

4-H Program Is A Builder Of Citizenship

Over 22,000 Boys And Girls In West Texas Belong To Clubs

It all depends on the Head, Heart, Hands and Health how well you live. Over the West Texas territory, no less than 22,000 boys and girls in 4-H club work are being taught just this thing—this good American doctrine. From it is coming new hope and life for the individuals in the program, new possibilities for agriculture, and new stalwart citizens for the nation.

Occupations Training Is Expanding

Parental ambition is a wonderful thing, for nine out of 10 members and fathers have hope of their children becoming professional or executive workers. Yet the dangle of the so-called "white collar" has resulted in the creation of a peculiar problem. The great preponderance of youngsters are schooled in a field all out of proportion to the percentage that field can gainfully absorb. Resulting frequently are misfits, creating a serious problem for society.

What many parents have not realized is the fact that there is vastly more possibilities for the skilled worker than for the professional man. So complex has society become in the past generation that the field of occupation has multiplied from the limited few channels to specialized fields that run into the thousands.

West Texas Leading Educational leaders, in recent years, have taken cognizance of this and are doing something for youth through an expanding program of practical, vocational training. Indeed, Dr. L. A. Wood, state superintendent of public instruction, has shown keen interest in this matter. Now the vocational division of the state department is justifying this confidence.

In West Texas today there are approximately 350 boys and girls participating in what is known as the diversified occupations course. It is significant that in this region where the population is scarcely half a dozen years old, nearly half of the work of the state is taking place.

It is even more noteworthy that of all the children participating in the work more than 90 per cent have entered the occupation for which they trained and many are now in the job as employer. Right here in Big Spring one former DO student has his own business and is training another student.

Better Pay What about wages? It's too early in the program to make a comprehensive survey, but spot checks reveal that in a number of cases the DO trained young man or woman is averaging substantially more than professional workers of their own level.

All of it gets back to the practicality of the program. It shapes up under a coordinator who works with an advisory committee composed of local business and industrial men.

Each student operates under an agreement which includes a wage scale approved by the committee, what the employer wants the student to study in school and what he expects him to learn on the job.

For five days a week the student



RUTH SMITH, Meridian.

Congress makes possible this work by its annual appropriations, aimed primarily for the purpose of improving agriculture and the farm home. Rural boys and girls are the

beneficiaries, for out of the 4-H program comes constructive citizenship, pure and simple. Into the work has gone a practical touch, for boys and girls learn by doing. The mode of instruction, carried on by county farm and home demonstration agents entirely out of school hours, is one of demonstration.

Individuality is exercised in the choice of a demonstration. Too, there is a sense of "tying on to something" in that the boy or girl finds something worthwhile to occupy leisure time, to exercise judgment over a personal possession. There is one of two purposes in mind on any demonstration—to correct an evil or solve a problem—and from contact with such a venture, boys and girls learn that things can be improved and gain courage to solve other and more perplexing problems.

Picture the youngster who is a member of a large, low-income tenant farm family. With his outlook, it is no wonder he may develop a fatalistic attitude. But put him or her to work on a 4-H demonstration, and, as Dr. Seaman A. Knapp, founder of the extension service once said, "the demonstrator will grow faster than his demonstration." From it the boy or girl likely will emerge with a determined to do other things, to secure an education at any sacrifice.

And this, account for the fact that today three-eighths of all the students in agricultural colleges of the land are former 4-H club boys and girls. Well balanced personalities result from the program for rural youth, for they have their club meetings, learn to conduct these sessions, indulge in social gatherings, exhibit their accomplishments at shows and attend encampments.

Even from a dollars and cents point of view, it is not uncommon that some boy or girl does such an effective piece of work that results of it will they save or make the community in which they live enough to have justified the county-wide program.

Chisholm Trail Council One Of 'Pioneers' A pioneer in organized territorial Boy Scout work in West Texas is the Chisholm Trail Council with headquarters at Abilene. Serving Haskell, Jones, Shackelford, Taylor, Coleman, Callahan, and everything north of Hallinger in Runnels county, the council has 55 operating units containing 1,259 scouts, cubs, scouters and cubbers. At the present time 18 new troops and Cub packs are in process of organization.

The Chisholm Trail council was organized in 1922 and has had a continuous existence since. In the past year it has been showing pronounced growth.

Heading the council is Dr. C. E. Adams, Abilene, assisted by Vaughan Moore, Albany; Ocie Hunt, Bradshaw; D. H. Pearson, J. L. Rhoades, Abilene; S. M. Jay, Abilene and R. Floyd Price, Coleman, as vice presidents. Roy Johnson, Abilene, is treasurer and commissioners are W. J. Behrens, Abilene; C. S. Breedlove, Haskell; John Grammer, Coleman, and Fred Pauling, Stamford.

Outstanding activities are merit badge shows and camporees in every district, regular training courses and Court of Honor, an annual Boy Scout circus—a council-wide affair—as well as summer and weekend camping at Camp Tonkawa at Lake Abilene. L. C. Haugness is scout executive, assisted by Jack Vogel, Coleman, as field executive. Under the present leadership, the council has caused an increase in units of 74 per cent and a membership increase of 35 per cent in less than a year's time.



STEALTHILY, THE PANTHER CREEPT FORWARD—Perhaps not just this, but it's some other interesting tale spun by Sam Atkins, acting scoutmaster, to a group of Troop No. 5 Boy Scouts huddled around a campfire. Each week this scene is multiplied by the hundreds as scouts all over the nation satisfy a yearning to get into the open with their leader, to practice their scoutcraft, romp and play, to listen to wholesome stories and unconsciously lay another stone on the structure of stronger character and better citizenship.

Varied Achievements Credited To Benson, Speaker At Americanization Meet Friday

Few men can honestly point to as much activity and worth-while contributions to society as can Oscar H. Benson, national director of rural scouting, Boy Scouts of America, who will be the featured speaker at the WTCC Americanization mass meeting here Friday afternoon.

He has packed an amazing variety of experience and production into his forty-five years of life. Moreover, he is a character with multi-lateral interests ranging from boys to business to agriculture. Benson is the originator of the famous 4-H club work and spent 10 years as national director of the National Junior Extension work for the federal government. The Cold Pack method of canning now used in all parts of the world is another Benson achievement.

Born in the village of Delhi, Iowa on July 8, 1875, Benson gained his education in the rural schools of that state, did high school and college work at Epworth Seminary, received special training at Iowa State Teachers college, the state university, and later at Moody Institute at Chicago and Chicago university.

For 10 years he was a school teacher in Iowa and was county superintendent of school of Wright county, Iowa for five years. He organized and managed Chataquas in the middle west.



OSCAR H. BENSON

government, he served as director of the "Junior Achievement Incorporated," an Eastern states league which promotes leisure time education in business and industrial vocations.

Somehow he found time to do considerable farming, later worked as a traveling salesman, life insurance agent, private builder of homes and operated farms in three states. His prolific pen has produced much on subjects allied with farming. He wrote three text books on agriculture and one library book on the farming business and several industrial and professional books as well as a ream of U. S. D. A. bulletins and circulars.

In the Boy Scout field, he has served as a scoutmaster, merit badge counselor, council and local executive board member at Springfield, Mass. for three years and assisted in preparation of the merit badge pamphlet for scouts. Since 1926, he has served as national director of rural scouting, and most of the astonishing growth of the program in this direction has occurred within his time.

Besides addressing the Americanization meeting, Benson will spend Friday evening with Boy Scouts of 15 counties gathered here for the annual Round Up program. He will be the principal figure at the Friday evening campfire program.



YOUTH LEARNS THE FINER THINGS of life under the "American Way," things such as participation in and appreciation of music. Typical of such activities over West Texas, and, indeed, over the nation, are these Big Spring elementary school children arranged in a massed choir. They will be heard during the West Texas twilight sing-song Friday at 6 p. m. on the east side of the courthouse.

'American Way' Is 1940 Theme Of Boy Scouts

Character Building Activity Now Reaches Nearly 9,000,000 Boys

Coincidental with the theme of the 22nd annual West Texas chamber of commerce, the Boy Scouts of America has adopted as the theme of its 50th anniversary "The American Way."

In both cases, world conditions perhaps influenced the adoption of the slogans, but in Scouting, at least, the theme has been carried out for three decades. During that span of time, the Boy Scout program has been carried to an aggregate of 8,990,121 boys. Last year there were 1,915,134 men and boys connected with the movement in 44,838 troops and packs. The gain at the end of the year was 3.1 per cent.

From the beginning the ideals of character building and citizenship training have been upheld to those between nine and 13 by means of Cubbing. At the end of last year there were 42,009 Cub leaders and 234,953 Cubs. Scouting and Cubbing are not unlike in that they both operate as a pure democracy. Cubbing has the same basic objectives as scouting but is centered around the home play area. More individuality comes with scouting, for initiative, self-reliance and confidence justified by knowledge are stressed through a wider range of activities.

As proud as Boy Scouts of America may be of the record to date, Dr. James E. West, chief scout executive, sees another side of the picture—that of the boys who want to be scouts and who do not have the opportunity.

"All these boys are going to have the right of voting and the responsibility of participating citizens. If we believe in America we (should) make the scout program not only capable of reaching a larger number of boys but more effective in influencing the character of those we do reach," said Dr. West.

It has been shown that nine of every 12 boys want to become scouts, yet only four realize the ambition and the other five lack the opportunity. Some progress was made last year with 368,806 scouts in 28,728 troops served by 1,200 executives. To attain the national objective would mean enlisting 210,384 more new scouts in at least 21,000 more troops and the addition of 1,000 more executives.

Aware that the contribution accentuates the challenge, Boy Scouts of America is pressing toward encouraging boys unflinchingly take their places in thinking, feeling, and acting individually for the good of the community, the state and the nation.

For this is the American Way, in which is wrapt the hopes of preservation and perpetuation of God-given democracy. Thirteen more counties were added to the map of oil and gas production in Texas during the past year, according to a survey recently completed by the Texas Mid-Continent Oil and Gas association. This brings the total number of oil and gas producing counties in Texas to 147, or more than half of the state's 254. One hundred and one more counties have oil and gas exploration under way now.

Constant search for new sources of oil supply in Texas resulted last year in the discovery of 107 new fields throughout the state. These new oil fields not only brought new taxable values to the 13 counties in which no oil or gas had previously been produced, but also provided increased tax revenue to many counties where oil already furnishes the principal source of tax revenue to local sub-divisions of government.

Geophysical exploration and geological knowledge indicates that many potential oil fields remain to be discovered in Texas. If economic conditions permit, additional billions of barrels of future oil supply will be added to present known underground reserves. Today's known underground oil supply in Texas constitutes over half of all the known oil supply of the United States.

In view of this knowledge, it is expected that Texas can enjoy the income created by oil for 100 years or longer, provided that taxes and other operating costs permit the continued development of this industry throughout the state.

13 Counties Added In '39 To Oil List

Seventy-six counties in the area have a 4-H club boy enrollment of 8,838, according to the Texas A. & M. extension service, with the membership ranging from a few to 604 in Tarrant and 400 in Hall counties.

Girls, Too Even more popular is the girl 4-H movement with 13,621 enrolled in 87 counties, Tarrant leading with 636 and Wise with 464 and Johnson with 449 following.

In all of these movements, whether it be the scouts, the 4-H clubs, the Girl Scouts or what not, the prime objective is training the boy and girls in the ways of useful citizenship and strong character.

More encouraging than the membership totals is the trend toward growth, for most of the youth movements are showing impressive number gains for this year. Even with the 50,000 now on rolls of the various units, the power of influence to be exerted by this number cannot be over-estimated. Fifty thousand right thinking men and women can safely handle the future of West Texas.

These Young People Will Proclaim The Merits Of 'My Home Town'



GERALD BISHOP, Graham. HAROLD LONG, Weatherford. TOMMIE WHATLEY, Albany. BOSS HINSHAW, Gail. WILLIAM SNOW, Abilene. GARLAND B. MUSTIAN, Sargent. RICHARD WALKER, Waco. J. W. RICE, San Angelo.

Youth Groups Are Strong In Westex

West Texas today would not offer a very fertile field for an anti-American youth movement, for no less than 50,000 boys and girls of the area are affiliated with such organizations as the Boy Scouts of America, 4-H clubs, Girl Scouts, Campfire Girls and other similar units dedicated to the task of building character and citizenship.

Perhaps the largest single youth organization in the vast area is that of the Boy Scouts, boasting an aggregate of well over 23,500 boys and leaders in the program.

Large 4-H Membership However, in actual number of youths served, the 4-H clubs of West Texas surpass this figure, for where there are about 19,000 boys in the scouting program, there are 22,459 boys and girls enrolled in the 4-H organization.

These two care for the bulk of the membership in organizations and all others are estimated at around 5,000 for the area. Actual figures from seven of the 10 Boy Scout councils operating in the West Texas region show an approximate total of 12,474 boys in the scouting program, an additional 1,750 in the cubbing program and 3,500 volunteer leaders. Only 19 professional trained workers are employed to direct this massive activity.

The other three councils, Amarillo, Wichita Falls and El Paso, are estimated to have around 7,500 scouts, cubs and leaders between them.

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MARGARETTA REEVE, Menard.

GRASS PRODUCTION IS RESTORED WITH LISTER FURROWS

Increased productivity for West Texas through water conservation is not confined to farm lands.

B. S. Langley, agronomist at the Spur Experiment Station, tells how a typical West Texas "stomp lot" was restored to production of grass through lister furrows. He adds that land listed in 1934 and 1935

has produced a yearly average of 1,535 and 1,476 pounds of dry grass per acre while unlisted land has produced only 513 pounds. The carrying capacity was cut from 18-20 acres per cow to four acres per cow. Cash returns from beef produced on the grass have been as high as \$7.15 per acre in a year's time.

Hospitals in the United States represent a capital investment of more than three billion dollars.

Panhandle To The Forefront As Nation's 'Bread Basket'

West Texas lays claim to a vital "bread basket" of America in its Panhandle wheat belt.

Wheat farming is one of the oldest of Texas agricultural practices, yet production of the grain never assumed important proportions until 35 years ago with introduction of a new, hard grain with high protein content.

Since then, West Texas has become one of the major wheat producing sections of the nation. In 1938 it produced 35,046,000 bushels of wheat from 3,894,000 acres for a farm value of \$20,327,000. In 1931 Texas (mostly West Texas) turned out 65,790,000 bushels, and it is estimated that between 80,000,000 and 100,000,000 bushels could be produced.

Weather And Market
Value of the crop to the area, of necessity, depends upon two factors—the weather and the market, the latter being more fickle than the weather. However, in 1929, the wheat crop was worth \$47,273,000 and in 1926, it was worth \$46,235,000.

Two of the state's important wheat producing belts lie wholly in West Texas and the third is partly in West Texas with the remainder in bordering counties.

The Texas Panhandle, in addition to reinforcing the world's wheat supply, may lay claim to having made an outstanding contribution in the production of a high protein grain.

Thirty-three years ago a farmer in Randall county planted 300 acres of his farm to an imported wheat "just to see if it would grow and mature acceptably by early summer in spite of dry, swirling winds and sandstorms."

The result was so amazing that the focal point of the American wheat production has moved into the joint high plateau of Texas and Oklahoma. At the bottom of this is Red Turkey wheat, so called because it was originally developed in Turkestan.

High Protein
In recent years, the Panhandle has produced at least as much wheat testing 15 per cent protein as all other winter-wheat states combined. Often the percentage ranges upwards to 20, a quality dreamed of by prophets in Biblical days but never thought possible.

Flour milled from Red Turkey has been preferred in the manufacture of bakery bread. Some of the North Texas wheat is softer and more adaptable to biscuit and pastry use. At any rate, West Texas mills are able to turn out a variety of flour qualities to meet almost any demand.

Great growth of the wheat industry has brought on development in other fields such as marketing, transportation and milling. Texas mills have kept pace and today are able to handle up to 26,000,000 bushels of the state's production.

Wheat ranks in the very top bracket as the leading agricultural crop for human consumption in this section and adds much to the boast that West Texas is the "raw materials capital of the world."

Boy Scout, 14, Sets Up Home Weather Bureau
CANAAN, Conn. (UP)—Roger Keener, a 14-year-old Boy Scout, has set up his own weather bureau in his home, and his predictions are surprisingly accurate.

The youth has necessary instruments to record wind velocity and direction, humidity, barometric pressure and the variety and amount of precipitation, among other things.

Roger said "It was through scouting work that I first became really interested in weather, and I hope to go on with the study, perhaps making it my profession."



LOIS AND LOUISE BAILEY (or perhaps, vice versa) will add a touch of unusualness to the West Texas Chamber of Commerce sponsors' activities, probably being the only twins ever to serve in that capacity before in history of the organization. Lois will represent Waco and Louise will be the Baylor University sponsor (or vice versa, again). But this much is straight, the attractive young women are students in Baylor University where they are presidents of the Baylor Twin Club and were co-hostesses to the second annual Texas College Twin convention recently at Waco. They have been subject to intense study by Dr. Iva Cox Gardner, Baylor psychologist, since they present a rare combination in that they were reared apart from early childhood until they both entered Baylor.

Shallow Water Irrigation Being Made Profitable In Panhandle

Mysterious and almost inexhaustible, "sheet water" has brought a new agricultural development to the plains area in Deaf Smith county.

Underlying the West Texas plains is a subterranean supply of water in an inconceivable volume at comparatively shallow depths. Above is a bountiful expanse of rich and almost level soil. The two form a perfect combination for the new industry—shallow water irrigation.

Perhaps nothing else has so focused attention upon its possibilities as has Irish potato production. Hereford, county seat of Deaf Smith, is rapidly becoming the state's "Irish Potato Capital." Last year 3,206,700 pounds were produced from 248 acres, grossed \$40,083 and returned a net profit of \$27,683, or \$110 per acre.

1910 Discovery
The copious shallow water supply was discovered in the Hereford section in 1910 when D. L. McDonald dug a well 133 feet deep and pumped 1,000 gallons a minute. Since then there have been drilled some 250 wells producing an average of 750 gallons a minute and costing about \$2,000 fully equipped. Advent of the REA in the area furnished the necessary power for voluminous pumping.

Joe Ballenger, called "Potato Joe," a young man from Idaho, introduced Irish potatoes in the section in 1936 when he planted eight acres to the crop and harvested 2,992 bushels. His acreage and production increased until last year he harvested 8,500 sacks off 49 acres, kept 1,000 sacks for seed and sold the remainder for around \$9,000.

Hereford has only one-half of one per cent of the state's Irish potato acreage, but the yield per acre in the section makes it an important factor in the potato picture of Texas.

Producers have had such a good market that they have had buyers waiting in the field for the potatoes. The saving of 200 miles from the nearest Colorado patches give it an advantage to most of Texas markets. There appears no danger of glutting the market, for it is estimated that there could be 10,000 producers without clogging distribution channels.

Other Crops
But potatoes happen to be but one crop possible with this unique irrigation system. Wheat yields have been increased to 55 bushels per acre, kaffir corn has shelled out 114 bushels to the acre, and milo 101 bushels. Tomatoes have returned 2,000 pounds on a single acre, oats 108 bushels, alfalfa five tons, sugar beets 15 tons, and ensilage 20 tons.

Deaf Smith produced 14,600 bushels of onions last year and yields of 600 to 700 pounds of prime onions were reported per acre.

Apparently the water supply is no worry, for government engineers have estimated it to be good for at least 200 years. Thirty years of hard pumping have not affected the water table in the least, nor does the water have sufficient mineral to work against productivity of the land. Irrigated tracts in use 20 years are as prolific as ever.

Hereford has ideal location, but

Bollworm A Major Foe Of Westex Crop

One of two most logical approaches for an enemy that threatens to throw the national agricultural economics out of kilter is through West Texas.

The enemy is the Pink Bollworm. Already the pest, besides which the boll weevil, leaf worm, cotton flea, and bollworm are minor menaces, is knocking at the door of the nation's cotton industry, and if it succeeds in gaining a substantial footing, its devastating effects will be felt in every quarter of the country.

Unlike other major cotton insects which attack cotton in early fruiting or growth, the pink bollworm infests and ruins mature bolls. No means yet has been found for successfully controlling it with insecticides. Experts agree if it were to join hands with boll weevils, et al, the net result would be to sweep clean the cotton crop.

Far-Reaching Effects
Not only would this disrupt the \$4,500,000,000 cotton production industry, but it would destroy or seriously impair the seed and lint milling trades, almost bankrupt transportation and cotton marketing systems, break banks, force southern farmers into new agricultural ventures which would force ruinous competition upon the corn, hog, dairying and other belts.

The problem is vastly more serious than most people realize. In the space of one year the pink boll-



OTHER SPONSORS to take part in festivities during the West Texas chamber of commerce convention in Big Spring are the three misses above. Left to right: Marilyn Parkinson, Lanessa; Evelyn Collum, Stephenville; Audrey Mae Gent, Sweetwater.

worm made 130 miles progress up the Coastal Bend from Mexico to Nueces county. The moths have been known to use prevailing southerly winds to migrate up to 900 miles. Even Howard and other counties in this area have been placed under quarantine because infestations of the worm have been discovered by federal entomologists.

From Mexico
Source of the threat appears to be across the Rio Grande where Mexico has made little effort to control the menace. At present cotton production has been almost wiped out by the pink bollworm and winds off the section have blown the moths into West Texas.

which, with the coast's reeling of fers a base for moving through the cotton belt with more destructive thoroughness than Sherman's march to the sea.

Alston Clapp, Sr., member of the State-Wide Cotton committee, has made an exhaustive study of the situation and declares the need for more adequate federal control is now. Failure to check progress of the pink bollworm this year and ultimately drive it from the continent of North America eventually will mean utter ruin of the cotton industry.

The fight against his enemy, he asserts, must not stop short of complete eradication.

Montana Gets "Bookmobile"
GREAT FALLS, Mont. (UP)—A "bookmobile" in reality a 2,000-volume library on wheels, has made its advent in the Great Falls area to provide reading for rural communities where such facilities are inadequate. The bookmobile, first of its kind in the state, was provided by the WPA.

Curfew Wakes Babies

Big Spring has been looking forward to being your host city since last year's convention closed at Abilene... and now that you are here, and everything is "all set" for your 22nd ANNUAL MEETING, we hope you'll find everything to your satisfaction.

Too, when you leave us, we hope that you will have enjoyed your stay to such extent that return trips to this section will find you stopping for visits again and again.

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SULPHUR

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After more than twenty years production, the Texas Sulphur Industry has become a firmly established economic asset to the State.

Through its purchases of materials, fuel and supplies, its freight paid to Texas railroads, its payrolls and its taxes paid the State and various subdivisions, the sulphur industry stands out as one of South Texas' outstanding industrial enterprises.

State and County taxes paid by this industry in 1939 amounted to an average of \$1.77 per ton or 13.6 per cent of value at the well.

State and County taxes paid by the Texas Gulf Sulphur Company in 1939 amounted to an average of \$2.03 per ton or 15.6 per cent of value at the well.

While wage rates are of the highest, State and County taxes alone actually exceeded the total 1939 Texas payroll of this Company.

Texas Gulf Sulphur Co., Inc.
Producers of Crude Sulphur



WTCC VISITORS will be these musicians, members of the highly regarded Athlete's high school band, winners of many an important contest. R. T. Bynum is the director.



A SHORT TRIP to the West Texas chamber of commerce convention will be made by the Coahoma high school band, an

able aggregation which in a short time has won honors in regional events. The band is directed by J. J. Hensley.

Finns Plow With Soviet Tanks

HELSINKI (UP)—Russian tanks captured by Finnish forces during the Russo-Finnish war are being used to rehabilitate Finland. They are cultivating new land for the 350,000 peasants who fled from the parts of Karelia ceded to Russia.

In 1937, New York and Alabama represented the extremes of concentration of doctors. New York state had one physician for every 507 persons, Alabama one for every 1,390.

Volcanic Ash Deposits Being Developed

The ever widening industrial front in West Texas is resulting in the development of latent assets such as the volcanic ash deposit eight miles east of Snyder in Scurry county.

Although volcanic ash deposits have been uncovered in many counties of the area, notably in Dickens and Lynn, the Scurry county venture offers an example of what can be done in developing this natural resource.

A local concern known as Kelley Products, headquartered at Snyder, is developing the deposit estimated to contain a million-ton supply. It is of such pure state as to require little refining and is being widely marketed.

Among uses for the pumice are cleaners, general abrasives, dentifrices, refining vegetable oils and petroleum products, grease and dirt remover, refining molasses and drugs, cosmetics, lead pencils, crayons, pastel colors, plasters, glues, paints, enamels, ink, manufacture of dynamite, de-inking old papers, coal mine dusting, removing water from petroleum, horticulture sprays, foundry work, fire polish tiles and brick, driller's mud, and particularly for polishing of glass, metal, marble and wood.

Grades of the volcanic ash vary over the area. Those in Howard county, for instance, do not possess the current commercial value of the Scurry and Dickens deposits. But the abundance of the material in the region offers ground for exploitation of the resource.

Outdoor Activity Stressed For Boys In Concho Valley Council

Now in its 14th year, the Concho Valley Council, which serves the area from Brady to Garden City and Robert Lee to Del Rio, is one of the strongest in the southwest region.

From a modest beginning in 1926, the council has increased in territory, strength and in service to boyhood of the area. Today

South Plains Scouts Stage Annual Circus

Few councils over the nation can better the boast of the South Plains council of 20,000 square miles of territory within its confines.

Headquarters are maintained at Lubbock which is just about the center of the council area which has produced at present some 2,000 scouts and Cubs and 500 volunteer leaders.

One of the more popular features of the council activities program is its annual Scout Circus, held for the third time this year at the Texas Tech stadium, to which most every registered scout in the area flocked.

Annual camp is at Camp Post on a scout reservation set up for the council. The annual Camporal, too, is an outstanding event.

Head of the council is Dr. F. B. Malone, president, and the executive board consists of men like Clifford R. Jones, president of Texas Tech; George Kuykendall and George Simmons of Lubbock; Jim Willson, Floyd, is national council representative.

Three executives are on the staff of professional men. They are Jack O. Stone, formerly an assistant executive at San Angelo; H. F. Gilley and George Holland, field executives.

The Caucasus, now in Russia, was a place of myth to the ancient Greeks. They believed it the spot where Urometheus met his torture and the region where the Argonauts sought the golden fleece.

All gems except diamonds are composed of aluminum or silica, or a combination of these in various proportions, with or without other molecules. The diamond is composed of crystallized carbon.

there are 41 Boy Scout troops in the council with a registered membership of 1,634 and 268 Cubs.

Giving their time voluntarily to the work are 764 scouters and 88 Cub leaders. Emmett D. Cox is serving his second year as president of the Concho Valley council. Others who have held the office are John Y. Rust, Houston Harte, and Henry C. Ragsdale. Headquarters always have been at San Angelo, where the council was organized through work of the San Angelo Kiwanis club.

Few councils have succeeded in giving boys such an abundance of outdoor activity, for the Concho Valley council not only operates five full weeks of camp at Camp Louis Farr on Spring creek near Mertzon, but it holds a two-week camp at Camp Fawcett on the Nueces river near Barksdale.

A recent development is the council scout circus in which scouts stage a regular show of scouting. This year the circus was suspended in favor of the "Trail to Citizenship" activity.

In addition, the council has programs for its older boys. Unique is the Knights of Zocah for scouts 15 years and older. Concho Valley senior scouts also participate in the Philtrum senior scout adventure in the Sangre Del Cristo mountains of northern New Mexico.

Three professional staff members are maintained to direct council affairs. C. H. Janeway is chief scout executive and L. Malcolm R. Rogers is assistant executive in charge of organization and finance, and like Janeway, is stationed at San Angelo. Paul M. Ireland, new field executive, is stationed at Del Rio in charge of operations in the southern division.

Fifteen troops from San Angelo, five from Del Rio, two each from Ballinger and Brady, and those in Junction, Mertzon, London, Menard, McCamey, Water Valley, Carlsbad, Iraan, Robert Lee, Bronte, Texas, Garden City, Crane, Fort Stockton, and Brackettville have been invited to participate in the All-Youth parade at the West Texas Chamber of Commerce convention in Big Spring.

Child 2, Takes to Geography MONTESANO, Wash. (UP)—Wars may come and go but Louisa Capriotti, 2 has no difficulty whatsoever in reciting the names of 150 places on the globe. It all started when her parents, Mr. and Mrs. Joe Capriotti, began to discuss the Russian-Finnish hostilities.

GREETINGS

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We're glad you selected Big Spring for your 1940 convention city... and hope that you will return for another visit at an early date.

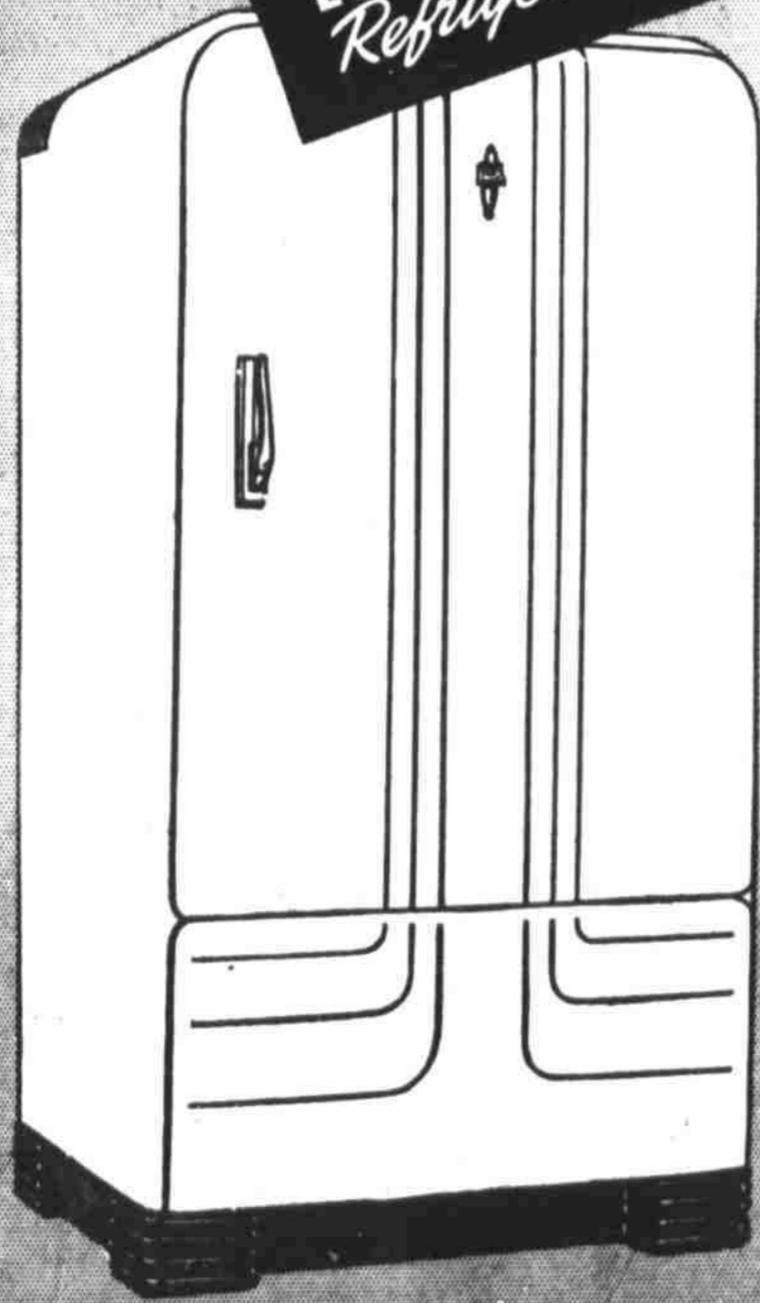


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- No Moving Parts in Freezing System. Permanent Silence. More Years of Dependable Service. Operates on Butane, Kerosene, Bottled Gas or Natural Gas.

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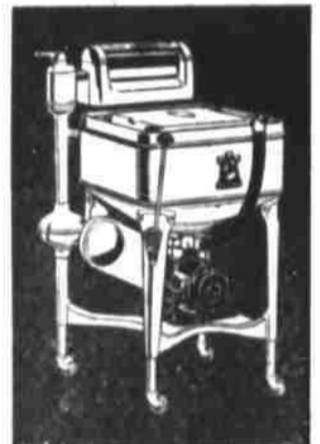
"You can save time because the Maytag washes the dirtiest clothes quickly. Gets greasy, gritty overalls clean in a few minutes. No hand rubbing!"



"Biggest saving of all comes from the long life of the Maytag itself. Because the sturdy Maytag is still going strong after 15 years of service."



Low priced Maytag round tub washers are big values. See them before you buy.



The careful Maytag with the long-life aluminum tub.

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Big Spring

Floyd Graham's NTSTC Band A 'Fixture' At WTCC Conclaves



FLOYD GRAHAM, DIRECTOR

DENTON, May 15—The program by Floyd Graham and the North Texas State Teachers college stage band at the West Texas chamber of commerce convention in Big Spring May 16-18 will be the seventh annual homecoming for the band which has been the official stage band for the convention since 1932.

A special feature on the stage show in Big Spring will be the presentation of 15-year-old Nancy Jane Gates, "sweetheart" of the band, who appeared on the first stage show at the WTCC convention by the band at the age of 6. Another attraction will be dances by Miss Theresa Corcoran, sophomore student from Denton at the college who is a former student of Theodore Kosloff.

A child of the silent pictures of the 1920's, the stage band of today has a versatile personnel of 17 students who not only play popular dance music but also are members of the 60-member symphonic orchestra of the school.

Organized under the direction of its present director, Floyd Graham, back in 1927 to accompany the silent films shown at the college every Saturday night, the band was composed of twelve students who wished to keep themselves in school by their musical talent. With the advent of the "talkie" which threatened to disband the group, members developed the idea of a stage band which would present a stage show at the main auditorium of the college every Saturday night on a professional scale.

The stage show has become such a tradition that when the Denton Teachers College celebrated its fiftieth anniversary on "culmination week" April 18-21, the Saturday night stage show by Floyd Graham and his stage band drew the largest crowd ever assembled in the auditorium of the college. The auditorium was filled to capacity, several hundred people were turned away from the ticket booth, and hundreds of people stood in the aisles.

The Saturday night stage shows by the band at the college has featured such illustrious stars as Ann Sheridan, "oomph" girl of Hollywood, in her student days at North Texas. Talented students from all parts of Texas are invited to appear on the stage shows after auditions with Graham. In addition to the regular Saturday night stage shows, the group plays for the all-college dances on the campus, and form the nucleus of the 32-piece radio ensemble which presents broadcasts over WFAA and the State Network. Since 1932 the group has played for the West Texas chamber of commerce revue.

Woman Of Congregation Preaches For Minister

HINSDALE, Mass. (UP)—When a guest minister failed to appear at First Congregational church, the men parishioners held a hasty conference—but the women acted.

Miss Marion Swift, daughter of the regular pastor, took the pulpit to open the services. Then she called on Mrs. V. Marlin Smith, who went to the pulpit and preached on "The Bible as a Book."

Those attending described the impromptu sermon as "enlightening and instructive."

Texas Shows Advancement In Dairying

Another of those rapidly growing industries in Texas, and especially in West Texas, is dairying.

None is aware of that fact better than Wisconsin and other famous dairy states, for their campaigns in congress to reduce the possibilities further menacing competition indicates they have seen the handwriting on the wall.

A year ago Texas had 1,400,000 milk cows (1,120,000 are Jerseys) and enough bulls, heifers and bull calves to boost the dairy stock by nearly a million more.

Texas ranks 10th among the states in total milk production, eighth considering the gross income from sale of milk, fourth in number of milk cows on farms—but only 42nd in production per cow.

Texas Rankings
This state now ranks sixth in production of cheese, eighth in ice cream, 14th in condensed milk, 21st in evaporated milk, and 23rd in the production of dried milk. The manufacture of milk casein was started in 1938. In 1920 Texas imported 60 per cent of the dairy products consumed in the state, but now it exports. In two decades, the production of creamery butter in the state increased 75 per cent.

The problem is increasing per cow production, says M. E. McMurray of the Texas Cream Improvement association, and feeding as well as breeding is the answer. It is estimated the state has on hand enough milage for 500,000 cows, and West Texas could easily provide more than is needed for its milk cows. This unlimited potential feed supply makes West Texas a logical dairying center.

W. L. Stangel, Texas Tech, animal husbandman, suggests that some of the ways to bring up this production figure would be to have balanced rations, liberal but not wasteful amounts of feed, maintaining health and avoiding heavy depreciation, and efficiency in use of labor.

Another item of peculiar importance to West Texas, where bountiful feed can be grown cheaply, is that 70 per cent of the cost of producing 100 pounds of milk is in feed, while only 20 per cent goes to labor, and the remaining 10 per cent in cow, bull, barn and other miscellaneous costs. With the cow so low in proportion, better stock could be easily afforded.

This is important, for it has been shown that where butter fat is doubled from 150 pounds, income over feed is tripled, and when production is tripled, income over feed cost is multiplied about five times.

One other matter of significance is that 87 per cent of milk is water, and this cheapest of all nutrients, should be furnished in unlimited, clean quantities.

When West Texans and Texans follow up on a few of these rules, the dairying industry will assume even more important proportions than it does today.

Britain Lacks Clothes Pins
LONDON (UP)—To overcome the wash day problem due to a shortage of clothes pins, British housewives in many districts have introduced a system of "staggered" wash days. The reason for the shortage is that clothes pins never have been manufactured extensively in Britain. Before the war 192-1,000,000 were imported every year, mostly from Germany.

Woman Judge Defends Feminine Job Holders

CLEBURNE (UP)—Mrs. Sarah T. Hughes of Dallas, only woman district judge, pooh-poohs the suggestion that job-holding married women add to the list of the nation's unemployed.

She told local members of the Business and Professional Woman's club that most of the 3,000,000 married women who work hold some kind of domestic job. Nearly all unemployed men come from industry, she said.

"A steel worker would not push a baby buggy for someone else," she said.

Tank Building Program Expands In West Texas, As Vital Factor In Solution Of Water Problem

If the Big Spring townsite were level and if all the water impounded in man made tanks constructed in West Texas within the past three years, the site for the 22nd

annual West Texas chamber of commerce convention would be under 50 feet of water.

That is a lot of water, but the amount pictured is probably greatly understated. It is based upon the average acre-feet impounded by Howard county tanks, and Howard tanks on the average may have been smaller than those over the West Texas area.

Indeed, the construction of tanks in West Texas has been one of the little sung but most important conservation developments in the area. It has contributed largely to the solving of one of the most important problems, especially for ranchers, namely that of water for livestock.

Figures furnished by the Texas A. & M. extension service and the AAA office, through whose help and financial assistance the program was made possible, show that there has been a marked trend toward the construction of more and more tanks over the region.

Out of the 131 counties in West Texas a total of 128 have built 21,636 tanks during the past three years.

In 1937, the total amounted to 4,034 tanks. The next year it jumped to 8,227 tanks, and in 1939 it increased again to 9,375 tanks.

It is noteworthy that this substantial upward trend has been fairly uniform over all the counties of the area. In 1937 counties building tanks totaled 124, in 1938 there were 128 and in 1939 there were 124.

Not only have these reservoirs provided vital sources of water for stock, but they have diminished damage by water erosion, and, considering the total volume of water held back, they have played an important role in mitigating flood damage. In this respect, they have contributed vastly more to solving the flood problem than any major dam structure in the state, and at a fraction of the cost.

MEET THESE CONVENTION SPONSORS



WILLIE GRACE PRUETT, Putnam



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GLENNA MAE HARWELL, Roscoe



MARY JO EMISON, Brownwood



BESSIE WEBLETT, John Tarleton, Stephenville



JO ANICE CORNISH, Graham

State Lagging In Production Of Poultry

This region, along with all of Texas, is neglecting an industry that could be made to return many more millions of dollars annually to the state and in turn much new wealth to West Texas.

It is the poultry industry. In the past 10 years the number of chickens on Texas farms decreased by more than 3,500,000 to 26,247,000. During the same period, there was a slight decrease in the number of cases of eggs and the income from eggs dropped from \$34,414,000 to \$30,152,000. In 1930 poultry produced was valued at \$23,730,000 and last year had dropped to \$13,619,000.

Appalling is the fact that there is only an average of 46 chickens per farm. Students of the problem believe that there should be no less than an average of 100 hens to the farm and 50,000,000 chickens for the state.

Poultryless Farms
Equally staggering is the figure—75,126—the number of Texas farms that have no poultry of any kind. Forty-one Texas counties

actually produced less than 100 dozen eggs per farm, the number recommended for a family of five. The problem is not alone that of increasing numbers, but in increasing quality. Along with that is the task of raising more poultry dressing plants, for Texas has only 39 which operate at a \$4,000,000 business.

Governor W. Lee O'Daniel points out importance of poultry by reminding that "egg money" has put thousands of children through school. It is noted that the proven doctrine of a "cow, sow and hen" takes proper cognizance of poultry.

In West Texas particularly there is an abundance of feed which could be converted into profitable channels through poultry. It has been demonstrated that nothing on the farm returns so much on the investment in so short a space of time as chickens.

Encouraging an awakening in West Texas and the state with all its might is the Texas Poultry Federation. Immediate objective of the organization, headed by John Collier, Fort Worth, is to sponsor a Texas display at the Seventh World's Poultry Congress in Cleveland July 28-August 7. Since the consumption of poultry has increased by 25 per cent in every county in which the congress has been held, Texans feel it is too bad it could not be held next year. They feel that Texas farmers could not help but awake to poultry possibilities.

WELCOME!
West Texas C of C Visitors
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OFFER IN BENRUS HISTORY

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This Famous BENRUS Never Sold For Less Than \$39.75

Officially Adopted by Such Famous Activities as T. W. A., Pennsylvania Central, Marquette, etc.

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EASY WEEKLY TERMS

WELCOME TO BIG SPRING

Building ahead with West Texas!

W.T.C.C. CONVENTION MAY 16-17-18 BIG SPRING, TEXAS

We take this occasion to extend WTCC convention delegates and their families a cordial welcome to our store while in Big Spring for your 22nd Annual meeting. We are anxious to be of any service possible and hope that you'll find the time to pay us a visit. . . . We hope too that you'll put Big Spring down on your list of "stops" on future trips into this section.

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New Construction, Modernizing and Remodeling Plans, Pointers, Estimates and Suggestions Given Gladly Without Obligation.

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Welcome W. T. C. C. Convention Visitors!

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GLAMOUR AND GRACE are inherent attributes of this lovely miss from North Texas State Teachers College at Denton, Theresa Corcoran, sponsor for the institution at the West Texas Chamber of Commerce convention. She is a former pupil of Theodore Kosloff and was one of eight Texas girls appearing in Max Reinhardt's "A Midsummer Night's Dream." Recently she was starred in Mammie Smith's operetta, "El Tor," the climax to a week's celebration at the college. Besides serving as sponsor, Miss Corcoran will be spotted in the third act of the convention revue, "Life in America."

Industrial Firms Come To Westex

(Herald Austin Bureau) AUSTIN, May 15—The march of industrialization in West Texas has been evidenced during the past 20 months by the establishment of almost a hundred new manufacturing and wholesaling firms.

Made doubly-conscious of opportunities in the various sections of Texas, business men have extended their concerns to new areas and have set up needed service and manufacturing industries to supply localized markets.

William L. McGill, University of Texas coordinator for the governor's industrialization program, is being kept busy answering requests and advising business men regarding proposed new industries and new locations.

From reports of local chambers of commerce in West Texas, the university bureau of business research has tabulated a list of nearly 100 new firms in that region.

They include the following: In McCamey—Banner Creamery Co.; Joe Beard, Inc.; C. W. Brown Pipe and Supply Co.; Continental Supply Co.; Dowell, Inc.; Dunning Tool and Supply Corp.; Gandy's, Inc.; Halliburton Oil Well Cementing Co.; Harris Machine Shop; J. E. Hauser, McCamey Clay Co.; McCamey Pipe and Supply Co.; National Supply Co.; Oil Well Supply Co.; Ramsey Boiler and Welding Works; Burton-Lingo Co.; Wm. Cameron and Co., Inc.; Drane Tank Co.; McCamey Pipe and Supply Co. (whse.); Reynolds-Welding and Radiator Repairing Co.

In Ranger—Ranger Mattress Co. and Schooley's Bakery. In Tahoka—Wyatt Brothers, Gulf Oil Co.; Texas Oil Co.

In Del Rio—Scheuren Art Craft Shop. In Abilene—Midwest Rendering Co.

In Colorado City—Hillsdale Sand and Gravel Co. and Colorado Sand and Gravel Co.

In Gorman—Southwestern Peanut Growers Association. In Cisco—Foxworth Grocery Co.; Radford Grocery Co.; West Texas Produce Co.

In Lubbock—Texas M & M Co.; Ace Printing Co.; Betty Lou's Potato Chips; Blackwell Mattress Co.; Bouldin Planing Mill; Brown's Pure Foods; Dean's Planing Mill; Gibson Printing Co.; Hobbs Trailer Co.; Home Fried Pies; Kitchen Maid Bakery; Lubbock Blue Print Co.; Lubbock Tent and Awning Co.; Martin Bros. Planing Mill; Panhandle Supply Co. (air conditioning); Pioneer Cookie Co.; Prairie Maid Foods Products; Pogue & Higham Sheet Metal Works; Puntan Water Co.; Seven-Up Panhandle Co.; Teth Shoe Shop; Woodson Bakery; E. E. Wright (floor sweep).

In Mineral Wells—Box factory of the Crazy Water Co.; Hall Novelty Co.; Mineral Wells Chair Factory. In Stephenville—Consumers Peanut Co.; Eiking Rebutill Sparkplug Co.; Jones Novelty Co.

In Brownfield—Brownfield Milling Co.; Arizona Chemical Co.; Chisholm Hatchery; Crede Gore Packing Co.; Dixi-Star Bakery; Pittman Dairy; Cosden Refining Co.; Gulf Oil Corp.; Magnolia Petroleum Co.; Panhandle Refining Co.; Phillips Oil Co.; Texas Co.

In El Paso—Ritt Manufacturing Co.; Carbonic Gas and Supply Co.; E. & B. Spring and Trailer Co.; Ellerbe Tile and Terrazo Co.; Harry L. Huseman Mfg. Co.; Keep Klean Linen Service Co.; Tagalong Trailers; El Paso Drug Corp.; El Paso Radio Equipment Co.; El Paso Wholesale Carpet and Furniture Co.; Radio Parts Co.; Western Banana Co.; Pepsi-Cola Bottling Co.; Southwestern Sugar and Molasses Co.; Universal Body and Mfg. Co.; Western Foundry and Machine Co.; Del Norte Coffee Co.; Palstaff Distributing Co., Inc.; Maytag El Paso Co.

In Vernon—Taylor Memorial Co.

SPONSOR FROM SAN ANGELO



LOUISE KENFRO, San Angelo

Shelterbelt Is Proving Beneficial

No one expects a forest primeval to result from it, but the shelterbelt program in West Texas seems to be bearing beneficial results.

Because of this, the West Texas chamber of commerce, is committed to a program of seeking its continuance and enlargement.

Some in the ranks have gone so far as to indicate the diminishing number of duststorms is due in a very definite measure to progress of the shelterbelt idea in the past five years. This probably is stretching the point a bit too far for less acute drought conditions and widespread programs of terracing and contouring have had more to do with it than the many millions of seedlings planted to date.

But it has been demonstrated that the idea is sound, for amazingly rapid growth has come to a good percentage of the 16,877,159 seedlings planted by the U. S. Forest Service since 1931 in 31 counties on 22,077 acres and 2,046 farms. The important thing is that trees are growing in an area where there are few trees.

On Permanent Basis The West Texas chamber of commerce acknowledges that the surface has barely been touched. That is the reason that the regional chamber wants it placed on a permanent basis so that the program may go on if and when relief work is gone or insufficient.

Excellent demonstrations of ever-green windbreaks may be seen by WTCC convention visitors at the U. S. Experiment Farm. By looking at the plots of Arizona cypress, arbor vitae, red cedar and pine, they can readily see how enough of trees planted over the plains would eventually and effectively check raking winds. In addition, it is demonstrated that the belts would become wildlife refuges and add to the section's sporting facilities.

Through the first five years of the program total appropriations since work started in upper West

Texas has amounted to \$1,118,000 (which carries through June) and the WTCC is asking that the annual federal support be boosted to \$1,000,000, only about 20 per cent of what is actually needed.

Graded Cotton Proves Value At Munday

One of the curses of the cotton industry in West Texas is that a staggering amount of lint produced is of inferior grade and untenable staple.

The only logical reason why West Texas farmers continue to produce such heavy amounts of half-and-half cotton is the principle of "hog round" buying. The surest cure is to sell strictly on the basis of grade and staple length.

The little city of Munday, on the southern border of Knox county, is leading the way in West Texas in this venture. Not only did the experiment of Knox county farmers in producing one variety of superior cotton turn the tide against short staple in two years, but it resulted in the establishment of the Classified Cotton Marketing association, an institution which sells a farmer's cotton on grade and staple basis for 42 cents a bale.

Buyers from the largest cotton houses in the southwest flock to Munday when one of the associational sales are held. The price has been up to \$7.50 more per bale on quality cotton, perhaps the chief reason that now Knox county has 85,000 acres of the county in the quality variety. The service of the association, however, is open to any producer who pays the factor.

All over West Texas there are one-variety cotton communities but nowhere have counties gone together as have Haskell, Baylor, Stonewall and Knox counties through their association to command a better price for better cotton.

Third Teeth Cut at \$6 KELSEO, Wash. (UP) John Ganzenben, 86-year-old shoe repairman, has cut a third set of teeth. The phenomenon, he said, was accompanied by teething pains common to babies.

SUGGESTS WESTEX UTILIZE NEGLECTED NATIVE PLANTS

While new plants adaptable to this area are being sought over the face of the earth, R. E. Dickson, superintendent of the Spur Experiment Station, suggests that West Texas utilize neglected native plants.

He cites in case the buffalo grass "It is definitely known that with only a minimum of care, buffalo grass will give a response that amply pays for the efforts expended in its behalf," he said. "Certainly where a plant of this kind responds readily to kind treatment, it is worth while to determine what conditions are necessary to bring it into maximum production. This is our challenge. Let's accept it."

PARK INN

DINE INN DANCE

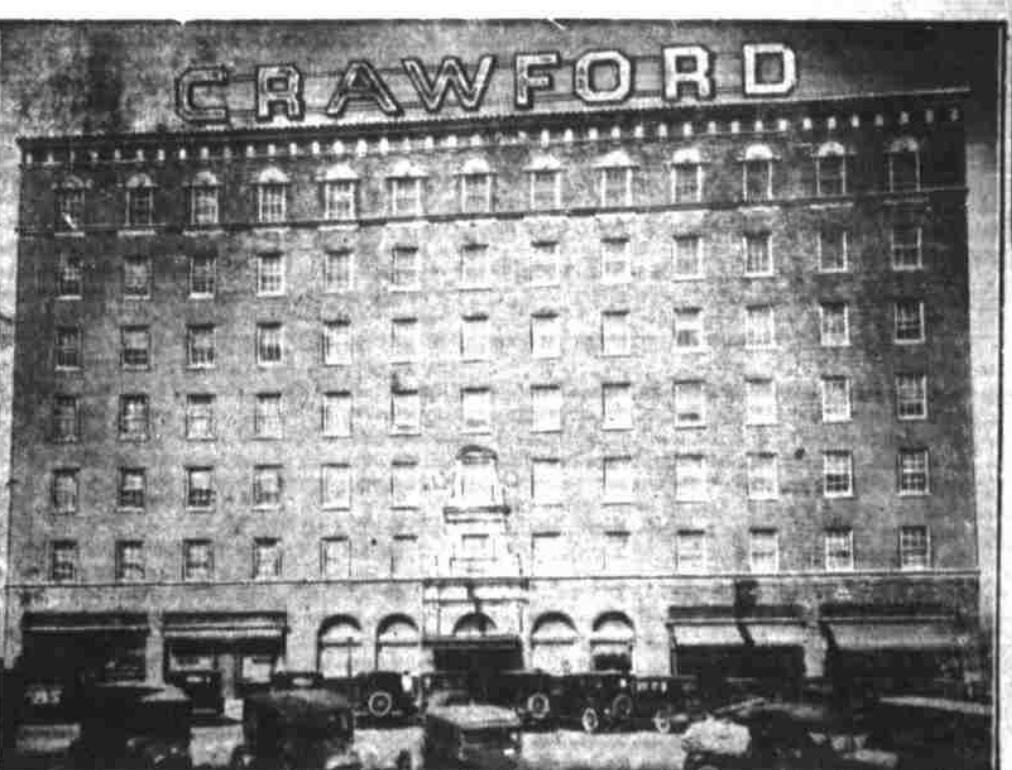


Fine Foods featuring—

- Barbecued Chicken
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THE CRAWFORD HOTEL

Known for years throughout West Texas as an accommodating, hospitable, FRIENDLY hotel . . . one which is equipped to serve your every need . . . and one where every employe is ready and willing at all times to see that your every want is filled to your satisfaction.

The Crawford extends a special "Howdy, Neighbor" to all West Texas Chamber of Commerce convention visitors, and welcomes all of you to make the Crawford your headquarters throughout your stay in Big Spring.

WTCC VISITORS!

Take Advantage Of Your Stay In Big Spring to Breakfast, Lunch And Dine In

WEST TEXAS' FINEST CAFETERIA

Just Open—All New—Food Prepared Like You Like It—Displayed So You Can Make Your Own Choice—And At The Most Reasonable Prices!

A Special Welcome To WTCC Visitors

You'll find comfortable rooms, pleasant surroundings, courteous service, an excellent cafeteria, EVERYTHING to make your stay in Big Spring pleasant in every respect.

We're glad to greet WTCC visitors, and wish you all a happy time. Remember the Crawford Hotel is here to serve you.

MEET YOUR FRIENDS AT THE CRAWFORD

CALVIN BOYKIN, Manager

'SYRUP PAN' METHOD OF TERRACING IS ECONOMICAL ONE

Thanks to agricultural engineers, West Texans are taking lessons from the syrup makers in the cane belt. This is by the employment of "syrup pan" terraces, which are open and closed at the ends on alternate rows. Often this multiplies the distance the water flow must go over the field by six times, slowing its motion and causing most of it to soak in. Engineers who have studied the cost items report this type of irrigation to be the cheapest irrigation known.

Barbecue — Steaks — Plate Lunches — Sandwiches

THE RANCH INN

Big Spring, Texas — Opposite Airport

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WELCOME VISITORS . . .

Plantation Club

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Invites you to

DINE — DANCE EVERY NIGHT

Enjoy Our Delicious Steaks, Real Southern Gravy . . . Hot Biscuits!



West Hiway

CASINO CLUB

YOUR FAVORITE BEER SPECIAL STEAK DINNERS

Music By DALE HART And His Play Boys

1 1/2 MILES EAST ON BANKHEAD HIWAY!

Editorial

Tomorrow begins the 22nd annual West Texas Chamber of Commerce convention in Big Spring, which for all its external Mardi Gras atmosphere, is significant in a more serious vein for the vast area called "the raw materials capital of the world."

Washington Daybook

WASHINGTON—If you are one of those who put it in your pipe that CIO Boss John L. Lewis is going to the polls in November with an effective third party, you better put your pipe back on the rack and yourself a stogie.

Lewis' slogan song to bring the nation's youth, the farmers, the aged, and the negroes into step with John L. Lewis and his labor legion is just some more of Wily John's political maneuvering. Capital politicians at first poked their noses every time Lewis let off a batch of political fireworks, and asked themselves "What's he want?" "Where's he going?" "What's he doing?" Now they are pretty certain.

If the wipers are right what he's doing is organizing for a little collective bargaining in a big scale. Where he's going is into the thick of the campaign. The political map left place for all good bargainers.

What he wants is people and strengthening of the influence of John L. Lewis and the labor movement he represents.

A person who knows the busy-brover labor leader intimately once said "Don't ever forget that he's a great poker player." And if Lewis could make his cards read labor, farmers, aged, youth, and negroes, that would be five aces in anybody's political poker game.

THAT THIRD PARTY—If you are one of those who put it in your pipe that CIO Boss John L. Lewis is going to the polls in November with an effective third party, you better put your pipe back on the rack and yourself a stogie.

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economics in government commensurate with adequate service; oil development; advertising area assets; and in seeking relief from oppressive freight rates.

Building West Texas

It would be rash presumption to say that the West Texas Chamber of Commerce accomplished these things single-handed. Other organizations often joined hand in hand, and put shoulder to shoulder, but it was the WTCC that assumed effective leadership.

HE'S GOT A SYSTEM

Don't think that any of this is news to John L. Lewis. He holds to the theory that political action by labor and other organized groups is necessary to attain economic and social goals.

Just now he's bent on getting further action on such things as unemployment, taxes, the national debt, and more adequate pension, to take older people out of the competitive labor market.

Even in his 1940 cards turn out to be deceives, he still has a playing hand and who knows? by 1944, he may be able to turn up jacks, at least.

Man About Manhattan

NEW YORK—News reporting is a highly technical field. It can not be carried out without assiduous labor. One does not learn to distinguish the false from the true by asking questions and taking notes.

Hollywood Sights and Sounds

HOLLYWOOD—The job found the man. The man did the best he could, short of leaving town and pictures behind, but the job caught up with him.

Big Spring Herald

Published Sunday morning and weekday after noon except Saturdays by BIG SPRING HERALD, Inc. Entered as second class mail matter at the Post-office at Big Spring, Texas, under act of March 3, 1879.

MEMBER OF THE ASSOCIATED PRESS

NATIONAL REPRESENTATIVE

TEXAS DAILY PRESS LEAGUE, DALLAS, TEXAS

Little Spitfire

Chapter 28 HEAVY HEART Brenda stumbled wearily across the hall to the library, guided by Mac's hand at her elbow.

By Jack Stinnett

pro-Roosevelt bloc made up of the garment and textile workers led by such men as Sidney Hillman and Emil Rieve, CIO vice presidents. They don't just favor a third term; they want Roosevelt drafted.

By George Tucker

There are a great many really surprising number of successful negro orchestras in this country. If you asked me to name the outstanding ones I would have to accept the judgment of other people.

Exit The Duke

LOOKS LIKE I'VE GOT YOUR WHIP! YEAH?

SCORCHY SMITH

WHAT A LOVELY ROBOT! I MUST TRY IT ON!

HOMER HOOPEE

I GUESS YOU'RE RIGHT - HECTOR'S TOO DOING TO KNOW WHAT HE WANTS TO DO IN LIFE!

By Jean Randall

She was over-tired to begin with; perhaps already ill. That's what made her put so much stress on a few silly things she couldn't account for.

Trailer Tintypes

At midnight they trooped to the kitchen and foraged. Brenda made sandwiches of the remains of the roast. Isabel brewed a pot of coffee black enough to have frightened sleep away from Morpheus himself.

Would-Be Fugitive From A Chain Gang

ERIC wished to know. "Because—bless his little interfering heart and soul—it was she who brought Linda home to me."

DICKIE DARE

AW GEE, OL' PINKINS PULLED OFF AN POISONED GLOVES! WHY IN HECK DID I GO TA SLEEP?

Exit The Duke

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"MARCH KINGS OF WEST TEXAS" is the title this group of 83 musicians has earned during the past few months through their excellent concert work over the radio, on tour, and for local programs. Picture inserted at the left is of Ocoee McCasland, queen of the band from Gulon and rights is D. W. Crain, able director. The band will be at the Big Spring WTCC meet.

Organization Works To Aid King Cotton

Because of its heavy cotton production, West Texas is interested intensely in the work of the State-Wide Cotton committee. The committee's program includes such items as better ginning, cotton research, insect control, new uses for cotton, removal of trade barriers, quality improvement, and recapturing of export markets. It is a non-partisan, non-profit organization representing every phase of the cotton industry in the state — the farmer, department heads of agricultural colleges, ginners, compressors, cottonseed crushers, cotton merchants, bankers, railroad men, newspaper editors, chamber of commerce managers and others. The committee also is charged with the responsibility of reviewing all applications for the \$10,000 state-posted award for discovering a new use for cotton which would increase its consumption by 300,000 bales a year. Great losses incurred through faulty ginning—chargeable to both farmer and ginner—are being combated in efforts to secure a cotton fibre and ginning laboratory for West Texas. The annual \$80,000,000

insect damage to Texas cotton each year is being fought on several fronts, including attempts to get larger appropriations for pink bollworm control. In fact, anything that would contribute to the well-being of the cotton industry and which would tend to lead the way out of the current major cotton crisis is an objective of the committee, under the able and energetic leadership of Burriss C. Jackson, Hillsboro, a director of the National Cotton Council. Members of the committee and heads of the various units are: Jackson, general chairman to correlate the work; Alston Clapp, Houston, secretary; M. E. Heard, Lubbock, better ginning; Dr. A. B. Comer, College Station, research; Eugene Butler, Dallas, insect control; Wm. H. Jones, Dallas, use more cotton products; Harris G. Parr, Fort Worth, trade barriers; Dr. A. B. Cox, Austin, education. SEAMAN A. KNAPP WAS ADVOCATE OF EXTENSION SERVICE West Texas may feel a kinship to the extension service program which has not only brought great development in improved crops and conservation, but in club work. The extension service was fathered by Dr. Seaman A. Knapp more than 25 years ago. He was the father of the late Dr. Bradford Knapp, president of Texas Tech college, and who constantly looked out after the interests of West Texas agriculture.



HOME TOWNER from Fort Stockton is Bob Sullivan (above), who will be one of the many West Texas boys and girls competing for Home Town speech contest honors at the WTCC meet here.

Occupations

(Continued from Page 1)

spends two class periods in the morning absorbing what the employer thinks he should have. Two remaining periods are devoted to other studies to give him or her a well rounded education. In the afternoon, the student spends four or five hours on the job, learning by doing. After two years, when they complete the program, a large per cent continue right in the business. Many hold responsible positions and others have taken on managerial posts. The field is unlimited. The student has 17 choices in the distributive occupations and no less than 35 in the commercial and industrial fields. As a contribution to youth, its effect is incalculable. The student makes a job for himself. He does not end his schooling to discover that he has nothing to do; that he has education but no work. He at once becomes a constructive factor in society. There are 17 such programs operated in 15 West Texas cities, according to Pascal Buckner, district supervisor. Cities having the program are El Paso (2), Midland, Big Spring, Sweetwater, Abilene, Cisco, P. McCarthy, present poultry specialist, has aided immeasurably in the breeding of better toms and hens and in a more scientific and profitable feeding program. Some idea of the class of turkeys being turned out in the area may be gained from the fact that the champion of the Southwestern Dressed Turkey show at Plainview this year weighed 38 pounds. The turkey industry, of course, is by no means confined to the plains area, for it abounds in other West Texas sections as in other quarters of the state. The Brownwood section is noted for its turkey market, one of the larger ones in Texas.

Regional Chambers Cooperating In Chemurgy Work The West Texas chamber of commerce is joining with the East and South Texas regional chambers in a new attack upon the farm problem. The three units are cooperating with other interested organizations in bringing about a state chemurgy association. In April the WTCC had charge of one of three sectional meetings of a chemurgy conference at North Texas State Teachers college in Denton and there presented speakers who saw possibilities for the castor bean and sugar beet in West Texas. Likewise, other sections talked about possibilities for such crops as peanuts, sweet potatoes, cottonseed oil, citrus, and many others in the light of chemical research.

Character, Citizenship The Goals Of Scouting

The Boy Scouts of America represent a cross section of American life. It speaks the universal language of boyhood. It rises above sects and creeds and social classes to unite the boys of America and the ground of common interest and common ideals. All of these boys are scouts because they want to be.

Yucca Council Embraces A Wide Area

Boy Scouts of America was only three years old when it came to El Paso, but it was only in 1917 that a council charter was issued for the area. Out in the "wide open spaces" the El Paso council has an area of about 46,064 miles in its boundaries which include the counties of El Paso, Hudspeth, Culberson, Jeff Davis, Presidio, Brewster in Texas and Grant, Hidalgo, Luna, Sierra, Dona Ana and Otero. Population in that area is 225,000. As of May 13, membership was 1,579 scouts, 290 Cubs in 80 troops, 12 packs and two ships. There were 839 volunteer leaders carrying out the program. The Yucca (El Paso) council, promotes two major scouting activities each year in addition to the camping season a merit badge show in the fall and a Round-Up in the spring. Three summer camps will be sponsored this year, a three week camp on the Ruidosa near Almodoro, N. M. for scouts in Texas counties and for those in Otero, Dona Ana and Sierra counties of New Mexico; a 10-day camp on Meadow Creek near Silver City, N. M. for their New Mexico scouts, and a three-week camp at the weekend campsite eight miles from El Paso, where there will be special swimming and life saving programs. Paul Harvey, El Paso, is president; Herman Roach, Paul Roach and M. C. Heffelman are vice presidents. On the executive staff are A. C. Williamson, scout executive who for years was head of the Buffalo Trail council, and Edward M. Read and James A. McGuire, scout executives.

Character and citizenship—these are our goals. But these are not peculiar to Scouting. There are, however, unique features in the Scout program which justify us in the theme we have adopted for our 30th anniversary, "The American Way." First we have the boy himself, recognized as an individual and encouraged to develop his own initiative, self-reliance and confidence, based on knowledge. Boys are organized into patrols, the smallest democracy, led by a boy leader, "government of the people, by the people and for the people."

The scout wears a uniform so that whether he comes from a rich or a poor family he is just as good as the other fellow. The Scoutmaster and other leaders volunteer their services because they are interested in boys and take training to make their leadership more effective. Scouting activities all offer new worlds to conquer. Recognition is given for achievements. Step by step, the Scout learns to take care of himself and be prepared to help others. The organization is as democratic as our nation. Through the Scout Oath and Law, the ideals of Service, Scouting seeks to give the boy a wider horizon. There are chances for him to participate in service to the community, an opportunity to become a participating citizen. Religion is emphasized. (Condensed from the 30th annual report of the Boy Scouts of America.)

Regional Bodies To Work Together On Redistricting SAN ANTONIO, May 15 (AP)—The West Texas chamber of commerce and the South Texas chamber of commerce have joined hands in furtherance of the campaign for legislative redistricting of Texas. In response to a communication from Ray Leaman, executive vice president of the South Texas regional organization, D. A. Bandeen, Abilene, manager of the West Texas group, has given assurance that redistricting will be on the latter's work program this year. More adequate state senatorial and representative district representation in proportion to population is sought for South and West Texas. South Texas leaders have pointed out that the state constitution provides for legislative redistricting after each federal census, whereas after each federal census, whereas legislators still are being chosen



MOST MELODIOUS OF ALL MUSIC is Soupy, the bugle call which summons Boy Scouts to mess. It doesn't require long for them to be served and settle down to making the most of a meal, just as this group out of a Round Up gathering here has done. Those who find time to drive to the city park Saturday to see the spectacle of some 500 boys and leaders being fed in a few minutes time will see why Soupy holds such a charm for the boys.



FROM SUL ROSS at Alpine comes Miss Sally Myers (above), to represent her college at the West Texas chamber of commerce convention. Miss Myers is a freshman at Sul Ross, and her home is in Corpus Christi. Douglas Bennett, son of Mr. and Mrs. D. M. Bennett, will represent Alpine in the Home Town contest.

Possum Kingdom Dam To Bring More Power

More power for West Texas will result from the completion of the huge Possum Kingdom dam in Palo Pinto county, benefiting the entire area even as the valleys below the dam will benefit from irrigation and flood control. The Possum Kingdom dam is the first of 13 planned projects by the Brazos River Conservation and Reclamation District. It is located 35 miles east of Breckenridge in one of the canyons through which the Brazos meanders on a 300-mile journey through Palo Pinto county. When completed, the dam will be 152 feet high at its maximum point, will be 3,000 feet in length and possess a base of 300 feet. Headwaters of the Brazos will be impounded and let off gradually to furnish hydroelectric power and irrigation water. In addition, it will be counted upon to hold back such a large body of water that the stream will back up into Young and Stephens counties and check danger of floods for many miles down the channel. The dam is the largest in this section and marks the first time the federal government has appropriated funds for a power producing dam in West Texas. It is set up as a \$4,500,000 project. ALABAMA HUNTERS SAFER MONTGOMERY, Ala. (UP)—The Alabama conservation department reports a 47 per cent decrease in fatal hunting accidents in the state during the 1939-40 season.

