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**Abernathy**



Abernathy (Texas) Weekly Review Thursday, Jan. 4, 1962 Page 2

**Modern Etiquette**



By Roberta Lee

Q. What have you to say about the wearing of costume jewelry?

A. It is completely respectable, but don't wear too much of it, and don't wear ill-assorted pieces at the same time. Also, be sure you are not wearing pieces that are too large or too tiny for your size. More elaborate jewelry is worn at night than in daytime. With sport clothes, nothing but a wedding ring or other simple ring and wristwatch are worn.

Q. My father is dead, and one of my uncles is going to give me away at my wedding. After he performs this rite, is he then supposed to take his place in the front pew next to my mother?

A. This is the usual procedure, although it is not absolutely required.

Q. Is it all right to have nicknames engraved on personal calling cards?

A. No.

Q. My fiancé has four good friends whom he'd like to serve as ushers at our wedding. The thing is, I'm having only a maid-of-honor. Is it proper to have four ushers when there are no bridesmaids?

A. This is quite all right. It is not necessary that the number of ushers match that of the bridesmaids.

Q. Are all plates removed from the dinner table prior to serving the dessert?

A. Yes, the table should be plateless. Salt cellars, pepper pots, unused flat silver, are taken off the table, and the crumbs are brushed off with a folded napkin onto a tray held under the table edge.

Q. Is it proper to address the envelope of a letter to a person

without using the titles, 'Mr., Mrs., or Miss'?

A. Never.

Q. Am I supposed to write a thank-you note to the wife of my husband's employer who recently entertained us at a dinner party, or do I invite them to dinner in our home as repayment?

A. Neither is necessary. However, should they continue to invite you to their home and you become good friends, then return their hospitality.

Q. Upon being introduced to Miss Adams for the second time, is it all right to say, "I know Miss Adams"?

A. This would seem to sound as if it were too much trouble to

make a second acknowledgement. Much better to say, "I have already had the pleasure of meeting Miss Adams."

Q. Is it permissible to eat the skin of a baked potato, and also the parsley used as a garnish?

A. If you enjoy these items, it is perfectly proper to eat them.

Q. Should birth announcements be mailed to everyone, including those whom you have already told over the telephone or in person?

A. No; only to persons whom you have not told.

The Judge was stern and righteously indignant. "I can't think of anything worse than a man beating up his wife," he said to the defendant. "What made you do it?"

"Well," said the cunning man, "She kept saying, 'Hit me! Go ahead and hit me! I'll have you brought before that bald-headed old baboon of a judge and he'll fix you!'"

NEWSPAPER subscribers who become angered at the paper have long used cancellation of their subscription as a means of showing their irritation. Such action is generally looked upon as being the same as stopping patronage of a store to show displeasure. But, is it the same?

The reader who cancels a newspaper subscription does not cancel telephone, gas, water or electric service to show displeasure with those services. Yet, the home town newspaper is, in many ways, comparable to utility services.

There is a notable difference between a newspaper and other utility services. It is the individual subscriber's share of the cost. For all services except newspaper, the subscriber pays the full share of cost plus a profit or its equivalent.

The subscription price of the home town newspaper, however, is but a fraction of the actual cost of producing and delivering it to each subscriber.

Unlike other services, where the subscriber can somewhat control the cost through regulation of the amount used, neither the subscriber nor the publisher can regulate the amount of newspaper service to be rendered. Being a continuous recording of local history, the amount of newspaper space required is bound to fluctuate. To meet its obligation, yet keep the cost of its service so low all can afford it, is why the paper sells subscriptions below cost.

Canceling a subscription to a newspaper, it seems obvious, is not the best way to show displeasure.

A better way is to write a letter to the paper. If your point of disagreement is a matter of general concern, and you authorize it, the paper will publish your letter. In that way you publicly chastise the paper and tell another side of the controversial matter.

Publication of matter critical of themselves is another of the unique characteristics of our newspapers. No other public or private institution or service is so willing and eager to publicize its own mistakes.

Subscribing to the home town newspaper should be looked upon as the same as subscribing to the other services available in the community. The price is small and actually below the cost. And, whatever the amount, it is a necessary item for complete enjoyment of life in the community.

Subscription Is a Fraction

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**You Need A Good Laugh**

By LINDA FAVER,

Have your own Laugh Week. Some of you may be out of condition for this, for lack of enough things to laugh about these days. In that case, you'll doubtless want to prepare for your own big ha-ha fest.

So here is a handy program of easy exercises, especially designed to ginger up your guttawing before you set the date for your own Laugh Week.

For the first day: Try smiling for a minute or two once an hour while doing something you hate.

Second day: Turn on a big grin at assorted moments—such as when you keep getting threatening letters about over-due bills.

Third day: Practice giggling—after household disasters such as Junior spilling a gallon of molasses on the living room rug.

Fourth day: Time now for the restrained belly laugh. An excellent occasion would be upon learning your television set is beyond repair.

Fifth day: You should be ready now for the big showdown test: The howler. Do it while considering that your rich uncle has cut you out of his will.

If you practice all this faithfully, then you will be ready to set the date for your own Laugh Week.

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**Mrs. Donald Ray Marcy**  
(NEE PATSY JEAN PETERS)

### Church Rites Held Here For Couple

Double ring vows for Miss Patsy Jean Peters and Donald Ray Marcy were read at 8 p.m. Thursday in the First Methodist Church with the Rev. Billy S. Smith of Lubbock officiating.

She is the daughter of Mr. and Mrs. H. T. Peters, and he is the son of Mr. and Mrs. A. L. Marcy.

Given in marriage by her father, the bride wore a dress of lace over taffeta styled along princess lines. The bodice was highlighted by a scalloped neckline and long petal point sleeves. From the wastline flowed a bouffant floor length skirt of lace. Her veil of silk organza was caught to a crown adorned with seed pearls, and she carried a cascade arrangement of white chrysanthemums.

Matron of honor was Mrs. W. F. Attebury. She wore a floral sheath dress of turquoise taffeta. White accessories complimented the street length dress. She carried a miniature cascade arrangement of white chrysanthemums.

Best man was the father of the bridegroom. Ushers were Charles Evans and Charles Giles of Lubbock. Mrs. A. D. Kitchens was organist and gave traditional wedding music.

A reception followed in the Fellowship Hall of the church. Mrs. Charles Giles, Lubbock, sister of the bridegroom, registered the guests. Others in the house party were Mrs. Charles Evans, Mrs. Lon Carmickle, Mrs. Jack Hager, and Miss Judy Brownlow.

The bride travelled in a white wool dress with a gathered neckline and matching collar and pleated skirt. She wore black accessories and added a corsage of white chrysanthemums.

The couple will reside in Lubbock. The bride attended Abernathy High School and has been employed by Lon Cleaners in Abernathy.

The bridegroom attended Abernathy High School and will be employed by Moss Gordon Lint Cleaners Company in Lubbock.

Mr. and Mrs. Bob Barton and family visited relatives in California during the holidays.

### Who Must File A Federal Income Tax Return For 1961

All citizens or residents of the United States, including minor children, who had gross incomes of \$600 or more in 1961, must file a federal income tax return, John J. Sloan, Administrative Officer, Internal Revenue Service, Lubbock, announced.

If the taxpayer is 65 or over as of December 31, 1961, he or she is not required to file unless his or her gross income for 1961 was at least \$1,200.

The IRS representative added that even though a taxpayer is not required to file under these rules, he or she must file to obtain a refund, if any income tax was withheld from his or her pay.

He said there is one exception to the general rule. Self-employed persons such as sole proprietors, partners, and independent contractors, must file an income tax return and pay a self-employment tax, if net earnings from self-employment were \$400 or more.

Many questions about federal income tax returns can be answered by telephoning the IRS office.

Oh, yes, the filing deadline this year is Monday, April 16!

### WARNING

Law enforcement officers warn parents that they will be held responsible if they allow their minor child to operate a motor scooter without a drivers license.

In addition to having a drivers license, those who ride motor scooters must obey all traffic laws, including the observance of all stop signs. All motor scooters must have mufflers before they can be operated.

### OFFICIAL SCHOOL CALENDAR

1961-62  
(Subject to Revision)  
Feb. 14 (out 2 p.m.) Valentine  
March 9 Teacher's Meeting, Lub.  
April 19 (out 2 p.m.) Easter  
April 24 School Resumes  
May 29 Baccalaureate  
May 24 - Jr. High Commencement  
May 25 H S Commencement

### It's the Law in TEXAS



New Year's Resolution:  
**Keep Records!**

Back in pioneer times our forefathers found they could keep track of the family history pretty well with a few notations on the flyleaf of the family Bible. But life's not quite that simple any more. Great-grandpa wasn't covered by social security or workmen's compensation. He didn't have a bank account or safe deposit box, a car and a dozen home appliances being bought on time payment, or a half-dozen insurance policies. We have taxes great-grandpa never heard of and wouldn't have believed if he had. And had you asked him for a certificate to prove his birth, he'd have thought you'd taken leave of your senses.

The point of this is that the average American today has a good many important papers to keep track of. There are birth certificates, receipts, copies of tax returns, sales contracts, and a host of other papers. With a little tidy record-keeping, you can make life easier for yourself and your family when you are gone.

So, why not make a New Year's Resolution to follow these suggestions:

1. Get a heavily bound notebook folder or file folder as a central collecting point for all the records of your affairs.
2. Put your especially important papers in your safe deposit box, but make a list of those papers, and a brief summary of their contents to put in your home file.
3. Get for your files copies of birth certificates for all members of the family, and add them to the file. Add your marriage license or at least a statement as to when and where you were married and by whom.
4. Insert your will or a copy of it. If your will is kept elsewhere, include a note telling where it may be found.
5. During the year, put into the file your income tax withholding statements and receipts for expenditures which may be deductible. Then keep a copy of each year's tax return in the file.
6. Make a list of all the stocks and bonds you own and where they are.
7. List all the places you have lived and worked and the names of persons there you know. Include the schools you have attended and the dates you left or were graduated.
8. If you may have benefits coming under a profit-sharing plan where you work, make a note of that too.
9. If you're in doubt whether an item should be included, put it in. This takes time initially, but it will save you both time and worry in the long run.

### Film Program For Heritage Meet Monday

A graphic portrayal of Americanism through the use of colored slides will be presented at the meeting of the Plains American Heritage program at 6:30 p.m. Monday, Jan. 8, at McGrath's Restaurant in Plainview.

C. Don Hughes, Amarillo, will show the slides complete with taped narration and musical background.

The Amarillo Globe-News says of Hughes' program, "It is one of the finest displays of Americanism we ever saw."

Approximately 40 area school personnel are expected at the meeting arranged by Dr. John G. Chapman, head of the history department at Wayland Baptist College, Plainview, who is director of the program emphasizing American heritage.

Cities with schools participating in the program are Hale Center, Abernathy, Cotton Center, Dimmitt, Hart, Kress, Lockney, Olton, Petersburg, Plainview and Tulla.

### CONTRACT LET FOR FM ROAD CONSTRUCTION

A contract for 12.6 miles of construction on FM 1315 and 2060 in Hale County has been awarded to a Plainview firm, it was announced in Austin by the State Highway Commission.

Bryan and Hoffman submitted the low bid of \$249,917 on the project. Grading, structures, base and surfacing of FM 1315 from Lamb County line south and east to FM 594 at Cotton Center and on FM 2060 from U. S. 87 in Abernathy east 5.1 miles to Abernathy Airfield, and is expected

### INCOME TAX FAX

Hundreds of young men and women graduating from colleges and universities in the Dallas Internal Revenue Service District covering the northern half of Texas will be interviewed for tax jobs within the next few years. The Dallas District of Internal Revenue had 35 students in basic training classes that started in February of 1961, but they increased this number to 83 students attending the classes started during July. The personnel people for Internal Revenue are recruiting about a dozen new men for February 1962 classes at the present time and will be looking for an estimated 150 students out of the June graduates.

They will mail many of our college senior students in Accounting, Government, Economics, Business Administration, and several other majors, a brochure telling about the opportunities in our nation's tax service. It takes top flight young men and women to meet the standards set by Internal Revenue. Most taxpayers will readily agree that anything less than the best in tax law enforcement would be unsatisfactory due to the tremendous importance of taxes in our lives.

to take 100 working days, according to Oscar L. Crain, District Highway Engineer at Lubbock.

