the vicious type—the snarler who hates everything on the road, most all of you. He fancies himself as the world's one and only real hap driver, and regards all others as dopes. A special hex on him!

NATIONAL SAFETY COUNCIL

GENERAL MOTOR REPAIR

We are prepared and equipped to do repair work on any make of automobile, truck or tractor and will appreciate your patronage.

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212 S. Main Phone 89-J

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TUES.—2-6 p. m.

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Margaret

MRS. BAX MIDDLEBROOK

Mr. and Mrs. W. R. McCurley had their children home for Christmas. They were Mr. and Mrs. Glen Bishop and children of Kilgore, Mr. and Mrs. Earl Hysinger of Olton, Mr. and Mrs. S. B. Middlebrook of Vernon, Mr. and Mrs. C. P. Harsloff and children, Gary, Edwin and Sherry, of Quanah, Mr. and Mrs. O. C. Allen and their granddaughter, Mrs. Marshall and family of Albuquerque, N. M. and Mr. and Mrs. Pressnell Wood of Fort Worth.

Mrs. Cora Barnett and son, Billy, spent Christmas with relatives in Coleman.

Mr. and Mrs. John Hendricks of Amarillo visited Mrs. Jack Roden Thursday evening.

Mr. and Mrs. Nile Bryant of Houston visited their parents, Mr. and Mrs. Frank Halenack, and sons Christmas.

Rev. and Mrs. J. T. Boyd and children, Mary, Harry and Edgar, of Plainview visited his aunt, Mrs. Sude Bradford, Monday.

Mr. and Mrs. Raymond Bayer and daughter, Anita, of Brownfield visited his sister, Mrs. Frank Halenack, and Mr. Halenack and sons, Billy Joe and Raymond, Saturday night and Sunday.

Mr. and Mrs. August Rummel and daughter, LeVoy, spent the Christmas holidays with their daughter, Mrs. James Bice, and family and Mr. and Mrs. Luther Rummel and sons at Dumas.

The W.S.C.S. entertained the W.M.U. ladies with a Christmas social last Monday.

A baby girl was born to Mr. and Mrs. T. Gilbert in the Crowell hospital Friday.

Mr. and Mrs. Maurice Keener of Crowell visited Mr. and Mrs. Bax Middlebrook last Sunday afternoon.

Billy Joe Halenack has received his discharge from the Air Corps in Opine, Montana, and is at home with his parents, Mr. and Mrs. Frank Halenack.

Mr. and Mrs. Adair Wraether and Mrs. Laura Choate, Mr. Farr, Mr. and Mrs. Alva Lynch, Elmer Brown, Mr. and Mrs. Hall, Mr. and Mrs. Martin, Mrs. Emmitt Brown and son and Mr. and Mrs. Cash were in a family reunion of relatives at Odell last Sunday.

Mr. and Mrs. M. T. Reinhardt of Midland came Friday for a Christmas visit with her mother, Mrs. Jack Roden, and grandmother, Mrs. Pruitt and son, Arthur.

Mr. and Mrs. John Bradford of Reff, Okla., visited his mother, Mrs. Sude Bradford, Monday and Monday night.

Children of Mr. and Mrs. John Bradford, Monday.

Taylor home for Christmas were Mrs. Dora Fay Wharton and daughter, Sharon, of Dallas and son, H. A. Taylor, from Louisiana; grandchildren, Dorothy Burrow of Abilene, Mr. and Mrs. Joe Blackburn and children, Rex Taylor and Jerry Joe, of Dallas and Mr. and Mrs. O. C. Wharton and children, Gloria Joan and Mike, of McCamey.

Arthur Pruitt visited in Oklahoma during Christmas.

Mrs. August Rummel visited her daughter, Mrs. LeVoy Hobratchek, and husband of Hinds one day last week.

Mrs. Charlie Huskey and daughter, Mrs. Doris Ann Smith, of Crowell visited her mother, Mrs. Laura Choate, Wednesday.

Mr. and Mrs. Ralph Bradford and sons, Jimmy and J. W., of Willow View, Mrs. Glen Gunter and family of Vernon, Mr. and Mrs. Henry Bradford and daughter of Lubbock, Mr. and Mrs. Herman Blevins and sons of Fort Worth and Mr. and Mrs. C. T. Murphy visited Grandmother Bradford Sunday.