Welcome....
...to Big Spring
West Texas C. of C. Visitors!
J. B. Sloan Storage Transfer
State Bonded Warehouse
Phone 1323 100 Nolan St.
Big Spring

YOUR
Chrysler—Plymouth
DEALER
BIDS YOU WELCOME
WEST TEXAS C. OF C. VISITORS
Marvin Hull Motor Company
Chrysler - Plymouth
SALES SERVICE
207 Gollad Phone 59

Building ahead with West Texas!
WTCC CONVENTION MAY 16-17-18
BIG SPRING, TEXAS

Welcome Visitors!
... Not just for the 22nd Annual West Texas Chamber of Commerce Convention, but for all time to come. Big Spring's Welcome sign isn't put into place for special occasions—such as your coming—but waves in the breeze of West Texas hospitality every hour in the day, every day in the year.
We are indeed happy that you are to be with us for the next three days... and we hope your stay here will be one of pleasant memories for years to come—at least we're going to do our West Texas best to make it that way.
LEE HANSON
HABERDASHERY
Douglass Hotel Building

Regional Chambers Cooperating In Chemurgy Work
The West Texas chamber of commerce is joining with the East and South Texas regional chambers in a new attack upon the farm problem. The three units are cooperating with other interested organizations in bringing about a state chemurgy association. In April the WTCC had charge of one of three sectional meetings of a chemurgy conference at North Texas State Teachers college in Denton and there presented speakers who saw possibilities for the castor bean and sugar beet in West Texas. Likewise, other sections talked about possibilities for such crops as peanuts, sweet potatoes, cottonseed oil, citrus, and many others in the light of chemical research.
4-H CLUBBERS ARE CAMPERS, ALSO
Boy Scouts are not alone in their camping program, for 4-H club boys and girls annually participate in such programs. Those in Howard county, typical of others in West Texas, go to a river each summer for a few days of recreation. Besides this, there are scattered over the state a few regional encampments where there is much instruction and training in addition to recreation.

WELCOME!
—WEST TEXAS—
Chamber of Commerce VISITORS
COME TO SEE US!
Elrod Furniture
Complete Home Furnishings
110 Rannels

GRAND PRIZE
There Is No Finer Beer at Any Price!
Greetings....
WEST TEXAS CHAMBER of COMMERCE
from
TWO WEST TEXAS FAVORITES!
... Ice Cold At Any Stop ...
ANHEUSER-BUSCH
Budweiser
Everywhere!
KING OF BOTTLED BEER
MAKE THIS TEST: Drink Budweiser for five days. On the sixth day try to drink a sweet beer. You will want Budweiser's flavor thereafter.
DUNAGAN SALES CO., Don Bohannon, Mgr.
P. O. Box 304 Phone 945 Big Spring



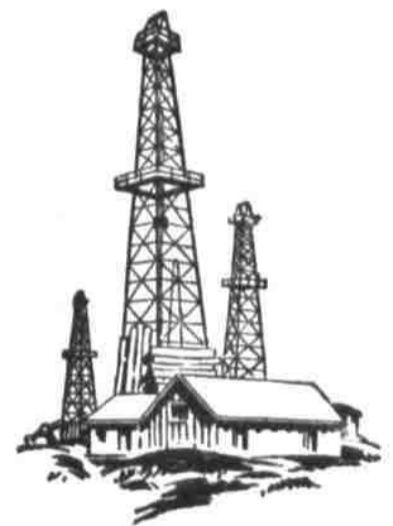
Thank God For Old Glory!

Thank God for Old Glory . . . the symbol of freedom, liberty and justice from the darkest continent to the frigid whiteness of our extreme poles. Thank God, that you and I can live under the ideals it represents when nations around us are struggling in the throes of death and destruction.

Thank God that Old Glory will lead the parade of our youths who will participate in the pageant staged by the West Texas Chamber of Commerce during the convention which convenes tomorrow. Thank God that these boys and girls can enjoy the untainted air of personal liberty which our pioneer fathers struggled to attain, with hardships and death constantly confronting them, that we might escape the harrowing ravages of wanton persecution now being laid on the heads of benighted hordes from the lands whence our forefathers came.

We say 'Thank God For Old Glory' but do we stop to think what those words really mean? In troubled times, such as these, it is our duty to our selves and our nation to take stock of the benefits and pleasures we enjoy under its rippling waves. Old Glory is a precious heritage bought with the sweat and blood of our calloused-handed forefathers that represents eternally the creed of tolerance, brotherly love and justice to all.

Let us not in this convention season of merry-making lose sight of the fact that what we say and do will live forever in the annals of posterity . . . it behooves us all to use the glorious gathering of kindred souls from all communities of West Texas to the glorification of our selves, our land and our God.



*This Page Is Dedicated To The Youth Of Our Land
By One Of Big Spring's Oldest And Most Revered Citizens*

L. S. McDowell

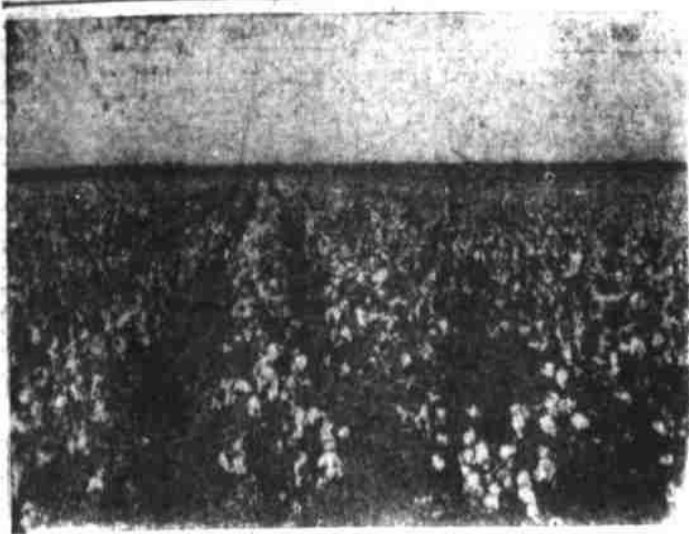
West Texas' Vast Acres

West Texas Chamber of Commerce
Convention Edition of The

Big Spring Herald

VOL. 12, NO. 290 WEDNESDAY, MAY 15, 1940

Source Of Great Wealth



WEST TEXAS PRODUCES 1,000,000 BALES COTTON A YEAR



CENTER OF WOOL-MOHAIR INDUSTRY IS IN WEST TEXAS



ALLIED WITH COTTON IS A GREAT GIN INDUSTRY



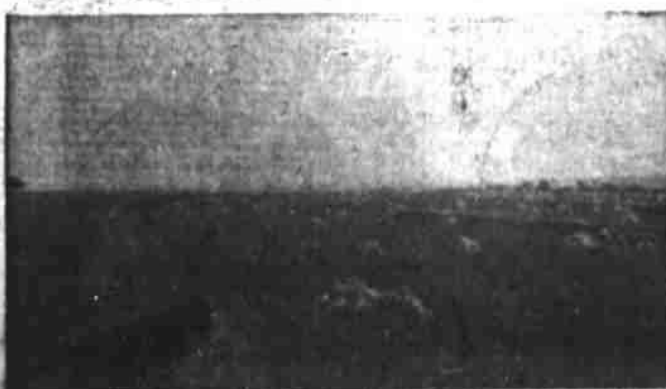
PRECIOUS MOISTURE, FERTILE SOILS ARE CONSERVED



WEST TEXAS STOCKMEN FIGHT DROUGHTS WITH TANKS



TRENCH SILOS ARE HAILED AS SALVATION TO FARMING



BREADBASKET OF THE NATION ON WEST TEXAS PLAINS

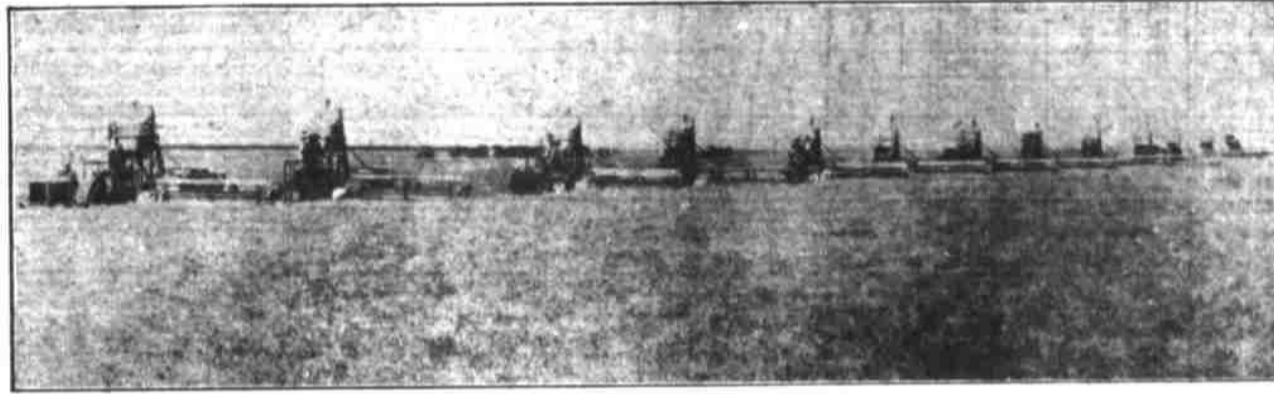
Basic source of all wealth is the land. Perhaps nowhere is so perfectly demonstrated this truth as it is in West Texas, the empire of "wide open spaces" which has been converted into the "raw materials capital of the world."

Upon the fertile acres of farm land grow annually approximately a million bales of cotton, even under reduced plantings. This sends gin saws whirring, feeds cottonseed crusher's plants, brings buyers into the area, furnishes spinners with their systems, and pumps life blood into business. No less true of wheat are these things, for a generous portion of the state's 35,000,000 bushels of quality wheat is har-

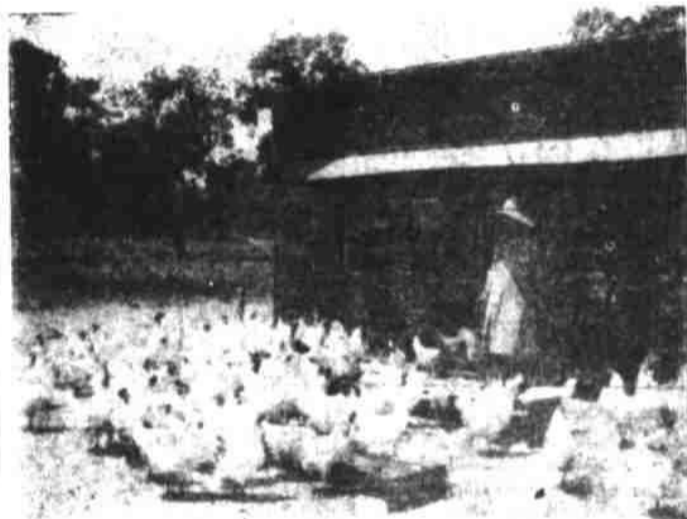
vested from the golden fields of the Panhandle. Great stores of feedstuffs, second in quality to none—not even corn—for feeding purposes, go hand in hand with the area's amazing livestock industry. Growing out of this abundance, too, are major items

such as chicken and turkey production, a mounting volume of dairying, and of swine marketing. Like "he sands of the sea, cattle roam almost without number on the broad expanse of range country in West Texas—some to be finished in the land where they

were bred, but more to be moved northward to keep the Corn Belt in the cattle business. Wool and mohair in amounts that dominate the nation's markets, are shorn from the hundreds of thousands of hardy sheep and goats which thrive in the hill country of the region. And while men toil in fields and on the ranges, West Texas women gather good things for the table from truck and frame gardens, preserving and canning to balance the diet for all months of the year. Shown graphically are the production and care of land of West Texas, whence rose the empire and upon which it will continue to hold footing.



VAST EXPANSES OF HIGH PROTEIN 'RED TURKEY' WHEAT HARVESTED IN TEXAS PANHANDLE TERRITORY



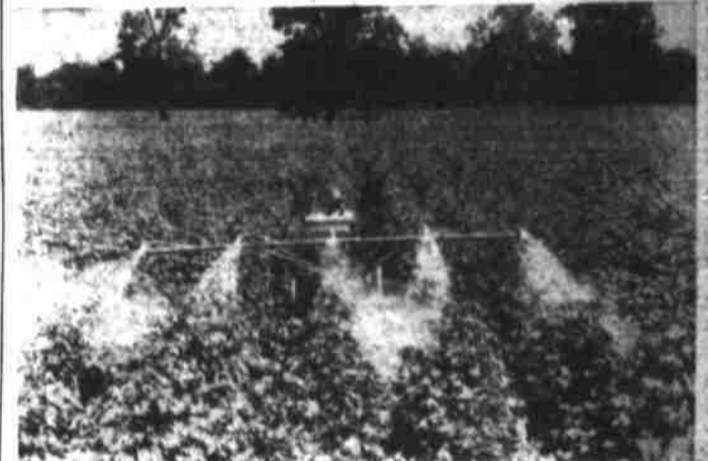
WEST TEXAS POULTRY OFFERS POSSIBILITIES



VITAMIN-LOADED TRUCK COMES FROM WESTEX GARDENS



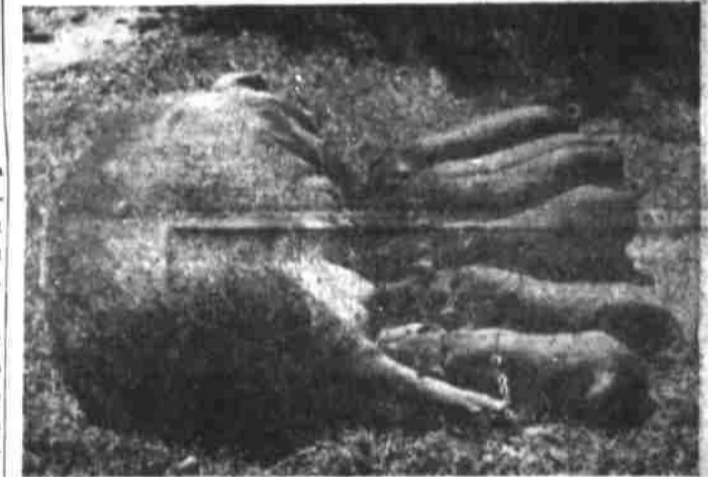
FIRST AND STILL A MAJOR INDUSTRY IS RANCHING



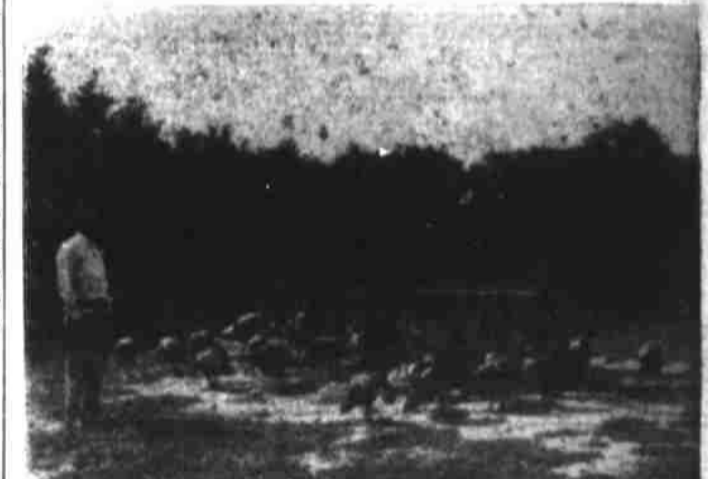
MILLIONS OF DOLLARS INSECT DAMAGE CUT BY SPRAYING



YEAR-ROUND VEGETABLE CROP FROM FRAME GARDENS



PIGS HAVE MEAL, SOON MAKE A MEAL FOR WEST TEXANS



HOME OF 'BABY BEEF' TURKEY TRADE IS IN REGION



RANCHERS HOLD SOIL, MOISTURE AND GET MORE GRASS



SECULENT INSILAGE, 'BURIED,' MAKES PRIME FEED

Conserving, Developing Resources

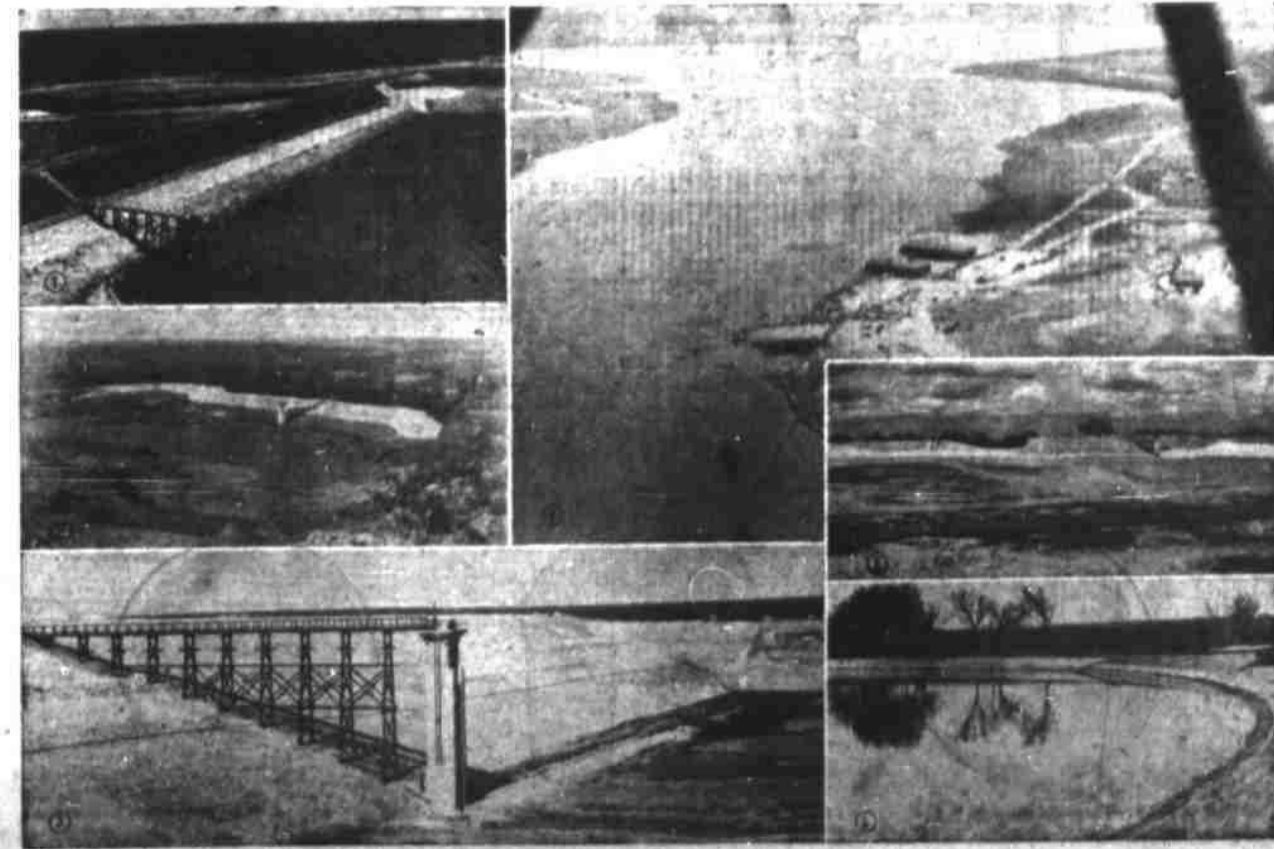
West Texas is awakening to the necessity of "locking the stable before the horse is stolen" by conserving and developing while it still has its abundant resources intact.

Typical of the trend in livestock feeding is the scene shown at right which contrasts the old and new methods of cattle production. More and more West Texas stockmen are getting away from the natural course of letting cattle get through hard winters on the meagre diet they can graze from dry and often times snow-covered stures. Instead, they are providing feeding facilities so that stock will emerge from winter as strong,



marketable beef. Having a major stake in the nation's livestock trade, West Texas is not letting it get away through inferior animals.

Conserving water by damming streams, as shown below, is but one of many steps being taken in the area to increase productivity and maintain soil fertility through conservation measures. Elsewhere are shown such sensible practices as terracing, range tank building, trench silo building and use of insilage, and pasture ridging. Few sections of the state have shown such encouraging disposition to conserve the land, from whence the area must draw its wealth in generations to come.



Oil Industry Means \$250,000,000 A Year To West Texas

Few Counties Not Sharing In Benefits

Herald Austin Bureau
AUSTIN, May 15.—Oil is the life blood of West Texas industry and commerce.
 But for the vital stream of black gold which flows through the business veins of that vast area, West Texas would be virtually an industrial desert.

For the state as a whole, it is estimated that more than 40 per cent of the annual value of manufactured products comes from oil activities.
 It is estimated that the annual value of raw and manufactured products put out by the industry is \$750,000,000.
 On the basis of the current allowable, the entire West Texas territory from the Permian Basin to the Panhandle represents roughly a third of the Texas oil industry.

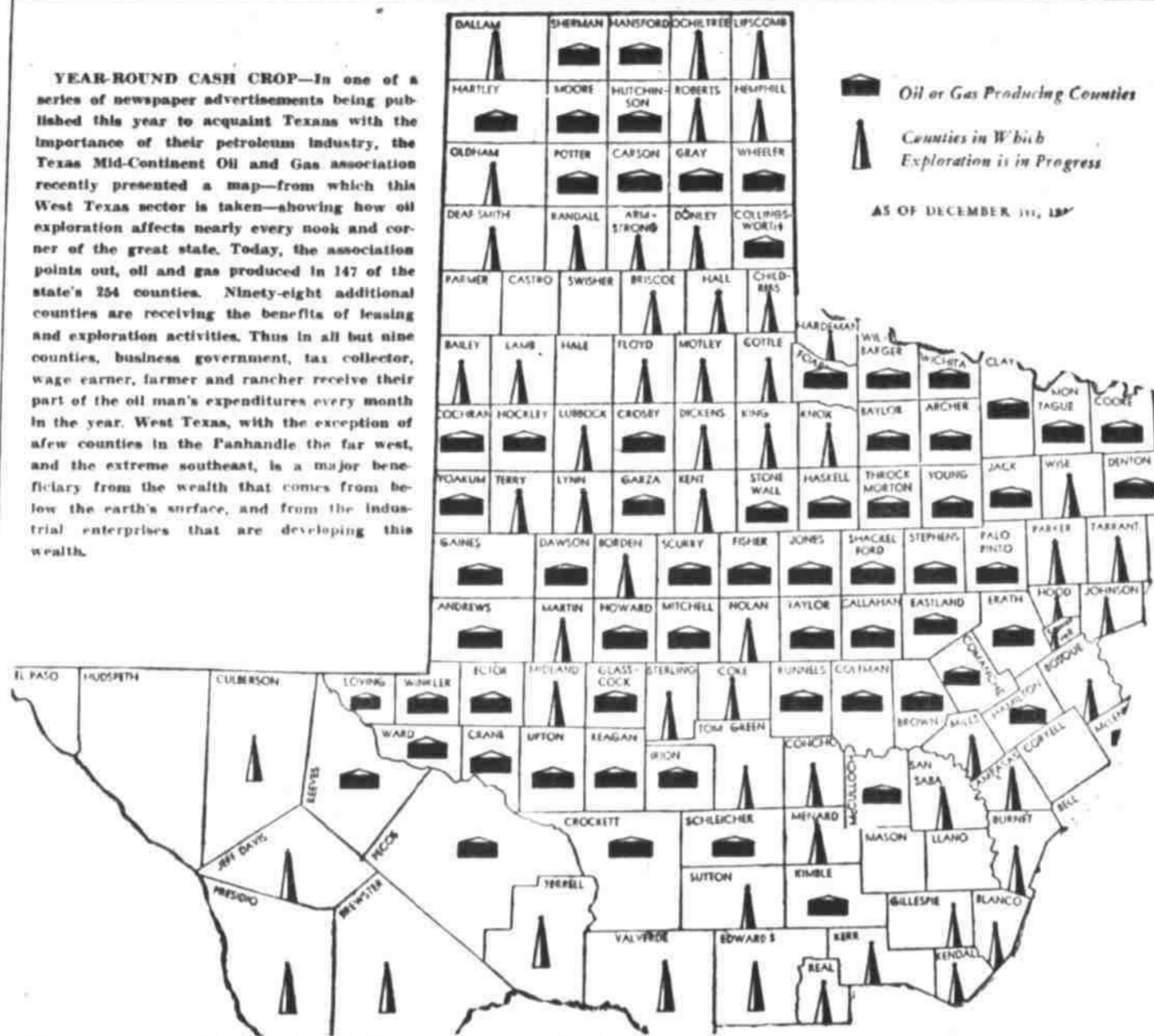
Roughly, therefore, the West Texas oil industry may be characterized as a \$250,000,000 business.
30 Years Ago
 It started about 30 years ago in Wichita county. W. T. Waggoner, a large rancher, wanted water wells drilled on his place. He struck oil. Three years later, a young civil engineer brought in the Strawn and Roper fields in Eastland county.

Oil production in West Texas shot upward. In 1919 the startling Burkhurnett field came in. The test well ran an amazing 1,600 barrels a day. Then in 1921 the Panhandle started producing. Then Big Lake, Yates, Howard. Today fifty or more West Texas counties are sharing in the commercial output.
 Because of West Texas oil, Texas today boasts the richest state university in the country. State and local governments have been supplied with a ready source of revenue. Ranchmen and farmers have received millions of dollars annually from lease rentals, bonuses, and royalties. Fine highways have been built. Thousands of people have been employed.

No vital has been the life blood of West Texas commerce that the region's economic structure enjoys relative health and prosperity in the midst of the greatest depression.
3,000 Operators
 Today, in West Texas, there are approximately 3,000 oil producers, according to records of the Texas railroad commission. At the beginning of this year, 7,853 leases were reported. On these leases there were more than 40,000 producing wells, 8,058 were flowing by force of underground pressure, 32,269 were operated by pumps.

During the first month of this year, West Texas oil wells produced approximately 13,000,000 barrels. The current allowable runs more than 15,000,000 barrels monthly.
 Included in this vast oil producing region are five districts. One represents the Panhandle, another includes some 12 counties around

YEAR-ROUND CASH CROP—In one of a series of newspaper advertisements being published this year to acquaint Texans with the importance of their petroleum industry, the Texas Mid-Continent Oil and Gas Association recently presented a map—from which this West Texas sector is taken—showing how oil exploration affects nearly every nook and corner of the great state. Today, the association points out, oil and gas produced in 147 of the state's 254 counties. Ninety-eight additional counties are receiving the benefits of leasing and exploration activities. Thus in all but nine counties, business government, tax collector, wage earner, farmer and rancher receive their part of the oil man's expenditures every month in the year. West Texas, with the exception of a few counties in the Panhandle the far west, and the extreme southeast, is a major beneficiary from the wealth that comes from below the earth's surface, and from the industrial enterprises that are developing this wealth.



Wichita Falls, a third has its center at Eastland, a fourth covers 14 counties around Tom Green, and a fifth extends from Lubbock to the Big Bend.
 The fourth and fifth overlap the rich Permian Basin, which holds the dominant position in the West Texas oil picture. This area covers 53,505 square miles, or a region larger than the entire state of Pennsylvania.
Permian Basin
 Within the confines of the so-called Permian Basin are Cochran county, Hockley, Lubbock, Crosby, Dickens, Yoakum, Terry, Lynn, Garza, Kent, Gaines, Dawson, Borden, Scurry, Fisher, Andrews, Martin, Howard, Mitchell, Dan, Lovell, Winkler, Ector, Midland, Glasscock, Sterling, Coke, Ward, Crane, Upton, Reagan, Irion, Tom Green, Reeves, Pecos, Crockett, Schleicher, and part of the state of New Mexico.
 Since commercial discovery of oil in this area 20 years ago, it has produced 1,260,034,426 barrels, according to railroad commission reports. Only four of the world's na-

tions have produced more oil in their entire history.
 Today there are some 450 concerns engaged in commercial oil production in the Permian Basin. There are more than 13,000 producing wells located in some 17 pools. Geologists have forecast a long life of activity in this area. Proven reserves are estimated to be more than three billion barrels, or approximately one-sixth of the nation's total.
 Last year operators drilled a total of 2,393 wells in the Permian Basin at an estimated cost of \$80,000,000. The region produced 117,564,100 barrels of oil. Aside from the United States, only Russia and Venezuela could boast of a greater output in 1939 than that of the Permian Basin.
40,000 Wells
 Over the whole West Texas territory, the railroad commission reported 40,327 producing wells, as of January, 1940. This compares with a total of 90,414 for the entire state. The current allowable for West Texas districts is approximately one-third of the allowable

for the entire state.
 By way of comparison, the allowable figures, as of April 27, 1940, were 542,479 barrels daily for the five West Texas districts and 1,535,728 barrels daily for the entire state. The West Texas allowable was broken down as follows: 35,782 barrels for the Eastland district, 22,448 for the San Angelo district, 267,190 for the Eighth district, which includes most of the Permian Basin, 134,806 for the Wichita district, and 82,253 for the Panhandle.
 Crude in the Permian Basin is moved by eight companies operating trunk lines principally to the north and south. The total capacity of these lines is 419,000 barrels a day. Central gathering points and main line movements are located at Midland, Hobbs, N. M., Wink, McCamey, and Irwin.
Refiners
 In the whole West Texas territory, there are 45 refineries in operation, with a daily crude oil capacity of 166,250 barrels and a total cracking stock capacity of 69,000 barrels.
 During January, this year, runs

Pecans Among West Texas Money Crops

Not to be overlooked in the list of West Texas resources is the pecan production.
 By no means all of the state's normal output of 20,000,000 pounds of pecans comes from West Texas, but the nine largest of 50 producing counties in the state are located in the southern and central portions of the region.
 Texas, accounting for 35 per cent of the national pecan production, owes much for the development of the official Texas tree and its nut to an English immigrant, E. E. Risien, who landed at Galveston in 1872. Two years later he was in San Saba, became interested in the pecan, so much so that this, together with promise of work, later induced him to return to San Saba. On Saturdays he saw wagon

loads of buffalo meat and pecans, the latter attracting his attention. Examining different varieties for flavor, color, e. r. lines, texture and possibility of easy shelling, he became so interested he posted a \$5 prize for the best pecan. He was so amazed by the winning nut, that he asked to be shown the tree, which had been shorn of all its limbs save one the pecan gatherer had left to stand on while cutting off others to get pecans.
 Eventually Risien bought 320 acres on which the pecan—since known as the Mother Tree—was located. The vegetative fruit buds on the tree were artificially fertilized by pollen drawn from the Father Tree 12 miles away. By this process, Risien engineered cross breeding and pecan improvement, so much that today San Saba is known as the home of the soft-shell pecan. He rode countless hundreds of miles horseback transferring pollen from the "male" tree to "mother" trees.
 In 1888, Risien founded the West Texas Nursery and today he has 1,000 pecan trees on his 320-acre tract, no two of which are exactly alike.
 Famous people have ordered Risien pecans, among them the elder Studebaker, C. W. Post, the cereal king who is believed to have named his Grape Nuts after a grape-like cluster of Risien pecans, the late Prince Cordova of Spain and many others. The beloved Queen Victoria of England enjoyed pecans from the Risien orchard and a pecan seedling sent to Alfred Lord Tennyson, the famed English poet, merited a letter from the bard in which he expressed to Risien the hope that the grower would "live long and happily and see pecan trees flourish."
 Now 87, he has developed many outstanding varieties of improved pecans in his 60 years of experimenting. Other states have been more alert to his work, for while Texas produces 35 per cent of the national supply, it turns out but 35 per cent of the improved varieties.
 The industry, continually flourishing and growing along watered streams of the great central portion of the state, owes much to this man who has done more for the pecan tree than any other Texan in the 50,000 years the tree has been known to exist in the state.

Building ahead with West Texas!

W T C C

CONVENTION

MAY 16-17-18

BIG SPRING, TEXAS

Welcome

W T C C

to Big Spring

... and MELLINGER'S

Be sure to see our large, new stock of apparel for men and young men—especially if you failed to pack that extra shirt, tie or pair of socks... You'll also find • Florsheim and • Freeman Shoes, Smartly tailored summer weight • Suits, Tom Sawyer • Slack Suits for Boys, Mark Twain • Slack Suits for Men and Boys, Manhattan • Underwear, • Straw Hats... in fact, everything you'll need to better enjoy a Texas summer! All moderately priced!

MELLINGER'S

"Big Spring's Largest Store for Men and Boys"

Chef Barker's STEAK HOUSE

AIR-CONDITIONED

West Texas' Newest and Finest Dining Place Now Open!

WELCOME WTCC VISITORS

My How Good! Try

Chef Barker's

Charcoal Broiled

STEAKS

Tempting Thick Juicy Steaks, From The Corn Belt, Prepared So Deliciously! Something New For Discriminating Diners!

Something new and something delightfully different! Chef Barker's Steak House gives to the people of Big Spring and West Texas the same exquisitely fine foods as served in the nation's leading hotels.

Not ordinary foods but a cuisine so superbly different that you'll marvel that such foods would be served outside of the leading metropolitan restaurants!

Visit the new Steak House and treat your self to really fine foods served in keeping with uniform inexpensive prices!

Your Favorite Beer In Frosty Glasses

Drive In Service—801 E. 3rd. St.

We Never Close — C. B. Barker, Owner-Operator

Charcoal Broiled Chicken

Lamb Chops

Sirloin Charcoal Broiled Steaks

Lucious Thick T-Bones

Golden Yellow Omelets

Tempting Salads

Tasty Pastries

Fillet Mignon

Delicious Sandwiches

OIL CAPITAL OF THE PERMIAN BASIN—

MIDLAND

Would Like To Be
Convention City For
W. T. C. C. in '41



MIDLAND—a "typical West Texas town" wants to entertain the 1941 convention of the WEST TEXAS CHAMBER OF COMMERCE . . .

This "typical West Texas town" has all it takes to entertain a "typical West Texas crowd," which means the rank and file of the WEST TEXAS CHAMBER OF COMMERCE membership . . .

MIDLAND offers

EXCELLENT HOTEL FACILITIES
AMPLE MEETING PLACES

But above all, MIDLAND offers that spirit of FRIENDLINESS AND HOSPITALITY that is found only in West Texas . . .

MIDLAND is proud of what has been accomplished in a few short years—the turning of a small but progressive "cow town" into a thriving oil and cattle city of 12,000 people, with most of the advantages of a metropolitan city.

MIDLAND has cooperated with the WEST TEXAS CHAMBER OF COMMERCE for the past 22 years, and is glad to have had a part in the building of this great regional organization and the territory it serves.

MIDLAND has never entertained the WEST TEXAS CHAMBER OF COMMERCE. We want to, in 1941. We'll be looking for you, and pledge that you'll enjoy your visit.

*This Invitation Sponsored By The Midland Chamber Of Commerce
 And These Progressive Business Institutions*

The First National Bank

Wilson Dry Goods Co.

Mackey Motor Co.

Addison Wadley Co.

"A Better Department Store"

Barrow

Largest and Best Assorted Stock of Furniture
 in West Texas

**A & L Housing &
 Lumber Co.**

"Always At Your Service"

Midland National Bank

Scharbauer Hotel

Area At The Head Of The List In Beef Cattle Production

Many Westex Dollars From This Output

West Texas, as the last stand of the cattle barons in the state, still contributed much to the state's standing in beef cattle production—and it is an important one.

In 1938 there were 30,500,000 beef cattle in the nation, and 5,251,000 of them were in Texas. It has been said that if the Texas cattle were lined up four abreast and paraded by at four miles an hour, it would require nearly a month for them to pass a given point.

Texas ranks third in the density of beef cattle per square mile, having only 20 to 44 for Iowa and 25 for Nebraska.

Over the nation, the cash income received by farmers and ranchers from the sale of cattle and calves was \$1,217,193,000, or 52.6 per cent of the total amount for all meat animals including hogs and sheep. The cash income of all Texas meat animals for the same year was \$131,103, of which \$97,747,000 or 75 per cent came from cattle and calves.

The beef industry becomes an in-

creasingly important one because there are now, by best estimates, around 120,000,000 consumers. Approximately 6,250,000 pounds are consumed at the average meal the year around, for there is only a minute variance in the popularity of beef as a food at any season of the year.

Records show that consumption has increased by 2,000,000,000 pounds annually in the past 10 years, or a per capita increase from 48.8 to 58.3 pounds. With the industry becoming increasingly important, West Texas is, because of its cattle supplies and unlimited feed production, in a position to realize much from it.

Higher Rates Against State Are Listed

Fight of the West Texas chamber of commerce to remedy freight rate discriminations is based on the sound foundation of factual rates.

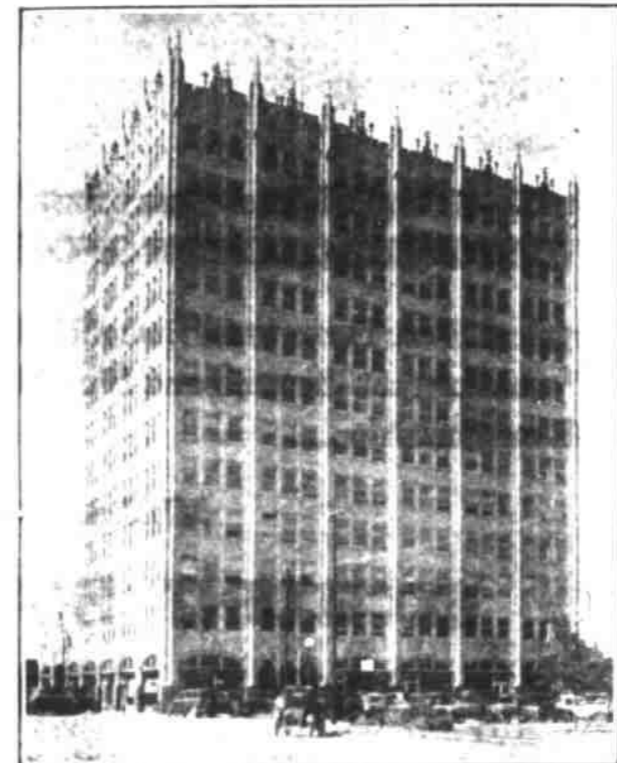
All the very real of the campaign are such comparative first-class rate charges for the Texas commonpoint zone (the state except far western and southern sections) and the Official zone (territory east of the Mississippi and north of the Ohio) as shown below. (Information from the WTCC):

Distance Of Haul	Texas Com. Pt.	Official Texas	Differential
100 mi.	\$0.90	\$0.62	\$1.03
200 mi.	1.23	0.80	1.41
300 mi.	1.72	1.09	1.97
400 mi.	2.21	1.38	2.26
500 mi.	2.70	1.67	2.55
600 mi.	3.19	1.96	2.84
700 mi.	3.68	2.25	3.13
800 mi.	4.17	2.54	3.42
900 mi.	4.66	2.83	3.71
1,000 mi.	5.15	3.12	4.00

Thus it may be seen that the common point Texas territory is paying 61 per cent higher rates and the differential zone 85 per cent higher rates.

For further illustration, Amarillo and Chicago (962 miles) are the same distance apart as St. Louis and Philadelphia yet the Amarillo consumer pays \$2.67 per hundred while the St. Louis-Philadelphia consumer pays \$1.76 per hundred. Likewise, the distance (1,236 miles) is the same between El Paso and Springfield, Ill., and Lewiston, Maine, yet the El Paso consumer pays \$3.63 per hundred against \$1.90 per hundred.

These and a legion of others, plainly show what West Texas is talking about when it speaks of rate inequality.



BUILDING IN MIDLAND—Outstanding among many fine structures in Midland, which in recent years has made phenomenal strides in growth, are those pictured above. Top, the Scharbauer hotel, known widely as headquarters for oil and cattlemen; middle view, the Crawford hotel, which recently was remodeled and refurnished throughout; below, the Petroleum building, one of the finest office structures to be found anywhere. Midland is a strong bidder for the 1941 convention of the West Texas chamber of commerce, and is pointing to these buildings as examples of many facilities available to convention visitors.

Here's Way To Vision Age Of Permian Basin

In calculating the changes that have taken place in the formation of what is called the West Texas Permian Basin, a better appreciation of the time picture may be had by translating the whole into a simple ratio between geological ages and certain historical events.

Instead of saying that the Permian era opened more than 260,000,000 years ago, it might be brought down to this:

Sixteen years ago a vast sea covered most of the south and west regions of the United States, and on the heels of this an upheaval cut off the outlet to the south in the mountainous regions of West Texas. Pre-cambrian, Pennsylvanian and Ordovician structure dolomite salt and anhydrite beds formed in several thousand feet thickness until six and a half years ago.

Limestone, ball sand stone and shale formed until a year and a half ago when caliche, gravel, sand and clay came into being.

Only 50 seconds ago the first man came upon the continent. Seventy seconds ago the first American was discovered, one-tenth of a second ago the first oil well was drilled, 22 seconds ago oil was discovered in the Permian Basin.

Hand embroidery engages 25,000 workers in Funchal, Madeira. Embroidered articles are the island's chief export trade item.

Amicable Life Completes 30 Year Span

Of the many and widely diversified activities which go to make up the economic structure of a great city, possibly none contribute more to its upbuilding than an old-line life insurance company. This is true in Waco. Any stranger observing the Waco skyline for the first time will see evidence of this fact in the towering 22-story Amicable Life Building, the home of the Amicable Life Insurance company which dominates the downtown section of the city and overlooks many miles of surrounding area.

This great Amicable Life building stands as a monument to a great institution which on April 2, 1910, completed 30 years of service to its many thousands of policyholders.

Envyable Record

Since its foundation this company has been recognized as one of the strongest old-line, legal reserve insurance companies in the country. In compliance with the state and federal laws, the Amicable maintains full legal reserve upon all its insurance in force, and in addition, carries a reinsurance surplus protection as do all firmly

established reliable insurance companies.

The latest available figures disclose the fact that the Amicable has over \$4 millions of insurance in force. The admitted assets of the company are over 13 million. The company has a million dollars in securities deposited with the state treasurer for protection of policyholders, and the balance of its assets are invested in government, federal, state and city bonds, and real estate investments, approved investments, which are also a protection to the policyholders of the company.

The foundation of the Amicable rests upon ample capital of \$820,000, which is \$720,000 in excess of the minimum of \$100,000 required by the laws of Texas for such institutions. Upon this foundation has been built the legal reserve on policies in force amounting to \$11,922,550.71 which is held for the fulfillment of policy obligations.

Infants' clothing, on the unrestricted list in Germany since war's outbreak, has been placed on the ration-card system. Extra yarn allotments are procurable to encourage knitting baby clothes.

A gold coin current in the reign of Henry VIII of England was called a "George."

Welcome, WTCC Visitors!

A pleasant and profitable meeting is our sincere wish for your 22nd ANNUAL CONVENTION.

HOME CAFE

Insist On...



Stock and Poultry Feeds

—MADE WITH—



THE FEEDS THAT ARE

"Making Their Way By The Way They're Made"

Coursey & Malone

FEED and SEED

Co-Op Gin & Supply 511 N. E. 2nd
FIELD SEED — CUSTOM GRINDING

Farm Leaders Aid In Obtaining New Truck Load Law

AUSTIN, May 15 Fifty farm leaders representing six major agricultural groups in Texas have perfected a federation of agricultural organizations within the Ditt Farmers Congress, and steps have been taken toward drafting a scientific truck load limit bill incorporating provisions and recommendations made by U. S. Association of Highway Engineers.

Lynn H. Shaw, manager of the Texas Motor Transportation association, said:

The chairman of the federation

has been instructed to contact other agricultural organizations in the state and arrange for a general conference, before which the proposed bill would be submitted. One of the primary legislative objectives of the farm organization is to secure amendment of the 7,000 pound load limit law, now straining the farmers on transportation cost.

The federation was formed to provide a "voice" for members of the 2,200 farm organizations in Texas. Leaders of the movement pointed out that it would coordinate state and local strength in bringing about a solution of transportation problems.

Discrepancy In Industry Charged To Freight Rates

These are interesting contrasts between Texas and the industrial North and East.

Texas exceeds that territory in lumber production by 311,000,000 board feet annually, produces far more oats and grain sorghums, in 1938 produced 5,000,000 bales of cotton and 2,294,000 pounds of cotton seed against none for the industrial section, produced 510,732,000 barrels of oil against 27,739,000 barrels, has 70,000 square miles more territory, has better climate and more fertile land.

Yet the North and East have manufacturing production 17 times greater than Texas, employ 19 times more workers, pay 23 times more wages and exceed Texas in population by five to one.

Why is this? Max Bentley, activities director for the West Texas Chamber of Commerce, sums it up: "For 50 years they have enjoyed an advantage over us in freight charges. And they have made the most of it."

To save coal, Italian industrialists have authorized a plant to produce methane gas for cooking and heating from sewage and garbage.

Welcome, Visitors... Visit EL NIDO COURT —and— TRAILER PARK

"Visit Us Once And You'll Come Again"

On Highway 80... Strictly modern; plenty hot water at all times; quiet and restful. Approved by State Board of Health.

Look for Neon Sign — Mrs. Frank Howse, Mgr.

A. C. DRUG

Liquors — Gins — Imported
Wines and Champagnes

Motorcycle Delivery

Phone 977

Greetings

To The

West Texas Chamber of Commerce

Our confidence in a greater West Texas has been well placed, and for more than a third of a century the Ben E. Keith Company has supplied the people of West Texas with the finest fresh fruits and fresh vegetables, through houses located in and a part of West Texas.

For Health and Enjoyment
Summerize Your Diet
With

FRUITS and VEGETABLES

fresh-from Keith's



IDENTIFIED for your protection
In the stores of independent retail dealers!

SUMMER THIRST QUENCHERS

Good To Drink and Good For You

"8 Vegetable Juices" — "Texas Grapefruit Juice"



Serviced by the most modern equipped distributing houses, the West Texas area is assured of the finest and most complete assortment of healthful and appetizing fresh fruits and fresh vegetables every day of the year.

Ben E. Keith Company

Dallas — Ft. Worth — Longview — Abilene — Lubbock — Wichita Falls

Largest Distributor of Fresh Fruits and Fresh Vegetables in the Southwest
Listen to Keith's Fruit Express—KQRO—8:15 Every Week-day Morning

NALLEY

Funeral Home

"Big Spring's Modern Mortuary"

Extends Greetings To W.T.C.C. Visitors!

For Ambulance Service

Phone 175

"A Service You'll Appreciate At Reasonable Prices"

West Texans..Tech Is Your College

This year 4246 students are studying in the Graduate, Engineering, Agriculture, Home Economics, and Arts and Sciences Divisions at Texas Technological College. Approximately 424 students will receive their degrees in June.

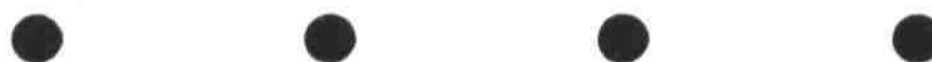


Summer Session

June 6 to July 15—July 16 to August 23

Selected courses in all departments will be offered during both summer terms. Recreational activities and trips to Carlsbad Caverns and Grand Canyon allow summer session students to enjoy a delightful and educational program.

• Write the Registrar for Summer Catalog •



Tech Offers You A Complete Educational Program

Graduate

During the summer term graduate work may be pursued in all those departments which regularly offer graduate work. In addition, special work in Physical Education and in Band which may fulfill minor requirements for the Master's degree is offered during the summer.

Engineering

All courses required in the uniform freshman year, the freshman year in Commercial Art, and most of the courses required in the freshman year in Architecture will be available during the summer. Those interested in advanced courses will also find a selected group of subjects, but the course offerings should be especially helpful to freshmen and upperclassmen.

Agriculture

Instruction is available in each of the Departments of the Division of Agriculture. An intensive 3-week course in Soil Conservation is available again during the first three weeks of the first term. As an aid to teachers in service five courses are offered in the Agricultural Departments during the last three weeks of the first term. These courses are suitable for advanced credit and three may be taken at the same time for the 3-week period.

Home Economics

Special attention is given to courses for workers in all fields of Home Economics. Important courses offered in alternate summers for graduate credit are Home Management, Advanced Food Preparation and Serving, Advanced Garment Fitting, Crafts Courses, Two Courses in Consumer Buying, and short courses in Hand Weaving and Food Preservation. The summer program is planned so that qualified students may complete the work for the M.S. degree in three sessions of 12 weeks each.

Arts and Sciences

Departments offering summer courses are Biology, Chemistry, Economics and Business Administration, Education and Psychology, English, Foreign Languages, Geology, Government, History and Anthropology, Journalism, Mathematics, Music, Band, Philosophy and Sociology, Physical Education, Physics, Speech, Bible. Special courses are offered in Guidance, Student Counseling, Visual Education, Radio Education, Physical Education, and Public School Music.

(This Page Is Paid for by Friends of Tech College)

Texas
TECHNOLOGICAL
 College

LUBBOCK—"Hub of the Plains"

Terracing, Contouring Are Weapons Against Weather

Vast Progress Revealed In Conservation

West Texas has fought so many battles that in other sections of the state and in other parts of the country some have come to vision the area as a ragamuffin with a chip on his shoulder.

Few of the battles, however, have been as interesting as the more recent one against an intangible and invisible oppressor—the weather.

Blessed with an abundance of fertile soil, West Texas agricultural production has depended largely in the past upon the vagaries of

the weather. In good seasons, there seemed to be no limit as to what or how much the section could grow. In dry, windy years, however, it has been a struggle to hold on.

Not much was done about it from the earliest days of the region, for it was looked upon as an act of God.

In more recent years, however, West Texans consulted their weather charts and discovered the important fact that God generally furnished enough moisture in the section for the making of a crop. It was up to man to help himself.

If enough water fell, the thing to do was to hold it where it fell and not let it wind up quickly in the Gulf of Mexico, taking along with it the cream of the soil.

So West Texas began to terrace and contour. This common sense practice of cupping the soil on a

level trapped the water and held it until it soaked deep into the sub-soil.

Unproductive slopes were transformed into the more productive parts of farms. On the seemingly level stretches, production was increased to an amazing degree by contour furrows, which are nothing more than miniature terraces.

Lately ranchers have seen what has been done on the farm. They, too, have taken up the practice of terracing, ridging, contour furrowing or chiseling their grassland. And the results have been more grass and less washing.

One other benefit of the trend in West Texas has been the fact that terracing and contouring has the tendency not only to prevent water erosion but also wind erosion. It hasn't solved the problem, but it has mitigated its damage.

Today conservation conscious West Texans have terraced 3,988,000 acres of cropland, have contour farmed but not terraced an additional 4,620,000 acres, and have terraced, ridged, contour furrowed or chiseled 1,971,000 acres of grassland.

Much progress has been made in the past decade, principally to the conservation provisions of the federal farm program which have made it possible for the farmer and rancher to have the work done.

Rather than an oddity 10 years ago, the terrace and contour furrow have become commonplace, covering little less than 40 of the total cropland of West Texas.

Each year more and more land is being terraced and contoured, and West Texas is winning another battle against an enemy it couldn't see but could feel.



CONVENTION BIDDEN—Waco, "The Hub of Texas," (skyline of which is pictured above), was to be host to the 1941 convention of the West Texas chamber of commerce, and will extend a formal invitation at the Big Spring convalesce this week. Although situated

in the far southeastern corner of the WTCC territory, Waco has been active in the organization throughout the history of the West Texas chamber, and has always cooperated in programs looking toward benefiting West Texas.

Region Has All It Takes For Stock Feeding

The "feeding grounds of America"—that someday may be the fair boast of West Texas.

For West Texas has everything it takes to make just such a slogan—the cattle, the climate and the feed.

Consider the agricultural picture of today. West Texas, along with the remainder of the state, is in the midst of a transition from a virtual one-crop system of farming to a more balanced one. It has meant the reduction of cotton acreage, and the consequent shift to feed production.

Today the general (or feed) acreage allotment for West Texas, according to 1940 figures furnished by the state AAA office, is 8,029,241.

What does this mean in terms of feed production?

Assuming that half of the general acreage would be planted to milo, this would give approximately 2,000,000 tons of grain each year. Then figure the remaining half for grain-sorghum production such as begonia, etc., which would be approximately 4,800,000 tons annually.

But there is an additional 27 percent of the acreage which may still be planted to conservation feedstuff such as cane. That is little better than 6,074,237 acres. If two-thirds of this acreage were planted to cane and it put in trench silos, this would be an additional 5,000,000 or more tons of feed.

West Texas still has plenty of cotton production to furnish all the cottonseed meal it would ever require for livestock feeding purposes. It can produce its limestone flour and its salt. It could well afford to buy what black-strap molasses is needed to mix in the feed. It has or can produce the cattle supply.

With the number of farmers now feeding out cattle increasing with amazing rapidity in West Texas, it would appear that the feeding industry is on its way to great development in this section.

When it comes, not only will a major industry have been built for it will mean the beginning of allied ones such as processing plants, markets, expanded transportation facilities and many others.

HERE'S A GLAD HAND—

WEST TEXAS CHAMBER OF COMMERCE

We are indeed happy to have you as our guests for the next three days . . . and we sincerely hope your 22nd Annual Convention here will be the most enjoyable, the most profitable ever held in this great chamber of commerce region.

MARIE WEEG HEALTH CLINIC

Complete X-Ray Laboratory, Electrically Equipped, Chiropractic Therapy
The Only Complete Colon Therapy Clinic in Big Spring

Cottonseed Is Big Source Of Area Income

Once generally looked upon as a nuisance and burned in great heaps because there was no easier way to dispose of it, cottonseed now ranks second or third as the third largest source of cash income for most West Texas farmers.

The ramifications of cottonseed's place in the West Texas agricultural economic structure are many. In approximately 40 communities of the region, the cotton oil mill is either the leading or a leading industry, expending sizeable sums for wages, salaries, power and other material.

But more than anything else, it has been linked with the feeding of livestock. Cottonseed cake (meal) recently cubes or pellets provides the one essential protein that the range cattleman or sheepman needs most to supplement good range or to replace grazing when there is drouth or extreme cold. It has become the standard range feed of the area.

Farmers have cottonseed meal and sorghum bundles in quantity around the lot. So rich in plant food is the meal that farmers sometimes apply it direct to the land as a fertilizer. However, the thrifty farmer first gets full feeding value through livestock, then getting the additional 65 to 85 percent value by utilizing the manure, which contains that per cent of its rich plant food value.

Rabbers of chickens and turkeys, feeders of work stock, hog raisers and the growing dairy industry depend upon cottonseed meal.

Yet the richest of all the products is cottonseed oil. By-products are hulls and linters. In fact, everything is turned to value in this highly important West Texas product.

Quick-Freezing Plants, Bringing New Method Of Food Distribution, Developing Rapidly In Westex

Tasty, tempting mid-summer menus for mid-winter are no longer pipe dreams, but a reality that is growing by leaps and bounds throughout Texas and the nation.

It is an outgrowth of what is known as frozen foods, or quick freezing plants. It is the result of a food preserving discovery that keeps meats, fruits and vegetables fresh for months without any loss of flavor, original texture or healthful vitamins.

Only 12 years ago the first quick freezing unit was set up at Walla-Walla, Wash. Only 18 months ago the first plant in Texas came into being. Today there are something over 4,000 plants in the United States and the number in Texas is increasing because of such rapid increase. It is estimated that the figure may be near three dozen.

Along with this growth has come a new major food industry—that of frozen foods. Six years ago two national concerns sold 10,000,000 pounds of frozen foods, and two years ago they sold 200,000,000 pounds.

Revolutionary: As an industry, frozen foods bid fair to revolutionize food distribution. But better than that, the new system is revolutionizing things for the farmer and the average man. And this comes about by the system of lockers maintained in each frozen food plant.

In West Texas the idea is catching on like wildfire. Plainview was one of the first places to have a locker system, and having this start, was among the first to install quick freezing. Recently San Angelo has opened its large, modern plant. Many other places have done likewise, and scores of others, like Big Spring, are working toward plants.

A large per cent of the communities having this service installed it as a cooperative affair. In others existing ice makers had foresight to install proper units and lockers.

By the process of quick freezing, foods can be preserved for most of a year or longer. Beef will keep perfectly for eight to 10 months, but pork should not be kept over six months due to likelihood of "bone sour." Most vegetables and fruits are adaptable to the process. Illustrated on a quarter of beef, the system works something like

this. The beef is delivered to the plant, taken into the processing room where it is cut into steaks, roasts or ground to the patron's specifications for about a cent and a half a pound. This, however, comes after the meat has been chilled and then aged from seven to 21 days according to its age. After processing, it is put in blood-proof parchment with the patron's locker number stamped on. Next it is placed in a big wire basket and kept in the quick freezing room at a temperature of 20 degrees below zero for 12 hours, and then placed in the customer's locker, to which he has the key. The meat, along with vegetables or fruits he may have processed according to simple recipes, is removed over a period of 12 hours.

Quick freezing works like steak broiling. In broiling, the steak is seared quickly to seal in juices; quick freezing does the same thing in reverse, and has the added advantage of not rupturing food cells as does slow freezing.

Lockers are usually 17"x20"x30" and hold about 250-300 pounds of food. The rental averages around \$12 per annum. The food saving is



RECOGNIZED FOR BEST COMPLIANCE WITH 1939 WHEAT PROGRAM—H. A. Tally, left, Roberts county farmer, represented Texas at the 13th annual meeting of the Eastern Oregon Wheat League, Condon, Ore., where he received a plaque awarded by the league to Roberts county for best compliance in Texas with the 1939 AAA wheat program. N. E. Dodd, right, western division AAA director, made the presentation.

estimated to be between \$50 and \$100 per year, thus leaving the patron free to spend this much more on other foods or commodities. In addition, he has fresh strawberries, black-eyed peas, meat or peaches right in the dead of winter.

The Company's operations for the year 1939 were the most outstanding in its history



As Little As \$100 Down Buys A \$2000 Home

"Yes, MY HOME!" You, like everyone else, are proud that you can have a home that you can take pride in . . . have your friends admire your good taste in choosing the details that add to its perfectness. Yes, it's a grand and glorious feeling . . . and if finances are holding you back then it's time for you to visit S. P. Jones.

PAYMENTS Less Than RENT!

Through the liberalized terms of the FHA you can now own your home with as little or less expense than rent. FHA payments include interest, principal, taxes and insurance. As long as 25 years to pay! Lowest interest rates ever available.

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Although we sell building materials in all price groups we feature materials that will stand the test of time and ravages of nature.

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WACO'S LARGEST FINANCIAL INSTITUTION

AMICABLE LIFE INSURANCE COMPANY
WACO, TEXAS

THESE PROGRESSIVE BIG SPRING FIRMS SAY - WELCOME - WEST TEXAS CHAMBER OF COMMERCE VISITORS



"It Pays To Look Well"

Good Grooming Goes Hand In Hand With Good Times.

Settles Barber Shop

WE MAY NOT BE AS SMART AS

"THE RITZ," BUT OUR FOOD IS JUST AS GOOD!

No pretentious atmosphere here, just good, simple foods... skillfully prepared. Prices are extremely reasonable!



Bankhead Cafe
James Recknagel

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305 EAST 3RD
FAMOUS FOR GOOD FOOD

"PREACH" MARTIN'S
SERVICE STATION

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Cor. 2nd & Gregg

Special Steak Sandwiches
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DELICIOUS SANDWICHES
304 E. 3rd St.

• ENJOY the Coldest Draft Beer in Town During Your Visit To Big Spring and the W.T.C.C. Convention

"... Can't Equal That Flavor!"



TEXAS CLUB
(You All Know Lou)
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Auto Electric Battery Service
COMPLETE SERVICE
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Is the Inexpensive Solution to Your Summer Air Conditioning Problem.

Let Us Estimate The Cost Of Making Your Home Comfortable This Summer.

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A perfectly groomed appearance is too valuable an asset to disregard—especially when it is so easy to attain. Improve your reputation by improving your appearance.

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"More People Ride On Goodyears Than Any Other Tire"

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Sold In Big Spring By
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Reading... seeing the movies... playing at sports... dancing... driving a car—your eyes play a major role in every one of your daily activities! Play safe by having them examined regularly—you'll never be able to buy new ones!

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Big Spring, TEXAS OPTOMETRIST



BRADFORD'S
Personal Service

GROCERY AND MARKET

304 Johnson St.



WOOLEN MILL TO BE OPERATED AT ELDORADO

First woolen mill in this region is going in at Eldorado, in the heart of Texas sheep and goat section.

From 'Railhead Boom Town', Dallas Has Emerged As Wholesale Center Of S'west

DALLAS, May 15.—Back in the 1870's, when the railroads were being built northward and westward across Texas, many pioneer merchants followed the construction crews, moving on from one railhead village to next.

When Dallas became a railhead boom town in the middle 1870's, many of these merchants came in with the first trains.

vision, men who knew that the Southwest was destined to become one of America's great natural markets, and that every natural economic region required a dominant manufacturing-wholesaling market and service center.



TWO MAIN SPEAKERS on programs for the West Texas chamber of commerce convention opening in Big Spring Thursday are Jerry Sadler (left) member of the Texas railroad commission, and Rupert F. Asplund (right) director of the New Mexico Taxpayers association.

HOWARD AFFECTED BY FREIGHT ORDER

Howard county is among the 69 counties in West Texas either wholly or in part affected by the differential freight rate which penalizes far western and southern Texas sections.

92,000 square miles as well as some of the richest as well as the fastest growing sections of West Texas.

"Raid Shelter" Gambling Den LONDON (UP)—When an A.R.P.

shelter—complete with warden standing outside in proper army style—was raided by the police, it was found to contain 49 men busy playing chemin de fer.

Graduates, Enjoy Life This Summer or Next Fall, at H-SU

ENJOY yourself this summer! Spend a pleasant two months while doing work toward your degree.

Summer Session Begins June 4

Two six weeks terms are given, with opportunity to complete work toward a degree in each.

School of Fine Arts—Regular courses with complete faculty in voice, piano, theory, violin, band.

Fifth Annual Vandercook School of Band Music

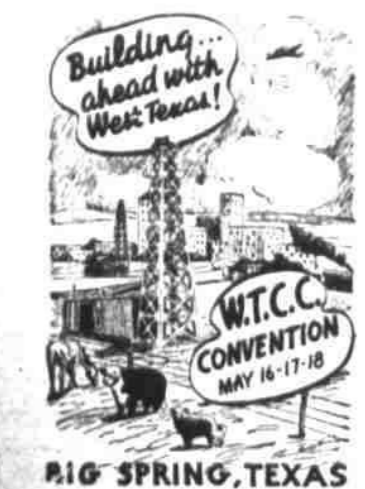
Fifth Annual Vandercook School of Recreation and Band Music, to be held on the H-SU Campus, August 19 to 31.

Congratulations To Big Spring and WTCC

Hardin-Simmons University, the pioneer school in higher education in West Texas, like the West Texas Chamber of Commerce, strives to contribute to the growth, progress and development of the empire that is West Texas.

Hardin-Simmons UNIVERSITY For further information, write J. T. Haney, Sec.-Treas.

A \$1,000,000 MARKET



Last year West Texas farmers and ranchers found a local market for over a million dollars worth of cattle, sheep and hogs through the facilities of the Big Spring Livestock Auction Company.

Big Spring's Modern Packing Plant

The D. and C. Packing company is one of West Texas' finest and most modern packing companies, providing meats from the choicest animals grown and fattened by local livestock raisers.

Big Spring Livestock Auction Co. D. and C. Packing Company Located East of Big Spring

Area Holds A High Rank In Wool, Mohair

Sheep and goats, wool and mohair are synonymous with West Texas, for the region exercises a virtual corner on the state's production and has a commanding position in the national picture.

The Peruvian government has opened a textile school to teach folk handicrafts.

American Airlines Hangs Up A New Traffic Record

A new world's record for air passenger traffic in a single month was established in April by American Airlines, Inc., according to figures recently released by Charles A. Rheinstrom, vice president in charge of sales.

The airline set its new record by carrying 64,876 revenue passengers in April, a gain of 9.7 per cent over the best previous month, October, 1939, when 59,128 revenue passengers were carried.

Dallas Says "WELCOME"

With all its completeness and its dominant position in every phase of manufacturing and wholesaling, Dallas is a friendly market—a service center which thousands of retail merchants throughout the Southwest now look upon as their "home market."

WELCOME, WTCC CONVENTION DELEGATES KELLY Springfield TIRES DEPENDABLE FOR 46 YEARS Nothing Satisfies Like QUALITY... The SURE STOP KELLY is a Swankier, Sturdier Tire with positive stopping traction.

and THE BAKER adds "MAKE YOURSELF AT HOME" There's always something to do and to see in Dallas... There's an atmosphere about the BAKER that makes you feel it's right where you belong! The BAKER HOTEL DALLAS A Texas Institution THE ABSOLUTE BEST IN MODERN HOTEL SERVICE

1940 Census Due To Revive Efforts For Redistricting

West Texas' Appeals Have Been Futile

Enumeration of the decennial census has returned to the forefront one of the longest prosecuted cases of West Texas and its regional chamber of commerce.

It is the matter of legislative redistricting.

Victor in one of its several appeals for providing the area with its just share of representation in the Texas house and senate, the West Texas chamber of commerce may be counted upon to resume its fight when returns of the current census are in.

There is no gainsaying the justice of the West Texas cause, but there is little basis for believing the condition will be adjusted, at least promptly.

At the outset of its organization, the WTCC clamored for redistricting and in 1921 the legislature did increase the size of the West Texas house delegation. But the action resulted in reaching the constitutional limit of 150 members in the house.

No Response

Four times since then the WTCC has gone on record calling for redistricting, yet the call has fallen on unresponsive ears. Although the 1930 census showed great gains for the region, not one additional legislator was added to represent the rapidly developing section.

This was contrary to the Texas constitution which provides that the legislature must redistrict the state after each federal census. The issue has been ignored and sidestepped since the 1930 count. This gives rise to little hope for action after the current returns are in.

Since the constitutional limit in the house and senate has been reached, providing West Texas with additional representation would entail taking that much away from East and Central Texas which have



THE DALLAS SKYLINE AT NIGHT—Metropolis of the Southwest—that's Dallas, whose towering skyscrapers make an impressive scene by day or night. Recognized as one of the nation's top commercial centers, Dallas is the chief merchandise mart of the Southwest.

either failed to gain or have lost population. Naturally, they are not disposed to yield part of their representation because West Texas has a just case.

It must be remembered, too, that those sections still hold the balance of power and can and have adroitly blocked redistricting moves. Now that the constitutional mandate has been ignored, the chief hope of this section appears to be in a constitutional amendment which would allow for increase in the size of the house and the senate. West Texas would thus get more representation without other sections losing their present total.

Estimates, based on the expected results of the 1940 census, especially in mid-west Texas, are that West Texas would pick up seven house members, and possibly another senator. While not significant within itself, the number would be important because many issues are decided on close votes. But this is pure speculation. Meanwhile, the WTCC is due to take up its redistricting cudgel once more in hopes of working a legislative miracle.

Trains operating on gasogene (charcoal gas) have been installed on Italian state lines. They require 3.3 pounds of charcoal per mile.

The Southwest still pays 60 per cent higher rates than the Official (Industrial North and East) zone. Until this condition is corrected, West Texas must push its cause aggressively, he believes.

Letting was introduced into England from Holland in 1520.

Cotton Hasn't Yet Abandoned As A King Among Cash Income Crops

Cotton, once the dominating agricultural factor in West Texas, lacks a lot of having abdicated its throne as chief of the cash income crops.

Today the West Texas area has an allotment of 3,582,729 acres to cotton, according to 1940 figures furnished by the state AAA office.

Final production figures on cotton for West Texas counties last year show a harvest of 953,691 bales, and over most of the area acute late-summer droughts prevailed. Normally, West Texas should produce more than that on its allotted acreage.

It can be safely assumed that the approximate return on the cotton of West Texas last year was more than \$38,000,000 and prices for seed were sufficient to pay for ginning.

This is the picture as it now stands. It has been demonstrated in the past that the region can produce twice as much lint if needs be.

Besides supporting thousands and thousands of people who grow and gather it, cotton is the livelihood of another legion who gin it, compress it, buy it, those who mill the seed, and those who transport it or seed products.

Perhaps when unjust freight rates are corrected to place this section on a parity with the North and East, more cotton industries will spring up in the area. Perhaps cotton laboratories will have discovered new uses for it, creating an increased demand, and with it, increasing its importance to West Texas.

