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ELDORADO, TEXAS



NEWSLETTER

From U. S. Senator
RALPH W. YARBOROUGH

Dear Fellow Texan:

Before many years, the world will have instantaneous communications by TV, radio, phone and

wireless telegraph, by use of signals from the earth relayed by satellites in space. Billions of your tax dollars were paid out for research which makes this possible. You paid for it and you, the people, deserve to own it.

Now, the Congress has to decide if the taxpayers will retain the ownership you now have, or if

WE THANK YOU,
PEOPLE OF ELDORADO
AND SCHLEICHER COUNTY — FOR

Fifteen Good Years

IN BUSINESS

It was back in August of 1947 that we opened our welding shop in our present building in the Eldorado business district. We have enjoyed many pleasant business contacts during the intervening years. On our 15th anniversary in business we pause to thank you, the public, for the support you have given us, and we pledge anew our best efforts in the years ahead.

ELDORADO WELDING SHOP

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DR. EDWARD A. CAROE

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your investment in space will be handed over to a private, monopoly dominated corporate setup. That's why I've worked with a group of senators to develop the facts on this space communications program by days of debate on the Senate floor. Those of us who took part in this effort to get at the truth, working against heavy odds, have been accused of delay.

The main complaint seems to be that if we just quit objecting to this biggest giveaway plan in American history, if we would step aside, the Senate could quickly pass its giveaway monopoly bill and wind up its other work. And we could all hurry home. Fellow Texan, I don't believe we were sent here to give up quickly, to get home quickly.

When America has a new system for instant world communication—a power for good almost beyond belief—I don't think that's the time for blind, reckless haste. On the contrary, it's a good time for careful deliberation.

I'm co-sponsor of a bill that would allow the government to own and to lease to private companies the space on the space satellite on a fair competitive basis. The government would not be in the communications business, the government would not be in the telephone business, but would preserve the competition that a monopoly bill would freeze out.

The bill to turn it over to a corporate monopoly is a bad one, because a satellite communications system is world-wide and involves foreign policy decisions that can't be given away to a private corporation. Our foreign policy must be run for the benefit of all the American people—not for the profits of the corporation alone. The monopoly bill is bad because your dollars would be officially given to a few for their profit. It's bad because the government has no agency equipped to regulate a corporate monopoly program in space. The giveaway bill is also bad because it comes too soon, before any system has been perfected.

The space communications program is still only an experiment. It will take several years before any kind of complete world-wide space communications system will be developed. It is a golden promise for world peace and good will at time of maturity, and it is

Buy It In
Eldorado!

too great to toss away. Without the acorn, there can be no oak tree.

Fellow Texan, will we turn back to the practice of the Europe of 1600, and charter a new monopoly to exploit space, as Queen Elizabeth I chartered the London Company to exploit Virginia in 1607? Or will we profit by this past 3½

centuries of learning and progress and keep the space ways clear of the cobwebs of monopoly—keep them open to all in the true spirit of competitive free enterprise?

Will Congress charter one company to collect for all time from the people for space TV, radio, phone and telegraph use, for weather reports, and air and sea navigation? Or will calmer judgment prevail over the clamor of the hour?

Fellow Texan, we must not surrender the New Frontier to a corporate monopoly. We must protect our frontier in space with a flag of freedom. We must put the American flag on the satellite—not a private monopoly flag.

gation? Or will calmer judgment prevail over the clamor of the hour?

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For further information see West Texas Utilities or your home builder.

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Something you should think about if you're about to buy a truck:

If all trucks were built the same way, cost the same to keep up, were worth the same at trade-in . . . then probably the price tag would be your only concern. It can't be, of course, because some trucks have more quality than others. And marks of quality are the real keys to low cost.

Chevrolet trucks, for example, have double-wall construction, which gives bodies and cabs more strength. Cabs are insulated against heat, cold and noise. A big part of road shock, which shortens truck life, is damped out by Chevrolet's suspension system; it also makes riding in the truck a pleasure. Pickup bodies and cabs are separated to eliminate stress between them.

Value such as this has induced more people to invest in Chevrolet trucks every year since 1937.

