

Patronize Vidette Advertisers! They Send a Valuable Message To You Each Week!

# The Vidette

Put Your News Item In The Vidette Then There is a Permanent Record of It!

ENTIETH YEAR

IUKA, TISHOMINGO COUNTY, MISSISSIPPI, THURSDAY NOVEMBER 5, 1953

NUMBER 15

## Arnold es To Mill In more, Tenn.

Arnold, who has been of the local Mammoth mill for the past four moved first of this week more, Tenn., where he will and operate a plant similar the one here. Mr. Arnold has his family there at a. It is reported that Mr. purchased an interest in all with an option to buy complete business later.

ing Mr. Arnold's place here is James Whitehouse who in Mississippi for the years, having managed in Durant and Columbia coming to Iuka.

conversation Mr. Polin, of the Mammoth hosiery said, "Mammoth's operation Iuka will continue as There will be no change company policy. We have an manager in Mr. White- and we expect him to do job for we surely know he qualified."

ing their stay here Mr. and his family have made number of acquaintances and friends who they will miss who will miss them. In a conversation with Mrs. she said, "We surely do leave all our good friends neighbors here in Iuka who been so kind and gracious However, we feel that it wonderful opportunity for Arnold in a business way. shall always cherish the of our good friends in

## Review sored By ual Staff

Clarine Ramsey, daughter and Mrs. Clifton Ramsey ate 4, Iuka was crowned beautiful girl of Iuka High last Friday night by Prof. Shook. Miss Barbara Hamm, of Mr. and Mrs. Miss was selected as first and Annette Allen, of Mr. and Mrs. E. N. second alternate. Twenty school girls were in the con-

## Leading Officials Of the Blue Bell Company



**E. A. MORRIS**  
A. Morris, president of Blue Inc., joined the firm in 1937 became vice president in He was in charge of the facturing operations of the from 1940 until 1947 he became president in of all operations and has ned in that position since. is a native North Carolin- dicated at Washington and Harvard Business School. ent the first years of his ess career with an industrial uring concern doing con- g engineering.



**J. C. FOX**  
J. C. Fox, chairman of the board, came to Blue Bell in 1937 from a position as work clothes buyer for the J. C. Penney Company. He joined the company as president when the Globe Superior Corporation was purchased by Blue Bell.



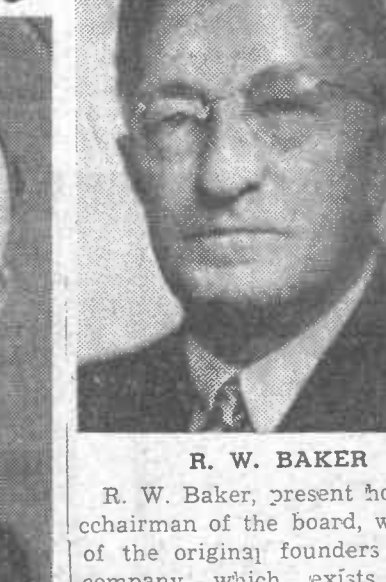
**J. B. ALLIN**  
J. B. Allin, previously connected with the Big Jack Manufacturing Company at Bristol, Virginia, joined the Blue Bell organization in 1939, becoming Sales Manager of the company at that time. He was elected Vice President in 1940.



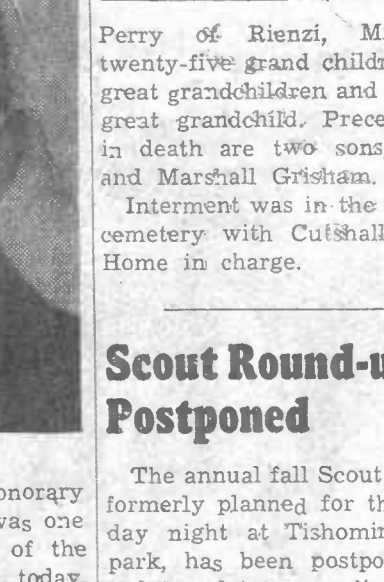
**R. S. LeMATTY**  
R. S. LeMatty, vice president and sales manager, was previously connected with Globe Superior Corporation. He joined Blue Bell when Globe Superior was purchased in 1937. At that time he became general office manager of the central office. He was elected treasurer of the company in December, 1943 and also became assistant sales manager at the same time.