H. C. Weaver, Resident Engineer at Plainview will be in active charge of the project while it is under construction.



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# Corner on Cotton

BY BOB COLLINS

Recently some cotton organizations began talking of the need for over-all public relations in the industry . . . this was initiated, no doubt, by many of the erroneous statements concerning loans, "windfall profits" and any number of other things that make the farmers and merchants look like parasites on the national economy . . . when widely circulated magazines and newspapers leave the impression that federal aid to farmers is nothing but charity and when merchants are accused of "windfall profits" when they insist upon getting what they pay for, it's evident an information program about farming is long over due . . . cotton farmers and cotton merchants have been unjustly accused for some time now and the effects of this are apparent in both legislation and public attitude . . . some kind of a far-reaching public information program is needed not only for cotton but for the whole farming industry . . . the public is getting enough misinformation to scuttle any orderly farm program . . . it will be quite a job to counteract all this.

### Deep Plowing Reduces Root Rot

Over 5,000 Texas cotton farmers reduced root rot damage by deep plowing more than a quarter million acres during 1961 according to year-end reports from county agricultural agents. Demonstration results indicate that on fields where losses have ranged up to 75 percent were cut to 5 percent or less by deep plowing—1 to 18 inches—and by turning under large amounts of organic matter and letting the soil dry for periods of from 10 days to two weeks.

In the progress of the automotive age, many words have disappeared from the motorist's vocabulary—running board, rumble seat, crank, courtesy.

Visitors were being shown around the battleship that had just arrived in port. The guide paused before a bronze plaque on the deck and with bowed head said, "This is where our gallant captain fell."

"Well, no wonder," said one little white-haired old lady. "I nearly tripped over the stupid thing myself."

## March of Dimes Clinic Head Forecasts Pre-Marital Tests for Birth Defects

Before most thoughtful young couples marry, they do a great deal of planning for the future. They ponder about jobs, homes of their own, saving money for their retirement years.

All well and good, but—The pediatrician-in-chief at famed Johns Hopkins University Hospital, Baltimore, Md., wishes they would invest as much thought—before marriage—in their planning for healthy children.

Dr. Robert E. Cooke predicts the development of pre-marital tests which would forewarn of genetic deficiencies or flaws in either or both parties to a marriage that could cause their children to be born with serious defects due to heredity.



Dr. Robert E. Cooke

Dr. Cooke speaks from extensive knowledge of the problem. In addition to his academic position, he is responsible for the Birth Defects Special Treatment Center at Johns Hopkins, which is financed by March of Dimes contributions from the Baltimore City and County chapters of the National Foundation.

The genetic tests which Dr. Cooke sees for the future would bring to light gene patterns in potential parents that could cause their children to be born deaf, blind, mentally retarded or malformed.

By the same token, the tests when adequately developed would also reassure the vast majority of young couples of the likelihood of their having normal, healthy families.

What if a young couple agrees to undergo these searching tests, and the results show they might have babies with congenital malformations? Would such a marriage be forbidden?

**Tests Are No Bar To Marriage**

"By no means," Dr. Cooke said in a recent interview. "The tests should be voluntary. An unfavorable prognosis or prediction should not provide, in my view, either legal or moral grounds for advising against marriage."

"The results of biochemical examination of their blood and cell enzymes should be made available to prospective parents and the outlook for their offspring made quite clear. But ultimate decision as to marriage should be left to the individuals themselves."

Dr. Cooke added that genetic defects in the husband and wife may also be the cause of childlessness.

Pursuing his line of thought further, Dr. Cooke said that our young people should be given a better understanding of this subject. Proper instruction would minimize anxiety and permit them to plan their futures in a mature manner. The noted pediatrician would like to see more genetic investigation and counseling patients by physicians—he calls it "anticipa-

tory medicine." He feels that medical students should become much more knowledgeable about human embryology.

"More than a quarter of a million babies with significant birth defects are born every year in the United States—almost 700 daily. Until scientific research can develop means to prevent these tragedies, young people who are the mothers and fathers of future generations should understand how and why they happen," he said.

Such premarital tests as Dr. Cooke advocates are not practical today on a widespread basis because of a lack of appropriate laboratories.

"But with increased research in birth defects, and with improvement in our medical technology and our laboratory facilities, genetic tests will soon become practical and feasible," he predicted.

"Through them we may well come to the actual detection of future birth abnormalities and possibly prevent many by proper handling of the pregnancy."

### He Defines 'Birth Defects'

Dr. Cooke says there is a great confusion regarding the term "birth defects." Medically, these are congenital anomalies caused by genetic factors or by injury to the embryo during its life in the womb. Most of the general public mistakenly believes that birth defects are limited to those apparent at birth, such as missing extremities, an enlarged head (hydrocephalus) or open spine (spina bifida). But many more subtle birth defects are not disclosed until maturity and even middle age.

For example, severe high blood pressure appearing in later life has been shown in many instances to result from congenital malformations of the blood vessels of the kidneys, a disorder present at birth but unrecognizable at that time. Birth defects also account for many cases of diabetes, urological disorders and gout that do not become apparent until middle life. The list could be substantially lengthened, Dr. Cooke pointed out.

The Birth Defects Special Treatment Center at Johns Hopkins is one of a rapidly growing number of centers in various parts of the nation financed by National Foundation chapters using March of Dimes contributions. They provide comprehensive medical care for victims, with emphasis on early diagnosis, prevention of disability, rehabilitation and expansion of knowledge concerning birth defects.

In addition, the voluntary health organization has established university-affiliated birth defects clinical study and research centers in Columbus, Ohio, Oklahoma City, and Nashville, Tenn. A similar program of March of Dimes-supported treatment and research centers in arthritis is also in effect across the country.

"Birth defects cause 21,000 deaths each year in the United States," says Dr. Cooke. "That's twice the toll taken by tuberculosis and ten times the annual number of deaths from whooping cough, measles, polio and infectious hepatitis combined."

"The National Foundation-March of Dimes is taking a historic forward step in searching for a preventive. Until it is found, one thing we might do is to determine, before marriage, what types of family genetic histories are likely to lead to the calamity of major birth defects. This means to do it are within our reach."

Among those from here who were in El Paso during New Year's weekend were Mr. and Mrs. Alvin Hardin, Mr. and Mrs. Erceel Givens and Mr. and Mrs. Douglas Chapman. Also in the party were Mr. and Mrs. Harold Sparks of Albuquerque.

## News Briefs

A-2C Jimmy Dye, who is stationed at Castle Air Force Base, Calif., is visiting his parents, Mr. and Mrs. Clyde Dye.

Mr. and Mrs. A. H. Klafka and family spent the New Year holidays visiting in Frederickburg with her mother, Mrs. Ressenman and with her sister, Mr. and Mrs. V. G. Sagebiel and family. While there they hunted and Mr. Klafka got two bucks and their son James got a doe.

Visitors in the home of Mr. and Mrs. Elmo Matejowsky during the holidays included Mr. and Mrs. Leon Stewart of Slaton, A-1C Glen D. Matejowsky of San Angelo and A-2C Vernon Davis of Ashville, N. C.

Bob Pettit and Dennis Allen were in Ruidoso, N. M., during the holidays.

Charles Ray Owens will farm the 327-acre place which the Owens family bought from W. V. Halford. It is located four miles west of Abernathy.

Mrs. Leona Lyles was a patient in a Plainview hospital.

Mrs. H. O. Pettit was in Newhall, Calif., during the holidays. She made the trip with her daughter, Mrs. R. V. Pratt, and Mr. Pratt of Ralls. They visited another daughter of Mrs. Pettit, Mrs. D. H. Horton, and family.

Lubbock County clerk issued a marriage license to Benny Dale Handley of Lubbock and Miss Donnell Flynn of Abernathy.

Nelson Ward, who is on Navy duty at San Diego, Calif., is visiting his parents, Mr. and Mrs. Dan Ward.

Shirley Ward of Houston visited her parents, Mr. and Mrs. Dan Ward, here during the holidays.

Raymond Owens visited relatives in Commerce last week and early this week.

Mr. and Mrs. Edwin Braly visited in the home of their daughter and family in Dallas during the holidays.

Mr. and Mrs. Lloyd Givens and daughter, Cristie, were in Ruidoso and Cloudcroft, N. M., during Christmas holidays.

Mr. and Mrs. Ted Smithee and family of Snyder visited their parents, Mr. and Mrs. C. L. Owen and Mr. and Mrs. T. C. Smithee here during the holidays.

USDA Assists Welfare Agencies

More than 1.6 million pounds of food was donated by the U. S. Department of Agriculture to state and local welfare agencies for use in feeding the victims of Hurricane Carla last September.

### Foods Still Our Best Bargain

Consumers, and that's everyone, owe a great deal to America's farmers. For nowhere else in the world is food such a bargain. Consumers can start 1962 knowing that food of all kinds will continue to be plentiful and reasonable in price. The American farmer now produces enough food for himself and 25 others. Only 38 cents out of each dollar spent for food finds its way back to the producer.

"City Hall," said the switchboard operator. There was no answer for a minute, then a rather nervous female voice asked, "Is this really City Hall?"

"That's right, madam," said the operator. "With whom do you wish to speak?"

There was an embarrassed silence. Then the female voice said softly, "I guess nobody. I just found this number in my husband's pocket . . ."

### Political Announcements

The following announcements for public office are made subject to the action of the Democratic Primary, May 5, 1962:

#### HALE COUNTY

For District Judge, 6th Judicial District (Including Hale, Castro and Swisher Counties): JAMES A. JOY, 1st elective term.

For County Treasurer: HAROLD MARTIN W. J. B. (Bill) GOULDY, 1st elective term.

For County Clerk: MILDRED TUCKER, Re-election

For Hale County School Superintendent: MRS. WILLIE MERLE HAITHCOCK, Re-election

## JANUARY CLEARANCE

### 4th through 6th

HUNDRED'S OF ITEMS ON SALE

# COME IN AND LOOK

YOU WILL NOT BE SORRY!

## GOEBEL VARIETY

Elizabeth Goebel Hilton Smith

### Specials At McAlister's

FOR THURSDAY, FRIDAY & SATURDAY, JAN. 4-6

<b>Crisco Shortening</b>	<b>3 lbs.</b>	<b>75¢</b>
<b>Coca-Cola</b>	<b>12's</b>	<b>49¢</b>
<b>Dr. Pepper</b>	<b>12's</b>	<b>49¢</b>
<b>Kimbell Biscuits</b>	<b>3 for</b>	<b>25¢</b>
<b>Northern Tissue</b>	<b>3 for</b>	<b>25¢</b>
<b>Spuds No. 1</b>	<b>10 lbs.</b>	<b>49¢</b>
<b>Green Beans</b>	<small>DIAMOND CUT 303</small> <b>2 -</b>	<b>29¢</b>
<b>Ranch Style Beans</b>	<b>2 for</b>	<b>27¢</b>
<b>Tomato Juice</b>	<small>HUNTS</small> <b>46 oz.</b>	<b>25¢</b>
<b>Apple Sauce</b>	<small>WHITE HOUSE</small> <b>2 for</b>	<b>33¢</b>
<b>Mellorine</b>	<small>CLOVERLAKE</small> <b>½ gal.</b>	<b>39¢</b>
<b>Supreme Crackers</b>	<b>lb.</b>	<b>26¢</b>
<b>Preserves</b>	<small>BAMA PEACH-APRICOT 18 Oz.</small> <b>2-</b>	<b>69¢</b>
<b>Tide</b>	<b>giant size</b>	<b>75¢</b>
<b>Round Steak</b>	<b>lb.</b>	<b>79¢</b>

Double Frontier Stamps Wednesdays with \$2.50 Purchase or more

### McALISTER FOOD

WE RESERVE THE RIGHT TO LIMIT QUANTITY  
2 DELIVERIES DAILY — 9:30 A.M. and 4:30 P.M.  
Phone 298-2728 — Abernathy  
CHARGE ACCOUNTS ARE STRICTLY 30 DAYS  
We Close at 6:30 P.M.

# Time To Take Inventory!

## How Did Your Gross Sales Tally?

# ADVERTISING IS THE ANSWER

Retailers are "whistling in the dark" when they feel their businesses are so well known they don't need advertising. An examination of a telephone directory of 10, 20, and 30 years ago will reveal names of long-forgotten firms which their proprietors then felt didn't need advertising.

