

'Buy American' Theme Employed By Premier To Fight Imports

Through the mail you may get a red balloon with a Premier emblem on it, attached to a Premier courtesy card, and with these four-by-eight inch card bearing a message about "balloons and barrels." Maybe you don't want the balloon, but it's an eye-catcher, and before you have withdrawn your eyes you've been told in well-chosen words that when you buy Premier gasoline you've done something for Texas and yourself.

Premier Oil Company, Longview has gone all-out in competition with foreign oil, and 105 billboards posted throughout its marketing area are pushing the

fight with a vengeance. Its television commercials are shown over stations across the 400 miles from Abilene to Shreveport.

While Texas lies in the doldrums of oil development inactivity because of excessive imports, Premier — and a lot of others — believes the company has hit upon one of the most effective weapons possible in the fight to preserve the Texas Oil industry's place in the sun.

Says Barre Monigold, advertising director for Premier: "Primarily this idea is a statement of what Premier is and what it stands for in the petroleum industry. We are strictly a domestically owned company; we feel morally obligated to promote and support domestic enterprise. By taking the stand that we have, we hope that we have made some contributions to the longrange movement against excessive imports."

In taking their new course, Premier and others who are getting on the band wagon are right in step with the State of Texas. The Texas Legislature passed five strong resolutions against excessive imports, including one to withhold state business from importing companies that fail to comply with the President's import-cutting program.

Asked if Premier expects increased product sales to result from its "crude oil from Texas soil" idea, Monigold put profit benefit principles.

"We hope, of course, that the public will respond to what we are saying. Regardless of the response, however, we feel we are doing the right and proper thing, that we are 'standing up to be counted.'"

What Premier is doing is just one example of increasing tendency among domestic companies to make the public aware that they sell only products made of domestic oil. With even a slight buying shift toward these companies likely to bring results, public reaction will determine whether this appeal amounts to a prime weapon in the imports fight.

Farmers Use Operating Credit

This is the time of year when Callahan County farm families plan the steps they need to take to increase the efficiency of their farming operations during the coming farm season, reports Herschel A. Lynch, Farmers Home Administration county supervisor.

Approximately 80 farm families in the county are operating their farms with loans obtained through the Farmers Home Administration.

The agency advances operating credit primarily to help eligible farm families make improved use of their land and labor resources on family-type farms and make needed changes in their farming systems. Most of the changes call for adopting better farming practices and improving the efficiency of their farming operations. The loans help farmers pay for equipment, livestock, feed, seed, fertilizer, and other farm and home operating needs including refinancing chattel debts. Operating loans run from 1 to 7 years at 5 percent interest. The average operating loan in Callahan County is approximately \$6000.00.

Mr. Lynch said the bulk of the operating loan money in this area is being used for equipment and livestock. Many of the changes in farming systems are resulting in better dairy herds, more balanced system of farming, better flocks of sheep and goats and better beef herds.

Before operating loans for adjustment purposes is closed, the applicant and the county supervisor agree on the proposed long-

People, Spots In The News



OLD-FASHIONED streetcars may be, but this well-lighted underground transfer in Brussels, Belgium is last word in modern traffic-jam avoidance.



'ON TOP of Boston' for 50 years, Frank Maguire (left) is honored by Allied Chemical's Barrett Division at convention of New England Approved Roofers. He's explaining fine points of roofing to Boston mayor John B. Hynes.



BIG SHOT man, Parry O'Brien, playfully tosses 16-pound ball after adding new world indoor record of 63.148 feet to his outdoor mark.



IMPROVING the Florida shoreline outlook are seven belles from Cypress Gardens, on holiday at Daytona Beach.

time improvement. At the beginning of each farming year while the loan is being repaid, the family with Mr. Lynch's help makes annual plans for the best use of the farm income and to determine additional credit needs. A year-long review of the past year's successes and mistakes guides the family and the county supervisor when they get together to plan for the year coming up.

Mr. Lynch said he can make operating loans only to families who have or can acquire land and labor resources needed to help them improve farming, and who are presently able to turn to private or cooperative lenders for adequate financing of the type

they require. All borrowers graduate to conventional credit as soon as they can.

CARD OF THANKS

May I take this opportunity to thank all of you for the lovely flowers, cards and countless other tokens of affection. I have always thought our town had the most understanding and friendly people anywhere, and this past year has given me greater proof of this. Thank you for just being you. I wish everyone were blessed with such wonderful friends. As Lee Ann would say, "God Sit On Your Pillow."

