

Little League Activities

This weeks activities at Little League Park opened with the Pigs taking the measure of the P. P. by a score of 11 to 4. D. Rodriguez hit his fourth home run to help Garcia with the win. Thomas was the losing pitcher. D. Baugh hit his first home run of the season in this game and again connected for a home run the following night as the P. P. beat the Rebels 4 to 0. Baugh was the winning pitcher with Lopez the loser. Rodgers led the Vets to a 7 to 6 victory over the Rebels with his first home run of the year on Saturday. Monday and Tuesday saw some high scoring games. Monday the Pigs out scored the Vets 12 to 9. The lead changed seven times during the game. Tuesday night Stephenson hit his first home run to win his own game as the Rebels beat the Pigs by a score of 14 to 8. Graham was the losing pitcher.

The game between the Pig mothers and the Rebels mothers was enjoyed by all. The Pigs win was helped by a home run hit by Julia Rivers. Thursday night will see the Vet and P. P. mothers play the final mother game of the year. We can promise everyone a lot of fun, so be sure and be there.

H. L. Davis & Co. Store Building Remodeled

H. L. Davis & Company started work this week on remodeling the front of their store.

The entire store front is being taken out and considerable floor space will be gained in the modernization work.

Brick work was started Wednesday morning, and installation of glass is expected the last of the week.

Modern steel frame glass doors will be used giving this popular store a modern appearance.

4-H Jr. Rodeo Proves Very Successful

Tommy and Sue Flenniken, brother and sister, were named best all-around cowboy and cowgirl Saturday night at the sixth annual Fisher County 4-H Junior Rodeo.

The two night show closed before an audience of about 800 persons, making total attendance for show about 1,300, according to Fisher County Agricultural Agent, Frank L. Crowder, Jr., who said this was "the best show to date."

Tommy and Sue are the children of Mr. and Mrs. T. C. Flenniken of near Hamlin. Both were in the show's senior division.

With his sister, Tommy was first in ribbon roping, which is a team event, second in the three-man tie-down, and first in the senior calf roping.

Sue, besides winning in the ribbon roping, won the girl's barrel race and the soda pop race, and was third in the goat tie-down.

Runners-up for the honors were Truman Maulden of Sylvester and Shirley Whitworth of the Busby community, which is in the south part of Fisher County.

Tommy's times were 30.9 sec. total on two calves in the ribbon roping, 31.3 sec. in the three man tie-down, and 41.4 sec. total time for two calves in the calf roping.

Sue had 40.6 seconds total time on two rounds in the barrel race, 55.7 seconds in the soda pop race, and 62.3 seconds on the goat tie-down.

Shirley Whitworth, who was runner-up for best cowgirl this year, was in a tie for the title last year.

Event winners were as follows: Boys senior ribbon roping—1. Flenniken, 2. Mauldin.

Girls senior ribbon roping—1. Flenniken, 2. Whitworth.

Boys junior ribbon roping—1. Butch Scott, Sylvester. (only junior boy to catch both calves.)

Girls barrel race—1. Flenniken, 2. Desie Price, Rotan, 3. Beverly Smith, Rotan.

Junior three-man tie down—1. Shannon Young, Roby. (only boy to catch both calves.)

Senior calf roping—1. Flenniken, 2. Mauldin, 3. Rex Brafford of Palava.

Junior calf roping—Terry Mauldin, with 59 seconds for calf, Saturday night.

Junior bull riding—Jack Byrd, from south part of Fisher county, and Neil Carter, Roby completed their rides.

Senior bull riding—Freddie Stuart, Roby, Red Cave, Rotan and Bunny Terry, Roby completed rides.

Soda pop race—1. Whitworth, 2. Flenniken, 3. Linda Maule of Hobbs. Goat tiedown—1. Whitworth, 2. Maule, 3. Flenniken.

THE ROTAN ADVANCE

VOLUME NO. 49

Rotan, Fisher County, Texas

Thursday, July 14, 1955

No. 24

Lions Club Has Ladies Nite And Installation Of Officers Tuesday

Lions Club laides night and installation of officers was held Tuesday night at the club meeting place in the Ritz Cafe.

Good attendance by local Lions and their ladies was boosted by a nice group of visiting Lions from the Roby club.

Outgoing president, Lance M. Davis presided and gave a brief talk thanking his officers and directors for their cooperation during the past year.

He then asked executive secretary Mrs. Gray for a report on the years accomplishments. This report showed the best year for the local Lions club in recent years. All old debts have been paid and a nice cash balance remains on hand. Lions International has been paid a very old debt and many worthwhile accomplishments have been made. Davis and his officers are to be congratulated on the years work.

Dr. Lawrence Hayes was master of ceremony and presented a former Lions club sweetheart, Betty Clark, who gave two vocal numbers accompanied by the new sweetheart, Relna Branch. Lion Hayes entertained the group with humorous stories and some serious thoughts.

Chas. Hogsett Jr., zone chairman of Lions made interesting comments of the club's activities, one of the most interesting being that the Rotan club led the entire district in membership during the past year. He installed officers and directors for the coming year.

Farm Bureau Selects New Service Agent

The Fisher County Farm Bureau met Tuesday night July 12, for the Directors meeting.

The Board of Directors accepted Mr. Drue Wallace resignation as Service Agent and Mr. Ollie Cooper will serve in this place.

It was voted by the Board to sponsor and support the "Black-eye" Pea Program in Fisher County.

Mr. Charlie Cravy, Area Supervisor from Lubbock was with us and gave a report on the Insurance Services that are offered Farm Bureau members.

The Board of Directors would like to invite each one to these meetings as they will help people to know just what Farm Bureau is doing.

Miss Maxine Jenkins went to Longview Tuesday where she will be in the wedding of Miss Joyce Bander, a former schoolmate, in Hockaday and also at the University of Texas. Miss Bander has visited in the Jenkins home several times.

Mr. and Mrs. Homer Pullen of Bryant and their daughter, Mrs. Bennie Allen and Mr. Allen of Amarrillo visited Mr. Pullen's sister Mrs. S. B. Marr and Mr. Marr Friday of last week. Mr. Pullen is in very ill health and Mr. and Mrs. Allen were taking them to Amarrillo to stay awhile.

Henry Withers was very ill Tuesday from a wasp bite suffered at his home. Immediately after the bite Withers "blacked-out" and a doctor was summoned for treatment. Withers was back to work Wednesday with the left side of his face showing who lost the battle.

Mr. and Mrs. Clifford Clegg of Corpus Christi visited his parents, Mr. and Mrs. J. F. Clegg, July 4th. Other visitors were Leo Clegg and children of Sweetwater.

Mr. and Mrs. Edell Bristow left Sunday for Elida, Wis., where they will visit their daughter and family.

Senior Cake Sale

Rotan Senior Class will have a Cake Sale Saturday, July 16th beginning at 8:30 a. m.

You are cordially invited to come to C & C Drug to buy a good home-made cake.

Bureau Queen Contest To Be Held Again

The Fisher County Farm Bureau is sponsoring the annual "Queen Contest" again this year, and want to invite all young ladies 16-22 and not married to enter. The contest will be held August 9, and the County Queen will be selected and then she will compete in the District contest for State Queen.

The rules for the contest can be had by contacting the Farm Bureau office at Roby or calling Mrs. Odell McQueen at 5684.

We hope that all girls who are in this age group will enter this contest.

There will be further word about this next week.

Doug Weathersbee At Tucson Air Base

Cadet James D. Weathersbee of Rotan, reported this week to Davis-Monthan Air Force Base, Tucson, Arizona, to begin a four weeks period of training with the Air Force Reserve Officers' Training Corps.

During this period of active training, Cadet Weathersbee will supplement his past three years of academic training as Reserve Air Force Officer at Baylor University with an indoctrination in the workaday Air Force at this station of the Strategic Air Command.

His curriculum during summer training will cover such subjects as Weapons and Marksmanship, Physical Training, Aircrew and Aircraft indoctrination and the organization of an Air Base. He will observe the workings of a modern jet bomber unit and shall participate in familiarization activities covering almost all phases of the operation of a United States Air Force installation.

Cadet Weathersbee's parents are Mr. and Mrs. O. D. Weathersbee residing at 411 N. McKinley.

His association at the University include the following, Delta Sigma Pi fraternity and Honor Society.

Sheep Producers To Vote On Sales Program

Fisher County sheep producers will vote in a national referendum on a move to deduct payments from sheep sold in the next few years to finance an advertising and promotional campaign designed to improve the wool and lamb market according to Marjorie M. Smart, Fisher County ASC Office Manager.

Ballots will be mailed out to all known sheep producers in the county. Anyone not receiving a ballot are urged to contact the local ASC Office for a ballot. The producer may cast his ballot, either by returning by mail or by bringing it into the ASC office, any time up to and including August 19.

The referendum is an outgrowth of an agreement between the American Sheep Producers Association and Secretary of Agriculture.

If the agreement is approved, deduction rates for the 1955 marketing year will be one cent a pound on shorn wool and five cents per hundredweight on lambs and yearlings moved to market with the wool on.

The deductions in each of the three subsequent marketing years would be set by Secretary Benson and the council. The agreement will not become effective unless approved on a national basis by producers who own at least two-thirds of the total sheep and lambs owned by all those voting in the referendum.

Each producer must designate on this ballot the number of animals in his herd. Miss Smart said this information will be kept strictly confidential and will not be subject to inspection for tax purposes.

Any person who has had an ownership interest in sheep or lambs, six months or older, continuously for any one period of 30 consecutive days since January 1 is eligible to vote.

Ownership of mohair or Angora goats will not qualify a producer to vote in the referendum.

Earl Singley of Arlington and Mrs. Ida Gremar of Clifton, A-1c Fred Singley and Bob Marphe of Wichita Kan. Air Base spent the July 4 week end visiting Mr. and Mrs. L. D. Singley and family and Mr. and Mrs. A. F. Singley.

Baptists Preparing For Revival

In preparation for the week of Revival, July 24-31, the Brotherhood of the First Baptist Church, with J. D. Burk as president is sponsoring 10 home prayer meetings Tuesday evening the 19th. It is expected that six to eight families will be represented in each group.

Morning Prayer Meetings are announced at the Church, Thursday, Friday, and Saturday of next week from 7:00 to 7:45 a.m.

Mr. Joe Trussell, widely known among Southern Baptists as an outstanding gospel singer will direct the music and speak at the morning services. The pastor, Lawrence Hayes, will speak at night. Mrs. Trussell will direct the youth activity for the week.

Sunday Services

Sunday School meets at 9:45 in eight departments with a class for every age group. The pastor will speak at 10:50 on "The Mission of Jesus."

Training Union meets at 7:00 with the Church hour at 8:00. The pastor will speak on "A Divine Necessity."

The nursery is open for all services, and the Church and pastor extend a cordial welcome to all visiting friends.

Cotton Insect Situation

During the past week several cotton fields have been checked for insect infestations. The checks indicate that infestation is spotted; extremely heavy in some fields and very few maybe a mile away.

Some older cotton near Hobbs shows evidence of early fleahopper damage—that is the stalk is large and growthy with very little fruit except right in top. No fleahoppers were found in this field but a few bollworms and several bollworm eggs were noticed. Where these conditions exist it will sure pay to keep a close watch and if the worms start to build up get into the patch with a sprayer. The worms are fairly susceptible to DDT spray and the addition of Taxaphene will take care of any other insects. This Taxaphent (4 lbs. per gallon)—DDT (2 lbs. per gallon), which is commonly called 2 and 1, should be applied at the rate of 2 quarts per acre.

In fields of late cotton checked East of Roby, at Claytonville, and just South of Rotan, there appears to be a strong buildup of thrips, aphids, and fleahoppers. Where cotton is extremely late (planted after the hail), I would recommend at least three applications at seven day intervals to control the insects. Taxaphene at the rate of 1 to 2 quarts per acre is effective. Thripe, Aphids, and fleahoppers can cause the plant to be stunted, lose what fruit it puts on, and in some cases kill the cotton.

"Rage At Dawn" At Lance Sun-Monday

The story of the boldest double-cross in outlaw history provides the basis for "Rage at Dawn," new big-scale Technicolor outdoor drama coming to the Lance Theater on Friday and Saturday, July 14-15, with Randolph Scott heading a star cast in which Forrest Tucker, Mala Powers and J. Carrol Naish have top roles.

Scott appears as a former Confederate spy who is given the difficult assignment of bringing to justice the notorious Reno Brothers. Forerunners of a bandit era which later was to spotlight such desperadoes as Jesse James, the Youngers and the Dalton band, the Renos terrorized southern Indiana and neighboring states in the 1860's.

Porters Buy Roby Locker Plant

The Roby Locker Plant formerly owned by C. E. Leon was purchased last week by the Porters and will be operated as Porter Locker Plant by A. D. Porter.

The Roby plant is modern in every respect, and will operate on the same plane as the local plant with service to the customer as their aim. This plant offers a complete locker plant service.

Cross Roads Baptist Revival July 15-24



V. D. WALDEN

V. D. Walden, pastor of Jayton Baptist Church will hold revival services at Cross Roads starting Friday, July 15 thru 24th.

Bobby Gruben will lead singing and Mrs. Odell McQueen is pianist. Cottage Prayer meetings will be held Tuesday and Thursday nights with regular Prayer meeting Wednesday.

Morning services at 10:30 a.m. Evening services at 8:00 p. m. Everyone is invited to attend these services.

Cross Roads Church Closes TU Revival

The Training Union Revival held with Cross Roads Church July 3 through 8th, proved very successful from every standpoint.

Sixty-seven were enrolled in the study course.

Mrs. Caly Thompson and Darwin Farmer from Baptist State Training Union Department in Dallas had charge of the course.

Afternoon meetings were held for leaders and evening sessions for entire church.

The course was concluded with a fellowship, with refreshments served and volleyball games being enjoyed.

Calif. Visitors Honored With Morning Party

Judith Morrow entertained Friday morning at 10 oclock with a Coke party honoring Margaret Mary and Irene May of Salinas, California, guests of their aunt, Mrs. J. Frank Johnson. Others attending were Annette Ashley, Sandy Morrow, Relna Branch, Sylvia Gehan, Sharon Gruben, Loretta Dogett of Fort Worth, Linda Smith, Becky Strickland, Lynn Byerly, Boby Posey, Betty Patton, and Peggy Robertson.

David Cooper is recovering from a severe case of measles. David is staying with his grandmother, Mrs. J. V. Hellums, while his mother is attending the University in Austin.

Mrs. Ellis Locke and David came Wednesday morning to visit her parents, Mr. and Mrs. H. C. Shelton several days.

Mr. and Mrs. D. C. Bradley and Don of Childress visited Mr. and Mrs. Ross Burnes Saturday night.

Mrs. Charles Champon and Mrs. Gerald Fincher of Jayton visited Mrs. Ross Burnes Monday.

Mrs. J. W. House, Bill House and Mrs. Joe Mills visited in Weatherford Sunday.

Mrs. Cecil Lotief returned Sunday from a weeks visit with her daughter Estelle Lotief in Austin.

Randy Rives of McCamey is spending the week here with his grandparents Mr. and Mrs. W. A. Rives.

Mrs. Lona Mae Cheek of Hobbs, N. M., spent Saturday night here with Mr. and Mrs. Emmett Cave.

Guests of Mr. and Mrs. Claude Carriker this week are her mother and niece, Mrs. S. S. Moore of Stephenville and Sharon Moore of Jayton.

Mrs. W. B. McKimney spent last week in Comanche and Mullins visiting relatives.

Mrs. Gray Heads Oil Industry Information & Service Program

Mrs. R. R. Gray has been appointed Chairman of the Rotan Oil Industry Information and service program for local residents.

Appointment of Mrs. Gray was announced by Zolus Motley, Area Oil Industry Information Committee Chairman.