No community has a static population. Customers die and potential customers are born. People move away and new residents move in who are looking for the merchant who shows he wants their business by his aggressiveness to attract their patronage through newspaper advertising.

The average retailer loses 15% of his customers each year, and 6% of this 15% stop trading with a firm because of real or fancied belief the store or its owner is indifferent to their patronage. Advertising in

print is genuine proof to both the regular and non-regular customer that the merchant cares and is not indifferent. Advertising should pull, not jerk.

Consistent newspaper advertising does more than promote immediate sales. It builds customer confidence in what is advertised and who advertises it; it keeps reminding even those who aren't ready to buy today, that this store has it; it builds desire for the products advertised.

Consistent advertising produces results. Stores keep opening their doors every day, apparently hoping that it will be the day someone will buy.

The bells of the Notre Dame Cathedral ring out several times each day, as they have for centuries . . . so one will forget Notre Dame is still there.

## FOR BEST RESULTS ADVERTISE SYSTEMATICALLY IN

# THE ABERNATHY REVIEW

# Corner on Cotton

BY BOB COLLINS

As little understood as any function in the cotton industry is the role of the cotton merchant... yet without him the industry would be in about the same predicament as if all gins closed down... after all, there is nothing so useless as a bale of cotton until it reaches the manufacturer... without the merchant (often known as a shipper) the cotton would have an almost impossible trip... here's what the merchant does—or at least part of what he does—he buys cotton of all kinds and assembles the different kinds into even running lots for sale to spinners... since his livelihood depends upon cotton markets, he seeks and develops new markets... and he has taken American cotton to markets all over the world... since the merchant does business on a "year-round" basis the farmer has a market when he wants and needs it

... also the merchant offers the spinner a constant source of supply... and he guarantees that the spinner will receive the cotton he wants... and guarantees quality, weight and delivery... and the merchant, or shipper, not only pursues markets but by his services encourages the spinners to use cotton in preference to other fibers... for all of this the merchant makes a profit of about one per cent.

### Study Group

Committee made up of members from seven major cotton exporting countries will present its recommendations for averting a cotton price war to the Cotton Exporting Countries' Study Group within next two or three months... the study group is made up of members from 12 nations.

### Weevils

A boll weevil lays an average of about 81 eggs... but sometimes she may lay 450... she only needs to be five days old to start laying... incidentally there are more male weevils than female... just thought you would like to know!!

### Orders Up

Cotton mills had more firm orders on June 1 than at any time since early 1951... also the spinners were getting higher prices... "mill margin" was at highest point since late 1956.

### COUNTRY GARDEN CLUB HAS CHRISTMAS PROGRAM

Members of the Country Garden Club met in the home of Mrs. Roy Matthews on December 19 for their annual Christmas program and party. Every room was appropriately decorated for the occasion as was the front porch and yard.

The program theme was of Christmas arrangements and the Christmas story given by Mrs. J. L. Miller Jr. Mrs. Clyde Rhodes gave a memorial on Mrs. Rollin Albers. Gifts were exchanged and Christmas refreshments were served.

Members present were: Mmes. Vivian Barnett, Josephine Barton, Hazel Blumenstock, Oleta Ed-

wards, Mildred Gartin, Charlotte Goeth, Edith Lovelace, Docia Miller, Frances Mills, Eliza Rea Matthews, Vida Pharr, Virgie Rhodes, Frona Mae Shadden, Cleo Thomas and Iris Braly.

The M. M. Holberts of near Tokio were in town last Thursday on business. The Holberts lived for many years on the old Will Murray place where they farmed. Nothing now remains but the land and one lone tree to mark the place where the large barns and house once stood.

Visitors in the Eddy Bailey home for the New Year's weekend were Mr. and Mrs. R. O. Pound, her parents from Oklahoma City.

## THAT'S A FACT

**DID YOU KNOW?**  
 IF YOU WANT TO SAVE U.S. SAVINGS BONDS...  
 EARLY AIR MAIL  
 OVER NINE CENTURIES HAVE PASSED SINCE THE FIRST AIR MAIL DELIVERY WAS MADE—BY A PIGEON! AN EGYPTIAN CALEPH SENT AN ORDER OF CHEERIES TO A NEAR-BY TOWN VIA 600 WINGED MESSENGERS!

**ODD ESCAPE**  
 A PRISONER ESCAPED FROM KANSAS JAIL BY TREATING HIS SOCKS WITH SAND SCATTERED FROM HIS CELL WALL AND MESHED INTO THE YARN OF HIS SOCKS WITH SOAP, THE YARN FLEW OUT THROUGH THE BARS AND THE JAILER FLEW, R.S. HE WAS RECAPTURED!

**TRIPLE THREAT!**  
 U.S. SAVINGS BONDS ARE NOW BETTER IN THREE WAYS—HIGHER INTEREST ON NEW BONDS, EXTRA INTEREST ON YOUR OLD ONES, AND THE PRIVILEGE OF HOLDING ANY SERIES F. 5 AND 10 YEARS BEYOND MATURITY—WITH INTEREST ADDED!

## Can YOU STOP in Time? SLOW DOWN and LIVE!

Mr. and Mrs. Carl Tucker and two daughters, Karen and Dorrie, from Farmington, N. M., were here and spent the Christmas holidays with Mr. and Mrs. Leon Tucker and family.

Shirlee Nesbitt, a student at Tyler Junior College, spent the holidays with her parents, Mr. and Mrs. Paul Nesbitt.

Doyle Johnson was here during the holidays. A student at Texas A & M College, he is the son of Mr. and Mrs. I. L. Johnson.

Mike Ritchey, a son of H. T. Ritchey, was here during the holidays. He is a student at Howard Payne College, Brownwood.

Wilton Manley, a student at West Texas State College, Canyon, was here during the holidays. He is a son of Mr. and Mrs. G. W. Manley.

## Raps Television Commercials

(Editor's Note: The following articles were taken from the October, 1961, issue of the Interscholastic Leaguer, Vol. XLV, No. 2, published by the Bureau of Public School Service, Division of Extension, The University of Texas.)

Engaging in interschool competition is a privilege. The building of the proper attitude toward such competition and the steadfast adherence to that attitude is one of the great dividends derived from interschool activities.

Both student body and fans should be informed of the objectives of interschool competition. The paramount importance of courtesy and fair play must be instilled into spectators, both scholastic and adult. Beside acquiring the essential sportsmanship attitude, the contestant must also embark upon a period of training, of self-discipline and learning. It is here that he encounters additional hazards.

The coach or sponsor may spend an entire week endeavoring to instill into the mind of the contestant the need, the desire, the necessity for being physically fit and mentally alert in any competitive situation. He may lecture, or even preach on the damaging effects of drinking or smoking on any athlete. He may warn each contestant that he cannot succeed in rigorous sports or intellectual contests without making the best of

his physical and mental capacities.

After all this strenuous coaching, the contestant goes home, and then what happens? While he is watching television he sees clever and sophisticated commercials demonstrating the "mellow taste," the pleasure to be derived, the relaxation to be secured from either beer or cigarettes. These usually show an athlete, a lovely young movie star, and a background of palm trees. There is soft music.

The demonstrators are never "old pros," but young, vivacious starlets or well-known athletes who have already reached the top.

The teaching of the coach or sponsor is in competition with that of the advertising agencies who are promoting the sale of merchandise admitted by some medical authorities to be detrimental to the health of growing young men and women, and often of adults.

The young competitor has to make up his mind which he is going to believe, which route he will take. All too often now the advantage lies with the advertisers.

The school health and physical training specialists, as well as government officials, spend thousands of dollars in publicizing facts and figures to show how low on the "totem pole" American boys are in physical strength and stamina in comparison with the same age groups in other countries. Too few of the young people hear these facts, or if they hear them, really believe them.

Today finds many high school boys refraining from participation in rugged sports because they do not want to give up the soft living so well described to them on television.

Many of them have heard, but too few realize the importance of mental and physical discipline, of training to achieve their best in either academic or sports competition. Drinking and smoking undermine the stamina of the contestant, take the "fine edge" off his alertness.

So the "cold war" between advertisers and school administrators, coaches and sponsors continues.

### Value Of Competition

Now is the time for all school administrators to recall the value of interschool activities. Over the years these activities have contributed to the development of worthwhile, competent citizens.

The University Interscholastic League has, through the years, maintained that individual competitions, organized and conducted in a sensible way and surrounded by proper controls, have demonstrated their usefulness and have inspired the talented and ambitious pupils to excel. The individual and team sports are essential to the development of the students.

The success of the League's contest and sports program, and its claims it may have to glory, are due to the active cooperation of every school executive, coach and sponsor in Texas.

## Three Famous Americans Born New Year's Day

January 1, perennially celebrated as the start of a new year, is also the birthdate of three famous Americans.

On January 1, 1735, a boy was born in Boston, Mass. He grew up to be a silversmith and engraver, designed and printed the first official seal of the colonies. An amateur inventor, he discovered a process for rolling sheet copper. But he is most famous for a horse ride he made on the night of April 18, 1775. His name: Paul Revere.

Seventeen years later, in 1752, a girl was born in Philadelphia on the first day of the year. She was Betsy Ross—maker of the first American flag. On the same day was born the great poet—Philip Freneau.

Other events that took place on January 1: George Washington at Cambridge raised for the first time the flag of the United Colonies, 1776; Florida adopted the constitution, 1887; Union of Ireland and Great Britain, 1801; de Sousa discovered Rio de Janeiro, 1531; The United Nations Declaration signed, 1942; the first Tournament of Roses, 1889.

## New Year Celebration Popular in England

The English have always had a big time on New Year's Eve. When the Puritan government abolished Christmas and absolutely forbade any celebration of that day, the English vented all their holiday spirit on the New Year.

Although restoration of the Stuarts brought about a revival of Christmas customs and traditions, the New Year celebration never faded in popularity, surviving Puritanism and later, in 1752 the switch to the Gregorian calendar when the date of its observance was changed from March 25 to January 1.

### CALENDAR FROM ROME

The word Calendar comes down to us from Ancient Rome. The priests called the people together on the first day of every month, known as the Calends, to announce the sacred days and festivals to be observed during the month. The people checked the days on their "fasti", marking the important feasts in red.

The C. B. Cox family of Mount Pleasant, South Carolina, visited his mother, Mrs. Nannie Cox, and his brother, Waldo, and family here during the Christmas holidays. His mother accompanied them home for a visit in South Carolina.

# HAROLD'S SUPER SAVE

1412 Ave. D Phone 298-2266

## 19¢ & 62¢ FOOD SALE

The advantage of the Super Savings we offer at 19¢ and 62¢ to welcome the New Year...1962!

CONCHO PEEL TOMATOES	2 10-Oz. Cans	19¢
YELLOW BOW WHOLE APRICOTS	Unpeeled Big 2 1/2 Can	19¢
KRAFT'S GRAPE or APPLE JELLY	2 18-Oz. Tumblers	62¢
KRAFT'S RED PLUM PRESERVES	2 18-Oz. Tumblers	62¢
LIBBY'S FRUIT COCKTAIL	3 303 Cans	62¢
WHITE SWAN BISCUITS	3 10-Ct. Cans	19¢
LIBBY'S 300 Can TOMATO JUICE		10¢
BAMA PEANUT BUTTER	28-Oz. Freezer Jar	62¢
WHITE SWAN COFFEE	1 Pound Can	62¢
BAKE-RITE SHORTENING	3 Pound Can	69¢
FRESH CABBAGE	1 Pound	5¢
AVOCADOS	LARGE CALIFORNIAN 2 For	29¢
FRESH TOMATOES	1 Pound Carton	19¢
YELLOW ONIONS	1 Pound	9¢
FRESH, CRISP LETTUCE	1 Pound	10¢

### SUPER SAVE

MARKETS

SHOP OUR FROZEN FOOD DEPARTMENT		
MINUTE MAID FROZEN ORANGE JUICE	6-Oz. Can	23¢
MINUTE MAID FROZEN ORANGE JUICE	12-Oz. Can	45¢
BOOTH'S FROZEN PERCH	Lb. Pkg.	45¢
LIBBY'S SWEETHEART FLOUR	10-Pound Bag	75¢
KRAFT'S PARKAY MARGARINE	1 Pound Carton	27¢
HONEY BOY CHUM SALMON	1 Pound Can	59¢
LIBBY'S GOLDEN CORN	Cream Style 303 Can	19¢
NORTHERN TOILET TISSUE	2 Reg. Rolls	19¢
MOUNTAIN PASS TOMATO SAUCE	3 18-Oz. Cans	19¢
LIBBY'S TOMATO CATSUP	14-Oz. Bottle	23¢
LIBBY'S GREEN LIMA BEANS	303 Can	27¢
BREEZE DETERGENT	Regular Box	33¢
NARISCO PREMIUM CRACKERS	1 Pound Package	27¢
H.C. ORANGE DRINK	46-Oz. Can	29¢
GREEN GIANT GREEN PEAS	303 Can	23¢
FOLGER'S INSTANT COFFEE	10-Oz. Jar	98¢
WAX TEX WAXED PAPER	100-Ft. Roll	25¢
NORTHERN TOWELS	2 Packages	39¢
NORTHERN NAPKINS	2 80-Ct. Packages	25¢
CHUCK ROAST	1 Pound	49¢
THICK SLICED BACON	2 Pounds	98¢
SAUSAGE	3 Lb. Bag	69¢
WEINERS	3 Lb. Bag	98¢

Let Us Fill Your Freezer With GLOVER'S GRAIN FED BEEF

USDA Federal Inspected and Graded. Unconditionally Guaranteed.

