





### Research after cotton 'sheen'

Cotton is beautiful, comfortable, easy to care for, and long lasting—but not really lustrous. . . yet. The cotton industry is seeking a way to give the cotton fiber more sheen. The project is financed by cotton growers through the Cotton Producers Institute.

Luster is a matter of light reflection. The cotton fiber does not have as much sheen as some synthetics and other natural fibers because its surface is not as smooth. Light rays striking the irregular surface of cotton are scattered rather than being reflected back. So far, researchers have measured the small planes and slight curves of the fiber's surface and have determined degrees of light deflection.

The next step will be to attempt to smooth the surface. One method to be tried will be a chemical coating bonded to the fiber which will cover up the rough areas.



**DR. JAMES R. MATTHEWS**  
announces  
the removal of his office to  
**LUBBOCK, TEXAS**  
at the  
**Plains Medical & Surgical Building**  
50th & College  
EFFECTIVE MAY 20, 1963



**SPACE FOR SLEEPING**—The average person needs 39 inches of mattress width for proper rest, which explains the popularity of the new super-size bedding. Usually made of cotton batting and resilient springs, the mattresses are from 60 to 75 inches wide, at least 80 inches long.

**CATTLE LICE LOSING**  
Cattle lice have been eradicated from entire herds using a method developed by the USDA. Proven over a five year period the method uses two sprayings 14 days apart to break the life cycle of the pest and all animals added to the herd are quarantined and treated. Malathion was the chemical used in the research at the Beltsville Research Center.

cotton more lustrous? Market studies indicate that improved luster would give cotton its greatest boost in gaining markets now held by other fibers. Estimates are that improvement in this one quality would strengthen cotton's position in total textile markets consuming over 4.5 billion pounds of fiber annually.

### Fabric luggage works out best

Take a tip from experienced travelers: don't try to impress anyone with fancy or luxury-grade luggage.

Since porter service is expensive and not always available, the National Cotton Council suggests a lightweight fabric bag. Especially popular are suitcases and fold-up bags of canvas or duck in hand-some plaids or solids.

Easy to identify by color or marking among a score or more of other bags, soft-sided luggage will save you both time and trouble. Prices range from \$8 to \$22, with the size of the cases running from 21 to 29 inches and including fold-over dress bags as well as car sacks.

In buying fabric luggage, look for good workmanship in the framework and locks. Also check to see that fabric plaids are carefully matched side-curtain type fasteners are often preferred over plastic straps, which can pull out of metal locks in hard use.

### Snap-down collars on cotton sport shirts

Snap-down collars are a new trend in men's cotton sport shirts.

They are similar to button-down styles, except the tips of the collar are fastened to the shirt by snaps instead of buttons, says the National Cotton Council.

The new shirts are expected to be a big hit with men because they are so easy to fasten, and wives will like them since they do away with the old problem of re-sewing buttons.

Most cottons resist shrinkage.

### Here's an answer to problem of lost socks

Ever have the problem of losing socks or getting them mixed up in the family wash?

A solution to this problem is offered by one manufacturer who has come up with the idea of binding name tapes to socks for easy marking.

According to the National Cotton Council, the tapes are made of plastic-coated cotton and are heat-sealed to the soles of the socks to stay on through laundering.

The Rev. Shelby Bishop, pastor of the Friendship Baptist Church in the Close City community, is the evangelist for a revival under way at West End Baptist Church in Lubbock. The revival began Sunday and is to continue through May 19. The Rev. Mr. Bishop is a former pastor of the Calvary Baptist Church in Post.

## County Records

**Oil and Gas Leases**  
E. W. Cross and wife to Shell Oil Co., Section 1, K. Aycock Survey.  
Mattie Alice Martin and others to L. E. Windham, southeast quarter of Section 1, Jasper Hays.  
**Deeds**  
Starlite, Inc., to Ulon Derf Lovell and wife, Lot 3, Ridgefield Addition; \$14,700.  
Starlite, Inc., to Victor C. Lauderdale and wife, Lot 5, Ridgefield Addition; \$17,850.  
Ford A. Yates to Inez Elouise Green, one-fifteenth interest in west 40 acres of north half of northeast quarter of Section 1233, ELRR.