This can be a good time to buy a modern new Chevrolet truck

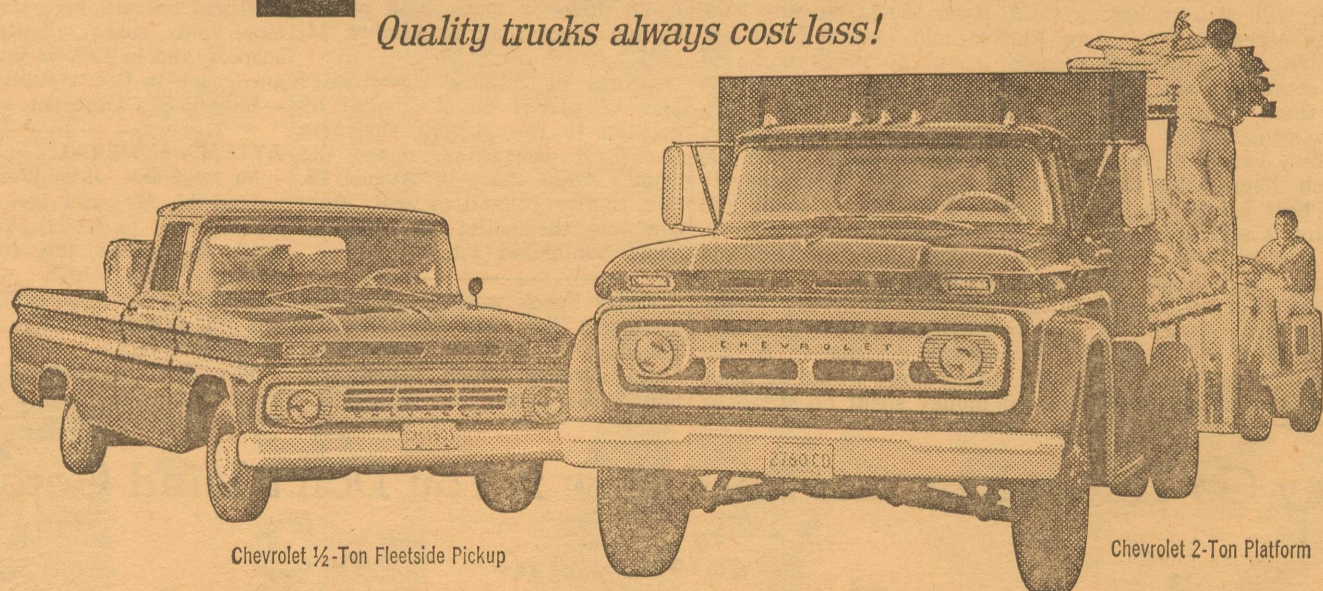
Late summer traditionally is the season for all-around savings on a new Chevrolet truck . . . selection is still good . . . deliveries are prompt . . . and Chevrolet dealers are doubly anxious to put you into a new vehicle in order to make way for next year's models. Coupled with the efficient performance a new Chevrolet truck will give you, it seems evident that you couldn't buy at a better time.

Come in and take full advantage of it!



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FOXWORTH-GALBRAITH
LUMBER COMPANY

'Liberty Valance' Is Action-Packed Western

If you want to get away from it all, meaning the Westerns on television, you might escape to the Eagle Drive-In Theatre tonight or Friday for "The Man Who Shot Liberty Valance," a big Western directed by John Ford.

It is almost on the same terms, simple, direct and "action-packed" as the ads say. What it lacks are periodic interruptions for advertising.

In a cast including James Stewart, Vera Miles, Lee Marvin, Andy Devine, Ken Murray and John Carradine, the best actor is John Wayne. You have seen him before and as you see him now. He rides as stiff-backed as ever and shoots as straight.

He plays Tom Doniphon of Shimbone, a frontier town. Wayne is a rancher who loses a girl to a younger man, Stewart. He devotes his talents thereafter to making life as comfortable as possible for the lucky couple—and without telling anyone but the audience how noble he was.

James Stewart, playing "Destry" all over again, is the back-east lawyer who gets slugged, kicked and horsewhipped by the sadistic Liberty Valance the first day he rides into town on the stage.