## New Year Day Double Holiday in Haiti

For Latin America's Republic of Haiti, January 1 marks not only the beginning of a new year, but also the anniversary of its independence. It was on January 1, 1804, that Jean Jacques Dessalines formally declared the island's freedom from France and the adoption of the Indian name of "Haiti" for the new nation.

In defying the great Napoleon and winning its freedom from France, Haiti became the second nation of the Western hemisphere to win independence as well as the first and only French-speaking republic of the New World.

### ROSE BOWL HISTORY

After Michigan routed Stanford 49-0 in the first Rose Bowl football game, January 1, 1902, there was no football game supplement to the Tournament of Roses until 1916. Chariot races were substituted for the gridiron spectacle in 1903, proved popular for several years and then lost in favor until 1916 when collegiate football returned as Washington State defeated Brown University.

### LOST TO MONTEREY

Abernathy lost to Monterey B. 45-46, in first round play of the Caprock Basketball Tournament in Lubbock last week.

Chambers Funeral Home ambulance service carried the following persons to the various hospitals named in the past few days: Mrs. I. L. Johnson, to Methodist Hospital Dec. 26. Mrs. Ed Brunell, wife of the New Deal First Baptist Church, pastor, to Lubbock Osteopathic Hospital Dec. 31. She was suffering with a back injury. Wallis Conkle, from County Line Gin to West Texas Hospital for observation. Mr. C. B. Reeder of Abernathy, to room 7, St. Mary's Hospital, Lubbock.

### Cotton Quiz

HOW MUCH OF THE WORLD'S COTTON DOES THE UNITED STATES SUPPLY?

ALTHOUGH SOME COTTON IS GROWN IN 60 COUNTRIES, THE U.S. GROWS MORE THAN HALF THE WORLD'S SUPPLY.

### WHERE'S ELMER?

... for he's "awake" to the fact that when Texans think of howling they always think of A-1 Lanes in Abernathy.

## The Dishonor Roll by Jerry Marcus

"FASTER JOHN WE'RE GOING TO BE LATE!"

... AND NOW I'LL READ THE WILL OF THE LATE MR. AND MRS. JOHN SMITH ..."

The Travelers Safety Service

More than 85% of the vehicles involved in highway accidents are passenger cars.

## CALIFORNIA WESTERN TURBINE PUMPS

S-T-A-R-I-T-E SUBMERSIBLE PUMPS

Check With Us On All Irrigation Needs

### Bill Wolf & Sons Irrigation Supply

298-2114 — Abernathy

# Corner on Cotton

BY BOB COLLINS

Recently some cotton organizations began talking of the need for over-all public relations in the industry . . . this was initiated, no doubt, by many of the erroneous statements concerning loans, "windfall profits" and any number of other things that make the farmers and merchants look like parasites on the national economy . . . when widely circulated magazines and newspapers leave the impression that federal aid to farmers is nothing but charity and when merchants are accused of "windfall profits" when they insist upon getting what they pay for, it's evident an information program about farming is long overdue . . . cotton farmers and cotton merchants have been unjustly accused for some time now and the effects of this are apparent in both legislation and public attitude . . . some kind of a far-reaching public information program is needed not only for cotton but for the whole farming industry . . . the public is getting enough misinformation to scuttle any orderly farm program . . . it will be quite a job to counteract all this.

**Deep Plowing Reduces Root Rot**

Over 5,000 Texas cotton farmers reduced root rot damage by deep plowing more than a quarter million acres during 1961 according to year-end reports from county agricultural agents. Demonstration results indicate that on fields where losses have ranged up to 75 percent were cut to 5 percent or less by deep plowing—1 to 18 inches—and by turning under large amounts of organic matter and letting the soil dry for periods of from 10 days to two weeks.

In the progress of the automotive age, many words have disappeared from the motorist's vocabulary—running board, rumble seat, crank, courtesy.

Visitors were being shown around the battleship that had just arrived in port. The guide paused before a bronze plaque on the deck and with bowed head said, "This is where our gallant captain fell."

"Well, no wonder," said one little white-haired old lady. "I nearly tripped over the stupid thing myself."

## March of Dimes Clinic Head Forecasts Pre-Marital Tests for Birth Defects

Before most thoughtful young couples marry, they do a great deal of planning for the future. They ponder about jobs, homes of their own, saving money for their retirement years.

All well and good, but—  
The pediatrician-in-chief at famed Johns Hopkins University Hospital, Baltimore, Md., wishes they would invest as much thought—before marriage—in their planning for healthy children.

Dr. Robert E. Cooke predicts the development of pre-marital tests which would forewarn of genetic deficiencies or flaws in either or both parties to a marriage that could cause their children to be born with serious defects due to heredity.

Dr. Cooke speaks from extensive knowledge of the problem. In addition to his academic position, he is responsible for the Birth Defects Special Treatment Center at Johns Hopkins, which is financed by March of Dimes contributions from the Baltimore City and County chapters of the National Foundation.

The genetic tests which Dr. Cooke sees for the future would bring to light gene patterns in potential parents that could cause their children to be born deaf, blind, mentally retarded or malformed.

By the same token, the tests when adequately developed would also reassure the vast majority of young couples of the likelihood of their having normal, healthy families.

What if a young couple agrees to undergo these searching tests, and the results show they might have babies with congenital malformations? Would such a marriage be forbidden?

**Tests Are No Bar To Marriage**

"By no means," Dr. Cooke said in a recent interview. "The tests should be voluntary. An unfavorable prognosis or prediction should not provide, in my view, either legal or moral grounds for advising against marriage."

"The results of biochemical examination of their blood and cell enzymes should be made available to prospective parents and the outlook for their offspring made quite clear. But ultimate decision as to marriage should be left to the individuals themselves."

Dr. Cooke added that genetic defects in the husband and wife may also be the cause of childlessness.

Pursuing his line of thought further, Dr. Cooke said that our young people should be given a better understanding of this subject. Proper instruction would minimize anxiety and permit them to plan their futures in a mature manner. The noted pediatrician would like to see more genetic investigation and counseling of patients by physicians—he calls it "anticipa-

tory medicine." He feels that medical students should become much more knowledgeable about human embryology.

"More than a quarter of a million babies with significant birth defects are born every year in the United States—almost 700 daily. Until scientific research can develop means to prevent these tragedies, young people who are the mothers and fathers of future generations should understand how and why they happen," he said.

Such premarital tests as Dr. Cooke advocates are not practical today on a widespread basis because of a lack of appropriate laboratories.

"But with increased research in birth defects, and with improvement in our medical technology and our laboratory facilities, genetic tests will soon become practical and feasible," he predicted.

"Through them we may well come to the actual detection of future birth abnormalities and possibly prevent many by proper handling of the pregnancy."

**He Defines 'Birth Defects'**

Dr. Cooke says there is a great confusion regarding the term "birth defects." Medically, these are congenital anomalies caused by genetic factors or by injury to the embryo during its life in the womb. Most of the general public mistakenly believes that birth defects are limited to those apparent at birth, such as missing extremities, an enlarged head (hydrocephalus) or open spine (spina bifida). But many more subtle birth defects are not disclosed until maturity and even middle age.

For example, severe high blood pressure appearing in later life has been shown in many instances to result from congenital malformations of the blood vessels of the kidneys, a disorder present at birth but unrecognizable at that time. Birth defects also account for many cases of diabetes, urological disorders and gout that do not become apparent until middle life. The list could be substantially lengthened, Dr. Cooke pointed out.

The Birth Defects Special Treatment Center at Johns Hopkins is one of a rapidly growing number of centers in various parts of the nation financed by National Foundation chapters using March of Dimes contributions. They provide comprehensive medical care for victims, with emphasis on early diagnosis, prevention of disability, rehabilitation and expansion of knowledge concerning birth defects.

In addition, the voluntary health organization has established university-affiliated birth defects clinical study and research centers in Columbus, Ohio, Oklahoma City, and Nashville, Tenn. A similar program of March of Dimes-supported treatment and research centers in arthritis is also in effect across the country.

"Birth defects cause 21,000 deaths each year in the United States," says Dr. Cooke. "That's twice the toll taken by tuberculosis and ten times the annual number of deaths from whooping cough, measles, polio and infectious hepatitis combined."

"The National Foundation—March of Dimes is taking a historic forward step in searching for a preventive. Until it is found, one thing we might do is to determine, before marriage, what types of family genetic histories are likely to lead to the causality of major birth defects. The means to do it are within our reach."

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Charles Ray Owens will farm the 327-acre place which the Owens family bought from W. V. Halford. It is located four miles west of Abernathy.

Mrs. Leona Lyles was a patient in a Plainview hospital. Mrs. H. O. Pettit was in Newhall, Calif., during the holidays. She made the trip with her daughter, Mrs. R. V. Pratt, and Mr. Pratt of Ralls. They visited another daughter of Mrs. Pettit, Mrs. D. H. Horton, and family.

Lubbock County clerk issued a marriage license to Benny Dale Handley of Lubbock and Miss Donnell Flynn of Abernathy.

Nelson Ward, who is on Navy duty at San Diego, Calif., is visiting his parents, Mr. and Mrs. Dan Ward.

Shirley Ward of Houston visited her parents, Mr. and Mrs. Dan Ward, here during the holidays. Raymond Owens visited relatives in Commerce last week and early this week.

Mr. and Mrs. Edwin Braly visited in the home of their daughter and family in Dallas during the holidays.

Mr. and Mrs. Lloyd Givens and daughter, Cristie, were in Ruidoso and Cloudcroft, N. M., during Christmas holidays.

Mr. and Mrs. Ted Smithee and family of Snyder visited their parents, Mr. and Mrs. C. L. Owen and Mr. and Mrs. T. C. Smithee here during the holidays.

**USDA Assists Welfare Agencies**

More than 1.6 million pounds of food was donated by the U. S. Department of Agriculture to state and local welfare agencies for use in feeding the victims of Hurricane Carla last September.

### Foods Still Our Best Bargain

Consumers, and that's everyone, owe a great deal to America's farmers. For nowhere else in the world is food such a bargain. Consumers can start 1962 knowing that food of all kinds will continue to be plentiful and reasonable in price. The American farmer now produces enough food for himself and 25 others. Only 38 cents out of each dollar spent for food finds its way back to the producer.

"City Hall," said the switchboard operator. There was no answer for a minute, then a rather nervous female voice asked, "Is this really City Hall?"

"That's right, madam," said the operator. "With whom do you wish to speak?"

There was an embarrassed silence. Then the female voice said softly, "I guess nobody. I just found this number in my husband's pocket . . ."

### Political Announcements

The following announcements for public office are made subject to the action of the Democratic Primary, May 5, 1962:

#### HALE COUNTY

**For District Judge, 64th Judicial District (Including Hale, Castro and Swisher Counties):**  
JAMES A. JOY,  
1st elective term.