Red Tape of War Whirls LONDON (UP)—A woman who asking for an extra allowance of petrol, sent in her registration book and received someone else's book back in return, lodged a complaint and was told the matter would receive attention if she would please fill in Form (7203) W145298-72557 5000 1-40 FRI GP883 D.P.O. S-R-A.



WILL YIELD TO A SUCCESSOR—Jack Terrell (above) of Monahans was first place winner in the My Home Town speaking contest at the WTCC convention last year. Now a student in the University of Texas, he will see the cup he won passed to another West Texas boy or girl—the one who wins the Home Town contest at the Big Spring convention. More than three score speakers are due to compete.

THINKS RATE FIGHT HAS JUST BEGUN

B. Reagan, chairman of the WTCC traffic committee and second vice-president of the FREF, is encouraged over the freight rate fight victories in removal of differentials and the opening wedge furnished in an ICC ruling equalizing some of the South's commodity schedules, but he is of the opinion the fight has just begun.

The Southwest still pays 60 per cent higher rates than the Official (Industrial North and East) zone. Until this condition is corrected, West Texas must push its cause aggressively, he believes.

Traffic Density Gains In Westex

Justification of the rate making on density of traffic does not appear to hold water against the Texas case for abolishing this 50-year old out-moded and almost legendary basis of charges.

For since 1914 West Texas has suffered a 109 per cent increase in rates while production, population and density of traffic increased 358 per cent. This, the WTCC argues, makes inconsistent the carriers' argument about density of traffic.

Letting was introduced into England from Holland in 1520.



MANY SPECIAL Features

MANY SPECIAL Events

\$100,000 OFFERED 1940 EXHIBITORS...

Increased premiums in practically every competitive department will be offered in agriculture, livestock, poultry, culinary and fine arts, hobbies, 4-H Club and Future Farmers, and practically every phase of endeavor to be found in the GREAT SOUTHWEST.

Setting an all-time record in 1939, officers and directors of the STATE FAIR OF TEXAS, have set their aim at a mark greater than the attendance of 1,086,709 of the past year.

Junior Fat Stock Show and Sale

Added to the various features of the Livestock Show, and following the Agricultural Department, there will be a Junior Fat Stock Show this year for members of Four-H Clubs, Future Farmers and other junior feeders of Livestock.

This show will include Herefords, Shorthorns, Aberdeen-Angus, Fat Lambs and Barrows and Capons.

A FAT STOCK SHOW SALE IS PLANNED as a finale to the JUNIOR FAT STOCK SHOW. Date of sale will be announced.

Premium List Ready in June

The annual premium list of the STATE FAIR OF TEXAS will be available for distribution early in June.

Premiums in all classifications (except schools) are carried.

Judging Dates—A complete list of all judging is carried in the premium list under the heading ARENA PROGRAM.

Sales Dates—Dates for livestock sales will be carried complete. There will be a Hereford Breeders Sale, a Jersey Cattle Sale, and the JUNIOR FAT STOCK SHOW SALE.

WRITE NOW!

\$100,000 in Premiums Listed

\$25,000 Premiums NATIONAL HEREFORD SHOW

Again the STATE FAIR OF TEXAS HAS BEEN chosen as the locale for the NATIONAL HEREFORD SHOW.

More premiums are offered for this classification of livestock than were ever offered by any show, any place, with but one exception.

The American Hereford Breeders' Association has arranged one of the most interesting programs ever offered the public, including four full days of judging, presentation of HEREFORD CHAMPIONS, Champion of the Show, and sale of Hereford Club Steers.

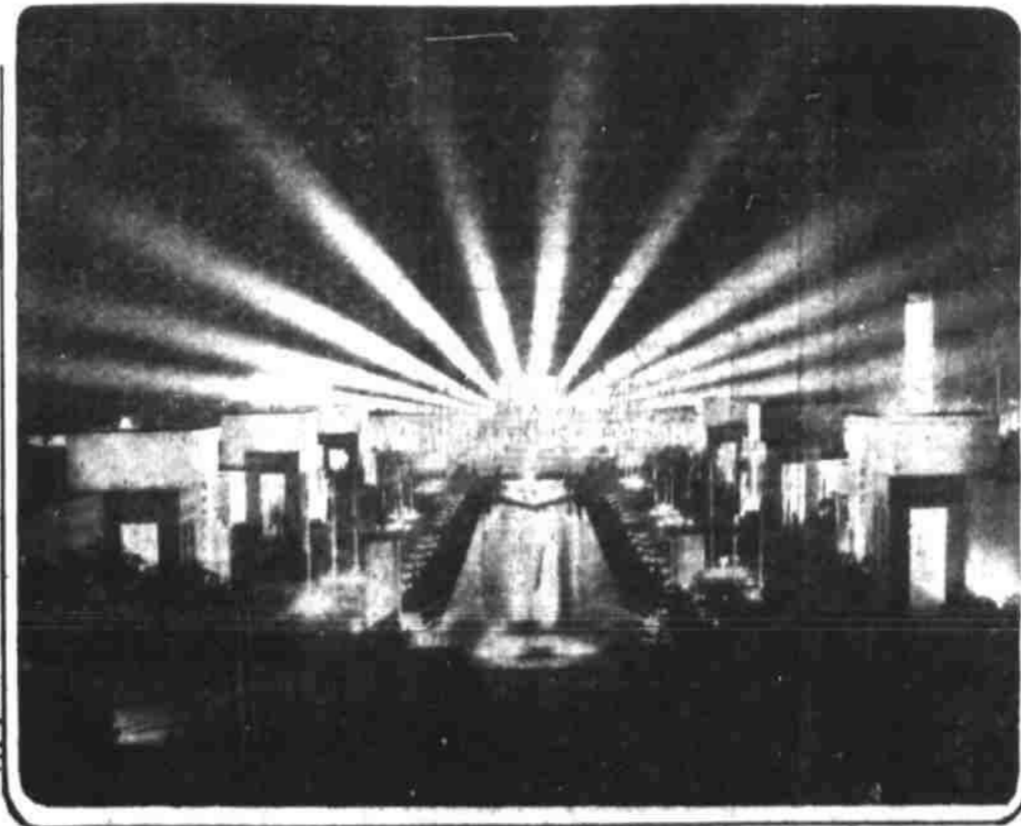
HEREFORD SALE

Fifty head of the best Herd Bulls in Texas will be sold at public auction...

SATURDAY, OCTOBER 12

This is a new feature, the first time held by any show, and is expected to attract much attention.

New features are offered in a nationwide display of Farm Type Horses, and also in the Milk Goat Divisions.



* This Ad Paid for by Friends of The State Fair of Texas.

STATE FAIR of TEXAS THE SHOW WINDOW OF TEXAS DALLAS - October 5th to 20th

An Empire To Tempt A Resource-Hungry Dictator: West Texas

If West Texas, by some miracle, were suddenly transferred in proximity to continental Europe, Adolf Hitler and his Nazi clan would not let tomorrow dawn without a blitzkrieg being planned.

Adolf Hitler desires above everything else a source of abundant supplies to carry on his cancerous war. And look the world over, though he could never find a territory which would more ideally serve his purpose.

For West Texas has almost everything. Foremost in importance to Herr Hitler would be the enormous wheat production. With it, he could laugh at the threat of being starved out.

Next would be the bountiful supply of petroleum issuing from thousands of wells, fully capable of making many times the 129,000,000 barrels they produced last year under proration. The immense gas

supplies would be ample to run his factories and keep his people warm.

Cotton would no longer be a problem, for he would have an area that harvested right at 1,000,000 bales last year in a dry season and under reduced acreage. He could have 3,000,000 bales if he said the word and the weather was with him.

He could have wool and 60 per cent of the world's mohair, too, for West Texas leads the nation in production of this commodity.

The food problem would further be eased by the hundreds of thousands of livestock, easily fattened and maintained because of an over-abundance of feed and the land on which to raise more. A million and a half cows fed on 1,324,000 tons of trench linings would help supply butterfat. By stepping up his cotton production, he could

show a corresponding increase in cottonseed oil and its by-products.

Boots for his Nazi troopers and shoes for the people would come from 1,800,000 hides marketed in West Texas annually.

Vegetables, from the prolific upper Rio Grande valley and from the field gardens of the plains, would enable Hitler to lighten food bans. Even the important Irish potato could be produced in abundance as it is now being produced in small quantities by shallow irrigation.

To build fortifications, Der Fuehrer would have materials handy in a cluster of cement plants. Roads would be easy to put in shape with the great asphalt production. Instead, he would have little need for a better system of highways than now exists in West Texas. And the network of railroads would be made to order for him.

It wouldn't take him long to rework dormant coal supplies in the area. No grass would grow under his feet until he developed existing

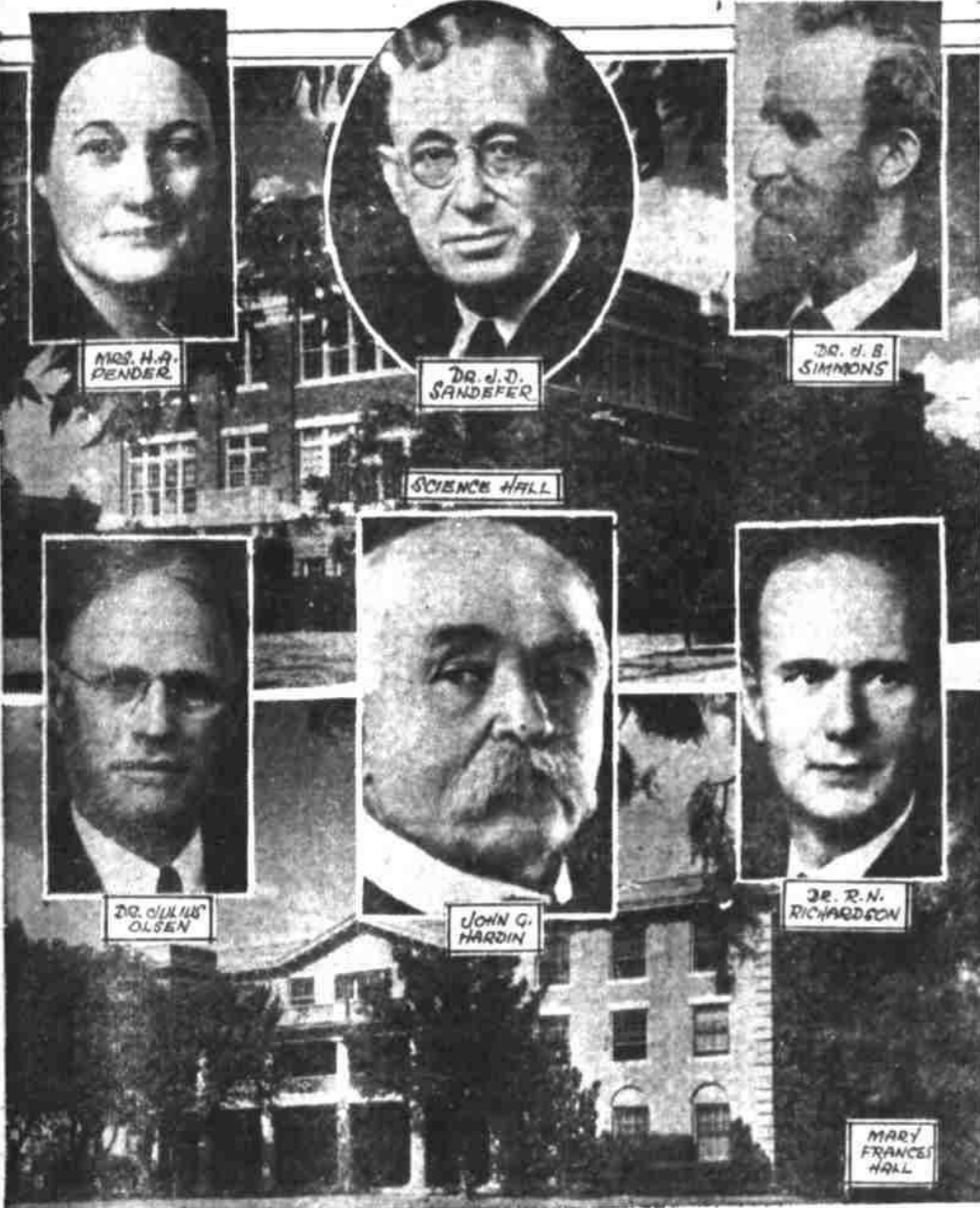
manganese supplies for use in his steel industry. Men would be put to work mining the silver, the small amount of gold, the copper, lead and mercury.

Already familiar with potash in Germany, he would do something about the 57,000,000 tons of undeveloped potash.

Hitler's chemists would probably find some use for even the sulphur water in West Texas abandoned oil wells. They, and his power-drunk aides, would overlook none of the scores of other important assets like electric power, helium, carbon black, clay, granite, sulphur, etc.

Yes, if West Texas were within reach, the only thing that would keep Hitler from grabbing it would be a more alert utilization by the Allies—or, judging from the fighting spirit of West Texas, the people of the section themselves.

Hardin-Simmons Will Celebrate Golden Jubilee During '41-'42



HARDIN-SIMMONS UNIVERSITY PLANS FOR GOLDEN JUBILEE—Completing plans for the celebration of the semi-centennial or golden jubilee, in 1941-42, Hardin-Simmons university, in Abilene, has designated the erection of a library and numerous outstanding collections as a first definite jubilee objective. Dr. Julius Olsen, dean of liberal arts, and senior H-SU faculty member with 28 years of service; Dr. R. N. Richardson, H-SU executive vice president and widely known author and historian of the Southwest; and Mrs. H. A. Fender, 51, Abilene, president of the H-SU alumni association, are directing semi-centennial plans. Others include Mrs. J. D. Sandefur, late president of H-SU, and widely-known Southwest educator; Dr. J. B. Simmons, late New York educator and Baptist pastor; and John G. Hardin, late Burk Burnett, Texas, philanthropist, for whom Hardin-Simmons university, established in 1891, is named. Buildings are Science hall, top, and May Frances hall, memorial girls' dormitory, below.

By LOUISE BEAVER

One of the southwest's larger and older Baptist institutions, Hardin-Simmons university, in Abilene, will celebrate a golden jubilee during the 1941-1942 season, having introduced 20,000 alumni and former students to the realm of higher learning.

Intellectual, physical, social, and spiritual development is the aim of this Christian institution, founded in 1891, when the task of forming

an important university from a field of mesquite and prickly pear was begun.

Ranking at the top in a scholastic way, Hardin-Simmons is an active member of the American Association of Colleges, the Association of Colleges and Secondary Schools of the Southern States, the National Association of Schools of Music and the Texas Association of Colleges. Academically, the university confers four degrees,

bachelor of arts, bachelor of science, bachelor of music, and master of arts.

The present plant includes fourteen buildings, with modern laboratories and equipment. The library of almost 30,000 volumes is a ranking one.

\$1,500,000 Endowment

Through the leadership of the late Dr. Jefferson Davis Sandefur, president of the university since 1909 and for many years the dean



Greetings . . .

WEST TEXANS

Big Spring Is Yours!



CHAS. KELSEY

MRS. CHAS. KELSEY

Portrait Work The Modern Way . . .

UNDER FLOURESCENT LIGHTS!

No Heat—No Glare—No Eye Strain

A Portrait Keeps The Bonds of Friendship and Devotion Alive — Every Day!

KELSEY STUDIO

700 Russell Street

Phone 1234

of Texas educators, H-SU has an endowment of \$1,500,000. To be inaugurated, in connection with the 1941-1942 Golden Jubilee, is a program to build the university's endowment to \$2,500,000. Proposals to construct needed buildings, with a new library as No. 1 consideration, and to remodel some other structures, are being discussed.

Courses are offered in 33 fields at the present time. Bible, biology, zoology, hygiene, chemistry, economics, education, English, French, German, government, Greek, history, home economics, journalism, Latin, physical education, philosophy, psychology, physics, sociology, Spanish, speech, fine and applied arts, band music, piano, public school music, music theory, violin and voice, pre-law, pre-medicine, and pre-engineering courses are also emphasized.

H-SU student body composed of 1,164 young men and women for the current school year, is made up of all faiths with the Baptist predominating. During its forty-nine years, H-SU has educated hundreds of ministers and other religious workers and thousands of right-thinking, right-living citizens.

Sports

Sports are outstanding with the H-SU Cowboy football team, under Frank Kimbrough, as a leader on the gridiron. An intercollegiate athletic program of basketball, track and tennis are also featured. An intramural program is offered to all students, broadening the field of physical development.

Colorful highlights in campus life and representing the school in Texas and all over the United States are the celebrated Cowboy band, internationally known, and the Cowgirl band, recently organized sister unit to the Cowboys.

An artist course brings many nationally known figures in public life and the arts to the H-SU campus, having presented Mrs. Franklin D. Roosevelt, Nino Martini, Dale Carnegie, Eva La Galbene and many others to students in recent years.

Dr. R. N. Richardson, executive vice president, has been student, faculty member, department head, and administrator almost continuously since 1907. Dr. Julius Olsen, dean of liberal arts and noted orator, came to the campus in 1907, with a newly conferred doctor's degree from Yale university, expecting "to stay a year," but has stayed on and is today the senior faculty member. These associates of "Prexy," who was buried on the campus Easter, at the age of 72, following a long illness, illustrate the loyalty and the spirit of those who have built for permanence in this pioneer West Texas school.

Linked With West Texas

The development of this pioneer institution is linked with the development and influence of West Texas. First definite action to found the school came in the fall of 1890, when a group of Abilene Baptist leaders named a committee to propose to the Sweetwater association the founding of an "associational school."

The association approved the proposal, and named its own committee, which met on October 17, 1890, in Abilene, and accepted an offer of sixteen acres of land, and \$3,000, to locate the college on its present site. The campus has been expanded to its present landscaped 45 acres.

Charter date was February 6, 1891, and later that summer, on July 4, the cornerstone ceremonies for the first building were held. The new college was chartered as the Abilene Baptist college, but it was soon named for Dr. James B. Simmons, eminent Baptist minister and editor of New York City, who was the largest individual donor to the first fund to establish the school.

It was in 1925 that the school trustees changed the name to Simmons university, and in 1934, after Mr. and Mrs. John G. Hardin, Burk Burnett benefactors, had added almost a million dollars to the endowment, the name was changed to Hardin-Simmons honoring these Christian characters.

FACTORS STUDIED TO GET BEST USE

Great progress has been made in recent years in determining the best and most practical means of using rainfall as it occurs. But the question is still a riddle in some quarters.

In devising any program of water conservation, the Spur Experiment Station has discovered that these factors must be considered: The amount, distribution and character of rainfall and run-off; water-holding capacity of the soils and sub-soils within the root zones of the plants; practical methods of getting water into the soil; and value of subsoil moisture for different types of plant growth. When these things are known, the program may then be fitted to the needs.

The first boys' club in America was established at Hartford, Conn. It is believed that the first fire insurance company in America was organized at Charleston, S. C., in 1788.

New oil reserves found in the last five years are equal to the total United States oil production of the first 70 years.

WTCC Finds Wider Support In Fight Against Ad Valorem Property Tax

Campaign Has Been Carried On Continuously For Past 14 Years

Long and consistent has been the West Texas chamber of commerce's fight on the ad valorem property tax base in Texas, a fight that has met with partial success and widening support.

Opposition to the regional chamber to the extent which property is called to bear governmental expense of the state is based principally upon this fact: That visible property now pays 75 cents of the tax burden of the state and political subdivisions while representing only one third of the wealth of the state.

Struggle of the area against the ad valorem tax on property goes back to 1926 when the late Arthur P. Duggan, later a member of the state senate and now deceased, vigorously called attention to inequality of assessed values.

From 1931-34 a total of 101 local tax committees petitioned for abolition of the tax. In 1935 the WTCC joined with the Texas Southwest Cattle Raisers' association in petitioning the legislature to do something about the problem, and the WTCC passed resolutions to that effect from 1934-38 and only last year coupled its advocacy of a moderate sales tax inseparably with the inequality of the ad valorem base.

These are some of the more pertinent arguments cited by the WTCC in support of its position:

West Texas, being a newer section and having most of its wealth in visible property, pays far more than its just share of ad valorem taxes into the state treasury.

In 1929 the 130 West Texas counties paid 59 per cent of the total amount received by the state in ad valorem taxes, a condition aggravated by the fact that around 60 per cent of state taxes is in the form of ad valorem taxes.

Real property, according to the U. S. department of commerce represents only 25 per cent of the wealth of the state. In Texas, as pointed out before, it bears 60 per cent of the tax burden.

Ad valorem taxes work against

the small property owners, many being frozen from their places by delinquent taxes. In this connection, the senate tax program committee in 1934-35 declared that property taxes consume 99 1/2 per cent for the net returns from property.

No two counties follow the same system in appraising property, and in West Texas appraisal values are generally higher.

The principle of abolition of ad valorem taxes is being practiced in Texas on a preferential basis since 45 counties, few of them in West Texas, have been granted tax remissions.

West Texas, contributing 59 per cent of the state taxes, gets only 25 per cent of the expenditures in return.

By advocating abolition of the ad valorem base, the WTCC does not propose to renounce or curtail obligations to aged entitled to assistance, the school fund, teachers retirement of Confederate pension fund. It points out instead the crying need for a broader tax base.

Head of the tax committee is James D. Hamlin, Farwell, who has held several meetings of his committee and who has spent much time in Austin conferring with legislative leaders.

It looked for a time in 1939 that the blanket remission of ad valorem taxes, as passed by the legislature and favored by the governor, would bring long sought relief to West Texas. However, this meas-

RAINFALL CAN BE HELD, TESTS SHOW

Don't let rainfall get away. In the advice of the conservationist in West Texas.

At the Spur Experiment Station it has been demonstrated during the past 15 years that all rainfall can be held on a given plot. The station did just that on a 10-acre tract by use of closed level terraces, lost no rain and had no damage to crops at any time. Most important of all, this resulted in an average increased yield of cotton of 62 per cent over land having one-half of one per cent slope.

36,000 DRY LAKES

Some see the day when the High Plains area will have 36,000 dry lakes, and purposely, too.

Such would be the result of 100 per cent effectiveness in efforts to conserve run-off of water from fields and pastures. Results in recent years give basis for the belief that eventually the overflow from field and range will be trapped so thoroughly that none will make its way into the lagunas.

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WACO CHAMBER OF COMMERCE

Waco, Texas

West-Central Texas Oil & Gas Assn. Has Broadened Program In 7 Years

28 Counties Served In Organization Devoted To Furthering Oil Interests

A lot of things happened on March 3, 1933. That day was the beginning of the bank holiday, which two days later was made nationwide as the first official act of the new president, Franklin D. Roosevelt.

It was on the evening of this same day—a dreary, dismal and depressing day—that a group of about sixty independent oil producers met in the old Petroleum club in Breckenridge and formed the West-Central Texas Oil & Gas association, which during the six years that have passed since that time, has come to be recognized as one of the outstanding district organizations representing the petroleum industry in the entire United States.

The association came into being for the primary purpose of providing an instrument through which the individuals in the West-Central Texas proration district could unite their efforts in a cooperative manner for the protection and expansion of the oil and gas development and production program of the area.

In the beginning, 17 counties were included in the territory of the new association, which was modeled to a considerable degree after a similar organization which was formed in July of 1930 to serve the same purpose in the region adjacent to Wichita Falls, and which carried the name of the North Texas Oil and Gas association.

The territory of the West-Central Texas organization has since been gradually expanding until at the present time, it includes all of 28 counties and half of two other counties. Its territory extends from the west line of Nolan county through the east line of Parker county, and from the north line of Throckmorton county to the south line of McCulloch county. It goes from Stonewall county on the northwest through Coryell county on the southeast and from Wise county on the northeast through Runnels county on the southwest.

Dark Days of 1933

The region that had seen Ranger, Breckenridge and Desdemona excite the world with its mammoth flush production wells starting in 1918, and which had been the original oil belt of Texas, had fallen on extremely bad days in the early part of 1933. Not only was this district, along with all of the rest of the United States, in the throes of a heartbreaking depression, but in addition, the flush oil wells of the 1918 boom period had become "strippers," and the vast, prolific, expansive East Texas oil field had come into the picture and had flooded the market with an over-supply of crude that had caused the price to drop to as low as ten cents per barrel at one time.

There were many things that caused these some sixty independents that met in Breckenridge on the evening of March 3, 1933, to be serious. Most of these men had all of their financial resources invested in oil properties in the West-Central Texas district. Most of them owed money. All of them employed men. They could not sell



J. C. WATSON
WCTOGA Executive Secretary

their oil for enough to pay the actual cost of production, much less realize any return on their investment or any profit whatsoever. They felt that they had to do something. It did not take them long to set up an organization.

J. D. Sandfer, Jr., of Breckenridge was named the first president. To work with him as general counsel and secretary, the group drafted James E. Allison, Breckenridge attorney. From that day on, the West-Central Texas Oil & Gas association has been showing results. It has been used as a model by numerous other districts in setting up similar organizations. It is stronger today than it ever was before. Its effectiveness is more widespread and its service more efficient and intensive.

Other Presidents
C. W. Hoffman of Eastland succeeded Sandfer as president of the organization in 1934. He was followed by Marshall Young, then of Albany, now of Fort Worth, and in 1935, Paul W. Pitzer of Breckenridge was the president. J. C. Hunter of Abilene served as head of

the organization in 1937 and 1938. A. J. Frazier, also of Abilene, administered the affairs of the association in 1939, and Joe A. Clarke of Albany became the president at the close of Frazier's term and is serving in that capacity now.

The West-Central Texas Oil & Gas association is enthusiastically supported by independent oil operators and producers who have properties in the territory. In addition, it receives into its membership landowners and others who have royalty interests and other people and concerns who are directly benefited by the operations of the oil business.

The unusual thing in the program of the West-Central Texas Oil & Gas association is the fact that it also takes into its membership individuals from every occupation, profession and business. These memberships are classed as associates, and in 1939, approximately 2,500 such names were listed on the membership roll of the organization.

Associate Members
Retail merchants, professional men, ministers, school people, and employees of all kinds of business and industrial operations, who live inside the territory of the West-Central Oil & Gas association, are accepted as associate members. These people join the association of their own volition and pay their \$1.00 membership fee themselves.

No special efforts are made by the association to secure these associate members. The people in the district are so interested in what the oil business means to them and in seeing that the development program continues that they are glad to affiliate themselves with it.

The organization takes the position that for the public to realize the greatest amounts of benefits from the operation of the oil business, the public should know about it and about its problems. The officers and directors have made one of the major activities of the organization that of advising and informing the citizenship generally regarding what their interest in the oil business is.

Other Aims
In addition, other items on the work program of the West-Central Texas Oil & Gas association include the following:

1. Proration—(a) Exerting every influence to secure for this district a fair share of the total allowable of the state; (b) Supporting marginal well law for the protection of stripper properties.
2. Texas—(a) Working for economy in government; (b) Carrying on a program of protecting the industry from unfair taxes.
3. Safety and Accident Prevention—(a) A long-range program is

being carried on to reduce the loss of income and the suffering accidents cause employees of the industry; (b) This program will bring lower rates for workmen's compensation insurance, reduce costs of all operations, and benefit the public generally in making possible more petroleum developments.

4. Public Information on the Industry—(a) Constantly compiling information on oil development and production in this district, which is made available to the public; (b) Securing a representative number of associate members. This activity is giving the people a better understanding and appreciation of the petroleum industry.

5. Anti-Theft Program—Started several years ago and has almost eliminated theft of oil field equipment and supplies. To keep effective, it must be actively continued.

6. Anti-Stream Pollution—Watching all proposals with regard to stream pollution which might be detrimental to the industry. Cooperating with operators and others in eliminating, insofar as possible, all sources of pollution.

7. General Activity—Cooperating with all groups and organizations on matters of mutual concern and benefit.

In addition to President Clarke, the other officers of the association are: W. J. Rhodes, Breckenridge, first vice president; J. E. Whiteside, Brownwood, second vice president; Harold G. Neely, Fort Worth, third vice president; George Callihan, Abilene, treasurer; D. F. Morris, Albany, assistant treasurer; and J. C. Watson, Abilene, executive secretary.

Assisting the officers in directing the affairs of the organization is an executive committee composed of: A. J. Frazier, Abilene; Ellis A. Hall, Abilene; C. W. Hoffman, Eastland; J. C. Hunter, Abilene; Charles J. Kleiner, Cisco; E. R. Marchman, Graham; Paul W. Pitzer, Breckenridge; J. H. Reynolds, Cisco; J. D. Sandfer, Jr., Breckenridge; John H. Sedwick, Albany; O. B. Stephens, Abilene; N. D. Stovall, Graham; W. E. Tyler, Rising Star; E. A. Ungren, Abilene; Joe M. Weaver, Eastland; Marshall Young, Fort Worth; and C. K. West, Breckenridge.

An advisory board of directors, consisting of fifty other representative oil operators, business men and landowners, assist in carrying on the general program.

In 1948 there was an army rule that only officers and soldiers of cavalry units were permitted the "privilege" of wearing mustaches, but sideburns were tolerated.

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Thinks Every Youth Should Be A Winner

With due accent being placed on youth in the central theme of "The American Way of Life," Big Spring and West Texas may well renew its interest in Judge C. M. Caldwell, Abilene.

Although Judge Caldwell did not found the My Home Town speaking contest, one of the few contest features to be perpetuated by the



C. M. Caldwell

West Texas Chamber of Commerce at its annual conventions, he may be credited with expansion and development of the contest, for ever since he became chairman of the activity a few years after its inception, he has been perennial leader of it.

Perhaps, his interest in the contest for youthful orators who extol the virtues of their communities may be traced back to the days when he was a school teacher, dealing directly with youth. In his later years, having been biased materially, he became a member of the board of trustees for Hardin-Simmons university at Abilene and helped many young men and women struggling for an education to get through school.

It has been said of him that "if Judge Caldwell had his way, each contestant would be a winner—because, in his estimation, each has always proven 'the best.'" He applauds each speaker silently with an encouraging smile.

Praise From Others
Yet interest in the contest is not vested solely in Judge Caldwell. Other prominent W.T.C.C. leaders often make this feature a "must" on their convention programs. Dr. E. M. Watts, president of T.C.U., hailed the contest as the "most

constructive activity of the W.T.C.C." The late Dr. J. D. Sandefer of Hardin Simmons, said it was "one of the finest of character building enterprises." Pat Neff, Baylor university head, described it as a "laudable contest."

Realizing that all cannot win, Judge Caldwell has annually made donations to those who passed the preliminaries but failed to place.

More Than A Hobby
The contest is more than just a hobby with him, for he sees unmistakable values in it. "In seeking the value of his Home Town," said Judge Caldwell, "the boy or girl uncovers a thousand virtues, and at the same time hits upon the flaws that, when seen, may soon be remedied."

"And the more virtues the young citizen discovers, the more grows his appreciation for his home town, and the greater grows his pride in living there."

"My Home Town contestants are, in a wide measure, salesmen of their community, and thus a friendly spirit of progressiveness for all of West Texas is fostered."

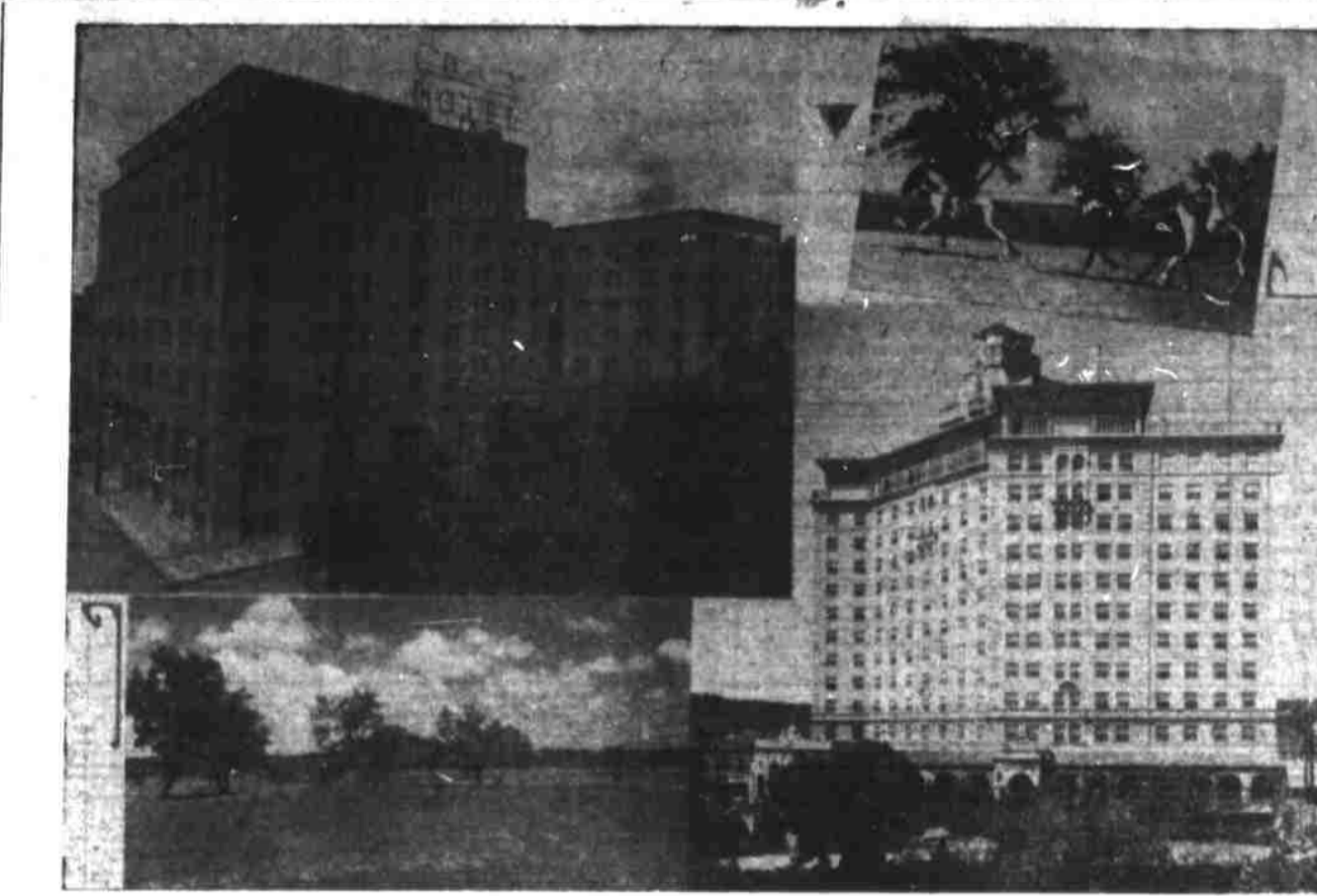
Only one other man has had a longer and unbroken connection with the contest. He is Thomas Etheridge, San Antonio attorney, of whom, unfortunately, little is known in West Texas. At the inception of the My Home Town feature, Etheridge presented a loving cup to the first place winner. That practice has been followed continuously since, and the cup is on hand at convention headquarters now ready to be presented to some boy or girl who has never before won it.

Trench Silo's Value Proving Inestimable

One of the brighter sides of the West Texas agricultural picture is the advent of the trench silo. It is difficult to overestimate the possibilities of this economical and effective means of storing feed production indefinitely, and some have gone so far as to vision it as the salvation of West Texas farmers.

The trench silo is not a new thing, but it is comparatively new to West Texas the region where it is most needed. Today there are 12,000 trench silos in the 131 counties included in the territory covered by the West Texas chamber of commerce a region which pretty well describes West Texas.

Based on Texas A & M extension service figures for the average of the state, each silo has about 100 tons of feed. But the total, this would be 1,200,000 tons of feed. It would mean getting 100 pounds, the amount is 2,400,000 pounds. E. R. Fidelity, extension service



SCENES IN AND AROUND MINERAL WELLS, one of the most determined bidders for the 1941 convention of the West Texas chamber of commerce convention, and which will have a heavy representation at the Big Spring sessions. Upper left, the Crazy hotel; lower right, the Baker hotel. Both of these are among the finest resort hotels in the nation. Upper right is a scene on a Mineral Wells bridge path, and at the lower left is a view of the country club golf course.

That Giant Of West Texas, Petroleum; 125 Million A Year In Production Alone

expert whose almost apostolic fervor has played such an important part in the popularizing of the trench silo, reported that a dairy cow will consume 50 pounds of silage per day. Thus, the trench silo reserve would maintain 588,800 milk cows in West Texas for a period of three months.

For purposes of supplementing dry pasture for beef cattle at 30 pounds per head per day, the supply would carry 981,300 head of range cattle for three months. In the feed lot where the demand is 60 pounds a day, the number of feeder stock to be accommodated for three months is 490,700.

Even though the trench silo program is in its infancy in this section, these are imposing figures. But a glance at the record of counties shows that the surface has hardly been scratched. Only 14 counties in the entire West Texas area have more than 200 trench silos. Hooker, the leading county according to extension service figures, has 650. Lamb has 530. Hale

and Lubbock have 400. Floyd has 345 and Taylor 325, while the other top counties fall in the 200 bracket. Twenty-two have between 100 and 200, while the other 195 counties range from none to 100.

The number of trench silos could be multiplied five times and still not approach the ideal of an average of one on every farm.

The trench silo has three distinct advantages: (1) it preserves feed perfectly even over a period of years; (2) it prevents loss of feed through shrinkage and evaporation, and (3) it maintains vital vitamin A content lost to shock and stack feed.

Endally has found it to be an ideal dairy feed, almost equivalent to fresh greenery. Full of moisture, Texas have proven it equally valuable for beef feeding. More recently, it has been held up as the logical feed to go with cake feeding, which often defeats its purpose for lack of supplementary grain feed. But presently, the feed is the thing that makes the trench silo so valuable to West Texas. With one on every farm, the worst drought would be more easily survived and the spectacle of feed producing farmers borrowing feed money from the bank would no longer exist.

Ranking first in return and current importance to West Texas is the petroleum industry.

Last year, using the state comptroller's figures as authority, 53 oil producing counties in the West Texas territory made available for the market a total of 129,160,722 barrels of crude oil.

In value for the crude alone this production brought approximately \$125,000,000. Added to that was the multiplied value petroleum by producing in West Texas plants, the elaborate network of rail and pipeline carriers. All things considered, the evaluation of the petroleum industry in dollars and cents to West Texas would look like a federal relief appropriation.

Add to all of this the fact that Texas produces 35 per cent of all the natural gas consumed in the nation. A by-product of this great reserve of gas is the carbon black industry which produces 80 per cent of the world's output. Yet, compared to established reserves, West Texas is hardly in the midst of its potentialities. If the ratio of production may be assumed to hold true as to reserves (and West Texas generally may be under-producing in this respect), it has an oil reserve exceeding 3,000,000,000 barrels. This imposing figure is increasing as new fields are discovered. Along with it, the available natural gas supply is growing in the face of tremendous consumption and sometime waste.

With this super-abundance of power and fuel at the disposal, petroleum may lead the way to industrialization. In the meantime it is producing farmers borrowing feed money from the bank would no longer exist.

The United States has investments in Scandinavia amounting to \$221,000,000. The Swiss confederation is based on 2,000 communes (counties) and 27 cantons (states).

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<p>FRIDAY - SATURDAY</p> <p>Crashing Fortresses... THE LONE WOLF STRIKES</p> <p>WARREN WILLIAM JOHN FERRY ROBERT WILCOX</p>	<p>FRIDAY - SATURDAY</p> <p>HOPPY HITS THE ARGENTINE</p> <p>It's a test of being a man... LAW OF THE PAMPAS</p> <p>WILLIAM BOYD</p>

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D. A. Bاندك



J. M. Willson



Jess L. Showers



Tom Garrard



Joe A. Clarke



Jay Taylor

Campaign Pressed For Bringing Equal Freight Rates To Westex

WTCC Claims Section Due Big Savings

Present Tariffs Cited As Barrier To Industrialization

Victorious in first skirmishes against the shackling principle of discriminatory freight rates, the West Texas chamber of commerce today stands with consolidated forces as it drives ahead on the main attack to save its affiliated territory an estimated \$100,000,000 annually and, by so doing, sweep aside barriers to industrialization.

Favorable and encouraging rulings by the Texas railroad commission and by the interstate commerce commission along with the concerted awakening of the South-west and the South has resulted from the most epochal of all WTCC campaigns the sustained fight to adjust the freight rate structure of the nation.

Now enjoined in an Austin district court is a railroad commission order ordering the abolition of differential rates within Texas, which action was estimated by Ernest O. Thompson, member of the state commission, to promise an annual saving of \$600,000 to West Texas producers, shippers, merchants and consumers in the 69-county differential territory embraced in the WTCC conflict.

However, truck lines acknowledged the commission order and are now giving far West and South Texas benefit of the lower rates.

Within the past five months the interstate commerce commission has upheld the so-called Southern governor's case which gives the Old South rate equality on some 15 commodities with the Official or Central territory east of the Mississippi and north of the Ohio, or more specifically the industrial North and East.

Almost as important and virtually as vital to the campaign against discriminatory freight rates has been the mounting response of and support for the battle launched by the West Texas chamber of commerce as the result of an ordinary dinner engagement between two leaders of the organization.

It was on April 23, 1938 at Wichita Falls that H. S. Hilburn, Plainview, president elect of the WTCC, and D. A. Bاندك, Abilene, manager of the regional chamber, made a routine engagement for dinner, and there discussed the traffic board's participation in many rate hearings while rates still mounted.

They looked further and resolved to see if the increased rates in West Texas were commensurate with those of other sections. The convention went on record to that effect, and the crux of the discovery, contained in a now-famous pamphlet issued Oct. 20, 1938 and entitled "Discriminatory Freight Rates in West Texas and the Remedy," was this:

That the Texas freight bill, averaged on 200 commodities moving on all class rates, is 61 per cent higher in the common

COMMITTEE CHAIRMEN



CLIFFORD B. JONES (Lubbock) Agriculture & Conservation



C. M. FRANCIS (Stamford) Cotton Rehabilitation



JAMES D. HAMLIN (Farwell) Public Expenditure & Taxation



GEORGE MOFFETT (Chillicothe) Redistricting & Apportionment



W. B. HAMILTON (Wichita Falls) Natural Resources



H. S. HILBURN (Plainview) Editorial

point territory and 85 per cent higher in the differential territory than the rates applying on mile-for-mile haul in what is known as the Official Territory.

That while transportation ex-

pense to carriers was actually less in the Southwest than in the Official zone, the freight rates were appallingly higher.

See FREIGHT RATES, P. 10, C. 5

Separate Unit Functions As An Affiliate

Organizations Over The State Lending Aid To Program

So vital and important is the campaign to overcome discriminatory freight rates in this area that the campaign has been vested in one central agency dedicated exclusively to that task.

The organization is the Freight Rate Equality Federation, an agency sponsored by the West Texas chamber of commerce from its inception at a district meeting in Amarillo in December of 1938.

Indeed, the WTCC is still actively carrying on the fight and its manager, D. A. Bاندك, is secretary of the FREF, and its officers are leaders in the WTCC.

Having grown under the protective wing of the WTCC as the lines of battle shaped up for the rate fight, the FREF was formally organized at the WTCC convention in Abilene last May 18. Its sole purpose is to carry on the WTCC's freight rate equality campaign.

J. M. Willson, Floydada, was elected president of the federation. Other officers named were H. S. Hilburn, Plainview, first vice president; B. Reagan, Big Spring, second vice president; and D. A. Bاندك, executive secretary-treasurer.

Directors chosen were Jess L. Showers, Vernon; Ed M. Whitaker, Midland; G. H. Zimmerman, Waco; Mrs. Joseph M. Perkins, Eastland; Harvey W. Allen, Amarillo; C. W. Bryant, Stephenville; Galen H. McKinney, Fort Worth; A. Barker, Gainesville; and Ralph R. Robertson, Lubbock.

The organization is not alone in its job, for more than 90 organizations in West Texas and the state already are affiliated with it.

WIDE SUPPORT GIVEN FREIGHT CAMPAIGN

One of the most encouraging factors in the campaign to secure freight rate equality for West Texas is the increasing amount of support given by organizations of all kinds.

Having got a glimpse of the magnitude of the thing, the West Texas Chamber of Commerce sponsored the Freight Rate Equality Federation to serve as a state-wide and even a south side unit to push the cause.

Evidence of response by the people of the area and state is that now there are more than 122 organizations affiliated with the FREF.

60-85 PCT. HIGHER

Statistics compiled by the West Texas Chamber of Commerce from governmental sources show that the people of Texas are paying freight rate charges for equal haul from 60 to 85 per cent higher than half the people of the United States.

IN POSTS OF RESPONSIBILITY and leadership during the WTCC business sessions in Big Spring are the West Texas men pictured above. Left to right: D. A. Bاندك, general manager of the regional chamber whose influence is behind each policy move of the organization and who will be on hand during sessions of the work committee; J. F. Willson of Floydada, chairman of the vital WTCC affiliate, the Freight Rate Equality Federation who will preside when that organization holds its annual meeting; JESS L. SHOWERS of Vernon, also active in the freight rate campaign, who will report on FREF affiliates; TOM GARRARD of Tahoka who, as chairman of the convention elections committee, will supervise all balloting and elections; JOE A. CLARKE, Albany oil man and president of the West Central Texas Oil and Gas association, who will be a speaker at the convention "Producers' Assembly," talking on the petroleum industry; and JAY TAYLOR, Amarillo, vice president of the American National Livestock association, who will address the same assembly on livestock topics.

School Absence Subsidized, Is WTCC Charge

That's Basis For Campaign To Have Per Capita Paid On Attendance

As it now stands, the state is subsidizing absence from schools and is paying millions of dollars annually to schools to reward non-performance of duty.

At least this is the crux of the West Texas Chamber of Commerce view on the matter, and one which the WTCC has voiced in similar tones since 1922.

The position of the WTCC in seeking to have school funds administered on the attendance rather than census basis was comprehensively outlined by Grover C. Dunham, WTCC director from Big Spring, in the regional chamber's West Texas broadcast last Oct. 13.

In part, Dunham said that the attendance apportionment would stimulate a broader and more comprehensive education of the child and result in lowering of the state's illiteracy rate. x x x In this we concur with the State Board of Education when, in its report of 1932, it recommended that the basic law should be so amended as to provide for the distribution of state school funds on basis of enrollment and average daily attendance; that is, on basis of service actually rendered by the schools.

"The report went on to say that

COMMISSION ORDER TERMED ONE OF SIGNIFICANCE

Action of the Texas railroad commission in ordering abolition of differential rates has been hailed by J. M. Willson, Floydada, president of the FREF, as "having instituted the greatest day in Texas history since San Jacinto."

Pointing out that the wealth of testimony showing that Texas pays 68 per cent higher rates on 500-mile hauls than the North and East, Willson said he believed the commission would order parity rates for the state.

This, he said, would "gain for us completely the 'battle of San Jacinto'."

Thompson Assists In Rate Campaign

Col E. O. Thompson, member of the Texas railroad commission has joined with the West Texas chamber of commerce and Freight Rate Equality Federation, in placing the Southwest's case before the Interstate Commerce Commission.

Representing this state at the ICC hearing, Col. Thompson pointed out that the state now is a place of great transformation and development and is being held back from industrializing only by the bonds of unjust freight charges.

It Would Take \$2,000 A Day For 45 Years To Pay Off Cities' Debts

HERALD AUSTIN BUREAU AUSTIN—If West Texas citizens raised \$2,000 a day for 45 years, they could pay off the debts charged up against their city governments.

It would take only about half as much to retire city debts if the money could be raised all at once. But that can't be done, of course, and so funds must be provided to pay interest also.

Bonded indebtedness of 39 West Texas cities, according to a tabulation by State Comptroller George Sheppard, amounted to \$18,849,398.29 as of June 30, 1939. At that time, however, the city sinking funds contained a total of \$53,849.08 in cash and securities, making the net indebtedness \$18,805,549.21.

Spotlight Again Is Turned On Public Savings

WTCC Revives Tax Committees To Encourage Government Economy

In 1932 economic stress focused attention upon public expenditures to the end that the West Texas chamber of commerce set up local tax committees which were instrumental in saving an estimated \$10,000,000 for West Texas taxpayers in 1933.

Now mounting public debt and apparently limitless expenditures again have brought the problem into bold relief with the resultant resurrection of the local committees and the creation of a special staff that may offer expert advice on governmental budgets.

Explaining the program, E. K. Fawcett, Del Rio, pointed out that "We taxpayers have been operating on a 'cart before the horse' basis relative to the public expenditure and taxation problem. We howl and complain everytime we pay our taxes, and then too often demand services and improvements that cause the taxes, rather than making ourselves heard before the expenditures are set up."

This is a nutshell, is the idea behind the current program which met enthusiastic response in a series of district meetings over the WTCC territory during March. It is the policy of making the attack on expenditures rather than complaining about them.

At Abilene last year the works committee laid a predicate for establishment of this major activity by noting that the "growth in public expenditures in local, state and national governments has increased in ratio far in excess of the growth in our economic resources and wealth. x x x We assert that in many cases increased public expenditures have resulted in decreasing prosperity and in detri-

ment to the public welfare x x x"

The committee went on to applaud governmental measures which tend to curtail wasteful public expenditures, that provide for eliminating needless public employment and overlapping bureaus, and that meet the requirement of paying dividend returns to the general business and public welfare.

Under James D. Hamlin, Farwell, chairman of the WTCC public expenditures and taxation committee, a plan was perfected March 2 for the creation of local taxpayers committees "to cooperate with local public officials in preparing and analyzing local budgets, and with the view of promoting efficiency and economy in all local public expenditures and in securing reinforcement in local public affairs commensurate with economic conditions.

First of all, these committees are to be sponsored by a local organization, a permanent one, and the chamber of commerce is recommended. This time the committees are being established as a continuing body because "this program, most certainly, is a long range one."

See PUBLIC SAVINGS, P. 10, C. 4

Picture Presented Here On Local Government Indebtedness Explains Why WTCC Is Interested In Public Economy And Taxation Efforts

Independent School Districts Carry A Debt Burden Of Over \$5,000,000

HERALD AUSTIN BUREAU AUSTIN—Fifty-one West Texas independent school districts owe \$5,886,804, according to the last report made to State Comptroller George Sheppard.

Thirty-nine cities in the same districts owe \$16,849,398.29, and forty-nine counties covering the same jurisdictions owe \$22,715,923.36. Together, these overlapping local governmental units of West Texas owe \$45,451,926.65, or more than twice the amount of the deficit in the general revenue fund of the state government.

Still these figures, large as they are, do not include all the local government indebtedness in West Texas. It is impossible to ascertain the exact total from the comptroller's records. A few West Texas counties, some cities, and a number of independent school districts failed to send reports to the comptroller last year.

Nevertheless, these figures are likely to produce a sobering effect on property owners when they go to vote for state officials this year. Though state officials have nothing to do with local government indebtedness, they have a lot to do with the amount of taxation which falls on the people. With a heavy burden of bonded indebtedness to carry, West Texas probably will think twice before voting for any candidate who proposes to add \$50,000,000 or more to the cost of the state government.

Bonded Debt Of 49 West Texas Counties Exceeds State Deficit

HERALD AUSTIN BUREAU AUSTIN—It is a favorite pastime among Texas politicians to view with alarm the growing deficit in the state's general revenue fund. One reason is that the deficit is calculated from day to day, and twice monthly a public report is issued by the treasurer.

If attention were called from time to time to the growth of local government indebtedness, it is likely that more people would become concerned with the mounting financial obligations of counties, cities, and school districts. Something might be done about the situation.

In West Texas the bonded indebtedness of 49 counties exceeds the deficit in the general revenue fund of the state government. And that does not take into account the millions of dollars of bonded indebtedness of cities and independent school districts in West Texas.

Here are the figures: The state general fund deficit, as of March 20, was \$21,034,460. Bonded indebtedness of 49 West Texas counties, as reported to State Comptroller George Sheppard, aggregate \$22,715,923.36. But this total is only approximate. Many counties failed to include the indebtedness charged up to the county-common school districts in their reports to the comptroller. Therefore, the total indebtedness of the 49 West Texas counties is really much greater than shown in the comptroller's recent tabulation.

The state's financial picture is much better than most people

think. The treasurer's books show the state has \$51,843,996 on deposit. Against this are charges in the form of outstanding warrants, amounting to \$30,266,690. In other words, the state government has a net cash balance of \$21,414,306 in all its funds.

Usually, only the general fund is considered. And, of course, the general fund in recent years has always been in the red.

On the other hand, condition of the West Texas county funds is offset slightly, but not much, by cash on hand and securities. In all, the 49 counties reported \$1,585,803.51 in cash and securities in their sinking funds. That still leaves them owing a net of \$21,130,119.85.

Only two West Texas counties are shown to be virtually without bonded indebtedness. Reagan county reported bonded indebtedness of \$159,000 offset by a total of \$174,528.56 in cash and securities in the sinking fund. Winkler county reported bonded indebtedness of only \$2,000, with \$1,928.64 cash in its sinking fund.

Eastland county has the largest bonded indebtedness in the West Texas area. It totals \$2,781,250. Next in line are Stephens, Fisher, Brown, Jones, and Tom Green counties, each with bonded indebtedness of more than one million dollars.

The comptroller's tabulation listed the bonded indebtedness of the various counties as of June 30, 1939, as reported by the respective county treasurers.

U.S. Government Already Helping With Big Bend Park

Work Carried Forward As A CCC Project

(By Staff Correspondent)

Although Texans have yet to raise the \$1,000,000 necessary to buy the land for the Big Bend national park, the federal government through the Civilian Conservation Corps has already started developing the scenic wonderland for accommodation of tourists.

Hailed as a major accomplishment recently was development of a water supply in the Chisos mountain region. Enough water for 200 CCC boys is now being taken from three wells in the Chisos basin area. Sufficient quantity for public use in the future will be developed by the CCC, according to Milton J. McCollm, acting regional director of the National Park Service in Santa Fe.

Under construction by the CCC are campers lodges, to be fitted with running water, sanitary plumbing, outdoor ovens, and other conveniences, auto roads, bridle trails, and footpaths to Santa Helena canyon, Dead Horse mountain, and Mariscal canyon are being built for park visitors.

McCollm has promised additional water wells will be drilled and more lodges built as needed to meet requirements of tourists who will be attracted to the Big Bend with its establishment as a national park.

Will Draw Tourists

Regional Director Hilroy A. Tolson of the National Park Service predicts establishment of the Big Bend as a national park will make the tourist business one of the major industries of the state. He pointed out that in New Mexico last year the National Park Service brought in \$5,000,000 of tourist business to that state. Nine-tenths of the money was spent by out-of-state tourists who visited Carlsbad Caverns and the eight national monuments in New Mexico. Tolson calculated the expenditure by tourists averaged \$22 for each of the 241,846 acres in New Mexico's national park area.

Fund Mounts Slowly

The state-wide campaign to raise money for purchase of 788,000 acres in the Big Bend has continued at a slow pace. However, renewed interest has been shown in recent months by work among the junior chambers of commerce and other organizations. The campaign is being handled by the Texas Big Bend Park association. Amon G.

Carter of Fort Worth is president; Dr. H. W. Morelock of Alpine, vice-president; Nathan Adams of Dallas, treasurer; and D. A. Banded, manager of the WTCC, secretary.

Meanwhile, Congressman R. E. Thomason of El Paso is attempting to obtain a federal appropriation to help purchase the land. In presenting his bill to the congress last month, Thomason pointed out the park will be an international playground dedicated to peace. The republic of Mexico, he informed his colleagues, has agreed to set aside a large area on the other side of the Rio Grande for the proposed park.

"There are no more public lands that may be set aside for national park purposes," the congressman pointed out, "and unless the federal government establishes the policy of acquiring areas of outstanding scenic aspects for such use, then our people must raise funds and buy them."

No Revenue

Three years ago the state legislature appropriated \$750,000 to buy the land for the park, but Governor Alfred vetoed the appropriation because no revenue was provided. Since then advocates of the park have been trying to raise the funds mainly by public subscription. However, negotiations also have been under way with Rockefeller Foundation for endowment of the park as an international peace project.

Appeal of the Big Bend as a park area has been described in various ways. This appeal perhaps is best summarized by Mrs. L. J. Wardlaw of Fort Worth, who is state chairman of the Big Bend educational movement in the Texas Federation of Women's Clubs.

Mrs. Wardlaw lists three major aspects of the Big Bend:



THE NATION'S FIRST LADY—Mrs. Franklin D. Roosevelt—set the theme for last year's West Texas Chamber of Commerce while inspecting the resource and Museum Institute at WTCC headquarters when she remarked that "something should be done to bring together our unemployed men and West Texas' unemployed resources." She was conducted through the exhibit hall by D. A. Banded, WTCC manager, who answered her many questions concerning the multiple displays. Mrs. Roosevelt asked about towns, soils, climate, available land, crop production, petroleum, wool and mohair and industrial possibilities. She appeared profoundly impressed and later at San Antonio made mention of the WTCC exhibits as an example of why she loved to tour the nation on lecture tours—to meet new people and to learn new things.

AREA PROGRESSING IN THE FINE ARTS

West Texas, outside the southwest, exists in the minds of many as a wild, uncultured area.

Those in West Texas know nothing is farther from truth, for besides its great agricultural and industrial development, the area is also rising in its cultural aspects.

Only this year a West Texas Art Exhibition was sponsored by the Fort Worth Art Association in Fort Worth and a large list of creditable works had to be culled to 60 entries because of gallery space limitations. Among the winners were paintings which would have attracted attention in any art display.

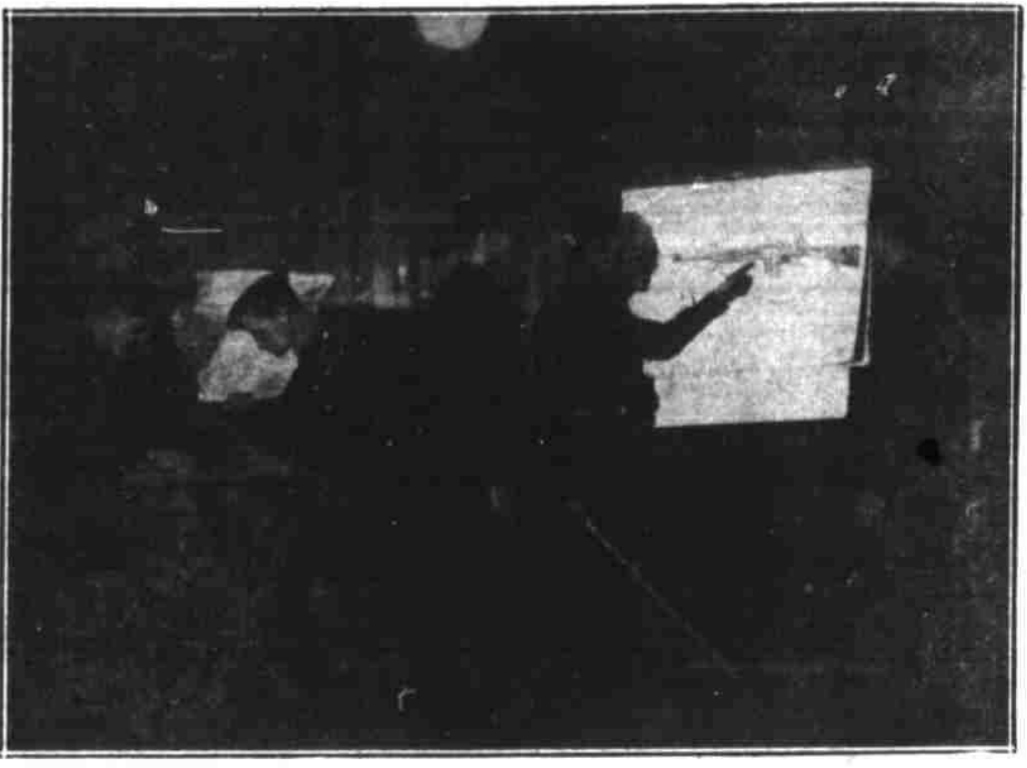
Cotton Fibre Laboratory Is Sought In Area

West Texas, as one of the outstanding cotton producing areas of the world, is committed through its regional chamber of commerce to securing a cotton ginning and fibre laboratory for the section.

West Texas also may hear a man who has contributed much in the campaign for location of such an institution in this section at the current WTCC convention in Big Spring.

He is Burriss C. Jackson, Hillsboro, president of the Texas Cotton association, one of the leading authorities on the cotton problems of the state.

In the convention last year the WTCC commended Jackson for his efforts on behalf of West Texas and directed participation in sending a commission to Washington to confer with department of agriculture officials concerning the possibility of a ginning and fibre laboratory in this area. The WTCC also is on record favoring its location at the area's major state supported institution, Texas Technological college at Lubbock.



THE STANDARD ARMY Springfield rifle is shown being studied by six students in the Reserve Officers' Training Corps of Texas Technological college. Tech's military science department keeps up with the latest trends in army equipment and tactics under the direction of Capt. Frank Pettit and Lt. Harold J. Skidmore. The unit consists of engineers who go through four years of training and graduate with reserve commissions as second lieutenants in the U. S. Army.



BIG SPRING, TEXAS

Toward a Greater WEST TEXAS

The progressive and cooperative spirit of the people of West Texas will be shown at the West Texas Chamber of Commerce convention. A spirit that assures for West Texas continued growth and development of a greater livestock industry plus industrial expansion to further the wealth and prosperity of this area.

Once half-wild cattle roamed the Texas plains with only the cowboy to watch them, and only the scales and the packing house buyer to evaluate their worth.

From the days of the unfenced plains up to now is a long period—not only in years, but also in the art and science of raising good stock. Men have labored and burned the midnight oil to improve standards of Texas livestock culture. Today in our stock shows we see many fruits of these sustained efforts, in fine pure-breds that rank with the best in the Nation.

In recent years, a great new industry has grown in stature to a place beside the great old industry of cattle raising in this region. It is the Natural Gas Industry. This Company has developed in a comparatively short period of time the transmission of Natural Gas for delivery to the city gates of many cities and towns of West Texas. The use of Natural Gas in the home and business is now so general that it is almost taken for granted.

Beyond the rendering of this modern service, the Company moves now to aid growth of the territory with a nation-wide industrial development program. Designed to promote industrial development within and from without the region served, the Company's "Gulf South" program includes an extensive long range advertising campaign in prominent national periodicals, telling about the industrial advantages of the Gulf South.

Dependable Natural Gas Service Doesn't Just Happen!



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and his Fine and Dandy Gang Say:

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Ask about our BUDGET PLAN . . . for handling any of your automobile needs.

We invite you to visit our place for an old time Western reception.

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BIG SPRING, TEXAS

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County Auditor

Welcome to Big Spring! These are not hollow words nor a meaningless phrase —they are words filled with gratifying evidence that the citizenship of Big Spring, the Main Spring of West Texas is happy to have you in our city for an enjoyable visit!

We are aware of the potent factor the West Texas Chamber of Commerce has been in the progress of our city and West Texas as a whole. We appreciate the theme of this meeting, "Americanism", and hope it will impress on our minds the multiple advantages of living in an unregimented land.

Welcome to Big Spring! The town is yours! Each and every one of us are anxious to make your visit pleasant and profitable. We are proud of the heritage of hospitality that has made the old West famous and the new West a mecca of kindred souls bent on helping to make our communities better places to live.

Wide Scope Of NYA Projects Is Seen In Those Carried On In West Texas

Youth Training-Employment Activities In Many Towns Of This Area

By DOROTHY BALDRIDGE
NYA State Office

When Texas people speak of going "west," they have ceased to refer to California and adjacent states, but, instead, have come to mean our West Texas of thriving communities, wide ranges, good farm lands, and white-faced Herefords.

As has every other institution, mode, and organization, the National Youth Administration, too, has spread this "west" to intermingle its work experience program with "native habits and customs. Boys and girls are being employed here in constructive work which gives them valuable work experience and their communities new and improved facilities, for it is an aid to the entire environment of a town when vocational agricultural buildings, terraces, check dams, community centers, and other progressive improvements are added.

Merely to take in National Youth Administration projects around Lubbock, Sweetwater, San Angelo, and Big Spring is to cover plenty of ground and plenty of projects.

Construction Work

In cooperation with educational institutions the National Youth Administration is building vocational agricultural, vocational woodwork, and home economic cottages for towns in this area. At the present time NYA boys at Lawn are building a rock homemaking education center and a native stone vocational agricultural building to add to the facilities furnished Lawn boys and girls in bettering their educational opportunities. Similar buildings have recently been constructed at Norton in Runnels county and May in Brown county. The Mozelle public school has added to its campus a home economics cottage built by National Youth Administration boys.

Such construction work serves a two-fold purpose. Boys who have never had previous construction experience are learning under competent supervisors how to work efficiently and are gaining practical experience in accomplishing their work. By working with school authorities, public and civic organizations, and in cooperation with the homemaking division, the trade and industrial division, and the vocational agriculture division of the state department of education, NYA has been able to help the smaller community achieve results in its building program for vocational education that have before been completely beyond its reach.

In Sweetwater the construction of a combination shelter house and

community center building and a 18'x8'x8' addition to the vocational woodworking building has just been completed by NYA boys certified by local and state welfare agencies for such work.

Community Centers

Community centers have been built to give recreational and arts and crafts facilities to NYA youth at Bangs, Santa Anna, Maverick, Coleman, Big Spring, and Colorado City. At night local societies and organizations may hold meetings, forums, parties, and may consider the community center a gathering place for wholesale entertainment. Kitchens make-up one room in each of the buildings for convenience to hostesses in serving refreshments at meetings and parties there.

An NYA workshop project in Canyon is sponsored by and is set up at the West Texas State Teachers college. Woodworking, metal working, aero-mechanics, and automobile mechanics make up the work experience offered there. On this project the boys have recently completed two boiler rooms for the WTSTC farm.

Abilene has had a taste of NYA construction work lately in a new livestock pavilion built by NYA boys at the City Fair park.

More than eight hundred boys and girls in twenty-four counties in the Lubbock district have gained work experience and job training during the past year doing routine office work and working at junior sewing rooms and arts and crafts projects. NYA has projects sponsored by the state highway department in Lubbock, Hale, Crosby, Terry, and Lamb counties. In Motley, Dickens, Floyd, Lynn, Lamb, Cottle, Jones, and Scurry counties construction projects for improving and beautifying existing park and school ground areas are under way.

Woodwork Shops

In Lubbock, Lamesa, and Snyder ninety boys are employed in woodwork shops. On these projects county, city, and school equipment is made, repaired, and refinished. The state highway department is sponsoring an NYA project in Lubbock where boys are receiving valuable training working under the supervision of skilled mechanics assisting in tearing down and rebuilding road machinery, painting signs, and doing repair work.

Assisting county agents in these twenty-four counties in surveying field and positive contour lines, in building 750 check dams, and treating 75,000 acres for soil erosion by terracing, contouring, and check dams is a project running continually in that section.

Also in Lubbock the Texas Tech-

nological college sponsors an NYA resident center for boys. On this project fifty farm youths from West Texas counties live in a dormitory built by them and are employed in useful work for the college. They work half time and are in class half time. Practical training in agriculture is stressed. Besides the dormitory the boys have built a tool shed and plan to start the construction of a shop building soon. Youths assigned to this project receive work experience in all phases of farm life, such as farming, animal husbandry, dairying, truck gardening, fruit farming, farm shop work, and other related subjects.

Resident centers and workshops for boys are located throughout this area and include in their varied work experience program woodworking, metal working, farm shop work, and aero-mechanics training.

For Girls, Too

Girls too are being offered homemaking experience in NYA resident centers at Coleman, Lubbock, Clearendon, Sweetwater, and Anson. Each center provides training opportunities in the fundamentals of homemaking for an average of thirty girls who have been declared eligible for NYA projects. These girls are divided into two groups of fifteen each and rotate every fifteen days for their stay in the resident center.

Project supervisors stress in the training program group relations, marketing, consumer-buying, home management, labor-saving methods, child care, furniture arrangement and improvement, laundry practice, home bookkeeping, meal planning, spending and investment, health and first aid, safety rules, etiquette and service, gardening, family sewing, handicrafts, and food preservation.

In our "west" through all these National Youth Administration projects and more, NYA boys and girls are learning to build and progress with their respective communities, to have pride in themselves, their homes, and their towns.

Candidate Most Frank
BELLAIRE, O. (UP) — George W. Minch, candidate for Belmont county commissioner, believes in frankness in his political advertisements. A recent newspaper ad read: "Less politics, more of the golden rule: throw the old rascals out, put us new rascals in."