The object of the American Petroleum Institute sponsored information program is to present facts about the Oil Industry to the people hrouthout the country, and to show how best interests are served by privately owned, highly competitive oil companies.

The local O. I. I. C. will concentrate on three major projects: A school program which provides supplemental teaching materials to Junior and Senior High School classes; A radio, TV, and press project; And Oil Progress Week. The latter is an October event placing particular emphasis on the progress of the Oil Industry and the importance of local service station operators.

"Any individual or organization interested in movies, speakers, or other programs about the oil industry should feel free to contact me," Mrs. Gray said.

Young Man Has Eleven Living Grandparents

Kenneth Dean Jones, son of Mr. and Mrs. Dean Jones who was born Tuesday night at Callan Hospital, we believe sets a fair record on living grandparents. He is endowed with 11. They are: paternal great-grand parents C. F. Jones of Cove, Arkansas; Mr. and Mrs. S. G. Senn, Aspermont; Mr. and Mrs. C. A. Jones, Rotan.

Maternal greatgrandparents, Mr. and Mrs. H. C. Hartsfield, Mr. and Mrs. Frank Aaron and grandparents Mr. and Mrs. Walter Hartsfield.

John Carter left last Friday to return to Williams, Arizona after visiting his parents Mr. and Mrs. C. C. Carter. Mrs. Carter is in the Callan Hospital following an accident at her home last Friday. She got out of the car and it began to roll and knocked her down and ran over her breaking her right shoulder. She is doing fine.

Visitors in the home of the J. L. Cleggs lately were Mr. and Mrs. Ed High and Mary Evelyn of San Angelo, and Mr. and Mrs. Bill Freeman, Joe and Leta of Del Rio.

Nazarene Church News

The Nazarene Young Peoples Society was organized Sunday evening, July 10. This group will meet each Sunday evening at 7:30. All young people are invited to attend.

The Rotan Nazarene Church will be host to a District Workshop July 22, at 7:45 p.m. The District Superintendent, Rev. O. W. Jenkins, will be present with a male quartet. This will be an informative and inspiring gathering. Eviroyone is invited to attend.

You are invited to attend the Nazarene Sunday School regularly. You will find, a class for yourself, a class for every member of your ly family, interesting teachers, lessons from the Bible, a spiritual atmosphere, a friendly spirit and a helpful attitude. Sunday School begins at 9:45 a.m.

Luther Clegg To Marry Muleshoe Girl

—Muleshoe Journal

Mr. and Mrs. Roy H. White of Route Three, Muleshoe, announce the engagement and approaching marriage of their daughter, Mary Jo to Mr. Luther Bryan Clegg, son of Mr. and Mrs. J. F. Clegg of Rotan.

Miss White graduated from Bethany Peniel College, Bethany, Okla., where she majored in English, in June.

Mr. Clegg graduated from Bethany Peniel College in 1954, and has for the past year been engaged in teaching in the Fluvanna Public Schools.

Tentative wedding plans set the nuptial date as August 13, in the Muleshoe Church of the Nazarene.

Cancer Society To Make Seperate Drives

AUSTIN —The American Cancer Society has barred additional participation by Units of the Society in federated appeals or community chests, according to a Society policy released today.

The policy was announced by Travis T. Wallace, president of the Cancer Society's Texas Division.

Mr. Wallace said that Units of the Society already in united funds or community chests may continue the relationship so long as they maintain the rate of growth of independent units.

The policy, made by the Cancer Society's volunteer board of directors and approved by the Texas Division's volunteer leaders, is the result of an exhaustive study of means of meeting the growing needs for an expanded attack on cancer, Mr. Wallace said. It provides that Units of the Society now in federation review annually progress made under arrangements with united appeals.

"When the united fund is unable to meet the growing financial needs or keep pace with the growth of independent Units of the Society," Mr. Wallace said, "Steps are to be taken for orderly withdrawal of the Units from the federated campaigns."

Mr. Wallace said the national policy of no new participation in federation was made necessary by the growing threat of cancer and the need for funds to expand the attack of the disease.

"Cancer now strikes one in every four," Mr. Wallace said. "More than 40,000,000 Americans now alive will develop cancer, if present rates continue. Better methods of cancer control must be found."

"To meet this increasing threat, the American Cancer Society, both nationally and in Texas, must continue to expand its programs of research, education and service."

Mr. Wallace explained that the Society's volunteer leaders found in a year-long nation-wide study that federated appeals or community chests did not supply the funds needed for expansion of the attack on cancer.

Stressing the need for more funds for research, Mr. Wallace said: "Of the 40,000,000 Americans now living who will develop cancer if the present rate continue, half will die unless science can develop new cures or means of prevention."

Citing the need for larger financial support for cancer control, Mr. Wallace pointed out that last year the Society received applications for research grants totalling \$8,600,532.

"We were able to grant only \$5, 242,167 because of lack of funds," he said. "Some of the rejected projects might have brought us nearer to complete control of cancer."

Lieut. David Hellums returned to Perrin Air Base Saturday after spending his leave in California and here with his mother, Mrs. J. V. Hellums.

Mr. and Mrs. O. B. Cave and Jane attended to business in Abilene Monday.


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VALUES EVERY DAY AT PIGGLY WIGGLY

OUR VALUE
PEARS 5 ³⁰³ Cans **\$1.00**

U. S. GOOD
Chuck Roast 1b. **43c**

T-BONE U. S. Good 1b. **65c**

 **GOOCH'S PICNIC HAMS, lb.** **35c**
LEAN SALT PORK, lb. **29c**

COLD CUTS
Pickle Pimento **39c**
All Meat Bologna
Pressed Pork
Combination Loaf

MID WEST TRA-PAK
BACON 1b. **49c**

PUFFIN BISCUITS 4 Cans **43c**

RIO OLEG 1b. **19c**

OUR VALUE
Green Beans 10 ³⁰³ Cans **\$1.00**

JUBILEE Johnsons Kitchen Wax Pint **59c**

TOILET SOAP Lifebouy 3 reg. bars **24c**

TOILET TISSUE 4 rolls Charmin **35c**

WAXED PAPER 50 Ft. Diamond 2 Rolls **25c**

 **Squash, lb.** **9c**

ICE COLD **MELONS**

Lb. . . . **2 1/2c**

Cantaloupes Vine Ripe Pound **5c**

Carrots Crackling Crisp 2 Cello Bags **19c**

Oranges Florida Sweet Pound **9c**

LEMONS, lb. **15c** **YELLOW ONIONS, lb.** **6c**

Santa Rosa Plums, White Grapes, Peaches, Nectarines, Apricots, Green Beans, Avacados, and Corn.
You will find these fruits and vegetables at their very best!

DIAMOND
TOMATOES 8 ³⁰³ Cans **\$1.00**

TIDE Large Box **29c**

Shortening Mrs. Tuckers 1 Lb. Can **19c**

Miracle Whip Quart **49c**

Dog Food Big Mike 1 Lb. can **5c**

KOOL-AID Eight Flavors 6 Pkgs. **25c**

Tomato Juice Hearts Delight 46 Oz. **29c**

Prune Juice Del Monte Quart **33c**

Sliced Pineapple 2 Flat Cans **29c**

Fruit Cocktail Hunts 300 can **23c**

HUNTS, LIBBY, HEARTS DELIGHT
PEACHES 5 ³⁰³ Cans **\$1.00**

CORN White Swan 2 ³⁰³ Cans **29c**

SPAGHETTI Austex In Tomato Sauce 2 ³⁰⁰ cans **29c**

Pork & Beans Campfire 300 can **9c**

Graham Crackers Nabisco 1 lb. box **33c**

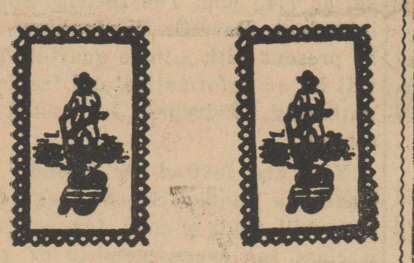
CHASE & SANBORN
COFFEE 1 Lb. Can **79c**

GOLD MEDAL
FLOUR 5 lb. Bag **49c**

DOMINO
SUGAR 10 Lb. Bag **79c**

DO YOUR MID-WEEK SHOPPING EVERY WEDNESDAY & RECEIVE DOUBLE STAMP VALUE ON \$3.00 PURCHASE OR MORE!

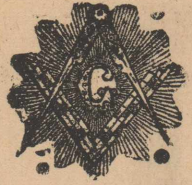
PRICES EFFECTIVE FRIDAY & SATURDAY
July 15-16



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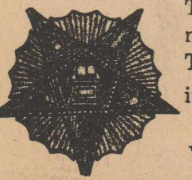
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FRIENDLY MERCHANTS!
You Save

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A. F. & A. M.**



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Thursday Night
of each month.
Visitors Invited

A. C. Snapp, W. M.
Alvin Clark, Sec.



The O. E. S.
meets each second
Tuesday at 7:30
in the Hall.

Visitors welcome.
Fern Benson, W. M.
Edna Morgan, Sec.



Meets Every Tuesday, 12:30.
At Ritz Coffee Shop
Visitors Welcome

Lance M. Davis, President.



Every Watch is timed on our
Western Electric Watch
Master.
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V. F. W.

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Chester Cooper, Commander.
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ASPERMONT, TEXAS

The Rotan Advance
Thursday, July 14, 1955 No. 24
'American Way Of Life'

An association of dry goods and variety stores recently held a convention in Chicago. Its theme was: "Plan, Promote, Sell More Than Ever Before."

In a TV appearance Secretary of Agriculture Benson said: "Retail food prices now are lower than they were two years ago."

Speaking before an advertising federation, the head of a leading food manufacturing concern said: "We would be terribly remiss if we did not record the amazing jobs being performed these days by food distributors and retailers. . . Their net profits, after taxes, on dollar sales will not work out to an overall average of even 1-2 percent. They are masters of the art of fast turnover, which permits attractive prices to consumers."

These items all add up to one thing. Retailing today is about as competitive an operation as anyone can imagine. Every kind of store, from the national chains to family enterprises, is out for business. That means it is trying to offer lower prices, better service, more attractive advertising, or some other inducement to the public. And that, in turn means that the average worker's take-home pay is buying more of just about everything — clothes, appliances, food, and so on.

American retailing has a great story to tell — and it's a story everyone can listen to his advantage.

Every difficulty slurred over will be a ghost to disturb your repose later on.

—Frederic hopin

Mr. and Mrs. Billy Rives and two sons of McCamey visited his parents Mr. and Mrs. W. A. Rives last week end.

**Texas Methodists To
World Council of
Chuches In Switzerland**

DALLAS —Texas Methodists will be represented at a meeting of the Central Committee of the World Council of Churches at Davos, Switzerland, near Zurich, Aug. 2-9, by Bishop William C. Martin, presiding bishop of the Dallas-Fort Worth Area of The Methodist Church and past president of the Council of Methodist Bishops and the National Council of Churches of Christ in the United States of America.

At recent sessions of the three conferences in the Dallas-Fort Worth Area, Central Texas, North Texas and Northwest Texas, Mrs. Martin was presented funds to make the trip with her husband. They will sail from New York City on Wednesday, July 13.

Bishop and Mrs. Martin left here Tuesday noon, July 5, and arrived in Chicago Wednesday, July 6, where the bishop served as chairman of the General Commission on Promotion and Cultivation of The Methodist Church. After this meeting closed on Thursday, July 7, they continued to Washington, D. C. and New York City on church business.

Bishop Martin was named to membership on the committee of about 90 persons at the Evanston, Ill., World Council of Churches meeting in 1954.

This will be the first longer meeting of the Central Committee since it was named, and it will consider next steps to be taken by the council in the light of decisions reached at the Evanston assembly.

This meeting will follow sessions of working committees of the departments and divisions and will have their proposals on the agenda, along with basic issues concerning the life of the council itself.

Theme for the central committee is "The implications of Christian

unity for interchurch aid and for assistance to under developed countries." One of the topics will be the various meanings of unity and the kind of unity the World Council seeks to promote. Special attention will be given to the aid that is needed by the younger churches.

Bishop Martin will confer with Bishop Ferdinand Sigg in Switzerland, who will suggest places that can be visited to best advantage. Bishop Martin said that he expected to visit as many of the Methodist mission stations as possible and will tour France, Germany, Italy and North Africa. Bishop and Mrs. Martin plan to return to Dallas about Sept. 15.

To a great mind, nothing is little.

—Conan Doyle

Debby Kiker of Houston spent last week here with her grandmother Mrs. O. S. Kiker and her aunt Mrs. Horace Carter and Mr. Carter while her parents were on a vacation trip to Colorado.

Patty Gray of Bronte is spending this week with her aunt Mrs. O. S. Kiker.

Nothing is particularly hard if you divide it into small jobs.

—Henry Ford

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BONDED — INSURED

HITSON GREEN

"Across the Street or
Across the Nation"
PHONE 8182

Mr. and Mrs. John Gilbert of Midland visited here last week end as they were returning home from a visit with their children Dr. and Mrs. Stanley Gilbert, Mr. and Mrs. Lanville Gilbert and Rev. and Mrs. Johnny Gilbert in Dallas.

Burnel Hargrove returned Saturday from Boothe Oaks girl scout camp where she spent a week.

Mr. and Mrs. J. P. Perry visited relatives and friends in Clyde Sunday.

Mr. and Mrs. John Young of Merkel visited here last week end.

Mrs. C. M. Huckaby is visiting relatives in Amarillo and Tullia.

Our Shop Is Open—

We have opened
OUR SERVICE DEPT.

and Pete O'Briant is in charge. He is prepared to do automobile and tractor repair of all types and acetylene and arc welding.