**For County Treasurer:**  
HAROLD MARTIN  
W. J. B. (Bill) GOULDY,  
1st elective term.

**For County Clerk:**  
MILDRED TUCKER, Re-election

**For Hale County School Superintendent:**  
MRS. WILLIE MERLE  
HAITHCOCK, Re-election

## JANUARY CLEARANCE

4th through 6th

HUNDREDS OF ITEMS ON SALE

**COME IN AND LOOK**

YOU WILL NOT BE SORRY!

**GOEBEL VARIETY**

Elizabeth Goebel

Hilton Smith

# Time To Take Inventory!

## How Did Your Gross Sales Tally?

# ADVERTISING IS THE ANSWER

Retailers are "whistling in the dark" when they feel their businesses are so well known they don't need advertising. An examination of a telephone directory of 10, 20, and 30 years ago will reveal names of long-forgotten firms which their proprietors then felt didn't need advertising.

No community has a static population. Customers die and potential customers are born. People move away and new residents move in who are looking for the merchant who shows he wants their business by his aggressiveness to attract their patronage through newspaper advertising.

The average retailer loses 15% of his customers each year, and 6% of this 15% stop trading with a firm because of real or fancied belief the store or its owner is indifferent to their patronage. Advertising in

print is genuine proof to both the regular and non-regular customer that the merchant cares and is not indifferent. Advertising should pull, not jerk.

Consistent newspaper advertising does more than promote immediate sales. It builds customer confidence in what is advertised and who advertises it; it keeps reminding even those who aren't ready to buy today, that this store has it; it builds desire for the products advertised.

Consistent advertising produces results. Stores keep opening their doors every day, apparently hoping that it will be the day someone will buy.

The bells of the Notre Dame Cathedral ring out several times each day, as they have for centuries . . . so one will forget Notre Dame is still there.

**FOR BEST RESULTS ADVERTISE SYSTEMATICALLY IN**

# THE ABERNATHY REVIEW

## Specials At McAlister's

FOR THURSDAY, FRIDAY & SATURDAY, JAN. 4-6

- Crisco Shortening 3 lbs. 75¢
- Coca-Cola 12's 49¢
- Dr. Pepper 12's 49¢
- Kimbell Biscuits 3 for 25¢
- Northern Tissue 3 for 25¢
- Spuds No. 1 10 lbs. 49¢
- Green Beans DIAMOND CUT 303 2 - 29¢
- Ranch Style Beans 2 for 27¢
- Tomato Juice HUNTS 46 oz. 25¢
- Apple Sauce WHITE HOUSE 2 for 33¢
- Mellorine CLOVERLAKE 1/2 gal. 39¢
- Supreme Crackers lb. 26¢
- Preserves BAMA PEACH-APRICOT 18 Oz. 2-69¢
- Tide giant size 75¢
- Round Steak lb. 79¢

Double Frontier Stamps Wednesdays with \$2.50 Purchase or more

## McALISTER FOOD

WE RESERVE THE RIGHT TO LIMIT QUANTITY  
2 DELIVERIES DAILY — 9:30 A.M. and 4:30 P.M.  
Phone 298-2728 — Abernathy  
CHARGE ACCOUNTS ARE STRICTLY 30 DAYS  
We Close at 6:30 P.M.

# Corner on Cotton

BY BOB COLLINS

As little understood as any function in the cotton industry is the role of the cotton merchant . . . yet without him the industry would be in about the same predicament as if all gins closed down . . . after all, there is nothing so useless as a bale of cotton until it reaches the manufacturer . . . without the merchant (often known as a shipper) the cotton would have an almost impossible trip . . . here's what the merchant does—or at least part of what he does—he buys cotton of all kinds and assembles the different kinds into even running lots for sale to spinners . . . since his livelihood depends upon cotton markets, he seeks and develops new markets . . . and he has taken American cotton to markets all over the world . . . since the merchant does business on a "year-round" basis the farmer has a market when he wants and needs it

. . . also the merchant offers the spinner a constant source of supply . . . and he guarantees that the spinner will receive the cotton he wants . . . and guarantees quality, weight and delivery . . . and the merchant, or shipper, not only purchases markets but by his services encourages the spinners to use cotton in preference to other fibers . . . for all of this the merchant makes a profit of about one per cent.

**Study Group**  
Committee made up of members from seven major cotton exporting countries will present its recommendations for averting a cotton price war to the Cotton Exporting Countries' Study Group within the next two or three months . . . the study group is made up of members from 12 nations.

**Weevils**  
A boll weevil lays an average of about 81 eggs . . . but sometimes she may lay 450 . . . she only needs to be five days old to start laying . . . incidentally there are more male weevils than female . . . just thought you would like to know!!

**Orders Up**  
Cotton mills had more firm orders on June 1 than at any time since early 1951 . . . also the spinner next group is made up of members from 12 nations.

## COUNTRY GARDEN CLUB HAS CHRISTMAS PROGRAM

Members of the Country Garden Club met in the home of Mrs. Roy Matthews on December 19 for their annual Christmas program and party. Every room was appropriately decorated for the occasion as was the front porch and yard.

The program theme was of Christmas arrangements and the Christmas story given by Mrs. J. L. Miller Jr. Mrs. Clyde Rhodes gave a memorial on Mrs. Rollin Albers. Gifts were exchanged and Christmas refreshments were served.

Members present were: Mmes. Vivian Barnett, Josephine Barton, Hazel Blumenstock, Oleta Ed-

wards, Mildred Gartin, Charlotte Goeth, Edith Lovelace, Docia Miller, Frances Mills, Eliza Rea Matthews, Vida Pharr, Virgie Rhodes, Frona Mae Shadden, Cleo Thomas and Iris Braly.

The M. M. Holberts of near Tokio were in town last Thursday on business. The Holberts lived for many years on the old Will Murray place where they farmed. Nothing now remains but the land and one lone tree to mark the place where the large barns and house once stood.

Visitors in the Eddy Bailey home for the New Year's week-end were Mr. and Mrs. R. O. Pound, her parents from Oklahoma City.

### THAT'S A FACT

**DID YOU KNOW?**  
WHAT ALL THESE U.S. SAVINGS BONDS HAVE AN EXTENSION PRIVILEGE OF 10 YEARS AFTER MATURITY DATE AND WITH INTEREST ACCRUING! WHERE YOU WORK OR BUY BONDS REGULARLY AT YOUR BANK.

**EARLY AIR MAIL**  
OVER NINE CENTURIES HAVE PASSED SINCE THE FIRST AIR MAIL DELIVERY WAS MADE—BY A PIGEON! AN EGYPTIAN CAULIF SENT AN ORDER OF CHEERIES TO A NEARBY TOWN VIA 600 WINGED MESSENGERS!

**ODD ESCAPE**  
A PRISONER ESCAPED FROM A KANSAS JAIL BY TREATING HIS SOLES WITH SAND SCORPED FROM HIS CELL WALL AND IMBEDDED INTO THE YARN OF HIS SOCKS WITH SOAP. THE "YARN FILE" CUT THROUGH THE BARS AND THE JAILER FLEW. YES, HE WAS RECAPTURED!

**TRIPLE THREAT!**  
U.S. SAVINGS BONDS ARE NOW BETTER IN THREE WAYS—HIGHER INTEREST ON NEW BONDS, EXTRA INTEREST ON YOUR OLD BONDS, AND THE PRIVILEGE OF HOLDING ANY SERIES OF BONDS 10 YEARS BEYOND MATURITY—WITH INTEREST ADDED!

### Can YOU STOP in Time?

**SLOW DOWN AND LIVE!**

Mr. and Mrs. Carl Tucker and two daughters, Karen and Dorrie, from Farmington, N. M., were here and spent the Christmas holidays with Mr. and Mrs. Leon Tucker and family.

Shirlee Nesbitt, a student at Tyler Junior College, spent the holidays with her parents, Mr. and Mrs. Paul Nesbitt.

Doyle Johnson was here during the holidays. A student at Texas A & M College, he is the son of Mr. and Mrs. I. L. Johnson.

Mike Ritchey, a son of H. T. Ritchey, was here during the holidays. He is a student at Howard Payne College, Brownwood.

Wilton Manley, a student at West Texas State College, Canyon, was here during the holidays. He is a son of Mr. and Mrs. G. W. Manley.

## Raps Television Commercials

(Editor's Note: The following articles were taken from the October, 1961, issue of the Interscholastic League, Vol. XIV, No. 2, published by the Bureau of Public School Service, Division of Extension, The University of Texas.)

Engaging in interschool competition is a privilege. The building of the proper attitude toward such competition and the steadfast adherence to that attitude is one of the great dividends derived from interschool activities.

Both student body and fans should be informed of the objectives of interschool competition. The paramount importance of courtesy and fair play must be instilled into spectators, both scholastic and adult. Beside acquiring the essential sportsmanship attitude, the contestant must also embark upon a period of training, of self-discipline and learning. It is here that he encounters additional hazards.

The coach or sponsor may spend an entire week endeavoring to instill into the mind of the contestant the need, the desire, the necessity for being physically fit and mentally alert in any competitive situation. He may lecture, or even preach on the damaging effects of drinking or smoking on any trainee. He may warn each contestant that he cannot succeed in rigorous sports or intellectual contests without making the best of

his physical and mental capacities.

After all this strenuous coaching, the contestant goes home, and then what happens?

While he is watching television he sees clever and sophisticated commercials demonstrating the "mellow taste," the pleasure to be derived, the relaxation to be secured from either beer or cigarettes. These usually show an athlete, a lovely young movie star, and a background of palm trees. There is soft music.

The demonstrators are never "old pros," but young, vivacious startlets or well-known athletes who have already reached the top.

The teaching of the coach or sponsor is in competition with that of the advertising agencies who are promoting the sale of merchandise admitted by some medical authorities to be detrimental to the health of growing young men and women, and often of adults.

The young competitor has to make up his mind which he is going to believe, which route he will take. All too often now the advantage lies with the advertisers.

The school health and physical training specialists, as well as government officials, spend thousands of dollars in publicizing facts and figures to show how low on the "totem pole" American boys are in physical strength and stamina in comparison with the same age groups in other countries. Too few of the young people hear these facts, or if they hear them, really believe them.

Today finds many high school boys refraining from participation in rugged sports because they do not want to give up the soft living so well described to them on television.

Many of them have heard, but too few realize the importance of mental and physical discipline, of training to achieve their best in either academic or sports competition. Drinking and smoking undermine the stamina of the contestant, take the "fine edge" off his alertness.

So the "cold war" between advertisers and school administrators, coaches and sponsors continues.

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### Value Of Competition

Now is the time for all school administrators to recall the value of interschool activities. Over the years these activities have contributed to the development of worthwhile, competent citizens.

The University Interscholastic League has, through the years, maintained that individual competitions, organized and conducted in a sensible way and surrounded by proper controls, have demonstrated their usefulness and have inspired the talented and ambitious pupils to excel. The individual and team sports are essential to the development of the students.

The success of the League's contest and sports program, and any claims it may have to glory, are due to the active cooperation of every school executive, coach and sponsor in Texas.

## Three Famous Americans Born New Year's Day

January 1, perennially celebrated as the start of a new year, is also the birthdate of three famous Americans.

On January 1, 1735, a boy was born in Boston, Mass. He grew up to be a silversmith and engraver, designed and printed the first Continental money and the first official seal of the colonies. An amateur inventor, he discovered a process for rolling sheet copper. But he is most famous for a horse ride he made on the night of April 18, 1775. His name: Paul Revere.

Seventeen years later, in 1752, a girl was born in Philadelphia on the first day of the year. She was Betsy Ross—maker of the first American flag. On the same day was born the great poet—Philip Freneau.

Other events that took place on January 1: George Washington at Cambridge raised for the first time the flag of the United Colonies, 1776; Florida adopted the constitution, 1887; Union of Ireland and Great Britain, 1801; deSouza discovered Rio de Janeiro, 1531; The United Nations Declaration signed, 1942; the first Tournament of Roses, 1889.

## New Year Celebration Popular in England

The English have always had a big time on New Year's Eve. When the Puritan government abolished Christmas and absolutely forbade any celebration of that day, the English vented all their holiday spirit on the New Year.

Although restoration of the Stuarts brought about a revival of Christmas customs and traditions, the New Year celebration never faded in popularity, surviving Puritanism and later, in 1752 the switch to the Gregorian calendar when the date of its observance was changed from March 25 to January 1.