Sul Ross Due To Have Big Summer Roll

ALPINE, May 15.—Activities in the "biggest town in the biggest county in the biggest state" are currently centering around plans for inauguration of the Big Bend national park campaign and for the opening of the summer session of Sul Ross State Teachers college. Alpine, in the heart of the Big Bend country, and on a direct route leading to the site of the proposed Big Bend national park, is enjoying a spotlight of interest among tourists, as evidenced by the many inquiries received by the Alpine chamber of commerce seeking information on the "Southwest's newest playground."

The scenic attractions of the Big Bend are drawing to Sul Ross many teachers as students for the summer, who, lacking time for a summer vacation, must combine study and recreation. Sul Ross summer session opens June 8, the first six weeks closing July 18, and the second six weeks extending from July 17 to August 28.

Much interest of the summer session is centered in the art colony because of the unusual color and topographic qualities of the rugged scenery surrounding Alpine. The 1940 summer art school is to be conducted by Harry Anthony De Young of San Antonio, widely known as a painter and teacher of art. Frequent excursions are made to the scenic points around the college, including the Davis mountains, the Mexican villages of Marfa and Alpine, and the Chisos mountains in the Big Bend.

A distinguished faculty of Ph.D. instructors has been assembled from leading educational institutions of the United States to offer the 76 courses in the graduate field for the summer. For the first time, Sul Ross is offering work in physical education leading to the master's degree, in connection with the expanded health and recreation course of the college.

The college sponsors a number of educational tours during the summer session, including a four-day trip to Chihuahua, Mexico, the Big Bend Park, Carlsbad Cavern, and McDonald Observatory.

Uruguayan industrialists have formed a cotton-growing company and will erect a \$1,150,000 yarn factory.

Melody Maids Always Produce An Entertaining Program; Heard At Many West Texas Conventions



With their accordion, their infectious smiles and well-blended voices, the Melody Maids, a trio, are well-known to Big Spring and surrounding towns for the entertaining programs they sponsor. Beatrice Peck, Marie Baird and Juanita Cook is the way they are known to townspeople.

But cupid struck a blow when about a month and a half ago, Juanita Cook became Mrs. Vernon Baird and for a while it looked as

if the trio would become a duet until Ruth Schulze, who moved here recently from Clifton and is a niece of Mr. and Mrs. C. E. Matson, joined the trio.

The singers have always been interested in music and they say of Marie Baird that "she cut her teeth" on a sheet of music. Beatrice Peck took piano lessons at an early age but "never got very ambitious" about the piano and Ruth plays the piano too, so it can be understood

that they find harmonizing a natural art.

Marie does the arranging for the trio and plays piano and accordion accompaniment. The group first started as a quartet and Marie did just the accompaniment and arranging. But when two members dropped out Marie pinch-hit and a fourth was never added to the group. "It's hard enough to get three people together for practice, so we just decided to leave the group a trio," the Melody Maids explained. So since 1939 they have been singing as a trio.

On Radio

Until just a few months ago the girls had a daily program over KBST for which they practiced two hours each night but for their other programs they don't find as much rehearsal necessary.

Characteristic of the trio, (and the girls tell this on themselves) is the fact that while they practice several songs for a performance, they can never make up their minds which songs to sing until they get up on the stage.

Then one says to another, "What is it going to be?" and somebody gives a song title and they begin. Another characteristic of the group is the fact that they are easily amused and have some trouble with their friends, who know them well, doing a little heckling from the audience.

Marie formerly sang second soprano, Beatrice first soprano and Juanita alto, but now the alto is taken by Marie. Beatrice has second soprano and Ruth, first soprano.

Their costumes are black dresses with white jackets decorated with notes in the scale. They are known as the Sweethearts of the Lions Club and were recently presented with pins at a banquet making them honorary members of the

club. Other service clubs have enjoyed their programs at meetings and entertainments.

They were outstanding in advertising Big Spring and the rodeo and accompanied the goodwill trippers last summer on all of the tours. They also have been a bright spot on most of the chamber of commerce goodwill dinners.

And as convention-goers, they probably will be runners-up for any records as they have attended many civic club conventions and chamber of commerce gatherings. They were on the program last year at Abilene for the WTCC convention.

Regional Chamber Wants Higher Limit On Truck Load

The West Texas Chamber of Commerce favors a larger truck load limit in Texas.

Like other issues which have been highly controverted, the WTCC made no effort to side-step the matter. It frankly stated its position in supporting an increase from the 7,000-pound current load limit to at least 12,000 pounds.

It pointed out that 44 other states have laws permitting truck load limits far in excess of the 7,000 pounds allowed in Texas. However, the WTCC did not give blanket endorsement of a move to merely increase the limit, rather it specifically included the proviso that it was for the increase in the event that tax and safety regulations commensurate with those imposed on other forms of transportation were applied to truckers.

Columbia placed a 2 per cent tax on capital prizes won in lotteries to aid the deaf and blind in the country.



WELCOME--

Thrice Welcome To Big Spring!



It is a pleasurable occasion to have as the guest of our city the cream of the business, agricultural and industrial leadership of the great Empire known as West Texas.

The program of improvements underwritten by the West Texas Chamber of Commerce will leave a heritage of progress for future generations.

The City of Big Spring is yours! Every facility for your enjoyment is at your command. We sincerely trust that this event will long be remembered as one of the most successful ever staged by the W.T.C.C. organization!

BIG SPRING, TEXAS

Malone & Hogan

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Old Timers—

—will tell you that virgin Long Leaf Yellow Pine Lumber is worth more than the difference in the original cost, due to its inherent strength, nail holding ability and long life. In addition, ours is well manufactured and well dried.

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HOUSTON, TEXAS

Towns Should Build Own Industries, Engineer Asserts

Dean Woolrich Tells Ways Of Development



W. R. WOOLRICH

Herald Austin Bureau
AUSTIN, May 15—West Texans, don't wait for outside Santa Clauses to promote industries for your towns; in fact, beware of them. Build your own cities.

This is the advice of Dean W. R. Woolrich of the University of Texas College of Engineering, formerly director of the division of agricultural industries for the Tennessee Valley Authority.

"First define your city's commercial area," Dean Woolrich said. "City limits should be from forty to fifty miles beyond the corporate boundary line. Within this area will exist smaller towns. The chambers of commerce and residents of the larger central cities should take an active interest in this area as they do in their town."

Dean Woolrich, who recently made a tour through West Texas, explained that the development of small "satellite towns" would allow industrial workers to live either on or near farms, where they could make a living, if seasonal slumps or depressions claimed their jobs.

Regional Planning Needed
 "This arrangement would be much better," he said, "than having working men concentrated in a central city where they would become cases for the bread lines and the Community Chests during 'off periods'."

The central city would at the same time profit from the commerce exchange with the small town, he pointed out.

Outlining further the steps needed for intelligent regional development, Dean Woolrich suggested that West Texas cities look to their local service industries. Do people go to some towns with all their automobile repair work, or cleaning and pressing because they can get better service there at lower prices?

Lists Typical Industries
 "Local service industries are often overlooked and the rates charged for such service are excessively high," he said. "The result is that only a very limited amount of work is done and the business houses complain of poor business."

Typical of these industries he listed laundry work, cleaning and pressing, shoe repairing, machine welding, plumbing, house repairing and hair setting.

"Unfortunately many towns of ten thousand inhabitants have high rates and second class service in many of these activities. When the residents visit other cities they often discover better service at lower rates. This dampens their pride and enthusiasm for their own area."

Manufacturing Sites
 Dean Woolrich divides the next class of industries—commercial manufacturing—into two parts. In the first division are such in-

dustries as ice plants, bakeries, skating rinks, nurseries, locker storage plants, ice cream plants, and venetian blind factories. These, he said, should be located at centers where they will serve the most people with the greatest effectiveness at the best prices.

"Probably some of these should be in the satellite towns and serve as a means of trade exchange with the large trade centers," Dean Woolrich suggested.

Dean Woolrich advised that existing classes of industries be put in order before a town attempted to secure the great manufacturing plants which produce for shipping.

Suggests Survey
 As a wise prelude to this type development he maintained that a thorough survey is necessary to determine in what fields the area has peculiar advantages.

"With the network of highways we have today, there is a necessity for all inland towns to look to their particular advantages of natural resources and other factors because Big Spring, San Angelo, or Lubbock, from a transportation standpoint are little better favored than thousands of other cities in the United States.

"West Texas must weigh its labor, its financial facilities, the marketing outlets, the raw materials, and the power and transportation facilities," he declared.

Labor Considered
 A serious handicap often exists from the labor angle. An interested industry finds plenty of labor—but it's of the wrong type, he said.

Dean Woolrich suggested that the chambers of commerce make a very comprehensive analysis of its available labor, then work out some concrete plan for affording training as needed.

Generally, this can be started by giving adult training to a number of men on such fundamental courses as arithmetic, English and writing, he maintained.

"We have many examples in the United States where raw country workers have been readjusted to skilled industries in a one-year period. This was done by giving the men a fundamental background on which to build their new field of training."

Dean Woolrich declared that his

experience with regional development programs in other parts of the nation showed the wisdom of securing a "liberal but safe financial procedure."

"No city should ask outsiders to invest in a town in which local capital is not interested," he asserted.

"Under no conditions should much capital be invested in an enterprise in which the major part of the control capital is from 'out of town.'"

"We have hundreds of examples of promoters going from place to place securing new industrial enterprises but keeping 51 per cent of the control within their own organization. Then they liquidate the industry at will after milking the host city for all that it will give," he charged.

'Wildcat' Schemes
 Dean Woolrich pointed to "wildcat" industries such as "canneries and raincoat factories," where promoters hit a town, stir up a lot of patriotism, get townsmen to advance some 45 per cent in a plant they probably bought for little or nothing, then disappear after a

year of high salaries, and dubious operation.

Warning patriotic civic bodies against launching an industry blindly—and under no circumstances with outside control—Dean Woolrich said that extensive surveys of markets are necessary. Heavy consumers and brokers should be interviewed and their objection to certain products catalogued. On the basis of this information, Texans should then attempt to make a better product at the same price or an equal product at a lower price.

No Sense to Loss
 "If this cannot be worked out on a strictly hard-boiled 'Scotch' basis, the enterprise should be abandoned," he declared. "There is no sense in going into business to lose money."

But there still remain two major problems. One of them is raw materials. The other transportation.

"Resources should be catalogued and their quality and amount determined with no sentimentality over the estimates," he asserted.

"The transportation problem is one of the most serious," Dean

Woolrich said. "Water transportation has made a price base for many industrial products in the United States. To meet this situation an exhaustive study of transportation is essential in any area to determine whether they can compete even after they produce."

In conclusion Dean Woolrich said: "I would emphasize again that to manufacture at low cost in the South is relatively easy, but to transport and distribute on a competitive basis is a major problem."

Medical Films in Color
DETROIT (UP)—Medical students at Wayne university see at close hand the performances of difficult operations. Dr. William J. Cassidy of the school of medicine faculty has photographed in color varied operations. The films feature the surgeon's hands at work.

Exports from Caylon to the United States increased 80 per cent in 1939 over the preceding year. Rubber and tea accounted for 99 per cent of the total.

Nacogdoches Oil Pool Was State's First

Students of Texas history link Nacogdoches closely with the early days of the territory when it was attached to Mexico and ultimately became a republic, and students of the oil industry in Texas look on it as the cradle for the state's vast petroleum industry.

Antiquated records fix the date of first production in the Oil Springs territory 15 miles southeast of Nacogdoches as early as 1841 and reports by word of mouth from generation to generation tell how it was shipped from the area before the Civil war.

However, the more dependable records seem to fix the date of initial production in 1865, just six years after Col. E. L. Drake drilled the world's first oil well on Oil

Creek in western Pennsylvania.

Wells in the area, ranging from 50 to 250 feet in depth, have produced spasmodically three-quarters of a century. Soon after the initial well was drilled, activity increased until there were in the neighborhood of 100 wells were sunk.

In addition to being the first oil field in Texas, the Nacogdoches pool also enjoys two other distinctions, one the rather dubious one of being the most haphazardly operated one in the United States with production records scant and undependable and existing largely in the minds of the men who worked on the leases. Currently, it is the first field in the nation where experiments in oil mining are being carried out.

Use of oil produced in the fields has largely been limited to the manufacture of lubricating oils. Although it is generally of higher quality than oils used in making lubricants, its nearness to the surface has caused it to "weather" and render it impractical for kerosene and gasoline production.

It was this factor that caused the pool's virtual abandonment in the early days, for oil then was

used largely for illuminating purposes. Later, however, the lubricant demand increased and there have been times when the Nacogdoches oil commanded more than \$5 a barrel. Those days, it now seems, are gone forever.

The current experiment in mining for oil by the sinking of regular shafts focuses attention on the pool in that it may be the means of effecting recovery of stocks which otherwise would be counted as lost. At any rate, it keeps in the public's mind that here was born the multi-million dollar that is so vital in the state's current economic life.

SCHOOL CONDUCTED FOR COTTON BUYERS

Cotton buyers in West Texas may go to school each year if they so desire.

The Textile Engineering department of Texas Tech annually conducts three schools in the area for grading and classing. It is open to ginners, farmers and buyers and each year well over 100 men take advantage of the service.

A DOUBLE SALUTE FROM TWO GREAT TEXAS INSURANCE COMPANIES

Greetings to our thousands of friends, policyholders, stockholders, employees and agents in West Texas and warm good wishes to the West Texas Chamber of Commerce meeting in annual convention at Big Spring, May 16-18, 1940.

THIRTY SECOND ANNUAL STATEMENT

AS OF DECEMBER 31, 1939

Admitted Assets

Real Estate, Including Home Office Building	\$ 6,978,196.74
Real Estate Under Contracts of Sale	862,281.65
First Mortgage Loans	7,576,028.41
Collateral Loans	135,315.77
Policy Loans and Premium Notes Secured by Legal Reserve	8,699,435.16
Bonds	3,856,201.39
Stocks	64,536.27
Cash in Banks and Office	1,993,792.07
Interest and Rents, Due and Accrued	195,513.99
Premiums Deferred and in Course of Collection	1,096,866.23
Miscellaneous Assets	28,326.10
TOTAL ADMITTED ASSETS	\$30,986,493.79

Liabilities and Surplus

Legal Reserve on Policies	\$28,233,958.00
Reserve for Installment Death and Disability Claims	728,359.00
Death and Disability Claims Reported, No Proofs Received	164,565.22
Premiums, Interest and Rents Paid in Advance	292,691.05
Estimated Amounts Due for Taxes Payable in 1940	70,810.97
Policy Dividends Held at Interest or Payable in 1940	63,829.05
Accrued Expenses and Commissions	33,593.50
Reserve for Other Liabilities	97,519.58
Additional Voluntary Reserve Funds	200,000.00
Reserve for Future Contingencies	100,000.00
Capital Stock and Unassigned Funds	1,001,167.42
TOTAL	\$30,986,493.79

Insurance in Force . . . \$186,365,375.00
 Total Paid Policyholders and Beneficiaries Since Organization . . . \$35,488,996.00

A TEXAS COMPANY FIVE YEARS AGO...AND NOW!

	Dec. 31, 1934	Dec. 31, 1939	Increase
Assets	\$1,741,629.35	\$3,750,082.49	\$2,008,453.14
Liabilities	1,023,017.11	2,741,822.78	1,718,805.67
Capital Stock	400,000.00	550,000.00	150,000.00
Surplus	318,612.24	458,259.71	139,647.47
Premiums Written	1,668,933.00	3,698,239.00	2,029,306.00
Admitted Assets	1,741,629.00	3,750,082.00	2,008,453.00
Surplus to Policyholders	718,612.00	1,008,259.00	289,647.00

- Five years ago—on April 1, 1935—the present management assumed control of Commercial Standard. At that time, there were 81 employees — and there are now 275 in Texas alone, including field office employees in Dallas, Houston, San Antonio, Abilene and Amarillo.
- During the five-year period from December 31, 1934, to December 31, 1939:
 - Admitted Assets Increased 121.6%
 - Premiums Written Increased 115.3%
 - Surplus to Policyholders Increased 40.3%
- At the end of 1934, Commercial Standard was operating in 15 states, with a total agency representation of 1,100. On December 31, 1939, the company was doing business in 23 states, with an agency representation increased to 2,800.
- In 1939, the company paid a total of \$52,000 in State, County, City and School District taxes. At December 31, 1939, its investments in Texas County, Municipal and School District Bonds, Mortgages, Real Estate and Stocks aggregated \$2,030,000.
- We realize that the growth which we have enjoyed during the past five-year period is due to the friendship and confidence of our Agents and the public, and the management of Commercial Standard wishes to take this means of expressing its sincere appreciation.

A Stock Company, Writing Fire, Casualty and Bond Protection Through Reliable Local Agents

West Texas Office Abilene
 Homer Shrimsher Manager

COMMERCIAL STANDARD INSURANCE COMPANY

HOME OFFICE FORT WORTH, TEXAS
 J. R. PLUMMER President

"We'll take GREYHOUND for West Texas Travel"

The Greyhound Super-Coach is the Finest Highway Travel money can buy!

Thanks, Mr. and Mrs. West Texas! We're glad you feel that way about our service. Our aim has been to make "by Greyhound" synonymous with comfortable, convenient, economical and pleasant travel in your part of Texas. And the way you go by Greyhound to visit, to shop, to transact business and to see the scenery tells us we've hit the mark.

But we shall not relax now. We pledge to continue to give you the finest highway transportation money can buy.

MONEY-SAVING GREYHOUND FARES IN WEST TEXAS

FORT WORTH . . . \$5.10
 EL PASO 6.55
 MINERAL WELLS . . . 4.25
 ABILENE 2.10
 PECOS 2.60

Here is the route Greyhound Super-Coaches take to give a million West Texans fine highway transportation

GREYHOUND TERMINAL
 Crawford Hotel
 Phone 537

SOUTHLAND LIFE INSURANCE COMPANY

West Texas Office Lubbock
 Archie Copeland Agency Manager

HOME OFFICE DALLAS, TEXAS
 JOHN W. CARPENTER Chairman of the Board
 A. MORGAN DUKE President

Sales Tax Favored By Westex C. of C.

Political meat for legions of politicians and an occasional statesman has been the battered but omnipresent sales tax issue.

From the stump it has been occasionally extolled, but generally smothered as a "tax on poverty" or as a "tax on bread of working men." Since most people consider themselves, for political purposes, in the "great poor class," office holders and seekers have considered it expedient, popular and perhaps sincerely wise to fight the sales tax on every turn.

Hence, it is interesting to find one organization representing a great area frankly stating that it favors a "moderate, general sales tax."

The West Texas chamber of

commerce is on record to that effect, passing such a resolution last year.

Apparently, it is not so much the love of the regional organization for a sales tax, but its desire to relieve distressing taxes on property.

The chamber would broaden the tax base by "the levying of a moderate, general sales tax fairly and legitimately passed on to the consumer, provided, however, that a portion of revenues from such tax be used to relieve property taxes."

On other tax matters, exclusive of its position on the ad valorem tax, the WTCC stands against "punitive taxes levied upon oil, gas and other natural resources, industries and businesses which tend to retard development and

ERASE THIS LINE, ordered the Texas Railroad Commission last Oct. 16 in abolishing the differential freight rate territory in the state. Trainers did erase it in new rate schedules for 60 far West Texas counties, but railroads enjoined the commission with an order from an Austin district court and the matter is pending now. If upheld it will mean a savings of approximately \$600,000 annually to the affected area and will place the state on an equal footing. The differential territory was an arbitrary one in which an average 15 per cent increase was added to the rate charges for the distance of the haul in differential territory and penalized extreme western and southern Texas because of their location. It means that commercial and industrial units in the section may better compete with those in other parts of the state. It means a break for the consumer in the affected counties. Not yet decided is a plea for intra-Texas rates on parity with those in the North and East. The real rate fight, however, is to abolish interstate zone rate schedules which cost Texas 60-35 per cent more than the North and East. The differential removal was the first step toward rate equality. To continue a campaign for readjustment, the WTCC has set up an affiliated organization, the Freight Rate Equality Federation, which meets in Big Spring in conjunction with the WTCC convention.



C-C Managers Organize To Study Problems Common To Area Towns

Managers of chambers of commerce in West Texas towns admitted they got much good out of state and regional schools for their profession, but somehow the discussions there were not always applicable to the average West Texas city.

So they did something about it, and that something was the formation of a Chamber of Commerce Managers Association of West Texas.

Perhaps the unit is the youngest of the regional organizations, but it is a growing one and possesses almost a spirit of fraternalism among its members.

Little better than two years old, the CCMAWT has held three annual conventions, the first coming to Big Spring in March of 1937.

Since then Marfa and Colorado City have entertained.

When the managers' association was created, J. H. Greene, dean of managers in West Texas, was boomed for president. He insisted that Big Spring be given the initial convention instead, and satisfied himself with a directorship. Chester Harrison, Brownwood, and Bill Collyns, Midland, have headed the organization, and Jim Netts, Del Rio, was elected at the recent Colorado City conclave.

Chief purpose of the organization is to provide a forum for common-point problems. Managers from typical towns appear on the program, outlining details of a particularly successful project or requesting counsel from others on some vexing problem. The time is

not consumed by high-powered specialists, but is given over to men who actually do the work.

The West Texas Chamber of Commerce cooperated with the CCMAWT by devoting a page each month in West Texas Today, official publication, to the young organization.

Campus Fingerprinting Urged

PHILADELPHIA (UP)—All students at the University of Pennsylvania have been asked to have their fingerprints taken in the first mass college fingerprinting project in the country. The campaign is under direction of the department of justice and the campus Scouters club.

WELCOME! VISITORS

BIG SPRING, TEXAS

The coming of the most progressive organization in West Texas to the Main Spring of Texas, is a welcome event—from the thicket clad banks of the Trinity to the chasms of the Rio Grande—there is no finer Empire on this glorious old globe—

We take a great deal of pride in our ability to satisfy "the inner man" for a large number of West Texans — and we urge every visitor to make our Cafe your "loafing" and "eating" headquarters while you're in Big Spring for the Convention!

Congenial surroundings, excellent food and moderate prices will do their part to make you feel at home away from home, and we believe the memory will linger long after your departure—

Completely
AIR CONDITIONED

CLUB CAFE

G. C. Dunham, Proprietor
WE NEVER CLOSE!

Texas Owes A Debt For Oil To Col. Drake

Outside the oil fraternity, the name of Col. Edwin L. Drake may not provoke admiration, but West Texas and the world owes much to this farm boy who became the father of the petroleum industry.

It was Col. Drake who drilled the first oil well in history near Titusville, Pa., on the banks of Oil creek in western Pennsylvania.

Born in New York state to a farm couple in 1819, he went through a variety of experiences which included clerking on steamboats, farming and railroading for many years until ill health forced his retirement.

At New Haven, Conn. where he was a guest at a hotel, Col. Drake made the acquaintance of James M. Townsend, a banker who induced him to invest \$200 in the Pennsylvania Rock Oil company, a prospective concern organized in 1854 by Bissell and Eveleth, two New York attorneys.

The colonel's physician thought a change in climate would benefit him and when Townsend suggested it, he went to Oil Creek in Pennsylvania in December of 1857 to investigate possibilities of the phenomenon which caused oil to ooze from rock and float on the waters of the creek. Not only did Col. Drake decide that a well could be drilled to tap the reservoir of oil, but he decided to undertake the task himself.

Company Formed

At once he returned to New Haven and made such a favorable report that stockholders in the company decided to reorganize, taking out a new charter for the Seneca Oil company, named after the Indians which had inhabited the Oil Creek region.

By the spring of 1858 Col. Drake had returned with his family to Titusville and took up his struggle to drill the well. He raised a derrick and an enginehouse, installed a boiler and engine and then had great difficulty in securing services of a driller until William A. Smith and his sons came along. Work was underway by June, 1859 and on Aug. 27th, liquid petroleum in quantity was discovered at a depth of 69-1-2 feet.

Method Proved

The well began producing 20 barrels daily, gradually declined to 15 and then lower, but the important thing was that oil had been discovered by drilling.

Methods in the early days were crude, drilling being done with "pole" tools, or a continuous series of connected rods. Finally these were replaced and by 1868 the ineffective method of "seed-bagging" tubing was replaced by device of setting casing to shut out surface water.

Success of the venture led to drilling of other wells, first near Oil Creek and its tributaries, later on the Allegheny river. Exhaustion of this territory created the necessity for exploration which resulted in discovery of oil in McKean, Butler and Clarion counties of Pennsylvania and on the lower Allegheny river, where large wells were found. Bradford and McKean counties became the center of the industry until subsequently when great reservoirs in California, Oklahoma and Texas were tapped.

Thus, out of the adventure of Col. Edwin L. Drake evolved an industry so vital to the economic life of the nation and the creator of millions and millions of dollars of new wealth in West Texas.

Old Zinc Mine Reopened

YELLVILLE, Ark. (UP)—The old Lone Star mine—one of the nation's richest zinc producers in World War days—is being reopened. For several years the mine has been idle because the demand for zinc did not justify its operation and the ore mill was allowed to collapse.

Leap-Year or Bisectile, originated with the astronomers of Julius Caesar in 46 B.C.

Celebration Planned For New Highway

SEAGRAVES, May 15 — Seagraves and Denver City are to be joint hosts at a colorful celebration early in June when completion of paved highway connecting the two oil communities will be commemorated. Date for the celebration, as yet tentative, is to be definitely marked on the calendar later, pending final completion of the thoroughfare.

Several prominent personages of West Texas and Eastern New Mexico have accepted invitations to attend and take part in the program. Harry Hines, member of the Texas highway commission, has accepted an invitation to deliver the principal address. Lieutenant Governor Jim Murry of New Mexico has indicated that he will head a delegation from his home city of Hobbs.

Lamesa and Odessa will send large delegations to the celebration according to statements from the chambers of commerce in those cities. Jerry Dehenpost, manager of the Odessa chamber, has promised to bring his famous chuck wagon and sound truck.

The new paving, extending 15 miles, will be first link in projected east-west highway across north Gaines county. Bonds have been authorized to finance extension of the road east from Seagraves to the Dawson county line, by day of the Cedar Lake oil pool. Dawson county plans extending the paved thoroughfare from the county line east. The route has been designated from Denver City to O'Donnell and the set-up is to build the road through Florensia to intersect highway 84 northwest of Snyder.

DENOMINATIONAL COLLEGES COVER WTCC EMPIRE

While West Texas is proud of its many and fine state institutions of higher education, it also has a well established system of denominational institutions which pioneered the field and which educate thousands annually.

In the West Texas chamber of commerce territory there are 13 such institutions of approximately 13,000 total enrollment. They are T.C.U., A.C.C., Howard Payne, Hardin-Simmons, Baylor University, Texas Wesleyan, Daniel Baker, Southwestern Baptist Seminary, McMurry, Weatherford College, Schreiner Institute, Wayland College and Decatur College.

Greetings....

and Best Wishes

—to—

WEST TEXAS CHAMBER OF COMMERCE

Thos. Y. Pickett & Company
VALUATION AND ACCOUNTING ENGINEERS
Dallas, Texas

"Man to Man"

We Welcome You to the 22nd Annual WEST TEXAS CHAMBER OF COMMERCE CONVENTION

If Your Car Needs Servicing Before You Start Your Homeward Drive, Just Call 37...

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W.T.C.C. CONVENTION MAY 16-17-18
BIG SPRING, TEXAS

Denver City Newest Among Those Towns Born Of Oil Development

By JACK KRUEGER

Ride far enough to the west and you will come eventually to Denver City, Texas. It has 5,000 bustling citizens but no sidewalks, a swanky movie house but no pavements.

Twelve months ago you could have ridden as far westward as the sun and never found Denver City, because it didn't exist. Even today not many maps show where it is. Denver City is a fledgling giant in Yoakum county, where, until the new metropolis took root there were only 23 persons to the square mile—if you don't mind breaking people into fractions. . . . Yoakum county is smack up against the New Mexico boundary, to the southwest of Lubbock.

Denver City is reliving the history of scores of other Texas towns, with some of the rough edges smoothed off: It is boom town cradled on a newfound land of oil, pouring out its riches to those who find it first. . . . Denver City is so new they haven't a railroad yet, doing even their heaviest hauling by truck. (Sometimes a truck driver, spotting an oil derrick he is hauling supplies to, leaves the road and takes off across open country on a bee-line to the well, blaring a rattled trail as he goes.)

Denver City is a lusty creature of oil, and so is Texas on a broader scale. . . .

Every Goliath has his David. Texas oil thinks it has two to fight. They are taxes and federal control. . . . Oilmen protest unceasingly about the 9.8 cents tax taken from every barrel of Texas oil; they see the direst kind of threat in the Cole bill, by which Interior Secretary Ickes wants to federally regulate oil production. Indications are that neither taxes nor Ickes will advance much farther without a terrible fight. . . .

Statistics in the oil business come by the bushel. Here are a few: About 10 billion barrels of oil are still under the surface; Texas refines 82 per cent of its oil (whereas Texas processes only three per cent of its total cotton crop); Texas is the greatest refining state in the union, and produces nearly a quarter of an world's oil; Texas oilmen spend more money to keep the oil industry going and expanding than they make out of it. . . .

Railroads To Sell Travel In Installments

Into the news has come an announcement that will bring cheer to the hearts of the legions of substantial Americans who want to travel but "can't spare the money just now." The announcement brings assurance to millions that the slogan, "1940 is TRAVEL AMERICA YEAR," really means something after all. From now on, you can literally travel and pay by one million Texas dollars.

A travel credit plan, sponsored by 66 great railroads, makes possible the purchase of railway trips and tours in the same manner that you buy your car or radio—on convenient monthly payments.

The plan, which becomes effective May 20, is simple. The prospective user merely goes to the ticket office of the cooperating railway over whose lines he wishes to travel, or to a travel agent, and makes application for credit in the amount of the cost of the proposed trip or tour. If the routine credit inquiry indicates an ability to meet monthly payments, he is notified that his ticket is ready for him. The only contact in connection with the application is with the ticket or travel agent, just as though the ticket were being purchased for cash. The application is passed upon within twenty-four hours.

Use of the travel credit plan requires no collateral—only the signature of the individual. The cost of the proposed trip, however, must total \$50 or more to be eligible for purchase on credit. No down payment is required. There is a nominal service charge for the credit accommodation.

It is predicted that the largest use of the Travel Credit Plan will be for vacations and other recreational trips and tours, although the service is intended to cover any form of railway travel. Credit is not necessarily confined to the cost of transportation alone. It may be used for Pullman accommodations, all-expense tours, which usually include hotels and meals, specified side trips, and any service that is sold through the railroad ticket office.

A nation-wide survey of the vacation and traveling practices of average Americans indicates that many persons are frequently forced to forego trips or vacations because of financial stringency right at the only period of the year in which they can get away to enjoy themselves. For such individuals or families the credit service is seen as a veritable boon.

Others will use the plan, it is expected, who might have sufficient cash to make a trip, but who would have to compromise on its extent or rigidity in order to meet normal expenses of traveling, apart from the actual railway fare. By taking advantage of the credit for the purchase of all or a part of the actual transportation, the trip could be made in proper fashion and with and toenall for rights to fly new vastly increased enjoyment.

WTCC Work Program

- "Platform" under which the West Texas chamber of commerce functions is its work program, adopted each year in the light of resolutions approved at the annual convention.
- The 1930 convention of the organization held in Abilene gave to the organization a mandate on 14 important activities. They are as follows:
1. Establish bureau for overcoming discriminatory freight rates and permanently organize Freight Rate Equality Federation.
 2. Seek state appropriation to prosecute case against discriminatory freight rates.
 3. Seek cotton ginning and fibre laboratory.
 4. Seek tariffs to protect West Texas raw materials.
 5. Seek school apportionment on attendance basis.
 6. Seek re-districting.
 8. Seek organization of Soil and Water conservation districts on county basis.
 10. Seek fair and equitable cotton and wheat allotments for West Texas counties.
 11. Establish cotton rehabilitation committee.
 12. Organize central and local public expenditure and taxation committee.
 13. Seek governmental purchase of American beef.
 16. Cooperate with All State Council.
 20. Seek increased truck load limit.
 21. Seek oil conservation and support Connally Hot Oil Act.

Big Bend Park Assn. Adds Directors

Appointment of two prominent Texans, one of them a West Texas leader, to the board of the Texas Big Bend Park association, was announced recently by Amica Carter, president. The two are E. M. (Ted) Dealey, president of the A. H. Belo corporation, publishers of the Dallas Morning News, and J. D. Sanderfer, Jr., oil man of Breckenridge.

Carter said the Park association is enlarging its directorate in preparation for the launching of a statewide campaign to complete a million dollar fund for the purchase of approximately 788,000 acres.

Sanderfer is a member of the Texas state parks board. A graduate of Hardin-Simmons university in 1920, he has since lived in Breckenridge where he is engaged in the oil business as an independent operator. He is a director of the Mid-Continent Oil and Gas association, Independent Petroleum association of America and West Central Oil and Gas association. He was first president of the latter organization and twice served as president of the Breckenridge chamber of commerce. He is also a member of the board of trustees of Hardin-Simmons university.

Dealey long has been an advocate of the project to give Texas its first national park as a tourist attraction and frequent, has expressed confidence in the economic possibilities of the project.

A native of Dallas, Dealey has been identified with the Dallas News since 1914 when he obtained his Master of Arts degree at Harvard university a year after he

had obtained his Bachelor of Arts degree at the University of Texas. He was president of the Texas Newspaper Publishers association in 1926-27 and has served on its executive committee since. He was a director of the Southern Newspaper Publishers association from 1931 until he became its president in 1937-38. He was elected a director of the American Newspaper Publishers association at its annual meeting in New York last month. He has been a director of the Advertisement Federation of America since 1936.

SUGAR BEETS MAY BE PRACTICAL IN WESTEX SECTIONS

Although the impossible is frequently accomplished in West Texas, few have the temerity to envision the area as a region for sugar cane production.

But tests being carried on at Texas Tech college indicate that the production of sugar beets, whence comes a high quality sugar, may be practical in the region. These tests show that production may range between 12 to 15 tons per acre, and that the sugar content has ranged from 16 to 18 per cent.

Texas Technological college at Lubbock, largest educational institution in West Texas and third largest in the state, has a unique service in its film library.

The unit, installed at cost of \$8,000, contains films on such subjects as agriculture, athletics, geography, history, travel, health, sanitation, home economics, industry and engineering, literature and music, science and arture study. It is in charge of the extension service of the school.

Phillips 66

Stop At The **66 SIGN** For

- Rest and refreshment.
- Careful attention to your car.
- Information about convention activities
- Where to go and what to do in Big Spring
- Expert Lubrication and car laundry service
- Famous 66 Poly Gasoline and Motor Oils
- AND A BIG ROUSING WELCOME TO BIG SPRING!

W.T.C.C. CONVENTION MAY 16-17-18

BIG SPRING, TEXAS

K. H. McGibbon
Wholesale Agent, Big Spring

BUILDERS
... of Health!

MILK

Guards Against Disease!
Builds Health!
"Drink Your Quota"

Here Are The Facts about West Texas' Favorite Health Product

How Rich Is Dairyland Milk?
Dairyland Milk contains a much higher percentage of health-giving butterfat than the state requires.

How Pure Is Dairyland Milk?
Dairyland milk is received fresh daily from government inspected, tuberculin tested herds. Rigid sanitation regulations insure purity.

How Fresh Is Dairyland Milk?
Rapid schedules, combined with skilled help and scientific equipment, all aid in making possible quick delivery to your favorite food store.

What Is The Source Of Dairyland Milk? Where Does It Come From?
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It's Better For You

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to Big Spring
Host City for Your 22nd Convention

Dairyland
ICE CREAM
PASTEURIZED MILK
BUTTER

Oil's Part In Building Area Is Outlined

Opening of the Permian Basin, vast oil producing sector of West Texas, might be termed a "lucky accident," in the view of R. H. Ratliff, of Colorado City, attorney and one of the leaders in the Permian Basin association.

Ratliff, delivering one of a series of radio addresses sponsored by the Permian Basin association, devoted a part of his discussion to the history of oil discoveries in West Texas, especially the Big Lake field in Reagan county, opened in May 1923. The discovery location, he pointed out, was selected because the drilling machine was damaged in loading and could not be moved farther. This "lucky accident," as Ratliff called it, led to the opening of an oil empire.

Ratliff's discussion of oil's contribution to West Texas continued: "To date, this accident has been the most profitable thing in the history of our state university. Thanks to oil, this institution now has a permanent fund of around \$35,000,000 and a campus crowded with many new and beautiful buildings. And as for West Texas, approximately a billion and a half dollars worth of wealth has been created for the benefit of the citizens of the western part of our state.

"So large a sum is difficult if not impossible to conceive of. Suppose we get down out of the stratosphere, and see what oil does for West Texas in just a single year.

"Taking the three state proration districts which officially form West Texas for the Texas railroad commission, state oil control body, there is the astounding total of 8,430,328 acres under lease by oil and gas companies. This includes only acreage assessed at \$1 or more an acre, so the total figure is probably over ten million acres. And more than a million acres of this—1,014,205 to be exact—have already been proven as productive. Think of it—a million acres of oil in West Texas!

"For oil rights to this land, West Texas operators and companies pay our ranchers and farmers in a year more than \$20,000,000. That's not far short of two million dollars a month which goes into the pockets of these land-owners. That is one of the largest "crop" incomes of any in our section, and it goes on every year regardless of drought or dual.

"But this \$20,000,000 paid our ranchers and farmers is only a part of what the oil industry spends in West Texas in a year. Figures just compiled by the Texas Mid-Continent Oil and Gas association and furnished me by H. B. Spence of the Permian Basin association show that there are 19,494 West Texans working for the oil industry out here. Counting 4 1/2 persons to a family (the statistical average), that means around 90,000 men, women and children in West Texas get their living from the oil business. And in a year, the industry pays its West Texas workers the huge sum of \$22,325,270 in wages, or about two-and-a-third million dollars more even than the land owners get.

"Nor are these all the expenditures of this great industry. Oil is the principal support of our state

TEXAS PRESS HAS STOOD BY the West Texas Chamber of Commerce and the Freight Rate Equality Federation (state-wide organization sponsored by the WTCC) in their persistent and unrelenting campaign to obtain transportation justice for the Southwest. Not only have scores of Texas papers given hundreds and hundreds of columns of space to the rate matter, but the press,

big and little, has fired strong editorial salvos in support of the regional fight. Shown above is a collection of headlines clipped from the Texas press along with cartoons, two of them by the famed Dallas News cartoonist, Dr. John Knott. Although there is not space on the lay-out to show it, the clippings are from papers from every corner and part of the state.

Freight Rate Issue A Vital One To The Consumer, Who Must Pay

Everybody has a stake in the West Texas chamber of commerce campaign for removal of freight rate inequalities.

By and large, the more dire the circumstances of a man, the more vital are his interests in the fight, for transportation costs are important to him in direct proportion to the amount of his total income.

But when taxation exacts more than its fair toll and eliminates the necessary margin for profitable operation, then that industrial enterprise must wither away and die.

"I have told you briefly what the oil industry means in dollars and cents to West Texas. Think for a moment what would take its place if it suddenly were to move away tomorrow. Preposterous, you say? Not as much as you think, for each day some West Texas operator moves his headquarters to other oil states, such as Illinois, where taxes are a fourth or fifth as high as in Texas. Do you want to see this continue? Or will you do your share to help protect not only this industry, but also your own business which profits from it, by insisting upon opposing further taxes and reducing present ones? If you will do the latter, I can safely predict that the great oil industry will continue to be a vital factor in the wealth and prosperity of West Texas for generations to come."

Cedar Timber Adds To Income At San Saba

For West Texas, noted for its semi-aridity (in the books, at least), it is almost unthinkable that there should abound a thriving timber industry.

Yet this very thing is going on in the San Saba territory and keeping several hundred people off Uncle Same's relief rolls.

The timber is cedar, cut from the breaks along the Colorado, and amounting to 80 truckloads or 20 carloads a month.

Most of the production goes into posts, varying in value from two cents for stays to a dollar for larger poles. West Texas ranchers swear by cedar posts, and they generally demand them for their corrals as well as their range lines. The "heart" of the red cedar makes it desirable, for it is hard and not given to rapid deterioration.

Cabinet makers, too, send to San Saba for large logs to be used on construction of high grade bedroom furniture, cedar chests, linings for closets and chests of drawers and other uses.

Trimming from felled trees also are utilized, cracked leaves going into floor sweep, oil-of-cedar being used for polishing, mixing paints and for certain medicinal purposes. Shavings placed in bags are used as moth preventatives.

Upwards to 1,000 people in San Saba county depend in a greater or lesser degree upon the cedar industry. To this number may be added many others in Lampasas, Llano, Mason, Gillespie, Kinble, Kerr and Blanco who derive at least a part of their livelihood from an industry that isn't supposed to exist in West Texas.

700 CANDIDATES FOR A&M DEGREES

COLLEGE STATION, May 15.—Candidates for degrees at Texas A. & M. college, to be conferred Friday night, June 7, total 700, making up the largest graduating class in the history of the college.

A total of 42 are candidates for advance degrees, and for the first time in history of the college, the

degree of doctor of philosophy will be conferred, Dorris David Giles, assistant dean, Stephen F. Austin State Teachers college, Nacogdoches, being the first student to receive this degree. A total of 40 will receive master of science degrees, one the professional degree of agricultural engineer and the one Ph. D.

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and local governments and our public schools. In a single year, this industry paid \$10,940,157—virtually eleven million dollars—in state and local taxes in the 73 counties of these three proration districts.

"In these 73 counties, the total assessed valuation of all properties of all types is \$692,382,506. Yet the assessed value of oil property alone is the tremendous sum of \$187,757,382—or 27 per cent—more than one-fourth of the total for all industries.

"And this is the average for 73 counties. Since only 41 of these have oil production, you can see what percentage of the total that oil must represent in these 41 in order to bring up the average to 27 per cent in all the counties.

"Counting capital expenditures, such as plant investments, equipment and other expenditures (which must be added to the huge sums paid the workers, landowners and tax collectors of West Texas), the oil industry spends out here in a year the amazing total of \$64,215,166.

"That's a lot of money. In fact, it is the largest contribution to the wealth and prosperity of West Texas made by any single industry. And it is one which reaches and benefits each of us and all of us. If we do not happen to cash one of the hundreds of thousands of checks a year from our West Texas oil operators and companies, we still receive our share of it from those who spend their proceeds with us. Sixty per cent of each oil worker's dollar is spent with the retail merchants the dry goods stores, grocers, druggists, picture show owners, hardware men and garage owners—of our section. The rest goes for professional services, utilities, rent, insurance and investments. So in one way or another, you and I and all of those dependent upon us get our share of this \$64,000,000 a year. And for some of you it is a sizable share.

"Any industry which contributes that much to our financial wellbeing, and on which that many people depend, is a vital part of our scheme of living and working out here in West Texas. Led by West Texas, it has been animated by the pioneer spirit which has made our section famous. It has pressed on to new frontiers of enterprise and achievement. Where it has lost, it has paid the bill. And where it has won, all of us have shared in the profit.

"It has been a good friend to West Texas. And West Texas is known for its own friendliness to those who come to live and work among us.

"This year, perhaps, we shall have occasion and opportunity to display some of that friendliness. For attempts undoubtedly will be made to raise still higher the taxes already being paid by our oil men. Selfish politicians may seek to impose even more burdensome levies on an industry which in 1938 paid 45 per cent of all our state taxes. NOT including the gasoline tax which is paid by the consumer. Texas paid by Texas oil men last year represented an average of nearly 10 cents per barrel on every barrel of oil produced in Texas. The oil industry does not complain about bearing its share of taxation. It recognizes its obligations to government and education, and discharges these obligations willingly.

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'Miss Big Spring' Is A Typical, All-Round Girl



GLORIA CONLEY

Small, vivacious and interested in sports, music and things literary, Gloria Conley, 16-year-old daughter of Mr. and Mrs. E. M. Conley, and "Miss Big Spring" for the 1940 WTCC convention is a typical all-around girl.

Music has always been and probably always will be one of her major interests and she plans to continue her voice and piano training with attendance at the St. Louis Institute of Music for the next four summers.

With college not too far off, as she is a junior in high school this year, Miss Conley plans to major in piano with home economics as her next choice. Just where she will attend is still doubtful but the light-haired, hazel-eyed girl is interested in Texas University right now.

Her major interests outside of her music include swimming, flying and dancing as her best-liked sports.

Although "Miss Big Spring" is but five feet two inches tall and weighs but 108 pounds, she packs

a lot of energy and ambition into her life and is active in many social organizations. She is a member of the Sub-Deb club and of the national music organization, Pi Mu Sigma.

At the high school she was co-editor of the annual last year and will be editor this year. She is also program chairman for her Latin class and president of her history class. As a member of the junior class she received class vote for president and is also president of one of her home economics classes.

What it feels like to be chosen "Miss Big Spring" Gloria summed up when she admitted, "I'm thrilled to death and feel honored too."

Uniform Tariff Policy Wanted

Recognizing that protective tariffs continue to be a policy of the United States, the West Texas chamber of commerce has formulated a more immediately practical mode of attack on the problems created by this practice.

It favors the establishment of equitable and uniform tariff to cover the products of this section as well as those of other quarters of the country. The WTCC goes further than that. It favors a uniform and equitable tariff policy for all the nation.

Getting down to sectional cases, the WTCC had this to say: "Our gypsum, our potash and our cotton have no tariff protection and these commodities are imported in competition from abroad with, and in some cases, inadequate and no protection."

The organization, therefore, is committed with the responsibility of "working for tariff protection for our producing and fabricating interests and to cooperate with the various trade associations seeking such protection."

Range Conference Slated In Area For June 24-28

COLLEGE STATION, May 15.—Recommendations of ranchmen from the 17 range states as to how to improve the AAA's range program will be heard—and heeded—at the national range conference to be held in West Texas, June 24-28.

For it will be on the basis of the suggestions of ranchmen-delegates to the conference that the 1941 range conservation program will be drafted, Howard T. Kingsbery, Santa Anna ranchman and member of the state Agricultural Conservation Association committee, points out. Ranchmen at the meeting will suggest ways of improving the program to increase its effectiveness by the approval of new range improvement practices, changing rates of pay for practices, and other changes.

The conference will open at Midland, June 24, from which point the delegates will make a tour of West Texas ranches to inspect conservation work done in 16 counties. The itinerary includes visits to ranches in the vicinity of Midland, Pecos, Fort Davis, Marfa, Alpine, Del Rio, Sonora, and San Angelo. The final sessions of the conference will be held in San Angelo.

Scheduled to speak at the conference are R. M. Evans, national AAA administrator, and Grover B. Hill, panhandle ranchman recently appointed assistant secretary of agriculture.

In 1939 the conference at which the 1940 range program was planned was held in Hot Springs, S. D.

To save metal for war industries, German technicians have adopted cardboard for use as oil containers.

Recovery Of Petroleum An Ancient Story

Since oil has been produced commercially only since 1859 when the first oil well was drilled, the discovery and utilization of petroleum products has been erroneously ascribed to this modern age.

But the story of oil in relation to human beings is fully 6,000 years old.

V. E. Cottingham, formerly chief engineer for the state railroad commission, in a paper prepared for delivery at a club meeting in Austin in 1928, calls attention to the findings of archeologists in exhuming the buried cities of Ur which show that asphalt was used 4,000 years B. C.

How long before that man learned to make use of seepages of pitch or asphalt none can say, but it does establish that discovery of oil, in this form, belongs to the ancients and possibly those in pre-historic ages.

In Noah's Time

No less authority than the Bible can be cited on this score, for it was written that the Ark built by Noah was "covered with pitch (asphalt) within and without". The cradle of Moses was calked with asphaltic pitch, and Cottingham pointed out, boats on the Euphrates are so calked even to the present day.

Herodotus, writing 400 years B. C., gives a description of the mode of recovery and use of pitch from a seep spring. He tells how natives let down a pole with a myrtle branch fastened to the end and drew up the pitch adhering to the myrtle.

Plutarch, Pliny, Marco Polo and other early writers recorded many

occurrences of oil and gas and the uses to which they were put.

Nebuchadnezzar, also mentioned in Biblical writings, employed asphalt to bond the brick of the pavement of Babylon—the earliest record of the use of asphalt in paving, said Cottingham.

Known By Indians

In North America Indians knew of and frequented oil seep springs and believed the fluid and pitch to have medicinal purposes. By 1800 white men in the United States were familiar with these springs found in California, New York, Pennsylvania, West Virginia, Kentucky, Tennessee and Alabama.

Salt or brine springs contributed to the ultimate production of oil, continued Cottingham. As wells were drilled for the brine, which was evaporated as a source of salt supply, issues of oil at times came in with water, much to the annoyance of producers. Here, too, was born the use of casing to shut off surface water flow. A rude hollow seeyamore log was used to shut off upper weak brine from a lower and stronger solution of salt water, a practice which improved with wooden pipe and ultimately with tin, copper and iron casing, factors that played important roles in the development of the petroleum industry. In the salt trade, the use of rigs replaced hand digging, another important step in future oil production.

A growing demand for oil as a source of illumination grew in the 1850 decade as whale oil supplies dwindled until oil for light and lubrication drew prices of from \$30 to \$40 a barrel.

When Col. E. I. Drake brought in the first oil well in 1859, production increased rapidly until the output far exceeded the limited uses to which the oil could be put. From the fabulous prices, the market actually slumped as low as 10 cents a barrel.

In grading eggs, the size of the air cell and the position of the yolk are two important points.

Magazine's Influence Reaches Beyond Confines Of West Texas

"West Texas Today," a publication unique in the field of magazines, has been the voice of West Texas for a decade and a half, long since transcending its original objective as official publication of the West Texas Chamber of Commerce.

Many are times that the readable magazine has been taken to task by the press of the nation, and many more the times it has been quoted and praised.

Although it is sectional to an extent in the material it draws upon, its influence has never experienced the same bounds. Indeed, not a few of its contributors have gained national recognition for articles appearing in West Texas Today. One widely read book resulted.

A Book Is Started

The late Henry Ansley, well known Amarillo newspaperman and speaker, listened with misgivings at Clarendon early in 1932 while a speaker at a chamber of commerce gathering made direful predictions about the depression. While depressed listeners looked toward the judgment day, Ansley scribbled a sentence on the table cloth—"I Like the Depression."

When he arose to his feet, he drew prolonged and vociferous applause for his humorous observations on the blessings of the depression. Soon he was being called all over the Panhandle to make the talk. In February he was asked to expand it into an article for West Texas Today.

Immediately, it was reprinted from coast to coast. Bobbs Merrill Publishing Co. prevailed upon Ansley to expand his feature to book length. The finished product appeared on stands the week that Ansley died Aug. 13, 1932 from injuries received in a car crash.

Perhaps no other books have come out of West Texas Today articles, but many have been reprinted and quoted extensively in major papers and publications of the nation.

For all the high quality of writing in the magazine, it has never paid out one cent for contributions. It was conceived back in 1926 as a monthly publication in newspaper form. This did not seem to be as effective as it should, so in little more than a year it was converted into a magazine.

Thin at first, the little journal gradually expanded until it has reached gratifying proportions. For years it has required a business manager to secure advertising to defray printing and distribution costs.

Almost from the beginning West Texas Today has been "written and edited largely by the active newspapermen of West Texas." When D. A. Bantzen became manager of the WTCC in 1929, he created an editorial board of West Texas newspapermen, with Max Bentley, veteran journalist, as chairman.

Bentley had been connected with the magazine for about a year prior to that time and with the aid of other newspapermen, began to develop the publication into a varied, interesting and informative affair. When he, or other members of the board, noticed a meritorious piece of work in some West Texas newspaper, he solicited it in 1,500-word length for the magazine. The result was a wealth of material—biographical, historical, political (as affected the well being of the section), organizational, and material. Thus, it was that it went beyond the limits of being a WTCC organ and became an accurate record of West Texas as it was.

mental in having geographies used in Texas schools rewritten to include a just picture of West Texas.

The addition of a publicity director to the WTCC staff in Clark Coursey has relieved Bentley of the editorial responsibility, but the latter still watches the magazine with fatherly interest. Meanwhile, Coursey, calling upon West Texas journalists, carries on the policies with the result that West Texas Today is as militant today as ever. In the hands of the Fourth Estate, it is likely to stay that way.

SUNSET MOTOR LINES

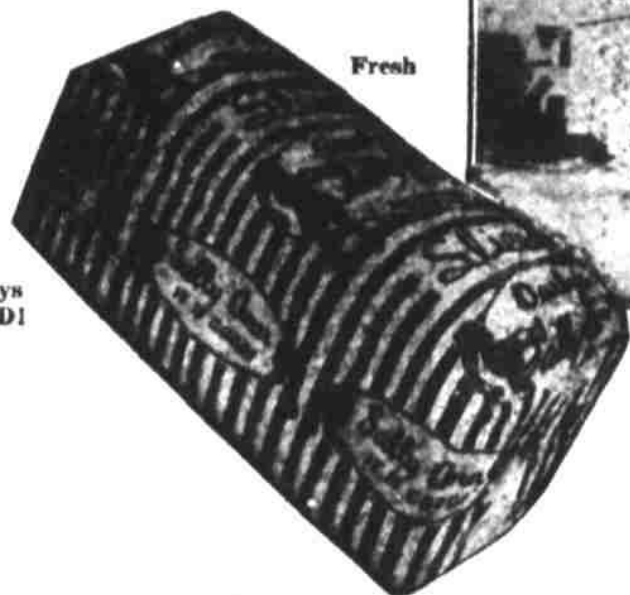
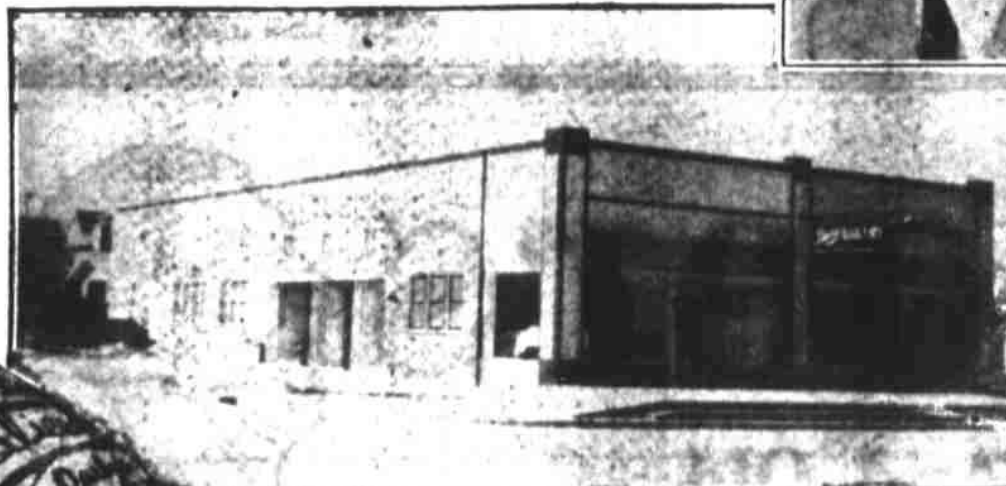
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GREETINGS

—to—

WEST TEXAS

Chamber of Commerce

—and—

Its Host City,

BIG SPRING

I am glad that you are meeting within the District which I have the honor to represent in Congress. It is always my pleasure to cooperate with every worthy movement for the moral and material progress of West Texas.

Your friend,

George Mahon

Expert Points To Need Of A Budget Agency

As many Texas cities do not comply with the state budget laws, there is a need for a state agency which will cooperate with municipal officials in the preparation of budgets, Dr. Stuart A. MacCorkle, director of Texas University's Bureau of Municipal Research, said recently.

The increasing inefficiency of the Texas Uniform Budget Law is being exemplified, he declared, by the negligence of many of the larger cities of the state in making out any form of budgets at all.

State and local officials are not trained to recognize the essentials and to realize the scope of budget supervision, he said, citing the fact that these Texas cities are tending to register their financial statements.

These municipal conditions which would justify the intervention of a state bureau for the purpose of forcing compliance with the state budget law were listed by Dr. MacCorkle as follows:

1. Debt defaults by the city which require outside adjustment;
2. Excessive and chronic tax delinquency;
3. Unremedied and continued budget deficits;
4. Persistent violation of budget and fiscal law, and
5. Excessive local expenditures above set limits.

In 1924 the population of New York City was 770,000.

TRANSPORTATION COST BIG FACTOR IN INDUSTRIALIZING

"There is no use talking about industrializing Texas until our transportation costs have been reduced to an equitable level with rates the present manufacturing sections of the country enjoy," according to H. S. Hilburn, Plainview, immediate past-president of the West Texas Chamber of Commerce.

"We can't compete in the great consumer markets, not even including that of our own area, while we labor under such penalties," he said.

He urged that the problem be solved on a "basis that is equitable and fair to producer and consumer who pay the transportation bill and to the carriers that render the service."

Public Savings

(Continued from Page 1)

Personnel of the committee should be representative of and composed of substantial taxpayers and property holders, who have no political axes to grind and have no political ambitions. The work of the committee must be non-political, and must be based upon a cooperative attitude with public officials.

The committee must be constructive, and not demand decreased valuations and tax rates without at the same time recommending and supporting decreased expenditures.

Briefly, the committee is to seek compliance with the uniform budget law, make an analysis of the proposed budgets, formulate constructive recommendations and submit them fairly to public officials, and assist in public hearings, seek adherence to the budget.

Realizing that not all communities were in a position to carry out a technical and accurate comparative study of their budgets, the WTCC set up a budget analysis staff "to render professional and expert services to the taxpayers committee in analyzing and making recommendations relative to the budget."

With or without the aid of the analysis group (composed of men experienced in accounting and budget analysis work), the committee study should concern itself with such things as these: Classification expenditures, revenue and source, rates, fiscal status, comparison of proposed assessed values with like types of other political subdivisions and previous years, tax delinquencies, constitutional and statutory irregularities, diversion of funds, etc.

Recommendations should be as to increase or decrease in expenditures, assessed valuation, efficient and economical organization and business practices, as to utilization of state aid expectancies and administration of sinking fund.

Another WTCC service is the Sinking Fund Investment Commission, composed of leading bankers and capitalists of West Texas, which would assist in broad investigation of sinking fund investments and earnings since interest and sinking fund charges normally consume close to 50 percent of the tax dollar.

Leaders in the tax and expenditures move have expressed themselves as feeling that they cannot be guilty of over-emphasis.

To lend support to this contention—and importance to their work—they remind that "expenditures for all governments are consuming practically one-third of the income of the people of the United States" and that means West Texans, too.

Sugar is not one of the commodities lacking in wartime Germany. Moroccan sugar beet fields, under the German protectorate, provide an ample supply.

The six northern countries of Ireland are part of the United Kingdom, separate from the Free State of Eire.

Regional Chamber Protesting Excessive Burden Of Cotton Reduction Put On West Texas

Justice in the matter of cotton allotments is and has been for the past six years one of the paramount objectives of the West Texas chamber of commerce.

To get a picture of the situation, it is necessary to go back no further than the announcement of the 1940 cotton allotments which caused Texas producers to bear 54 per cent of the nation's cotton reduction while Texas normally produces only 30 per cent of the nation's cotton. Texas producers were called upon to bear 1,500,000 bales of a total national reduction of 2,939,999 bales.

In West Texas alone, according to C. M. Francis, chairman of the WTCC cotton rehabilitation committee, the practice is resulting in "depriving our West Texas cotton farmers of from three to five hundred thousand bales of annual cotton production."

Translated in dollars, it amounts to depriving West Texas farmers from \$15,000,000 to \$25,000,000 in cotton revenues.

The WTCC has fought this economic imposition since 1934 when it attacked certain provisions of

the Bankhead act and secured 150,000 bales additional allotment for the area.

Still the over-balance of the burden has been thrust on Texas and Oklahoma. In the past five years, Texas has contributed 61 per cent of the reduction while producing but 25 per cent of the output.

"When the object of cotton quotas is to reduce the cotton surplus by reducing bales of cotton, and when other states under the method of prescribing quotas produce 636,000 bales while we produce 1,500,000 bales less, surely there is something wrong with the formula," said Francis.

"This wrong method is resulting in defeating the object of the government to reduce bales and surplus. All West Texas wants is its share of the national cotton quota, which we are now failing to get."

The Dallas News forcefully called attention to the fact that the government's methodical cut in Texas allotment had reduced the state's cotton acreage from 19,000,000 to 9,000,000 acres in a few years and the cotton income from \$430,000,000 for the ten years of 1922 and 1931 to a bare \$147,000,000 last season.

Secy. of Agriculture Wallace explains away by saying Texas produced only 25.9 per cent of the cotton in 1938 in contrast to the 33 per cent it formerly grew. Thus, instead of making allowances for adverse climatic conditions, Texas and Oklahoma have been penalized because of those conditions.

Those sections of the state have become aroused to the injustice, and early this year the WTCC participated in the formation of a Texas Council on Agriculture. Purpose of the organization is to lay the Texas and Oklahoma allotment case before the congress and the U. S. department of agriculture.

Although Texas has taken up the fight, Oklahoma has been invited to join, a formality that promptly will link them with Texas and judging from the records, Arkansas may want in, too, for next to Texas, Arkansas felt the pruned knife of Secy. Wallace to a greater extent than others.

Hardly had the West Texas chamber of commerce come into being than it favored measures which would tend to publicize the area through displays at fairs and expositions.

By 1925, during the regime of the late R. Q. Lee, Cisco, as president, the West Texas display at the Philadelphia Sesqui-Centennial won the gold medal.

CHAIRMEN



MALCOLM MEEK (Abilene) Budget & Finance



WALTER D. CLINE (Wichita Falls) Resource Exhibit

RESOURCES SHOWN AT MAJOR FAIRS

Hardly had the West Texas chamber of commerce come into being than it favored measures which would tend to publicize the area through displays at fairs and expositions.

By 1925, during the regime of the late R. Q. Lee, Cisco, as president, the West Texas display at the Philadelphia Sesqui-Centennial won the gold medal.



ACC SEXTET—These six young ladies from Abilene Christian college's sextet, which is very popular locally for all types of programs. (Left to right) They are: Jennie Cathy, Kieta Belle Holt, Beverly Allen, Anna Lee Summers, Edithyn Thompson, and Joanne Lawler.

Freight Rates

(Continued from Page 1)

That processors in the favored northern and eastern zone could transport goods to the Southwest at less cost than Southwest processors could within their own borders.

The WTCC based its estimates of a \$100,000,000 saving in freight rates upon the predicate that goods are bought, sold and moved in Texas to the value of 10 billion dollars annually, that the transportation cost is at least a third of the whole, that if rates were equated those in this region would have to be slashed 30 per cent. On the estimated \$338,000,000 carrier expense to West Texas each year (includes railroads, trucks, pipeline and other modes of transportation), the 30 per cent saving would be translated into one hundred million dollars.

Railroads, being the most acutely affected carrier at once defended existing rate structures and answered WTCC discrimination charges.

Realizing that it was in the midst of the most historic fight in its history, the WTCC rapidly placed in hands of the Freight Rate Equality Federation, an organization without regional limitations but sponsored directly by the WTCC.

While the FREF never lost sight of the fact that the real war was on inequitable national rate structures, it turned to the more immediate objective of erasing the differential transportation charges to far western and southern Texas.

In October of 1939 the state rail road commission issued such an order, but it kept under advisement the additional plea for rates on intra-state traffic on a parity with those enjoyed in the Central or Official Territory.

If and when the order is upheld in court, no less than 60 West Texas counties will be benefited by the removal of the differential charge, which is an approximate and additional 15 per cent charge on that portion of the haul after it leaves common point territory and passes through differential territory.

power of a transportation dollar. West Texas is being penalized by an outmoded rate structure that is costing this section millions and millions of dollars yearly in moving costs on goods and products. And more than this, that the practice (the WTCC offers proof) is the basis of a vicious circle that prevents the "raw materials capital of the world" from industrializing so long as it is shackled in discriminatory freight rate bondage.

ANDREWS THE ONLY COUNTY NOT SHARING IN PWA FUNDS

George M. Bull, formerly regional director for the Public Works Administration, was quoted several months ago as saying that Andrews is the only county in the state not sharing in PWA funds.

Moreover, the county has built a courthouse with its own money and the 1,565-mile school district has built two modern schools without assistance. Increasing the unbusinessness of this picture, the county closed the 1938 fiscal year with a surplus of \$50,000.

Rate Protest Not Against Railroads

The West Texas chamber of commerce fight for freight rate equality is not one directed against the railroads.

Rather the fight has been one aimed at antiquated rate structures built around conditions that no longer exist.

Consequently, the WTCC has not advocated the robbing of railroads serving this section at the expense of others. It has argued that either rates in this section are too high, or those in the North and East are unduly low, either that rates in the Southwest could come down or those in the industrial territory should come up.

Support

In the interim, individuals, organizations, businesses and even states rallied to the WTCC's rate cause with the result that Texas appropriated \$50,000 for the biennial to prosecute the case for rate justice, and Arkansas voted \$25,000 for the same purpose.

One of the more significant developments, however, was a mandate given the ICC by the congress of the United States, thanks to West Texas representatives and Texas senators, to make a searching study of the whole problem of rate structure.

It was after this that the ICC, by a 5-4 vote, granted the Old South rate parity with the Official Territory on 15 commodities. It was not a complete victory, yet it marked the recognition of a principle which recognition might well serve as a wedge.

Advantage To South

West Texas and Texas and the Southwest—pushing from the beginning for complete correction of the unjust rate condition instead of partial relief as did the South, found this both encouraging and disturbing. For while it established a parallel principle, it also increased the ratio of the Southern rate advantage over the Southwest from 61-39 to 61-39 per cent. In other words, the South's much more competitive with the Southwest than the rate-favored North and East, had been given an additional 30 per cent transportation advantage over the Southwest.

Aware that the victories to date have been logical but elementary ones, the West Texas chamber of commerce today, through the FREF, forges into the main battle. Armed with figures which show that in mile-for-mile purchasing

Building Costs Are Not Excessive! Investigate!

A recent survey showed that all building materials taken in a group, are almost 10% less than the past 20 year average. Although the present methods of construction assure the owner a house that will stand longer, with a minimum amount of upkeep, the average price is within the means of every qualified prospective home owner. There is no need to delay having a home of your own... come in and let us help you make it a reality.

We Are Complete Building Material Dealers - Everything For Every Job!



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We have one of the largest and most complete stocks of building materials in West Texas. We have lumber and building supplies in all price lines. We can supply any material for any kind of a job. Satisfy yourself that we can give you what you want in the price range you want!

Burton-Lingo LUMBER CO.
Big Spring



Greetings...

Mr. and Mrs. **WEST TEXAS**

The "Main Spring of West Texas" earnestly and cordially welcomes YOU, the delegates and visitors to the 22nd Annual Convention of the West Texas Chamber of Commerce. It is a privilege and an honor to be host to the West Texas citizenship, the finest in the land.

May this convention accelerate the progress and prosperity of this Raw Materials Capital of the World, making it, in ever-greater degree, the Land of Opportunity and a true Home of the Happy.

To this end we of Big Spring look confidently to the aggressive, intelligent and devoted leadership of our great regional representative, the West Texas Chamber of Commerce.

Again—on behalf of the entire citizenship—welcome to Big Spring!

Another WTCC service is the Sinking Fund Investment Commission, composed of leading bankers and capitalists of West Texas, which would assist in broad investigation of sinking fund investments and earnings since interest and sinking fund charges normally consume close to 50 percent of the tax dollar.

Leaders in the tax and expenditures move have expressed themselves as feeling that they cannot be guilty of over-emphasis.

To lend support to this contention—and importance to their work—they remind that "expenditures for all governments are consuming practically one-third of the income of the people of the United States" and that means West Texans, too.

Sugar is not one of the commodities lacking in wartime Germany. Moroccan sugar beet fields, under the German protectorate, provide an ample supply.

The six northern countries of Ireland are part of the United Kingdom, separate from the Free State of Eire.

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We are proud that people from all sections of West Texas call us when floors need laying, sanding, or refinishing.

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If you have dingy, rough or dull looking floors drop us a letter stating your problem and we'll gladly furnish information on the best solution to have beautiful, glass-smooth floors.

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WELCOME, WTCC VISITORS!

We're Happy To Have You...