Kennedy Motor Co.
DeSoto & Plymouth Dealer

FLOOR COVERING & FURNITURE PRODUCTS OF

These Famous Brand Names May Be Yours at Pittman Floor Covering and Furniture

Carpeting By — Mohawk - Alexander Smith - Downs - McGee Bigelow —

Linoleum & Tile — Armstrong - Pabco - Nairn - Azro - Kentile - Goodyear

Furniture by — Drexel - Heywood Wakefield - Wm Bassett - Crown - Kroehler - Sealey

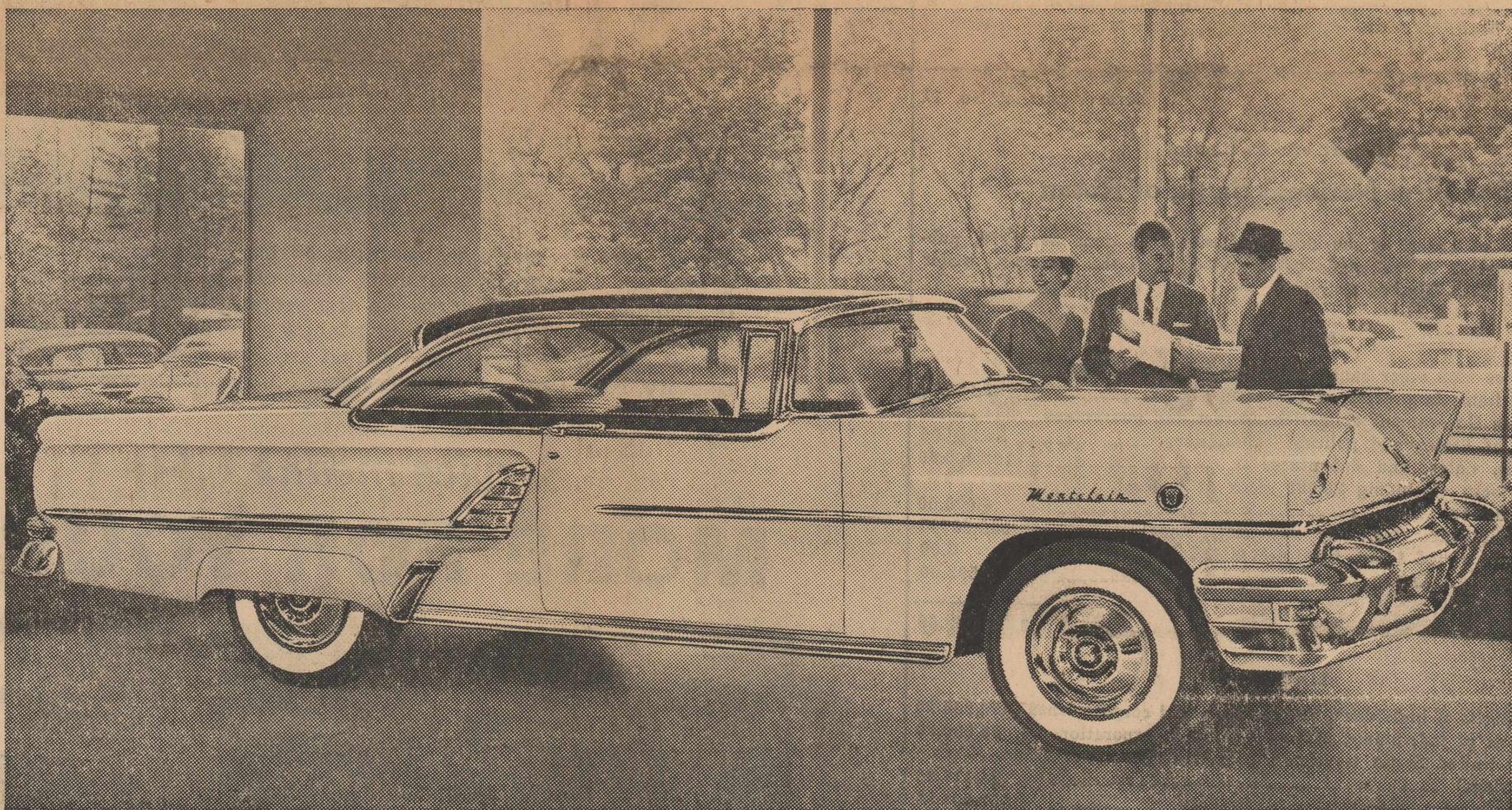
Appliances — Norge - Tappan - Speed Queen - Hoover

BUDGET ACCOUNTS WELCOME



Dial 3308 SWEETWATER, TEXAS 401 Oak St.
We Install — No mileage Charge, Same as Sweetwater

**IT'S HOT! MERCURY'S RISING!
RECORD SALES MEAN RECORD DEALS**



THE NEW 198-HORSEPOWER MONTCLAIR HARDTOP COUPE, shown above, is one of Mercury's 11 models, in 3 series. There is a Mercury priced to fit any budget.

As Mercury sales go up—your cash outlay goes down
Don't miss the biggest summer savings yet!

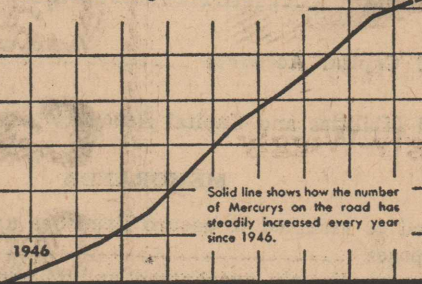
YOU SAVE 4 WAYS with Mercury sales still booming, we can offer top allowance for your present car. Mercury prices start below 13 models in the low price field—so you save again. Mercury's operating economy and low upkeep save you still more. And remember: Mercury consistently leads its field in resale value—as independent surveys show.

*Based on a comparison of manufacturers' suggested list or factory retail prices using a Mercury Custom 2-door Sedan (not illustrated).

AND LOOK WHAT YOU GET Exclusive styling shared by no other car. 11 models in 3 series to choose from. A bigger-all-over Mercury—in length, width and wheel base. A new super-compression SUPER-TORQUE V-8 engine—198 horsepower in the Mercury Montclair (shown above); 188 horsepower in the Mercury Custom and Monterey. Plus many extra-value features at no extra cost! To save the most, act now. Stop in today!

THE BIG MOVE IS TO MERCURY

Mercury is setting new sales-records every month. More than 2,000,000 Mercurys have been bought since 1946.



Solid line shows how the number of Mercurys on the road has steadily increased every year since 1946.

IT PAYS TO OWN A **MERCURY** —FOR FUTURE STYLING, SUPER POWER

ROTAN MOTOR COMPANY

Phone 219 - Rotan, Texas

Farm Operation Being Improved Greatly

Is the family farm a passing institution? John Bird, associate editor of Better Farming, doesn't think so. He tells why in a Reader's Digest article carrying the dramatic title, "They're Inventing the Drudgery Out of Farm Life."

His article deals with the enormous progress that has been made in getting farm jobs done swiftly, efficiently, and economically. He writes: "Mechanization is bringing fundamental changes to U. S. farm life. Going, at last, is the traditional dawn-to-dusk drudgery which has been the age-old lot of people on the land. The up-to-date farmer has evolved into a power-minded production engineer who is quick to acquire the latest labor-saving implements and who also invents many of his own. As a result, each hour of work is becoming more productive, life in the country is more enjoyable and the family farm is growing stronger than ever."

He also observes, "Ask almost any farmer, 'What is your greatest labor-saver?' and he will point to

his tractor, or give it a fond pat. The modern model is a compact, fast-moving power package that not only pulls loads but hoists, pushes, digs, cuts, pumps, shakes and carries."

Mr. Bird goes on to describe some of the other power-operated tools that American enterprise and ingenuity have brought to agriculture. The farmers of past generations just wouldn't believe such miracles could exist. Machines are revolutionizing agriculture as completely as they are revolutionizing industry.

Jane Moss returned to her home in San Anelo Saturday. She had visited her uncle and aunt Mr. and Mrs. R. T. Williams several days.

Wally Mattlock and daughter Mary Ann of Houston spent Friday night of last week with Dr. and Mrs. J. Frank Johnson. They returned home Saturday afternoon accompanied by Margaret, Mary, Irene and Bobby May of Salinas, Calif., who have been visiting in the Johnson home about two weeks.

Mr. and Mrs. J. R. Strayhorn and grandsons Johnny and David visited Mrs. Joe Strayhorn in Snyder Sunday afternoon.



Miss America offers a timely tip on where to go for help if the bombs start falling. Shown posting the civil defense sign in a downtown Nashville, Tenn., drug store is Lee Ann Meriwether. Miss America for 1955.

Charter No. 8693 Reserve District No. 11

Report of Condition of

The First National Bank, of Rotan

in the State of Texas, at the close of business on June 30, 1955, published in response to call made by Comptroller of the Currency, under section 5211, U. S. Revised Statutes.

ASSETS

Cash, balances with other banks, including reserve balance and cash items in process of collection	\$1,769,100.74
United States Government obligations, direct and guaranteed	584,100.00
Obligations of States and political subdivisions	34,260.00
Other bonds, notes, and debentures	100,000.00
Corporate stocks (including \$6,000 stock of Federal Reserve Bank)	6,000.00
Loans and discounts (including overdrafts, none)	948,607.95
Bank premises owned \$1.00, furniture & fixtures \$1.00	2.00
Other assets	1,592.00
Total Assets	\$3,443,662.69

LIABILITIES

Demand deposits of individuals, partnerships, and corporations	\$2,474,945.90
Time deposits of individuals, partnerships, and corporations	80,000.00
Deposits of United States Government (including postal savings)	24,119.03
Deposits of States and political subdivisions	551,005.38
Other deposits (certified and Cashier's checks, etc.)	17,533.20
Total deposits	\$3,147,603.51
Other liabilities	16,059.18
Total Liabilities	\$3,163,662.69

CAPITAL ACCOUNTS

Capital Stock	\$ 100,000.00
Surplus	100,000.00
Undivided profits	80,000.00
Total Capital Accounts	280,000.00
Total Liabilities and Capital Accounts	\$3,443,662.69

MEMORANDA

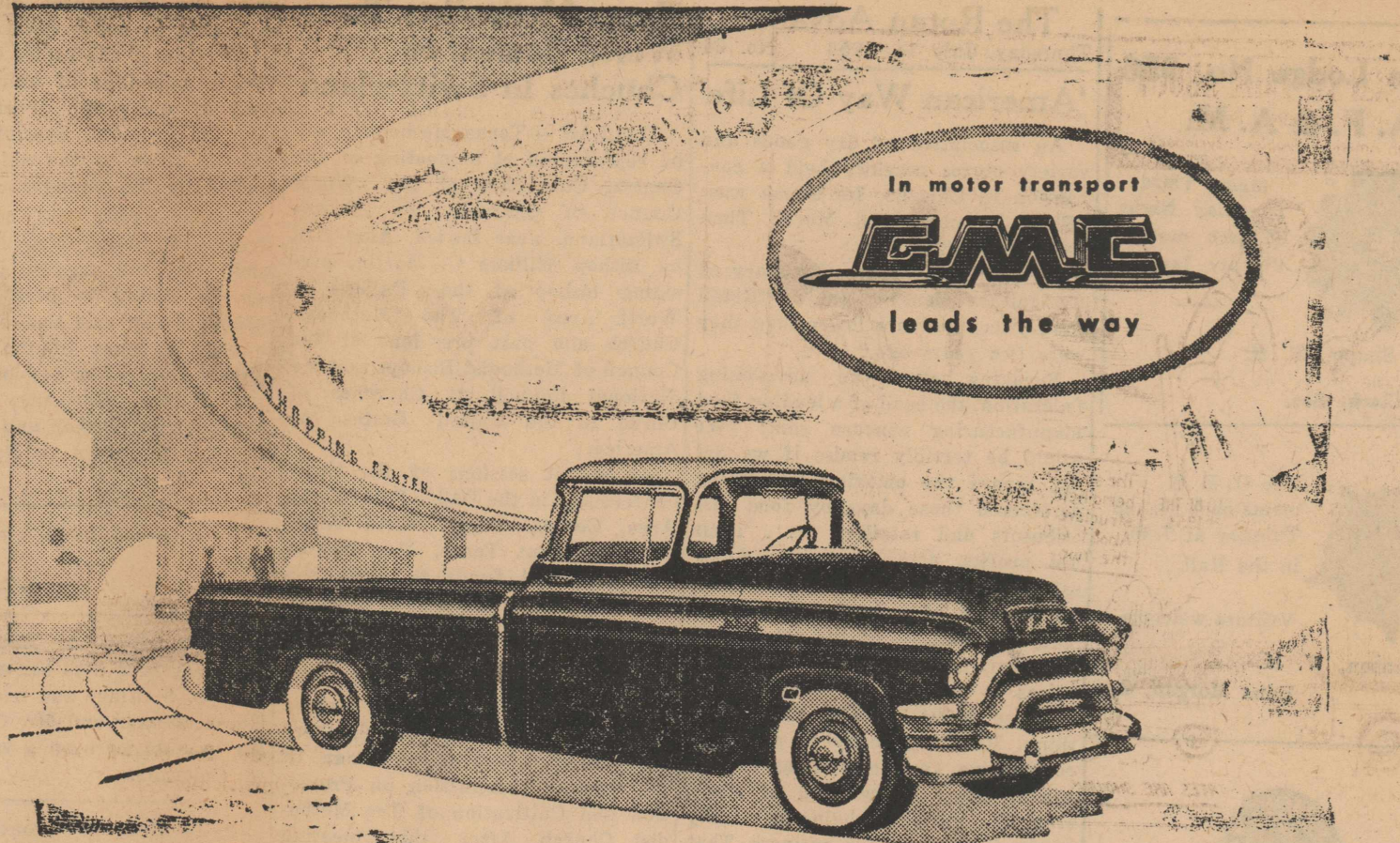
Assets pledged or assigned to secure liabilities and for other purposes \$618,100.00
Loans to farmers directly guaranteed and redeemable on demand by the Commodity Credit Corporation, and certificates of interest representing ownership thereof \$58,755.22

I, Floyd Clifton, Cashier of the above-named bank, do solemnly swear that the above statement is true to the best of my knowledge and belief.
Floyd Clifton, Cashier.

Correct—Attest: C. E. Leon, R. L. Springer, H. L. Davis, Directors.

State of Texas, County of Fisher, ss; Sworn to and subscribed before me this 6 day of July, 1955, and I hereby certify that I am not an officer or director of this bank.

Bartlett Strayhorn, Notary Public
My commission expires June 1, 1957.



Sign of a going-ahead concern

THIS Blue Chip GMC smartly tells the world that your business is doing very well, thank you. And as you add up the savings

resulting from Hydra-Matic Drive and other exclusive features, you'll find it does very well by you. Let us prove it!



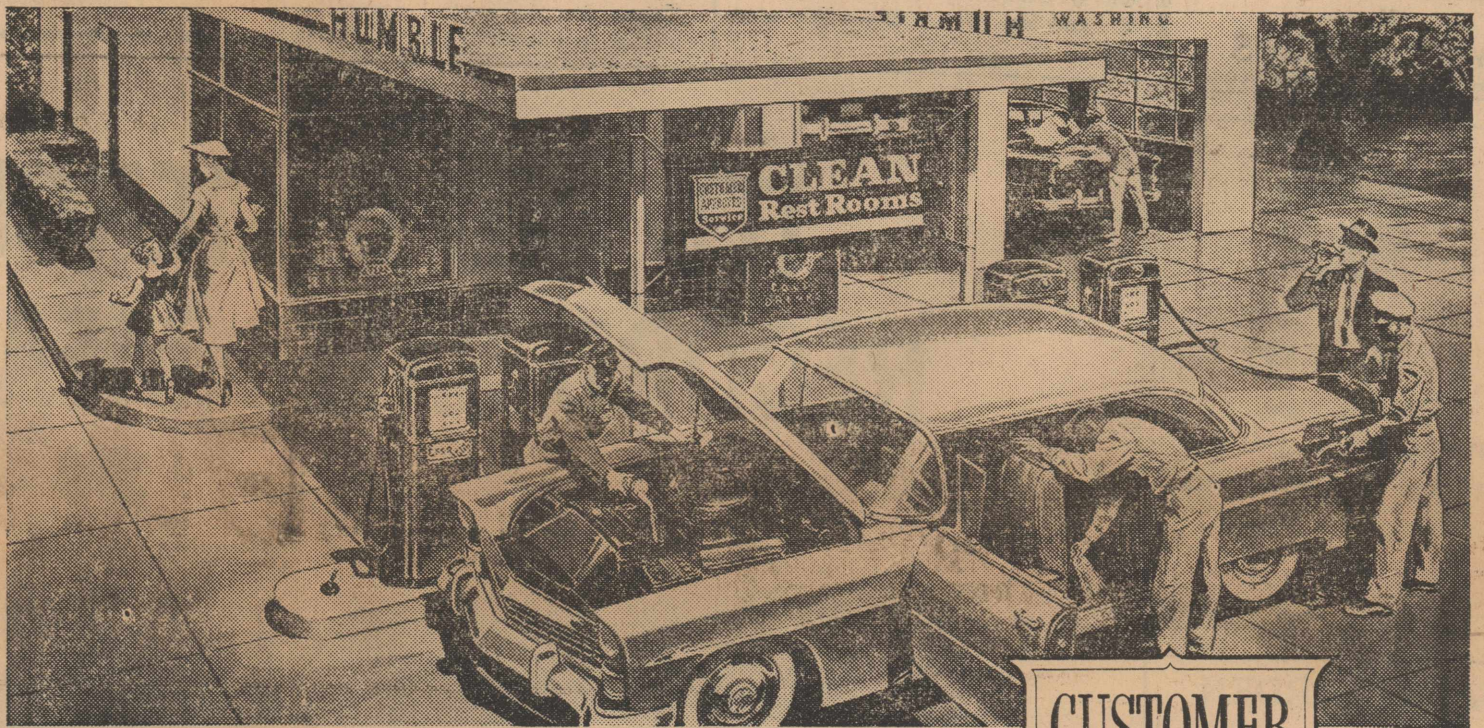
See us, too, for Triple-Checked used trucks

Your key to Blue Chip value

ROLLINS MOTOR COMPANY

207 N. CLEVELAND

PHONE 239 — Rotan, Texas



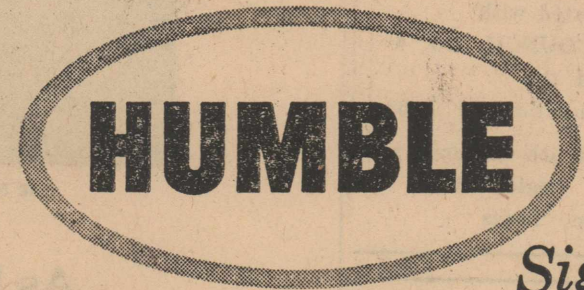
You get more service, cleaner rest rooms, a friendlier interest in the care of your car. The service is prompt, courteous, complete. You get dependable recommendations on the products you should use, dependable care to keep your car running right and looking good. Above all, you'll be pleased to find the rest rooms clean and sanitary. Next time . . . and every time . . . stop for service under the Humble sign.