As Valance, Marvin evokes more audience hatred than Hitler did in the newsreels.

Will Stewart strap on guns and meet this threat to democracy? No—at least he won't until the climactic reel. He's content to bide his time, teaching reading, writing and democracy to the trail town illiterates.

He later becomes governor for three terms and seems to have a lifetime hold on a U. S. senatorship. In Washington, he has made his frontier state safe for admission to the union. He is being mentioned as a vice-presidential nominee.

Such statesmanship deserved its suffrage, but Stewart's success at the polls was really grounded on his reputation as the man who got rid of Liberty Valance. Liberty was a homicidal bully employed by the lords of the range to terrorize the farmers.

In a well-staged sequence, reminiscent of any gunfight on a deserted Front Street, Liberty Valance falls dead in his encounter with Stewart who can't hit the side of a mountain. He can orate bravely enough, but just isn't a marksman.

Who, then, fired the bullet that eliminated Liberty Valance? John Wayne, of course, from an ambush. He would do anything for the man Vera Miles love? She was a waitress at the Shimbone cafe and evidently as pure as her home-made soup.

Most of John Ford's telling sequences take place outside stage-coaches. The best is the convention on proposed statehood in which the Shakespeare-flowered sophistries of Caradine are worth the price of a movie seat. Another is Stewart's confession to a newspaper editor of his false reputation. Thusly is the picture told in a flashback.

The editor adds a ponderable moral. He tears up the story, which might have made lively "copy" for his paper to remark, "It ain't news. This is the West."

The frontier, well-ridden and adroitly shot-up by men who say

little and look volumes, remains a cult. It was one of the first created by the silent movie. It went easily into talking pictures. It may be an "imitation" of television which would be saying that the movies are now taking spark from an imitation of itself. The movies found the West long before television was a beam in anybody's eye.

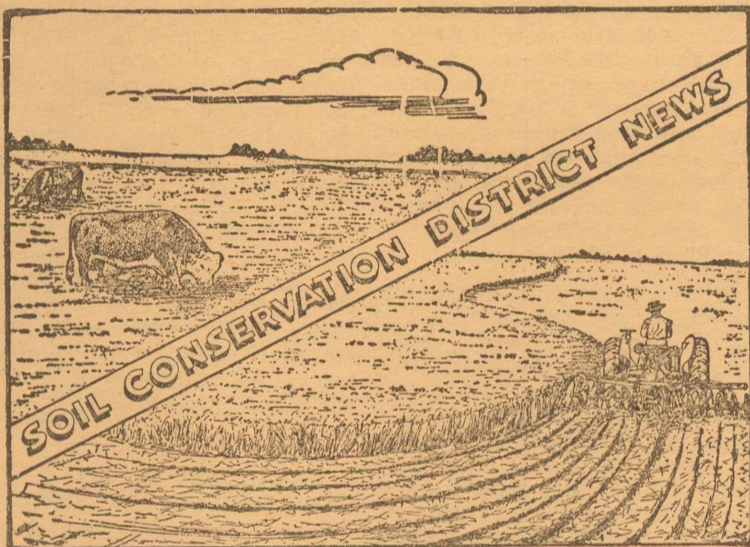
"The Man Who Shot Liberty Valance" is not gory. It is the glorification of sullen, self-sacrifice with Wayne casting himself as the martyr and Stewart as the not-unworthy beneficiary.

The moral, if any, is that if the legend is more cogent than the fact, keep the legend.

Legends, too, are real. They represent aspirations and desires which, when the long course is run, are the motivations of people.

So it may be time to honor John Wayne for his faithfulness to type and home spun image.

The cast:
Ranson Stoddard...James Stewart
Tom Doniphon...John Wayne
Hallie Stoddard...Vera Miles
Liberty Valance...Lee Marvin
Dutton Peabody...Edmond O'Brien
Link Apleyard...Andy Devine
Dr. Willoughby...Ken Murray
Starbuckle...John Carradine
Nora...Jeanette Nolan
Peter...John Qualen
Jason Tully...Willis Boucaver
Maxwell Scott...Carleton Young
Pompey...Woody Strode



J. Forrest Runge.....Chairman of Supervisors
B. E. Moore.....Vice Chairman
Ben Hext.....Member
Merton Shurley.....Member
Doyle Johnson.....Member

Farmers of the Eldorado-Divide S. C. D. who have applied and maintained soil, water and plant conservation practices on their farms, are receiving the benefits of these practices. Each practice plays its important part and when used in combination with all the other needed soil, water, and plant conservation practices, maximum benefits are achieved.