**Dr. Drew A. Browne, Optometrist**  
In Office Each Thursday 9 AM to 5 PM at  
**GARZA MEDICAL AND SURGICAL CLINIC**  
318-20 West Eighth Phone 495-2844

**THIS COTTON WEEK**

We congratulate area cotton farmers and Postex Mill workers for their worthy efforts to build a bigger and better community.

**Caprock Liquor Store**

**Parents! Win One of 2 FREE BIKES**

Choice of Boy's or Girl's—"Loaded" with Accessories For Your Youngster!

**No Obligation—Sign up Today at**

**WESTERN AUTO** OR **GUY FLOYD MOTOR CO.**

309 EAST MAIN 112 NORTH BROADWAY

**Bike Drawings-2 P. M. Saturday, June 1**  
One at Each of the Above Firms — You Do Not Have to Be Present to Win!

Every Child Entered Receives 1963 Safe Driving License Plate for Bike—With Parents' Help!

**EACH BOY AND GIRL WILL RECEIVE INVALUABLE SAFETY EDUCATION TOO THRU COMMUNITY SERVICE PROGRAM SPONSORED BY**

**Bryan Williams Insurance Agency**

- Each parent entering child in the FREE BIKE DRAWINGS will receive a 16-page illustrated booklet, "Safe Bicycle Driving Today". Published by the American Insurance Company, it contains all the bicycle rules of the road.
- A 30-question True-False Safety test is contained in the back of the booklet. Parents are to let their youngsters study the booklet, then give them the safety test.
- When the youngsters succeed in passing the test, parents then will give them attractive red and white metal "1963 Safe Driver Licenses" to be put on the youngsters' bikes. These licenses will be given parents along with safety booklet and test blank when registering for bike drawing.
- This safety education program has been commended by the National Safety Council. Your youngster will enjoy participating and winning his or her Safe Driver License. And don't forget—what that youngster learns may well save his or her life!

**Made Of Cotton**

How many times we see this statement attached to articles and clothing we buy in our stores.

Cotton today is being re-discovered for many uses. For example, it has already gained wide acceptance for year-around wear by fashion conscious men and women.

Cotton's markets expand as new uses are found and greater acceptance received. We can do our part in aiding our local "Cotton economy" by "buying cotton" whenever possible.

Our salute to this area's cotton farmers this National Cotton Week.

**Hackberry Co-op Gin**

5 MILES SOUTH OF SOUTHLAND  
T. W. BRYSON, Manager

This Bike Safety Program Co-Sponsored by

**Western Auto Store, Guy Floyd Motor Co. and**

**Bryan Williams & Son**





**Begins this issue**

# PCG launches series area advertisements

LUBBOCK — In this issue of the Post Dispatch, Plains Cotton Growers, Inc. is kicking off a series of advertisements in area newspapers. PCG is, in effect, "killing two birds" with the ads—encouraging use of cotton goods by High Plains residents, and at the same time giving recognition to growers and their customers who provide the major portion of the organization's support.

"Cotton's competitive position as relates to both synthetic fibers and world markets has been steadily declining," says PCG Executive

Vice President George W. Pfeifferberger. "and this decline can only be halted through intensive research and promotion. Through research we can discover ways and means to reduce our production costs and improve the quality of our cotton, and through promotion we can show the world's textile industry the advantages in using cotton grown on the High Plains."

Not only farmers and ginners, but such businesses as oil mills, banks, and others who realize the importance of cotton to this area's economy give financial support to PCG, which has some 25,000 members in the 23 counties it represents. Most businesses and banks pay an estimated membership fee; gins pay one cent per bale on cotton ginned, and producers, through the gin, pay 15 cents per bale in support of the organization.

Advertisements similar to the one appearing in this issue will be run on practically all area papers over the next few months.

Barcelona was a cotton manufacturing center in 1200.



**GOT CABANA FEVER?**—This screened-in house is ideal for garden, patio, or poolside. It's topped off with a easy cotton canvas roof in panels of alternating colors to add a bright note to outdoor settings. Ideal for dining, it converts into a cabana by adjusting side curtains. Both roof and curtains can be removed easily for storage between seasons.

**KITCHEN CONVENIENCE**

Aprons with kitchen towels attached to them are the latest word in convenience, the National Cotton Council reports. Besides providing cooks with a built-in hand dryer, the aprons have roomy, double pockets at the top. They're available in floral printed cottons with terry cloth towels.