Make Our Place Your Headquarters—Especially At Meal Time—During Your Three-Day Convention.

J & L Drug
Douglass Hotel Building

Counter Views On The Freight Rate Issue

WTCC CHARGE

The first-class rate in the Ohio-Indiana or Official Territory for 500-mile haul is \$1.22 per 100 lbs. as compared with \$1.25 per 100 lbs. in our extreme West Texas territory. Our rate for equal haul is, therefore 25 per cent greater than in the Official Territory.

First class haul from Dallas to Abilene was increased from 90 to \$1.24 or 30 per cent increase. From Dallas to Lubbock the rate was increased from 90 to \$1.43 or 72 per cent increase.

Freight expense, including both yard and road expense per 1000-lb. loaded car mile, our territory incurs the expense of \$16.99 against \$20.39 for Official Territory, or 17 per cent less, while paying rates on 72 per cent higher basis.

On cotton from Memphis, Texas to Houston (511 miles) rate is 41c; from Dallas, Mo., to New Orleans (515 miles) rate 35c. On wheat from Amarillo to Galveston (644 miles) rate 35c; from Omaha, Neb. to Galveston (900 miles) rate 33c. (Equal mileage rate would give Amarillo 32c rate.)

Comparing our differential 185 per cent area with the 115 percent New England zone, shows population of two regions practically same, that our area produces 962 per cent more grain, 304 per cent more cattle, 364 per cent more wool and mohair, more fruits and vegetables and 1,500,000 bales of cotton.

On commodity and class rates we have average rate increase of 109 per cent, while on production and population increases, we have an average increase of 328 per cent. Despite tremendous development we are confronted by increased rates, contrary to all previously recognized principles of rate making.

The average West Texas freight rate level is 72 per cent higher than the Official Territory; that area has highest rate in nation in light of production and population; that others can ship into our territory on lower levels of rates than shippers residing in territory.

Based on low rated commodity (cotton) area annual freight bill would be \$338,000,000. It would take 30 per cent reduction in general freight rate level to equalize us with eastern territory. Annual cost of discriminatory rates nears \$100,000,000.

ICC Members Sympathetic To Rate Plea

Even before the Interstate Commerce Commission granted the South rate equality on 15 commodities with the Official Zone, the West Texas chamber of commerce, leader in the rate discrimination fight, had reason to believe that several members of the commission looked favorably upon the problem. A report by Commissioner Lee was evidence of this. Said Lee: "The desirability of rate structures providing reasonable uniform rates on like articles which are or may be produced in different sections of the country from such sections to common markets, is not open to serious question. The maintenance on such articles of rates reflecting territorial differences in rate levels,

RAILROADS' ANSWER

The compilers have failed to support their contention with facts that rates in West Texas are higher to extent of 85 per cent than rates in Official Territory. . . Rates in West Texas not as high over rates in other zones as contended . . . not half as high.

Rate increase from Dallas to Abilene was from 60c to \$1.20 of 74 per cent increase. From Dallas to Lubbock was from 50c to \$1.62 or 70 per cent increase.

Transportation costs are things of record available for any interested party to study and speculate upon. No good purpose will here be served by entering into a detailed discussion of them.

Every cotton rate used from Arkansas-Louisiana-Missouri points to New Orleans were forced down to their low level by barge or barge and truck operations. Same for wheat with further fact that low proportional rates have been necessary from grain terminals to ports because of large volume of tonnage which originates far away from terminals in connection with standard rates paid to terminals.

For year 1937 railroads originated in Southwestern zone 1,061 carloads of wool and mohair, New England zone 4,328 carloads of mohair. It is unnecessary to pursue exaggerated statement that West Texas produces or gives railroads 364 per cent more wool and mohair than small New England area.

The volume of increase (in rates) was not confined to West Texas points. For instance first class from Dallas to Beaumont was 80c Jan. 1, 1914, today \$1.40, increase of 82 per cent. From Houston to Longview (same period) from 77c to \$1.31 or 70 per cent. From Houston to Sherman 80c to \$1.25 or 56 per cent.

There is nothing produced in the report to give force to such a statement. It is not a fact that West Texas rates have increased while those in other sections have decreased. No one is warranted in saying that West Texas is on a 72 per cent higher level than Eastern Zone, unless rates on all moving commodities compared.

Claim of \$338,000,000 annual freight bill shows lack of familiarity with facts. 1929 was banner year for Texas railroads, for that year they collected a total of \$113,321,338. If 30 per cent reduction in general freight rate level in West Texas would attain equality, then annual discrimination of \$100,000,000 is manifestly impossible.

thereby creating rate walls along the border of rate territories, tends to prevent a nationwide development of industry and is not conducive to the promotion of the best interests of either the carriers as a whole of the country as a whole."

Dr. Walter M. W. Splawn, chairman of the ICC, frequently corresponded with WTCC leaders on the rate problems and it was his vote which decided the rate equality plea for the South.

Commissioner Aldredge is author of the famous TVA report which showed that the South was in economic bondage to the industrial North and East.

Commissioner Eastman, although he voted against the South on the equality order, has long been an advocate of abolishing the zone system of rates on the ground that the condition on which they are based has been outmoded and no longer exists.

Texas First In Refining Industry

Oil is taking the lead in the movement for industrialization of Texas, according to a statewide survey made by the Texas Midcontinent Oil and Gas association.

The Texas refining industry is first among manufacturing industries in total number of Texans employed. Approximately 23,000 skilled workers plus 5,000 office employees, a total of 30,000 now are employed by Texas refiners. This is approximately three times the 10,000 employed in lumber manufacturing, second industry in number of Texas workers.

The state's 30,000 refinery workers have an annual payroll of \$50,000,000. Counting four and one-half persons to a family, the statistical average, approximately 135,000 men, women and children of Texas look to oil refining for their living. Many others, of course, get part of their living from the redistribution of this \$50,000,000 by refining employees and their families.

First in Products Value Without any concessions from state or local governments, and entirely upon its own initiative, the refining industry has built itself to the first in the state in value of products. Latest United States census figures place the value of Texas refined products at \$437,790,290 for the year. This is 41 per cent of the total value of all products manufactured in Texas. Oil refining is six times as large as meat packing, second Texas manufacturing industry with \$73,557,416. The third, milling, totals \$37,564,932, or one-eighth as much as refining.

With Texas having gained 49 per cent in total value of all manufactured products in the last two years reported on, oil refining was responsible for most of the big increase. United States census figures show.

Further official figures, from the United States Bureau of Mines, disclose that Texas refines 82 per cent as much oil as it produces, or over four-fifths the state's yearly production. Cotton, a much older industry, now processes only three per cent of its output in Texas, while very little of the wool or mohair is processed in the state.

Urges Aid For Home Industry "While Texas leaders are talking about bringing new industries into Texas to industrialize our State," says a statement from the Texas Midcontinent association, "why not first encourage the industries already operating in Texas? In fact, the quickest and surest way to develop Texas manufacturing is to foster the expansion of those already established in our state and now giving employment to thousands of Texans and paying out millions of dollars a year for Texas labor and Texas raw materials.

"Yet Texas oil now bears the highest tax of petroleum produced in any state in the nation. Counting gross production tax, regulatory tax, franchise tax, gross receipts tax, social security, drilling permits, car and truck licenses and ad valorem levies paid the 9,000 separate taxing bodies in Texas, each barrel of oil produced in Texas bears an average tax of 9.8 cents. This is true whether this oil is consumed in Texas or shipped out of Texas. This is the highest oil tax of any state, and four or five times as high as several other oil states.

"This average (which includes taxes of 14 to 17 cents per barrel in some Texas counties) does not take into consideration taxes on refineries, pipe lines or marketing properties. If these are added, the total paid by the Texas oil industry is 45 per cent of all state taxes paid by all industries, exclusive of sales taxes such as the gasoline tax paid by the consumer. If the gasoline tax is added, oil and its products bear 65 per cent of all state taxes in Texas."

has 141 refineries with a total capacity of 1,386,000 barrels of crude daily, or nearly one-third the national total of 4,050,000 barrels. A conservative estimate by Texas Midcontinent economists places the total value of Texas refineries at \$1,300,000,000, a tremendous investment in Texas industrialization.

Texas not only has far more refining capacity than the second refining state, California, but also more than both the second and the third, Pennsylvania, combined. California has 237,360 barrels daily and Pennsylvania 237,300 for a total of 1,275,000, or 111,140 less than Texas alone.

In addition, Texas has the largest natural gasoline industry in the nation, with 136 gasoline plants producing one-third the natural gasoline produced in the United States. More than 90 per cent of this output is used to improve the motor fuel refined from Texas crude oil, furnishing further employment in blending the natural and refined fuels.

Texas also is the largest producer in the world of carbon black. This state furnishes more than four-fifths of all the carbon black produced in the United States, used mainly by rubber, paint and ink makers. Forty carbon black plants in Texas each year produce around 425,000,000 pounds, made from 300,000,000,000 cubic feet of sour gas, unfit for other commercial use.

The refining of Texas oil in Texas creates each year millions of dollars worth of additional income for this state and its citizens.

ZONE DIFFERENCES Here is what the West Texas Chamber of Commerce is talking about when it speaks of "discriminatory freight rates:"

In Ohio-Indiana \$1 buys 400 miles of transportation, in New England 388 miles, in Minnesota 320 miles, in Texas common point territory 250 miles and in Texas differential territory only 221 miles.

WELCOME VISITORS



TED O. GROEBEL



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BIG SPRING, TEXAS

Welcome Convention Visitors!

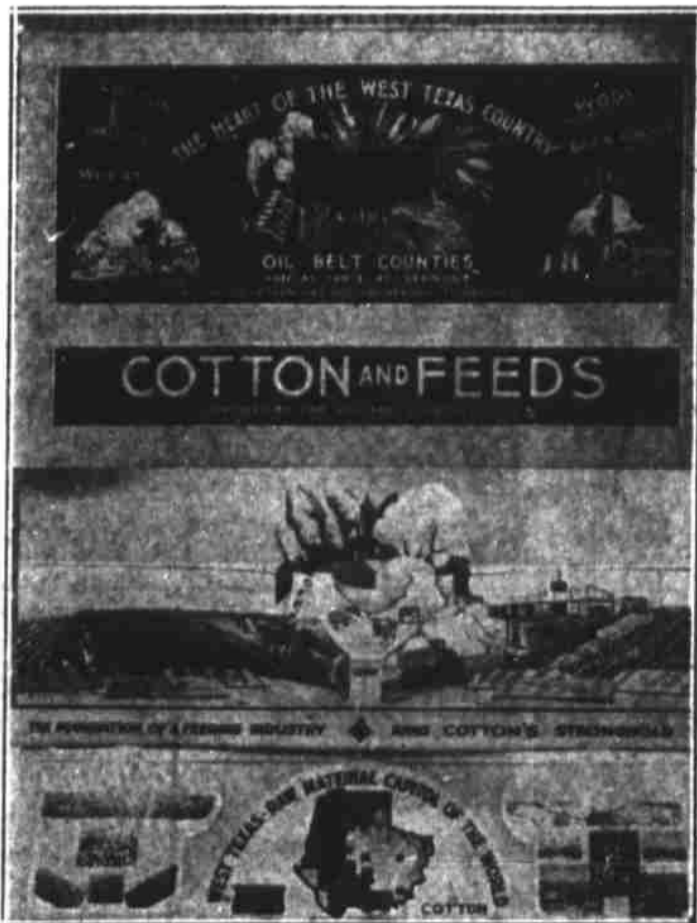
Big Spring Mainspring Of West Texas!

Stop At One Of These Shell Dealers

- ABILENE—Lefler's Station on Highway 80; Lefler's Station on North Pine.
- ALLRED—Shell Service Station.
- HARSTOW—Ed & Jim Miller's Station.
- BIG SPRING—Shell Service (Chester Cuck), West Third; Troy Gifford, West Third; Cap Rock, Lamson Highway; Wooten Service Station, Second and Benton.
- COAHOMA—A. C. Menser.
- COLORADO CITY—Beasam Service Station.
- DENVER CITY—Red Leathers Station; M & M Auto Service.
- ELDORADO—C. W. Galbreath, Eldorado Motor Company.
- FORT STOCKTON—Briam's Service Station.
- FORSAN—Lowery Station.
- GOLDSMITH—Howard's Shell Service.
- HERMLEIGH—Ray Vernon's.
- IRAAH—Dock's Garage.
- MIDLAND—Broadway Garage; Vance One Stop Station; Walton Campbell Service Station.
- MCCAMEY—R. G. Fussell; Ray Boggs.
- MONAHANS—Shell Service Station.
- ODESSA—Golden Service Station; Smith Service Station.
- PENWELL—Penwell Service Station.
- SAN ANGELO—Ragsdale Auto Co.
- SEAGRAVES—Bob's Shell Service.
- SEMINOLE—Shell Service Station.
- WINK—Roy Kemp's Shell Service.
- BUCKEYE, N. M.—Vacuum Service.
- MOBBS, N. M.—C & M Service No. 1; C & M Service No. 2; Parks and Lewis Service Station; Four Way Service Station.
- JAL, New Mexico—Bid Key and George Davis.
- EUNICE, New Mexico—City Service Station.
- LOVINGTON, New Mexico—Lovington Auto Company.
- TATUM, New Mexico—Craig's Service Station.

Shell Premium
Shell Super
Silver Shell
Gasoline

Shell Penn
Golden Shell
Silver Shell
Motor Oils



COTTON AND FEED, these two, with wheat, form the backbone of the West Texas agricultural structure. West Texas, despite drastic curtailment in allotments, still produces 15 per cent of the nation's supply of cotton, an item that keeps farmers going even in a sick industry. In this display at the West Texas Chamber of Commerce resources museum at Abilene is shown the possibilities in cotton production, and the resultant seed by-products so vital to the livestock industry of the section. With the curtailment of cotton acreage and the necessity of turning to another source of income, emphasis is given to the almost limitless production of feedstuffs in West Texas. For more and more the region is turning to the finishing of its livestock. The display only serves to remind that West Texas, perhaps in the not too distant future, will become the feeding grounds of America.

WESTEX OIL Company

DISTRIBUTOR FOR SHELL PETROLEUM PRODUCTS

Diverse Attractions To Be Found In West Texas Parks

10 Sites Offer Recreational Advantages

By Staff Correspondent
Studded like precious jewels in the West Texas country, from the Big Bend to the Panhandle, are ten state parks offering citizens and visitors unequalled opportunities for exploration, relaxation, and pure sport.

Meccas for Texas vacationists and out-of-state tourists, these public parks are centers of recreation, wildlife preserves, and wonderlands of sheer beauty, all in one. They mean thousands of dollars annually to West Texas businessmen who cater to tourists, but their worth to vacationists as playgrounds is immeasurable.

First in the estimation of most people who have visited it is the incomparable Big Bend park, which Texans hope one day the federal government will take over and develop into an international playground dedicated to peace.

Last Frontier
The Big Bend is the last frontier where much of the romantic history and legend of the Southwest are preserved. It includes an entire mountain range, the Chisos, and offers some of the most beautiful scenery in the country.

Among the interesting sights and places in the still-unexplored Big Bend are the Santa Helena Canyon, 1000 feet cut in solid rock; the Big Basin, once an Indian village; the Chinese wall, a cave of early day cave-dwellers; and the smugglers trail.

Other West Texas parks offer diverse attractions.

Four miles from historic old Buffalo Gap in Taylor county, surrounded by great ranchlands, and fertile farmlands, is Lake Abilene State Park, near the beaten path of the Chisholm and Butterfield cattle trails of the early west.

Rugged hills, big lakes, dense woodlands, algerita thickets and flowers in profusion make a scenic picture attracting hundreds of visitors. Wildlife includes gray fox, badger, ringtail cat, bobcat, raccoon, rabbit, opossum, gray squirrel, armadillo, deer, quail, dove, red bird, bluebird, mocking bird; and for the fishermen, bass, crappie, bream, and channel cat.

Lake Brownwood
An ideal resort for persons who like water sport, fishing, motor boating, canoeing, or swimming, is Lake Brownwood State Park, 12 miles northwest of the city of Brownwood. The lake has a shoreline of 96 miles and a channel depth of nearly 100 feet.

Picnickers, sightseers, and hikers find it an interesting place. The refectory building, constructed of native stone, is the center of social activities, dancing, dining, card tournaments. For persons who want to stay overnight in the park, there are 15 modern stone cabins furnished with all conveniences.

Unusual for its scenic drive and lookout point on high mesa is the Big Spring State Park, two miles southwest of the city of Big Spring.

Far out west, toward the Big Bend, is the Balmorhea State Park, which boasts the world's largest swimming pool. At the foot of the Davis mountains, the park embraces 850 acres, developed around the historic San Solomon springs which put out 23,000,000 gallons of crystal-clear water daily.

Three miles from Fort Davis, twelve miles from the McDonald Observatory, amid jagged rocks and hilly canyons, high in the cool Davis mountains State Park, is the Indian Lodge, with its picturesque patio planted with desert and mountain plants, a small pond fed by the overflow from an Indian fountain.

Other Recreational Spots
Guests enjoy resting in the cool shade rooms, hikers and horseback enthusiasts are stimulated by the dry invigorating climate, and photographers revel in a pictorial paradise.

In the Frio river valley, in dense woodlands, is the Garner State Park, named in honor of Vice President John Nance Garner. The park is 30 miles north of Uvalde, home of Cactus Jack.

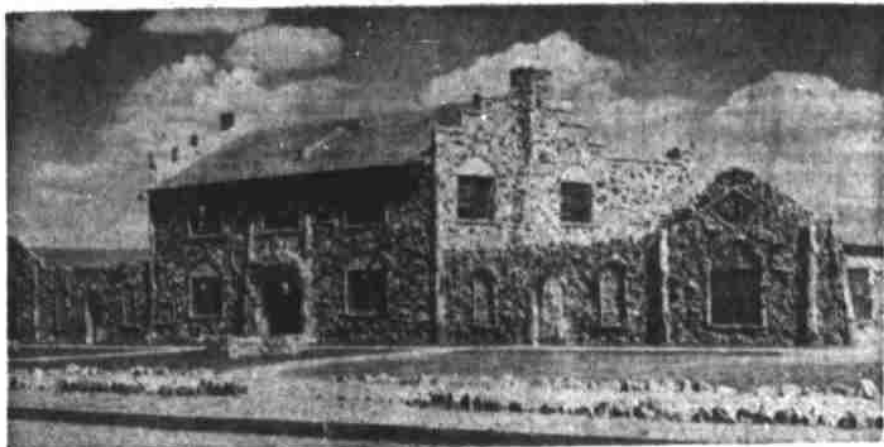
In the heart of the beautiful hill country, three miles southeast of the city of Kerrville, is the Kerrville State Park, offering an ideal resort along the Guadalupe river to campers, fishermen, picnickers, swimmers, and riding experts.

Up on the South Plains, in Yellowhorse Canyon, at Lubbock, is the McKenzie State Park, named for General R. S. McKenzie, who fought some 60 engagements with Comanches and Kiowa Indians between 1874 and 1875, the park includes 550 acres and offers a playground for citizens and visitors of the South Plains area. More people visit the park annually than any other in the state parks system.

Farther north, off the highway to Amarillo, is the Palo Duro Canyon State Park, full of intricate designs in multicolored rock and soil. At some points the canyon is five miles wide. It encloses over 15,000 acres of the most distinctive and colorful scenery in Texas.

CONGRESSMEN HELP

Texas congressmen have aided in the promising struggle to gain economic freedom for the southwest in the matter of freight rates. Among those who have actively participated are Sen. Tom Connally, Reps. Marvin Jones, C. L. South, Clyde L. Garrett, George Mahon, W. B. Poage and Luther A. Johnson.



HOME OF BUFFALO ATHLETES AT CANYON—Built by their own hands and WPA labor at West Texas State College of Canyon is the home of the athletes, known as Buffalo Courts. It is made of native stone and petrified wood. The recreational hall is shown above.

All Counties Were 'Winners' In WTCC 1939 Conservation Contest

Only three counties were awarded cash prizes, but every county that participated in the West Texas Chamber of Commerce soil and water utilization campaign last year definitely was a winner.

Wheeler county won the \$500 top award, Val Verde the \$300 and Fisher county the \$200 third place prize. But the \$1,000 prize money was but a drop in the bucket of the value counties received from the contest.

There were 108 counties in the contest and 105 of the number made final reports showing that 70 per cent of the farm and ranch population of West Texas participated in conservation activities.

Summing up the results of the contest, it was shown that there had been 26,681 miles of terraces built; 24,317 miles of old terraces rebuilt or enlarged; 585 miles of terraces built on pasture land; 9,386 miles of ridges on pasture land; 675 square miles of range land contour furrowed.

Two thousand six hundred sixty-five miles of land contour farmed for the first time in 1938; 1,756 square miles of land strip cropped; 869,766 cubic yards of earth put in spreader dams; 393 miles of spreader terraces built.

Eleven million eight hundred fifty-nine thousand one hundred ninety-five yards excavated for tanks; 17,244 cubic yards of materials used in concrete or rock masonry dams; thousands of wells dug totaling 23,723 feet in depth; 35,325 acres put under irrigation for the first time.

The Freight Rate Campaign At A Glance

To see the logical sequence in which the WTCC freight rate campaign has developed, one has but to study a chronological condensation of important steps.

Outstanding developments are shown herewith at a glance:
APRIL 25-27, 1938—WTCC adopts resolution calling for study for area's freight rates.

AUGUST 1—WTCC enters ICC hearing at El Paso on railroad commission's refusal to grant certain increase in differential territory.

OCT. 22—WTCC issues pamphlet "Discriminatory Freight Rates in West Texas and Beyond," charging area pays 60 to 85 per cent higher rates than Official Zone. Nationwide and Southwest interest aroused.

DEC. 12—WTCC directors meet to consider preliminary organization of Freight Rate Equality Federation to head state-wide fight.

JAN. 1939—Cong. C. L. Garrett, places WTCC pamphlet in hands of 300 Southern and Southwestern congressmen.

JAN. 6—Second meet to consider FREF organization at Waco.
JAN.—WTCC resolution asking congress to act for rate equality passed by Texas house.

FEB. 20—Third FREF organization at Wichita Falls.

FEB. 27-28—Hearing called in Washington on WTCC proposal that congress give mandate to ICC to abolish zone system of rates.

MARCH—WTCC works for Texas appropriation in rate fight.

MAY 15-17—Annual WTCC convention features address by Dr. W. M. W. Spiawn ICC chairman, and FREF permanently organized.

JUNE 19—12-day hearing before state railroad commission led by WTCC for abolishing differentials, effecting official zone rates in Texas.

JULY—Legislature votes \$30,000 to prosecute rate campaign.

JULY 22—WTCC participates in meeting of Southwestern states representatives on rate fight at Hot Springs, Ark.

JULY—ICC announces nationwide study of freight rates.

AUG. 8—First meeting of FREF directors followed by parley with Atty. Gen. Mann, recommending a fact-finding committee.

SEPT.—Atty. Gen. Mann names fact finding committee.

OCT. 16—State railroad commission abolishes differential rates, leaves open for disposition action on request for Texas rates on par with those in Official zone territory.

NOV. 30—ICC grants Old South rate equality with Official Zone on 15 selected commodities; WTCC views action as opening wedge and victory that makes victory for Southwest doubly imperative.

Minerals Add To Wealth Of West Texas

West Texas counts minerals among its biggest assets in claiming the title of "Raw Materials Capital of the World," for much of the current resources come from the mineral industry in the area.

This fact is little appreciated for the average person thinks of minerals only in terms of metals, while in West Texas the non-metallic minerals are the backbone of the industry.

Consider oil, for none will deny that here is a major resource of West Texas with its many pools and great reserves. West Texas has a fair share of the state's output, which is now more than 35 per cent of the oil and gas produced in the United States, and has 65 per cent of the natural gas reserves and 53 per cent of the oil reserves of the nation.

Potash
Potash is another of the non-metallic minerals available in copious quantities in West Texas, but being mined from a point near Carlsbad, N. M. Recovery is an expensive proposition, but should

the demand increase to a great extent, West Texas must be counted in as a source of supply.

Helium gas, which is colorless, odorless, tasteless and non-poisonous, sold for \$2,500 a cubic foot as late as 1917. Today the bulk of the world's supply comes from a plant operated as a U. S. monopoly at Amarillo at a cost of one cent a cubic foot. The supply is estimated to be adequate for 250 years at its present rate of depletion.

Carboz black, used in the manufacture of ink, paint and of rubber tires, is produced in 40 West Texas plants turning out about 80 per cent of the nation's production, much of which goes into export.

Many Others
Other important non-metallic minerals produced in West Texas include such things as asphalt, produced in great quantities as a by-product of oil refining; cement, manufactured in heavy volume at many West Texas plants; clay, used in West Texas brick plants, such as one at Thurbur and other points; fuller's earth, supplies of which are found in the area, particularly in Panhandle sections; gypsum, mined extensively at Sweetwater and other West Texas locations; lime, kilns for which are dotted over the territory wherever good limestone supplies exist; volcanic ash or pumice found in mid-West Texas; sand and gravel and building stone, limitless quantities of all three being found

in the vast and varied West Texas territory. If and when the coal industry comes back, the region has a supply of that too around Strawn and Thurbur. Plants at Monahans, O'Donnell and Brownfield turn out sodium-sulphate, of which, West Texas produces considerable of the U. S. demand.

On the metals side, West Texas is not without production of economic bearing. Even though mines of this type are for the most part not far developed, returns may be calculated in the millions annually.

Gold and Silver
West Texas does not lay claim as a source of gold, but there is ample production of the precious metal in connection with the mining of silver and the "wildcat" gold mining ventures to run the annual value of West Texas mined gold to near \$200,000 each year.

Silver mining is one of the oldest industries in Texas and mines in West Texas are among the first in the United States. In 1933 the value of silver production in Texas was \$54. Now it amounts to more than a million dollars, coming principally from the Presidio mine at Shafter. Silver is found in Hudspeth and Culberson counties also.

The Plata Verde mine in Hudspeth county is worked mainly for its silver but also returns copper. The Black Shirt copper mine bearing silver. These two returned 102,340 oz. of silver in 1937. The Calumet & Texas mine near the

New Mexico border had copper, lead and silver.

Copper and Silver
As for copper, Culberson county has some production, listed at 7,000 pounds two years ago. Hudspeth county mines turn out 313,000 pounds of copper, both counties sending the ore to El Paso smelters.

In connection with the Presidio mine, 767,000 pounds of lead were produced in 1937. Culberson had 11,400 pounds and Hudspeth county had 11,900 pounds.

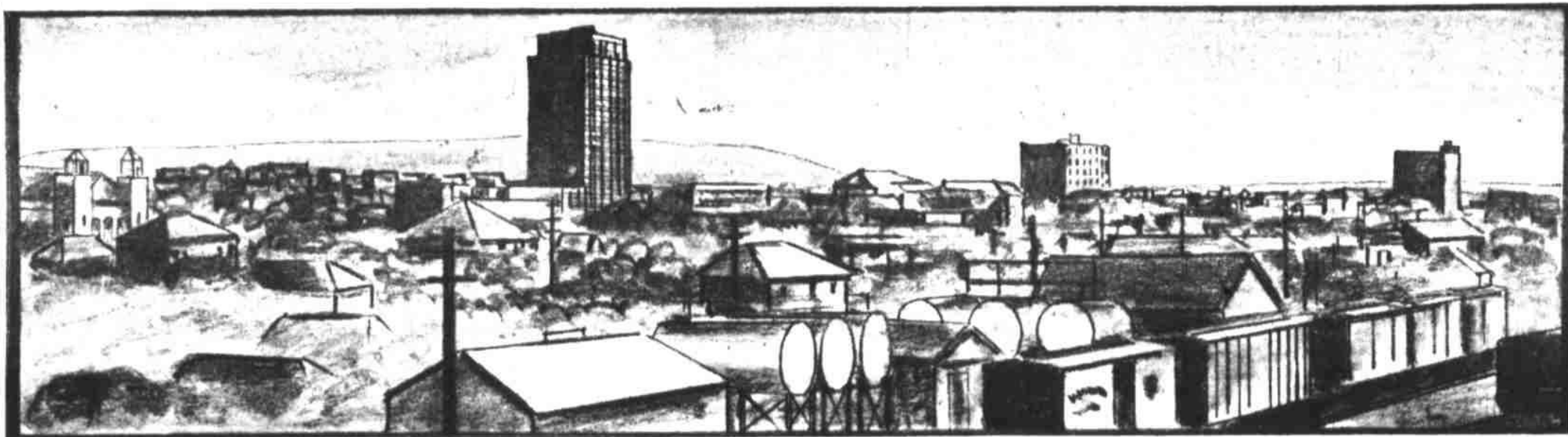
West Texas has no zinc, but smelters are located at Amarillo and Dumas because of a cheap fuel supply.

The area also has manganese stores which are produced in boom periods for the steel industry. In 1937 the Chilpa mine in Jeff Davis county shipped a carload of good manganese ore, and this year, with the war scare stepping up steel production, production of manganese has been stepped up.

Brewster county holds the Texas supply of mercury, a product that draws around \$1 a pound due to a stiff tariff on imports. The production from this mine gives West Texas third place in U. S. production of quicksilver.

There are other possibilities in the mineral field for West Texas, and the constant search for self-sufficiency may result in increasing their importance and the importance of the area as the "raw materials capital of the world."

COOPERATION Builds Great Cities



...and Keeps Them Great

What makes Big Spring grow? Is it men, or machines, or buildings and factories, payrolls and streets and schools?

The COOPERATION of all these are necessary for the building of a city and for keeping it prosperous and progressive.

Business serves the public by creating payrolls which mean jobs and family comfort and security. Business pays a large portion of all taxes collected, which makes possible our schools, safety of property, health protection and better living.

In turn, for its own best interests, the public must protect its city's industries; must see to it that all business gets a square deal. Just as no family can live happily without cooperation, no city can grow and prosper unless all work together for the good of the community. The Texas Electric Service Company and its 54 employees have played an important part in the growth of Big Spring, and we aim always to do our share in every worth while endeavor to promote this city's progress and development.



West Texas Chamber of Commerce

An Outstanding Example of Cooperation

The 54 employees of the Texas Electric Service Company join other citizens in welcoming the West Texas Chamber of Commerce convention to Big Spring. The WTCC is an excellent example of West Texas cooperation to further the prosperity and development of this section of the State.

TEXAS ELECTRIC SERVICE COMPANY

C. S. BLOMSHIELD, Manager

WTCC's Aim: Promoting Welfare Of West Texas

Since its formation at Fort Worth on Dec. 17, 1918, programs and accomplishments of the West Texas chamber of commerce have known but one bound—that what ever is done or attempted be to the interest of building West Texas.

Whatever else may be said of the regional chamber, one of the outstanding organizations of its kind in the nation, its phenomenal success in promoting the general welfare of its section has been based upon far-reaching area development.

No problem has been too small or too large for the WTCC to tackle in its 22 years of existence, and militant exercise of authority and confidence vested in it by affiliated towns has resulted in amazing list of achievements and linked the organization inseparably with almost every-day expansion by the territory aptly called "The Raw Materials Capital of the World."

There was an organization which preceded the WTCC—an association of commercial clubs of the area—but it lacked cohesion and force. In response to a call by chambers of commerce of Fort Worth, Brownwood, Ranger and Wichita Falls, representatives from 37 counties met at Fort Worth late in 1918 and formed a Declaration of Purposes. This, in effect, was the beginning for the WTCC.

Meeting in the first convention at Mineral Wells in 1920, the young organization figuratively rolled up its sleeves and went to work for a "Texas A. & M. college in West Texas," a drive that ultimately resulted in establishment of Texas Technological college at Lubbock.

In rapid succession down through the years, these are some of the things which the WTCC went after and generally succeeded in carrying out:

Prevention of bottling surplus waters of Texas streams for power purposes; more flexible irrigation laws and establishment of a hydrographic commission; retention of common point freight rates; demand for redistricting for legislative purposes; equitable adjustment of school funds; equality of tariff on Southern goods; aid for the crippled Kansas City, Mexico and Orient railroad; a comprehensive exhibits program.

A selected cottonseed program; surveys for a fight on the bollweevil; a terracing program, encouragement of baby beef and poultry development; unified system of state highways in West Texas; farm diversification; fight for tax equalization resulting in scientific state survey; successful fight against port interests for two-rate structure discriminatory against inferior compresses; formation of oil and gas division; demanding state stand by land relinquishment policy; program for oil and gas conservation; plan to expand foreign markets for Westex products.

Regulation of trucks and buses favored; work toward economies in government; assist communities in securing RFC self-liquidating loans; administer early-day relief in area without cost to government; base scholastic apportionment on attendance instead of census; oppose tendency of dependence upon federal aid; suggest domestic allotment cotton plan; plan for water and soil conservation; square deal for producer; abolition of discriminatory freight rates; demand legislative redistricting.

Not all WTCC crusades for regional rights

have been attended with unqualified success, but the fever with which the chamber's leaders has pushed its every program has made its list of accomplishments monumental.

In 1920 the cry for redistricting to give West Texas more legislative representation was heeded, but it pushed the house limit to 150 members. Consequently, the chamber, and West Texas, for that matter, has been hammering away at a political stone wall on this front since the 1930 census showed tremendous population gains for the area.

While the WTCC does not lay claim to sole credit for an increasingly sounder footing for agriculture in the area, the results of its incessant campaign for diversification and conservation have reaped results to be calculated in the billions for years to come.

Persistent though the campaign has been for abolition of the ad valorem tax, this in part of the WTCC objectives has not yet been realized. Last year, however, it appeared momentarily that victory had come about by the devious route of a blanket reduction of ad valorem taxes to all counties of the state (later ruled out on a question of law) which would have netted West Texas an annual tax saving of \$2,066,000.

Looking out for interests of the section, the WTCC has refused to forget its fight for basing state school apportionment on attendance rather than census, because the current system "subsidizes absence" and penalizes West Texas education for performance of duty through substantially higher attendance and enrollment.

Perhaps the greatest of all the struggles to which the WTCC has sallied forth dauntlessly is the current and concerted battle against discriminatory freight rates. It is not a new program for the WTCC, for in the earliest days of the organization the abolition of common-point rates in West Texas was vigorously and successfully opposed. Now the WTCC is in the midst of a new crusade for justice and equality, one which has awakened the sleeping giants of the southwest and is marshaling the forces of the territory that no longer is content to be shackled commercially and industrially by costly rate discriminations. Already attended by encouraging success, this historic battle is just begun.

Young though it is, the WTCC Resources and Museum Institute in the headquarters building at Abilene must be included as one of the more important developments of the regional chamber. In it is paraded accurately and effectively not only the existing resources of the area, but also its potentialities. Ultimately, other institutions similar to the WTCC will come to imitate it as they have its other aggressive and progressive programs.

At the outset of its existence, the WTCC had 97 affiliated towns with 2,435 members. This steadily expanded until 1923 at the San Angelo convention 236 towns had contributed 6,486 members and three years later was pointing toward an overly ambitious goal of 10,000 members and a \$100,000 budget. In another three years the chamber was faced with necessity of reorganizing.

D. A. Bandeen, named manager in 1929, found the unit \$28,000 in debt, quickly achieved solvency and has continuously since maintained annual cash balances from \$15,000 to \$25,000.

The aura of festivity surrounding the WTCC conventions did not attend the annual gathering until the Plainview convention in 1922 when 2,500 delegates made a glorious occasion out of the area party, a practice that has continued with the possible exception of the reshaping conference in El Paso in 1929.

Three managers have served the WTCC in its period of existence, Porter A. Whaley from 1919 to 1926, Homer D. Wade from 1926 to 1929, and D. A. Bandeen since 1929. Twenty-one West Texas leaders—captains, attorneys, agriculturists, bankers, oil men, realtors, and publishers—have served as president of the organization, only one, the late A. B. Spencer of Crosbyton, serving two terms.

West Texas Chamber of Commerce
Convention Edition of The
Big Spring Herald
VOL. 12, NO. 290 WEDNESDAY, MAY 15, 1940

- District Directors:**
1. C. A. Studer, Canadian
 2. R. L. Brown, Muleshoe.
 3. J. J. Gallaher, Graham.
 4. Amon G. Carter, Fort Worth.
 5. Tate May, Hamlin.
 6. B. Reagan, Big Spring.
 7. H. Y. Overstreet, Texico.
 8. C. E. Casebier, Fort Stockton.
 9. Dr. L. H. Webb, Kerrville.
 10. J. Thomas Davis, Stephenville.

Fawcett Believes In Developing Area Resources

Long past retirement age, Del Rio's pioneer "damsheepman" and the West Texas chamber of commerce president, continues to fight the battles of his section and make his investment in things that last.

E. K. Fawcett, venerable West Texas rancher, always has been and still is interested in developing the resources of West Texas and particularly in training the greatest of all the region's assets—its youth.

Perhaps no finer tribute could be paid this nobleman of the range than the building of the 22nd annual convention program around "The American Way of Life" theme with major emphasis . . . its youth.

For years Mr. Fawcett has been a benefactor of young people, and particularly the Boy Scouts of America. Not only has he been a leader in his own council's affairs, but he has gone beyond the borders of his province to further the scouting program. Indeed, even the scouts of Big Spring and area have felt the benefits of Mr. Fawcett's gifts, for six times the Buffalo Trail council has used Camp Fawcett, nestled in the picturesque Neuces canyon near Barksdale, as the site for the annual summer camp.

His long service in the boys' program long since earned for him the Silver Beaver award, the highest honor a council can pay to one of its members for outstanding service to boys.

As great as his work has been for youth, it has been but a beginning of multiple and unselfish activities for Mr. Fawcett. He has been interested in community and regional advancement since July 24, 1883 when he arrived in Val Verde county with a group of young men and 3,000 sheep from Yorktown, Texas.

Sheep were rare in Val Verde then, and sheepmen were not held in very high esteem. Mr. Fawcett's early day contemporaries had not heard of sheep men—the customary title was "damsheepman."



Settling on Dolan creek, Mr. Fawcett applied himself untiringly and today he has vast holdings including 53 sections of land, well improved and stocked with sheep and goats. His rise has been that of the wool and mohair industry in West Texas, for well can Mr. Fawcett remember when two shearings a year were done by hand and when 15 cents a pound was considered a fancy price. He has served as president of the Texas Sheep and Goat Raisers association and is chairman of the board of directors of the Del Rio Wool and Mohair company, with which he has been connected for years.

The WTCC president for years always was made foreman of the grand jury at Del Rio because he would not claim exemption because of his age. In his time he has served for 20 years as justice of peace of precinct No. 1 at Del Rio and one term as county commissioner. He is president of the Del Rio Parks board and has pushed this cause, giving hundreds of pecan saplings to be planted in parks because his practicality dictates that not only shade but nutritious nuts result.

During the days when chambers of commerce in West Texas were administering federal relief funds, Mr. Fawcett handled the program for his community serving without pay except satisfaction of service. Mr. Fawcett is and was a man who believes in seeing good results from expenditures, and he went to great trouble in outlining worthwhile and enduring projects for his area.

His fellow citizens have always found him responsive to the call of duty to his community, and he never complains of imposition on his time. This willingness has resulted in a stock saying around Del Rio that when there is a real job to be done, "put Mr. Fawcett on the committee."

It is Mr. Fawcett is not the only man to serve as a director in West Texas and South Texas chambers of commerce (Del Rio is on the dividing line), thus certainly he is the only WTCC president to have had that honor, one which evidences the lack of provinciality of the man.

Midland Sending Large Delegation To Back Invitation

Neighbor City Wants To Be WTCC Host

By BILL COLLYNS, Manager Midland C. of C.

"Midland Invites You Next" will doubtless be a popular phrase at the annual convention of the West Texas chamber of commerce in Big Spring, May 16-18, as members of the large Midland delegation planning to attend the gathering do their bit in backing up their city's official invitation for the 1941 convention of the great regional organization. Plans are shaped to operate a 150 car motorcade to Big Spring on the second day of the convention, the caravan to be headed by the Midland high school band.

Midland has never had the opportunity of entertaining an annual convention of the West Texas chamber of commerce and the citizens feel that it is now Midland's time to act as host to West Texas' greatest annual gathering. Midland, centrally located in West Texas and easily accessible by either rail, highway, bus or airline, offers an abundance of that spirit of friendliness and hospitality that is found only in West Texas. The city government, the chamber of commerce, the service clubs and the entire citizenry join in extending a most cordial invitation to members of the West Texas chamber of commerce to select Midland as their next convention city.

Facilities
Ample hotel and tourist camp facilities are available in Midland to care for the large gathering. The 250-room Hotel Scharbauer, the new 100-room Crawford hotel and the Midland and Hilkey hotels giving Midland more than 400 excellent hotel rooms. Three excellent tourist camps boost room accommodation, and excellent meeting place facilities to handle the convention are available.

Growth and development of Midland during the past ten or twelve years has indeed been remarkable. This rapid development having transformed Midland from a small town but progressive little town of some 2,500 persons into a thriving oil and cattle center of more than 12,000 population.

Today, Midland is the recognized business headquarters center of the vast Permian Basin oil fields of West Texas and Southeastern New Mexico. More than 100 oil concerns operating in the area maintain headquarters or divisional offices in Midland.

Long the center of a vast cattle empire, Midland remains as the headquarters of the cattle industry of the area, many of the leading ranchmen of the western making their homes in Midland. Approximately 50,000 head of highly bred Hereford feeder calves are produced each year in the Midland territory. Cattle and sheep have indeed played and are continuing to play a leading role in the development of Midland and the Midland country.

Midland's impressive skyline perhaps has no equal in any city of similar size in the nation, the million dollar Petroleum building of twelve stories, the new First National Bank building of eight stories, the six-story Elms building, the six-story Hotel Scharbauer, the four-story Crawford hotel and the attractive courtyards of four stories being some of the landmarks of which Midland residents are quite proud.

Fine Residences
Midland citizens, too, are quite proud of their beautiful residential sections which will compare favorably with those of any other city in the state. More than 550 new homes have been erected in Midland during the past three years, residential construction during that period having led the way in an extensive building program which has totaled more than two and a half million dollars in building permits. Paving of streets has also been a most beneficial accomplishment, Midland today having more than 300 blocks of paving.

Midland is also proud of its churches and schools and of its civic life. The Midland schools rank high in Texas, the high school having 33 units of affiliation with the University of Texas. Practically all leading church denominations are represented in Midland, the buildings of the various churches being spacious, modern and attractive.

Recreational Features
The \$60,000 plant of Midland Fair, Inc., is recognized over the entire Southwest as one of Texas' most outstanding entertainment and exhibition plants. Here the famous Midland Rodeo is staged each Labor Day week and many other recreational features, including a country club and golf course with grass greens, swimming pool, parks and playgrounds, are also available.

LOCAL C. OF C. DIRECTORS



BOYKIN, CALVIN—Hotel manager, member Kiwanis club, immediate past president and now first vice-president chamber, co-chairman chamber conventions committee.



COLLINS, J. B.—Realtor and finance company head, member Rotary club, A. C. C. ex-students leader, city commissioner, former school board president, chairman chamber housing and membership and trade extension and good will committees.

Max Bentley Organizer Of Convention

Long familiar to West Texans because of his newspaper work, Max Bentley, WTCC activities director and convention manager, hardly needs an introduction to West Texas.



MAX BENTLEY

His boyhood was spent in Big Spring and long before he reached majority, he was assisting in the operation of the Rix Furniture company, an institution that at one time branched out to Lamesa, Tahoka and Lubbock.

It was this expansion which led him to Lubbock, where he resided for a decade before becoming associated with the WTCC in 1935.

His boyhood was spent in Big Spring and long before he reached majority, he was assisting in the operation of the Rix Furniture company, an institution that at one time branched out to Lamesa, Tahoka and Lubbock.

MAGAZINE SHOWS A PROFIT FOR YEAR

Besides carrying the message of the West Texas chamber of commerce and accurately reflecting the picture of this region, West Texas Today, monthly magazine of the WTCC, is a sound business institution.

WTCC Staffer A B'Spring Product

Big Spring, as host city to the 22nd annual West Texas Chamber of Commerce, lays claim to J. A. (Jed) Rix, assistant WTCC manager and in charge of the organizational work of the regional body.

Certainly there is no more thorough West Texan on the WTCC staff than Jed Rix, a native of Big Spring and a man who has spent his lifetime in the territory he now serves.

He was one of three sons of a pioneer Big Spring couple, the late Mr. and Mrs. B. C. Rix, who came to this city from Wisconsin by the way of Colorado City.



JED RIX

succeeding Maury Hopkins as assistant manager.

Since then he has spent a large

Eleven West Texas Young People Have Won 'My Home Town' Trophy

In the 14 years that the 'My Home Town' speaking contest has been a fixture of the annual West Texas Chamber of Commerce convention, 11 boys and girls from eight West Texas cities have been acclaimed as winners of the event.

It all started in 1926 at Amarillo when Mildred Marshall of Quanah won first place, a cash award of \$100 from Leon Shield of Coleman and, loving cup from Thomas Etheridge of San Antonio, and a scholarship from Texas Tech. There were other awards then, too, for Carl Mount, Cisco, got \$15 from the Rix Furniture company of Big Spring and Lubbock for second place, and Thelma Coffey of Electra divided \$100 given by an unnamed philanthropist with the other two winners.

For High Schools
The contest was originally conceived to "develop home town loyalty among high school students, encourage public speaking and spread information about West Texas and its cities and towns." Today the contest is still restricted to high school students, a fact that precludes the participation of Jack Terrell, Monahans, last year winner, in the current contest.

Only one speaker has captured the title three successive times. He is Joe Witherspoon, Wichita Falls. Walter Ely, Jr., Abilene, is the only other contestant to repeat. Speakers from Wichita Falls have won four times, those from Abilene three times, from Quanah twice, and from Lubbock, Breckenridge, Childress and Monahans representatives have won the award once each.

The Etheridge loving cup is still given the first place winner, as well as other substantial awards, including scholarships offered by many of the leading institutions of

Special Committee Supervises Museum

One of the standing committees working under the general West Texas Chamber of Commerce setup is the Museum committee, which has for its assignment the carrying out of WTCC policies relative to the museum in Abilene and to art exhibits in the WTCC headquarters building.

Named on the group are: J. Thomas Lavelle, Stephenville, chairman; Rev. W. P. Gerhart, Abilene; Dr. Cyrus N. Day, Abilene; Walter H. Adams, Abilene; O. P. Lurane, Abilene; W. J. Layland, Cleburne; Mrs. W. M. Carson, San Angelo; R. C. Crane, Sweetwater; E. N. Richardson, Abilene; J. A. Hill, Canyon; W. J. McConnell, Denton; D. M. Wiggins, El Paso; H. W. Morelock, Alpine; Joe Whately, Menard.

portion of his time in organizational work, conducting the leadership of the WTCC in 189 affiliated towns, seeing that the regional chamber's finances are kept on a sound footing.

As assistant WTCC manager and organizational director, Rix is business manager of West Texas Today, official WTCC publication, head of the Fort Worth branch office and executive officer of the budget and finance committee.

Until this year he has been convention manager for WTCC, but was relieved of this task by Max Bentley, activities director, permitting him to continue his organizational work.

Tax Committee Active During The Past Year

The WTCC committee which has been extremely active this year in promulgating a new activity participated in by most West Texas counties and cities is the Public Expenditure and Taxation committee, headed by James D. Farwell of Hamlin.

central and local public expenditure and taxation committees, and this job has been done effectively in many communities. Serving with Hamlin on the committee are Kin-del Paulk, Wichita Falls; H. C. Custard, Cleburne; E. P. Blodworth, Brownwood; H. W. Allen, Amarillo; Bob Moore, Vernon; Dudley Yard, Pecos; J. R. Colard, Spearman; Wm. L. Pier, Fort Worth.

On "Temporary Job" 86 Years MIDDLETOWN, Conn. (UP) — When her father, a freight agent, found himself short of help 51 years ago, Miss Edith M. Durham took a "temporary" job to help out. She liked the work so well she remained in the office for more than half a century.



Since 1919—

The children we have had hanging to our fingers have grown up, but one thing has always been uppermost in our minds... and that is that our prescription departments have always had the life of some child clinging to our hands every day since we started business.

CUNNINGHAM AND PHILIPS



Twelfth Annual Statement DECEMBER 31, 1939

Admitted Assets		Liabilities	
Cash in Banks	\$ 72,426.58	Policy Reserves	\$3,115,102.36
U. S. Government, Municipal, County and Other Bonds	1,370,652.96	Policyowners' Dividends Payable in 1910	44,534.52
Stocks	107,323.00	Premiums and Interest Paid In Advance	21,302.46
Home Office Building	375,000.00	Reserve for Taxes Payable in 1940	7,500.00
Other Real Estate	20,099.39	Reserve for Accounts Payable in 1910	6,836.77
Policy Loans and Premium Notes	635,011.77	Reserve for Contingencies	72,428.99
First Mortgage Loans	1,005,072.41	Capital Stock	\$300,000.00
Interest Due and Accrued	19,435.88	Surplus Unassigned	240,000.00
Premiums Deferred and in Course of Collection	201,807.40	Total Surplus for Policyholders	540,000.00
Other Miscellaneous Assets	1,376.51		
TOTAL ASSETS	\$3,808,205.10	TOTAL LIABILITIES	\$3,808,205.10

We look back upon the past with pride in the Company's achievements. Nineteen thirty-nine was a year of progress in every department of our institution, significant advances being made in assets, policyholders' surplus, income and insurance account. Our position among Texas life insurance companies is a reminder of the importance of our trusteeship to our many thousands of friends and patrons.



BIG SPRING, TEXAS

Fidelity Union Life Insurance Company

Dallas, Texas

Earl B. Smyth, President

Canyon Institution Is Pioneer State Abilene Only College In The West Texas Area 3-Time Host To WTCC



ONE OF TEXAS' FINEST EDUCATIONAL PLANTS—Above is a photograph of a portion of the front of the administration building at West Texas State college of Canyon. It is 300 feet long, four stories high—one of the largest buildings in Texas used for educational purposes.

CANYON, May 15.—West Texas has been built by pioneers. And in education the pioneer is West Texas State College of Canyon. It opened its doors thirty years ago.

Thirty years have brought many changes in West Texas—and in West Texas State College. In the fall of 1910, when students first were admitted to a state college classroom on the plains, West Texas State was located in a region of great cattle ranches. It was the only state institution in an area as large as Illinois. The change from grazing to agriculture was just getting well under way. The plains was a region of great distance and broad hospitality, but there were few schools.

In fact, there were only half a dozen accredited high schools within one hundred miles of Canyon, even in the limited meaning then defined by the state. The eight academies scattered over the area could serve only the more fortunate young men and women. Out of this condition grew the observation that the students of the new college needed work of high school and junior rank mainly. This the "Normal College" provided, as a junior college, in the hope that it could expand its offerings as the area developed and students advanced.

To Senior Rank
West Texas did develop and needs of the young folk grew with it. Senior college rank came naturally, and bachelors degrees were offered under authorization granted in 1917. Signaling its strong position in teacher-training, the college changed "Normal" to "Teachers" by legislative act in 1923. And since 1923 enrollment has doubled, and the area has developed phenomenally in agriculture, business, and

industry, and the needs of plains young folk have grown and changed accordingly. With more business came a demand for business training. The college developed a large business department and offered the bachelor of business administration degree. Next year it will offer an added two-year diploma curriculum for students who cannot afford to go to college four years. This will prepare them for office positions.

In recognizing this trend, the board of regents two years ago liberalized the curriculum to permit granting of degrees without teacher-training being included. An increase of enrollment was immediate, reaching 1200 in the long session and showing that in all departments instruction is given to about 3,000 persons each year. At the same time, the economy of doing pre-med, pre-engineering, and pre-law work at West Texas State was apparent. Under careful guidance, students do their preliminary work in such a way that they enter the professional schools without loss of credit. In medical training, for instance, freshmen from West Texas State have ranked fourth among the Texas institutions sending students to medical schools.

Academic rating bodies such as the Southern Association of Colleges and Secondary Schools have never given West Texas State anything but full approval—a record which cannot be claimed by many bigger and smaller institutions of Texas.

Physically, West Texas State has grown with West Texas. It was located in an unpeopled village in 1910 after citizens of Canyon had paid \$100,000 to get the school and had contributed 40 remarkably level acres. Amarillo at that time was

the largest city on the plains but had fewer than 15,000 inhabitants. The first main building, which seemed to plains dwellers a thing of beauty and splendor, was of southwestern mission structure, undistinguished in appearance and mediocre in quality. Four years later it was a mass of ashes and charred walls. Explosion of a blowtorch in an attic had ignited the wooden structure and a high wind quickly fanned flames to every part of the building. Some books and equipment were saved. No one was injured. The day was March 25, 1914.

President R. B. Cousins assembled his faculty, bowed his head, and implored divine guidance in the presence of disaster. Then he announced classes would be resumed immediately—in churches, empty store-rooms, and even in private homes.

Not a boy or girl went home; not a faculty member resigned.

Complete Building
Shacks erected on the campus by fall and were occupied two years. But by 1916 the college boasted the largest and finest educational building in the state. It was of four stories, 309 feet long, and fireproof.

Today the physical plant is valued at nearly two millions of dollars. Cousins hall, largest dormitory for girls, was erected in 1919. Randall hall for girls was acquired by purchase in 1922. The model education building was built in 1928. Completed in 1933 was the Panhandle Plains Historical Society museum, paid for jointly by old timers, the state, and the Centennial Commission.

Federal Grants
More recently federal grants have changed the campus greatly. Stat-

West Texas has been completely covered by the location of the annual convention city in the 21 years that the West Texas chamber of commerce has staged its annual meeting.

No less than 37 cities have played host to the regional gathering in that length of time, and the convention has met in the four corners of the territory. It has been staged in Amarillo on the north and San Angelo on the south, Fort Worth on the east and El Paso on the west.

Only one city has had the pleasure of thrice entertaining the conclave. Abilene has that distinction by virtue of designation in 1920, 1930 and 1939. This year Big Spring joins the circle of seven cities that have twice served as hosts. These cities are Mineral Wells, seeking to become a second city to entertain the convention for a third time, Plainview, San Angelo, Brownwood, Amarillo, and Wichita Falls. Others where the convention met are Ranger, Sweetwater, Fort Worth, Lubbock, and of course, Big Spring.

By years, these have been the convention hosts:
1919, Mineral Wells; 1920, Abilene; 1921, Ranger; 1922, Plainview; 1923, San Angelo; 1924, Brownwood; 1925, Mineral Wells; 1926, Amarillo; 1927, Wichita Falls; 1928, Fort Worth; 1929, El Paso; 1930, Sweetwater; 1933, Big Spring; 1934, San Angelo; 1935, Plainview; 1936, Amarillo; 1937, Brownwood; 1938, Wichita Falls; 1939, Abilene.

ford hall for boys grew out of a PWA grant and loan, also did ten Pueblo cottages built at a cost of \$1,000 and a \$45,000 swimming pool outdoors. Most picturesque of new structures are the Buffalo Courts, home of the athletes, made of native stone and petrified wood. Also erected were stone buildings for athletic department offices, field house, and laundry. Stadium additions and tennis courts followed the same architecture.

Most recent of campus additions is the Phebe K. Warner Home Management House, where girls majoring in home economics study practical home-making. It is named for the late Mrs. Phebe K. Warner of Claude, widely known writer and clubwoman.

Orderly development of the campus has been assured by adoption of a ten-year plan by the board of regents. Regarded as urgent needs are proposed science, library, and fine arts buildings. A student union building likely will be finished by students and ex-students.

IT'S OVEN FRESH!



As a home town and real West Texas institution, quite naturally this bakery goes to the extreme to see that WEST TEXANS GET THE BEST IN BAKERY PRODUCTS . . . For 22 years it has been MEAD'S pleasure to deliver "OVEN FRESH BREAD" to your home town grocer every day!

MEAD'S fine BREAD

has definitely made an impression on West Texas housewives—because they know they can depend upon its smooth, even texture, its delicious wholesomeness—its superior goodness. They know too that MEAD'S fine BREAD stays fresh longer because of its thin, golden brown crust and because of the DOUBLE WAXED WRAPPER.

ASK FOR THESE MEAD PRODUCTS FROM TIME-TO-TIME . . .
YOUR WHOLE FAMILY WILL ENJOY THEM!

- Mead's Family Loaf — Mead's (Thin Slice) Sandwich — Mead's Rye
- Mead's (Regular Slice) Sandwich — Mead's 100% Wholewheat
- Mead's Tea Rolls — Mead's Sweet Rolls

Baked Under Most Sanitary Conditions — The Most Modern Machinery — By the Most Skillful Bakers



Your Home Town Grocer
Has MEAD'S fine BAKERY PRODUCTS delivered OVEN FRESH to his store every day by a fleet of sanitary trucks that cover Big Spring and its trade territory.



MEAD'S fine BREAD

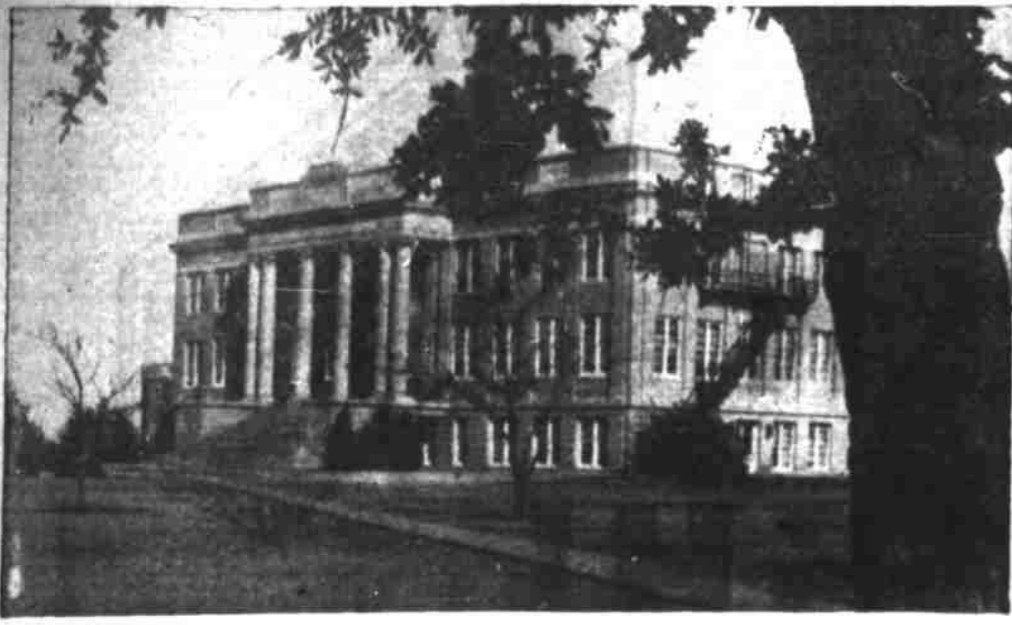
WELCOME.....
Delegates to the West Texas Chamber of Commerce!



Greetings To The West Texas Chamber of Commerce From Texas' Largest Exclusive Compensation Insurance Underwriters Who Have, During The Past 26 Years, Paid To Their Policy Holders Over \$8,000,000.00 in Dividends.

Texas Employers Insurance Ass'n
Dallas, Texas

Abilene Christian Has High Rank Among Colleges In Westex Area



ACC CAMPUS, NEW PREXY—Above is the Hardin-Memorial building located in the center of the ACC campus at Abilene. Here is located the major part of the class rooms and the executive offices. Below, Don H. Morris, vice president and president elect of ACC. He will officially take over duties of presidency at the close of this semester when President James F. Cox's resignation takes effect. President-elect Morris has served as vice president for the past eight years and is the first graduate of the institution to become its head.

to offer students in its well-rounded social program. There are more than 40 clubs organized among the students, varying in nature from honor groups to purely social clubs. Each of these groups are allowed several functions each year with outings, picnics, and banquets frequent among the student groups. All such gatherings are supervised by faculty members.

As proof of the well organized religious and social program offered by ACC, during its history approximately a thousand marriages have occurred between students and a recent survey revealed a sole divorce in this number while the nation's divorce rate is now one out of every four marriages.

Leader in Sports
ACC's athletic program is also well-rounded and embraces every common sport of this section. This past fall the Wildcat eleven tied for the Texas conference football title and the year before ranked high in the race. For the past decade the basketball teams have ranked high with one championship. This past year ACC's team ended in a tie for second place.

In past years ACC became known throughout the nation for its track stars and again this year has a squad of distance runners which rank with the very best in the nation. Currently the Wildcat baseball team is at the top of the Abilene league and the tennis squad has lost only one match this year and is expected to win the conference title for the fourth consecutive year.

During the past three years ACC has introduced badminton to West Texas and ranks among colleges and universities of the state in this sport. Recently the ACC squad won all first places and all but one second place at the Baylor university badminton tournament.

In addition to the major sports, Tuesday night. Students are urged by the officials to attend all or any of these meetings but are not compelled to do so.

Social Activities
Probably one of the greatest things besides religious training which Abilene Christian college has

the ACC physical education department headed by W. M. Dowell, offers a teaching major and courses in such fields as scouting, archery, life saving, swimming, combatives, volleyball, tennis, tumbling, golf and several others.

Facilities for sports activities include six concrete tennis courts four are still under construction but will be finished by fall; a modern gymnasium, well equipped and able to seat around 2,000 people; a steel stadium with a capacity of 2,600; a graded track; a sodded football field; baseball diamond; and an archery range.

The college's intramural program includes competition between the classes in basketball, football, track, baseball, volleyball, and horse-shoes. This gives many additional students opportunities to participate in sports and in recent years much enthusiasm has been shown in the program.

Fine Arts Work
D. W. Crain, during his six years with Abilene Christian college, has built one of the best collegiate bands in the state which has recently acquired the title "March Kings of West Texas." This year the group has 83 pieces and is very active in radio, concert, and entertaining work. They usually accompany the football team on several trips and are popular for student programs.

For a decade ACC has been known for its A Cappella chorus which is directed by Leonard Burford, head of the music department. This group of 50 also makes an annual tour of a week, usually into one of the adjoining states, each year.

For students with special talent on string instruments, ACC has organized the string ensemble. This group is also very active locally for programs and general entertain-

ment and is directed by Amelia Baskerville McDaniel.

Much emphasis is placed on dramatic work with three major productions and frequent one-act plays being presented by the students each year. One of the most active clubs is the Melpomeneans, players group. Also, ACC has a chapter of the Alpha Psi Omega, national dramatic fraternity.

Debate is another field given much attention. The forensic squad has the unusual record of at least placing in every tournament it have entered during the past three years, and there are several loving cups won in this field in the trophy case.

Oil Committee To Give Report

Seeking oil conservation and supporting the Connally "hot oil" act are the main responsibilities of the West Texas chamber of commerce Natural Resources committee, which will be among those reporting at the Big Spring convention.

W. R. Hamilton of Wichita Falls is chairman of the group, and other members are Geo. W. Elliott, Odessa; H. A. Goodson, San Angelo; Jake Sandefer, Breckenridge; A. C. Elliott, Sonora; Clayton Heare, Shamrock; W. A. Montgomery, Iraan.

Atley Donald, a New York Yankee pitcher, threw a pitched ball at the rate of 138 feet a second in the Cleveland Stadium, August 30, 1939. It was the fastest throw ever recorded.

WTCC PRESIDENTS HAVE BEEN MEN SUCCESSFUL IN DIRECTION OF OWN BUSINESS AFFAIRS

Twenty-one prominent men, whose outstanding successes in their private business qualified them for the post, have served as presidents of the West Texas chamber of commerce during its 22 years of existence.

They have come from seven fields of vocation, and only once has one man served for two terms. That was the late A. B. Spencer, Crosbyton, agriculturalist, who held the office in 1922-23. Likewise, only one president ever was called upon to serve as temporary manager, and that was A. M. Bourland, Vernon, banker-farmer, who operated the WTCC between the time Homer Wade resigned and D. A. Bandeen was engaged as manager.

Nine of the leaders have since passed on, the most recent being Van Zandt Jarvis, Fort Worth, who succumbed unexpectedly little more than a month ago.

Sixteen towns have furnished presidents, Amarillo, San Angelo, Vernon, Wichita Falls and Crosbyton furnishing two.

Five of the WTCC heads have been attorneys, four capitalists, four publishers, three agriculturalists, two bankers, two oil men and one realtor.

By years, these have served as presidents of the WTCC:
1919 *C. T. Herring, Amarillo, capitalist.
1920 *H. P. Eichelhof, Eastland, attorney.
1921 Clifford B. Jones, Spur, attorney.
1922 *A. B. Spencer, Crosbyton, agriculturalist.

1923 *A. B. Spencer, Crosbyton, agriculturalist.
1924 *Col. C. C. Walsh, San Angelo, banker.
1925 *R. Q. Lee, Cisco, capitalist.
1926 *Arthur P. Dugan, Littlefield, realtor.
1927 R. W. Haynie, Abilene, attorney.
1928 A. M. Bourland, Vernon, banker-farmer.
1929 W. B. Hamilton, Wichita Falls, oil man.
1930 Charles E. Coombes, Stamford, Houston.
1931 Houston Harte, San Angelo, publisher.
1932 *Wilbur C. Hawk, Amarillo, publisher.
1933 Walter D. Cline, Wichita Falls, oil man.
1934 James D. Hamlin, Farwell, capitalist.
1935 Ilay H. Nichols, Vernon, publisher.
1936 Van Zandt Jarvis, Fort Worth, attorney.
1937 Milburn McCarthy, Eastland, attorney.
1938 H. S. Hilburn, Plainview, publisher.
1939 E. K. Fawcett, Del Rio, rancher.
(*) Deceased.

Some psychologists say a person's interest in life can be measured by his newspaper reading habits. If he reads at least one story of interest to him on each page, he probably lives a "well-rounded life."

ABILENE, May 15.—During its third of a century of operation, Abilene Christian college has contributed hundreds of useful citizens and scores of leaders to the various communities of West Texas.

Among these leaders are such as Dr. Chester Callan, owner and founder of the Rotan hospital and former mayor; J. B. Collins, member of the Big Spring city commission; Chester Kenley, principal of the San Angelo high school; Alex McDonald, owner of the Wholesale Meat company of Lubbock; A. A. Wade of the Wade Meat company in Sweetwater; and many other prominent men which are to be found in practically every West Texas community.

Although a man of vision, A. B. Barrett, Tennessee minister who founded ACC in the fall of 1908, probably did not even dream of his little school growing into the progressive West Texas institution which it now is.

It was first recognized by the University of Texas as a standard junior college in 1914 and became a senior college in 1919. Jesse P. Sewell, San Antonio minister and president from 1912 to 1924, is probably more responsible than any other one man for the Abilene Christian college of today.

The institution made a long stride forward in 1928 when it moved into eight new brick five-story buildings located on a high plot of land at the northeast edge of Abilene. Although yet a young campus, there are several hundred trees and many well-kept shrubs growing on the grounds. The buildings are three dormitories, an auditorium, educational building, administration building, gymnasium, and a building for printing and shop work.

Growth Consistent
During the past eight years, there have been six record enrollments with this year's total of 683 resident students topping all previous figures. During the first semester there were 623 enrolled and 604 during the second term with 60 new students included in the figure for the second term.

The city of Abilene contributes 126 students; 43 student come from 203 different Texas towns and cities; 101 students come from 23 different states; and three students from foreign countries.

Scholastic Standing
ACC is a first class senior college offering two standard degrees, the bachelor of arts and bachelor of science. Its work is recognized and approved by the Southern Association of Colleges and Secondary Schools.

Work is offered in 16 fields of study which includes pre-medical, pre-law, and pre-engineering courses. In recent years ACC has gained special notice from the outstanding records of its pre-medical students.

Forty-one teachers compose the faculty; seven of which have doctor's degrees; 24 masters degrees; and the rest bachelor degrees and



are outstanding artists in their respective fields.

Abilene Christian college has among its graduates hundreds of teachers, hundreds of ministers, several scores in other professions, and many other men and women who have made a name for themselves in the world such as President Hugh Tiner of George Pepperdine college, Los Angeles, Calif., and Dr. Joe B. Foster, famed bone-surgeon located in Houston.

New President Chosen
The first of June Don H. Morris, vice president, will succeed President James F. Cox, who has resigned at the close of his eighth year of service as head executive. Morris, graduate of the institution in 1924, has been a member of the faculty since 1928 and vice president since 1932. He was awarded a masters degree from the University of Texas in 1930 and has been head of the speech department since 1932.