Since each practice does its individual part to obtain maximum benefits, it would be erroneous to say that one practice left out of the needed combination would not effect the purpose of soil, water and plant conservation. Since water is one of the most important elements in producing any agricultural crop, the conservation of water is an absolute essential if the maximum potential yields are obtained. In considering what needs to be done to hold the water received, two of the practices that are usually thought of first are contour farming and level closed end terraces. This is easy to understand since the water held by contour rows and level closed end terraces can be seen following each rain.

Where all the water is held on the land by terraces and contour rows, it might appear that no other conservation practices are needed. However, this could not happen if all the facts are considered. The three essential steps to conserve the maximum amount of water are: (1) the water must be held where it is received, (2) the soil must be in a good condition whereby the water will infiltrate into the soil and be stored, (3) the soil must be protected with a good dead litter cover (crop residue), or a cover crop to prevent moisture loss by evaporation.

Clemens Sauer, co-operator with the Eldorado-Divide S.C.D., is a firm believer in applying and maintaining all conservation practices needed on his place. Clemens states, "The benefits from soil and water conservation are evident every year." When fields are treat-

ed with the needed soil and water conservation practices, they produce more than the untreated fields. There is no doubt that good conservation pays, Clemens pointed out.

This year Clemens is seeing the benefit of a new practice that was applied on his place last fall. In addition to leaving good crop residue following residue producing crops, cotton burs were applied on 23 acres to serve as crop residue use. The burs were applied at the rates of approximately 5 1/2 tons per acre. It is very evident that the cotton on this field has withstood the hot dry summer far better than fields without good residue.

There is no doubt in Clemens' mind that the cotton burs (crop residue use) helped hold the small amount of rainfall received on the land where it fell and reduced water loss by evaporation to a minimum. This conclusion is based on the fact that the cotton plants remain green and vigorous through the hottest part of the day.

The main reason that the cotton is doing so well is the fact that the temperature of the soil is kept down by the good residue cover. Soil temperature readings taken last week under a good cover of residue was only 86 degrees, as compared to 117 degrees in soil without residue cover. After observing the soil temperature readings, Clemens remarked, "I have known for years that crop residue would make a difference in soil temperature, but I had no idea it could be a difference of 31 degrees." Lower temperature means less water loss by evaporation which in turn means more of the water received available for crop production. These temperature readings were taken by Sauer and technicians of the Soil Conservation Service. Each reading was taken in the open and was not effected by shade from cotton or other plants.

SALES PADS for sale at the Success office.

Santa Fe Salutes 100 Years of Land Grant Colleges and Universities

Land-grant colleges and universities throughout the nation are celebrating the centennial of the Morrill Act—the Congressional act which established their being.

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Santa Fe, a partner in the progress of our nation, is proud to salute the nineteen land grant colleges and universities in the states we serve.