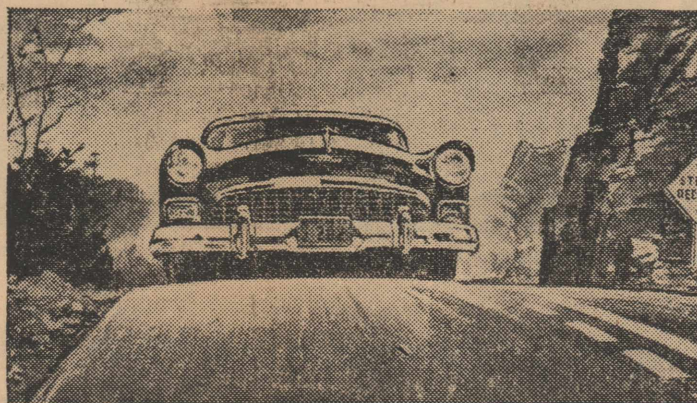
Service means

MORE FOR YOUR MONEY

When you stop under the



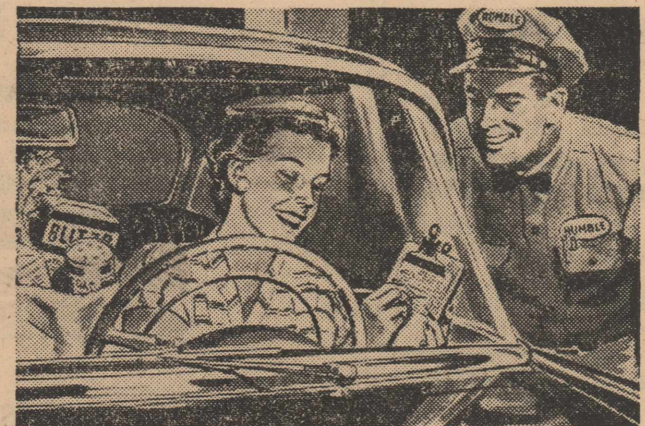
Sign



You get more performance. The way your car performs quickly shows you that Esso Extra gasoline has more built-in value than any gasoline you've ever used. Regular grade Humble Motor Fuel is second to none. Next time—and every time—fill up under any Humble sign.



The Humble trademark is your guarantee of highest quality and outstanding service. There is a Humble gasoline, a Humble motor oil for every automobile on the road.



You get more quality. Esso Extra gasoline, for example, offers you the highest performance rating ever. It's No. 1 for built-in quality, for performance, for sales. Fill up . . . every time . . . with Esso Extra.

HUMBLE OIL & REFINING CO.



The Rotan Advance
Thursday, July 14, 1955 No. 24

'As It Looks From Here'

WASHINGTON, D. C. The automobile and steel industry are seemingly pretty liberal with the consumer's money. They have agreed to substantial wage increases which will be passed on to the purchasers of automobiles or anything made of steel.

Of course, it can be said that if the price is too high, don't buy it. This, however, is not exactly the circumstance in which people of this Country find themselves.

The automobile is now a necessity and a great part of our standard of living is based on products made of steel.

Since World War II, the steel companies have granted nine wage increases, all of which have been passed on to the purchasers of steel products. This, of course, includes automobiles, but the automobile industry itself has added to it. This has nothing at all to do with the merits of a wage increase for workers in the steel and automobile plants. The point is that seemingly the steel and automobile industry have been fairly happy to grant the increases. Mr. David J. McDonald, President of the United Steel Workers, and Mr. John A. Stephens, representing the United States Steel Corporation, put on a good show for the public by engaging in heated arguments over a new wage contract. However, from all indications, they were in practical agreement all along and had a cut-and-dried understanding. It was not necessary for them to have an understanding that the additional cost involved would be passed on to the consumer.

From all indications, the same thing happened in the case of new wage agreements in the automobile industry. A great show was made in the arguments and the final announcement of agreements was made just near the point of the strike deadline. It is wondered by a great many people if the larger automobile manufacturers may not be setting the stage to make it more difficult for their smaller competitors to stay in business.

This situation reaches into the issue now before Congress regarding an increase of the Minimum Wage Law. No one should be deceived into believing that all the big manufacturing businesses are opposed to an increase of wages and fringe benefits. There is now a tug of war on between manufacturers of the North and East and the more recent manufacturing concerns in the South and West. This is particularly true in textiles. A considerable number of manufacturers have moved to areas where labor conditions are more favorable to them, and new manufacturing concerns have preferred to locate their businesses under these conditions. The bigger manufacturers are not too adverse to upping the cost of operation in order to put the squeeze on their smaller competitors. They can also afford the increased cost by reason of tax deductions.

As an indication of this situation, corporate income for the first three months of 1955 has risen 16%. Stockholders' income is up 8%. This is well and good and everyone is pleased that business has shown this upswing. At the same time, increased cost makes it pretty hard on the little man. For instance, the average worker's income for the same period has risen 7% but his take-home pay is only 1% more during the same period. If he must pay more money for the necessities of life by cost increases, wage increases may not mean so much to

him. During the same period, food processors' profits have risen 17%, while the farmer's income is down 6%. In addition, the farmer's share of the consumer's food dollar is down 6%.

Better wages, the prevention of strikes, the increase of corporate business profits are all well and good, if there are no victims in the process.

"When we talk we repeat what we already know; when we listen, we often learn something."

Mrs. W. A. Rives and daughters Mrs. Troy Adams and Ruby Faye Rives, attended an announcement party in the home of Mr. and Mrs. Benford Hinds in Abilene Sunday afternoon, from 3:30 to 5, when Mr. and Mrs. Hinds announced the coming marriage of their daughter Marjorie to the Rev. William Weldon Rives, son of Mr. and Mrs. W. A. Rives on August 13, in St. Pauls Methodist Church in Abilene. Rev. Rives is pastor of the Elbert Church.

June Ann Day of Big Spring spent Friday and Saturday here with Mrs. J. V. Hellums.

M-G-M SPECTACLE
in COLOR and
CINEMASCOPE
THE PRODIGAL
LANA TURNER - EDWARD G. ROBINSON
LANCE THEATRE
Sunday-Monday July 24-25

Harvey Foster and daughter Miss day settler of Fisher County and is Vera Foster of Tucson, Ariz., visited visiting his nephew Mr and Mrs. Mr. and Mrs. C. E. Whitfield and Preston Campbell in Roby. Miss Mr. and Mrs. H. C. Shelton Sunday Foster is a teacher in the Tucson High School. Mrs. Preston Campbell of Roby came with them.

Mr. and Mrs. Luther Terrell, Mr and Mrs. Ira Cavitt and sons Glynn and Allen of Childress attended a reunion of the late J. A. Dulin family in Brownwood last week end.

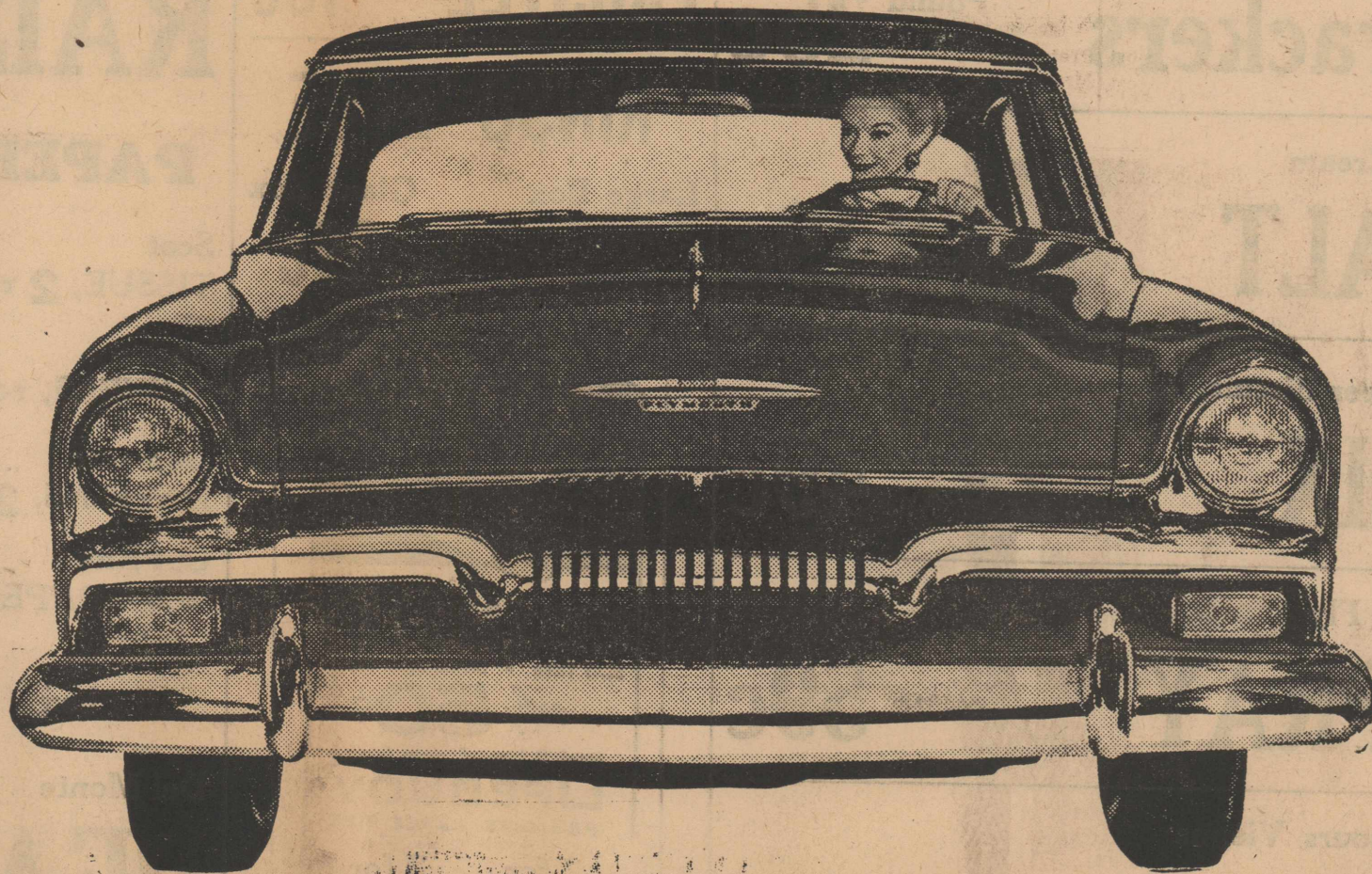
Mrs. P. T. Teague of Fort Worth is visiting her parents Mr. and Mrs. Rush Reeton at Royston.

YOU GET MORE!

Most SIZE of any low-price car, for a truly big-car ride... most BEAUTY with beautiful, all-new Forward Look styling... most COMFORT in the roomiest interiors in Plymouth's field... most SAFETY and ECONOMY features... TWO TOP ENGINES: the 6-cylinder PowerFlow 117 or the 167-hp Hy-Fire V-8.

YOU PAY LESS!

In fact, you can pay as much as \$500 more for medium-price cars that are smaller than the low-price Plymouth! Model for model, medium-price cars cost much more than Plymouth - check price tags and see how much more car Plymouth gives you for your dollar! Drive a big new Plymouth today!

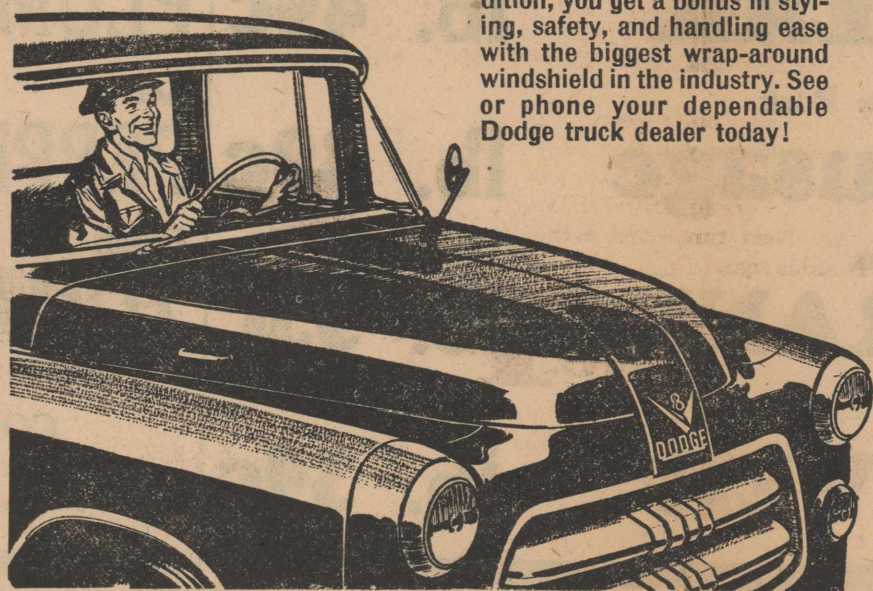


PLYMOUTH

BEST BUY NEW,
BETTER TRADE-IN, TOO

Plymouth named
"America's Most Beautiful Car"
by famous professional artists,
the Society of Illustrators

NOW Dodge costs less to buy... costs less to operate



NEW LOW PRICES! Yes, you can get famous Dodge dependability at new low prices! Many popular Dodge Truck models are the lowest priced of any leading make.

EASY ON GAS! You save in operating costs, too. Efficient

Power-Dome V-8 engines, with 169 to 202 hp., are the most powerful of any leading make. They save you time, trips, fuel. Thrifty 6's available, too! All Dodge trucks are famous for long life, low maintenance.

SEE YOUR DEALER! In addition, you get a bonus in styling, safety, and handling ease with the biggest wrap-around windshield in the industry. See or phone your dependable Dodge truck dealer today!