Mr. and Mrs. Edward Sokora and sons, Joe Teddy and Billy Ray, were dinner guests of Mr. and Mrs. Mike Hartmangruber and daughter, Mary, Sunday.

Mr. and Mrs. Dewitt Edwards of Wichita Falls spent Christmas with her parents, Mr. and Mrs. Bill Murphy.

Mr. and Mrs. Joe Bledsoe and son, Bruce, visited his sister, Mrs. Ada Stephens, at Terrell through the Christmas holidays.

Mr. and Mrs. Melvin Moore and son, Billy Ray, Mr. and Mrs. B. J. Middlebrook and children, Charon and Baxter, of Midland, Mr. and Mrs. S. B. Middlebrook of Vernon and Mr. and Mrs. Pressnell Wood of Fort Worth visited their parents, Mr. and Mrs. Bax Middlebrook, during Christmas.

Mr. and Mrs. Billy Kroy and sons of Securo, N. M., Mr. and Mrs. Holman Kroy and son of Lubbock and Mr. and Mrs. Leo Mathis of Kress spent Christmas with their parents, Rev. and Mrs. W. J. Kroy.

Mr. and Mrs. Floyd Boyd and daughters and C. F. Bradford of Slaton, Mr. and Mrs. L. J. Jackson and daughters, and Mr. and Mrs. Louis Painter and daughters of Black and Mr. and Mrs. W. F. Bradford and children, Joe Nell, Gerald and Bonny, visited their parents, Mr. and Mrs. Curtis Bradford, Christmas day.

Mary Hartmangruber and Joe Sokora visited his parents, Mr. and Mrs. Edward Sokora, Sunday afternoon.

Mr. and Mrs. Carl Bradford and daughter, Glenda Sue, of Vernon visited his mother, Mrs. Sude Bradford, Monday.

Children of Mr. and Mrs. John Bradford, Monday.

Bradford, Monday.

Herman Blevins of Fort Worth and Lee Blevins of Vernon visited their aunt, Mrs. Laura Choate, Sunday morning.

Mrs. Esther Dickerson visited her sister, Mrs. Pearl Wright, of Sweetwater through the Christmas holidays.

Mr. and Mrs. Lee Echols and children, Terry and Marilee, of Lubbock spent Christmas with their parents, Mr. and Mrs. W. H. Tamplin, and son, J. T.

Mrs. Curtis Bradford was admitted to the Crowell hospital Sunday.

Mr. and Mrs. Gilbert Choate and children, Sandra and Jimmy, Mr. and Mrs. Charlie Huskey of Crowell, Mr. and Mrs. Bob Choate and children, Jean Kay and Randy, of Slaton and Mr. and Mrs. Ralph Shultz and daughter, Judy, of Wichita visited their mother, Mrs. Laura Choate, Sunday.

Mr. and Mrs. August Rummel visited her nephew, Edgar Shopa Jr., in a Vernon hospital Tuesday. Young Schoppa, a senior in Lockett High School, lost four fingers on his right hand while working with an electric saw with the FFA boys at school.

Mr. and Mrs. W. T. Blevins of Trusest visited her sister, Mrs. Laura Choate, Sunday afternoon.

Mr. and Mrs. J. H. Taylor and Mr. and Mrs. O. C. Allen attended funeral services for J. M. Owens in Vernon Tuesday.

Mr. and Mrs. Henry Dunagan and Mr. and Mrs. Bryson of Crowell visited Mr. and Mrs. C. T. Murphy Tuesday.

Mr. and Mrs. R. A. Bell and children spent Christmas with relatives in Oklahoma.

Charlie Bell and two friends of Venus visited his brother, Arthur Bell, and wife Friday.

Richard Ingle of Quanah spent last week end with Don Keith Ingle.

Mr. and Mrs. Henry Bradford and daughter of Lubbock and Mr. and Mrs. Herman Blevins and sons of Fort Worth visited their parents, Mr. and Mrs. C. T. Murphy, during the Christmas holidays.

Mr. and Mrs. Bob Choate and children of Slaton and Mr. and Mrs. Ralph Shultz and daughter of Wichita Falls spent Christmas day with their parents, Mr. and Mrs. W. A. Priest.

W. B. Taylor and daughter, Lizzie, of Amarillo attended funeral services for his cousin, Mrs. Jim Malone, who passed away Christmas morning at her home east of town.