### CALENDAR FROM ROME

The word Calendar comes down to us from Ancient Rome. The priests called the people together on the first day of every month, known as the Calends, to announce the sacred days and festivals to be observed during the month. The people checked the days on their "fasti", marking the important feasts in red.

The C. B. Cox family of Mount Pleasant, South Carolina, visited his mother, Mrs. Nannie Cox, and his brother, Waldo, and family here during the Christmas holidays. His mother accompanied them home for a visit in South Carolina.

## New Year Day Double Holiday in Haiti

For Latin America's Republic of Haiti, January 1 marks not only the beginning of a new year, but also the anniversary of its independence. It was on January 1, 1804, that Jean Jacques Dessalines formally declared the island's freedom from France and the adoption of the Indian name of "Haiti" for the new nation.

In defying the great Napoleon and winning its freedom from France, Haiti became the second nation of the Western hemisphere to win independence as well as the first and only French-speaking republic of the New World.

### ROSE BOWL HISTORY

After Michigan routed Stanford 49-0 in the first Rose Bowl football game January 1, 1902, there was no football game supplement to the Tournament of Roses until 1916. Chariot races were substituted for the gridiron spectacle in 1903, proved popular for several years and then lost in favor until 1916 when collegiate football returned as Washington State defeated Brown University.

### LOST TO MONTEREY

Abernathy lost to Monterey B. 45-46, in first round play of the Caprock Basketball Tournament in Lubbock last week.

Chambers Funeral Home ambulance service carried the following persons to the various hospitals named in the past few days: Mrs. I. L. Johnson, to Methodist Hospital Dec. 26. Mrs. Ed Brunell, wife of the New Deal First Baptist Church, pastor, to Lubbock Osteopathic Hospital Dec. 31. She was suffering with a back injury. Wallis Conkie, from County Line Gin to West Texas Hospital for observation. Mr. C. B. Reeder of Abernathy, to room 7, St. Mary's Hospital, Lubbock.

# HAROLD'S SUPER SAVE

1412 Ave. D Phone 298-2266

## 19¢ & 62¢ FOOD SALE

The advantage of the Super Savings we offer at 19¢ and 62¢ to welcome the New Year...1962!

**SHOP OUR FROZEN FOOD DEPARTMENT**

MINUTE MAID FROZEN ORANGE JUICE 6-Oz. Can	23¢
MINUTE MAID FROZEN ORANGE JUICE 12-Oz. Can	45¢
BOOTH'S FROZEN PERCH Lb. Pkg.	45¢
LIBBY'S SWEETHEART FLOUR 10-Pound Bag	75¢
KRAFT'S PARKAY MARGARINE Pound Carton	27¢
HONEY BOY CHUM SALMON Pound Can	59¢
LIBBY'S GOLDEN CORN Cream Style 303 Can	19¢
NORTHERN TOILET TISSUE 2 Reg. Rolls	19¢
MOUNTAIN PASS TOMATO SAUCE 3 18-Oz. Cans	19¢
LIBBY'S TOMATO CATSUP 14-Oz. Bottle	23¢
LIBBY'S GREEN LIMA BEANS 303 Can	27¢
BREEZE DETERGENT Regular Box	33¢
NABISCO PREMIUM CRACKERS Pinned Package	27¢
H-I-C ORANGE DRINK 46-Oz. Can	29¢
GREEN GIANT GREEN PEAS 303 Can	23¢
FOLGER'S INSTANT COFFEE 10-Oz. Jar	98¢
WAX TEX WAXED PAPER 100-Ft. Roll	25¢
NORTHERN TOWELS 2 Packages	39¢
NORTHERN NAPKINS 2 80-Ct. Packages	25¢
CHUCK ROAST Grain Fed Heavy Beef Pound	49¢
THICK SLICED BACON 2 Pounds	98¢
2 Lb. Bag SAUSAGE	69¢
3 Lb. Bag WEINERS	98¢

**CONCHO PEELLED TOMATOES** 2 10-Oz. Cans **19¢**

**YELLOW BOW WHOLE APRICOTS** Unpeeled Big 2 1/2 Can **19¢**

**KRAFT'S GRAPE or APPLE JELLY** 2 18-Oz. Tumblers **62¢**

**KRAFT'S RED PLUM PRESERVES** 2 18-Oz. Tumblers **62¢**

**LIBBY'S FRUIT COCKTAIL** 3 303 Cans **62¢**

**WHITE SWAN BISCUITS** 3 10-Ct. Cans **19¢**

**LIBBY'S 300 Can TOMATO JUICE** **10¢**

**BAMA PEANUT BUTTER** 28-Oz. Freezer Jar **62¢**

**WHITE SWAN COFFEE** Pound Can **62¢**

**BAKE-RITE SHORTENING** 3-Pound Can **69¢**

**FRESH CABBAGE** Pound **5¢**

**AVOCADOS** LARGE CALIFORNIAN 2 For **29¢**

**FRESH TOMATOES** Pound Carton **19¢**

**YELLOW ONIONS** FRESH Pound **9¢**

**FRESH, CRISP LETTUCE** Pound **10¢**

**LUX SOAP** 2 Bath Bars **33¢**

**LUX LIQUID DETERGENT** 22-Oz. Btl. **69¢**

**HOUSEHOLD CLEANER** HANDY ANDY Quart Bottle **69¢**

**Let Us Fill Your Freezer With GLOVER'S GRAIN FED BEEF**  
USDA Federal Inspected and Graded. Unconditionally Guaranteed.

## The Dishonor Roll by Jerry Marcus

"FASTER JOHN! WE'RE GOING TO BE LATE!"

"... AND NOW I'LL READ THE WILL OF THE LATE MR. AND MRS. JOHN SMITH ..."

The Travelers Safety Service

More than 85% of the vehicles involved in highway accidents are passenger cars.

## CALIFORNIA WESTERN TURBINE PUMPS

STA-RITE SUBMERSIBLE PUMPS

Check With Us On All Irrigation Needs

### Bill Wolf & Sons Irrigation Supply

298-2114 — Abernathy

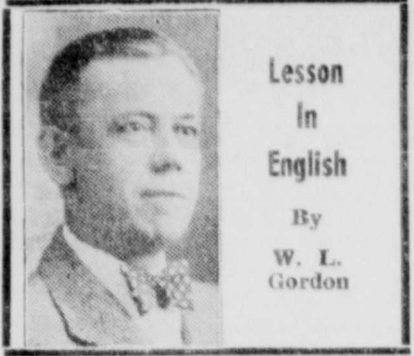
### Cotton Quiz

HOW MUCH OF THE WORLD'S COTTON DOES THE UNITED STATES SUPPLY?

ALTHOUGH SOME COTTON IS GROWN IN 60 COUNTRIES, THE U.S. GROWS MORE THAN HALF THE WORLD'S SUPPLY.

### WHERE'S ELMER?

... for he's "awake" to the fact that when Texans think of bowling they always think of A-1 Lanes in Abernathy.



Lesson  
In  
English  
By  
W. L.  
Gordon

**Words Often Misused**  
Distinguish between VIRTUE (moral goodness) and VIRTUOSITY (great technical skill in the practice of fine arts, especially in music).  
PLEADED is the approved past tense of "plead." Thus: "He PLEADED (not 'pled') guilty."  
Do not say, "Each of you are allowed two pieces of cake." Say, "Each of you IS allowed two pieces of cake."  
Do not say, "She said for me to tell you about this." Say "She said I SHOULD tell you about this."  
Do not say, "He cried out loud." Say, "He cried ALOUD."  
Never use AT with WHERE. Say, "Where were you?" Never, "Where were you at?"

**Words Often Mispronounced**  
Pious and impious. Pronounce the "i" in "pious" as in "pie." Pronounce the second "i" in "impious" as in "pit," and accent first syllable.  
Schizophrenia (type of psychosis). Pronounce skizz-oh-free n-i-a, principal accent on third syllable.  
Inquiry. The preferred pronunciation rhymes the second syllable with "quite," with accent on that syllable.  
When using WORSTED to mean defeated, pronounce it "wuh-tered." When using WORSTED to apply to yarn or a fabric, pronounce it "woosted," the "oo" as

in "look."  
Risqué. Pronounce ris-kay, accent on second syllable.  
Therapeutic. Pronounce thair-a-pyu-tick, accent on third syllable.

**Words Often Misspelled**  
Hara kiri (Japanese type of suicide); not "Hari-Kari," sometimes seen.  
Marquee (canopy over an entrance); marquis (nobleman).  
Liquor (any liquid, but usually an alcoholic one); liquor (a spirituous liquor flavored with aromatic substances).  
Mutual (common); observe the "al"; parimutuel (used in racetrack betting); observe the "el."  
Personality (the totality of a person's characteristics); personality (personal property); observe the absence of the "l."  
Variegated; observe the vowels.

**Word Study**  
"Use a word three times and it is yours." Let us increase our vocabulary one word each day. Words for this lesson:  
EMULATOR; one who strives to equal or surpass. "He is an emulator of the masters."  
Attenuate; to make thin or slender. "When stretched, a rubber band becomes attenuated."  
ELATION; a lifting up of the mind or mood by success or hope of success. "Their elation over their victory was spontaneous."  
ENCROACHMENT; an entrance by gradual steps or by stealth into the possessions or rights of another; an intrusion. "The encroachment was a result of inaccurate surveying."  
REFRACTORY; obstinate; unmanageable. "The teacher knew that the refractory nature of some students was due to unpleasant family relation."  
EUPHEMISTIC; pertaining to the substitution of an inoffensive or mild expression for one that may offend or suggest something unpleasant. (Pronounce yu-fem-iss tick, principal accent on third syllable). "No one could possibly have been offended by his tactful and euphemistic presentation."

## How to send your baby to college for \$950 a week



about one-fourth of your total comes from the interest on your money. It's like getting a year of college free.

### Other advantages of U.S. Savings Bonds

A good college can cost as much as \$65 a week now. But, the same fine education can be bought with much less financial strain if you start putting \$9.50 a week into U.S. Savings Bonds. In a month you can buy a \$37.50 Bond. Keep it up until your baby is ready for college and you'll have enough in Bonds to send him on his way.

**You can save automatically with the Payroll Savings Plan.** • You now get 3 3/4% interest to maturity (Now every Savings Bond you own — old or new — earns 1/2% more than ever before). • You invest without risk under a U.S. Government guarantee. Your money can't be lost or stolen. • You can get your money, with interest, anytime you want it. • You save more than money — you're helping your Government pay for peace.

Here's how you can reach your savings goal with U.S. Savings Bonds in just 7 years, 9 months

if you want about	\$2,500	\$5,000	\$10,000
each week save	\$5.45	\$10.85	\$21.70

## You save more than money with U.S. Savings Bonds

Buy them where you work or bank

The U.S. Government does not pay for this advertising. The Treasury Department thanks, for their patriotic donation, The Advertising Council and



## QUALITY HOMES

By JONES CONSTRUCTION CO.

Choose Your PLAN and Prepare To Move In —

**G. I. NO MONEY DOWN**  
**NO CLOSING COST**  
Your First PAYMENT In '62

AS LOW AS \$400.00 F.H.A. MOVES YOU IN.

In The VIRGIL PHILLIPS ADDITION  
By  
**Jones Construction Co.**  
Phone 3581 or 4691 — Idalou, Texas  
Night Phone — Petersburg MO-7-2712  
B. V. Powell, Local Representative  
Phone 298-2822 — Abernathy

### School Policy On Inclement Weather

Following is the Abernathy Schools' 1961-62 "School Policy Regarding Inclement Weather":  
**Official Radio Station**  
KFYO LUBBOCK 790KC has been designated as official station for emergency announcements of any kind.  
If extreme bad weather develops during the night an announcement will be made between 6:30 and 7:00 a. m. if school is to be dismissed.  
Should bad weather develop after the school day has commenced, an announcement will be made if school will be dismissed early.  
NO ANNOUNCEMENT MEANS SCHOOL AS USUAL although at times busses cannot make all of their routes or even a part of it.  
School Busses are so difficult to operate in mud and on ice that it is often dangerous to try as well as expensive in the long run with added repairs.  
WHEN THE BUSES CAN'T RUN the school will appreciate your help in transporting your children and other children near

### Warning To Motorists

**SCHOOL BUSES**  
Motorists are warned to observe the state law in regard to passing school buses stopped to take on or discharge passengers. The law requires that motorists STOP, then proceed with caution (not to exceed 10 mph) in passing a bus. School bus drivers are obligated to take the license number of any vehicle passing a bus in any other manner than that described above.  
you—especially in the afternoon where some areas are inaccessible to the school bus.  
**SCHOOL MUST GO ON** if possible. Days missed have to be added to the end of school and all days must be completed before the end of May to receive full share of state money.  
School officials wish to express sincere appreciation to school patrons who over the years have assisted us in meeting our transportation problems so that as a whole our school district has been able to render good transportation service.