DODGE "Job-Rated" TRUCKS
with The Forward Look

SCALES MOTOR COMPANY

302 West Snyder Ave.

Rotan, Texas

D. J. Smith & Co.

Extra Bonus! Save S & H
GREEN STAMPS
Phone 260 or 265

Mrs. Tuckers

SHORTENING

3 Lb. Can **95c**

Pound Can FREE

Vandervoorts

Fro-Zan

1/2 Gal. **49c**

Del Monte

APRICOTS

5 ³⁰³ Cans **\$1**

Hunts

CATSUP

14 oz. Bottle **19c**

Premium

Crackers Pound Box **25c**

Ice Cream

SALT 10 Lb. Sack **19c**

Pioneer Biscuit

MIX 2 Pound Box **49c**

Gulf Fly

SPRAY quart **59c**

Armours Vienna

Sausage 3 Cans **57c**

Liptons pack
FROSTEE 15c

RINSO BLUE

Large Box **29c** Giant Box **69c**



Get this initialed
COMB & BRUSH SET
\$2.49 Value • DuPont Nylon Bristles
only 50¢
and 2 box fronts from
LIFEBUOY
REG. SIZE LARGE SIZE

2 for **23c** 2 for **31c**

Seedless

RAISINS

2 Pound Bag **45c**

PAPER GOODS

Scot TISSUE, 2 rolls **25c**

Scot TOWELS, roll **19c**

Diamond NAPKINS, 2 for **25c**

Cut Rite WAX PAPER, box **29c**

Reynolds FOIL, box **29c**

FROZEN-FOODS

Thomas FISH STICKS, box **39c**

Libby Cream Style CORN, 10 oz. pack **19c**

Donald Duck ORANGE JUICE, 6 cans . **\$1**

Donald Duck LEMONADE, 7 cans ... **\$1**

Libbys 10 oz. STRAWBERRIES, ... **29c**

Del Monte

PEACHES

5 ³⁰³ Cans **\$1**

Lipton

TEA 1/2 Lb. Box **69c**

Churches

Grape Juice 24 oz. Bottle **35c**

Sun Sweet

Prune Juice Quart Bottle **33c**

Bordens

STARLAC 5 Quart Size **33c**

Miracle Whip Salad

DRESSING Pint **29c**

Aunt Jemima

FLOUR 10 Lb. Sack **89c**

Armours Chopped

BEEF 12 Oz. Can **33c**

Armours Corned Beef

HASH 303 Can **35c**

Pillsbury

FLOUR **\$1.49**
25 lb. sack

CHOICE MEATS

No. 1

FRYERS lb. **49c**

Fresh Ground

MEAT lb. **29c**

Choice

Beef Ribs lb. **25c**

Chuck

STEAK lb. **49c**

Chuck

ROAST lb. **43c**

Pork

STEAK lb. **49c**

Armour Pork

Sausage lb. **39c**

Skinless

FRANKS lb. **35c**

Calf

LIVER lb. **39c**

Fully Cooked

PICNIC HAMS, lb. **39c**

FRUITS & VEGETABLES

Vine Ripe

CANTALOUPEs, lb. **8c**

Sun Kist

LEMONS lb. **15c**

K Y

GREEN BEANS, lb. **19c**

Yellow

SQUASH lb. **10c**

Seedless

GRAPES lb. **35c**

Santa Rosa

PLUMS lb. **25c**

Bell

PEPPER lb. **19c**

Fresh

TOMATOES, Ctn. **15c**

COLD

MELONS

Fresh
OKRA

Lb. **19c**

No. 1 White Rose

POTATOES 10 lb. Bag **59c**

Rotan Is Proud . . . Of It's Churches



John, the last prophet of the Bible, dreamed of a place where there would be no night. There is such a place. We live in an X-ray world. While we may not be conscious of it, a light is forever falling upon us. God's light falls upon this man. *Brother, your could not make it alone! We must have Him.* How foolish of anyone to try to walk in darkness . . . to walk alone. Why, you can't do it. *Even the way to church is lighted with His presence when you head that way.* God watches over His children, and doesn't that make you glad? Look at the friendly, ever watchful eye of God pictured on our one dollar bill. He is watching over the destinies of our America. He will guide the steps of His children, if they allow Him . . . will you?



NORTH ROBY BAPTIST CHURCH

Midway between Rotan & Roby
Gene Y. Brock, Pastor
Sunday
Sunday School, 10 a. m.
Morning Worship, 11 a. m.
Training Union, 7 p. m.
Preaching 7:30 p. m. Sunday.
Prayer Meeting 7:30 Wednesday

ASSEMBLY OF GOD

902 Cleveland
Rev. Fred Robertson, Pastor
Sunday School — 10:00 a. m.
Morning Worship — 11:00 a. m.
Evening Worship — 7:00 p. m.
Prayer Meeting — 7:30 p. m.
Thursday.

HIGHLAND HOME BAPTIST CHURCH

(4 miles N. E. of City)
J. Dale Martin, Pastor
Order of services
Sunday
Sunday School 10:00 a.m.
Worship Services 11:00 a.m.
Training Union 7:00 p. m.
Worship Services 8:00 p. m.
Monday
Brotherhood Meeting Monday after 1st Sunday of each month 8:00 p. m.
Tuesday
W. M. S. Meets First and third Tuesdays 1:30 p.m.
Wednesday
Bible Study 8:00 p. m.
Prayer Meeting 8:00 p. m.
S. S. Officers & Teachers meeting 8:40 p. m.

ST. JOSEPH'S CATHOLIC CHURCH

Father B. A. Erpen
Sunday morning Mass 10:00 a.m.
Week day Mass 8:00

CROSS ROADS BAPTIST CHURCH

Virgil Smith, Pastor
Sunday School 10:00 a.m.
Morning Worship 11:00 a.m.
Training Union, 7:30 p. m.
Evening Worship 7:30 p.m.
Prayer Service, Wed. 7:30 p. m.
with officers and teachers meeting following.

FIRST METHODIST CHURCH

209 McKinley
J. Alvis Cooley, Pastor
Sunday Services
Sunday School, 9:45.
Morning Worship, 10:50 a. m.
Youth Fellowship, 6:00 p. m.
Evening Worship, 7:30 p. m.
Wednesday Services
Intermediate Choir Practice—6:00 p. m.
Youth Bible Study—6:15 p. m.
Adult Bible Study—7:00 p. m.
Choir Practice—7:30 p. m.

CHURCH OF CHRIST

805 McKinley
Otta Johnson, Minister
Sunday
9:45 a.m.—Bible Study period. Classes for all ages.
10:45 a.m.—Worship Service, Sermon, and Communion.
6 p.m.—Young People's Training Class and Teacher training class.
8:00 p. m.—Evening Worship service and sermon.
Monday
9 a.m.—Ladies Working Group meets
3 p.m.—Ladies Bible Class
Wednesday
8:00 p. m.—Bible Study and singing.

FIRST BAPTIST CHURCH

McKinley et Mead
Lawrence Hayes, Pastor
Sunday
9:45 a. m. Sunday School
10:50 a. m. Morning Worship
6:00 p. m. Training Union
7:00 p. m. Evening Worship
Monday
3:00 p. m. WMU and Sunbeams
Wednesday
7:00 p. m. Officers and Teacher's meeting and Y. W. A.
8:00 p. m. Hour of prayer

CALVARY BAPTIST CHURCH

Carl Underhill, Pastor
Sunday School 9:45 a.m.
Morning Worship 11:00 a.m.
Training Union 7:00 p. m.
Mid-week service 8:00 p. m.
Evening Worship 8:00 p. m.
Church Visitation 7:00 p. m.

SARDIS BAPTIST CHURCH

3 miles west, 6 miles south of Rotan
G. M. Rogers Pastor, Snyder
rt. 2, phone 35016
Sunday
10:00 a. m. Sunday School
11:00 a. m. Morning Worship
7:30 p. m. Training Union
8:30 p. m. Evening Worship
Wednesday
7:30 p. m. Hour of Prayer
Revival Aug. 12 through 21.

CHURCH OF THE NAZARENE

Rev. J. E. Perryman, Jr. Pastor
Corner of Lee and McKinley
Sunday School 9:45 a.m.
Morning Worship 11:00 a.m.
Evening Service 7:30 p. m.
Mid-week service Wed. 7:15 p.m.

LITTLE ZION BAPTIST CHURCH

(colored)
G. W. Henry, Pastor
Sunday School 9:45 a. m.
Morning Service, 11:00 a. m.
Evening Worship, 7:30 p. m.

CHURCH OF CHRIST

(colored)
10:00 a. m. Sunday School
11:00 a. m. Bible Class
7:30 p. m. Preaching

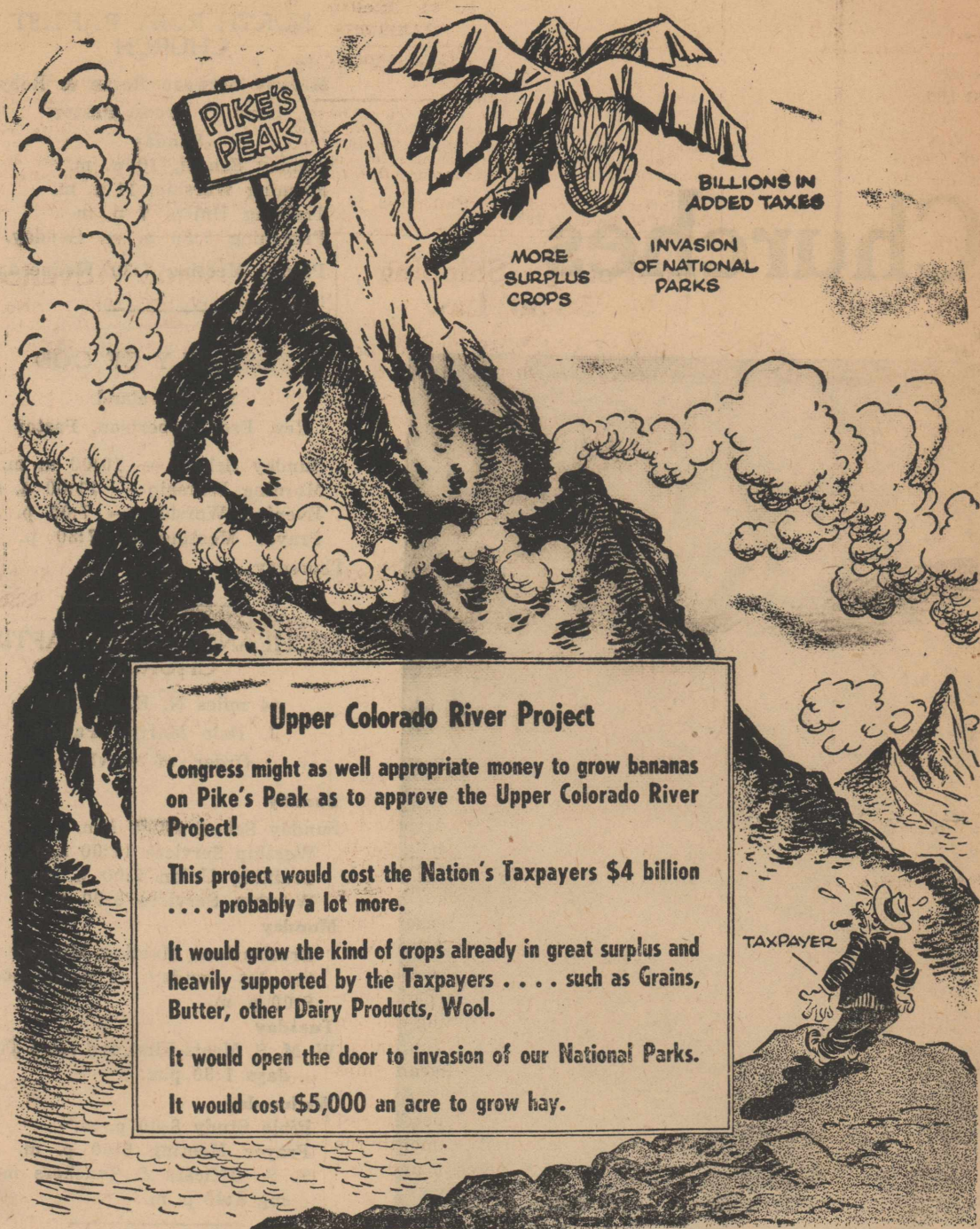
CHURCH OF GOD IN CHRIST

(colored)
Sunday school, 10 o'clock.
Preaching, 11:45.
and workers at 6:30.
Night services, preaching at 8:45.
Pastor, Elder S. W. Williams, of Clarendon, Texas.

THESE SPONSORS SUPPORT THIS FEATURE:

Clark Tractor & Implement Company
Campbell Department Store
Farmers Implement Company
H. L. Davis & Co.
Home Lumber Company
Rotan Cotton Oil Mill
Lotief Dry Goods Store

The Fair
Garland Furniture
Clark-Benson Hardware
Lance, Ritz and Sundown Theatre
Campbell Pontiac
Kreutzer Humble Station
Rotan Advance



BANANAS ON PIKE'S PEAK!

Pending now in the House of Representatives is the so-called Upper Colorado River Project Bill. It calls for numerous dams and irrigation works in Colorado, New Mexico, Utah and Wyoming. The Senate already has passed one version of this bill that calls for six major dams and 34 irrigation systems. This bill would saddle a tax burden of \$4 billion on the American people. The House bill calls for a somewhat lesser number of dams and irrigation systems but proponents of the project have indicated they still favor the Senate version and plan to push for its adoption.

The Rotan Advance
Thursday, July 14, 1955 No. 24

Shell-Flanagan Reunion Held At Hamilton

The O. T. Shell farm, East of Hamilton, Texas, was the site of the Shell-Flanagan family reunion held the Fourth of July week end. The Shells and the W. M. Flanagans were long time residents of Fisher, Jones, and Nolan counties in Texas. There were five children: Omi Johnson (deceased); Cleo G. Shell (deceased March, 1955); O. T. Shell; Jane Shell Miller, and Willie Mae Flanagan Misell. The three surviving children, their families, and families of the deceased comprised the group. The families are planning to make the reunion an annual affair and plans are being made to hold the 1956 reunion at the Hamilton county farm again.

Rev. R. Henry Price, pastor of the Hamilton Methodist Church, gave the invocation. The dinner was served on the bank of the Leon River which runs through the farm. After the group dinner Sunday, the families enjoyed fishing and swimming.

Members of the families attending were: Mr. and Mrs. W. K. Miller of Oklahoma City, Okla.; Mr. and Mrs. D. M. Mizell, Sweetwater; O. T. Shell, Hamilton; Mrs. Jack Jolly, Redondo Beach, Calif.; Mr. and Mrs. Richard Young and Jean of Hamlin; Mr. and Mrs. Morris Underwood and Jacqueline of Lubbock; Mr. and Mrs. Fred M. Springer, Dallas; Mrs. Alyne Shell, Rotan; Mr. and Mrs. Maney S. Johnson, Ralph, Donald, Marvin, and Dennis of Hamlin; Mr. and Mrs. Milton Johnson, Lubbock; Mrs. Neeley O. Johnson, Carroll and Naomi of Sweetwater; Mr. and Mrs. Wilbur Shell, Linda and Mary, Gorman; Mr. and Mrs. Melvin Shell, Terry, Marilyn, and Johnny, Gorman; Mr. and Mrs. Glynn Kirk, Larry and Ann, Gorman; Guests included Miss Bette Gray of Hamlin, and Rev. and Mrs. Henry Price, Betty and Patsy of Hamilton.

Mr. and Mrs. James P. Clegg of Lynwood, Calif., are visiting in the home of his parents, Mr. and Mrs. J. F. Clegg. They plan to leave this week for their California home enroute to Colorado.

M-G-M SPECTACLE
in COLOR and
CINEMASCOPE
THE PRODIGAL
LANA TURNER · EDMUND PURDOM
LOUIS CALHERN
LANCE THEATRE
Sunday-Monday July 24-25

Coppedge Reunion Held At Snyder

Decendents of R. M. "Tom" Coppedge held their family reunion last Sunday in Snyder at Towle Memorial park, among those attending were:

From Rotan, Mr. and Mrs. Robert Hargrove, Sr., Mrs. Homer Coppedge, Mr. and Mrs. Miller Coppedge, Mr. and Mrs. Edgar Bennett and sons, Mr. and Mrs. Bernice Hargrove and children, Don Ashley, Mrs. Sam Nichols and children,

From Odessa, Mr. and Mrs. J. G. Coppedge and children, Mr. and Mrs. Charles Coppedge and son, Mr. and Mrs. S. E. Edwards and children. From Snyder, Mr. and Mrs. B. M. White, Dr. Robert Hargrove, Mr. and Mrs. W. T. Edwards and children, Mrs. Iva Eubanks and children.

