## 'Your Kome Gown Newspaper' THE MERKEL MAIL




## Legal Notices



$\mathbf{G}_{\text {RANDMA will tell }}$ you that housecleseaning was one chore she hated-and Grandpa dreaded. But that was before Reddy Kilowatt, your electric servant,

Now, with the low-cost, dependable electric servant, Reddy Kilowatt, ready to lend a hand-or a dozen hand ery. Housecleaning-and housekeeping, as well.
he housewife has a dozen helpers at her elbow. Today, electric servants wash, cook, ew and clean-they preserve her food, light her hom and entertain her guests.

Never before has electric service done so much to make life easier and more comfortable. Yet the West Texas Utilities Company is furnishing to residential consumers electric service at rates 17 per cent less than ten year age W
little?

## West Texas Utilities Company

| The Merge Mail |
| :--- | :--- |
| MOVE CALENDAR | Uncle Sam Says



Spring Clean-up Week In Texas, April 4-10


Never a scent so impudent
TRIFLING your lightest mood pluck at heartstrings eve so gently . . . to extend an from irresistable as ever beckoned a ladies' eyes. to make him remember with a smile and a sudden quickening of the pulse.
by LENEL
cITY DRUG COMPANY
"Good" Grass Isn't Good Enough!


The culture will of the U. S. Department of Agrisighted rancher and farmer out of his actual
experience. So will students and teachers of land experience.
management everywhere... In that bright pos
sibility sibility of range and pasture improvement lies
one principal hope for more food for a hungry one principal hope for more food for a hungry
world. Not only more food, but better food For proper grassland management will improve
the fertility of the land, and the nutritive value of the foods coming off it. It will save the land too, protecting the precious layer of topsoil from
blowing away or washing off to sea. And it will increase the amount and value of hay for cash-
crop or winter feeding.

The way is wide open for you to improve your 1. We way is wide open for you to improve your
help you. For add ice willing allies stand ready to
hetive help in planning your own grass-management program, there's your County Agent ....For technical, practical
help in putting your program into, operation,
call on the Soil Conservation Service technician who lives in your district .. And for information station.
The program of good management for your grassland which you work out together will prob-
ably consist of some -or perhaps all -of the try: (1) Livestock If numbers balanced to the amount of grass you can produce. (2) A rotation
schedule of seasonal grazing. (3) Water located conveniently. (4 Elimination of excessive brush 5) Wider distribution of salt to prevent over grazing near salt source. (6) Re -seeding of over
ied or abandoned range. (7) Introduction of improved native grasses and adapted new grasses 8) Irrigation. 99 Protection against wind and water erosion. If yours is farm pasture land pasture mixtures which stretch the grazing season at both ends. (4) Weed control by mowing or chemicals. (5) Rotation grazing.
ance of over-grazing. (7) Irrigation.
We of Swift \& Company have the same deep basic interest that you have in range and pascure improvement. More and better grass is to our interest as it is to yours-and to the nation's.
That's why we urge you to act, if you have not already done so, to increase the productiveness of your grasslands.
OOUR cITY cOUSIN

Martha Pagans Recipe for SPRINGTIME PORK AND VEAL
 $1 / 2$ cup diced rhubarb $\quad 1 / 4$ tablespoon sup water
$1 / 2$ $1 / 2$ teaspoons salt
Cut pork and veal into 1 -inch cubes. Brown in heavy cover. Combine salt, flour, sugar, and water. Stir tightly into meat. Sim
without toast.

Soda Bill ser:
that flattery is soft soap


Profit Comes from SAVING! The story at the head of this page is
about farmers and ranchers making the most of their grasslands. By good plan-
ning, managing well, and operating efficiently, they can grow more grass, produce more food for the world, and make more money
While writing that story. I was struck by a similarity
in While writing that story, 1 was struck by a similarity
in thitient bust it is careful planning and
efficient operation that keep us in business, too. Like efficient operation that keep us in business, too. Like
you with your grassland, we 've got to make the most
of what we have. We've got to practice efficiency. We, of what we have. We've got to practice efficiency. We,
also must cut costs, operate with economy. Not only also, must cut costs, operate with economy. Not only
the important economy of finding uses and markets for every possible by-product, but economy and efficiency
all along the line. Maybe you saw Swift's recent financial report for
1947. It showed that we earned $\$ 22,334,977$ after pro1947. It showed that we earned $\$ 22,334,97$ after pro-
vision of $\$ 12,000,000$ for high cost additions to fixed
assets. vision of $\$ 12,000,000$ for high cost additions to axed
assets. This earning represented one cent out of our
average dollar of sales. That one cent was earned in average dollar of sales. That one cent was earned in
large part by the saving we made. The operating fig.
tres of our business prove that statement. They show res of our business prove that statement. They show
where the savings came from. New methods of doing
things which save time and cost. things which save time and cost. Modern equipment
replacing old, worn equipment. Better ways disco-
cred by Swift research to produce, use and handle replacing old, worn equipment. better ways discord-
ered by Swift research to produce, use and handle
Swift product. A small saving here. another there
tittle economies pyramiding into big economies. U. little economies pyramiding into big economies.
Until, added together, the savings which we made last
year in the actual day-by-day operation of the Swift year in the actual day-by-day operation of the Swift.
business amounted to a considerable part of our earnings.
Careful planning, good management and efficient
 operation are "musts" in our business as in yours, "Lit-
the things" can often add up to the difference between F.M. Simpson

SWIFT \& COMPANY
UNION STOCK YARDS
CHICAGO 9, ILLINOIS