## Happy Birthday

**May 17**  
Mrs. Sam Bevers  
Emmett Goode  
Stanley Wheeler  
W. W. Humphrey

**May 18**  
Patli Lyn Nelson  
Laura Lynn Basinger  
Stephen Everett  
Diane Luttrell  
F. F. Keeton  
Doyle Nelson  
Dayle Nelson  
Mrs. Gaylord Anderson  
Ralph Howell

**May 19**  
A. C. Cash  
Mrs. Oscar Garner  
Mrs. S. C. Storie Sr.  
Kevin Lee Lancaster

**May 20**  
Timmons Bull  
Mrs. Monta Moore, Levelland  
Mrs. Benny Huff  
Butch Wilson, Austin

**May 21**  
Mrs. Charles Didway  
W. E. Dent  
Lynn Edwards  
Mrs. Thomas B. Harmon

**May 22**  
Mrs. Thurman Maddox  
Mrs. E. A. Warren

**May 23**  
Guy Troy Nelson  
Gary Welch  
James Dye  
Iven Clary, Lubbock  
Mrs. Bob Collier  
Susan Diani Blacklock  
Mrs. J. R. Davis

## Cotton is big crop for Texas

Cotton, most versatile of fibers, has contributed to the comfort of mankind for at least 50 centuries. It provides a livelihood for millions of people who grow and process it into useful products, and to many others in related operations.

The economic welfare of cotton, therefore, is of great importance to many, many people and more especially in areas such as ours that are so closely tied to cotton.

The National Cotton Council estimates that workers in the various enterprises associated with cotton, together with dependents of these employees, total more than 13 million. They are customers for the goods and services of their communities.

At the farm level the value of the U. S. cotton crop in 1962 amounted to almost \$2.7 billion. There are estimated to be some 80,916 cotton farms in Texas. The farm value of cotton and cottonseed produced in Texas totaled \$742,189,000.

Cotton lint and seed accounted for 31 per cent of the income from farm marketing in Texas in 1961.

These dollars are multiplied many times over as they flow from the pockets of the people concerned to businesses in their communities. Cotton and people can't be dissociated. And "people" means all of us.

### 'Big Red' Tower film for Friday, Saturday

With his Technicolor motion picture, "Big Red," Walt Disney brings to the screen a warm and poignant human story, packed with exciting action, and showcasing a young French-Canadian boy who debuts as an actor with flying colors.

The dramatic outdoor adventure feature shows this Friday and Saturday at the Tower Theatre. It is adult entertainment which, nevertheless, the whole family will enjoy.

Beautifully set in French-Canada's rugged pine country, "Big Red," stars Walter Pidgeon, Gilles Payant, chosen from among 300 youngsters by Disney to play orphan boy Rene Dumont; Emile Genest and an all French-Canadian supporting cast.

Cotton linters are a source of cellulose for plastics.

## Permanent labels on clothing soon

It may not be long until you can buy clothing with permanent labels giving instructions for laundering and care.

Already t.e. labels are appearing on sheets, towels, and bedspreads and the list is growing daily.

Called Sure Care Symbols, the labels have been adopted by the National Retail Merchants Association. Each label has a symbol indicating whether the article should be washed by hand, by machine, or dry-cleaned. It also indicates washing temperatures, iron set-

tings, line or machine drying. Symbols include pictures of an iron, a washing machine, dry cleaning drum, or a hand for articles that should be hand washed.

The National Cotton Council reports that a number of manufacturers of cotton products are already using the Sure Care symbols, making fabric care easier for housewives.



*We want to take this opportunity to express our thanks to all of you who are helping to make our first year in our modern new plant such a success.*

*Cotton is a very important industry across the South Plains. This West Texas area is producing more cotton today than any of the cotton states of the Old South.*

*Cotton as an industry has moved west.*

*Through good business management, scientific advances, and real production know-how we are finding the way to produce more cotton at a reduced cost.*

*Cutting costs is the solution to many of cotton's current problems. Let us help you to cut yours.*

## Farmers Seed & Delinting, Inc.

"Hi" and VERNON TURNER

2 Miles North of Tahoka on Lubbock Hwy.

Dial 998-4497

## HOW MUCH TIME DOES IT TAKE to make electricity?

An Instant?  5 YEARS?