Mrs. Cieta Welch and children, Abilene; Mr. and Mrs. Jerry Paul Helms and daughter, Sweetwater; Lavern Hargrove, Farwell, N. M. Mr. and Mrs. Everett Turner, Welch; Mr. and Mrs. Ray Rivers, Denver City; Mr. and Mrs. Allen Coppedge and son, Clovis, N. M.

From Hobbs, N. M.; Mr. and Mrs. A. T. Williamson and son, Mr. and Mrs. O. W. Coppedge and children, Mr. and Mrs. R. L. McDonald and children; Mike and Judy Coppedge, Mrs. Eugene Denton and children.

Mr. and Mrs. Allen Coppedge and son of Clovis N. M., and a number of other friends of the family.

Mr. and Mrs. R. G. Thompson had as their holiday guests their children, Mr. and Mrs. Frank Boydstem and sons, Mr. and Mrs. Jesse Hardin and daughters, Mr. and Mrs. C. N. Head, Mr. and Mrs. Melvin Thompson, Mr. and Mrs. Frank Burke and daughters and Mr. and Mrs. Jackie Rister and daughters.

LEGAL NOTICE NOTICE TO CREDITORS OF THE ESTATE OF WALTER BROWN, DECEASED.

Notice is hereby given that original letters testamentary upon the estate of Walter Brown, Deceased, were granted to me, the undersigned, on the 6th day of July, 1955, by the County Court of Fisher County, Texas. All persons having claims against said estate are hereby required to present same within the time prescribed by law. My residence and post office address are Watonga, County of Blaine, State of Oklahoma. My attorney of record is Clay Coggins, Roby, Texas, who is also authorized to accept verified claims, subject to my approval.

Signed: C. G. Foale
Executor of Estate of Walter Brown, Deceased.

Will Trimble arrived here Monday night from California to visit his sister Mrs. W. A. Rives and Mr. Rives.

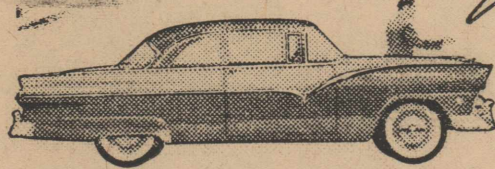
Mr. and Mrs. L. Dennis are visiting relatives in Arkansas this week.

Mr. and Mrs. Homer Ivey of Corpus Christi came Saturday and visited her parents Mr. and Mrs. Mrs. H. E. Ivey in Robert Lee and Hugh Huckaby until Monday morning when they left here with Mr. and Mrs. O. R. Kiker of Houston, on a vacation to Colorado. The Ivey's two children stayed with their paternal grandparents Mr. and Mrs. H. E. Ivey in Robert Lee and will visit their maternal grandparents Mr. and Mrs. Huckaby next week.

Mr. and Mrs. Lester Minton and Wesley visited relatives in Fort Sumner, N. M. last week.

Mrs. Walter Wilson of Abilene came Tuesday to visit friends here several days.

Get a Winning Deal during our SUMMER BANDWAGON SELL-A-BRATION



This has been a wonderful year for Ford sales. And we're celebrating with Leadership Deals that make it easier than ever before for you to own a new Ford.

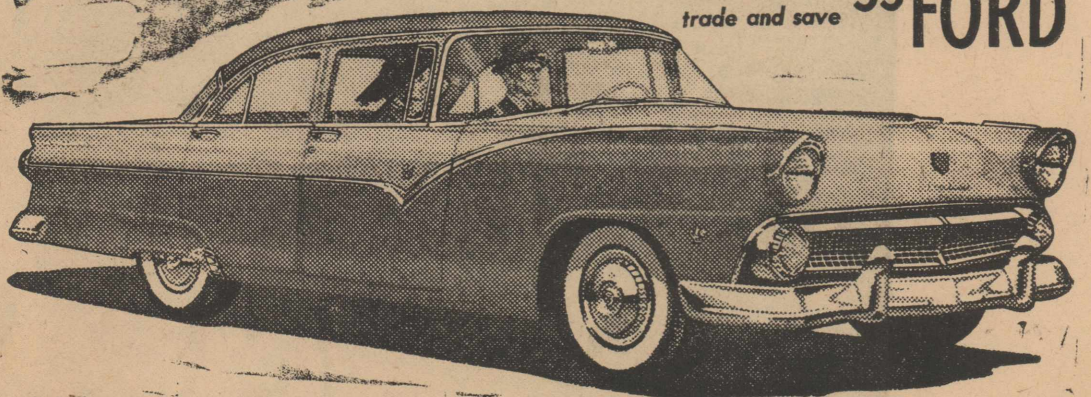
We'll make you a deal on a '55 Ford that will save you real money right now. You'll save by driving a dependable new Ford. And when you're finally ready to trade again, you'll save . . . because of Ford's traditionally high resale value.

'55 Ford sales are booming . . . but we want still more people to get acquainted with

this greatest Ford ever built. So we're making the greatest deals in our history . . . to increase our "family" of Ford owners. The payoff is . . . you get a "You Win" Deal by trading now during our SELL-A-BRATION!

There's extra pleasure in driving a Ford. There's an extra-big thrill in Ford's Trigger-Torque power. There's extra comfort from Ford's Angle-Poised Ride. In short, driving a '55 Ford is a whale of a lot of fun. And you can buy a Ford at a BIG SAVING . . . NOW!

Come in . . . trade and save '55 FORD



F.D.A.F.

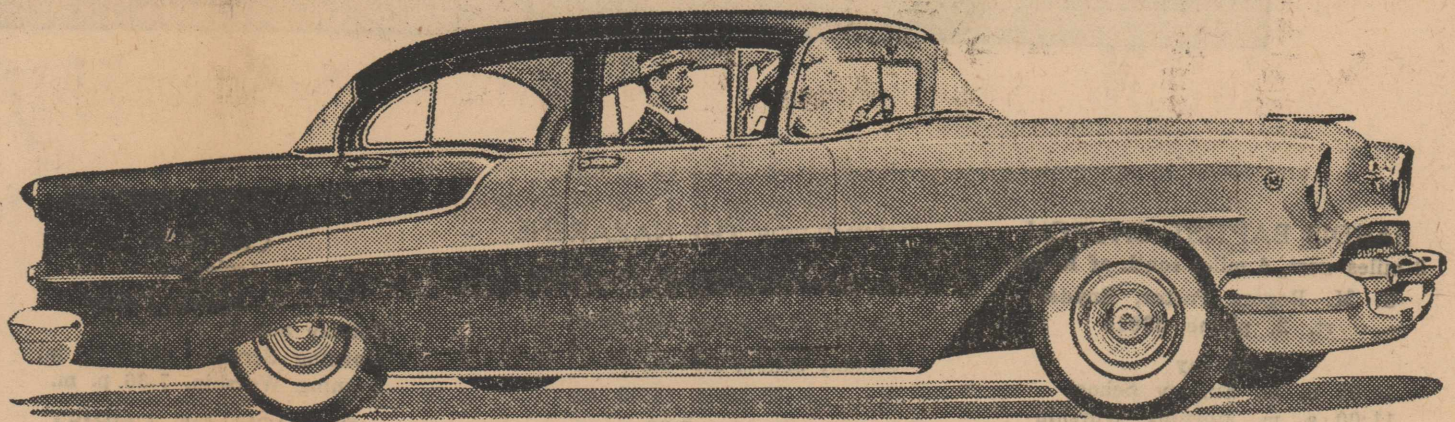
Since 1913
1,553,444 FORD CARS AND TRUCKS
have been
BUILT IN TEXAS BY TEXANS!

Rotan Motor Co.
Your Friendly Ford Dealer

Get the
FEEL!



Get the
DEAL!



Super "88" 4-Door Sedan.

This calls for action! For you can't imagine the thrill that's yours with a "Rocket" at your command! Slip behind the wheel just once—you'll know here's something different—really different! And you'll be amazed at how easy it is to own a "Rocket" Oldsmobile these days, too! Drop in soon—get our low price . . . our generous appraisal on your present car!

Get a
"ROCKET"
OLDSMOBILE

FOR COOL
DRIVING COMFORT . . .
Get an AIR-CONDITIONED
"ROCKET" OLDSMOBILE!
See us for details—and a demonstration!

VISIT THE "ROCKET ROOM" . . . AT YOUR OLDSMOBILE DEALER'S!
ROLLINS MOTOR COMPANY
207 N. CLEVELAND
PHONE 239 — Rotan, Texas

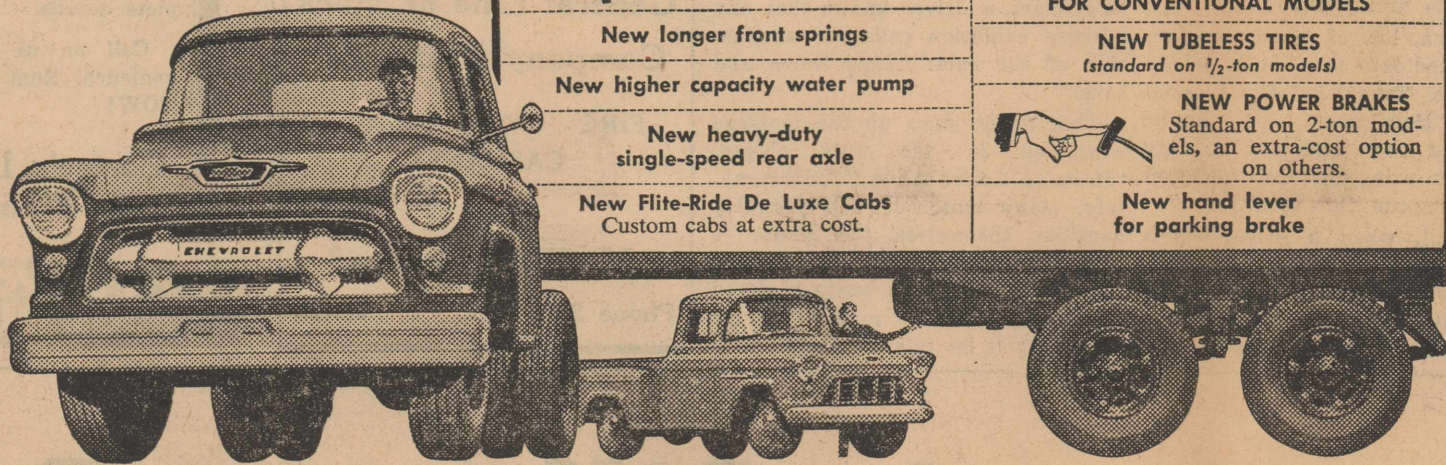
BOFFY MISS OLDSMOBILE'S STAR-STUDED "SPECTACULAR" • "SYNCHALL AND THE BLOWBY" • SATURDAY, JULY 30 • NBC-TV

Really loaded

with great new developments

Only new Chevrolet Task-Force trucks bring you all these truly modern features. If you don't get them in the truck you buy, you're getting an old-fashioned truck.






CHEVROLET NEW **CHEVROLET** Task-Force TRUCKS



HOGSETT CHEVROLET CO.

101 W. Snyder Ave.

Rotan, Texas

NEW CAMEO CARRIER MODEL	New 3/4-ton Forward Control chassis
New parallel-design frames	NEW HIGHER MAXIMUM G.V.W.—UP TO 18,000 LBS.
New deep-drop I-beam front axle (Forward Control)	 NEW LOW-CAB-FORWARD SERIES Replaces the old fashioned C.O.E.!
New Power Steering (extra-cost option offered in all models except Forward Control)	New 12-volt electrical system
New higher gross torque and horsepower ratings	New optional Airmatic seat
 2 POWER-PACKED V8 ENGINES—5 SIXES— Greatest engine choice in Chevrolet truck history!	New 4-point engine mounting system
New wide-tread front axles	New more rugged standard 3-speed Synchro-Mesh transmission
Now, Hotchkiss Drive on All Models	New long-wheelbase 1/2-ton pickup model
New larger, quieter slow-speed fan	 NEW PANORAMIC WINDSHIELD
NEW PANEL BODIES	New domelight switch on instrument panel
New concealed Safety Steps	New optional Full-View rear window
New High-Level Ventilation System	New rebound-controlled seat
 New distinctive 2-tone color styling	New exterior chrome option
New longer front springs	New greater wheelbase range—104 to 220 inches
New higher capacity water pump	New standard 34-inch frame width
New heavy-duty single-speed rear axle	NEW LOWER STEERING GEAR RATIOS FOR CONVENTIONAL MODELS
New Flite-Ride De Luxe Cabs Custom cabs at extra cost.	NEW TUBELESS TIRES (standard on 1/2-ton models)
	 NEW POWER BRAKES Standard on 2-ton models, an extra-cost option on others.
	New hand lever for parking brake

THE ROTAN ADVANCE

E. H. Shelton, Publisher
TELEPHONE, DIAL 332

SUBSCRIPTION RATES
\$2.00, IN FISHER COUNTY — \$2.50 OUTSIDE FISHER COUNTY

Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation which may occur in the columns of the ROTAN ADVANCE will be gladly corrected upon being called to the attention of the editor. The publisher is not responsible for copy omission, typographical errors or any unintentional errors that may occur other than to correct in the next issue after it is printed.

Our Foreign Shipping Under '50-50' Law

Some of our friends in foreign maritime nations have been critical of what they term "U. S. flag discrimination." Their principal target is a measure passed last year by Congress, known as the 50-50 law.

This law provides that half of the overseas cargo which is paid for or guaranteed as to payment by the U. S. government, such as surplus commodities sold abroad, must travel in American-flag vessels. It is limited by a provision that these vessels must be available, and must offer the service at reasonable rates.

It's pretty hard to find any discrimination there. While foreign-flag vessels have been given the right to half the cargo, in actual practice they have been doing much better—during 1954 over 80 percent of our tramp-borne cargos moved in foreign bottoms, for the reason that there weren't enough American tramp ships available to do the job. In the over-all picture we have been going downhill. According to an article in the New York Journal of Commerce, in 1946 American ships handled 60.9 percent of our dry cargo export and 56.3 percent of the imports. In a recent month the figures were 24.4 percent and 29.1 percent respectively.

Other maritime nations have in effect legal restrictions far more sweeping than ours, in order to protect their merchant fleets. By comparison, American policy is truly liberal.

Basically, of course, the 50-50 law was designed to help keep the American merchant flag on the high seas. That is vital both to the national security and to the economy. The criticisms coming from abroad should be given small notice here.

The Rotan Advance
Thursday, July 14, 1955 No. 24

risks involved in searching for oil. Many failed, but some succeeded. Great new fields were found — and thus an ever-soaring demand was met even as the reserves increased. In addition, oil producers and users learned how to get more service and more products out of each barrel, and how to eliminate waste.

The moral is plain. Incentive — the chance to succeed, to make a profit — is the creator of material progress. Oil has demonstrated that beyond argument.

Farm Safety Week Is July 24-30

COLLEGE STATION — More accidental deaths occur in farming than in any other major industry in the nation. Texas, with its wide-spread farming and ranching operations, is in a position to help reduce the toll taken by such accidents, said Governor Allan Shivers in his proclamation designating the week of July 24-30 as Farm Safety Week.

Earlier President Eisenhower had proclaimed the same period as National Farm Safety Week. He requested organizations and leaders interested in farm life to join in the continuing drive to reduce needless injuries and deaths to farm people.