## Drs. Cauley and Welch

OPTOMETRISTS  
Visual Examinations and Contact Lenses  
School Work Requires Comfortable Vision.  
Is Your Child A Visual Delinquent?  
PO-5-7180 — 1114 Ave. E. — Lubbock

## COSDEN

Petroleum Products

Retail and Wholesale Delivery Service

### Butane -- Propane

Mansfield "EXTRA MILEAGE" Tires

REMEMBER — We Give FRONTIER SAVINGS STAMPS

**ABERNATHY OIL CO.**  
298-2255 — 709 Ave. D  
Royce Henson — Night 298-2671

## Teen-Agers Add Lively Lift To New March of Dimes Drive

Slave auctions in this Civil War Centennial Year? It can—and does—happen here, with the flower of American youth on the block.



**TOP TEEN**—Katherine Anne (Katie) Keith, 18, of Columbia, Mo., has her hands full as newly-appointed chairman of the 1962 New March of Dimes Teen Age Program (TAP).

But in this century, there's a difference. Now it's all in a good cause. Members of the New March of Dimes Teen Age Program (TAP) auction their services to the highest bidder among local merchants. The money goes to support The National Foundation - March of Dimes attack on birth defects, arthritis and polio.

It's all part of TAP members' lively approach to volunteer community service. They also sponsor walkathons (shades of the Thirties) in which teams from rival schools move toward the finish line as dimes are contributed. They dance for dimes at casual sock hops and formal balls, man concessions at school sports events, and hold community car washes.

Through such ingenious fun-for-funds projects, TAPs raised nearly three-quarters of a million dollars during the 1961 March of Dimes.

For the 1962 New March of Dimes in January, tens of thousands of the youthful volunteers are literally "on TAP." In more than 75 per cent of The National Foundation's 3,100 local county chapters, active TAP committees are determined to hit new highs in fun as well as funds.

Adult advisors who work with TAPs point out that undervaluing the outward frivolity of the teenagers' projects is a deep awareness of the need for increased research and progress in the fight against crippling birth defects, arthritis and polio. During the year, many youngsters assist in local patient services by reading to disabled children, writing letters for severely crippled arthritides or working as hospital aides.

A prime year-round responsibility of TAP members is distribution of information about National Foundation Health Scholarships to students in high schools and colleges. Each year, more than 500 four-year scholarships with a full value of \$2,000 apiece are offered for study in medicine, nursing, physical therapy, occupational therapy and medical social work. TAP members know the desperate need to reduce the shortage of manpower in the health professions by encour-

aging students to undertake careers in these fields.

Leader of the Teen Age Program for the 1962 New March of Dimes is national chairman Katherine Anne Keith, 18, of Columbia, Mo. Blonde, brainy and born to be busy, Katie will handle her major responsibilities as top TAP while she pursues an ambitious freshman schedule at the University of Missouri.

On the basis of past performance, juggling scholarship and volunteer service won't intimidate Katie. She was 1961 Missouri state TAP chairman during her strenuous senior year in high school. Under her leadership, Missouri TAPs showed record gains in membership, services to chapters and funds raised for the March of Dimes.

At the same time, Katie maintained grades that ranked her third in her graduating class of almost 300 students. She was a National Merit Scholarship finalist and received the Kwanis Good Citizenship

award. She was business manager—and occasional sports-writer—for the school paper, treasurer of the National Honor Society, queen of the major social function of the school year, had a lead role in the school play, "Teahouse of the August Moon," and actively participated in math, history, English and French clubs.

She also teaches a Sunday School class at Missouri Methodist Church in Columbia.

After a summer in Europe, including study at the Sorbonne in Paris, the energetic Katie began to plan for a banner year of TAP activity for the March of Dimes.

"Teenagers who are looking for a sense of satisfaction along with fun and friendship are missing a bet if they don't check TAP activities in their local March of Dimes chapters," she said. "A TAP committee isn't just another youth organization—it's not merely a club to serve youth. Instead, it gives us an opportunity to serve our communities."

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<b>SPECIALIZED</b>	<b>DEPENDABLE</b>
<ul style="list-style-type: none"> <li>Personnel experienced in all phases of agricultural credit</li> <li>Deals only in agricultural credit</li> <li>Intimate knowledge of needs and requirements of its borrowers</li> </ul>	<ul style="list-style-type: none"> <li>Nation's largest organization of its type</li> <li>Unlimited loan funds available from the nation's money market, through the Intermediate Credit Bank at Houston as discount agency</li> <li>Funds not affected by local and area conditions</li> <li>Owned and operated by stockholder-borrowers, able to make most any size of loan</li> </ul>

The Plainview Production Credit Association can make loans for practically any type or size of agricultural operation and for almost any purpose.

<ul style="list-style-type: none"> <li>Operating loan</li> <li>Capital Improvements</li> </ul>	<ul style="list-style-type: none"> <li>Pay off existing indebtedness</li> <li>Land Purchases</li> </ul>
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Visit the office nearest you to see how the Plainview Production Credit Association can provide complete agricultural credit services.

## Plainview Production Credit Association

"The Nation's Largest Production Credit Association"

Offices In: Plainview, Littlefield, Muleshoe, Friona, Dimmitt, Tulia, Silverton, Floydada



# STATE CAPITAL Highlights AND Sidelights by Vern Sanford TEXAS PRESS ASSOCIATION

"Escheat" is a word you'll hear often during the next 30 days.

With the fourth session of the 57th Legislature under way the most important item on the agenda is "escheat." Governor Price Daniel called this third special session because he believes the more than 1,500 banks and savings and loan associations should be subject to escheat.

But just what is "escheat"? It's a process as ancient as Roman history; written in Old England's feudal law; described by Webster as, "Reversion of land to the crown, or to the state in the United States, by failure of persons legally entitled to hold the same."

Escheat provisions were incorporated in the constitution of the Republic of Texas, and enacted as a state statute in 1885.

Texas law always has stated that when anybody dies without heirs, or disappears and can't be

found, his property shall be turned over to the state, after seven years. But the law has lacked a provision by which persons or institutions holding property of missing persons were required to report it.

Governor Daniels started pushing for a provision three years ago, and last summer the Legislature finally passed a reporting provision. But the bankers have fought it long and successfully. They are still exempt from the reporting law, although all other businesses and public agencies must comply.

During the interim between legislative sessions, a special house committee has been investigating enforcement of escheat laws applicable to banking institutions. Committee discovered that much of the \$4,000,000 escheatable accounts lying dormant in Texas banks is being dissipated through service charges and recommended that:

1. The Legislature add banking institutions to the escheat enforcement law without delay, and require banks to advertise for lost owners after seven years.
2. This matter receive prompt attention in the January session, because the committee estimates a year's delay would mean the loss of \$1,000,000 through the pro-

cedure of service charges on accounts that don't require service.

3. That the committee keep on working to see if there are any other considerations which should be brought to the attention of the 58th Legislature.

### Loan Shark Legislation

Although the Governor hasn't said he'll introduce loan legislation at the special session, it's considered a safe bet that the uproar over "loan shark" practices of sky-high interest rates will prompt him to place this issue on the January agenda.

The Legislative Council had a heated debate, and voted 9-2 to commend a loan bill backed by Representative Criss Cole of Houston.

Cole's bill sets a 10 percent ceiling on interest to be charged on loans.

A lender would be able to charge more than 10 percent on loans under \$1,500 only if he got a state license, paying \$200 for investigation and \$200 a year license fee. To get the license, he'd have to hold \$15,000 in liquid assets for each loan office, and post a \$20,000 surety bond, plus \$5,000 for each branch, plus the \$200 annual fee for each office.

Cole's bill calls for creation of a Consumer Finance Commission which would examine each lender's books annually, at the expense of the lender.

Interest charges would be limited to 10 percent per annum on the amount of cash advanced, plus a "service and availability charge" of 3/4th of one percent per month for each \$1 of the first \$400 of the loan on loans over \$100.

On loans under \$100, the charge would be \$1 for each \$5 borrowed, with at least 15 days to be allowed to repay each \$5 of the loan.

If excessive charges are made, the lender would have no right to collect principal or charges, and would be fined from \$100 to \$1,000, and confined to the county jail as long as six months.

The dissenting votes in the Legislative Council were from Senator Charles Herring of Austin, who calculates the minimum rate on loans of \$1,500 to be 45 percent and Rep. Don Kennard of Fort Worth, who figures a \$5 loan for 15 days would cost the borrower 164.4 percent interest under the Cole bill.

**Tourist Boosters Reach 1,000**  
The 600 who decided to organize a Texas Tourist Council at the November "Texans for Tourists" conference here, have swollen to an estimated 1,000. They will gather in Austin on January 10 for the first Council meeting.

After the group approves a constitution and elects officers for the "nonpartisan, nonprofit" tourist promotion organization, it will host a "dutch lunch" for all rep-

resentatives and senators.

Luncheon will feature a presentation urging that money be made available from the General Fund to the Texas Highway Department for tourist advertising purposes.

W. Price Jr., chairman of the Tourist Council's executive committee, writes, "We have every reason to believe that the Governor will submit in his call appropriations for the tourist attraction program before our meeting on January 10."

Earlier, the committee estimated that \$3,000,000 would be needed from General Revenue to get the advertising program underway. The Council hopes to augment this amount with \$2,000,000 in private subscriptions.

**Presidential Task Force**  
National interest in Texas' program of work with the mentally retarded resulted in the appointment of Charles S. Eskridge, director of the Division of Special Education of the Texas Education Agency, to the President's Task Force Committee on Education and Rehabilitation.

Eskridge will serve with physicians, scientists, educators and rehabilitation specialists selected from other sections of the country.

Approximately 5,000,000 Americans are mentally retarded, of whom four percent reside in institutions at an annual cost of almost \$300,000,000.

The Texas Education Agency has been notably successful in a cooperative school-work program of local school education of mentally retarded children between the ages of six and 17.

**Housing For The Aged**

In an effort to stimulate housing for those men and women among Texas' 745,000 old folks who need either specially-built small homes, apartments priced within their limited incomes or institutions that offer nursing care, the Governor's Committee on Aged has prepared a guide to federal building programs.

Guidebook outlines procedures and requirements for obtaining building loans from seven federal agencies, some of which are virtually unknown to the average citizen or organization.

Response has been so great that the original order of 3,000 copies is just about depleted. Committee Chairman Senator Crawford C. Martin has ordered a second printing.

**SHORT SHORTS**

Land Commissioner Jerry Sadler has asked the Attorney General to take "all necessary steps" to stop dredging of a deep water channel in Calhoun County until that county's navigation district returns 20,639 acres of unused underwater land to the state.

Agriculture Commissioner John



## News From The First Baptist Church

### YOUTH WATCH-NIGHT

The youth of First Baptist Church held a fellowship and watch-night party at the L. J. Hager home Sunday evening following the worship services.

Games were played and charcoal broiled hamburgers were served, with all the trimmings.

The last thirty minutes of 1961 were observed with a devotional and prayer service to start the new year.

The young married people and Adult I of First Baptist Church observed a watch-night service and supper at the home of Mr. and Mrs. Ralph Davis. The old year was ushered out by the formation of a friendship circle and prayer.

**BEGINNING WED., JAN. 3**  
Wednesday night, a new program of activities for First Baptist Church was launched. Starting at 5:30 p.m. the Junior and Intermediate Choirs met. Supper for the church family at 6:30 p.m. At 7:00 p.m. the following met: Jr. and Int. G. A's, anw R. A's.

C. White says he will run for re-election. He's been undefeated since he first won the post in 1950.

Senator Ralph W. Yarborough announced that preliminary design work has started on a special commemorative stamp honoring the late Sam Rayburn.