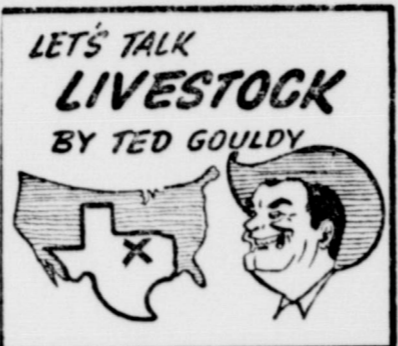
Cy Thomas Moore of Plainview spent Christmas with his grandmother, Mrs. S. Moore.

Mr. and Mrs. Ray Tamplen of Lubbock visited her parents, Mr. and Mrs. A. B. Owens, and his mother, Mrs. Luther Tamplen, and daughter, Virginia, in Crowell and other relatives during the Christmas holidays.

Mr. and Mrs. Joe Bledsoe and son, Bruce, visited relatives in Oklahoma last week.



CANADIAN WOMAN INHERITS SHARE OF TWO MILLION DOLLAR ESTATE — Mrs. Etta Mae Stricker, of Sandwich East Township, Ontario, is congratulated by her husband, Douglas, daughter, Donna, and son Robert, after they learned she and two brothers would inherit a \$2,000,000 estate left by an uncle, Mrs. Stricker, whose husband works for Ford of Canada in Windsor and has been on strike for 9 weeks, and her family has been "living in poverty."



(The following is a year-end livestock market review giving a comparison of prices with a year ago and trends of the market—Ted Gouldy.)

Most Livestock Lost Again in '54
Fort Worth — Livestock producers of Texas and the Southwest again felt the effects of searing drought in 1954, and while there were some areas of improvement, most livestock lost ground again.

A comparison of prices this week with a year ago reveals fed steers selling to better advantage than a year ago, and fat lambs steady. Bulls also held steady. However, all other kinds of livestock are at lower levels a check of prices at Fort Worth revealed.

A year ago good and choice fed steers and yearlings topped at \$18 to \$23, and comparable cattle today sell from \$19 to \$24, a few to \$25. Lower grade steers and yearlings a year ago drew \$10 to \$17, and comparable kinds are \$1 above that now.

Butcher cows at \$10.50 to \$13 a year ago and canners and cul- ters at \$9 to \$10 in December 1953, were around \$1 above current values on comparable kinds. Bulls at \$8 to \$13 a year ago command the same values today.

Slaughter calves of good and choice grades sold readily at \$18 to \$20 a year ago, and similar calves average around 50 cents under that with some fairly good kinds \$1 below last year's levels.

Some additional discount in returns from calf sales this year can be charged to grubs which are much worse this year than last. Lower grade calves are fully \$1 under a year ago.

Most marked improvement in the trade was in stocker and feeder cattle and calves. Choice feeder and stocker steer calves quotable at \$19 to \$21 at Fort Worth today, are \$1 to \$2 above a year ago, and feeder steers and yearlings quotable today in a similar range are \$1 to \$3 ahead of last year at this time. A supporting factor in the cattle and calf trade all this year was the strength in stockers and feeders and this class has averaged fully \$1 to \$3 and at times \$4 or more above the low periods in late summer and fall in 1953.

Quiet demand for stocker cows this year at prices somewhat above their slaughter values has been evident throughout the season, whereas in late summer and fall of 1953 stocker cows demand was virtually nil.

Hogs Sharply Below 1953
Hogs topped Monday at Fort Worth at \$18.75, and all during November and December of 1954 swine have been selling at or near the lowest point in a couple of years. The last week in December 1953 hogs topped at \$26.25 to \$26.50, or \$7.75 higher than today's levels. Sows at \$22. \$24 a year ago, today sell at \$12 to \$16, or \$8 or more below last year's levels at this date.

Most packers in their year-end financial statements blamed smaller earnings on the high costs of hogs during the first three-quarters of 1954. With an estimated five per cent increase in the Spring pig crop looming, prospects for substantial recovery of the losses of the past year seem rather dim, though some improvement early next year may be in the offering after the peak winter movement subsides.

Feeder Lambs, Older Sheep Lower
Fat lambs topped at \$19 at Fort Worth Monday and then matched the fat lambs top of a year ago. However, slaughter ewes quoted at \$5 to \$6.50 this week are \$1 behind a year earlier. Feeder lambs sold at \$12 to \$16, and load lots of fleshy shearing lambs were quotable at \$17 here Monday. This averages about \$1

under a year ago.
December average prices of fat lambs have been around \$1 or more under a year earlier, along with most other sheep and lambs, but the small improvement of the past few days, coupled with a reverse at the same date last year caused the apparent level in prices.
Many sections of the sheep country have far fewer sheep and

No Cost of Living Index

The Bureau of Labor Statistics periodically issues a consumer price index. Unfortunately, it seems to be widely and perhaps generally regarded as an accurate barometer of the cost of living.