The week is sponsored jointly by the National Safety Council and the U. S. Department of Agriculture and has been observed each year since 1944. The Texas Farm and Ranch Safety Committee working with the sponsors and farm organizations and leaders of the state report much progress during the past several years. The committee has called on farm organizations and rural youth groups to assist with carrying the message on safe rural living to farm and ranch families. Four-H club members not only conduct individual demonstrations involving farm safety but compete as teams for county, district and state honors in a farm and home safety demonstration contest.

It is the hope of the Texas Committee that farm families in every community will participate in activities which may be planned for their protection. The theme of the 1955 week is "Your Safety is in Your Hands . . . Be Careful Avoid Accidents."

Royce Huckaby, local manager of Winn's Variety Store, spent several days last week, assisting in a Winn's store at Graham.

Guests of Mrs. O. S. Kiker last week end were Mr. and Mrs. E. H. Good and Jimmy of Ashland, Kan., Mr. and Mrs. C. J. Robbins and sons, Mrs. Walter Phillips and Rudy, Mrs. Mary Phillips and Mrs. S. A. Kiker all of Bronte.

Miss Josie Baird, Mrs. W. A. Rives and Ruby went to Canyon Monday where Ruby enrolled at W. T. S. C. for the summer session.

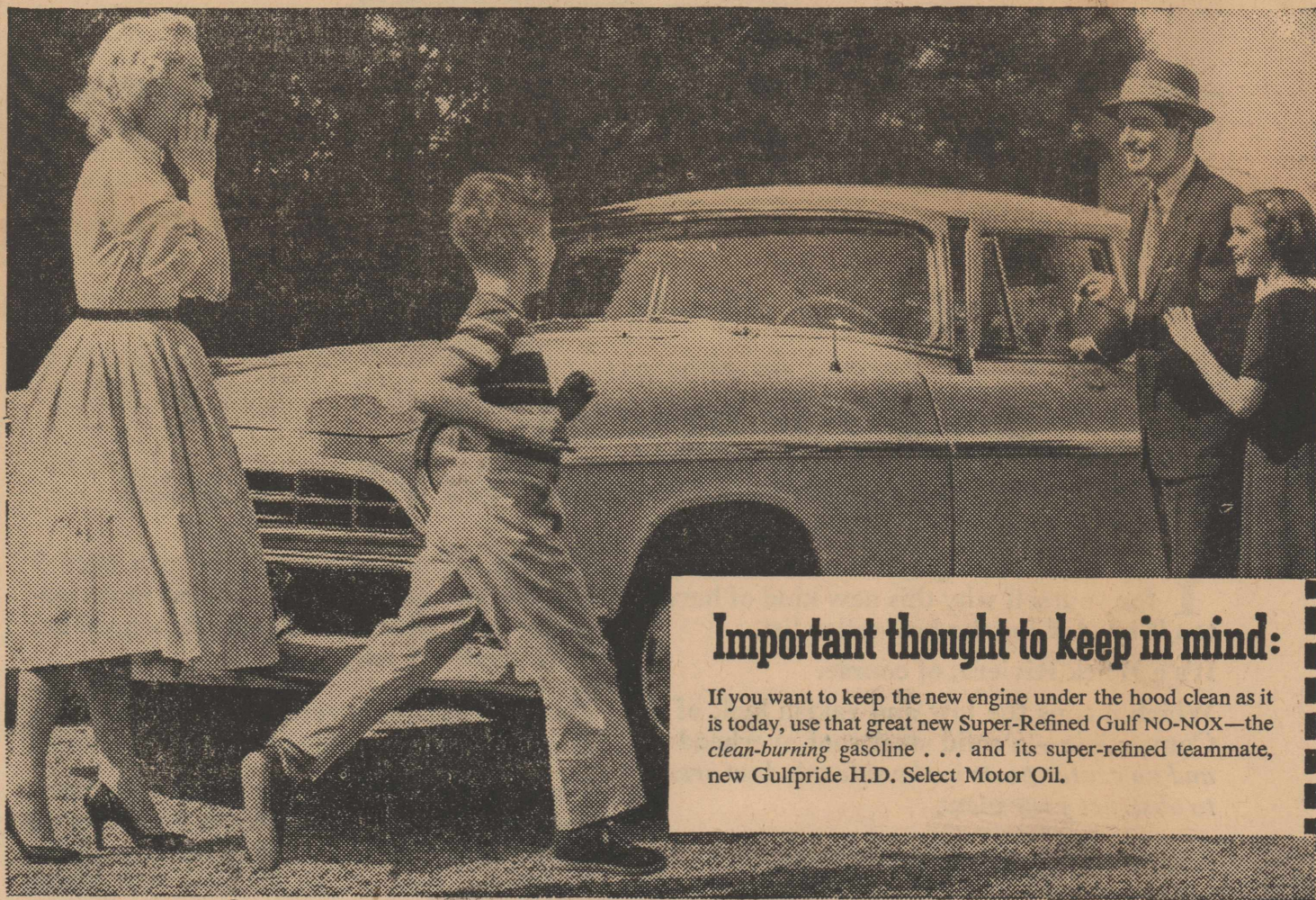
Conservation Is Using Resources Properly

Ask the next man you meet what conservation of natural resources implies and you'll probably get an answer like this: "It means keeping them as intact as possible for future use."

That, however, is but part of the story. Sound conservation is not accomplished by locking the door. It is accomplished by using the resources efficiently and wisely — and by encouraging men to find or develop additional resources to add to the supply.

Oil is a first-class example. In 1900 the nation produced only 60,000,000 barrels and our known proved reserves amounted to 2,900,000,000 barrels. In 1954 we produced the high total of 2,260,000,000 barrels — almost as much as those total reserves of half a century earlier. Yet, in that year, our known reserves were at a record level — 29,560,000,000 barrels.

How did this happen? It wasn't a miracle — it was the result of human effort, courage, and scientific achievement. Men took the long



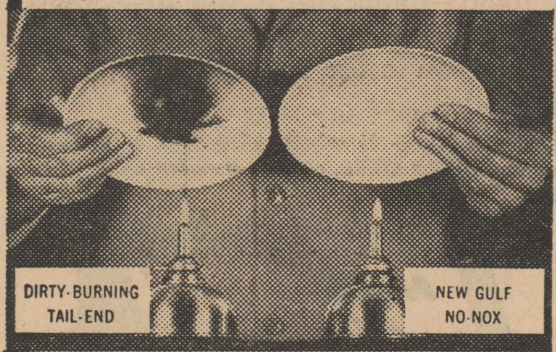
Important thought to keep in mind:

If you want to keep the new engine under the hood clean as it is today, use that great new Super-Refined Gulf NO-NOX—the clean-burning gasoline . . . and its super-refined teammate, new Gulfpride H.D. Select Motor Oil.

New Gulf No-Nox Gasoline delivers not just the highest octane but

full working octane

because it's super-refined to burn clean



See what a difference Gulf super-refining makes. Gulf takes out the "dirty-burning tail-end" of gasoline—at the refinery—to bring you new clean-burning Gulf NO-NOX.

- more complete engine protection
- extra gas mileage in short-trip, stop-and-go driving
- freedom from vapor-lock and engine stalling
- no knock, no pre-ignition—even in today's high-compression engines

Now! For the ultimate in working octane performance, always use Gulf's super-refined gas-oil team...New Gulf No-Nox Gasoline and

New Gulfpride H.D. Select Motor Oil



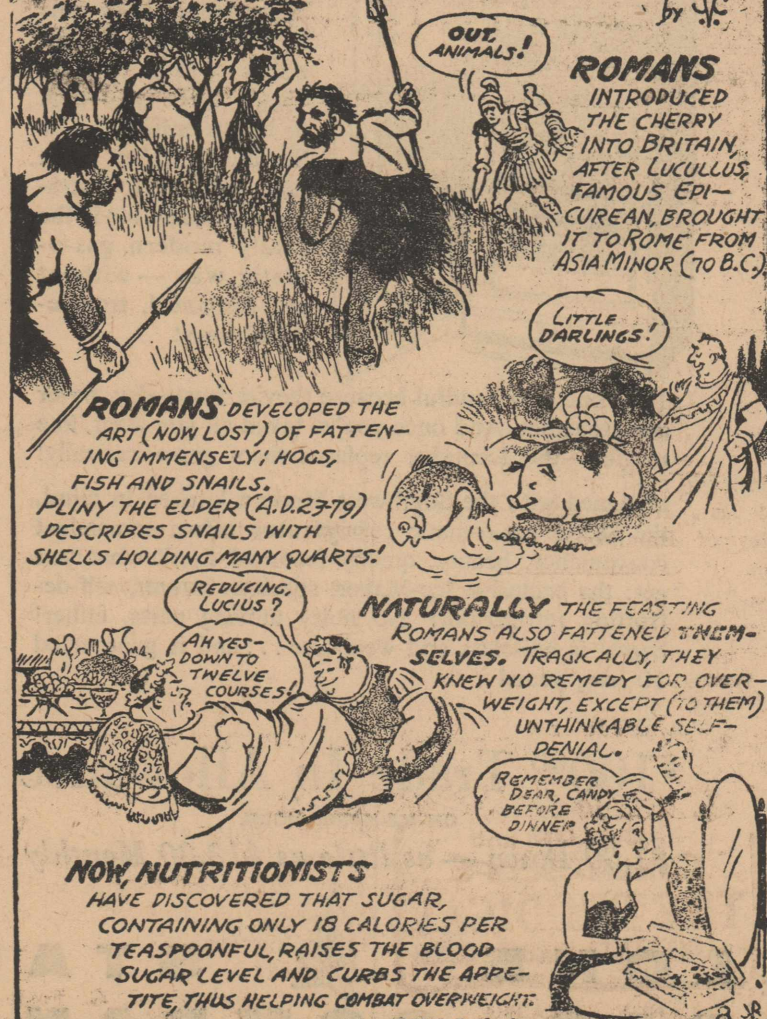
- The only motor oil super-refined by the Alchlor Process for modern high-compression engines.
- Controls carbon
- Combats corrosive acids, rust and deposits
- Assures lower oil consumption
- Provides the toughest protective film ever developed in a motor oil

Available in 3 grades—SAE 10W, SAE 20/20W, SAE 30.



J. O. KENNEDY, Distributor

FOOD... through the ages...



Water Leak Is Very Expensive

Do you have a little drip in your home? It's costing you money — perhaps more than you think, say the editors of Changing Times. The Kiplinger Magazine. In a day, the steadily dripping faucet can waste almost as much water as one member of the family will use during that day.

Saving water is mainly a matter of thinking about the subject whenever you turn on a faucet. Here are some suggestions on ways to save:

Showers usually require 25 gallons of water — baths, 36. Reduce these figures by turning off the shower while soaping and turning

it on again to rinse and save 15 gallons. Substitute a partly filled tub for a full one and save 16 gallons.

Washing dishes under running water can use up to 30 gallons per meal. You can save by using a dishpan or sinkstopper.

Letting the water run all the time you are brushing your teeth is wasteful.

Use the basin instead of the shower for a shampoo.

Turn off the hot-water faucet when shaving and save up to 25 gallons of water.

It is usually best to keep your water heater on an even setting.

If you want to know whether you're using the average amount of water, read your meter at the beginning and end of a representative period and calculate your consumption per person per day. If its 25 to 35 gallons, that's pretty good. Fifty is about average. Anything above that is too high for household use.

Mr. and Mrs. Jimmy Taggart of Abilene visited his grandparents Mr. and Mrs. Joe Taggart last week end.

DR. JOHN BLUM

DR. J. A. NESBIT

Associate

OPTOMETRISTS

Office will be closed on

Saturday afternoons.

1825 25th Street

Dial 3-3992

SNYDER, TEXAS

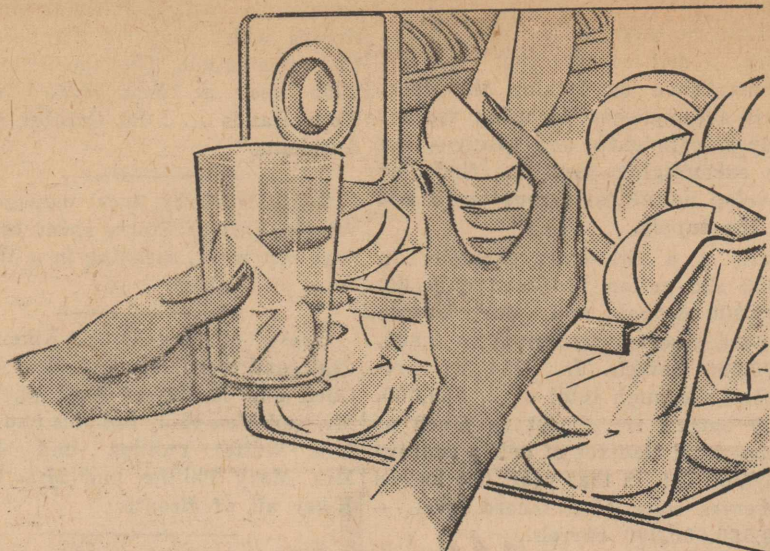


MERRY MODERN says —

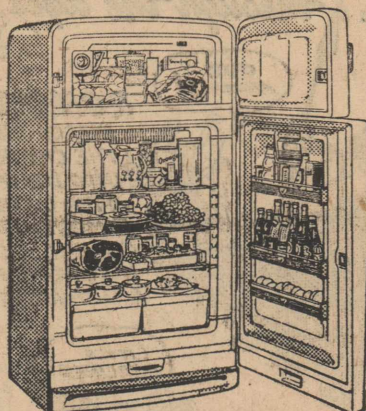
the really modern
SERVEL
Gas-O-Matic
ICE-MAKER
REFRIGERATOR

performs

miracles
with
ice cubes



makes perfect ice cubes without trays,
puts them in a fingertip server and
replaces all you take Gas-O-Matically



When entertaining calls for plenty of cooling ice cubes — take it easy. That's when you turn to the beautiful all-new Servel Ice-Maker. Then help yourself to extra-big IceCircles, made the really modern gas-o-matic way — without old fashioned, troublesome trays!

Take one or a handful because they're frosty-dry, never stick together. And once you've taken all you want, like magic — the Icemaker replaces them gas-o-matically!

Designed with the Southwest Modern kitchen in mind, the Servel gas-o-matic refrigerator offers unmatched convenience, beauty, quality features! Look what you get: the exclusive Ice-Maker, spacious freezer, self-defrosting refrigerator! No noisy moving parts, either! Servel is noiseless and wear-free... and is guaranteed 10 long years!

\$100⁰⁰ Trade-In Allowance

ON ICE-MAKER MODEL

\$1.00 Down — as little as \$13.80 Monthly

LONE STAR GAS COMPANY

Egg Prices Should Be Higher in 1956

COLLEGE STATION —Production from egg laying flocks is expected to dip five percent or more this fall below the same period last year commanding at least seasonal and perhaps higher prices for producers.

"Farmers have raised 19 percent fewer replacement chicks this year," John G. McHaney, extension farm economist, explains. It appears that fall flocks will be six to eight percent smaller than a year ago.

While the number of replacement chicks started over the nation closely parallels farmer's February 1 intentions, in Texas and other South Central states the cutback has exceeded the expected 15 percent mark.

Poultrymen who bought replacement stock during the first four months of 1955 will profit most from the situation because of high egg yields at times when prices are more favorable.

The economist suggests that raisers starting chicks next September still may take advantage of some of the expected favorable prices during the second quarter of 1956.

'Drive To Arrive, Alive'

"Drive to arrive alive!"

There's a lot of good common sense packed into that short, catchy slogan the Texas Safety Association, the Department of Public Safety and the National Safety Council are using for their vacation driving program this month.

After all, when a driver starts out on a motor trip his goal is to get where he's going and to get there healthy and happy so that he can have some fun. It would certainly

defeat his purpose if careless driving necessitated a detour to the hospital — or worse!