Mrs. Lee Brown

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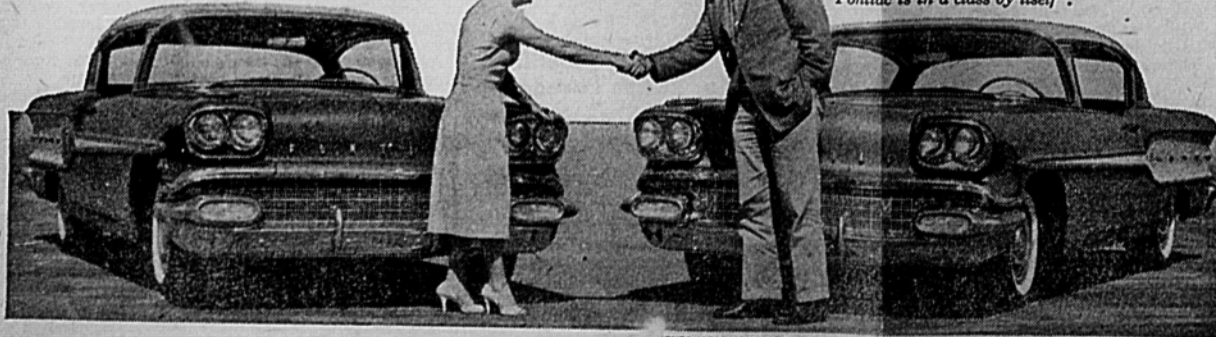
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Pontiac again proves it is AMERICA'S NUMBER 1 ROAD CAR in the year's toughest test of SAFETY, HANDLING AND PERFORMANCE!

HOUSEWIFE VICKI WOOD AND HER '58 PONTIAC taught men drivers a lesson in winning the 60 m.p.h. safe passing event. The elated Mrs. Wood reported, "... our new Pontiac handled and performed like a dream ... so smooth and easy I couldn't believe it".



Winner of the 30 m.p.h. passing event and high over-all winner of the safety tests with his standard 4-door Pontiac Catalina, magazine auto expert Jim McMichael cracked, "I could have told them before the tests started—this '58 Pontiac is in a class by itself".

Chances are you'll never be up against the precise and exacting demands that NASCAR puts on test cars and drivers.

But you can put Pontiac through your own everyday driving paces and learn why test drivers call Pontiac America's Number 1 Road Car.

You'll discover that the industry's hottest team of engineers has created a car so advanced in basic design that it brings with it a totally new kind of driving.

Give the nod to its Tempest 395 V-8 with power trimmed precisely to your wish. Corner it, park it, maneuver it to

the point of abuse and you marvel at your absolute command in every type of driving situation.

Come in—drive and safety-test America's Number 1 Road Car. You'll discover it's by far the biggest money's worth on the market!

SEE YOUR LOCAL AUTHORIZED PONTIAC DEALER
JONES-FRANKE PONTIAC
305 Market St. Baird, Texas

Delphian Club Meets In McGowen Home

The Delphian Club met Tuesday in the home of Mrs. M. C. McGowen.

The meeting was opened by the president, Mrs. M. D. Bell. Mrs. McGowen introduced her guests, Mrs. Albert Thompson, Mrs. Lynn Williams and Mrs. Wylie Williams of Moran, Mrs. John McGowen and Carol Lynn McGowen.

The speakers and their topics were: Mrs. W. P. Brightwell "Home of the Goths"; Mrs. E. B. Posey "Land of Florida." Carol Lynn McGowen played piano music during the social hour. Fifteen members answered roll call. Next meeting will be with Mrs. C. B. Snyder, April 8th.

Bea Hickman, of Big Spring spent the week end visiting Mr. and Mrs. Ace Hickman.

Mrs. C. W. Conner received word of the death of her brother, W. T. Epley on Tuesday of this week. Burial was at Stanton on Wednesday. Mrs. Conner was unable to attend the funeral.

Mr. and Mrs. Tee Baulch and Mr. and Mrs. Leslie Bryant attended the 50th wedding anniversary of Mr. and Mrs. M. H. Perkins in Ranger Sunday.

