





### Cokes To Sell For More As Case Price Is To Inflation

more than 50 years, Coca-Cola has traditionally sold for 5c. through the inflationary spurring with World War II. effective this past Monday, wholesale price of "cokes" on the per case basis which is expected to cause retail dealers to raise the six-cent price already in some areas, according to J. Conrad Dunnicutt, vice-president of the Coca-Cola Bottling Co. which is with a feeling of relief that we have moved away from the five-cent price." Mr. Dunnicutt said, adding that "we have planned and mechanized and economized to keep it at six-cent price, but the upward push of costs of materials, labor, and taxes have made it necessary to increase the price."

"Now that we have increased our price from 90c to 96c per 24-bottle case, we believe that our dealers will be glad to get some relief in their profit margin. We believe that our customers will cheerfully pay the extra one-cent per bottle," he said.

In addition to the increase in price, the bottle deposit was increased from 3c to 4c.

Ray L. Bell is a patient in Midland Memorial Hospital this

### BAN LIFTED ON HAREM BOOK



**LONDON** — No banning of "Tia" in England was the verdict revealed from there by glamorous author Helga Moray. The film and stage star's latest novel has already been published in this country and caused a stir here a month ago in more than literary circles. It is a concubine's "eye-view" of a 16th Century Turkish harem and shows in detail how the Sultan's "favorite" uses her feminine wiles in self-sacrifice to further the growth of the Christian faith. "I researched more than 400 books in libraries in six world capitals," the talented beauty said, "and my facts are right." The facts are so right some English censors felt they should have been "toned down" a bit. Britishers bought 12,500 copies the first three days to find out.

The oldest chain store in the Americas is the Hudson Bay Co., operators of over 250 subartic trading posts and ten large stores in Western Canada. The oldest chain store in the U. S. is the Great Atlantic and Pacific Tea Co., founded in 1859. It is now the largest retail store in the world.

### 16th Annual El Paso Livestock Show, Rodeo Set For Feb. 8 To 15

EL PASO, Tex., Jan. 21.—The 16th annual running of El Paso's Southwestern Livestock Show and Champion Rodeo is scheduled for Feb. 8-15 this year.

The El Paso show has traditionally drawn top cowboys in the game. Top stock will also be provided by the Beutler Bros. of Elk City, Okla., top rodeo producers in the nation.

The Southwestern Championship Rodeo is produced each year by the El Paso Chamber of Commerce. Its primary purpose is to serve as a means of support for the junior livestock show held in conjunction with it.

Starting with 49 calves in 1931, last year's stock show grew to 997 calves, sheep and swine entered last year. Between 1,200 and 1,500 animals are anticipated for this year's show.

The event will be held in the El Paso County Coliseum.

Centigrade temperature is based on 0 degrees for the freezing point of water and 100 degrees for the boiling point under normal air pressures at sea level. Centigrade is accepted by most countries in daily life except in the U. S. and Great Britain.

Caviar a Russian delicacy, is made of the salted unripe eggs of the sturgeon and other fishes.

—JOIN MARCH OF DIMES—

Bill Hurn, who is a student at San Angelo Junior College, spent last weekend in Rankin with his mother, Mrs. Herbert Hurn.

—FIGHT POLIO—

Rev. and Mrs. R. L. Herring of Melvin were weekend guests of their daughter and son-in-law, Mr. and Mrs. Johnnie D. Hurst.

### WASHINGTON AND "SMALL BUSINESS"

By C. WILSON HARDER

British Prime Minister, Winston Churchill, for the second time in a few months is a U. S. visitor. The purpose of the visit, it is said, is to talk over mutual problems with President-elect Eisenhower.

The time has come, many feel, to clearly analyze just what this mutual problem with British entails. Of the half billion allocated to European aid during this fiscal year by the Mutual Security Administration, over half has been allocated to the United Kingdom.

However, information received now indicates that even Churchill and other European leaders think that the continued American dollar give away plans are getting to be ridiculous.

The new plan, now finding favor among the monopoly industries of Europe is for a much bigger giveaway . . . the giveaway of the American market.

In short, here is the proposed.

The Congress of the United States should reduce substantially, and in some cases, remove entirely, import tariffs.

There will be a great debate on import duties, far greater than those of many years ago.

The picture is not pretty.

With the U. S. Marshall Plan, and other aids, billions in production machinery and raw material have been shipped to Europe. Most, if not all of this, went to the big European monopolies who have increased their production 40 per cent or more above prewar standards. Now, Europe billions. Now they seek the carcass, hide and tallow.