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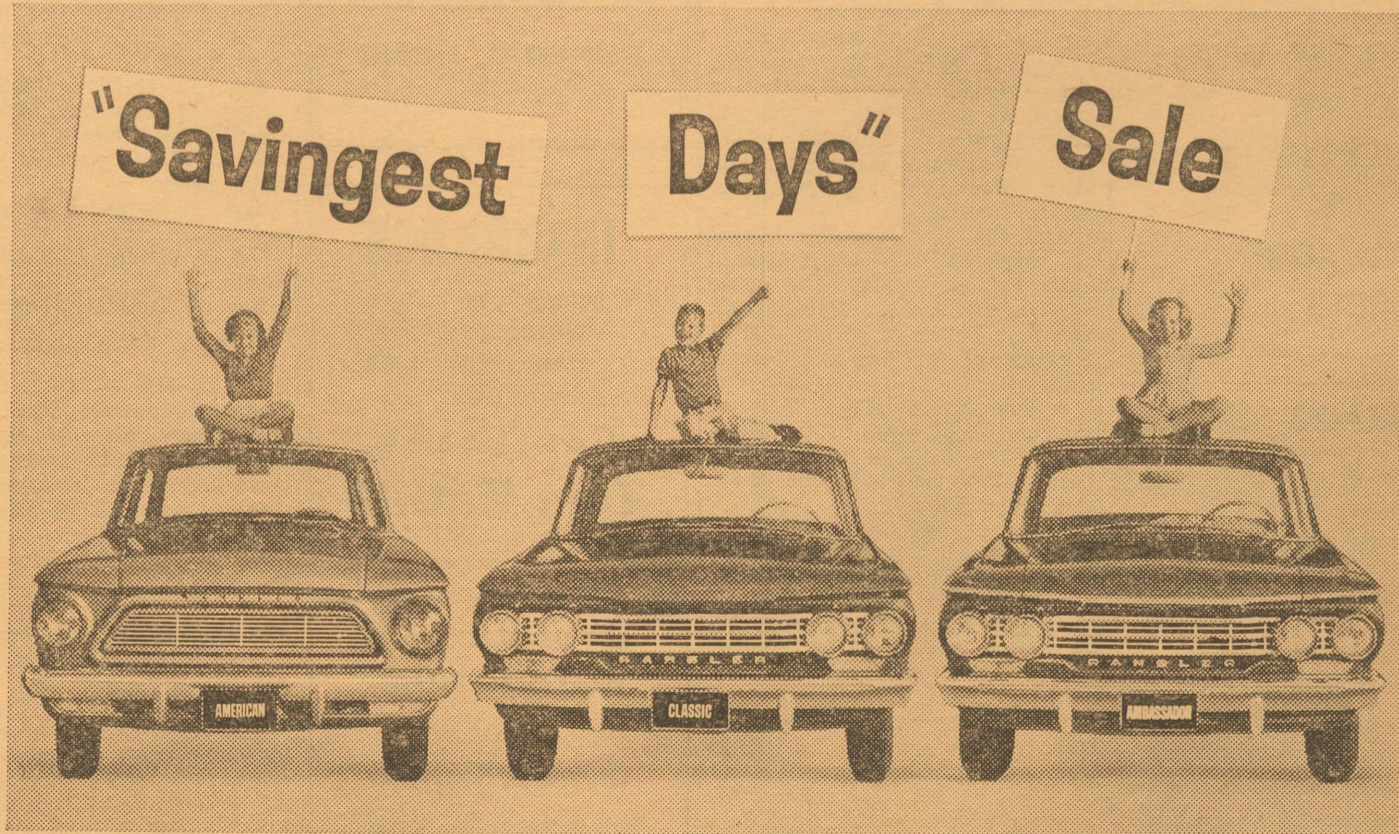
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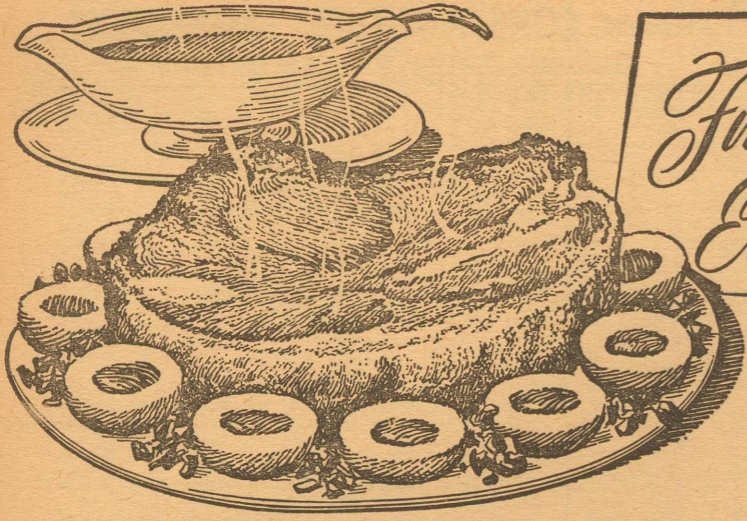
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