What kind of driving, then, should he adopt to get him to his destination alive — and in good health and spirits?

To begin with it should be courteous driving. The courteous driver is pleasantly relaxed, gives other drivers a break and is always prepared to yield the right of way to prevent accidents. His behavior is in sharp contrast to that of the selfish (Hurry Bug who drives along The Hurry Bug is intent on getting to his destination — and heaven help anyone who gets in his way. Don't be a Hurry Bug, make courtesy YOUR code of the road!

Another characteristic of the kind of driving we're talking about is that it's law abiding driving. The intelligent driver knows that in order to stay safe he must stay within the law. He familiarizes himself with the laws of the area through which he intends to drive, and when he drives through that area he OBEYS the laws.

The third major consideration is that driving should be geared to conditions. A motorist should always drive at a speed that's safe for prevailing conditions — conditions of weather, the road, the car, and his own physical and mental state. If he's smart, a driver knows that any adverse condition calls for application of the rule: "Slow Down and Live."

That about sums up the message contained in the July slogan, "Drive to Arrive Alive." Unfortunately, many motorists will probably consider themselves too smart to follow its advice. To their sorrow they may arrive in a badly battered condition — or they may not arrive at all. Don't let this happen to you!

Newspaper Advertising Still Leads The Field

Alfred G. Peterson, who is president of the National Savings and Loan League, had this to say about advertising: "I feel that advertising is a very profitable investment. But we should not buy advertising blindly. We should give careful consideration both to the appeals and the media we use.

"The medium which tops the list is the medium that reaches the greatest number of people at the lowest cost. It is my opinion the newspaper is that medium. I place the newspaper at the top of the list because it reaches the local market. All of us are really conducting local businesses. We may be bound together into a national

FARM & RANCH LOANS

8-10 & 15 year at 5%

NO APPRAISAL FEE

We Also Represent Company Making City Loans

General Line of Stock Company Insurance

FIRE

CASUALTY

LIABILITY

M. W. Strickland

Phone 278

Rotan

The Rotan Advance

Thursday, July 14, 1955 No. 24

industry, but our spheres of influence are entirely local.

"The newspaper reaches precisely the people we want to reach." Well spoken, Mr. Peterson!

USE ADVANCE WANT ADS



FOR BIG FOOD SAVINGS,

year 'round menu variety and new Shopping Complete details.

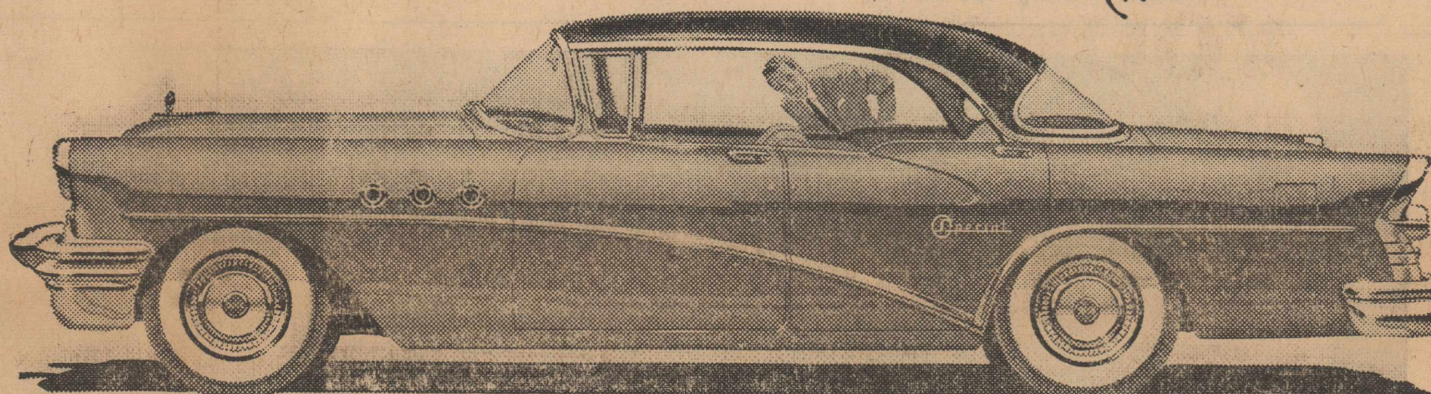
Call on us for convenience, Rent a Locker NOW!

Porter's Locker Plant

CUT YOUR FOOD BUDGET

See the Difference?

(No Center Posts!)



188-hp Buick SPECIAL 6-Passenger, 4-Door RIVIERA, Model 43

This 4-Door Beauty
is the Newest Hit in Hardtops

YOU certainly ought to come in and see for yourself why this new kind of hardtop is headed for the best-seller list.

It's a Buick Riviera, of course.

Which means the low and rakish look of a Convertible — a solid steel roof overhead — and no center posts in the side window areas to obstruct your view.

But that's only the beginning.

Here you get two extra doors. They open to the rear compartment. So no one in the front has to move when someone gets into or out of the rear.

Here you get massive half-pillars on either side on which the front doors latch and the rear doors hinge. (That's why you see no center posts above the door line.)

Here, too, you get wholly new principles in body design and strength that give the extra safety of rock-firm solidity at the top, sides and bottom.

And here—bless those Buick engineers!—you get a lot more room in the rear compartment.

For the 4-Door Riviera gives you over 9 inches more hiproom and 5 inches more legroom — yet with no increase in wheelbase or over-all car length.

So we repeat—you certainly ought to come in and see this stunning new kind of hardtop.

It's the very last word in beauty, comfort, convenience. It's available in Buick's two lowest-priced Series — the SPECIAL and the CENTURY. And it's all Buick — with Buick power, Buick ride, Buick handling—and the spectacular performance of Buick's Variable Pitch Dynaflo.*

Drop in today—tomorrow at the latest—and learn what Buick's all time record sales year can mean to you in the way of a whopping-big trade-in deal.

*Variable Pitch Dynaflo is the only Dynaflo Buick builds today. It is standard on ROADMASTER, optional at modest extra cost on other Series.

Thrill of the year
is Buick



NOW-
Biggest
Trade-in Deals
ever on the
Biggest-Selling
Buicks
in History!
Come in and see!

WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM

Enjoy cooled, filtered air
for less than you think
with Buick's
AIRCONDITIONER
It's a genuine Frigidaire

HOGSETT CHEVROLET COMPANY

Rotan, Texas

**GI Farm Loans
Easier For Home**

World War II and Korean conflict veterans will find it easier to get GI loans to purchase farms on which there is a home or to construct or improve farm houses under a new law recently signed by the President.

The new law increases the Veterans Administration guaranty of GI farm loans made by private lenders to 60 percent of the loan with the maximum guaranty of \$7,500 on the following three types of loans:



GI FARM LOANS GOIN' TUB GIT
HIGHER YEAR ENDOWMENT WITH

**R. L. YOUNG
INSURANCE**

ROTAN

DIAL 261

1. For the purchase of a farm on which there is a farm residence to be occupied by the veteran as his home. The guaranty would cover not only the farm and residence but include all other buildings which are considered as part of the realty.

2. For the construction of a farm residence to be occupied by the veteran on land owned by the veteran. In the case of a veteran who wants to build a residence on his farm on which there is an indebtedness secured by a lien against the land, the GI loan with the increased guaranty can be used to liquidate that lien if the indebtedness does not exceed the reasonable value of the land.

3. For the repair, alteration or improvement of a farm residence owned by the veteran and occupied by him as his home. Such repairs alterations and improvements must protect or improve the basic livability or utility of the farm residence.

VA said the new law puts the three types of farm loans on a parity with GI home loans — both of which now carry the 60 percent up to \$7,500 guaranty.

The guaranty on GI loans for unimproved farms or for the repair of farm buildings other than the residence itself will remain the same — 50 percent of the loan with a maximum of \$4,000.

The guaranty of farm non-realty loans for such as stock, feed, seed and equipment remains at 50 percent of the loan with a maximum guaranty of \$2,000.

VA said that while maximum guarantees are set by law, the amount of the loan obtainable by a veteran depends on the policies of the lender.

In the 11 years of the GI loan program, VA has guaranteed or insured 67,760 farm loans totalling \$264,786,200. Veterans already have paid back in full 39, 867 GI farm loans totalling \$120,909,670.

VA has had to pay claims on only

2,099 farm loans. Net amount of the claims paid is \$1,456,400 and that amount is subject to further recovery through the liquidation of tangible security or from the veterans.

World War II veterans have until July 25, 1957 to use the GI loan benefits while Korean conflict veterans have until January 31, 1955.

**Drowning Danger Cited
By Health Officer**

There were 397 drownings in Texas last year according to figures released by the Texas State Department of Health. Over half of these deaths were among those under 25 years of age. Drownings dropped sharply after age 45, but occurred in each age bracket up to 90 years.

Dr. Henry A. Holle, Commissioner of Health, stated that most of these deaths could have been prevented if sensible precautions had been taken. This is the season of the year when many of us like to take to the water for a cool swim, for week-end boating or fishing trips. These are all healthful forms of recreation, if you follow common sense rules, don't get cocky about your ability in the water and don't take chances.

The safest place to swim is the municipal pool where a life guard is on duty. The water is treated to kill disease germs and is kept fresh by a continuous change of water. Also there is no danger of wading into unexpected deep holes such as there are in ponds, lakes and rivers.

If you go boating and do not know how to swim always take along a life preserver. See that each child is so equipped. Be careful not to overload the boat. Changing seats or standing up in a small boat is dangerous business. If you should capsize, stay with the boat.

Watch children carefully while they play around small pools or even buckets of water. Small children often drown in stock tanks, fish pools, ditches and drainage canals. They even drown in bath tubs, because thoughtless mothers leave them there to play without supervision.

Consciously practice safety precautions and soon avoiding accident hazards will become second nature to you. Swimming, boating and fishing are healthful exercise if you do them safely.

**Poisonous Plants Are
Range Danger**

COLLEGE STATION — Bitterweed, milkweeds, loco weeds and the groundsels are among range plants most common and poisonous to livestock in Texas.

These plants are among 69 listed as poisonous grazing to livestock in Texas Range Plants Poisonous to Livestock, a new joint publication of the Texas Agricultural Experiment Station and Extension Service.

Thirty-four plants are recognized as "most hazardous" to livestock,

22 are listed as having low toxicity but not frequently grazed and 13 are toxic but usually not hazardous.

A complete description of each plant, a list of animals commonly affected, and the management and control of each is given in the bulletin. It also contains a map showing statewide distribution and a picture of each specie.

Overgrazing and periodical drouths, says the publication, mainly are responsible for the decrease of more desirable plants and consequent increase of toxic and less desirable brush and weeds.

Copies of the informative 48-page bulletin, 79¢, are available from local county agricultural agents or from the Agricultural Information Office, College Station, Texas.

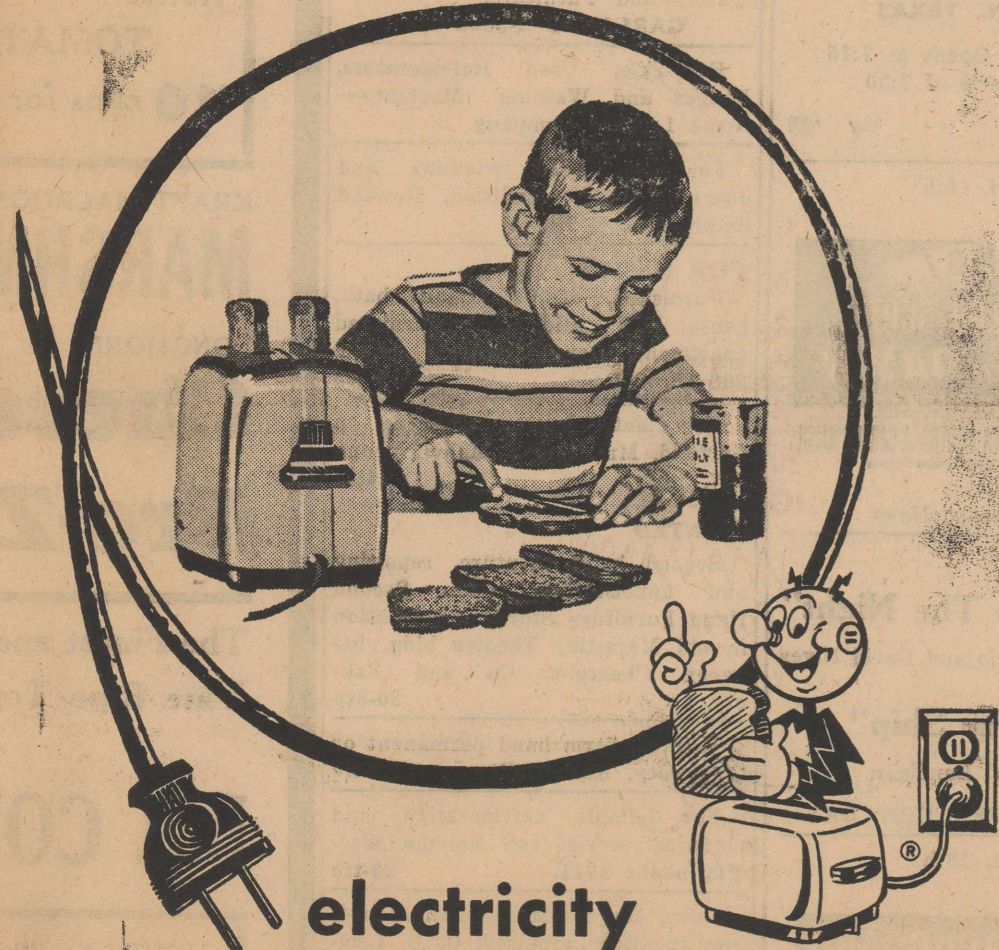
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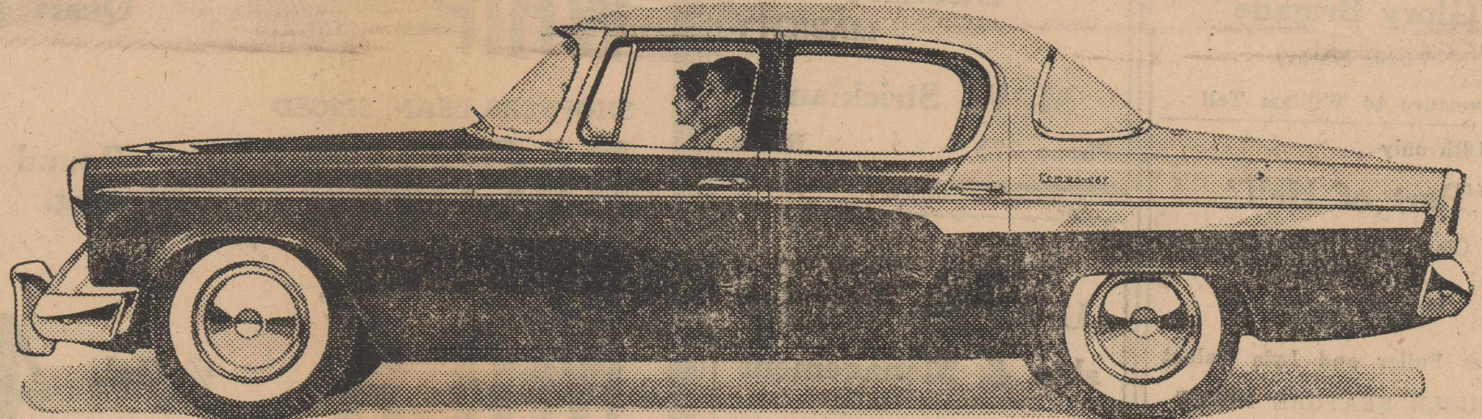
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GIANT BLUE CHEER	69c
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SLICED BACON, Lb.	39c
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