2 YEARS?  10 YEARS?

(ANSWER BELOW)



■ Whichever box you checked you're correct! Although Reddy "makes" electricity the instant you press a switch, it takes 2 years from the time we order a generating unit until it's ready to work. We plan 5 years ahead on a detailed basis and 10 years ahead on a general basis.

■ The important thing is that electricity is ready to work for you now 24 hours around the clock—for our part we'll always keep it so.

Electricity is the biggest bargain in your family budget...



### A TIP OF THE HAT TO POSTEX MILLS AND KING COTTON

Reddy is proud to furnish low cost electric service to this important industry. NATIONAL COTTON WEEK

## New accent rugs won't throw you

Ever been thrown by a rug? A few years ago, small rugs were appropriately called "throw" rugs because they were apt to do just that.

But today's version—called an "accent" rug—is firmly anchored to the floor. Backed with polyurethane foam that provides skid-proof cushioning for bare feet, the new accent rugs have luxurious cut-pile cotton tops and are completely washable, reports the National Cotton Council.

They come in such diverse shapes as ovals, rounds, and contours and in as many as 29 different colors—making it easy to pick a shape and shade to go with your room decor.

The gin was invented in 1793.

## CERTIFIED QUIETEST BY INDEPENDENT LABORATORY



### FEDDERS AIR CONDITIONER WITH SOUND BARRIER

Enjoy Fedders revolutionary new Sound Barrier air conditioner... rated the quietest of 6 leading national brands by Nationwide Consumer Testing Institute. Come in today... and see our complete selection in every needed cooling capacity.

### WILKE'S SUPPLIES

DIAL 2500 We Give Gold Bond Stamps



FORD GALAXIE 500XL SPORTS HARDTOP

### IF YOU KNEW WHAT

### TINY LUND KNOWS ABOUT FORD DURABILITY... YOU'D BE OUT ENJOYING A '63 FORD

Ask Tiny Lund about Ford durability: He'll tell you how it helped him win America's toughest stock-car competition, the Daytona 500. Lund placed first in a Ford, with four other Fords right behind him for an unprecedented sweep of the first five places. Only the Fords were tough enough to stand the pace.

Greater durability is the reason Ford is able to offer a total-car warranty. Only a true total-performance car could offer as complete a warranty as this—with no strings attached.

Ford Motor Company warrants to its dealers, and its dealers, in turn, warrant to owners as follows: That for 24 months or for 24,000 miles\*, whichever comes first, free replacement, including related labor, will be made by dealers of any part with a defect in workmanship or materials. Tires are not covered by the warranty; appropriate adjustments will be made by the tire companies. Owners will remain responsible for normal maintenance services, routine replacement of parts, such as filters, spark plugs, ignition points, wiper blades, brake or clutch linings, and normal deterioration of soft trim and appearance items.

You can't put a long-term warranty like ours on a short-term car. The '63 Fords have a better warranty because they're built better than any Fords in history. You see evidence of this extra toughness in Ford's outstanding competitive wins this year.

'63 Fords won the grueling Daytona, Riverside, and Atlanta 500's, and the demanding Pure Oil Performance Trials. Only cars with total performance could roll up so many big wins.

Before you buy any new car, test-drive the solid, silent Super Torque Ford. If you haven't driven one lately, you can't really know what a new Ford is like. Remember: If it's built by Ford, it's built for performance... total performance.

\*30 days or 4,000 miles, whichever comes first, for the 427 C.I.D. 4V or 3V and 200 C.I.D. 4V engines and related power train components

FOR 60 YEARS THE SYMBOL OF DURABLE PRODUCTS



## solid, silent SUPER TORQUE FORD

# TOM POWER — FORD

QUICK, FRIENDLY SERVICE AFTER THE SALE

OUR 16th YEAR



**WE SALUTE**  
**POST AREA COTTON FARMERS**  
*This National Cotton Week*

**FOR THEIR MANY CONTRIBUTIONS TO THE  
ECONOMIC GROWTH AND DEVELOPMENT  
OF THIS AREA. MAY YOUR 1963 COTTON  
CROP BE THE BEST EVER.**

**POSTEX COTTON MILLS**  
A UNIT OF

Burlington INDUSTRIES, INC. 