Brigadier General Everett S. Simpson is encouraging Texas men to enlist in the Texas National Guard's 36th Infantry Division.

The six-months active duty training program will be reinstated this month.

UT's Bureau of Business Research reports retail sales in the state for November rose 1.9 percent above October, and 6 percent over November, 1960. 7.7 percent more building permits were issued during the first 11 months of 1961, than in the same period last year.

Texas Tighway Department reports a total of 61,979 miles of roads in the state network—far more than any other state's

Beginner and Primary Choir and Teachers and Officers.

Prayer Service at 8:00 and at 8:45 p.m. the Adult Choir rehearsal. This schedule is to be followed until further notice.

### JANUARY BIBLE STUDY:

Make plans now for your family to attend January Bible Study week, January 8-11 from 7:00-8:30 p.m. Adults will be studying the book of Jeremiah.

The Intermediates will study, "Exploring the New Testament." Juniors, "Men Who Told His Story." Primaries, "The World We Live In." Beginners, "Sounds That Sing" and "The Nursery, 'Good Food to Eat.'"

### YOUTH NEWS:

Student Night at Christmas was observed at the evening worship services this past Sunday with all college students being introduced and devotional thoughts presented by: Linda Shipman, Vaughn Allen and Doyle Johnson.

The young people filled the choir and directed the music. A girl's quartet brought the special music for the evening service.

Plans are well underway for the Young People's Ski Trip to Cloudcroft. Two questions have been asked: time of departure and cost involved. The main party will leave the church at 4:00 p.m., Friday afternoon, January 19.

A second group will come following the basketball game that has been scheduled that evening. As to cost involved, each young person will be asked to pay \$1 car expenses and \$1 on room. We'll be gone for 4 meals, we can take a sack lunch for the first meal or eat in a restaurant. The cost for bob sledding is \$1.50 and skiing is \$5.00.

Watch for children (and other pedestrians) at the cross-walk between city hall and Pinson's!

**NEW BUSINESS TO OPEN IN ABERNATHY**  
Robert Totty, long time resident of this community and successful farmer, plans to open an implement sales lot just south of his residence at 1110 Avenue D in the immediate future.

Present plans are to operate as a sales agency rather than to purchase and resell. If you have any farm implement that you are not using and would like to convert it into cash you are invited to get in touch with Robert Totty. See his ad on another page of this issue.

Doctor to portly patient: "Follow this diet, and in a couple of months I want to see three-fourths of you back here for a checkup."

## Please . . . .

### If Anyone . . . .

- DIES
- ELOPES
- GETS MARRIED
- HAS GUESTS
- GOES AWAY
- HAS A PARTY
- HAS A BABY
- HAS A FIRE
- IS ILL
- HAS AN OPERATION
- HAS AN ACCIDENT
- BUYS A HOME
- WINS A PRIZE
- RECEIVES AN AWARD
- BUILDS A HOUSE
- MAKES A SPEECH
- HOLDS A MEETING
- OR TAKES PART IN ANY OTHER UNUSUAL EVENT

THAT'S NEWS  
WE WANT IT

## The Review

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ISN'T THE  
ANSWER . . .  
Neither Are We  
MAGICIANS . . .**

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THAT ANSWER IS ADEQUATE  
INSURANCE COVERAGE FOR  
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Companies Of Long Standing.

## THE MACLON AGENCY

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"The Right Size to be of Service"

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Abernathy

## NOTICE OF ELECTION To Be Held

Tuesday, January 9, 1962

For Water District County Committeemen. Polling places in Lubbock County:

1. Community Clubhouse, Shallowater
2. City Hall, Wolfforth
3. Old County Courthouse, Lubbock

### FOR COUNTY COMMITTEEMEN:

(Residents of Commissioner's Precinct No. 1 will elect one.)

1. W. N. "Woody" Allen, Rt. 4, Lubbock
2. M. N. Thompson, Rt. 4, Lubbock
3. \_\_\_\_\_

(Residents of Commissioner's Precinct No. 4 will elect one.)

1. Bill Hardy, Rt. 1, Shallowater
2. Jay Stanton, Rt. 2, Lubbock
3. \_\_\_\_\_

BE SURE TO CAST YOUR VOTE

## High Plains Underground Water Conservation District

NUMBER 1

This Is  
Your Paper  
Censorship  
Is Dangerous

By William R. Nelson

CENSORSHIP is an action Americans resist so aggressively it has not even been imposed by law in time of war. Whenever some misguided attempt is made, whether against press, movies or radio, it is quickly squelched by aroused public opinion. Yet there are other attempts which fail only because of the knowledge, tact or courage of a home town newspaper editor.

Every newspaper has frequently to resist minor efforts at censorship. They are resisted because editors know that a minor success today can become a major one tomorrow.

Strangely enough, very few who participate in these minor instances fully realize what they are doing. Having the best of intentions, they fail to see the danger inherent in their actions.

Whenever a "request" is made that a newspaper omit facts concerning a public matter, censorship is being attempted.

Even a spat between neighbors becomes a matter in which the public is entitled to the facts, if the services of police or a court are required. Police and courts belong to the public which authorizes and pays for them, and how their services are employed is of concern to the public.

There are instances, of course, where private rights outweigh those of the public, and the editor is justified in suppressing such news. There are other instances, also, where good taste may dictate that an item be omitted. But, whatever the fine points involved, it is the editor's judgement which should prevail.

Honesty or Coercion? Newspaper editors do not resent honest requests to overlook incidents where there is doubt that the public interest outweighs the private rights. They do resent them if accompanied by coercion in whatever form.

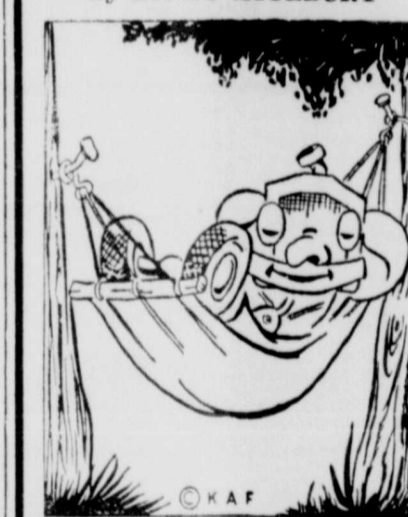
The editor is expert in such matters as public right to news. He is the best judge of whether or not public interests outweigh those of individuals or organizations involved. His judgment should be accepted without resentment. Censorship is a dangerous force, too dangerous to set in motion, no matter how innocently it may be employed.

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CREDIT CARDS ACCEPTED  
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WE HAVE 'EM ALL!  
For Your 30,000 Mile Grease Job  
Special Fittings, Grease, KNOW HOW  
Bring Us Your Next Job.

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BE SURE YOU CAN STOP!  
Use Our Brake Service  
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"ALAS! POOR YORK!"  
GREATEST POET AND DRAMATIST IN ENGLISH LITERATURE.

You'll find our bank just great for all your financial needs.

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# WANT-ADS

Rates: 4c per word, or 70c minimum, if ad is paid in advance; 30c minimum if ad is charged.

LOST—Tan, long-hair kitten, call Mark Havens, 298-2657.

FOR SALE—Johnson Carry-All, 4 1/2 yard capacity. Extra good. Hasn't been used much. \$2,700.00. J. W. Pope, Box 429, Abernathy, Phone County Line PL-7-2400. (11p)

FOR SALE—Baby bed and mattress, both in good condition, \$10. Dean Sterling, phone 298-2654. (11c)

### TO GIVE AWAY!

Have several 1/2 Beagle pups to give away. Good pets. Come and take your pick. Phone 298-2166, John Duty, 1302 Avenue G.

FOR SALE OR TRADE—1950 GMC pickup, 4-speed transmission, good rubber. Also apartment-size Frigidaire refrigerator, good working condition. James Greene, 312 12th St., Phone 298-2758, Abernathy. (1-4-c)

FOR SALE—Howard Spinet Piano by Baldwin. Used only a few months. Excellent condition. Will sell our equity at good discount. Phone 298-2763 or call at 1002 15th Street before 9:00 a.m. or after 5:30 p.m. (1-4-62c)

FOR SALE—Bronze Medallion Brick Home. Three bed rooms, den and living room, two ceramic tile baths, double garage. On pavement. See H. L. Vaughan at Cecil McCurdy Lumber Co., Phone 298-2520. (tsr)

FOR SALE—One and one-half lots located at the corner of 12th St. and Ave. J. Phone 298-2343, Abernathy. (tsr)

FOR SALE—Hammond Spinet organ. In perfect condition. Mr. or Mrs. J. D. Webb, Phone 298-2646 or 298-2700, Abernathy. (tsr)

### TAX REPORTS

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FOR SALE—Used Frigidaire Refrigerator. Excellent Condition. \$69.95.

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FOR SALE—The Lee Irish home at 511 Ave. D in Abernathy. See J. L. Irish, Phone 298-2082, Abernathy. (tsr)

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1/2 Sect., 1-8" and 1-6" well, 110 acres cotton, northeast of Abernathy. Has \$29,000.00 loan. Can be bought for \$250.00 per acre, possession January 1.

3 Sect., good tenant house, 850 acres cultivation, balance good grass. 2 Sect. 1/2 minerals, 1 Sect. 1/4 minerals. Near Floydada. \$125.00 per acre. 29% down, good terms on balance. Good allotment on cultivated land.

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## HOW BOUT THAT By RALPH TEE



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FOR SALE—Several John Deere Model 70 L.P. Tractors. Terms.

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Any Depth to Approximately 450 Feet.

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By Owner 4 Bedrooms, 2 Baths, Dining Room, and Den. On 3 lots. \$17,500

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FOR SALE—One 1957 Case 300 Tractor. Excellent condition, ready for work.

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NOTICE—All Burial Insurance, including the policy, is transferable, at time of need, to Chambers Funeral Home in Abernathy. Phone 298-2331 for further information. (tsr)

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Goodnight Sausage Factory Plainview Highway PO-2-3662 Lubbock, Texas

## ABERNATHY WEEKLY REVIEW

Thursday, January 4, 1962 Page 8

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### National Advertising Representative

WEEKLY NEWSPAPER REPRESENTATIVES, INC.

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### Blood Bank File Is Kept At Reid Chevrolet

The Walking Blood Bank File, promoted by the IOOF Lodge of Abernathy, is now kept at Reid Chevrolet. Edwin Crow, sales manager for Reid Chevrolet, is in charge of the file.

The card file, with the types of blood of people in the Abernathy area, is kept for the purpose of locating certain blood types in case of an emergency. Also, a person whose name is carried in

the file may receive blood more quickly in the case of an emergency, whereby the necessity of taking another blood test could be eliminated.

About 450 names are now in the Walking Blood Bank File. A large number of these individuals have rare blood types, and a few have very, very rare blood types.

Anyone wishing to file his or her name and blood type in the file is asked to contact Ed Crow at Reid Chevrolet, or any member of the IOOF Lodge.

Abernathy Needs: A shoe repair shop.

# DON'T MISS THESE FOOD VALUES

## AT SMITH'S FOOD STORE

SPECIALS FOR JANUARY 4 - 5 - 6

Folgers Coffee All Grinds lb. 65c

Van Camps - 300 Can Pork & Beans 2 for 25c  
Shurfresh Crackers lb. 19c  
Soflin Facial Tissue 400 ct. 19c

Shurfine Shortening 3 lbs. 69c

Giant Size Energy Detergent 49c  
Shurfresh Instant Milk 8 qt. size 59c  
PATIO Enchilada Dinner each 39c  
APPLE - PEACH - CHERRY Banquet Pies each 29c

Shurfine Flour 5 lbs. 39c

### Quality Meats

ALL MEAT BOLOGNA lb. 39c  
FRANKS 3 lbs. 99c  
PINKNEY'S PURE PORK SAUSAGE 2 lbs. 59c  
Longhorn Cheese lb. 49c  
CLUB STEAK lb. 69c

### CANNED GOODS

Old Fashioned Kitchen Style Pickles pint 19c  
Chicken of the Sea Tuna No. 1/2 flat can 29c  
12 Bottle Carton COCA-COLA 49c  
DR. PEPPERS

# SMITH'S FOOD STORE

We Reserve the Right to Limit Quantity  
Plenty of Parking Space North of Store