Sylvia Porter, a widely syndicated writer on business affairs, has devoted a column to the fallacies in that. She observes that the BLS index, which has hardly changed at all in many months, is no more an index of measuring our cost of living than I. Sylvia, an am. It never was designed or intended for this.

Miss Porter then went on to give some of the reasons why the index can't and doesn't tell the cost of living story. She said: "It does not reflect the sales that retailers the land over have been putting on... It does not even try to measure the varying amounts of the goods and services we buy as supplies and prices of the goods and services change. It does not report the shifts in our spending habits since 1950 nor even hint at the inaccuracy of the typical American shopper. There isn't a cost of living index worthy of the name in our country."

Just about any housewife will tell you that she's getting better buys, and in some cases very much better buys, than was the case a year ago. And just about any retailer will tell you that competition has been getting steadily more intense — which means that every seller of goods must do everything possible to attract and please the price-conscious public.

Installation plan buying is known as the "hire purchase" system in England.

Equal Partners

In past times, it has been the practice to assay the health of the economy with the thermometer of production — the volume of goods and foods which flow from farm and factory.

This still is and will remain vitally important. However, more and more economists are stressing another sort of index, which once was given relatively little attention — consumption, as represented by the volume of retail business.

In other words, the degree of success attained by retailing in its selling efforts has the strongest possible bearing on whether times are good or not good in this country. High production can be maintained only if the goods move off the store shelves and into American homes.

Mass distribution is mass production's equal partner.

SAVINGS BONDS

A total of \$4,368,000,000 in series "E" and "H" savings bonds were sold by the U. S. Treasury during the calendar year 1953. Sales in 1953 were up 22 per cent over 1952, and 1953 also marked the first time in several years in which sales topped redemptions. The net to the Treasury was \$211,000,000.

NEW YEAR SPECIALS FRIDAY and SATURDAY

Frozen, Boneless CATFISH lb. 49c	Zestee Apricot PRESERVES 20 oz. glass 39c
Gladiola BISCUITS ea. 11c	Sweet Sixteen OLEO lb. 21c
SORGHUM —Turner's SYRUP 1/2 gal. 79c	Imperial SUGAR 10 lbs. 97c
Flour 25 lb. Sk. \$1.59 10 lb. Sk. 79c	
County Kist CORN 2 for 25c	Best Maid SALAD DRESSING Full Qt. 39c
Wolf CHILI No. 2 can 49c	White Swan Blackeyed Peas 2 for 23c
MARYLAND CLUB	
Coffee Pound Can \$1.05	
GIANT TIDE ea. 69c	Our Value PEACHES 2 1/2 Can 3 for \$1
Crisco 3 lb. Can 79c	
U. S. No. 1 Red POTATOES lb. 4c	Cowboy BACON lb. 49c
Large LETTUCE head 10c	Arkansas FRYERS lb. 45c
Golden Yellow BANANAS lb. 15c	Fresh Ground BEEF lb. 33c
BAG ORANGES each 29c	CHUCK ROAST lb. 37c
Phone 68	D & R We Deliver
	FOOD MARKET

Sat. and Sun. Box Office Open 1:45 to 8:30

RIALTO Mon. thru Fri. 6:45 to 8:30

FRI-SAT Dec. 31, Jan. 1, BIG Double Feature!

DESPERADO Sunday-Monday, Jan. 2-3
A Joy Packed Bundle of Top Entertainment!
DEBBIE REYNOLDS
EDMOND PURDOM
JANE POWELL
VIC DAWNE
in 'ATHENA' in color

THE SHANGHAI STORY TUESDAY ONLY, JAN. 4
BARGAIN NIGHT!
Any Couple, Man and Woman for 50c
Randolph Scott
in 'CORNER CREEK'

WEDNESDAY AND THURSDAY, JAN. 5-6
The Greatest Glory Story of World War II!
"BATTLEGROUND" Van Johnson
James Whitmore

FRIENDLY PROMPT

THIS YEAR IS NEW and **SO IS THIS!**

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