W. R. Smith, social science professor, has been elected to Morris' office, effective the first of June when the switch in executives will be made. Smith earned his masters degree from Texas university in 1924 and has done graduate study at Columbia university since then.

Dr. Walter H. Adams, dean of the college for the past eight years, has been re-elected to that position for the next year. His doctor's degree was awarded by Columbia university in 1932.

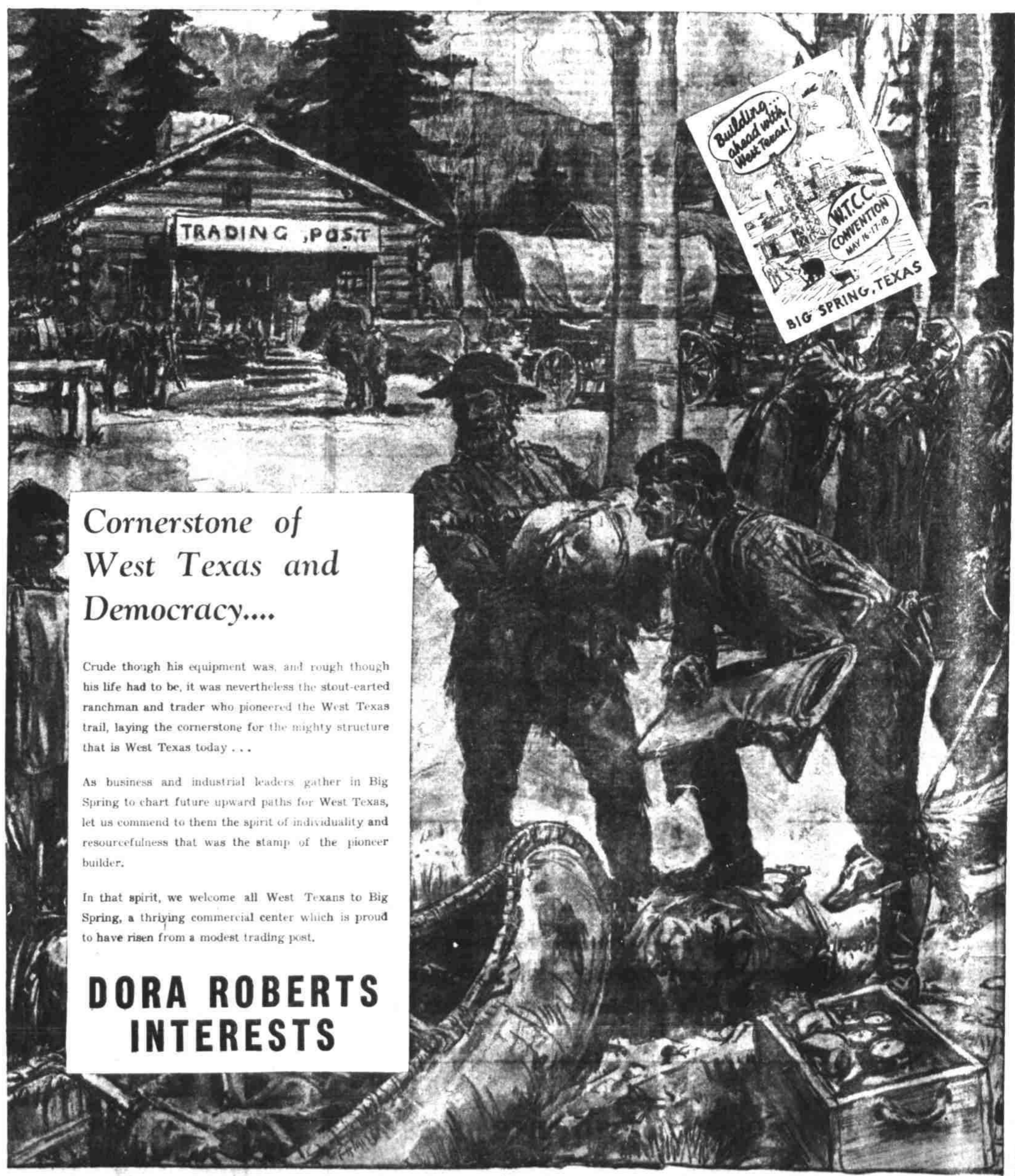
Religious Activities
Bible teaching is stressed at ACC with all graduates required to take 14 semester hours of work in this field. Also a short devotional service is held each morning during the chapel hour and students are required to attend.

Four out of the seven nights of the week there are special student groups meeting for religious study. There is a young people's class held to train young men to do public work; a mission study class; a ministerial students' forum; and a girls training class.

The college Church of Christ which meets in the school's auditorium holds two services on Sunday and a prayer meeting on Wed-

nesday night. Students are urged by the officials to attend all or any of these meetings but are not compelled to do so.

Probably one of the greatest things besides religious training which Abilene Christian college has



Cornerstone of West Texas and Democracy....

Crude though his equipment was, and rough though his life had to be, it was nevertheless the stout-hearted ranchman and trader who pioneered the West Texas trail, laying the cornerstone for the mighty structure that is West Texas today . . .

As business and industrial leaders gather in Big Spring to chart future upward paths for West Texas, let us commend to them the spirit of individuality and resourcefulness that was the stamp of the pioneer builder.

In that spirit, we welcome all West Texans to Big Spring, a thriving commercial center which is proud to have risen from a modest trading post.

DORA ROBERTS INTERESTS

SERVING WEST TEXAS

With Dependable Transportation Service

Merchants Fast Motor Lines

Home Office — Ft. Worth

State's Great Health Resort Bids For 1941 Convention

Mineral Wells Was Host City Back In 1925

By PAUL ORD, Manager
Mineral Wells C. of C.

Many decades have passed since West Texas first gained reputation as the last frontier. During these passing years many changes have been made in our West Texas today. No longer a frontier, no longer a vast undeveloped range. West Texas today has combined the thrilling adventures of the past with the modern trend of times. Still a cattle country, still the home of the largest and best ranches, still the last frontier; West Texas, too, is a growing, active, modern, beautiful and important part of the entire nation.

Cattle, oil, visitors and agriculture have combined to build West Texas, and West Texas is thickly dotted with growing cities and towns that attest the worth of these resources.

On May 16 West Texas will begin the celebration of the passing of another milestone—the West Texas chamber of commerce will meet for its annual convention in Big Spring. Thousands of West Texans will be there to hear of the accomplishments during the past year and to view, with pride, the plans for a greater West Texas of the future. This meeting annually brings together some of the most progressive citizens of the nation—West Texans who work hard and who work together to make this great section of the state outstanding.

Tourists, Too

The vast and the rich ranching interests in this part of Texas has given the impetus for the building of an empire. The fertile soils in many parts of West Texas have built cities of permanence and beauty. Oil and gas are found in abundance and have meant much

OTHERS ON C-C DIRECTORATE



ROWE, C. L.—Oil company district distributing agent, past president Lions club, member American Legion, co-chairman chamber membership, member industrial, conventions, and trade extensions, and good will committees.



COOK, R. L.—Realtor and oilman, member city commission, former school board member, chairman of chamber baseball and paving and member of highway, legislative and housing committees.

in the building of West Texas. Oil, gas, livestock and agriculture have joined to make West Texas the envy of a nation.

Another real asset of this section of Texas are the tourists. They love the fragrance, the wide open spaces, the mountains, the plains and the pretty, modern cities that make West Texas. They come here in abundance each year to breathe the pure air, to enjoy the scenery and to see the sights that no other section can offer.

Mineral Wells, Texas makes no claims for having any more beautiful scenery, for being any more modern, or for even having many of the resources that other West Texas cities have. Mineral Wells is, however, one of the best ad-

vised health resorts in the world and brings thousands of people to West Texas annually. Mineral Wells is one of the hundreds of thriving, modern cities that join to make West Texas.

Changes Since 1925

It was in 1925, fifteen years ago, that the West Texas chamber of commerce last met in Mineral Wells. Since that time many things have happened. Some of our now modern West Texas cities have come into being during the past 15 years. All West Texas cities have grown and prospered during the span of the past decade. Mineral Wells, too, has grown. This West Texas city has one of the finest natural mineral waters found in the world. This natural mineral water has been the source of relief for thousands from all parts of the world who were suffering with disorders.

Because Mineral Wells is one of the outstanding resorts of the nation, it has been necessary for this city to be in a position to take care of those who came here. As a result, fine hotels, large hospitals, beautiful parks, and a people who make it their business to entertain others greet you on your arrival in this city.

Mineral Wells has changed so in the past 15 years that we want the West Texas Chamber of Commerce to meet here again in 1941 so that we might show that real western hospitality that West Texas is noted for. Mineral Wells has 2200 first class hotel rooms, many modern and up-to-date cafes and restaurants, and a citizenship that will welcome you with open arms. We believe that we can promise one of the best conventions that has ever been held in West Texas. All conventions draw large crowds when they meet in Mineral Wells because hospitality of our people is well-known and our location enables people to come from all over the state.

Mineral Wells, the South's greatest health resort, extends a cordial invitation to members of the West Texas chamber of commerce to meet next year in this famous West Texas city. Come to Mineral Wells where the hospitality of the west delights the vacationists and health seekers from all over the state.

Schreiner's Enrollment Going Up

Schreiner Institute, a first-class junior college offering two years of college work and four years of preparatory work, is located at Kerrville, Texas. The institute opened its doors in the fall of 1932, with a total of 96 students, and only high school work was offered in the first year. Seven men made up the faculty. During the first year of its work full affiliation in all high school courses was granted by the state department of education, and this made it possible to plan for the beginning of junior college work in 1934.

The first junior college class was graduated in 1938 and the enrollment in both college and high school classes has steadily increased



J. J. DELANEY
President of Schreiner

ed as years have passed to the point where the institute now has a long session enrollment of approximately 400 from Texas and surrounding states.

A feature of the work of the past

few years has been the addition of new buildings and equipment to the physical plant so that additional students might be handled. In February 1940 the library and business offices of the institute moved into a new \$30,000 building, completely fireproof throughout, which gives ample room for the fine Schreiner institute library, and much needed space in the executive offices.

Schreiner is noted for the success of its graduates in an academic way, and also in all lines of student activity. For many years the institute has been known for its fine athletic teams, for its splendid band and for the success of its students in literary activities, such as debate, oratory and the like.

Schreiner institute is a military school operation under the 65-c plan and supervised by the federal government. Dr. J. J. Delaney is president of the institution.

Cotton Committee New Unit In The WTCC Setup

Two major items on the WTCC work program come within the scope of the organization's Cotton Rehabilitation committee:

Seek cotton ginning and fibre laboratory.

Seek tariffs to protect West Texas raw materials.

A new committee this year, the Cotton Rehabilitation group is headed by C. M. Francis of Stamford as chairman. Other members include Dr. M. E. Heard, Texas Tech, Lubbock, vice chairman; R. C. Hopping, Lubbock; W. J. Ely, Snyder; J. Walter Hammond, Type and Judge Walter Pope, Abilene, S. T. Harrison, Memphis; Hugo Haterius, Leuders; Vester Smith, McLean.

They Weigh Without Pennies

LACKAWANNA, N. Y. (UP)—Residents of this Buffalo suburb like to weigh themselves but sometimes are a little adverse to paying for it. When the owner of a penny weight machine opened the coin box, 214 washers, slugs, Egyptian coins, religious medals and plain pieces of metal were found—but no pennies.

Ashford Makes Rapid Rise As Westex Leader

This year the Western Reserve Insurance company announced transfer of its central offices from San Angelo to Austin.

By this simple device, A. F. Ashford, its president, may have been removed from the ranks of most likely prospects to ascend to the office of 22nd president of the West Texas Chamber of Commerce.

Although precedent does not always hold good, in the WTCC election to the first vice-presidency of the organization is conceded to give a man the inside track on becoming head of the regional chamber.

Too, the rapid elevation of Ashford in the ranks of WTCC officialdom may be taken as an indication that he was being groomed to direct the chamber in 1940-41, for he was taken from a place of mere membership on the important



A. F. ASHFORD

works committee and installed as first vice-president at the Abilene convention last year.

However, the rapid rise was nothing out of the ordinary in the

life of the young insurance company executive. Many years ago he started out in the business as office boy, became intensely interested in the work, advanced rapidly and came to San Angelo 11 years ago with formation of the Western Reserve as its executive secretary. His work was such that he was promoted to the position of executive vice-president and not long afterwards to the presidency. His foresightedness and initiative in his business had attracted nationwide attention in the insurance field. His area influence was felt.

Notwithstanding these qualifications, Ashford has been moved out of the territory served by the West Texas chamber, and thus virtually has been removed from the ranks of presidential potentialities.

PENSIONER ON LONELY ISLE

FREDERICTON, N. B. (UP)—New Brunswick's oldest old-age pensioner, a French-Canadian widow on lonely Shippegan Island, this month started her 100th year. Besides getting the monthly pension check from the government Mrs. Marie Savoie has a son and a daughter who receive similar compensation.

New Samson Model "A" Windmill



Gives You **25% More Water**

The new Samson offers you the biggest improvement in windmills at any price. Delivers 25% more water in the same wind and lasts a life time!

HERE'S WHY

- Full floating wheel shaft on both ball and roller bearings. Extremely smooth, easy, free turning. Takes less wind to operate.
- More blades on oversize wheel—8 1/2" replaces 8-foot model, and 8 1/2" replaces 8-foot mill at almost same price!
- Improved lubricating system—no pump or valves to get out of order. Impossible for oil to leak out. All working parts run in oil.
- Perfectly sealed Gear Case—tight as the pan on your auto. Hood sealed on one piece casting with cork gasket. Easily accessible.
- Ball bearing Turn Table—big chrome alloy balls in grease filled track lets mill turn easily with change in direction of wind.
- Scientifically constructed—all best features and quality retained but new improvements based on latest aerodynamic knowledge perfectly governed.

MAIL THIS COUPON

Paste coupon below on penny post card for complete description of the new Samson Model "A" windmill—the best buy on the American market!

WELL MACHINERY & SUPPLY CO

MANUFACTURERS
Fort Worth Spindlers
Cypress Tanks
Calumet Water Meters
Leather Belting
DISTRIBUTORS
Gib-Mill-Water
Works Equipment
and Supplies

Well Mach'y & Supply Co.,
Fort Worth, Tex.
Please send me booklet giving complete description of new Samson Model "A" ball and roller bearing Windmills:
Name
Address
Town State

Big Spring A.C.C. Exes Are Active

Big Spring's Abilene Christian college's ex-student association of 48 members is headed by A. R. Collins. This is one of several active groups of this kind located throughout the Southwest.

Other officers of the club are Melvin Wise, church of Christ minister as vice-president; Buna Edwards, secretary-treasurer; and Mrs. Johnnie Whitmore, reporter.

The current membership roll includes: Parthenia Buchanan, Delbert Burkhardt, Mrs. Delbert Burkhardt, Mrs. Earl Brownrigg, Mr. and Mrs. Tommie Campbell, Jim Campbell, Woodrow Campbell, Carl Coleman, J. B. Collins, Dannie Conley, Mildred Creath, Mrs. Doonee Cramer, Mr. and Mrs. Jack Daugherty, Mrs. D. D. Douglas, Mrs. Earnest Garrett, Vernon Heard, Louise Holden, C. E. Higginbotham and wife, Julia Johnson, Mrs. Dora Jones, Ora Claire Lumpkin, Mrs. J. W. Welch Ledbetter, Emma Lovelady, Emma Nalley, Mrs. Lucy Porter, Helen Reece, Schley Riley and wife, Mr. and Mrs. Lloyd Rippey, Tom Rippey, Mrs. U. G. Rigan, Mrs. A. H. Shroyer, Mrs. R. F. Schermerhorn, Mrs. A. Swartz, Mr. and Mrs. Joe Showalter, T. H. Tarbet, M. L. Vaughn, Mrs. Walter Wilson, and Mrs. Edna Weed.

Redistricting One Of Major Items On WTCC Program

"Seek school reapportionment on an attendance basis."
"Seek re-districting."
These are the two items in the WTCC work program for this year which have been assigned to the special Redistricting and Apportionment committee.

The following personnel is designed to serve on this committee: Senator Geo. Moffett, Chillicothe, chairman; Rep. Bryan Bradbury, Abilene; Lawrence Hays, Amarillo; N. S. Holland, Breckenridge; L. A. McDonald, Denton; W. W. Laskley, Midland; Tom Garrard, Tahoka; C. E. Cassaber, Fort Stockton; Courtney Hunt, Haskell.

Now Is The Time To— Build Your New Home!



"MY OWN HOME" might well be the title for the above illustration . . . Three simple words that have their equivalent in every language on the globe . . . words that express a universal feeling of satisfaction and pride. Satisfaction derived from the appreciation of good things that go with home ownership; security, independence, privacy, comfortable living; pride because home ownership is an indication of accomplishment . . . of a family duty honorably discharged . . . So BUILD NOW; don't let another building season go by without making plans to have a better, more modern home of your own . . . and let Higginbotham - Bartlett serve your lumber needs.

Pay As Little As 5% Down On Title 1 Class 3 FHA Loans — Investigate!

Modernize - Repair...

Visit Our Office And We'll Gladly Explain The Easy Payment Plan On Home Modernization And Repair!

If, instead of building a new home, you plan modernization of your present residence, we again invite you to consult Higginbotham-Bartlett . . . A convenient payment plan is available for modernization and repair just as it is for new structures. Here you'll find materials of best quality at lowest possible prices for your job—whatever it might be!

Our Greatest Pleasure Comes From Helping Some One Obtain The One Thing That Money Can Buy That's Nearest Heaven — A HOME!

Visit Us For Any Building Need!

WELCOME W.T.C.C. CONVENTION VISITORS TO BIG SPRING!

HIGGINBOTHAM-BARTLETT LUMBER COMPANY

300 E. 2nd St.

Telephone 388

One-Variety Movement Is Making Gains

COLLEGE STATION, May 15. — Farmers are 'going to town' with the one-variety cotton movement as the acreage in the cotton producing states increased from 394,000 acres in 1931 to nearly 3,000,000 in 1939.

In 1931 about 90 per cent of the cotton planted in one-variety communities was located in the irrigated valleys of California, Arizona, and New Mexico.

Texas led the parade in 1939 with 415 of the 1,486 one-variety communities and almost a third of the total acreage.

In 1938 USDA marketing specialists selected 3,854 bales of cotton from one-variety communities in an export demonstration program to show foreign spinners that America was re-entering the quality cotton field.

Last year 12,502 bales were selected from five one-variety areas, of which more than 5,000 came from the Victoria section.

The big development in Texas during 1940, according to M. C. Jaynes, specialist in cotton work with the Texas A. & M. extension service, will be the establishment of a number of central marketing points where even-running lots of cotton from one-variety communities will be offered to buyers.

SHE WANTS TO FLY AT 98

BLAIRSVILLE, Pa. (UP)—Mrs. Mary Jane Bennett, who just celebrated her 98th birthday here, has three ambitions she hopes to accomplish before her death. Mrs. Bennett, widow of a Civil war soldier, would like nothing better than to take an airplane ride, or to visit Atlantic City and Miami.

Texas College Of Mines Gains In Recognition As Enrollment Mounts

From a small beginning to a successful present and a brilliant future—that is the story in a few words of the Texas College of Mines, El Paso.

The Texas College of Mines has grown in enrollment so rapidly during the last few years that a registration of 1250 students is no longer news.

The important factor behind the tremendous gains of the college has been a growth in prestige and recognition until today the Texas College of Mines ranks with the best institutions of higher learning in the United States.

With a physical plant of 13 buildings located on the Southwest's most picturesque campus, the College of Mines is adequately prepared to take care of the higher educational needs of the great Southwest.

Men and women from 113 Texas counties are represented in this year's student population. Students are enrolled from 24 states and four foreign countries.

A staff composed of 56 faculty members offers instruction in nearly 400 courses in 14 major departments. Two degrees, the bachelor of arts and bachelor of science in engineering are offered graduates. Last year's graduating class totaled 113.

Courses are offered in the biological sciences, chemistry, economics, and business administration, education, physical education, engineering, drawing, English, journalism, public speaking, geology, art, history, government, sociology, mathematics, physics, mining, metallurgy, modern languages, music, philosophy, and astronomy.

Every graduate of the engineering division of the college is gainfully employed, a record unsurpassed by any institution in the world. College of Mines graduates are em-



D. M. WIGGINS

employed in almost every field of endeavor.

The college administration sponsors and actively supports a full program of extra-curricular activities. A member of the Border Intercollegiate Athletic Conference, the College of Mines annually has strong teams in football, basketball, and track. The athletic department also sponsors a full intramural athletic program.

General student organizations include the Academic Association, Association for Childhood Education, Co-ed Association, Muckerband, College Players, Forensic Society, Glee club, Varsity Singers, Gold Diggers, International Relations club, Press club, Scribblers club, Scientific club, Students Association, and the Women's Athletic Association.

In his fifth year as president of the Texas College of Mines is Dr.

Coursey Handles WTCC Publicity

Several jobs fall to Clark C. Coursey, one of the junior members of the West Texas Chamber of Commerce staff, whose official title is publicity director and director of the Resource and Museum Institute of the regional chamber.

Like most members of the WTCC staff, Coursey is a native West Texan, having been reared in Eastland county. He was graduated from the Rising Star high school and for nine years was a member of the editorial staff of the Brownwood Bulletin.

His first active contact with the WTCC came in 1937, when as city editor of the Bulletin, he handled publicity for the Bulletin. For the past two years he has been on the WTCC staff.

With creation of the \$60,000 museum in new headquarters at Abilene, Coursey was assigned to direct this important activity. During the year he handles bulk of the WTCC publicity to forward the work of various major chamber programs.

Although the addition of Max Bentley to the staff relieved the publicity pressure on Coursey, he still retains title as director of the important activity. In addition, he is active editor of West Texas Today, official magazine of the WTCC, a publication which keeps the area informed of chamber objectives and progress as well as carrying on feature, human interest and informational matter.

D. M. Wiggins, one of the nation's outstanding educators, Dr. Wiggins' drive and forcefulness have been instrumental in bringing the college to its present standing.

The college is a member of the Southern Association of Colleges and Secondary Schools and stands a living monument to the educational growth of the great Southwest.

Newspaper Men On Editorial Board Of Westex Magazine

West Texas newspaper men serve on the WTCC editorial committee, which has for its major duties the publicizing of the regional organization and its activities, publishing the West Texas Resources and Museum Institute and publishing the chamber's official magazine, West Texas Today.

Chairman of the committee is H. S. Hilburn of Plainview, a former WTCC president. Serving with him are Chas. A. Guy, Lubbock; J. C.

Smyth, Snyder; John McCarty, Amarillo; Dean Chenoweth, San Angelo; Douglas Meador, Matador; Jas. C. White, Brownwood; Vestal Lott, Pecos; Albert Law, Dalhart; Albert Cooper, Shamrock; J. S. R. Record, Fort Worth.

WAR HIT! HUNT CLUB VERNON, B. C. (UP)—The war

is still thousands of miles away, but Western Canada is beginning to feel it in more ways than one. Latest result was the announcement that the Vernon Hunt club, only Canadian draghound club west of Ontario, was to be disbanded because of the war.

Welcome... TO BIG SPRING WEST TEXAS CHAMBER OF COMMERCE Twice Welcome...

And to the citizens of Big Spring who appreciate the youth of West Texas you are welcome to the Home Town Speaking Contest, and if you miss it you will miss a real treat.

Home Town Contestants
C. M. CALDWELL
Abilene, Texas

GREETINGS

and Best Wishes

W. T. C. C. CONVENTION VISITORS

We Sincerely Trust That Your Visit To Our City Will Be Very Profitable And Filled With Pleasant Recollections!



BIG SPRING
and
TULSA

Schermerhorn Oil Corp.

R. F. Schermerhorn, President

Developments Point To Increase In Truck Load Limit

More Support For Change In Texas Statute

By ALEX LOUIS
Herald Austin Bureau

AUSTIN, May 15.—Three factors are operating to pave the way for an increase in the 7,000-pound truck load limit by the next session of the legislature. The increase is advocated by the West Texas chamber of commerce.

1. Political sentiment definitely is changing in favor of raising the load limit. It has at last been built up into a major state issue. Several candidates for governor have included it in their platforms, and in nearly every legislative race there is at least one candidate who has promised to vote for an increase.

2. Opposition to raising the limit is being relaxed. Word has trickled to Austin that the interior cotton compresses will not fight repeal of the 7,000-pound law as they have in the past. Railroaders, while of course still opposed to increasing the load limit, are expanding their own truck lines.

3. Merchants and manufacturers are becoming active in the movement to increase the load limit. Many of them have been for repeal of the law, but have done little about getting it repealed. Now a strong group is united with the truckers, the cottoners, and other factions working for an increase.

Freight Rate Factor

Tying these factors together, perhaps, is the underlying movement for reduction of freight rates. This movement has been given impetus by the West Texas chamber of commerce and other organizations interested in abolishing discriminatory rates. While the fight against discriminatory rates has been on a geographical basis, the realization is growing that one reason all class rates are as high as they are, lies in the restriction against truck competition.

The truck load issue provided one of the major fights at the last regular session of the legislature. Strength of repeal advocates was indicated by the fact that the house committee on motor carriers was tied, 10 to 10, for several days before the vote against raising the limit was finally recorded.

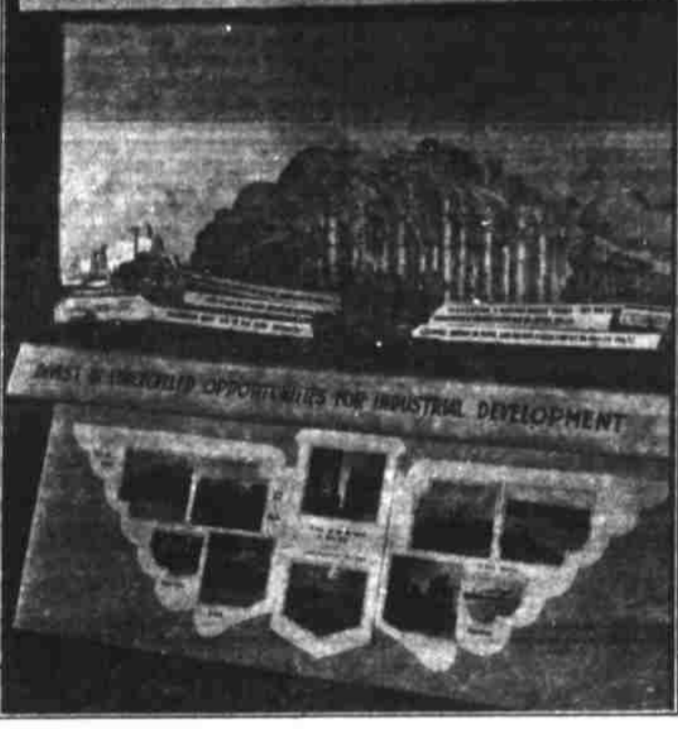
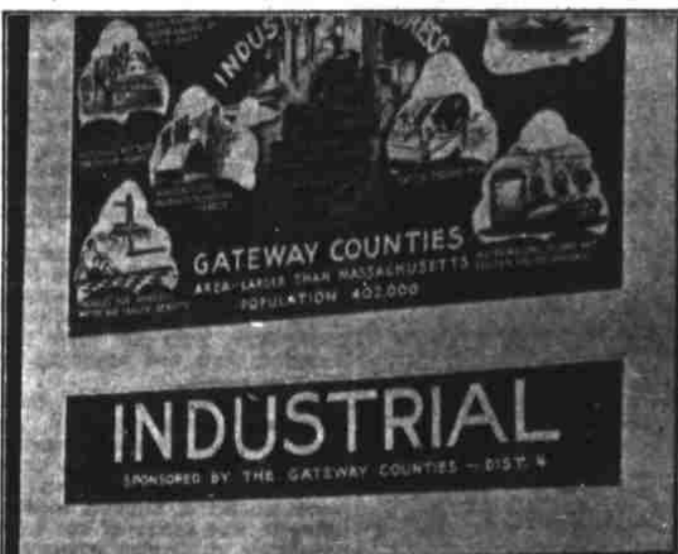
Probably the most encouraging sign to practical legislators who want to see the limit increased is the word that interior cotton compresses are relaxing their opposition. Should the report prove to be well founded, there is little doubt in minds that the load limit will be increased next year.

Compress Angle

Interior compresses have fought proposed increases of the 7,000-pound load limit for fear that their business would be ruined. With trucks allowed to carry heavy loads, uncompressed cotton could be transported at a profit to coastal points and there compressed and shipped to eastern points and foreign markets. With the load now limited to 7,000 pounds, that is not a lucrative traffic.

According to one source, an arrangement has been worked out whereby interior compresses will be protected from this danger. Should the compresses thus be satisfied, there would be no reason for their continued opposition to increasing the load limit.

The prospects are looking so bright to some advocates that they feel certain now the limit will be raised at least to 14,000 pounds. They are by no means satisfied with 14,000 pounds, hoping to peg the limit much higher. Therein probably lies the big danger of another legislative deadlock over the issue next year. Unless all factions can compromise on a reasonable figure, the law may remain unchanged for several years more.



INDUSTRIALIZATION as the next step for West Texas is kept constantly before the leaders of the section as well as reminding visitors from most states of the nation that the area offers unequalled industrial opportunities by the industrial display in the West Texas Chamber of Commerce resources museum at Abilene. Sponsored by district 4—Montague, Cooker, Jack, Wise, Denton, Felo Pinto, Parker, Tarrant, Hood, Johnson and Somervell—the booth points out that the area processes but 10 per cent of its food production, has no potash plants to develop its 27,000,000 tons of proven deposits, has a little utilized but an almost unlimited supply of natural gas, has no leather factories to tan its 1,800,000 hides annually, has few mills to handle its 15 per cent of the nation's cotton output, and no woolen mills to use the nation's leading wool and mohair supply.

'Miss West Texas', Joyce Whaley, Will Be At Convention



Miss West Texas is Miss Joyce Whaley, Sweetwater. Besides the distinction carried with her title, she has the additional honor of being the first young woman ever "crowned" Miss West Texas with a 10-gallon hat given by the West Texas chamber of commerce. Previously a jeweled crown has been given.

Miss Whaley is the daughter of Mr. and Mrs. W. H. Whaley of Sweetwater. Now a student in Texas university, she is making her plans to attend the Big Spring convention.

BEATING CRIME IN THE BLACKOUTS

LONDON, (UP)—Youthful crime increased in this war as it did in the last, but this time the government tackled the problem early. Realizing how the blackout eased the way to crime, the board of education sponsored local welfare clubs for boys and girls 14 to 20, splitting the cost with local authorities.

They provide libraries, gymnasium and dancing classes, table tennis and other indoor games and social guidance to keep young minds off crime possibilities.

Auto Wheel Crashes End Story
CHICOPEE, Mass. (UP)—A second floor room of a Chicopee house was damaged badly in an automobile accident. An automobile wheel became detached from the machine, catapulted across the street, struck a curbing and then bounced through the second story window of a house owned by Della Ladue.

The first newspaper in Arizona, the Weekly Arizonian, was established at Tubac, in March, 1859.

BRANDS INSPECTOR MISSES
SALEM, Ore. (UP)—A state inspector of live stock brands sent in as his report one shipment: "No brands visible from where I was standing." The shipment inspected was four African lions.

Removal Of Rate Discrimination Will Aid Development Of Texas, Director Of TVA Points Out

Herald Austin Bureau

AUSTIN, May 15.—Removal of internal trade barriers—the regional freight rate discriminations—will mean as much to the economic development of Texas and the south as the Panama Canal has meant to the United States coastal regions.

That is the opinion of David E. Lillenthal, director of the Tennessee Valley Authority, who visited Texas last month to inspect the Lower Colorado River Authority and to gather information on the general advancement of the LCRA region.

Lillenthal pointed out that TVA furnished President Roosevelt with the original national fact report which started a general campaign against freight-zone tariff walls. The TVA is now planning another equally important fact survey on the freight rate problem, he said.

While in Austin, the TVA director conferred with Attorney General Gerald C. Mann regarding official fact finding on discriminatory rates in Texas. "Attorney General Mann has set up an excellent procedure," he commented to newsmen, "I was greatly impressed with his understanding of what is involved."

Committee At Work

The attorney general has a state-wide committee compiling data on the freight rate problem. On the basis of this data, an appeal will be made to the Interstate Commerce Commission to reduce charges now in effect in the Southwest region. This work is being financed by a legislative appropriation which was sponsored by the West Texas Chamber of Commerce and other state organizations.

The first national fact survey on freight rate discriminations was prepared by J. H. Aldredge of the Tennessee Valley Authority for President Roosevelt. In recognition of his work, Aldredge was appointed to the Interstate Commerce Commission. Since assuming his duties, the new member has been instrumental in launching an independent survey by the ICC itself, Lillenthal said.

The new survey into the problem by the TVA will be to investigate the possibilities of a national rather than a regional system. "An American system of rates, and not a Balkan system," the TVA director described the ideal approach.

Second Survey

The second survey will be directed by John P. Ferris, chief of the TVA commerce department. It will deal with the effect upon the industrial and economic life of the south and the southwest to be expected by removal of the regional transportation barriers. Undeveloped and natural resources of the nation will be surveyed in respect to the feasibility of development with rate discriminations wiped out.

Lillenthal said if economic discriminations continue, the southwest would share the fate of the southeast, finding its resources and productivity depleted while its people go without work. He believed a "great community interest" exists between the two regions.

Foreseeing Industrial Development

Lillenthal said if economic discriminations continue, the southwest would share the fate of the southeast, finding its resources and productivity depleted while its people go without work. He believed a "great community interest" exists between the two regions.

Traffic Group Directs Rate Campaign

The important West Texas chamber of commerce project—effecting equality in freight rates—falls within the work of the organization's Traffic and Industrial committee, headed by E. Reagan of Big Spring. The committee is responsible for carrying out the following WTCC resolutions:

Establish bureau for overcoming discriminatory freight rates and to permanently organize Freight Rate Equality Federation.

Seek state appropriation to prosecute case against discriminatory freight rates.

Seek increased truck load limit.

Major work on the first two items can be counted as an accomplishment, and further achievements are due to be reported at the Big Spring convention. Serving on the committee with Reagan are G. H. McKinney, Fort Worth; Jess L. Showers, Vernon; M. C. Ulmer, Midland; Joe Kerr, Sander-

son; J. M. Willson, Floydada; T. A. Singer, Dimmitt; C. L. Green, Winters; Henry Teubel, Tulsa.

MEMBERSHIP PRIZE WON BY WELLINGTON

To Wellington went the honor at the 1939 Abilene convention of being known as the "best WTCC membership town" in all of West Texas.

Under the direction of S. R. Pinkston, Wellington's director, the city secured the largest percentage of over-subscriptions of membership quota of any city in the regional chamber.



Keeping Pace With Big Spring and West Texas

A dusty, barren "spot to the West" has been transformed, as if by magic, into a leading Texas city. From nothing more than an early day cattle range have developed fertile farming sections, vast ranch lands, one of the state's largest oil outlets; spike drivers brought the Texas & Pacific railroad and Big Spring was designated division point for the line. American Airlines found the city so situated as to be of advantage to this modern mode of transportation... and, countless other agencies, realizing Big Spring's bright future, hastened to locate here and contribute their share toward making this the progressive city we know today.

All through this development period, ROBINSON'S was quick to grasp every new offering to better serve the people of this territory in the food line... We have endeavored at all times to "keep store" in the cleanest, most convenient and modern manner possible... and as we pledge our faith anew to Big Spring and West Texas, we send GREETINGS and BEST WISHES to

WEST TEXAS CHAMBER of COMMERCE

The State's Largest C of C Region!

That the 22nd Annual Convention will prove to be the most successful ever attended by members and visitors from the 189 affiliated chambers is the sincere wish of



BIG BEND BOOSTER would be an appropriate title for Dr. H. W. Morlock, Alpine, veteran president of Sul Ross college. For many years he has seen in the little explored rugged section of the largest state in the union vast possibilities as a national park. Dr. Morlock has interested others in this and has cooperated actively with Amon Carter, leader in the movement, in seeking to bring about the establishment of a Big Bend park. He will take off from his educational duties long enough to participate in the Big Spring WTCC convention and speak another word for what someday will be one of the outstanding public preserves in the country.

BAD CASE OF ILL LUCK

OWINGSVILLE, Ky. (UP)—Robert Johnson, 33, truck driver, had all his ups and downs at one time. It started when he fell asleep and his truck overturned on a curve. Dazed after the accident, he sat down on nearby railroad tracks. A passenger led him away.

The rescuer thought Johnson was recovered. But the injured man walked out on the highway and was struck by another truck.

He wound up, finally, in a hospital with a broken nose, a fractured leg and cuts and bruises in profusion.

BURGLARS INVADE CAPITOL
MONTGOMERY, Ala. (UP)—Alabama's historic capitol where Jefferson Davis became president of the Confederacy recently had its first burglary in several years. Loot consisted of a dozen pencils, a fountain pen and a pair of spectacles.

Deer Brigade Dents Auto
WATERFORD, N. J. (UP)—Police Recorder Louis N. Cordo met the charge of a deer brigade while driving near Waterford. Cordo's machine struck and stunned a deer and when he attempted first aid four other deer butted his automobile.

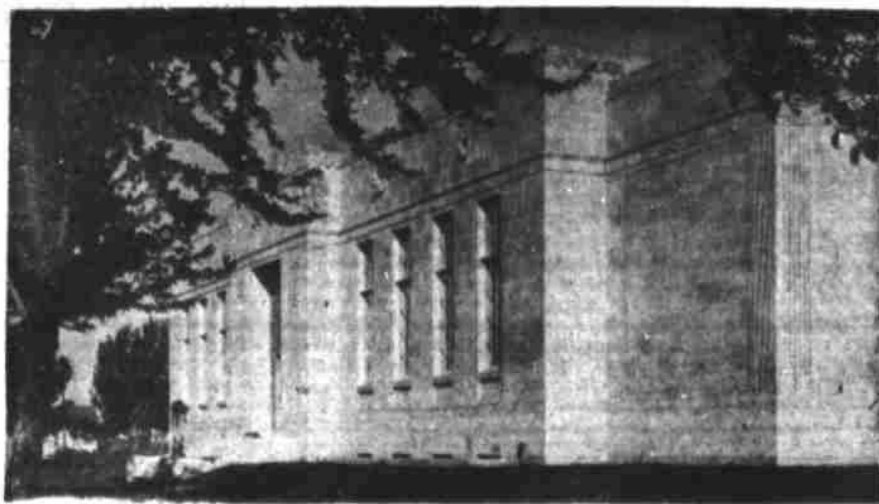
EMPLOYERS CASUALTY CO.

HOME OFFICE, DALLAS TEXAS

Extends Best Wishes For A Profitable And Enjoyable Convention For The West Texas Chamber of Commerce Convening At Big Spring, May 16-17-18!

- DIRECT SERVICE OFFICES IN THESE WEST TEXAS CITIES
- Abilene: W. Lon Steffens
 - Amarillo: C. N. Stokes
 - El Paso: C. D. Leo
 - Fort Worth: James P. Mitchell
 - Lubbock: W. A. Black
 - Midland: W. W. Phillips
 - Waco: James Foy
 - Wichita Falls: J. C. Ward

West Texas Pioneers Contributed To Panhandle-Plains Museum



MUSEUM AT CANYON NATIONALLY FAMOUS—Nationally famed for its collections of pioneer and Indian artifacts and paleontological exhibits is the Panhandle-Plains Historical Society museum at Canyon, on the West Texas State college campus.

CANYON, May 15. — From the depths of the depression, when plains pioneers made real sacrifices to match the state's \$25,000 appropriation for it, the Panhandle-Plains Historical Society museum has grown to be an institution famous for its collections. More than 215,000 persons have registered as visitors. Actually, oldtimers contributed more than \$29,000 to the building. Later the Centennial commission added a basement annex. Members of the society hope that the superstructure on the annex may be provided soon to make room for new collections. History sprang from the soil when the first excavation was made; bones of prehistoric animals

were found by workmen. The formal dedication came on April 14, 1933. The first unit was inadequate even on the day of the opening. Society Formed in 1921. The project was the natural outgrowth of activities of the society, which was formed in 1921. Dr. L. F. Sheffy, executive secretary of the society, has had a guiding part in the museum growth, assisted for a time by J. Evetts Haley, field secretary. Brilliant work has been done by Floyd V. Studer, curator of the society and an ardent student of archaeology and paleontology. An accelerated and existing development came with appointment of C. Stuart Johnson as professor of geology and anthropology. His

genius in research was immediately apparent. With assistance of Mrs. Johnston and WPA scientific crews, the museum quickly filled with specimens from the rich diggings of Palo Duro canyon and other locations. Shortly 250 million years of geologic history were illuminated and many finds were heralded by scientific magazines. Prof. Johnston's death last July brought this instruction to a halt temporarily, but President J. A. Hill of West Texas State has named Prof. Wm. F. Read of Chicago to continue the work. WPA field work in geology, paleontology, and history have continued, with the museum receiving the findings. Within the museum walls are collections worth days of careful

study, as every visitor quickly finds. Early days on the plains, Indian life, art, ancient civilization, wildlife, and fossils of all ages intrigue the visitors, while the children marvel at lifesize mastodons, model elephants, statues of cowboys and Indians, and the great tusks of Imperial elephants. On the walls are mural paintings by Ben Mead and Harold Bugbee. Other murals will be done by these Panhandle artists under a Coronado commission grant. New diorama cases of Coronado's time are being completed in Washington, D. C. for the museum. Exchanges of materials with other institutions has enriched the museum collections, some which are unsurpassed in their subjects.

A. B. DAVIS WINNER OF 1939 AWARD TO C-C SECRETARIES

Most valuable secretary of a chamber of commerce in West Texas recognized by the WTCC at its 21st annual convention in Abilene in 1939 was A. B. Davis, Lubbock. The award to him was based upon his outstanding work in connection with the WTCC and in serving the city of Lubbock and the South Plains area. J. H. Greene, Big Spring, previously had received the distinction.

TO HIS WORK

LARMIE, Wyo. (AP) — Herman Fanning, employe of a dairy, was standing in a puddle of water loading milk cans into a truck. After a few moments he tried to move but couldn't. His feet were frozen fast to the floor. Friends had to use a steam hose to get him loose. The thermometer, at the time, read about 30 below zero. No Christians are permitted to stay in Mecca. Accredited foreign diplomats live at Jeddah.

Experiments With Karakul Sheep Proving Successful In Parker Co.



McDONALD OKEYS KARAKUL BREEDING—J. E. McDonald, state commissioner of agriculture, (left) and George H. Kiosseff with a group of registered purebred Persian lambs produced on Kiosseff's Karakul sheep ranch in Parker county, five miles east of Weatherford. A coat for the average size woman requires 18 to 18 pelts from lambs like these pictured.

WEATHERFORD, May 15. — Industry awaiting simple and easy development. "Texas has the finest climatic and range conditions in the world for Karakul sheep raising," declared J. E. McDonald, state commissioner of agriculture, on a visit to George H. Kiosseff's Parker county Karakul sheep ranch where successful experiments have proved that Texans have a new three million dollar

state department of agriculture, that this fur, wool and mutton producing sheep gives better quality pelts than have been obtained in the native habitat, West Central Asia. McDonald said statistics show that the United States imports annually three million dollars worth of Karakul and Persian lambskins, and this country, which consumes eighty-five per cent of the world's production, produces less than ten thousand skins a year, whereas German Southwest Africa last year produced one million two hundred thousand lambskins. Of course, women know that the soft, tightly curled, tar-black Persian lamb is born of the Karakul sheep, and from a number of these lovely little pelts are made the beautiful coats and wraps so desired by women.

High now, with the world trade conditions as they are and the country's foreign source of fur supply cut drastically, Texans stand an unusual opportunity to cop the world market in Karakul, believes Kiosseff who comes of the third generation of Karakul raisers and has spent his life in the fur trade. He also claims the sheep will do as well on damp lowlands, as on hilly semi-arid lands. With the exception of our milder winters the climate throughout Texas is much like that of Bokhara, in the heart of Central Asia, where the breed originated. "Over there," he says "the sheep are raised on the hilly country as well as on the lowlands. They will lamb twice a year if their lambs are taken when a few days old, and have been known to produce at this rate for fourteen years. No special season is required for the production of fine pelts."

The pelts taken from Karakul lambs which have been stillborn within twenty days of the end of gestation period are of extra texture and value, therefore saving the owner the great loss which occurs in most breeds of sheep by what


is generally known as "lamb stinking." Kiosseff thinks they are the hardest sheep in the world and declares it cost less to feed Karakul sheep than it does a turkey. As a mutton producer he says they top the market. In making garments the pelts are carefully selected and matched, therefore Texas Karakul sheep owners could market their pelts to the best advantage when a minimum of twenty-five thousand pelts are available annually, says Kiosseff.

HOW TO REDUCE THE MAIL AND INFLUENCE PRISON PEOPLE

SALEM, Ore. (AP)—Mail between Oregon penitentiary inmates and the governor's office has diminished from about 15 letters a day to one or two a week. Cecil Edwards, executive department secretary, explains it this way: The state decided to furnish stationery with a printed form on the back. Every time a convict writes to the governor or the parole board he must list his complete criminal record.


WTCC PUBLICATION WIDELY CIRCULATED

Although it is strictly a regional publication, the official publication of the West Texas chamber of commerce, West Texas Today, has an extensive circulation. Copies of it go to foreign countries. Likewise, issues are placed on train lounge cars and on airplanes. It goes to newspapers over the area, and to others over the nation. Chambers of commerce get the magazine, as do many legislators. Divorces are forbidden in Brazil.




Learn All About West Texas


the Land of Opportunity



WHEAT


1,000,000 ACRES UNCULTURED WHEAT LAND NOW WITES THE PLAN






INDUSTRIAL


SPECTACULAR GROWTH AND DEVELOPMENT



LAND



CATTLE



DIVERSIFICATION

CENTER PHOTO ABOVE: West Texas Chamber of Commerce general headquarters office which also houses the West Texas Resource Museum Institute located in Abilene.

REDDY KILOWATT is singing the praises of West Texas, the Land of Opportunity, where we have many things of which to be proud—opportunities for agricultural and industrial growth; sites of scenic beauty and historical significance; great natural resources; fine highways; splendid educational institutions; and a delightful all-year climate. When you write friends in other states, urge them to include West Texas on their 1940 vacation tour.



Invite a Visitor to WEST TEXAS in 1940

West Texas Utilities Company

Congratulations to the West Texas Chamber of Commerce

for another year of outstanding achievements in the interest of all West Texans.

WTCC Resource-Museum Institute Only One Of Its Kind

Exhibits Give Full Picture Of Empire

West Texas in miniature is presented by the West Texas chamber of commerce in its Resource and Museum Institute in Abilene, the only exhibit hall of its kind in the world.

Graphic presentation of facts—about West Texas' unbounded resources, its natural opportunities, its unparalleled development, its possibilities for the future and something of its history—which otherwise might be cold and uninteresting is the accomplishment of the exhibits.

The facts are presented through murals, cutouts, lighted maps, dioramas, relief maps, photographs and entire landscapes done in miniature.

Many persons who have visited the exhibit hall since it was opened to the public almost two years ago have said a person can learn more real facts about West Texas in a 30-minute visit to the hall than he could in three months of intensive personal travel and study.

Thousands of Visitors

Thousands of visitors, including tourists from forty states, have been through the hall. Several thousand West Texas school children have seen the exhibits in the past. Schools organized tours and took whole busloads of students to the hall. For the students it was a pictorial lesson in geography, general science, history, economics and archeology.

The exhibits, valued at \$30,000, are housed on the first floor of the three-story general headquarters building of the West Texas chamber of commerce. The \$250,000 structure is the former federal building in Abilene.

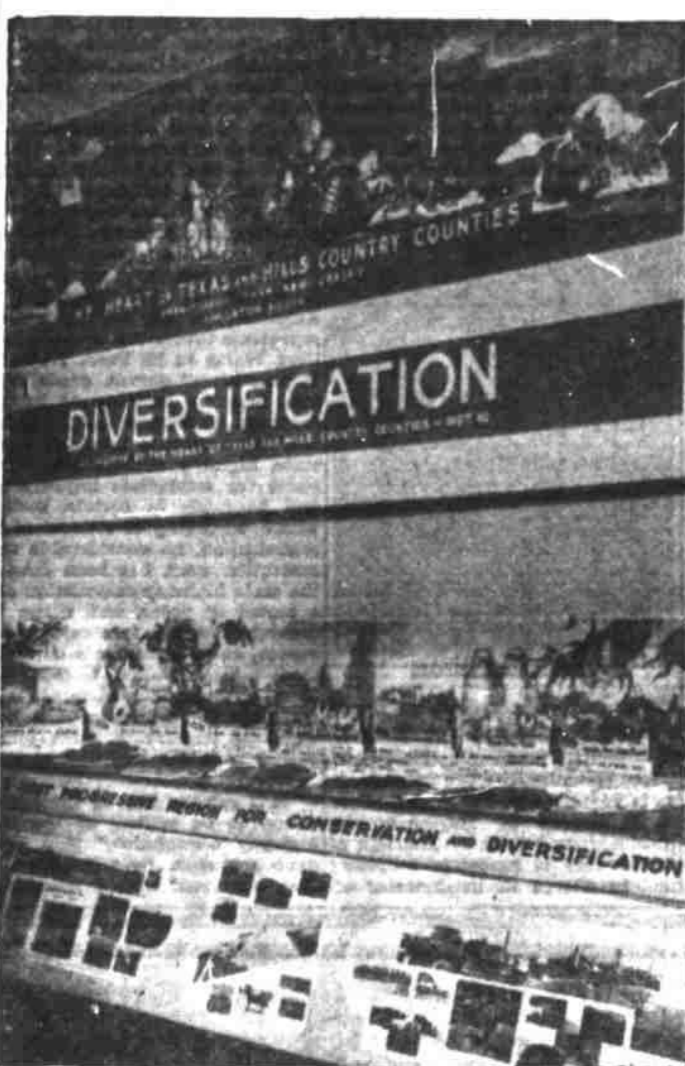
The resource exhibits are presented in ten booths, each booth devoted to a major West Texas resource—land, cattle, minerals, wool and mohair, cotton and feed, climate, wheat, diversified products, industries, and oil. Each booth is sponsored by one administrative district of the far-flung WTCC territory, which covers half the state, from Dallas county on the north to Val Verde on the south and from El Paso on the west to Bosque on the east.

The land booth, center of the resource exhibit division of the hall, tells the unequalled story of West Texas' land, its basic resources. A large relief map of West Texas, built to scale vertically and horizontally, shows the territory served by the West Texas chamber of commerce is twice as large as all the New England states combined.

Resources

An illuminated map and cutouts which together with soil samples form the background of the booth show West Texas' land produces 65 per cent of the state's cattle, 20 per cent of the nation's wool, 20 per cent of the nation's 30-year oil supply, 65 per cent of the nation's mohair, 13 per cent of the nation's cotton, 50 per cent of the nation's high quality wheat, 25 per cent of the nation's grain sorghum, and in addition \$74,000,000 worth of diversified products annually.

The area is called "The Last Frontier of the Farmer and Rancher" with its 20,000,000 acres being farmed, 40,000,000 acres yet unfarmed and 44,000,000 acres of pasture land—a total of 104,000,000 acres. West Texas' per acre yield averages \$23, while that of California is \$20 and that of Missouri is \$16. Crop values in West Texas total \$279,000,000, California's total



THOUSANDS OF VISITORS from 30 states have been impressed by the diversification display in the West Texas Chamber of Commerce resource museum at Abilene during the past two years. Although it is sponsored by district No. 10 of the WTCC, perhaps the leading diversification section in the entire area, it is not taken to mean that the practice is by any means restricted to the district for West Texas has \$74,000,000 annually in diversified products. Listed on the board are such items as these: Industrial plants, beauty spots, livestock feeding, fruits, pecans, peanuts, peanut fields, dairy farms, melon fields, turkeys, corn, cantaloupes, chickens and eggs, oats, hogs, cotton, wheat, wool, mohair, feed-stuffs and other products and attention is called to wholesaling establishments with net annual sales of \$142,500,000 in a territory embracing 315,000 people in Blanco, Bosque, Brown, Burnet, Coleman, Comanche, Coryell, Fratt, Gillespie, Hamilton, Lampasas, Llano, Mason, McCulloch, McLennan, Mills and San Saba counties. Aptly, these manifold resources are shown pouring from the cornucopia—the horn of plenty.

is \$154,000,000 and Missouri's total is \$249,000,000.

Cattle, Minerals

West Texas, with its 3,900,000 head of cattle and its 3,300 ranches, is called "The Birthplace of the Nation's Meat" in the cattle exhibit. This is the only booth in the hall equipped with sound effect. A press of a button sets the pictured herds to bawling lustily.

The minerals booth shows that West Texas' vast store of mineral wealth has hardly been touched. The area has the world's supply of helium, 75 per cent of the world's supply of carbon black and quarries 224,000,000 pounds of granite yearly. Other facts shown are mercury valuation, \$450,000 annually; silver production, \$532,000 yearly; 57,000,000 tons of undeveloped potash, 3,700 square miles of proven, undeveloped gypsum deposits.

World's Sheep and Goat Capital is the title given West Texas in the wool and mohair exhibit. Wool and mohair clipping machines and samples of the products are shown. Samples of cloth woven at Texas Technological college, Lubbock, from West Texas wool also are included in the exhibit.

Climate is featured as a major resource in the booth sponsored by the Big Bend and Davis mountains area of West Texas. Some states have cashed in by verticising climate as an attraction for tourists

and oil well in actual operation. Other miniature derricks show the number of wells and total production in each West Texas county. West Texas is drilling 20 per cent of all new wells in the United States and has enough natural gas to supply the nation with fuel.

Cotton and feed are presented in one booth to show the possibilities afforded by large production of both for making balanced ration for feeding livestock. West Texas has 10,000,000 acres of unfarmed cotton and feed land. The area produces 46 per cent of the state's cotton and 80 per cent of the state's feed. Cotton can be produced (not harvested) by an average of ten man-hours per bale in West Texas as compared with an average of 30 to 38 man-hours per bale in other sections.

What West Texas Needs

Other booths in the hall show what West Texas has. The industrial booth shows what West Texas has not. The booth pictures many dollars flying out of West Texas to other areas where manufacturing is more highly developed. Title of the booth is "Invest in Unexcelled Opportunities for Industrial Development." Facts presented are: "Processing only 10 per cent of the food produced. Having 57,000,000 tons of proven deposits, yet no potash plants. Consuming practically none of the natural gas fuel equivalent to 800,000 carloads of coal. Marketing 1,800,000 hides yearly, yet no leather factory. Producing 13 per cent of the nation's cotton, yet practically no cotton mills. Leading the nation in wool and mohair production, yet no woolen mills."

In addition to the district booths, there are ninety-six town panels in the hall, each panel picturing the attractions of a West Texas town.

Museum Division

This is the story of West Texas today as presented by the resource exhibits, but this is not all of the Resource and Museum Institute. West Texas of the past is presented in the museum division of the hall. Here cases filled by the Texas Archaeological and Paleontological Society and seven West Texas colleges and universities tell of West Texas as it was thousands of years ago. A fine collection of ancient man who roamed this country before the Indians and articles of Indian and pioneer life in West Texas are shown in the cases.

Schools which have cases in the museum are John Tarleton Agricultural college, Stephenville; Hardin-Simmons university, Abilene; School of Mines, El Paso; Sul Ross State Teachers college, Alpine; North Texas State Teachers college, Denton; West Texas State Teachers college, Canyon, and Texas Technological college, Lubbock.



TOP WEST TEXAN—Each year the West Texas chamber of commerce especially recognizes individuals and communities for singular contributions to the WTCC and to the area. Among these is the Top West Texan award, given last year to Herbert S. Hilburn, Plainview, immediate past president of the WTCC. Hilburn is shown above with the plaque presented him.

The idea for an exhibit hall to tell the startling story of West Texas was conceived by D. A. Hardeen, WTCC manager, in 1935 when the West Texas relief map, now in the land exhibit, was carried to the Century of Progress Exposition in Chicago where it was exhibited for two years. The plan grew when the WTCC built its resource exhibit hall for the Frontier Centennial and Frontier Fiesta in Fort Worth in 1936 and 1937. The idea came to final fulfillment when the resource exhibits were moved in the permanent WTCC home in Abilene in 1938 and were rebuilt with the museum exhibits added.

West Texas' story, though big and broad as the region itself, its story of unequalled, rapid development and growth and of possibilities and opportunities of the future, is told adequately, vividly in the West Texas Chamber of Commerce Resource and Museum Institute. The thousands who have seen the hall testify to this and it will be proclaimed by the thousands of others who will see it in the years to come.

There are 300,000 square miles of tropical forests in French Equatorial Africa.

GREETINGS...

"WEST TEXAS CHAMBER OF COMMERCE"

• Into Big Spring and going out of Big Spring—you'll find Dr. Pepper the first and last to greet you. It's truly the energy drink to start your convention with—and certainly you'll find a cold bottle of Dr. Pepper helpful for replenishing your energy, when you depart for the journey home—"Going and coming—it's Dr. Pepper—look for it ice cold, where you see the sign!"

ASK FOR.....

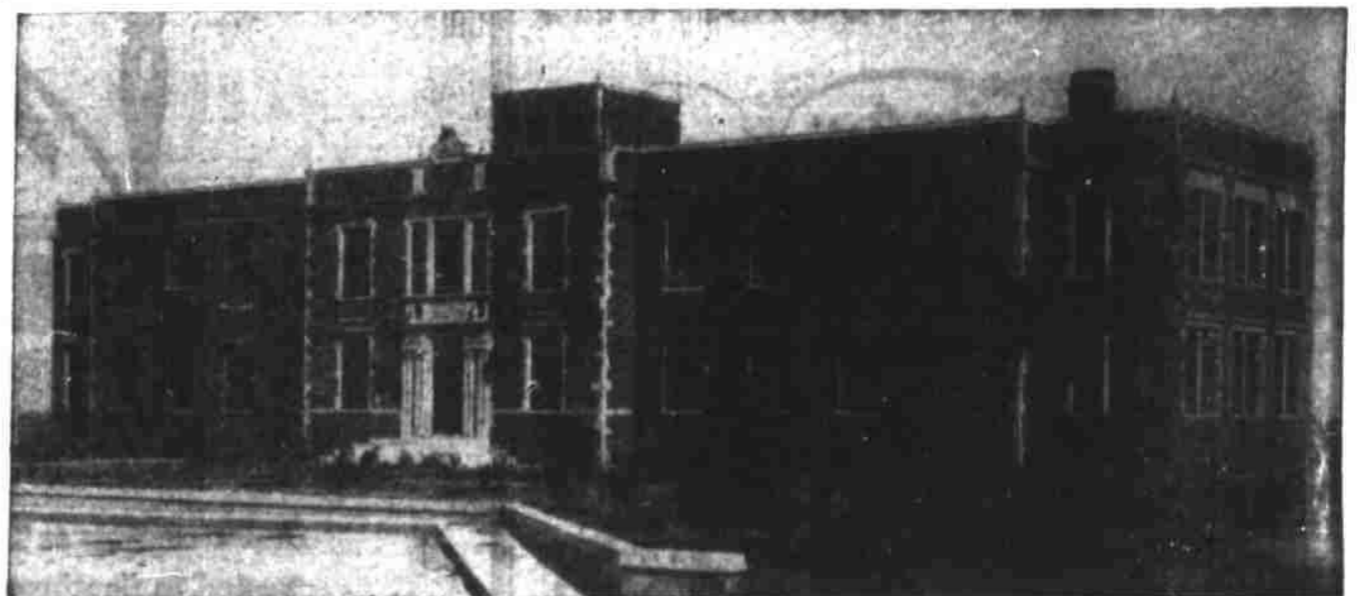


At Any Big Spring Dealer

- All Big Spring Dr. Pepper dealers have laid in an extra large supply—which will be served ice cold all during your convention. They are prepared to quench your thirst!
- We've anticipated your visit with pleasure—and that pleasure is going to be doubled for us when you call for Dr. Pepper—Buy it by the bottle or in the handy six-bottle carton! You're sure to enjoy that delicious flavor at 10, 2 and 4, the same as the home folks do.

Dr. Pepper Bottling Co. Big Spring, Texas

HERALD CLASSIFIED ADS BRING RESULTS



There Is Power— In Co-operation!



One of the most tangible results of co-operation is the splendid list of achievements recorded by the West Texas Chamber of Commerce during the past 22 years.

We are heartily in sympathy with the program the W.T.C.C. is sponsoring in the conservation of our soil and the enlightenment of our agricultural producers in crop rotation and diversification.

It is a pleasure to be hosts to such an outstanding organization. And we sincerely trust that your stay in our city will be a pleasant occasion that you'll long remember!

We Join Big Spring In Welcoming The Thousands of W.T.C.C. Convention Visitors To Our City—

FARMERS' GIN Company

105 N. W. THIRD ST.

WELCOME

To Big Spring W. T. C. C. Convention Delegates and Visitors

Big Spring Hospital

Development Of West Texas Reflected In Phenomenal Growth Of Texas Tech

Third In Size Among Colleges Of The State

LUBBOCK, May 15.—With 4246 students enrolled in Texas Technological college during the 1939-40 session, this college in its fifteenth year reflects the rapid development of West Texas during the past two decades. The summer session opening on June 8 will attract about two thousand students from not only West Texas but from more than a hundred Texas counties since the representation of students comes from many sections of Texas.

Directors, administrative officers, faculty and students of Texas Tech have combined their efforts to make this college representative of its large enrollment which places it third in size among Texas educational institutions. Present board directors is composed of the following prominent citizens: Joe T. Sneed, Amarillo, chairman; Spencer A. Walls, Lubbock; Charles C. Thompson, Colorado City; Milburn McCarty, Eastland; Mark McGee, Fort Worth; Thomas G. Pollard, Tyler; Mrs. W. R. Potter, Bowie, L. L. Steele, Mexia; James M. West, Houston, and W. T. Gaston of Lubbock, secretary.

rich historical background of Texas is studied with Spanish influence, the relationship of the Texas Tech architecture blends naturally with the older influences of the state. Since Lubbock is situated on an elevated plateau or the Caprock as it is familiarly called, the elevation of more than three thousand feet results in an invigorating climate for the south plains and the fast-growing tempo of this section is increased over the southern section of the state where the first Spanish settlers located. Instead of the siesta and other Spanish customs, Tech students hurry from class to class battling stiff north breezes and this invigorating climate lends itself to champion athletic teams, alert scholars competitive activities, and a general fast-moving environment.

Social Program Active

To be found on the Texas Tech campus are the hospitality of the South—the best of the North—and the adventure of the West. An active social calendar among the campus clubs provides the hospitable part of the program in the life of the students and the high altitude and temperate climate furnish unbounded energy for outdoor life and athletic events the wide open spaces of the Texas plains are enough incentive to create the restlessness in West Texas which attracts them to greater attainments. The same enthusiasm which leads the athletic teams of Texas Tech to victory causes the student archaeologist to find the remains of an elephant which roamed this section of the state 20,000 years ago or create a desire to make an expedition into Mexico to study the characteristics of the Yaqui Indians and the activities of the only unconquered tribe in the country.

their roomy lounges and large dining rooms. The co-operative cottage is an experiment in cheaper housing, where 19 women students share the work and live for \$15 a month. The home management house, practice quarters for the division of home economics, holds eight junior and senior home economics students, a supervisor, and a borrowed baby on whom the girls practice child care.

Mysterious of cookery, dress, and home decoration are explained in the home economics building to one-third of Tech's women students by a faculty of 15 specialized staff members. Here, instructions are truly applied. Food and nutrition classes plan and prepare balanced meals. Students in clothing and textiles learn to weave, to make dresses and to tailor suits, to cover furniture and to design draperies, and to buy clothes and household furnishings economically. In costume design, metal and lace craft, catering and teacher training classes. Too, the girls learn to do by doing. A small nursery cottage, south of the home economics building, houses twelve active children from 2 to 12 years of age and serves as a laboratory for child development and family relations.

The administration building is heart, head and purse strings of the college, for there the president and other administrative officials hold sway. Many departmental offices for the divisions of arts and sciences and many of the college classrooms are housed in the administration building, as it is familiarly called on the campus.

books, besides several thousand bulletins, manuscripts and other documents.

Civil, chemical, architectural, electrical, petroleum, industrial, mechanical and textile engineers are trained in the division of engineering which has an annual show that usually attracts about 10,000 people to see the wonders of science inaugurated by the inventive minds of the students. The textile department is housed in a separate building and the weaving of cotton and woolen materials has added greatly to the renown of Tech as being one of the best textile schools in the nation.

In 1925-26, the first year of the college, there were 51 faculty members and administrative officers and 36 employees; in 1939-40 there are 197 faculty members and administrative officers, 63 dormitory and office employes, 27 graduate assistants and fellows, 22 on the buildings and grounds staff, 5 agricultural employes and 3 extension workers.

Tech Has Three Presidents

Dr. Paul W. Horn, the first president of the college, died in the spring of 1932 and was succeeded by Dr. Bradford Knapp, who had been president of Oklahoma A. & M. college, of Alabama Polytechnic college and was an ardent agricultural worker in the South. Since his death in 1938, President Clifford B. Jones, former president of the

West Texas Chamber of Commerce and a leader in West Texas, has been president of Tech college. President Jones served many years as chairman of the board of directors before he was elected president of the college.

President Jones has been active in the advancement of the college since he assumed the duties of the office in February 1939. For his work in the academic field and administration of college work, he was awarded an honorary doctor of laws degree from McMurry college in Abilene at the June 1939 commencement exercise. He has spoken to many chamber of commerce meetings and to groups throughout West Texas since he has taken over the duties of college president.

Highway Assn. Busy Boosting The Broadway

The U. S. 80 Highway association of West Texas with headquarters in Sweetwater was organized January 26 of this year. Its membership consists of property owners, tax payers, city and county of-



JOHN HENDRIX

officials and civic leaders in towns between Ranger and Van Horn. C. C. Johnston, member of the Sweetwater commission and former mayor is president of the organization. R. E. Gracey of Roscoe is vice president, and John M. Hendrix of Sweetwater is executive secretary and in charge of headquarters of-

Directorate is made up of: Sterling Wooten, Abilene; L. E. Lewis, Baird; J. H. Greene, Big Spring; E. P. Crawford, Cisco; Ben Smith, Colorado City; Dudley Yard, Peecos; J. C. Hall, Loring; Bill Collins, Midland; Tom W. Davis, Odessa; R. E. Harwell, Roscoe; Guy Ellsland, Stanton; L. H. Flewelling, Ranger; Milburn McCarty, Eastland; Fred Cook, Putnam; Fred P. Snelson, Monahans, and S. L. Field, Van Horn.

J. H. Greene of Big Spring, R. E. Gracey of Roscoe, Ben Smith of Colorado City, Milburn McCarty of Eastland, Bill Collins of Midland, and Sterling Wooten of Abilene constitute the executive committee.

The association was formed to foster the improvement and modernization of the Broadway of America through West Texas and represents towns and counties from Fort Worth to El Paso. Widening, elimination of curves, grade crossings and the building of modern drainage structures will be among the improvements required of the state highway commission. A request for immediate improvement will be made in certain sections where, according to officers of the organization, no considerable modernization work has been done by the state highway commission over a period of years, and where the present highway is obsolete, dangerous, and constitutes a hazard to those using it. Failure to modernize these sections, it is claimed, is responsible for a high death rate which is tending to drive tourist traffic from the highway in these sections.

"It is not the idea of the organization to be critical of the state highway commission," said President Johnston. "We realize that they are faced with a tremendous

problem in building the new roads constantly requested of them, and carrying on at the same time a program of rebuilding obsolete roads. But, we do feel that an emergency exists in certain counties on U. S. Highway 80 on which are to be found the greatest number of accident-prone areas on the state highway system. Unfortunately, many of these are high accident locations as shown by the high number of deaths and accidents occurring on them almost constantly. We do feel that these areas should have immediate attention from the state highway commission so that loss of life may be minimized.

"There is also an economical factor to be considered, as adverse publicity generated by a high death and accident rate is having the effect of diverting tourist traffic to routes longer in mileage and not nearly so well equipped to care for their wants as U. S. 80, which is the pioneer tourist lifeline of Texas, originally constructed by county voted funds and maintained in the same manner over a long period. Millions of dollars have been invested in hotels, camps, garages, and other businesses of permanent nature along its mileage. These will suffer if U. S. 80 is not built up to the same standard of other highways which have been built along modern lines, while 80 continued to carry the East-West tourist traffic and the added burden of increased tonnage by truck.