U. S. taxpayers have given Europe billions. Now they seek the carcass, hide and tallow.

The forthcoming Great Debate on tariffs will affect everyone, labor, farmers, independent manufacturers, and even the retailers.

U. S. taxpayers have given Europe billions. Now they seek the carcass, hide and tallow.



C. W. Harder

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**MITCHELL DRUG**  
Rankin, Texas

Mr. C. W. Griffiths left last Wednesday for Hico, Texas, to attend the funeral of his nephew, Lt. George Don Griffiths, who was killed in a plane crash near Merced, Calif., recently.

The adult chigger is harmless and about one-half inch in length. The common "redbug" is a baby chigger and is a bloodsucking parasite about one-thirtieths of an inch in length.

Mrs. Walton Herral attended a District Executive meeting of the Sixth District Parent-Teachers held at the home of Mrs. Edwin Jackson in Eldorado on Monday.

Lloyd Yocham, who is a student at John Tarleton College, visited his parents last weekend and also attended the Upton County Lamb Show in McCamey.

—JOIN MARCH OF DIMES—

### Quilting Bees, Stunts Promote March of Dimes

AUSTIN, Jan. 21.—Desperate for money to fight polio, Texas citizens are tapping all resources to accelerate the 1953 March of Dimes, according to Gen. Robt. J. Smith, State MOD chairman.

Everything from quilting bees by mothers to mass school solicitation by pupils have been used successfully. Many sports phases have been utilized with special benefit games. Newspapers, radio and television stations have concerted fund-raising stunts.

Such ingenuity helped one school reach its "quota before the campaign formally opened Jan. 2. That was the Rotan, Texas, Junior High School, which based its successful drive on a contest between school rooms.

Other Texas schools have sponsored local March of Dimes, San Angelo High School's basketball team became the vehicle for another effective effort. Different merchants offered to contribute \$1 each for every point made by the team in a certain game. Several other Texas cities are adopting this plan.

Alice women gave a MOD style show; San Antonio firemen played the policemen at basketball in another benefit; Abilene Carpenters union gave a dance; Breckenridge women made a quilt for auction over Station KSTB, and in Denison, Rev. V. D. Preece, pastor of the Sunnyside Baptist Church, made a MOD sermon from his bed where he has been confined following a polio attack.

Kerrville realtors sponsored a March of Dimes movie. Lufkin, Austin and other cities diverted all dimes placed in parking meters to the MOD fund.

Texarkana Elks backed a special MOD radio show. Houston's top entertainment talent collaborated to put over an evening-long benefit show. Beaumont's youngsters added to the cash jackpot with a roller skating party. The Texas A&M field house will be the scene of a Bryan community March of Dimes sports show Jan. 23.

Gen. Smith said "countless other communities are using countless other schemes to guarantee success of this state-wide effort that must not fail."

### Baptist Home, Foreign, State Missionaries To Speak In District 7

The first and second weeks of February will be momentous ones for the Baptist Churches of District 7 because of the Schools of Missions which will be held as church-wide activities in all three of the associations. Beginning Sunday morning, February 1, there will be a different missionary to speak in services from then through Friday night in the ten churches comprising the Pecos Valley Group, while the same procedure will be followed the next week in eight churches in the Big Bend group. Thirteen churches in the El Paso Association will be conducting schools February 8-13, also.

Missionaries who will speak in the district during those weeks will be Mr. and Mrs. Marvin Sorrels, missionaries to the Indians in Arizona; Miss Helen McCullough, missionary to China and Hawaii; Miss Inez Lung, teacher in a Girl's School in Hong Kong, herself an American Chinese; Mrs. George Wilson, part Indian and teacher in Albuquerque Indian Schools; Misses Mary Etheridge and Nina Gillespie, workers in the Chinese Mission in El Paso; Hoyt Eudaly, Baptist Publishing House, El Paso;

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### MARCH OF DIMES

## FIGHT INFANTILE PARALYSIS

**JANUARY 2-31**

Mrs. Zack Monroe and Mrs. Calla Henley were visitors in Ft. Stockton Sunday.

—FIGHT POLIO—

Mrs. Ralph Daugherty and Mrs. Tom Workman were business visitors in Midland Monday.

The U. S. Cavalry, traditionally colorful branch of the Army mounted on horseback, was all but absorbed into other branches in World War II. Following that war, the horse cavalry ceased to exist, thus ending a colorful saga of military history.

A cavy is a small rodent with short legs and ears and the complete absence of a tail. The guinea pig is a domesticated cavy.

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