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15 Legion Posts To Be Honored

Fifteen Posts will be honored at the annual Spring Convention of the 17th Congressional Dis-

trict of The American Legion, to be held in Abilene Saturday and Sunday, March 15-16, by being presented with Citations for having exceeded their 1958 membership quota by the time of the

REEVES LUMBER COMPANY

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SPECIAL THIS WEEK
March 14 Through March 21

FENCE STAPLES, price per 100 lb. keg \$12.49
NAILS, 8 & 16 Box and Common, per 100 lb. keg \$12.29

PICKET FENCE

50 FT. ROLLS, 3 1/2 FT. RED, price per roll \$10.60
50 FT. ROLLS, 3 FT. WHITE, price per roll \$13.55
50 FT. ROLLS, 4 FT. WHITE, price per roll \$15.95

HOME REPAIR AND IMPROVEMENT LOANS
NO DOWN PAYMENT — UP TO 5 YEARS TO PAY

FREE ESTIMATES

"WE DELIVER"

County Farm Bureau Seeking Members

For the past 15 days, Callahan County Farm Bureau teams have been contacting farmers and ranchers in the county in an effort to secure new members. At a barbecue supper on Feb. 17, at Rowden Community Center, five membership captains were chosen, and they selected their own workers. The losing teams will host the winners at a supper March 15, at the Rowden Community Center.

Quite a few new members have been listed at the county office, and the captains and their workers are doing an excellent job and are to be commended. "If you have not been contacted, be ready when they do contact you, and join hands with them in the biggest farm organization in the world," said W. E. Box, president.

Barron's Radio & TV

Quick Dependable Service

All Work Guaranteed

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Mr. and Mrs. Joe Vanzandt and family have moved to Guthrie, Okla., where he will pastor a church there.

Mrs. Lee Brown, who underwent major surgery in an Abilene hospital last week, has returned to her home.

Mr. and Mrs. L. B. Russell and family of Hereford, spent the week end visiting Mr. and Mrs. Bill Work.



(Editor's Note: This is the first of a series of articles on Social Security compiled by C. M. Vaden Jr., Field Representative of the Abilene Social Security office. The article is designed to give you a better understanding of your Social Security. If you pick up with this article and read each of the succeeding articles, you should have a good general knowledge of the Social Security program.)

What is Social Security? This is the logical place to begin any series of articles on Social Security. Social Security is basic financial protection against income loss due to old age, disability or death. It is insurance-based on the same general principle as private insurance, but it is not a contract arrangement. It is a social insurance program, the idea being that you make small payments during your working life and then

when you are faced with an emergency such as disability or death, or when you reach old age and retire, you and your family or your survivors get the payments.

I would like to emphasize that Social Security is Old-Age and Survivors Insurance. A lot of people have the idea that Social Security pays only retirement benefits. Actually it provides protection against three risks -- loss of earnings in old age, loss of earnings due to death of the breadwinner of the family, and loss of earnings due to a disability.

So Social Security is actually three kinds of insurance -- disability insurance, life insurance and old-age insurance.

I would like to point out that Social Security should not be confused with Old-Age Assistance or Unemployment Insurance. Social Security is Federal Old-Age and Survivors Insurance. The Old-Age Assistance program is administered by the State Department of Public Welfare. Unemployment Insurance is administered by the Texas Employment Commission. Neither of these two programs is connected with your Social Security tax.

Should you want more information on Social Security, write the Social Security Administration, P. O. Box 1641, Abilene, and ask for a free copy of the booklet "Your Social Security."

Scouts Observe Girl Scout Sunday

Girl Scout Week, March 9-15 was observed Sunday with the Clyde Girl Scouts attending church in a group. There are 3 Brownie Troops and 3 Intermediate Troops in Clyde, and each was represented at the service. The girls will rotate each year at the different churches on Girl Scout Sunday.



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RED GRAPEFRUIT, 6 for 39c

VALLEY FRESH GREEN ONIONS, 2 bunches ... 15c

CRISP GREEN CABBAGE, pound 5c

CELLO CARROTS, 1 lb. bag 10c

WASHINGTON DELICIOUS APPLES, pound 10c

DIAMOND TOMATOES, 2 No. 303 cans 29c

HUNT'S No. 2 1/2 cans Peach Halves, 25c

KOUNTY KIST CORN, 2 cans 25c

SUPREME CRACKERS, 1 lb. box 25c

HUNT'S No. 300 cans Tomato Juice, 10c

GLADIOLA FROZEN ROLLS, pkg. 29c

DEL MONTE CRUSHED OR SLICED PINEAPPLE, No. 2 can 29c

HUNT'S 14 oz. bottles Catsup, 15c

BETTY CROCKER ANGEL FOOD CAKE MIX, 17 oz. box 49c

KIMBELL'S GRAPEFRUIT JUICE, 46 oz. can ... 25c

12 bottle carton Coca-Cola 49c

FINEST QUALITY MEATS

FRESH COUNTRY Sausage, lb. 49c

CHOICE BEEF ROAST, lb. 59c

COOKED READY TO EAT Picnic Ham, lb. 49c

GOOCH'S ALL MEAT WIENERS, pound 49c

Bisquick or Borden

Biscuits

4 cans

39c



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