"We feel certain that the state highway commission will cooperate with West Texas citizens in removing these hazards and modernizing U. S. 80 as rapidly as possible, thereby restoring to it its share of tourist traffic. Most certainly, our organization will cooperate with them in every way."

'BIG' CONVENTIONS WERE DURING DAYS OF BOOM TWENTIES

Possibly every city that has entertained the West Texas chamber of commerce in the past 15 years has aimed at staging the "biggest" convention.

There is no way of accurately deciding this honor, but most connected closely with the institution through the years are willing to concede the distinction to Wichita Falls for its 1927 gathering. That was in the hey-day of prosperity and the one next year in Fort Worth was a stupendous affair.

DRIVES SAFER AT HOME

HARTFORD, Conn. (UP)—Sixty per cent of the fatal automobile accidents in Connecticut in 1939 were caused by operators who were not residents of the community in which the mishap occurred, the state motor vehicle department discloses.

South Plains Is Fertile Area

For a comparatively few years in relation to the history of Texas, the South Plains section of Texas has been developed into a fertile field for both education and agricultural projects. Banner cotton counties on the south plains have proclaimed this section as a great agricultural section and the growth of Texas Technological college to the largest school of its age in the United States has resulted in a technical college outstanding in many fields of instruction.

During the ensuing summer session all of the divisions of instruction including arts and sciences, engineering, agriculture, home economics and graduate studies will be available for the students. A faculty of more than a hundred resident and visiting members will be on the instructional staff and a program of recreation and entertainment will supplement the curricular activities.

Buildings In Spanish Design

Situated on 320 acres of the 2008 acre campus are the buildings of modified Spanish Renaissance architectural design. The remainder of the campus is used for agricultural experimental plots and for the livestock projects of the animal husbandry department. These buildings are indigenous with this type of country since this type of architecture originated on the high plateaus of Spain and although the

Ar Division Spreads Out

Activities of the division of agriculture cover the largest area of the campus. Besides the small, overcrowded agriculture building with a seed-testing laboratory annexed, the division operates in the stock judging pavilion, dairy barns, agricultural engineering shop and greenhouse. Using the college farm as a practical laboratory Tech's 499 agricultural students study crops and breeds of livestock best suited to this section of Texas. Experimentation during the past two years has included Angora goat raising, beef cattle feeding, cotton grading improvement, commercial production of sugar beets, castor beans and barley.

Sciences Are Offered

In the science building, professors of botany, zoology, chemistry, geology and physics employ microscopes, test tubes, relief maps and balance scales to start young scientists in their chosen profession. Twin building to the science building which commonly is called the chemistry building is Tech's new \$275,000 library which contains nearly 65,000 text and reference

INDESTRUCTIBLE

AS TIME



Hour by Hour . . . Day by Day . . . Year in, Year out . . . Eternally . . . Time marches on and on, an INDESTRUCTIBLE, Impregnable Measurement of Man.

Indestructible as Time is the monthly income of that man or woman who wisely has invested in Southwestern Life Insurance.

John, in loving tribute to his wife, Mary, leaves her an estate in Life Insurance, to be paid to her in regular, monthly checks, so long as Mary lives . . . And the payments continue, month by month, through the years . . .

A lad in his twenties dreams of the day when he may retire, and plans for that hour with Retirement Insurance. Happily he reaches the turning point in life . . . and marches down through the silver-streaked years, devoid of care because of Life Insurance.

A home is freed of mortgage . . . An education assured . . . A distant trip realized . . . Dream of a summer home come true . . . And so the story goes, on and on, with a theme of Happiness, Safety and Security, made possible through Southwestern Life Insurance . . . Our representatives in West Texas can write the story to fit your dream, and it will be Indestructible as Time, with a policy in

WELCOME W. T. C. C. VISITORS



BIG SPRING, TEXAS

We are proud of this opportunity to be your host — the success of your splendid organization should be highly gratifying to all West Texans— For going-on 42 years now, we have done our part to help keep West Texas and West Texans clean—believing as we do, that a clean shirt encourages a clear mind and an active worker for the progress of this Great West Texas Empire—

We Urge All Visitors To Visit Our Plant During Your Visit Here. You're Always Welcome!

BIG SPRING LAUNDRY
N. C. HOLDSCLAW, Prop.



SOUTHWESTERN LIFE
Insurance Company
G. F. O'DONNELL, PRESIDENT HOME OFFICE • DALLAS

RECORDS SET DURING 1939 IN SOIL-WATER CONSERVATION ACTIVITIES IN WEST TEXAS

COLLEGE STATION, May 15.—New records were set in soil and water conservation work during 1939 in 39 West Texas counties as 2,470,321 acres were improved by various practices, annual reports of county agricultural agents show.

In the 39 counties that make up extension district 6—the West Texas area bounded by Gaines, Fisher, Val Verde and El Paso counties—108,476 acres of range land were contour furrowed as compared with 36,569 acres in 1938, according to J. D. Prewitt, district agent of the Texas A. & M. college extension service, who supervises the work of county agents in the district.

In addition, 11,887 acres of range land were terraced and 58,925 ridged, while 62,033 acres of crop land were terraced. Midland county leads the state with 53,826 acres of range land contour furrowed.

Under the AAA range program

328 ranchers practiced deferred grazing on 1,388,000 acres. Andrews county alone had 19 ranchmen who deferred grazing on 206,000 acres.

Cedar was cleared from 79,000 acres, lechuguilla from 56,000 and prickly pear from 709,000 acres.

Crockett county led the state in prickly pear eradication with 150,000 acres.

Farmers and ranchmen stored 467,000 tons of silage in 2,248 trenches. The number of trenches showed an increase of 617 over the 1938 figure of 1,631.

Wild game preserve demonstrations, started only four years ago, now have 1,330 farmers and ranchers enrolled in 97 game management areas involving 8,904,130 acres. The two leading game management areas in the district are Reeves county, with 1,000,000 acres and Andrews, Ector and Crane counties, totaling 715,000 acres.

4-H club work showed an enroll-

ment of 1,468 boys with demonstrations in livestock and crops, while 1,800 animals were exhibited at 5 district and 15 county livestock shows.

For the second consecutive year a West Texas 4-H livestock judging team—the Reagan county group of E. J. Martin, Jr., John H. Holt and J. A. Roach—won the International 4-H Livestock Judging Contest. In 1938, this honor went to Menard county.

Five West Texas 4-H club boys, Woodrow Mills, Sterling City; David Williams, Eldorado; J. B. McGuire, San Angelo; Harry D. Rottan, Sweetwater; and Garland Moore of Roby were awarded trips to Chicago for outstanding work.

The counties in district 6, with their county agricultural agents, are: Borden, Frank Medley; Coke, H. E. Smith; Concho, R. W. Terry; Crockett, C. J. Van Zandt; Culberson, A. H. Walker; Dawson, B. J. Baskin; Ector, Andrews and Crane, H. L. Atkins, Jr.; El Paso, W. S. Foster with Herbert Mills as assistant agent; Fisher, T. H. Roensch; Gaines, C. E. Morris; Glasscock, V. G. Young; Howard, O. P. Griffin; Hudspeth, Berry N. Duff; Irion, J. T. Davis; Kimble, R. E. Homann; Loving, Winkler, Lee R. Pool; Martin, G. A. Bond,

Jr.; Menard, R. T. Logan; Odland, S. A. Debnam; Mitchell, Joe C. Williams; Nolan, R. B. Tate; Pecos, T. W. Hillin; Presidio, W. W. Sheen; Reagan, Henry Kothmann; Reeves, Ted Johnston; Schleicher, W. G. Godwin; Scurry, X. B. Cox, Jr.; Sterling, Henry Malloy; Sutton, H. C. Atchison, Jr.; Terrell, E. L. Williams; Tom Green, W. I. Marshall with Noel C. Fry as assistant; Upton, C. Snell; Val Verde, J. B. Kidd; and Ward with John L. Mogford.

Dirt Farmers In Agriculture Dept. Posts



GROVER B. HILL



CLAUDE R. WICKARD

Two dirt farmers, with a combined experience of 54 years of farm operation and leadership, are now in the No. 2 and No. 3 posts of the nation's department of agriculture.

Grover B. Hill, who was named assistant secretary of agriculture in December, has been a Texas rancher and farmer since 1911. Claude R. Wickard, newly appointed under secretary of agriculture, has farmed a general grain and livestock farm near Camden, Ind., for nearly a quarter of a century.

Both men have been associated with administrative work of the AAA farm program in recent years.

Hill, 51, was named a field representative of the AAA in 1934, after serving on a committee which drafted the AAA range program. Since 1936 he has been in charge of the range program for the southern region of the AAA. During the drought of 1934, he directed the regional cattle-buying program in New Mexico, Texas, and Oklahoma. He studied at the University of Texas from 1909 to 1911, after which he went into ranching and farming near Amarillo.

The new under secretary first became connected with the Agricultural Adjustment administration in 1933 and in 1936 he was made director of the north central division of the AAA. As director of the division, which includes the corn belt states, Wickard stressed farmer-administration of the AAA. Wickard, now 47, has operated the same Indiana farm which was farmed by his father and grandfather. He graduated from Purdue university in 1915 and in 1927 was named a

Poster Panels Have Advertised West Texas To Tourist Hordes

"You're in WEST TEXAS NOW!—Nation's Happiest, Busiest, Richest region."

On something like 220 poster panels (preferred nomenclature for billboards) throughout West Texas from the Red river to the Rio Grande this message has appeared to countless thousands of travelers for the past six months.

Done in striking, simple design and color, these panel posters are but another medium of reminding tourists and indeed West Texans, of the advantages of this region.

Back of this monumental effort is B. F. Bludworth, Brownwood, head of the Brownwood Poster Service company, who proposed the poster campaign to the WTCC and then worked untiringly to make his dream a reality.

Companies Cooperate

Fifteen poster companies throughout West Texas are cooperating in the program, giving their panel space and installing the posters as a contribution to the area in which they live. At \$10 a month per standard 24-foot panel, this service is calculated to approximate \$10,000 annually.

Central theme of the poster is

"You're in West Texas Now—Nation's Happiest, Busiest, Richest Region." Tourists are then invited to "See R. All," the invitation forming the central part of a huge arrow. At the arrow's point, on the right, is a star with the invitation: "Then 'hit the Resource and Museum Institute, Abilene, Texas, while in the square panel at left of the arrow is the general invitation to 'Investigate our agricultural and industrial opportunities.'"

At the bottom of the poster, centered, is the WTCC's familiar rising sun, from which rays radiate upward and outward to form a yellow background for the entire poster. Superimposed upon the orange-colored sun is a map of Texas with the West Texas and eastern New Mexico sections shaded in gray.

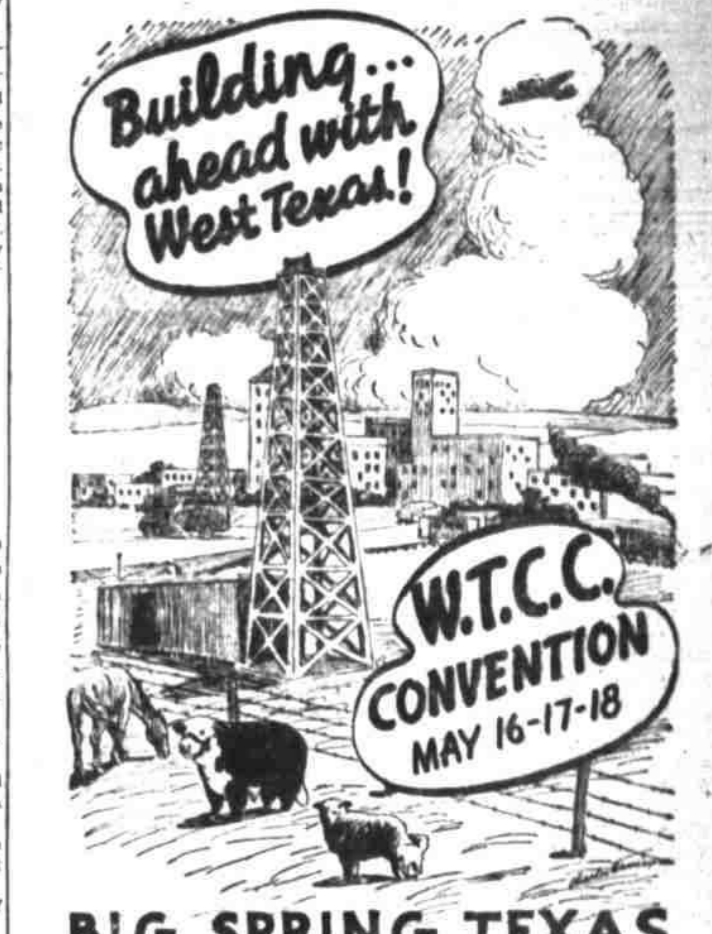
The posters are displayed in 60-day stretches with a change in color scheme, but with the identical copy. Panels on which they are placed are located at strategic points on much-traveled highways.

Cost of producing the posters was borne jointly by the WTCC and the Abilene chamber of commerce. Cost for this was estimated closely

Counties Shared In Cash As Result Of Soil-Water Event

One of the outstanding contests ever conducted by the West Texas chamber of commerce was the soil and water utilization affair climaxed by cash awards at the Abilene convention in 1938.

Wheeler county won the \$500 prize award, Val Verde the \$300 second award, and Fisher county the third and \$200 in prize. Honorable mention went to Concho, Pecos, Floyd, Sterling and Reagan counties. Some of the results included 26,681 miles of new terraces built and 2,665 square miles contour farmed for the first time in 1938.



BIG SPRING, TEXAS

WELCOME VISITORS
RETAIL MERCHANTS ASS'N
Mrs. L. A. Eubanks, Manager

WELCOME W. T. C. C. BIG SPRING IS HAPPY TO HAVE YOU!

Guaranteed Food Protection

IT'S SAFE!

No constant fear that a breakdown in the machinery will expose your family to harmful chemicals or short circuits—

Use Ice For Safety!

IT'S PURE!

Only crystal-clear water is used in the manufacture of ice. It's as pure and safe as the water you drink!

Use Ice For Purity!

IT'S CLEAN!

For spit-and-span housewives, ice offers another advantage — cleanliness! It's easy to keep your ice refrigerator pure and clean.

Use Ice—It's Clean!

IT'S SURE!

Cooling drinks—appetizing salads—meats, fruits and vegetables are always fresh and delicious when Ice is on the job.

Use Ice—It's Sure!

Dependable Service In Big Spring For 24 Years

SOUTHERN Ice Co., Inc.

Manley Cook, Manager
211 N. E. 1st Street
BIG SPRING

Agricultural Group Has Big Assignment

One of the major committees functioning under the West Texas chamber of commerce organization this year is that on Agriculture and Conservation, which is responsible for carrying out policies as expressed in the following WTCC resolutions:

- Seek tariffs to protect West Texas raw materials.
- Seek organization of soil and water conservation districts on a county basis.
- Seek fair and equitable cotton and wheat allotments for West Texas counties.
- Seek governmental purchase of American beef.

This group also is assigned to discharge past policies and programs of the organization along agricultural and conservation lines, and handle associated work and activities.

The following personnel is designated to serve for the year on this committee: Clifford E. Jones, Lubbock, chairman; Winfield Holbrook, Plainview, vice chairman; R. E. Dickson, Sr., Spur; J. J. Steele, Anson; R. E. Patterson, Lockney; Omar Burleson, Anson; P. B. Ralls, Ralls; Ray Pinson, Abilene.

'BEST ACTIVITIES' TOWN IS ALBANY

To Albany last year went the designation of being the "best activities town" affiliated with the WTCC.

This award, given annually by the regional chamber, was based upon full cooperation with the WTCC and included over-subscription of the membership quota. To D. H. Downing, local WTCC director and Miss Ollie Clarke, chamber manager at Albany, went individual credit for the honor.

The United States Coast Guard maintains an academy for training its officers at New London, Conn.

A West Texas Institution—

The tradition of true West Texas Hospitality finds perfect expression in the service of the Wooten, Abilene's finest hotel!

The cordial home-like atmosphere reflects the taste of ranchmen, oil men, business men and tourists in selecting a hotel that caters to their slightest whim.

As a convention headquarter and the ideal stopping place the Wooten is indelibly stamped on West Texas people as the next best place to home.

HOTEL WOOTEN

— ABILENE —

H. O. Wooten, owner-operator Bob Westbrook, manager

"Where West Texas Hospitality Reigns Supreme"

Good Morning....

Blended and Packed In West Texas For West Texans

STAR STATE COFFEE

ROASTED IN WEST TEXAS

Welcome
Members and Delegates to

West Texas C of C Convention

BIG SPRING, MAY 16 - 17 - 18

179 West Texas, New Mexico Towns Represented On WTCC Directorate

Ten District Directors Make Up Organization's Executive Board

Civic leaders of 179 West Texas and New Mexico towns make up the directorate of the West Texas chamber of commerce. The regional organization has a district setup, with the WTCC territory divided into ten districts. Towns in each district name their WTCC directors, and these local directors in turn name the district directors to serve on the WTCC executive board.

Local and district directors are listed by districts:

DISTRICT NO. 1

C. A. Studer, Canadian, district director; Amarillo, Lawrence Hagy, Jay Taylor, H. W. Allen; Borger, C. R. Stahl; Canyon, J. W. Kleinschmidt; R. A. DeFee, Channing; Clarendon, Homer Mulkey; Claude, Hugh Doak; Dalhart, Elmer Elliott; Dumas, Floyd S. Elliott; Fallett, J. L. Hill; Groom, J. W. Knorrp; Hedley, Geo. M. Thompson, Jr.; Hereford, Wilson Gyles; Higgins, T. H. Black; Memphis, S. T. Harrison; McLean, Dwight L. Stubblefield; Pampa, C. H. Walker; Panhandle, Ralph Randall; Perryton, I. R. Buchanan; Shamrock, Clayton Heave; Spearman, J. R. Colvard; Stratford, W. T. Martin; Vega, Dr. O. H. Lloyd; Wellington, B. R. Pinkston; Wheeler, A. B. Crump; White Deer, W. J. Stubblefield.

DISTRICT NO. 2

R. L. Brown, Muleshoe, district director; Abilene, Ray Pison; Amberst, E. E. Stegaur; Anton, Ed Hart; Brownfield, W. R. McDuffie; Crosbyton, Jack Arthur; Dickens, Guy Felley; Dimmitt, T. A. Simmer; Farwell, James D. Hamlin; Floydada, J. M. Willison; Hale Center, W. G. Sears; Idalou, Bailey Guss; Levelland, Kendall Young; Littlefield, Lester Walters; Lockney, R. E. Patterson; Lorenzo, Arthur Lay; Lubbock, R. C. Hopping; S. A. Wells, W. G. Alderson; Clifford, B. Jones; Matador, Douglas Meador; Olton, J. F. Wiles; Petersburg, Albert Clubb; Plainview, G. R. Mabry; H. S. Hilburn; Post, A. C. Surman; Quitaque, J. L. Tunnell; Ralls, P. B. Ralls; Silvertown, H. S. Sanders; Slaton, C. F. Anderson; Spur, Cap McNeil; Tahoka, Tom Garrard; Tulla, Henry Teubel; Turkey, Lee Vardy; Sudan, Vera Terry.

DISTRICT NO. 3

J. J. Gallaher, Graham, district director; Archer City, J. L. Prudeaux; Aspermont, Chesley Speck; Benjamin, Charlie Hamilton; Burkburnett, H. D. Smith; Childress, J. G. Hammock; Chillicothe, D. D. Forgy; Crowell, T. N. Bell; Electra, Fred P. Hodges; Goree, W. W. Coffman; Hasel, H. Courtney; Hunt, Henrietta, O. L. Graves; Iowa Park, Dr. G. G. Clark; Knox City, Roy Baker; Munday, W. E. Braly; Oney, C. G. Nixon; Paducah, J. A. Crump; Quanah, Earl Mowley; Rochester, T. R. (Hap) Smith; Rule, Porter Campbell; Seymour, L. D. Jones; Throckmorton, Byrd F. Thorpe; Vernon, Jess L. Show.

era, Guy Self, R. H. Nichols, A. M. Bourland; Wichita Falls, J. B. Bridwell, D. H. Bolin, Kindel Pauk, W. B. Hamilton, Walter D. Cline.

DISTRICT NO. 4

Amon G. Carter, Fort Worth, district director; Bowie, G. Doc Jackson; Bridgeport, D. A. Campbell; Bryson, Will Eatherly; Cleburne, H. C. Custard; Decatur, Dr. L. P. Higgins; Denton, L. A. McDonald; Fort Worth, G. H. McKinney; Gainesville, A. Baker; Mineral Wells, J. W. Birdwell; Nocona, Robert Flynn; Palo Pinto, O. H. Howard; Strawn, J. I. Encke; Weatherford, C. W. Sadler; Jacksboro, J. W. Spears.

DISTRICT NO. 5

Tate May, Hamlin, district director; Abilene, Price Campbell, J. C. Hunter, M. M. Meek, R. W. Haynie; Albany, C. B. Downing; Anson, J. J. Steele; Baird, B. L. Russell; Breckenridge, C. L. Perles; Cisco, J. E. Spencer; Colorado City, Dell Barber; Cross Plains, Tom Bryant; Eastland, T. E. Richardson; Milburn, McGarry; Leuda, Hugo Haterius; Merkel, Booth Warren; Putnam, J. S. Yeager; Ranger, L. R. Pearson; Rising Star, Cecil Shultz; Roby, R. F. Stevenson; Roscoe, W. E. Forester; Rotan, Guy Patterson; Snyder, Harrie Winston; Stamford, C. M. Francis; C. E. Coombs; Sweetwater, H. A. Walker; Clyde, M. H. Perkins.

DISTRICT NO. 6

B. Reagan, Big Spring, district director; Andrews, Chas. W. Roberts; Big Spring, G. C. Dunham; Crane, E. A. Critch; Kermit, J. B. Walton; Lamesa, Owen C. Taylor; Midland, M. C. Ulmer; Oteesa, George W. Elliott; Seagraves, Milton T. Cain; Seminole, H. N. Stone; Stanton, Poe Woodard; Wink, W. B. Paris.

DISTRICT NO. 7

H. Y. Overstreet, Texico, N. M. district director; Balmorhea, C. C. Boyd; Carlsbad, N. M. J. B. Morris; El Paso, Forrest M. Smith; H. I. Birney; Monahans, Fern Tatum; Pecos, Dudley Yard; Roswell, N. M., Oscar Greene; Van Horn, S. L. Field.

DISTRICT NO. 8

C. F. Cochar, Fort Stockton, district director; Alpine, J. E. Casner; Big Lake, J. Wiley Taylor; Del Rio, E. K. Fawcett; Fort Davis, W. D. Boys; Iran, W. A. Montgomery; McCamey, M. E. Pittman; Ozona, Wayne West.

WEATHERFORD MAN HOLDS HONOR AS 'TOP' DIRECTOR

Outstanding director of the WTCC so honored at the Abilene convention last year was C. W. Sadler of Weatherford. Through his efforts his city operated in the WTCC program, replaced its panel in the WTCC resource museum and had 100 per cent membership. The award is given annually by the WTCC.

Colossal Cave, near Benson, Ariz., has been explored for 39 miles. It is without moisture and the temperature remains at 72 degrees the year around.

District Meetings For Business Only

Phenomenal growth of the West Texas chamber of commerce in its early days apparently made the area organization and convention conspicuous.

Born in 1919, the WTCC had made a major celebration as well as an important area business conference out of its convention at Plainview in 1922.

With this as a cue, leaders in eight districts staged district conventions last year. They were modest after the regional conclave, but pitched on a smaller scale.

Although district meetings still are held, the early festivity surrounding them has died out and only an atmosphere of business now attends them.

MOOSE MIST

FAIRBANKS, Alaska, GP — In freezing weather, moose sometimes look like a "cloud drifting along the ground," from an airplane.

The big animals are almost obscured by the pall of mist which envelops them. Elmer Frank Pollack reported it. Their breath and heat from their bodies condense.

The huge beasts leave the high-altitude regions, which lack timber and are exposed to storms, for lower areas with tree shelters and calmer atmosphere.

Under Spanish rule, from 1540 to 1750, Bolivia produced gold valued at \$2,000,000,000.

Clara Knows Everything About WTCC



CLARA LIVELY

What were some of the early day campaigns of the West Texas Chamber of commerce? Ask Clara Lively.

Want to know about this manager or that president of the WTCC? Where could a important file on redistricting, or water rights, or scholastic apportionment be found? When did the West Texas Today magazine start? Or what about anything pertaining to the WTCC? Ask Clara Lively.

Her title is probably secretary, but she doesn't stop to bother about it. She never has during her more than 19 years with the organization. Her work is cut out for her, and Clara Lively does it.

No other staff member of the regional chamber of commerce has

two years old, had set up headquarters in Stamford.

"I didn't know a thing," she recalls. "I didn't know what a yellow sheet of paper was for. I don't know why they hired me, but they did."

She's A Worker

Today she professes the same bland confusion over the entire deal, but that doesn't fool anyone. Clara Lively knows plenty about the organization. And besides, she works like a Trojan.

Miss Lively has served under every manager of the West Texas chamber—under Porter A. Whaley, now secretary for the Texas Manufacturers association; under Homer Wade, who is an aged in farming; and under D. A. Bandeen, manager since 1928.

Of course she worked with A. M. Bourland, Vernon, who served as manager for a five to six months period during the interim between Wade's resignation and the return of Bandeen. Moreover, she has served under all but one of the WTCC presidents, the late H. T. Brelford, Amarillo.

During her 19 years of tenure,

Miss Lively has missed but two of the regional conventions, those at Brownwood and Wichita Falls in 1937 and 1938. She didn't regret missing those, for when Clara Lively goes to a convention, it means work and plenty of it.

A graduate of Lubbock high school and of Draughon's Business college, Miss Lively also has a record of service with the Red Cross during the war. For the more intimate side of her life, she unabashedly tells that her family consists of "my brother, myself and my cat," that she is five-foot-two, weighed 126 pounds before she arrived in Big Spring to open convention headquarters with Max Bentley. Now she weighs only 116, if that's of interest to corpulent women who have never thought of copious amounts of work as a sure-fire means of reducing.

An 800-acre botanical garden being developed near Phoenix, Ariz., will be the only one of its kind in the world, housing several thousand exclusively desert plants.



YOUR FAITHFUL FRIEND and NEIGHBOR

One of West Texas' most important resources is a dependable supply of Natural Gas. This all-purpose fuel is of advantage to our industry, and a means toward better living in our homes.

Natural Gas service to West Texas is a big undertaking, involving the transmission of Gas through thousands of miles of interconnected pipe lines to your city gate, and thence to your places of business and your homes.

To make it available in unlimited quantities for your use at any hour of the day or night, at the lowest possible rate commensurate with sound business practice, and in accordance with our high standards of service, requires thorough knowledge of local conditions and problems. Empire Southern Gas service is rendered to West Texas by West Texans—that is an important reason for its value and dependability.

WELCOME....

WEST TEXAS CHAMBER OF COMMERCE VISITORS

EMPIRE SERVICE  SOUTHERN COMPANY

J. P. Kenney, Mgr.

GAS IS YOUR QUICK, CLEAN, ECONOMICAL SERVANT



Building... ahead with West Texas!

W.T.C.C. CONVENTION MAY 16-17-18

BIG SPRING, TEXAS

Take Over... WEST TEXAS CHAMBER of COMMERCE

We've waited a long time to turn the city over to you for the second time in 22 years of splendid growth and achievement... and now that the time has finally arrived, we hand you the key to Big Spring!

We hope you'll have the time of your lives during the next three days... and that your accomplishments will mount higher than those of any other meeting. Again we say Welcome... and if your time permits, we'd like to have you visit us.

TATE & BRISTOW

INSURANCE AGENCY
Petroleum Building Phone 1230



West Texas Chamber of Commerce Convention Edition of The
Big Spring Daily Herald
 VOL. 12; NO. 290 WEDNESDAY, MAY 15, 1940

THE CAMERA MAKES A TOUR, TO SHOW WTCC CONVENTION VISITORS WHAT THEIR HOST CITY LOOKS LIKE

(Bradshaw Photo)

City Of Varied Income Host To West Texans This Year

C-C LEADERS



CURRIE, T. S.—Bank president, past president Kiwanis club, member chamber executive committee.



PINER, R. T.—Banker, member Rotary club, member of chamber legislative, industrial and finance committees.



SCHERMERHORN, R. F.—Member Kiwanis club, former city commissioner, co-chairman chamber aviation and member of committee.

Facilities At Park Open To All Visitors

Big Spring has added much to its repertoire as a host city since it entertained the West Texas chamber of commerce convention in 1933.

Most of this increase in entertainment facilities has been materially in parks, drives, lakes and other similar centers.

For one thing, when the WTCC convention was first entertained here, the federal work relief program was in its infancy and communities like Big Spring were just beginning to utilize it for improvements they otherwise could not afford.

At once Big Spring started development of its city park, and soon had a CCC camp working in cooperation with the National Park Service to improve and enlarge the Scenic Mountain state park.

Last year another important recreational facility was added with the construction of two city reservoirs, created primarily as a surface water supply for the municipality.

On other fronts, too, Big Spring has increased its assets from a recreational point with the addition of a third theatre, numerous clubs, a riding academy, larger golf courses, professional baseball club, tennis courts, and other similar things.

Visitors here for the convention may deviate from the regular routine by inspecting the spacious and well-planned city park into which nearly a quarter of million dollars has been poured. The Scenic Mountain state park which cost nearly as much, by swimming in the city's \$32,000 natatorium, by playing on either the 18-hole sand green course of the country club or the 18-hole grass green Mundy golf course, by horseback riding, witness baseball games, visit clubs, participate in dances, see shows or take in many other forms of entertainment.

President Andrew Johnson was christened Andrew Jackson Johnson.

Area's Resources Put To Use To Aid Industrial Plants

Steady is the name for Big Spring, host community to the 22nd annual West Texas Chamber of Commerce convention May 16-18.

Steady because its resources are so varied, are being exploited and developed. Steady because new industries are constantly being attracted. Steady because the community builds slowly but substantially in every way to stay abreast of the times.

One of the boasts of Big Spring and Howard county is five major sources of income, agriculture, livestock, industry, oil and tourists. In addition, the community is trade center for a wide and booming area.

Big Spring is the principal city of Howard county, which embraces 891 square miles of land varying from rich sandy loam to broken hills and range country. It is situated on and is a division point for the Texas and Pacific railroad, is a stop for American Airlines, is the crossroads for two major transcontinental highways—the Broadway of America (US 80) and the Glacier to Gulf (US 87).

These are some of the things which constitute the backbone of the community:

AGRICULTURE: 170,000 acres of crop land producing an average of 18,000 bales of cotton; countless thousands of tons of mile and grain sorghums; most of 800 farms marketing dairy products, eggs from 150,000 laying hens and other poultry products; more than 20,000 acres farmed on terraces or contour; 70 tanks impounding 240 acre feet water; most farmers carrying out feeding of livestock.

LIVESTOCK: Beef cattle, more than 57,000 head, a large per cent of them from improved herds, Hereford breeding, sheep and goat ranching, hogs, mules and horses, these give the county an average value of \$1,500,000. A livestock auction sale has in the past two years had a one million dollar turnover.

INDUSTRY:The Texas and Pacific railroad (\$898,064) and the Coston refinery (\$540,000) alone have payrolls approaching \$1,500,000 annually. Added to these are returns from such things as another refinery, cotton oil mill, a compress carrying stocks upward of a million dollars, Southern Ice company and its receding docks, two creameries, chicken hatcheries with a 750,000 annual turnout, four bakeries distributing over wide area, rock crushers, caliche pits, rotary clay mines, newspapers, pumice, sand and gravel, 14 cotton gins, feed mills, broom factory, abattoirs and packing companies, pie factory, planing mill, equipment manufacture, machine shops, six bottling plants and a myriad of other industries.

OIL: Seventy-five producing companies have 1,208 producing wells in four pools with potential of 446,178 barrels and allowable of 23,897 barrels, five pipelines, district headquarters for several oil companies, home of drillers and other oil field workers, oil field trucking center, annual basic value crude oil more than \$5,000,000.

TOURISTS:On two transcontinental highways, estimated 75,000 to 100,000 tourists pass through city annually, spend little less than \$250,000, visit state and city parks, riding academy, golf courses, ball park and other attractions.

TRADE:Center of trade area of 9,639 square miles containing population of approximately 100,000 of which 40,000 are urban dwellers, wholesale distributing point for mid West Texas, retail sales more than \$7,000,000, more than 600 business concerns in county.

OTHER INFORMATION:City tax valuations \$6,303,540, rate \$1.70; county valuations \$16,199,278, rate 50 cents; school valuations \$9,010,370, rate \$1; estimated total value county \$30,250,990; annual income \$13,700,000; nine schools with scholastic census of 1,425; two private hospitals and third under construction, Big Spring State Hospital for mentally ill built at cost of more than million dollars; 22 churches and 14 denominations; home of West Texas Memorial (museum) association; Scenic Mountain state park and best developed city park in West Texas; three major modern hotels; city auditorium seating 1,500 and amphitheatre seating 6,000; club in West Texas-New Mexico baseball league; 72 miles paved state highways, 23 miles surfaced lateral road, 475 miles dirt lateral roads; four railroad overpasses erected at cost of quarter of a million dollars; elevation 2,397 feet; mean temperature 64 degrees; average rainfall 19 inches with bulk during growing season; mid-West Texas headquarters for many state and federal agencies.

Scenic Mountain, Now State Park, Setting Of Many Colorful Legends

Two things make Scenic Mountain popular in Big Spring, and least one of these—the drive—will prove equally popular with visitors to the 22nd annual West Texas Chamber of Commerce convention here May 16-18.

Before there was any semblance of a drive around the mountain top which overlooks the present-day city, there existed a store of colorful legends. There were stories of Indian haunts, of battlegrounds, of lost caverns and gold caches by robbers.

None of these ever were found to be with much foundation, so early day settlers utilized the unusual hill for a more practical purpose. They laid out a meandering trail around the mountain so that it overlooked the Elbow valley to the south, the Staked Plains to the north and the rugged stretches of hills and lakes to the east and west.

Fat Neff's Idea
In 1924 Pat Neff, then governor of Texas, laid the basis of a state parks system, and on a visit to Big Spring was so impressed by the mountain that he suggested it would be ideal for the purpose of a park. By sheer hard work and ingenuity, the Federated Club women raised \$2,000 to purchase the mountain top from W. F. Edwards. But Neff went out of office and the state park idea almost went with him.

Local citizens did not forget the drive, however, and in 1930 B. F. Robbins organized and supervised a campaign which resulted in improvement of the drive and laid the groundwork for getting a CCC camp here in 1934.

Then the real work started. The city bought the remainder of the mountain and some of the table land below for \$8,000 CCC enrollees, under the National Park Service, started extensive improvements, including improving the drive, building massive retaining walls, erecting a native stone concessions building, pavilion, restrooms and caretakers cottage. After interruptions late in 1935, the work was finally completed early the following year at an aggregate cost of \$202,641.

Since then, the state highway department has taken over maintenance of the five miles of picturesque drives and there is now a possibility that some day the roadway may be paved.

TOWN OF 3-CAR GARAGES
NEWTON, Mass. (UP)—If two automobiles in every garage means prosperity, then Newton almost has it. The 1934 report of the tax assessor shows there are 14,994 homes and 27,527 automobiles in Newton.

US Experiment Farm Benefits All Westex

West Texans visiting their annual regional chamber of commerce convention here May 16-18 find at least one institution of area-wide importance—the U. S. Dry Land Experiment Farm.

Although stationed here, the field station for the U. S. Department of Agriculture, cooperating with the state department, has carried out a work of such nature that it has been of benefit to the entire region.

It is, and always has been, just what its name implies—a dry land farm. The farm was established in 1914 because it was found that when farmers pushed past the 100th meridian that they came upon a wholly different situation. The land, generally, was fertile and plentiful but was lacking in an abundance of moisture.

So the experiment station was set up to develop cultural and tillage methods and moisture conservation for production of profitable crops on a limited amount of rainfall.

Experiments
In the 20 years it has been in operation, it has followed out this purpose with experiments on 300 grape vines of 90 varieties, with 50 varieties of yard plants, with an unlimited number of tests on cotton, grain and sorghum varieties on 225 one-tenth acre plots, with an 80-acre feed plot, space for fruit trees, shade trees, and nearly 2,000 evergreens planted as windbreak experiments, and annually some 60-head of Hereford cattle on a 180-day feed test.

This latter development, which had its foundation laid in 1923 and actually followed through since 1931, has been especially beneficial in late years when the trend away from cotton production made necessary a shift to feeding out livestock as another source of farm revenue.

Out of all the wealth of informa-



WELCOME, EVERYBODY!—Big Spring has a sizeable reception committee organized to greet visitors at the West Texas chamber of commerce convention, and to see that wants are satisfied. Grover Dunham, mayor of the town who is pictured elsewhere in this issue, heads the committee. Members pictured here are top left, E. V. SPENCE; top right, V. A. MERRICK; lower left, H. G. JONES; and lower right PAT MURPHY. (Murphy photo by Kelsey).



tion gained by the painstaking and necessarily slow tests at the station under the supervision of F. E. Keating, superintendent, farmers and ranchers of West Texas have knowledge that would have cost received without cost invaluable

them thousands and thousands of dollars to discover. Besides that, the southernmost U. S. farm, has made a singular contribution to the evolution of a scientific and profitable farming for the area beyond the 100th meridian.

Post Of Community Leadership Assumed By Ted O. Groebl In The Short Span Of Five Years

Honor and responsibility of being president of the host chamber of commerce to the 22nd annual West Texas Chamber of Commerce convention falls this year upon the shoulders of Ted O. Groebl, manager of a Big Spring oil company.

This place of distinction has come to a man who, in five years, has ascended from the place of a newcomer to one of community leadership. More than that, the mantle has fallen upon a man who has made himself a part of West Texas in little more than a dozen years.

Reared in San Francisco, Calif., Groebl started out as an interior decorator. But in 1927, he decided to quit California and come to Texas. He settled at McCombe and organized an oil business. By 1933, having been joined by his brother, Albert P. Groebl, the company—the Westex Oil—had branched to Big Spring. Two years later headquarters of the rapidly expanding institution were moved here, and with that change, Groebl came to Big Spring.

Up Through The Ranks
In chamber of commerce activities, he came up through the ranks being placed first on minor committees, then in more responsible places, became a director, chairman of the important membership committee and in January, 1940, was named by chamber of commerce directors as the organization's president.

Under his leadership, the chamber has accomplished an impressive array of things during the first four months of the year. Yet, Groebl is not satisfied with this, but merely points to unfinished items on the chamber's 1940 program of work.

He sees an urgent need for more city paving, for attracting more industries to the city, for improving lateral roads and expanding highway outlets, for securing additional airline service, for civic beautification, for encouraging tourist patronage, for promoting



TED O. GROEBL

goodwill in the area, for more residential building and many other things which would contribute to the advancement of the city.

At the moment, however, his foremost objective is to see that Big Spring is a capable, energetic and hospitable host to the regional chamber of commerce convention.

Construction Work At New City Lake

To develop recreational facilities at one of two new city lakes, the City of Big Spring is constructing a caretaker's cottage and concessions building as a NYA project.

The structure, to be of stabilized adobe construction, will cost approximately \$7,000. In addition, the city plans to erect sanitary facilities and to lease cottage sites around the lake shore. Since the Powell lake is shallower and will be pumped first and most intensively, it will not be opened to the public.



BIG SPRING, TEXAS

Working Toward The Same Goal...

The chambers of commerce of West Texas... and their affiliated West Texas Chamber of Commerce... work always for the upbuilding of their community and their region.

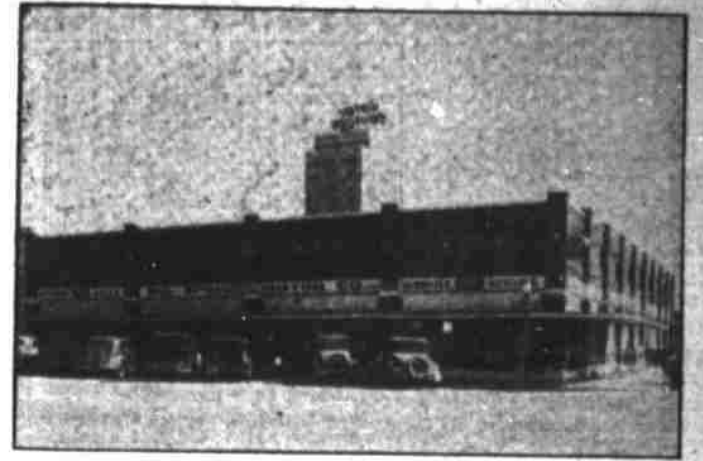
The goal of the SAFEWAY STORES is the same... to be a better unit in the important system of commerce... to provide a market for those products grown at home, paying a fair price to the producers... to be a fair and accommodating retail outlet to consumers, giving them the best in quality at the lowest possible cost.

This goal of service—to producer and consumer alike—is one which means the building of a better community; for when the retail system operates smoothly and equitably, a sounder business is being built for all.

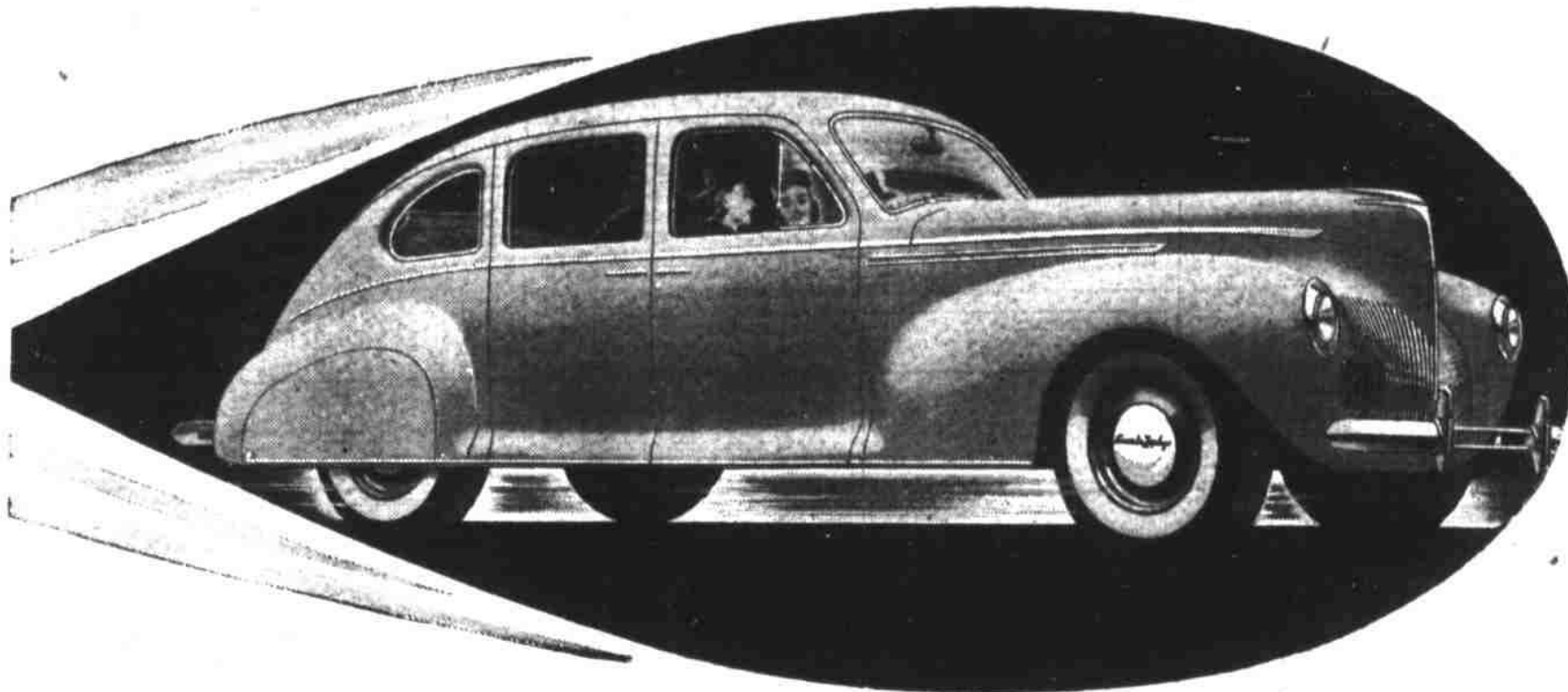
SAFEWAY STORES are proud to be included in the progressive scheme of things that represent West Texas! The Big Spring store is happy to join all other interests of this city in extending warmest greetings to all West Texans who assemble here for the 22nd Annual West Texas Chamber of Commerce convention.

SAFEWAY Your Friendly Grocer

TIMES HAVE CHANGED IN WEST TEXAS...



BIG SPRING MOTOR BUILDING
Corner Main and Fourth



...and in Ford Made Cars

In 1918 . . . when West Texas Chamber of Commerce met for the first time . . . the Ford Motor Company made only one car—the Model-T. Then, paralleling the growth of this vast empire, companion cars were developed—the Lincoln, Lincoln-Zephyr and Mercury. Each, a fine quality car in its class, has made notable contributions to Ford made automobiles, and this constant progress — under a unified management—reaches a new peak of automotive perfection in this year's models.

'A Complete Local Agency- Set Up And Equipped To Do A Good Job—Every Time!

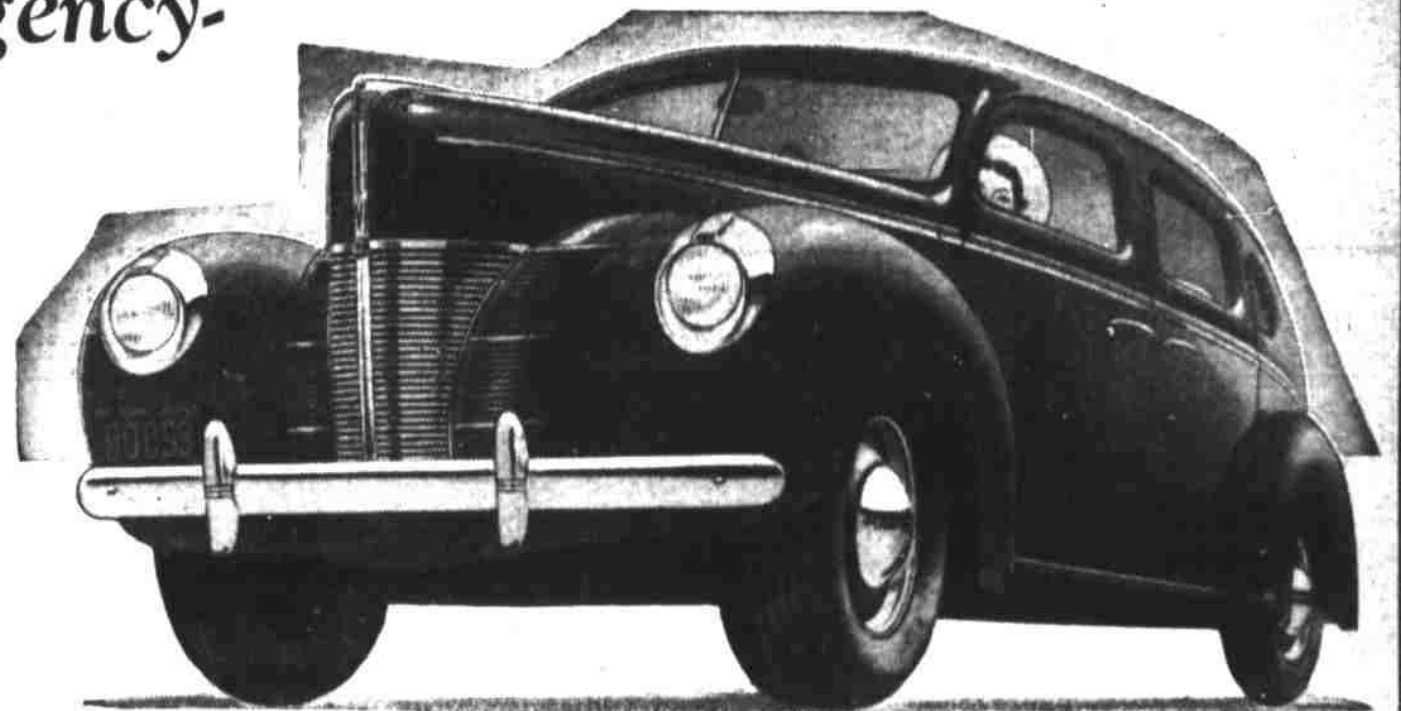


V. A. MERRICK

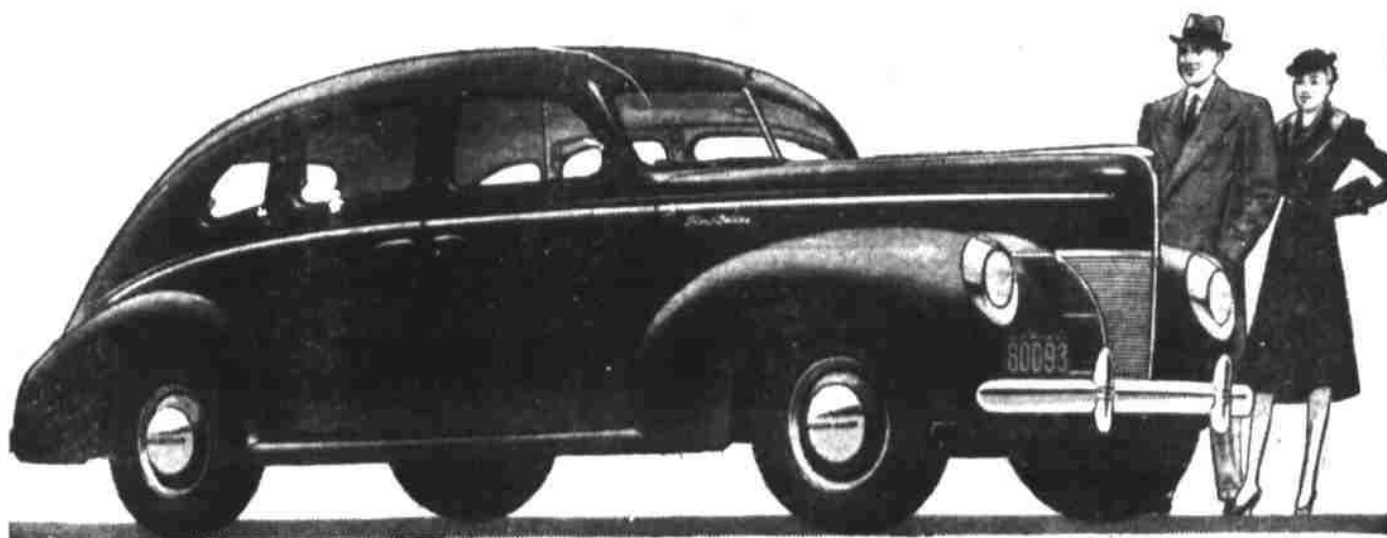
President and General Manager
of
"The Largest Ford Agency
Between El Paso and Ft. Worth"

We are proud of the enviable reputation Big Spring Motor Company has been able to build with its customers and the people of West Texas . . . We are proud of our complete organization and we'd like for you to come in and see us.

In addition to our Ford dealership, a service department second to none in completeness is ready to serve you at all times. This department is manned by Ford trained mechanics using standard Ford tools and equipment; a modern open parts and accessories display, and a completely equipped, scientific lubrication department . . . While you are attending the 22nd Annual West Texas Chamber of Commerce convention, let us check your car.



For 1940, They Represent A Far Better Buy Than Ever Before!



THE DE LUXE FORDOR SEDAN

BIG SPRING MOTOR'S USED CAR LOT

Offers Dependable Transportation At Lowest Cost

Like the rest of the company, we are extremely proud of our record of sales from our spacious Used Car lots—all SATISFIED customers, who return year after year for the EXTRA values offered here in Renewed and Guaranteed automobiles of all makes . . . In other words, whenever you want dependable transportation at a price you can afford to pay, you can always turn to Big Spring Motor Company with complete confidence!

BIG SPRING MOTOR CO.

"A Safe Place to Trade—Always"

Big Spring Plans Ahead To Provide Aviation Facilities

North-South Airline Seen For Westex

In a country once carved up by the state and dished out to promoters in return for railroad development, Big Spring is one community that continues transportation-conscious abreast of the times.

Already recognized as one of the air centers of West Texas, Big Spring today is fighting not only to maintain that position but to strengthen it with new service and new facilities.

Convinced that the next great strides in transportation will come from the air, Big Spring leaders have built a municipal airport, which when completely improved, will be second to none in this area and on a par with most of the better fields of the southwest.

North-South Line

A stop on the transcontinental southern air route since its inception 10 years ago, Big Spring is now cooperating actively with other West Texas and Colorado cities in seeking a north-south airline from Denver, Colo., to Laredo, Tex.

Of peculiar interest in recent months was the phenomenal attraction of airline companies to West Texas as a field for expansion. Two years ago Amarillo, Lubbock, Big Spring, San Angelo and San Antonio started a campaign for north-south air service. They gained little consideration from government officials and airline operators. Then one company, Braniff, was convinced of the feasibility of such a line and submitted an application. Suddenly others became interested. Continental Airlines wanted a line to run from Hobbs to Big Spring to San Antonio. Esair wanted a line from Amarillo to Big Spring to Houston by way of Austin. TWA made a last minute appeal for a line from Amarillo to Abilene to Austin with a feeder to Fort Worth. Big Spring, along with other cities engaged in the original fight, stayed hitched to the line from Denver to Laredo. The Civil Aeronautics Authority has promised preliminary hearings with a scheduled hearing on applications possibly this summer.

Fort Improvements

Meanwhile, Big Spring goes about improving its port. Basis for runway improvement to meet CAA specifications and plans was laid in the \$119,000 WPA program which resulted in enlarging the landing field, the establishment of caliche base on a 4,800-foot, a 4,400-foot, and 3,840-foot runways of 150-foot width with a 75-foot main-

ed flank on either side. The longest runway was given a three course asphalt rock aggregate topping and border lights were altered.

Looking ahead, the city has a \$66,000 WPA project coming up to complete topping the two remaining runways and to make other port improvements. Plans are being drawn up for a \$25,000 second air building.

American Airlines has long used Big Spring as a terminal stop and refueling point. Two scheduled stops are made daily, affording regular airmail and passenger service to the east and west. Occasionally, sleeper planes put down to take on more fuel. Emergency repair service is kept ready. A ground crew of five, including a terminal manager, radio operators and others is stationed here by American Airlines.

Weather Bureaus

Contributing indispensably to the safety of air travel are the two weather bureau units located at the municipal airport. The Civil Aeronautics crew of five men handles the transmission or communication of weather reports gathered by the department of agriculture airways weather bureau which will soon have a five-man staff. Thus, accurate meteorological information is gathered and broadcast regularly to aid aviation.

The CAA also maintains a beam station which guides pilots on a regular, safe course even in adverse weather conditions. A new device, recently installed, makes it possible for fliers to orientate themselves in soupy weather and to locate the nearby port.

Two men are kept at the port by the City of Big Spring, a manager, who offers instruction and charter plane service, and his assistant. Private plane refueling and hangar service are available.

This month another important step is being taken in the air transportation history of Big Spring, the institution of CAA flight training to non-college students. Big Spring was one of two places in Texas designated to offer the training.

Host Band Will Be At Convention In New Uniforms

Host band to members from West Texas towns will be the 80-piece municipal high school band of Big Spring.

The musical unit is under the direction of Dan Conley, who also is chairman of the WTCC committee on bands.

Fittingly enough, probably the first formal appearance the band will make in its new uniforms will be at the convention. More than \$2,400 was raised locally to purchase the new suits this spring.

Official Jobs Are A Custom With Dunham



GROVER C. DUNHAM

Director in the West Texas Chamber of Commerce from Big Spring is Grover C. Dunham, mayor and outstanding civic leader of the city.

Perhaps there is no man in Big Spring today who holds or has held immediately as many positions of honor and responsibility as has Dunham, a man who made his own way from a prosaic beginning in Jackson county, Arkansas.

Came 1913, and Grover Dunham decided to get out on his own, so he moved to Tulsa, Okla. Two years later he moved on to Ardmore, where he was to stay for a dozen years, except for a couple of years he took out to enlist with the 115th field artillery, 30th division and spend one year overseas.

Returning, he was married in 1921 to Miss Pearl Elaine Yates, and one daughter, Marie, was born to the union.

To Big Spring In 1929

By 1927 the Hoger area attracted Dunham and he stopped there for two years before coming to Big Spring on April 1, 1929. He got into the cafe business just before the depression got its throttle-hold on the nation. He sold the place back to its former owners, but did not leave Big Spring.

Instead, he opened a more modest place and hatched up a "cigar box" method of financing with the result that he soon had his business on a solid footing and met the early demand for expanding. Pressed, as all businessmen were at that time with financial problems, Dunham made a prac-

tice of setting back every day what he needed to meet bills and operating expense. This always came first, and Dunham came out of the depression on a sound basis.

Dunham has been interested in civic affairs in Big Spring for many years. He has served as chairman of key committees on the chamber of commerce, has been a director of the organization and is listed as past president and has served as vice president. In addition, he serves as local WTCC director.

City's 12th Mayor

For two years he was a member of the board of school trustees, then resigned this place three years ago to accept appointment as city commissioner. Last year he served as mayor pro-tem and this year was the 12th mayor of the city.

Among other civic connections Dunham holds or has held are: member of American Legion post, immediate past exalted ruler of the Elks lodge, a member of the Ardmore Masonic lodge and commandery No. 9, a past director of the Lions club and a former member of the board of the First Christian church.

Gold A Future Westex Resource?

H. Clay Read, pioneer Big Spring resident and land holder, adds another item to the possible resources of Howard county.

For several years he has been investigating possibilities of working a deposit on his land east of town for gold.

Samples from the tract have assayed from 35 cents to \$2.20 per ton but it is strictly placer or dust gold. He thinks some day there will be a machine that can profitably recover the minute gold particles. If the 171,000,000 tons of sand, in which the metal is found, averaged 88 cents a ton, Read says it would eventually return \$151,000,000.

PAVING PROGRAM IS BEING CARRIED ON

Like most progressive West Texas cities, Big Spring is utilizing labor for street paving among other things.

The city commission has ordered a \$3-block program and has approved a similar amount to be accomplished during the year. Paving is also a chamber of commerce activity.

In addition to the city program, the state highway department is paving a 56-foot width of 20 blocks on South Gregg street, the highway 9 approach from the south.

T & P Shops A Bulwark Of Big Spring's Industry; Railroad A Major Taxpayer

Over 400 Employees During Past Year; Payroll Nearly \$900,000

Secret of the "steadiness" of Big Spring business is industry, and one of the bulwarks in local industry is the Texas and Pacific Railway division point facilities located here.

Since the earliest days of the city—and it was the T.&P. which caused Big Spring to exist—the railroad has always played a vital economic role in the city's affairs.

Today the second largest shops of the entire line are located in Big Spring, and in seasons of increased traffic, the company now has in its personnel in and out of this point 405 people. Most of them have homes here, some few others are here temporarily on lay-overs. The annual payroll last year amounted to \$888,084.56. The railroad is the county's largest taxpayer, the 1939 amount having been \$200,000, the city getting \$4,024.75. Big Spring schools \$3,746.50, and the remainder going to the county and common school districts.

Experience Is Back Of Revue At Convention

Heading the West Texas revue to be given both Thursday and Friday nights during the convention will be Mrs. Ray Lawrence whose experience is well-known in West Texas.

Mrs. Lawrence, who is more familiarly known as Dorothy Law-

MRS. DOROTHY LAWRENCE

rence, counts among her experience, directing a Little Theatre while teaching in Ohio and majoring in dramatics while in college.

She has also taught public speaking and English in public schools and has written style advertising for newspapers. Directing and performing in dramatics has been her interest and hobby since she was a child.

Last summer, Mrs. Lawrence was "Fashion Columnist of the Air" for KHST, telling the listening public the latest fashions and where to buy them. She wrote and arranged her own copy for the broadcast three times a week.

On other occasions she has directed style shows and hat shows and always has been active in this type of work. Several years ago when the town boasted a Little Theatre, Mrs. Lawrence took part in directing and performing in the local shows.

English Earl Takes Place In Legends Of Early B'Spring

Mention of Big Spring and any of its historic connections always brings up the romantic and almost legendary Earl of Aylesford, English nobleman who took up his abode in the frontier village in the West Texas wilderness.

The Earl's stay was brief. He arrived on a hunting expedition in 1882, bought a ranch, business building and hotel, dwelled with English dignity among common cowboys and died at an early age in 1884.

Many are the tales about Herneage Finch, Earl of Aylesford. He was a companion of Edward VII when the latter was Prince of Wales, reputedly could not settle down when the prince became king, became a bankrupt and came to America to hunt and receive his allowance. He stopped at Big Spring because someone told him John Birdwell was an excellent guide for wild game hunting.

The nobleman bought the old Cosmopolitan hotel with the stipulation that eight rooms always be reserved for himself and retinue. That left one room for the keeper. He also bought a ranch and a meat market. He drank excessively, died in his hotel in 1884 and was shipped back to his native England.

In order to facilitate pilgrimages to Mecca, across the birthplace of Mohammed, the Hedjaz government recently bought 20 American station wagons and 50 trucks with special desert equipment.



B&PW Club To Direct Events For Sponsors

More than doubling membership of any organization in six months is an indication that there must be "something there" and in the case of the Business and Professional Women's Club, members feel they have "got something."

The club was organized on October 4th, 1939 with a charter member list of twelve. These included Lillian Rhoads, Jeannette Barnett, Edith Gay, Mrs. Matt Harrington, Gladys Smith, Helen Duley, Ina Mae Bradley, Mrs. H. R. Haygood, Jr., Maurine Word, Stella Fyng, Anita Bonds, Mary Whaley.

From this small beginning the group now number 27 persons with representatives in nearly every type of business in which women are employed.

The first act of recognition from the town as a whole came some few months ago when the club was asked with other service clubs to help with the band uniform fund. Digging into a small treasury, the group did their part and felt they had accomplished their first bit for the town.

As members of the club, the group will entertain the forty or more sponsors from other West Texas towns who will be here for the convention. The members are also to act as hostesses to the girls, seeing that they are helped in finding transportation to places they wish to attend. The club also will register the group as they come in at a special sponsors' booth.

"Make them feel at home," might be the theme song of the B&PW club as it gets ready for the week-end of activity. Letters have already been written to the chosen sponsors introducing the club to the girls and "getting acquainted" with each other earlier than any body else.

Jeannette Barnett, president of



'BEDDING 'EM DOWN'—Five members of the housing committee—supervising room accommodations for WTCC visitors in Big Spring—are shown here. Top left, J. C. DOUGLASS, SR., chairman; top right, PAUL L. LERNER; middle left, L. E. COLEMAN; middle right, TOM J. BRADSHAW; below, WALTON MORRISON. The first four are hotel and tourist camp men. Morrison primarily is working to care for visiting Boy Scouts. (Lerner, Coleman and Bradshaw photos by Perry).

Building ahead with West Texas!

W.T.C.C. CONVENTION MAY 16-17-18

BIG SPRING, TEXAS

OFFICERS and DIRECTORS

Ted Groehl, Pres.	Calvin Boykin, Vice-Pres.
R. T. Piner, Treas.	T. S. Currie, Vice-Pres.
C. S. Blomshield	Fowler Faubion
Dr. Frank Boyle	Albert Fisher, Jr.
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J. B. Collins	G. H. Hayward
Et. L. Cook	Dr. J. E. Hogan
L. W. Croft	Fred Keating
D. D. Douglass	Pat Kenney
G. C. Dunham	R. R. McEwen
	C. L. Rowe

WELCOME

Your Host City Chamber Greets You

on the occasion of your second visit to Big Spring... and sincerely hopes that your 22nd Annual Convention will be the most constructive and enlightening in the history of Texas' greatest Chamber of Commerce region... We want to serve you in every way possible while you are our guests.

County's Lateral Roads Improved

As a typical West Texas county, Howard, whose county seat of Big Spring is host to the West Texas Chamber of Commerce convention May 16-18, is interested in improving its lateral road system.

With approximately 800 miles of lateral roads, the commissioners court now is engaged in a program of placing these roads on a permanent basis by paving.

Surfaced stretches include Five and a quarter miles on the Gall road, five miles from state highway No. 9 to Knott, one mile north of Big Spring, three-quarters of a mile to the cotton oil mill, eight miles through the Howard-Glasscock oil pool. Three miles on the Elbow road are under construction and five miles to the Moss Creek lake and a program north of Coahoma are planned.

Dependable Abtex Stock Feeds

It's a nourishing feed — no adulterates, no waste, and that means you get full value and full weight. Try one bag — and you'll never use any other.

"You can tell when stock's been fed QUALITY FEEDS!"

Ask Your Local Dealer For Abtex Feeds — If He Cannot Supply You Write—

BIG SPRING Chamber of Commerce

TEXAS MILL and ELEVATOR COMPANY

239 LOCUST ABILENE, TEXAS

Area's New State Hospital Already Filled To Capacity

430 Patients Now Receiving Treatment

Rounding out its first year of service to West Texas is the Big Spring State Hospital for treatment of the mentally ill—a million dollar institution secured by persistent efforts of leaders in the area. It was intended to serve.

Although it has been in operation only since June 5, 1939, the hospital's 406 beds are now more than in full use with approximately 430 patients being given treatment. Its meeting demands depends only upon the ability of the state to finance an expansion program in new buildings, equipment and staff members.

The hospital is one for West Texas and one in which the West Texas chamber of commerce, meeting here May 16-18, had a part in securing.

1932 Recommendation
Leaders in this section long recognized an overbalance of eleemosynary institutions to the east and south and a legislative group took cognizance of it in 1932 with a report that recommended a hospital for West Texas in the vicinity of Big Spring. The report, however, was side-tracked until James V. Allred, then governor and himself a West Texan, joined with others of this area at the West Texas chamber of commerce in 1936 in calling for such an institution. Matters began to take form, and in 1938 a bill was passed to provide \$817,000 for the West Texas hospital. Governor Allred blue-penciled an amendment for an East Texas hospital and the dream was nearer reality. Then developed a spirited contest between 13 West Texas cities for the hospital with Big Spring winning designation on Aug. 6, 1938.

Financing
At once the city voted \$50,000 in bonds to finance purchase of a site and this agency together with the county and utilities, added another \$50,000 to clear the way for construction of the eight-building, Georgian colonial type plant at a cost of \$817,000. The legislature came through with an emergency appropriation of nearly \$200,000 to open the hospital to mentally afflicted. The first day of its operation saw 50 patients arrive from San Antonio. Since then, West Texas counties have sent their mental cases to Big Spring for hospitalization where they receive



DECORATION AND PARADE—If you like the way Big Spring is dolled up for the WTCC convention, and if you think the "American Way Of Life" parade of youth is a standout, thank these men. They are the committeemen who have worked on a multitude of details. Left to right, J. C. DOUGLASS, JR., chairman (Bradshaw Photo); BURKE SUMMERS (Bradshaw Photo) and CLIFF WILEY (Ferry Photo).

most modern methods of treatment which restores many to society.

Head of the Big Spring State Hospital is Dr. George T. McMahon, an experienced psychiatrist, who was graduated from the Baylor Medical college and who had long training in the San Antonio state hospital. He was appointed superintendent of the new hospital July 27, 1938, and has been on the job since two weeks from that time. He is assisted by a staff of more than 100 men and women.

Currently underway at the hospital, which overlooks the city from the north, is a building program which includes addition to the employes' building, a dairy barn, implement shed and swine pens. One new ward building is planned for the biennium.

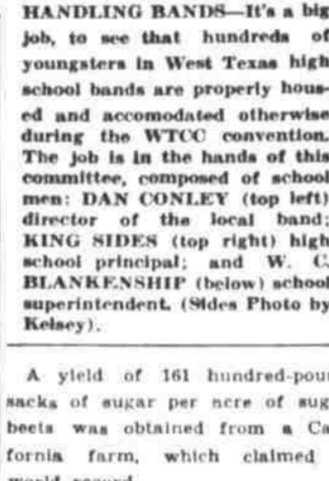
The hospital is located on a 580-acre tract which staff members will farm to produce feed for dairy stock for institutional purposes. It has the space and arrangement to become one of the major mental eleemosynary plants of the state of Texas to give aid to those who cannot aid themselves.

NO BLACKOUTS IN U. S. NEW CITIZEN TOLD

PHILADELPHIA (UP)—Federal Judge Harry E. Kalodner welcomed new citizens in Naturalization Court as "United States stockholders."

To a class of 124 new citizens, the largest in several months, Judge Kalodner said:

"Don't forget you are now stockholders in this great democracy of ours. There are no blackouts in this country."



HANDLING BANDS—It's a big job, to see that hundreds of youngsters in West Texas high school bands are properly housed and accommodated otherwise during the WTCC convention. The job is in the hands of this committee, composed of school men: DAN CONLEY (top left) director of the local band; KING SIDES (top right) high school principal; and W. C. BLANKENSHIP (below) school superintendent. (Sides Photo by Kelsey).

A yield of 161 hundred-pound sacks of sugar per acre of sugar beets was obtained from a California farm, which claimed a world record.

Howard Has \$10,000,000 In Oil Products

Less often in the headlines than others, the oil pools surrounding Big Spring are none the less among the most important in the Permian Basin of West Texas.

Oil, credited with creating 60 per cent of the new wealth in West Texas in recent years, is vital in the economic structure of Big Spring, a typical West Texas city.

Not so many years ago, 15 to be exact, there was no oil production in this immediate area. There had been exploration dating back to the fabulous days of the General Oil Co. and its discovery of petroleum in the Permian Basin area. All met with practically the same story, shows of oil and gas, but no commercial production.

Then the Owen & Sloan No. 1 Otis Chalk, all but abandoned in southeastern Howard county, touched the store of black gold. Development ran rampant. Almost overnight Big Spring found itself bounding from the ranks of a steady town of 4,000 to a thriving city of nearly 14,000. The times were lush, but it was oil that created the immediate stimulus for the boom-like growth and expansion.

\$10,000,000 A Year
Since then, Big Spring has counted the petroleum industry with all of its ramifications as its number one source of income. Total value of oil and its processed products, sales and operations of allied industries, runs near the \$10,000,000 mark annually.

Production of oil, even under stringent proportion schedules, amounted to more than 7,700,000 barrels from local pools last year. Market value for the crude ranged between \$5,000,000 and \$6,000,000.

Payments to pipelines, railroads, sale of refined products, trucking, drilling, addition and replacement of equipment, leases and royalties—all these added to the basic value of oil. Out of all this came payrolls, the energizing blood stream of a community.

Since 1926 the area has attracted at least 75 producing companies. Today there are four distinct pools—the Howard-Glasscock, the Snyder, the East Howard-Iatan and the Moore. Together these pools contain 1,208 producing wells with an aggregate potential of 446,178 barrels daily and an allowable of 23,897 barrels. Largest is the Howard-Glasscock pool with 842 wells, 359,999 potential and 16,



THOUSANDS OF BIG SPRING people, who felt that as citizens of the city they had had a part in securing the institution, turned out for the open house function last June just before the new million dollar hospital for West Texas mentally ill were received. Since then, however, the hospital grounds have been the scene of orderly quiet, for although the place is one of the community show spots, it is after all a hospital.

108 allowable. Next is the East Howard-Iatan with 269 wells, a potential of 59,149 and allowable of 5,874. Comparatively young and smaller is the Snyder pool with 91 producers with 26,950 potential and 1,835 allowable, and finally the isolated Moore pool with six wells producing the 80 barrel potential.

Five Pipelines
Production comes from five distant levels, which accounts for the impressive production in the fact of few abnormally large producers. Possibility of still another level was seen a few years ago in an ordivician test.

Five pipelines serve and two refineries are connected with local fields. Soon another pipeline is to bring production in from the Wasson pool in Gaines and Yoakum counties. There are 10 supply houses of one kind or another in Big Spring.

Local governments have found oil a boon. Nearly half the county roll is on oil valuations. In the space of 14 years, oil has contributed close to one million dollars in taxes to the county and school districts of the county.

Kerosene Drink Credited With Good Health At 103

MONTICELLO, N. Y. (UP)—Charles Dennis is 103 years old. He seldom misses his daily two-mile walk and ascribes his health partly to drinking a cup of kero-



TELLING THE WORLD about the WTCC convention via radio, has been a job assigned to JACK WALLACE, manager of Big Spring's station KBST. Many convention events are to be broadcast under Wallace's supervision. (Kelsey Photo).

sene "at the first sign of the sniffles."
"I've drunk gallons of it, but I've only known one other man who tried it," he said after a 200-mile automobile trip from his Skaneateles home. "He agreed it was wonderful stuff."

RECREATION PROJECT MAINTAINED IN CITY

With all its stress on industry and business, Big Spring is nevertheless play minded.

In order to properly supervise an adequate recreational program, the city has retained H. F. Malone as recreational director and is cooperating with WPA in the maintenance of five distinct playground areas. In addition, this service reaches out to adults in the form of cooperation in promoting softball and other sporting events.

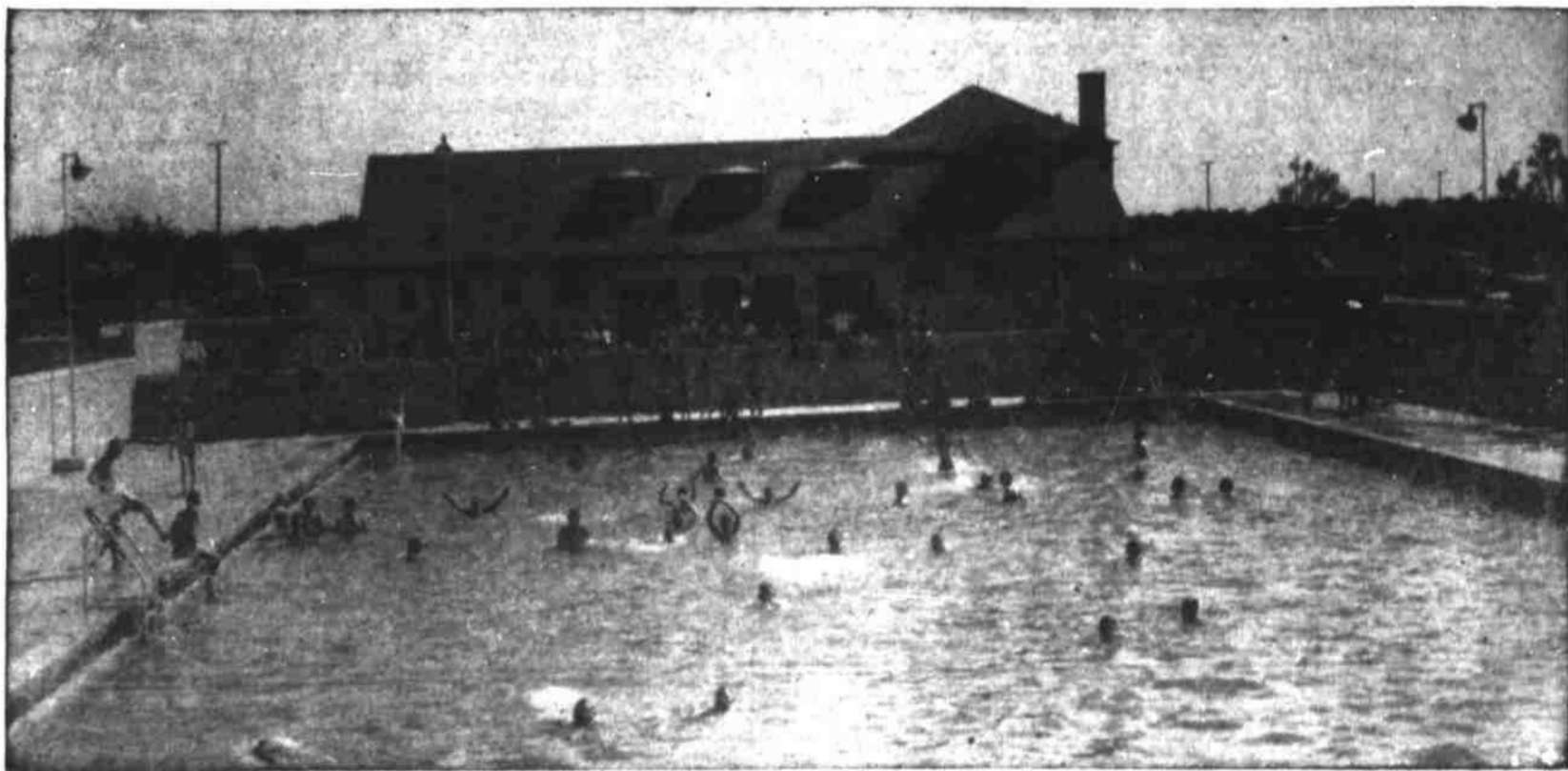
One immediate result of it is a noticeable decline in the number of juvenile delinquency cases. Adult recreation also has been systematized and advanced.

Inquiries On Weather Leave Firemen Heated

MANITOWOC, Wis. (UP)—Fire Chief John Gaedke wants it understood that the fire station is no weather bureau. It seems that residents suffering from insomnia have taken to calling the station in the middle of the night to inquire about the temperature.

Every time the telephone rings, Gaedke complains, 15 firemen leap from their beds, jump into their boots, pull up their trousers and slide down the brass pole—to hear someone ask what about the weather.

NOW OPEN for its FIFTH Season MUNICIPAL SWIMMING POOL



Big Spring's \$32,000 swimming pool, now open for its fifth season, remains one of the finest in all West Texas . . . and, although opened for the summer only a few days ago, is already the favorite spot of hundreds in Big Spring and surrounding territory.

To visitors here from the 131 counties making up this state's largest Chamber of Commerce region, we say—

Welcome, West Texans, To City Park

MAKE USE OF OUR MANY RECREATIONAL FACILITIES

We are indeed happy that you WTCC representatives are to be guests of Big Spring for the next three days and sincerely hope that your 22nd annual convention will be one of pleasant memories for years to come . . . Again, we invite you to visit Municipal Park; we assure you a generous portion of the hospitality we like to be noted for.

- 18 Hole Grass Green Golf Course
- Large, Shady Picnic Grounds
- Barbecue Pits
- Softball Diamond
- Tennis Courts
- Children's Wading Pool
- Playground Equipment

G. C. Dunham, Mayor
T. J. A. Robinson, Mayor Pro Tem
E. V. Spence, City Manager

CITY OF BIG SPRING

J. B. Collins
R. L. Cook
W. S. Satterwhite

SUPERINTENDENT



POTTER, E. W.—Superintendent Cosden refinery, Lions club member, assigned to chamber oil and industrial committees.

City Wanting Water; Would Halt Floods

Two of the major projects for Big Spring in 1940 comprise one of the city's major paradoxes.

Foremost of the pair is the program to supply more water; the second is to shut an over-abundance of water off from Big Spring.

Big Spring has just completed a waterworks improvement program in conjunction with the PWA at an aggregate cost of \$546,000.

Water has been one of the things which has made Big Spring, yet, because of the town's location, it has been at times difficult to obtain.

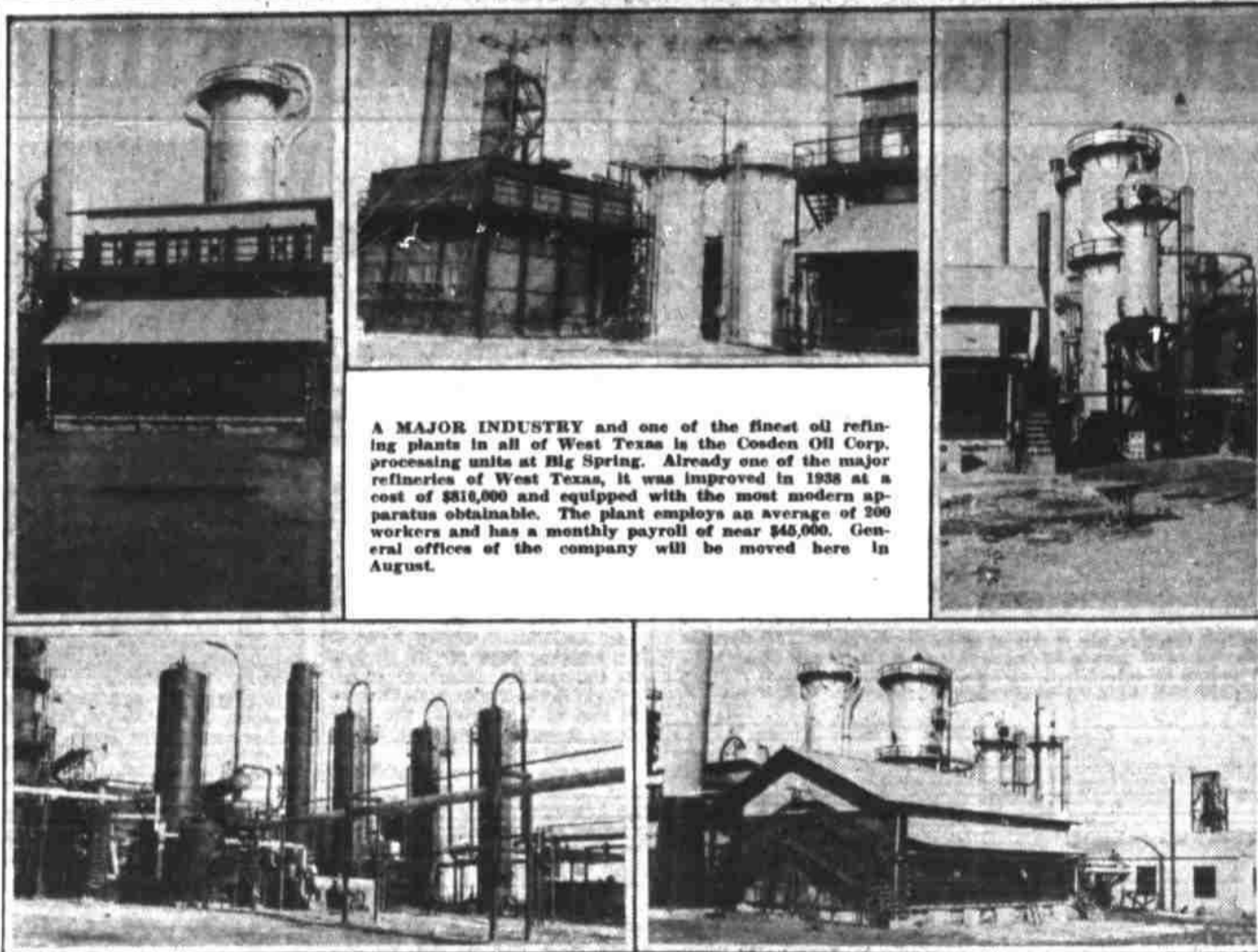
Originally the water came from the big spring just south of town from which the city gets its name. Then wells were drilled above it and the springs went dry.

However, the bugaboo of water scarcity or possibility of it always reared its head when Big Spring went after a major industry or institution.

Two Lakes To overcome this, the city joined with PWA in a program to build two lakes in the southeastern part of the county on Moss and Powell creeks.

The ability to stand erect, eyes closed, and extend one's arms horizontally to the side, and then, with one arm at a time, touch the tip of the nose with the tip of the index finger.

Solved except for the matter of floods. Only a year ago a heavy thunderstorm produced the worst "flash flood" in the city's history.



A MAJOR INDUSTRY and one of the finest oil refining plants in all of West Texas is the Cosden Oil Corp. processing units at Big Spring.

Cosden Refinery Expansion Typical Of West Texas' Industrial Growth

Large Contributor To City's Payrolls, Purchaser Of Howard Crude

Big Spring counts among its five sources of income both oil and industry.

Vital link between the two, and one of the most important links in this community's business chain is the Cosden Petroleum corporation's refinery, a steadily expanding concern which more and more is adding to the West Texas industrial setup.

The Cosden refinery was opened here in 1929, when the Howard-Glasscock field became an important producing area.

Despite the setbacks of reorganization years ago, Cosden has grown steadily. There was a plant rebuilding in 1934, further additions and expansions in 1936, and still a larger reconstruction program in 1939.

Board Member PICKLE, JOE—City editor Herald, past president Lions club, member publicity and WTCC conventions committees.

GERMAN YOUTH GETS IN BRITISH ARMY

LONDON (UP)—Ernst Seligman, an 18-year-old German, changed his name to Ernest George Sykes, gave his age as 23, and managed to enlist in the Royal Army Ordinance Corps.

He said that when enlisting he gave his age as 23 because they wanted to put him in the Scots Guards and he wanted to be in another regiment.

Bus Ticket 15 Feet Long LEWISTON, Me. (UP)—Prof. Grosvenor Robinson of Bates college has begun an 8,000-mile bus tour of the United States.

The Big Spring refinery is under direction of Superintendent E. W. Potter, who has been here for a number of years.

Car Re-Icing One Of City's Industries

One of Big Spring's most unique seasonal industries is the re-icing service of the Southern Ice Company, one that calls for speed, accuracy and lots of hard, fast work.

Although the amount of ice to be handled runs into the hundreds of tons, the season is spread out over less than six months and most of it falls within the period of three.

Re-icing the railroad refrigerator cars reaches its first appreciable volume in the waning part of the winter when lettuce crop movements to the East hit their peak.

Expansion Southern Ice service has jumped phenomenally in the past 15 years as concerns re-icing. In 1926 the annual run was around 300 cars, now a normal season brings well over 6,000 cars.

ing an 850-foot elevated dock which permits spotting 20 cars at a time. Trained crews of a score or more men handle the cars in an average of a minute and a half.

At times it has been necessary to handle from four to five trains per day. The record was back in 1932 when 214 cars were spotted, requiring 4,000 blocks of ice.

Speed is paramount since the trains, which sometime are important enough to put crack passenger sections on siding, must make St. Louis for eastern trunk line connections on time.

ENGLISH PROF. GIVES THRILLERS A BREAK

OMAHA, Neb. (UP)—Women throw aside your novel and take to detective stories for good reading these days.

Crime stories are the only ones which retain a plot, Dr. Pound said. As a result most people are passing up the totalitarism or socialized novel, a product of the present social order, she said.

United Employers Casualty Company

- Fire and Allied Lines
• Truck • Automobile
• All Liability Lines

Specializing In Workman's Compensation

R. W. Womack

Special Agent Abilene, Texas

SOBRIETY TEST HAS A TONGUE TWISTER

SALT LAKE CITY, Utah (UP)—A group of tests upon whose answers the sobriety of drivers can be determined has been recommended for adoption by Utah law enforcement officers by the Utah traffic council.

The ability to stand erect, eyes closed, and extend one's arms horizontally to the side, and then, with one arm at a time, touch the tip of the nose with the tip of the index finger.

WELCOME.... West Texas C. of C. Visitors!



BIG SPRING, TEXAS

We are mighty glad to have you with us... Your accomplishments have been of great benefit, not only to Big Spring but to all West Texas... May we express the wish that your organization will continue the fine work of being the most aggressive leader of continued progress in the whole of this great state!

McCRORY'S

"SHOP YOUR McCRORY STORE FIRST"

Howdy Folks.... WELCOME to BIG SPRING



The motor car marches on! The automobile stands as a symbol of American progress, a tribute to American inventiveness. Think of it—less than forty years ago the entire automobile industry consisted of a single machine shop, in a barn.

who have watched the industry grow from an ailing infant to the sprawling giant that it is today are proud to serve it. We believe that there is no substitute for the trained mechanic working with tools of scientific precision.



BIG SPRING, TEXAS

BOARD MEMBER



PICKLE, JOE—City editor Herald, past president Lions club, member publicity and WTCC conventions committees.

Harry Lester Auto Supply

SERVING BIG SPRING AND WEST TEXAS 17 YEARS 404 JOHNSON ST. BIG SPRING, TEXAS



**Shoulder
to
Shoulder**

**the Farmer, the Rancher
the Oil Man...and First National**

PARTNERS IN A GREATER WEST TEXAS!

Just as Big Spring and this vast West Texas Empire can be proud of their glorious past, so can they be proud of their glorious future!

Those words mean exactly what they say. The pioneer spirit has never been lost to this area. Prosperity and adversity, in their turn, have made recurrent visits but West Texans have ever kept their eyes to the rising sun, their thoughts and their wills attuned to the happier and better days to come. And those days are the rightful heritage of a people who have never lost their spirit or will to fight on . . . We are steadily moving forward; we have conquered the fates; we will NEVER quit—that is our salutation to the past; that is our pledge to the future!

This spirit has not only been kept alive here, but multiplied from year to year by the combined efforts of the people of Big Spring in cooperation with West Texas Chamber of Commerce activities . . . And so, to representatives from the 189 affiliated chambers, we say WELCOME . . . and express the hope that your 22nd Annual meet will be recorded as the most successful ever!



FIRST NATIONAL BANK

IN BIG SPRING

Local Schools Face Continous Task Of Caring For Mounting Scholastics

Plant Enlarged In Recent Years, 3400 Students Now On The Rolls

In keeping with a West Texas tradition, Big Spring is justly proud of its school system which, after 35 years, has grown from a rambling one-teacher affair to a 10-building institution with more than 90 teachers and administrators and 3,400 scholastics.

Today the Big Spring public schools claim material valuations of upwards to \$600,000 in six modern elementary plants, a senior high school building, a new gymnasium, administrative building and athletic plant.

Like many other West Texas cities, Big Spring has built the system in the face of many difficulties, not the least of which has been financial. For while Big Spring educates approximately two-thirds of the children in the county, the school district has hardly one-third of the resources of the area to draw upon for support.

In a measure the story of the local schools is the story of the city. For in 1901 there were only a handful of children to be taught the rudiments of the 3-R's. As the

schools in Texas to pioneer in revised curriculum work which deviated somewhat from the pure academic approach to one of real life situations.

Big Spring was then an "exploratory" school, but its limited resources worked a handicap in equipment which caused it to be excluded from the Southern Association of Colleges and Secondary Schools' list of three such schools the next year. However, Big Spring schools continued in the program, utilizing gains in some subject matter and modifying others along lines found to be more practical here. In the new method of teaching proves advantage over the conventional sort, and there are indications that it is doing just that, then Big Spring has an "inside track" over many other schools of the state.

Facilities Added

On the material side, the system last year added \$125,000 in new

buildings and improvements as a PWA project. Included was the new gymnasium, the College Heights ward school, the administrative building and the remodeled high school structure. In addition to this, a \$32,000 athletic plant with a modern football field, stands, track, tennis courts and playground area was created with WPA aid.

These are the ward schools for Big Spring: North, South, East and West Ward, Kate Morrison (Mexicans), College Heights, Central Ward (formerly Junior High), and negro ward. All are well located, yet despite the number, the steady increase in scholastics indicates that it may not be many more seasons before patrons will be confronted with the problem of providing more space.

Perhaps one of the most important trends of the schools, little noted by the general public, is the increasing utilization of them by adults for educational programs. Shop men, oil field workers, servants, commercial employes, electricians and many others have organized evening school classes. More recently, the Civil Aeronautics Authority has added to the picture with a ground training flight class.

WTCC Made A Fine Record With Relief

Everybody made money, job went begging, paper millionaires mushroomed overnight, the national administration proclaimed that poverty had been abolished. That was in the summer of 1929.

Speculation went unbridled, factories roared at capacity production, the national treasury had a surplus, the stock market zoomed and zoomed. Then one day in October the market broke and the economic bottom fell out.

Temporary, said national leaders. Absolutely temporary, whistled bewildered economists. Frightened prosperity was just around the corner, said the president.

Talk, talk, talk. All of it. A depression, worst in the nation's history, had set in. And it was getting steadily worse. Stunned and unconfident, the country turned to new leadership. They wanted action of one kind or another.

Pride and individuality stimulated communities to the task of relief, but by September, 1932, the load was acknowledged as too heavy. An appeal went up for federal aid.

In 24 Hours

The need was urgent. Governor Ross Sterling, asked the West Texas Chamber of Commerce to organize local committees in its territory to administer relief. Within 24 hours the WTCC wired the governor that the job was complete.

This marshaling of a force of 907 men and women in West Texas to the task of administering the relief funds through programs of work and other means earned from Governor Miriam A. Ferguson, who succeeded Sterling, thanks to the WTCC in May, 1933.

At that time it was officially announced that from September of 1932 to April 30, 1933, a total of \$2,026,657 in federal funds had been administered through the WTCC and its local committees.

Lowest Per Capita

An this was without one cent of expense to the government.

The WTCC took a pride in announcing that while the national average for relief had been \$1.67 per capita, that the West Texas average—where individualism still abounded—was down to an enviable 56 cents per capita.

But somewhere between the Big Spring convention in 1933 and the one impending for 1940, this philosophy went out the window. Local communities developed a race to get while getting was good. Big time relief was at hand. The gov-

Despite Depression, City's Last Convention Had 2700 Registered

"Full Steam Ahead," said the local chamber of commerce in 1933 when Big Spring entertained the West Texas chamber of commerce convention for the first time; and steam ahead the chamber did until it had staged a successful 18th annual regional meeting.

Ignoring the fact that Big Spring, along with West Texas and the nation, was somewhere near the depth of the depression, the chamber of commerce organized a program that attracted thousands of visitors and netted 2,700 registrations.

Highlight of the entertainment was the revue, directed by Mrs. Lee Weathers, and named "A Trip to Mars." Amid weird settings and queer flashes of light, the King of Mars senses something wrong. He

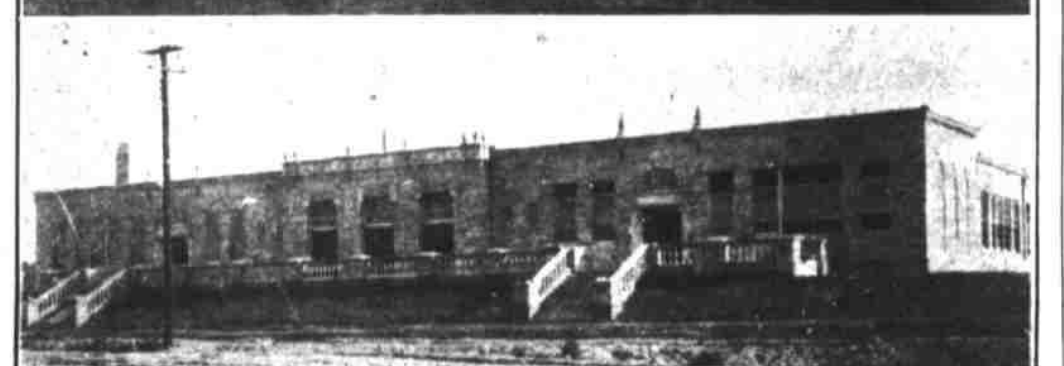
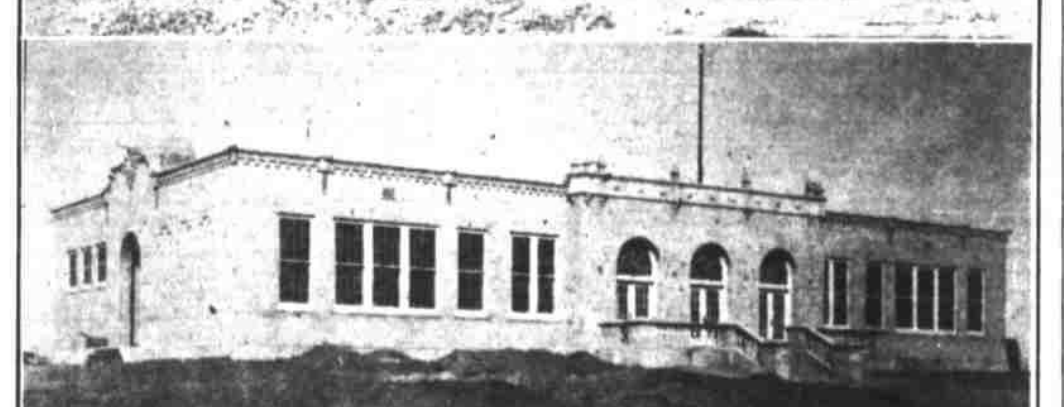
OTHERS ON C. OF C. DIRECTORATE



BOYLE, DR. FRANK M.—Physician, member Kiwanis club, Boy Scout committee member, county health doctor, member chamber civic and beautification and trade extension and good will committees.

KEATING, FRED—Superintendent U. S. Experiment Farm, member Rotary club, member chamber agriculture and livestock and baseball committees.

(Perry Photo)



TYPICAL WARD SCHOOL BUILDINGS in Big Spring are shown above. Top is North Ward, East Ward and bottom West Ward, which with a South and Central Ward, Kate Morrison and the negro school go to make up the elementary school system of the city.

Native Of City Heads Workers On Conclave

Native accurately describes Edmund Notestine, general chairman for local arrangements for the 22nd annual West Texas Chamber of Commerce convention.

For in truth Notestine is a bona fide native of the city and has spent most of his life here. Thus, a genuine Big Spring man directs Big Spring's welcome to West Texas.

Oddly enough, Notestine started out to be a school man, and after a devious route, he is still in that profession, though not as a teacher.

The son of Mr. and Mrs. John Notestine, Edmund attended the Big Spring schools upon his graduation from the high school, en-



EDMUND NOTESTINE (Kelley Photo)

tered Texas A. & M., where he received his degree and went out in 1923 to become a vocational agriculture teacher at Fairbairn.

In Bank Post

After two years he tired of this type work and aided his brother-in-law, John Hiles, for a few months in a drug store here. Soon, however, there was an opening at the West Texas National bank, and Notestine filled it.

Three years later he was married to Miss Virginia Barnett, and to them were born two sons.

Notestine left the bank in 1935 to become assistant director of old WPA district No. 18, which then was headquartered in Big Spring. The position of business manager for Big Spring schools was created in 1937 and Notestine was retained in the post, one he has held since.

His chamber of commerce job has been chairman of the civic and beautification committee, one he has carried out well. In addition, Notestine is a member of the St. Mary's Episcopal church, is secretary-treasurer of the Rotary club, and is active in other civic affairs.

City's Close Link With The WTCC Is Result Of Continued Labors Of One Civic Leader, B. Reagan



B. REAGAN

Close kinship that Big Spring always has felt for the West Texas Chamber of Commerce is the result of unshakable faith in and devotion to the area by one man—B. Reagan.

Mr. Reagan is one of the few remaining men who attended upon the birth of the WTCC back in the gloomy death and war era 22 years ago. He is one of few who have maintained anything like a continuous active interest in the organization over that period of time. He has been honored as an outstanding district director of the WTCC.

Back of his record of service, not only in his home community but in the regional chamber activities, is an abiding faith in West Texas. Here, he confidently awaits the upturn, and it invariably comes.

Here 44 Years

Both in Lancaster (Dallas county), Mr. Reagan came to Big Spring 44 years ago as a school teacher. However, in the thriving little town, he saw a business opportunity and left his teaching duties to enter the drug business.

He sold this in 1919 and shortly afterwards followed his only extended absence from Big Spring. The family moved to San Marcos to establish a home, but members were conservative enough to leave most of the belongings here. It was natural that within two years they were back. Mr. Reagan was installed as president of the old West Texas National bank.

Prior to this, however, Reagan had been active in area affairs. He had served as vice-president of the West Texas Association of Commercial Organizations out of which the WTCC grew. When the latter was formed, he became a director in it and continued in that capacity for years.

Service To WTCC

When special fights of vital importance to the area have loomed, the WTCC leadership has seen fit to draft Mr. Reagan into service on them. Many years ago he yielded his place as a community and district director to younger men, but he returns to the wars when his services are required.

Typical of this is his part in the WTCC-sponsored Interior Protective Association which took up the torch for interior interests at the beginning of the past decade. Port interests were seeking rulings

which would cripple if not exterminate the interior commerce as well as pushing for other class legislation. The IPDA balked that attempt.

A New Campaign

Now the WTCC is in the midst of an uphill battle against discriminatory freight rates. Another organization has been set up—the Freight Rate Equality Association—and again Mr. Reagan has taken up his place. Results thus far are encouraging, and, of course, Mr. Reagan has faith that ultimately the victory will be won.

When that comes, perhaps industrialization to a new and greater degree will come with it. It will be evidence of Mr. Reagan's philosophy that West Texas cannot be kept down. If it takes work to do the job, Mr. Reagan is ready with his part.

"When there's a hole to be dug," he said, "I have always maintained that it matters not whether it is dug with a shovel or a spade, the important thing is to dig."

That explains his willingness to keep on in his WTCC work.

Edward Rutledge, tenth governor of South Carolina and a signer of the Declaration of Independence, declined an appointment to the supreme court of the United States.

TRAIN SEVERS HOSE, BUT FIRE PUT OUT

THOMPSONVILLE, Conn. (UP)—How to embarrass a fireman: Volunteers, responding to a fire at the home of Joseph Allegro, laid hose across railroad tracks. They were gradually subduing the flames until a southbound express severed the hose, leaving the firemen holding useless nozzles in their hands.

The engineer said he didn't see the warning signals in time.

P.S.—They saved the house, anyway.

School Declares War On Foreign Propaganda

BINGHAMPTON, N. Y. (UP)—School Superintendent Daniel J. Kelly has enlisted the aid of school principals in a drive against foreign propaganda disguised as newsletters.

Kelly instructed principals, particularly high school heads, to seize "any foreign communications" and send them to him.

IT'LL BE A HAPPIER CONVENTION IF BANK DEPOSITS CUM

Big Spring staged a successful convention for the West Texas Chamber of Commerce in 1933, just after the crucial bank holidays and when people weren't exactly flush.

By that measure, the current convention here should be a double success. In 1933 just before the convention the average bank deposit by Big Spring people was \$197. Now it is \$206.

In 1933, this was the local bank picture: \$1,260,297 loans, \$663,210 cash, \$2,040,596 deposits, and \$2,648,413 total resources; now the figures are \$1,680,456 loans, \$2,261,411 cash, \$4,262,864 deposits and \$4,791,011 total resources.

Dime Novel Comes Back For Brief Day In Sun

CLEVELAND, O. (UP)—Dime novels are selling "like hot cakes," according to H. A. Schulte, who owns and operates two rapid transit station houses here.

"I saw great stacks of the old thrillers—like 'Frank Merritt's Fortune,' 'Jesse James' and 'Deadwood Dick'—and the like—in a second-hand store," he said, "I thought I might be able to sell them—and I was right!"

Welcome Home... Friends



To many delegates to the 22nd Annual West Texas Chamber of Commerce Convention, returning to Big Spring is like a home coming . . . to their home away from home . . . and our wish is that your convention will be both enjoyable and successful . . . Although the Douglass is just a youngster in Big Spring, we are old in the tradition of complete, satisfactory service and modern enough to deliver the goods.

The development and expansion of this hotel was built upon the requirements of its patrons . . . Our greatest wish is to progress, not only with Big Spring, but with the great West Texas Empire as well.

Douglass Hotel IN BIG SPRING



J. C. DOUGLASS, SR.



J. C. DOUGLASS, JR.

Conventioners May Glimpse Complete Municipal Park

Development Represents A Large Outlay

Mecca for those who wish to relax or go athletic in this section of the state is the Big Spring city park, one of the leading ones in West Texas.

Developed during the past 10 years at a cost estimated to approximate a quarter of a million dollars, the park today is one of the most complete units to be found in the southwest and has many features not equaled elsewhere in West Texas.

When West Texas chamber of commerce visitors came here in 1933 when Big Spring first entertained the regional gathering, they found a surprisingly neat little park in the making. Now, they may be amazed at the change that has taken place in the interim.

Started in 1930 when J. B. Fickle, then mayor; V. R. Smitham, city manager, and other commissioners visited the city waterworks. The mayor had visions of a park in the little draw below the reservoirs and the manager joined with him. Oil companies and other businesses gave pipe and cable for fences and tables and benches. Soon the Kiwanis club added a wading pool, the Lions club a fish pond, the city playground equipment, trees and flowers.

Since then the tempo has quickened. The driveways through the park have been paved as has the parking way around the \$32,000 municipal natatorium and club house. A scout hut has been built. The West Texas Memorial association museum has been housed at the park.

Other Facilities
The original fence was replaced by rock posts and heavier cable. Stone stands were built around a softball diamond. Two sets of tennis courts were constructed, request courts provided, more playground equipment added, a modest zoo installed, a rustic bridge and totem pole built by Nat Shick, modern comfort stations added, a 18-hole grass green golf course developed, brick paths outlined, the area of the park expanded by a \$4,000 purchase to 548 acres and a picturesque "Buffalo Trail Drive" laid around the fringe of cedar studded hills. To avoid damage, particularly from "flash floods," stone picnic units, consisting of table, benches and grills with adjacent water and trash facilities, have been constructed. Thousands and thousands of vines, bushes, shrubs and flowers have been planted and hundreds of trees put out.

Latest and one of the most imposing structures of its kind in all the state is an amphitheatre, the principal item in a \$65,000 WPA project. This stone bowl, set in a slope on the south side of the park center, has an enormous stage flanked by stone dressing rooms, an orchestra pit large enough for a 150-piece band, and seating capacity of 6,000 people. Although just now complete, it already is one of the park show spots.

ON DIRECTORATE



BLOOMSHIELD, CARL—Electric company district manager, past president Kiwanis club, district Boy Scout chairman, member chamber trade extension and goodwill committee.

THEY HELP DIRECT C-C AFFAIRS



COFFEY, THOMAS J.—Attorney, past president Kiwanis club, local director in Kiwanis Hasin association, chairman chamber legislative and member of trade extension and goodwill and WTCC convention committees.



IT TAKES MONEY to put on a convention of the immense scope of that of the West Texas Chamber of Commerce, and the money comes practically altogether from the \$1 registration fee. Hence, it takes a lot of registrations. The men who have been at the helm in selling the WTCC convention badges in Big Spring and in other WTCC towns are pictured here. Left to right, R. R. McEwen, general chairman; ADOLPH SWARTZ, who has been in charge of local registration; JOE POND, director of out-of-town registrations; PAT KENNEY and D. D. DOUGLASS. (Swartz photo by Kelsey, Douglass photo by Bradshaw).



renewed its fight for payment of the state scholastic apportionment based on attendance rather than on the census.

Other resolutions adopted by the 1933 WTCC include opposition to postal savings as "hoarding pits for cash" and an unfair competition to private financial institutions; that oil allowances and market demand be made to balance; that the regional chamber plan and install a booth in the Chicago Century of Progress exposition.

SLAUGHTER RANCH ONCE COVERED A VAST WESTEX AREA

Missing from the 1940 West Texas Chamber of Commerce convention here May 16-18 will be one of the outstanding figures of pioneer days of the region.

He is Col. C. C. Slaughter, whose cattle empire in this region was synonymous with West Texas in the early days. His ranges covered generous parts of Howard,

Dawson, Martin, Borden, Midland, Lynn, Hockley, Cochran and touched on other counties in the area. His cattle were almost without number and practically every old time cowboy had experience with the Long S ranch, which headquarters north of Big Spring at German Springs and trucked carload lots of supplies by oxen-drawn wagon train.

Here recently, Bryce Twitty, Dallas hospital administrator, recalled that he had visited the 1933 con-

vention in Big Spring with Col. Slaughter. The colonel has since passed on.

A 2,000-cubic foot "Crypt of Civilization" will be sealed this year at Oglethorpe, Ga., University, to be reopened on May 28, 8113.

The maple tree was brought into England from North America about 1658.

Museum Here Is Growing

One of the increasingly popular attractions of Big Spring is the West Texas Memorial (museum) association, an institution that thrives in the face of obstacles and an amazingly small amount of support.

There are many remarkable things about the museum and its 11 years of history have been dotted with accomplishments of the "impossible." All this is considered a tribute to what determined and enthusiastic personality can achieve, for one woman is in truth responsible for it, and she is Mrs. Mary E. Bumpass.

In 1929 Mrs. Bumpass organized a Current Events club in her history class, and as a project the youngsters started a tiny school museum. They did too well, and eventually adults had to take over the institution.

After being buffeted about, but growing in spite of its nomadic existence, the museum was given a home in the old city hall building. Mrs. H. W. Caylor offered to sell one of her late husband's outstanding paintings, "The Trail Herd," for \$500 and donate the money to a building and for the museum.

Considered possible, this was done, and in addition, Mrs. Caylor hung many of her talented husband's fine western paintings in the museum.

But all was not well for long, even though contributions of curios and relics had bulled the institution stronger than ever. A county had to have the museum space for office. Finally the city came to the rescue and housed it in the city park.

In its first year there, an estimated 32,000 visitors have passed through it to visit a panorama of articles, most of them with marked educational or great historic value. The Caylor paintings alone make the place worth anyone's time. Although there is need for more support from the community, the museum continues to attract more valuable collections. Right now it is imperative that it be expanded.

Meantime, Mrs. Bumpass continues devoted to the institution and voices hope that the city will provide more space so that it can be made of greater utility to an ever widening circle of interested visitors.

BATS FILE INTO TRAP

COLUMBUS, Wis. (UP)—Herald Altschwager noticed a bat fluttering around his home one night. He set a trap. The following night he found 44 bats in his cage; the succeeding night 54 more. He quit when the number reached 150.

Relief Topics Before WTCC At '33 Meet

Back in 1933 when Big Spring entertained the West Texas Chamber of Commerce officials, leaders of the regional organization sensed that they were going through extraordinary times, a feeling that was embodied in many of the resolutions adopted by the body.

The topic of relief work was just coming into prominence, and chamber officials could feel that it was just beginning. Indeed, the organization had been instrumental in getting local chambers to administer the first federal funds to come into the section.

Walter Cline, who was elected president that year, had been a strong advocate of re-writing the constitution of Texas, but at the meeting he frankly admitted he would oppose any such move because of radicalism which might result from hysteria of the times.

At the 1933 meeting, these were some of the resolutions adopted by the WTCC pertaining to relief: That federal highway appropriations in West Texas be included under the Public Works program; that the WTCC be used to obtain RFC self-liquidating loans, thanked then Governor Miriam A. Ferguson for establishment of emergency work conservation camps; that federal agriculture relief be handled by and through the state extension service; that the chambers of commerce in West Texas be commended for their economical administration of relief; that relief appropriations from the federal government be forthcoming without necessity of a state bond issue. However, the latter resolution was shoved aside for one favoring submission of a \$25,000,000 bond issue when it came to a vote on the floor.

While relief was a burning subject, that of taxation was given due consideration. The WTCC expressed thanks to the state legislature for a smaller appropriations bill, urged that there be established a per capita limitation on state revenue; opposed the repeated postponing of taxpaying periods (penalties and interest were being remitted in those days on back taxes); suggested that tax collectors use modern collection methods and that there be an educational program on tax paying; and urged the state to hold expenditures within revenues.

Fearing that West Texas institutions of higher learning were in for curtailment, the regional chamber went on record opposing the abolishment of undue restriction of institutions of higher learning in West Texas and deplored attempts to concentrate higher education under one board. The WTCC also

TAKE OVER, West Texans



State National Bank . . . Since 1909

The Key to the City is Yours

Joining all Big Spring, we extend a hearty WELCOME to visitors from the largest of the state's three C of C regions in session here for the next three days in the

22nd ANNUAL CONVENTION OF West Texas Chamber of Commerce

Good public service is our proudest tradition, and we gratefully acknowledge the broad kinship which unites all those engaged in worthwhile work designed for happier living.

We sincerely hope that you will enjoy every minute of your stay in Big Spring . . . and that you'll find the attractions of our section and the hospitality of our people such as to make your three-day visit to the 'Mainspring of West Texas' a memorable one.

If your time permits, we'd like to have you visit us.

STATE NATIONAL BANK

"TIME TRIED—PANIC TESTED"

A Georgia Boy Who Made Good In West Texas: Meet Jimmie Greene, Veteran In C. Of C. Activities

Near Post Oak, Georgia, not far from Chickamauga and almost in the shadows of Lookout Mountain, where once was spilled the blood of the Blue and the Gray, James H. Greene was born.



J. H. (JIMMIE) GREENE

Far away, a straggling little town was coming into existence, too, near a water supply on the divide between the Llano Estacado and the Edwards Plateau.

Far apart, the child and the village, but in the pattern of things the threads of each were to cross and knit. How Big Spring blossomed into a thriving city and how J. H. "Jimmie" Greene came to be manager of the chamber of commerce are ramifications of the story.

When but two years of age, Jimmie Greene's father died, leaving the mother to provide for five children, and later for a posthumous child. It was in this experience that Jimmie Greene began to gather his store of knowledge from hard knocks.

A frugal and fine southern woman, his mother managed for the family and they got along well enough. She told the youngsters how Harper's Pass through which troops flooded into the nearby battlefields, had been named for an uncle, Jim Harper.

To West Texas
In 1895 Jimmie Greene moved to Stephens, Arkansas, and stayed there for 10 years until 1905 he and his brother-in-law, J. B. Morgan, shipped some cattle to Abilene, Texas and "lost our fixtures."

His hopes of making money in cattle blasted, Greene moved on to Colorado City. He secured a job with McClure, Hasden & Co., a furniture and undertaking concern, later obtained an interest in it and eventually owned it.

It was this development that led him into chamber of commerce work. Greene was interested in the Commercial club of Colorado City and followed through with its successor, the chamber of commerce. Because the population was annoyingly healthy, he had much time to take off from his undertaking duties. Soon he became the vice-president and treasurer of the organization. This meant that he was managing it, to all intents and purposes.

For 15 long years, from the time he took it over in 1910, Greene volunteered his services. By 1925 he was put on a part time basis and soon hired as a full time secretary of the chamber. Even without pay, he had obtained valuable experience and had made friends with people all over the state. He used and developed these contacts further until May 2, 1937 when he came to Big Spring to be chamber manager.

The Big Spring Job
At once he plunged into the task of directing the spirited fight for the West Texas State Hospital, and those who know readily declare that if any one man "got" the bus-

CC DIRECTORS ARE ACTIVE IN CLUBS

Directors of the Big Spring chamber of commerce are service minded if membership in service clubs is an indication. Of the 23 officers and directors, 24 are members of service clubs. Eleven belong to the Rotary, six each to the Kiwanis and Lions and one to the American Business club. Half a dozen are either presidents or past presidents of these organi-

sations. A dozen are on the boards of directors.

BIRTHDAYS ARE SAME FOR FAMILY OF THREE

COLUMBUS, O. (UP)—The family of Francis Kuncze believes in observing its birthdays on the same date. Mr. and Mrs. Kuncze both have the same birthday—and to keep the record straight a daughter was born to them on that same date.

CALIF. INCORPORATES SENSE OF HUMOR UNIT

SACRAMENTO, Calif. (UP)—A group believing that a good sense of humor is the best way to solve the nation's problems has filed articles of incorporation with the California secretary of state. The society, called the Royal Crowns, plans "to contribute to the well-being of society" by establishing branches all over the country, "to promote a hearty sense of

humor, because the world will become more sane by not taking life so seriously."

License Numbers Spell Name
CASHTON, Wis. (UP)—An auto thief would have a tough time getting away with Ole Lee's car. He carries his name on his license plates—legally too, despite the rules against defacement. The numerals on his plates are 337-370. Turn the license upside down and there's his name.

HOME FOR AGED GETS CONFEDERATE MONEY

PHILADELPHIA (UP)—The Philadelphia Home for Aged and Infirm Colored Persons, which conducted a drive for funds to keep the institution open, received a gift of \$240 from a 91-year-old woman inmate. Superintendent Nathaniel Webb accepted the gift. He didn't tell the woman that the bills were

Confederate currency—worthless for 75 years.

CAT BLACKS OUT TOWN
CLOVERDALE, Ohio. (UP)—Business men were forced to use kerosene lamps in their stores here. Reason: A cat climbed a utility pole and was killed as it came into contact with some wires, causing a short circuit at a transformer.

Masquerades were the fashion at the court of King Edward III of England about 1340.

YOUR HOME TOWN MERCHANT--

Welcome W. T. C. of C.

DELEGATES AND MEMBERS

As a member of the West Texas Chamber of Commerce, oldest and largest regional organization in the United States, we take pride in extending greetings to delegates and groups and members from West Texas. We are in sympathy with the objectives of the West Texas Chamber of Commerce and are proud that Big Spring is playing host to the convention this year. When we started in business 41 years ago we believed that this empire would grow and expand. Our expectations have been fulfilled. Let's make the 22nd annual convention a huge success.

"FORWARD WEST TEXAS!"



BIG SPRING, TEXAS

No Doubt Buys From WOOTEN'S

BY PATRONIZING YOUR "HOMETOWN GROCER" you are inevitably helping your city along—helping it to prosper—to maintain its civic pride and you are assisting in keeping men employed. You are doing your community a favor that will rebound double-fold — you are doing your part as a citizen. Your Home - Town Merchant employs local people, pays taxes, attends church, his children attend school with your children —and the fact that HE IS YOUR HOMETOWN GROCER should further your desire to patronize him.

This West Texas Institution, operating in fifteen West Texas Towns knows your 'Home-Town Grocer'. Has known him for more than FORTY YEARS. We know that he carries an excellent stock of Good Merchandise—because, in nine cases out of ten WE SUPPLIED HIM WITH MOST OF HIS STOCK. Next time—be sure—ask YOUR HOME TOWN GROCER for it first!

H. O. WOOTEN GROCER COMPANY

WHOLESALE ONLY

- ABILENE
- WICHITA FALLS
- MEMPHIS
- SWEETWATER
- SEYMOUR
- SNYDER
- BIG SPRING
- OLNEY
- SPUR
- FREDRICK, OKLA.
- SAN ANGELO
- LUBBOCK
- MONAHANS
- COLEMAN
- QUANAH
- STAMFORD



VALUABLE ASSISTANTS—Chief aides of Manager J. H. Greene of the Big Spring chamber of commerce are the two pictured here, MISS EDITH GAY, office secretary, and MATT HARRINGTON, assistant manager. Both are at work continuously on civic projects, have in recent weeks been faithful workers on WTCC convention arrangements. (Harrington photo by Ferry).

OVER 500 MEMBERS IN B'SPRING C.C.

The Big Spring chamber of commerce is truly a community organization. It has a budget of \$12,000.

Schedules

Active		Depart	
T&P Trains—Eastbound			
No. 2	7:40 a. m.	8:00 a. m.	
No. 6	11:10 p. m.	11:30 p. m.	
T&P Trains—Westbound		Depart	
No. 11			
No. 11	9:00 p. m.	9:15 p. m.	
No. 7	7:10 a. m.	7:40 a. m.	
Buses			
Eastbound		Depart	
3:05 a. m.		3:10 a. m.	
6:29 a. m.		6:34 a. m.	
9:35 a. m.		9:45 a. m.	
3:30 p. m.		3:30 p. m.	
10:40 p. m.		10:45 p. m.	
Westbound		Depart	
12:00 a. m.		12:15 a. m.	
4:00 a. m.		4:00 a. m.	
9:35 a. m.		9:45 a. m.	
2:30 p. m.		2:55 p. m.	
7:39 p. m.		7:40 p. m.	
Northbound		Depart	
9:45 a. m.		10:00 a. m.	
7:45 p. m.		8:40 p. m.	
7:45 p. m.		7:50 p. m.	
Southbound		Depart	
1:35 a. m.		7:15 a. m.	
3:35 a. m.		10:30 a. m.	
4:35 a. m.		5:35 p. m.	
9:35 p. m.		11:00 p. m.	
Flames—Eastbound		Depart	
8:00 p. m.		8:05 p. m.	
Flames—Westbound		Depart	
7:07 p. m.		7:07 p. m.	

Milk Bar Installed To Lure Studes From Beer

PHILADELPHIA (UP)—A milk bar designed to keep Temple University students away from nearby taverns has been installed on the campus.

Created at a cost of \$7,500 by the Coswell club, local campus organization, it will be open from 3 p. m. until midnight, with exception of Sundays. The move came after a lengthy investigation by the club in which many students admitted if they had a better place to loaf, they'd use it.

Old Church Installs 8 Women As Its Deacons

HONEOYE FALLS, N. Y. (UP)—One of the most unusual services ever held in the 108-year-old Presbyterian church in this village took place when eight women deacons were installed into office by the Rev. John Buyer. Chosen by the Ladies' Aid Society and the pastor, the woman deacons will act in conjunction with the pastor in administrative and charitable work of the church as well as community service.

ON C-C BOARD



FRIEND, J. E.—Master mechanic for Texas and Pacific railway company, member of Rotary club, committee appointment unannounced.



FISHER, ALBERT, M., Jr.—Department store operator, member Rotary club, member of chamber trade extension and good will committee.



McMAHAM, DR. GEORGE T.—Superintendent of Big Spring State Hospital, committee assignments unannounced.

Merit Of WTCC Taxation Program Proved In '33

Budget Study Reviewed At B'Spring Meet

Twice within the past decade the West Texas chamber of commerce has adopted as one of its major programs the appointment of tax expenditure committees in every affiliated town, and both time Big Spring has been the convention city following the activity.

In 1933 when first reports were received on results of the tax expenditure committees in 120 towns of West Texas, the late Van Zandt Jarvis, chairman of the WTCC committee, estimated that a saving of approximately \$10,000,000 to towns and counties had resulted. Although the activity was born out of pressing governmental fiscal matters as they affected taxpayers due to the tenacious grip of the depression, the WTCC advocated continuance of the committees to the end that the \$10,000,000 savings would be but a beginning.

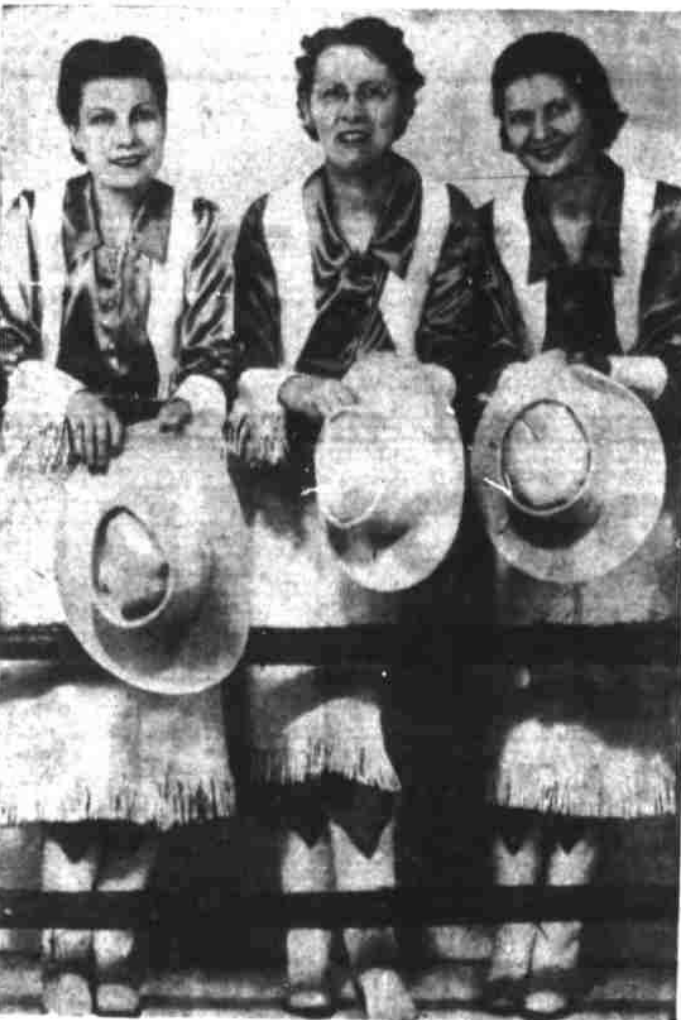
Other things were suggested to aid in the fight to spare the weary taxpayer, among them the uniform budget law, reorganization of county government, reorganization of state administrative and judicial departments and opposition to any new taxes except to replace old ones.

Tax Problem Again
Somehow the idea of "wise" reorganizations and reorganization of county governments "was never followed through by the WTCC after the home rule charter for counties was made available. Only El Paso county took advantage of it.

This year, with public debt mounting on every hand, the WTCC has returned to the tax wars. District hearings for tax expenditure committees in April were widely attended and enthusiastically received. Local committees are now at work, examining all local budgets and counseling with city and county commissioners and with school trustees to the end that all possible savings may be affected. The program is not reactionary, merely one of making the fewer tax dollars do more efficient work.

Initial results of the resumption of the service, which the WTCC aids with a central budget analysis committee, may be disclosed at the regional convention here May 16-18. If its results are anything like those announced at the convention here in 1933, the program doubtless will be maintained on a sounder and more permanent footing this time.

They Sing For Their Supper: Meet The West Texans, Who Graciously Add Harmony To Any Civic Event



THE WEST TEXANS—Mrs. Frank Gibson, Miss Ruby Bell and Mrs. R. E. Blount.

Eight years ago four Big Spring women who liked to sing and enjoyed experimenting with harmony in various tunes, got together for a little "barbershop harmony." They liked the results so well that they decided to call themselves a quartet and volunteered their services for P. T. A. meetings, funerals and service clubs. Out of this has emerged the well-known West Texans trio that now consists of Ruby Bell, Mrs. R. E. Blount and Mrs. F. J. Gibson.

The original four were Miss Bell, Mrs. Blount, Mrs. Bruce Frazier and Mrs. Willard Read. Mrs. Frazier acted as leader and trainer and under her direction the four were launched on their program of public singing.

The success of the quartet was immediate and soon they became public property and appeared with many local groups and entertainers. The quartet became a trio, however, when Mrs. Frazier found her time too occupied to continue. The first out-of-town performance came in 1934 when the group sang at the state VFW convention in Fort Worth and here they were named the "Dogie Trio" by the cowtown populace and used this name until three years ago.

First WTCC Convention
The chamber of commerce asked their services to represent the town in 1938 at the chamber of commerce convention in Wichita Falls and they were renamed "The West Texans." Uniforms which they wear now were provided and consist of white leather fringed skirts and vest, bright colored shirts, cowboy hats and white buck boots. While in Wichita Falls they made their second appearance on the radio singing over WBAP. Their first radio broadcast came when they sang in New Orleans for the department of Texas VFW national convention.

The largest group the trio has ever appeared before was at the New Orleans convention when they sang before 10,000 people. Singing before Major Bowes in New York City was a highlight of a trip taken in August of 1939. In New York the Texas women were "self-conscious," they admitted, because people besieged them with questions about Texas and "we felt like we were on parade" all the time.

This year the three who might be called "Traveling Troubadours," sang at Land Commissioner Beacom Giles' invitation in Austin at his installation as potentate of the Austin Shrine temple. It was here that the three, who are autograph hounds at heart, had the tables turned on them. They sang at a dinner party where Governor Lee O'Daniel and Mrs. O'Daniel were guests and sang an original verse of "Beautiful Texas." Mrs. O'Daniel immediately asked for a copy of the verse and autographs of the singers.

The women own cowboy Centennial hats that are autographed by such personages as two governors of Texas, James A. Farley, Smokey A. Butler, Douglas Corrigan and Gene Autry, and they claim these are their most prized possessions.

Mrs. Read dropped out from the trio on the return from the New York trip and Mrs. Gibson joined about three months ago as the latest addition. Miss Bell is the alto, Mrs. Blount second alto, and Mrs. Gibson soprano.

The trio outside of "singing for their suppers" have never received any money for any of their programs with the exception of a radio program and their debut with Major Bowes. Whether singing as a trio, at home or abroad, they have given their talents freely and generously. They do their singing just for fun and they have experiences galore to relate. The cue they enjoy the most is an incident that occurred in New Orleans when they were asked to sing by the Japanese consul at a formal tea honoring the Japanese delegation at the VFW national convention. A high officer in the navy arrived in full dress uniform and following him were three or four men with violin-like cases in their hands. The trio cheered them on, believing that they were to have some accompaniment for their singing. But the West Texans soon found that the innocent looking cases contained machine guns and the men were not musicians but bodyguards.

Founded Because Of An Important Water Supply, Big Spring Now Holds Place As Thriving West Texas Commercial Center

Capt. R. E. Marcy, commissioned in 1849 to route a trail for an emigrant wagon train from Santa Fe, N. M., to Arkansas, gave Big Spring its name.

After a trek across the mesa land to the north, Capt. March came upon a copious spring which "was flowing from a deep chasm in the limestone rocks into an immense reservoir of some 50 feet in depth."

He pushed on the next day, but in his report of the trip he said "we left big springs." That name stuck, although the final "s" has been dropped to coincide with the post office designation.

Long before Capt. Marcy chronicled discovery of the "big spring" at the break between the plains and the Edwards Plateau, the watering hole had been known to Indians and to the buffaloes. Comanches controlled the spring most of the time, but they had savage battles with the Pawnees over its possession.

Buffalo Hunters
Buffaloes came by the thousands to drink from its bountiful supply, and it was around this spring that the slaughter of the bison by commercial hunters centered in this section. At times heaps of carcasses produced such a stench it was unbearable for miles around. When the T. & P. started its race

westward with the Southern Pacific and charted its path through Sulphur Draw, the spring at once became an important thing. Because of it, a division point was established here and the town of Big Springs, located along the railroad, replaced the original settlement of buffalo hunters adjacent to the springs.

First industry of the section, of course, was buffalo hunting. When the railroad came, the commercial sale of buffalo bones followed. Tons of luxuriant prairie hay were shipped out of here and the cattle empire that was to form so romantic a part of the area's history gained its foothold.

County Organized In 1882
Howard county had been carved out of Bexus county in 1876 and was organized in 1882, one year after the railroad came. At once the county seat, Big Spring became an important trade center for the area. It enjoyed substantial growth, especially as the T. & P. shop facilities were increased.

First school for the town was held in a tent in the southern section, and later this was replaced by a little gray structure. Eventually the Big Spring independent school district was formed in 1901. The city did not incorporate until Jan. 25, 1907. Matters rocked along rather

smoothly until 1919 when a man by the name of S. E. J. Cox picked out

DIRECTOR



(Kelsey Photo)

this immediate area for some wildcat oil production. This prompted organization of a chamber of commerce in 1920. Although Cox never got commercial pay, he did make the first discovery of oil in what was to be later known as the Permian Basin area, and awakened the city to possibility of petroleum resources. These came in 1924 with discovery of oil in the Owen-Sloan No. 1 Chalk in the southeastern part of the county and plunged the city into an unprecedented era of expansion. In the space of three years the population jumped from little over 4,000 to 13,785. New industries flocked to town, paved streets were built, building activity soared, new residential areas were opened, highways were re-routed and improved, the city again became center of a large trade area. Perhaps the latest milestones in its history are the acquisition of the state mental hospital, a cotton gin mill and Costen general offices.

Card in Mail Reams World
PERRY, N. Y. (UP)—A Christmas card mailed from Bangor, Me., reached this village after a trip halfway around the world. Addressed to Ferl Rich, Covington St., Perry, N. Y., the card was sent to North Ireland by postal authorities, then to New Zealand.

Building ahead with West Texas!
WTCC CONVENTION MAY 16-17-18
BIG SPRING, TEXAS

PIONEERS...

In West Texas THEN and NOW

Rugged indeed were those individuals who fought the desolate outlook of more than half-century ago. Determined, conscientious, strong of will power—but best of all, FAITH! Faith in a new and unproven country that commanded the utmost in fortitude, strength and courage to bear pain and meet adversity without murmuring. Depression and despondency, prosperity and abundant welfare—they weathered it all... And, through the cooperative efforts of West Texans filled with a heritage of progressiveness and a stronger will than ever to build and achieve in the greatest section of the Lone Star State, West Texas today glistens in the beam of this state's spotlight and reflects a glow of genuine hospitality... opportunity... and independence throughout the United States.

Throughout this growth, still being pioneered by progressive West Texans, this concern has worked shoulder to shoulder with every agency for the advancement of Texas' great Southwest... and, as time nears for the

22nd Annual Convention Of The West Texas Chamber of Commerce

We pledge ourselves anew to the up-building of West Texas... Accept a sincere GREETING from a fellow member whose wish at this time is that your Big Spring meeting will be the most successful since your first in Abilene, 1918.

Texas Coca-Cola Bottling Co.

Big Spring, Texas

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PLUMBING HEATING PUMPS

You'll find a Complete Display of Crane Fixtures in Our Show Rooms

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"Pumps 30% More Waters!"

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WATER AND WELL SUPPLIES
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Sweetwater - Lubbock
Amarillo - Wichita Falls



GREETINGS TO THE W. T. C. OF C.

from the producers, refiners and marketers of the

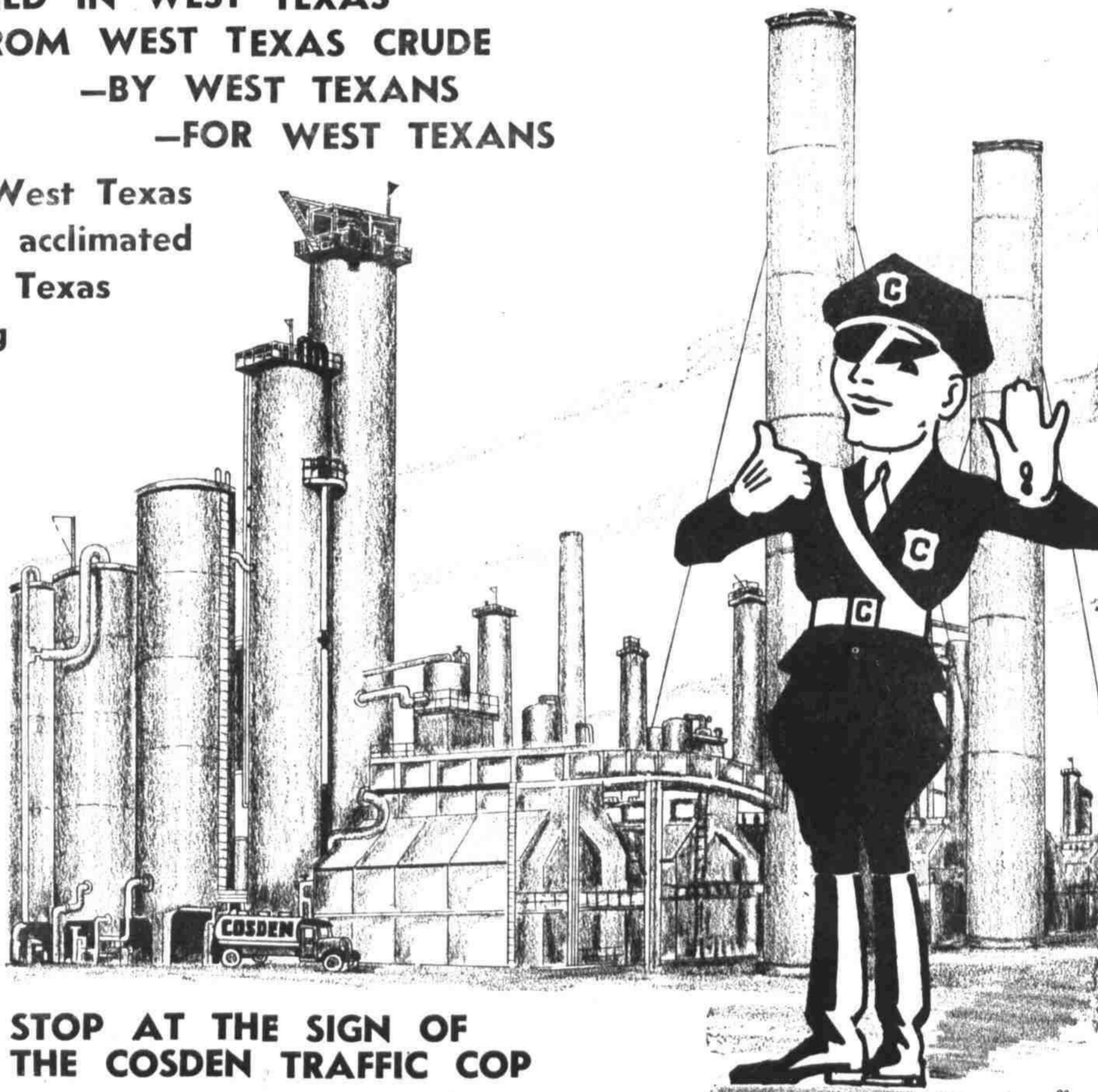
NEW, IMPROVED COSDEN HIGHER OCTANE Gasoline

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- FROM WEST TEXAS CRUDE
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A real West Texas
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