**E. W. WEANT**  
E. W. Weant, Vice President in Charge of Manufacturing, joined the Blue Bell organization in 1932 after spending several years doing Industrial Engineering work. He is a native North Carolinian, and was previously connected with Thomlinson's of High Point, North Carolina, furniture manufacturers. His work from 1932 to 1940 was in the capacity of managing the Greensboro plant of the Blue Bell organization. In 1940, he was elected Secretary of the Company and remained in that official position until 1948 when he replaced E. A. Morris as Vice



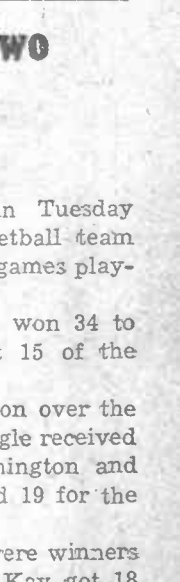
**R. W. BAKER**  
R. W. Baker, present honorary chairman of the board, was one of the original founders of the company which exists today, and is the only one still connected with the company.



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## Tishomingo County Citizens For T. V. A. Organized

On Wednesday afternoon, October 28, Mayors of the five incorporated towns of Tishomingo county met in Iuka for an organizational meeting of "Citizens for TVA".

C. L. Trimm, Tishomingo, was elected county chairman and D. F. Lambert, Jr., Belmont, co-chairman. B. E. Wright, Jr., Belmont, was made treasurer and Harmon (Pete) Byrom, Iuka, was made secretary.

General purpose of the organization is to inform the people of the county about the attacks on TVA and the nature of these attacks; to supply the answers to false charges against TVA; to provide the people with the means of expressing to the proper governmental authorities their desire to continue TVA; to stimulate the people to carry the story of TVA and its benefits to kin-folks and friends outside the valley.

A second meeting was held on Wednesday afternoon of this week when further plans were made toward publicizing the fight for TVA and ways and means of raising funds to finance the campaign. All of the citizens of the county are urged to watch their mail and the newspapers for further information on this vital campaign.

## Henry Turner Dies In Dennis

Funeral services for Henry J. Turner, age 59, of Dennis who died suddenly Monday, October 28th, were held October 28th at Bethel with Rev. W. C. Hamilton, of Tishomingo officiating. Interment was in adjoining cemetery with Dobbs Funeral Home directing.

Mr. Turner is survived by his first wife, Leonia Underwood Turner of Iuka; one son, James Turner of Double Springs, Alabama; four daughters, Evie Haddock, Lora McCulloch and Gladys Column all of Iuka and Billie Gads of Detroit; his second wife, Mrs. Irene Smith Turner; four sons, Henry, Jr., Joe, Charles, and Bobby of Dennis; two daughters, Barbara and Lynda Turner of Dennis; four brothers, Wilborn, and Clarence of Tishomingo, Charley and Madison of Dennis; three sisters, Mrs. Beulah Cosby, Mrs. Glen Flurry, Dennis Mrs. Donnie Nunley of Tishomingo and seven

## Blue Bell To Hold Open House Saturday; Everyone Invited To Attend; Prizes Offered

### Blue Bell In Tishomingo County

Blue Bell in Tishomingo county is probably the biggest single thing that has happened to us since the coming of the railroads. Many events have happened in the past that have changed our way of life—our economic conditions—but in recent years Blue Bell's move into this county is the biggest item, industrially speaking, that has happened in a long, long time.

Since 1947 the name "Blue Bell" is more and more being heard from the lips of Tishomingo Countians simply because it is becoming a greater factor in the economic life of almost everyone in the county.

And we are going to hear much more of Blue Bell. As the operation gets further advanced in Belmont and as the Tishomingo plant grows in employment more people will be effected . . . more honestly earned money will be put in circulation and more of our citizens will realize nicer and better things than they could otherwise without the employment afforded by Blue Bell.

Belmont plant alone now affords an annual payroll of over \$700,000.00 and with the completion of the Tishomingo plant it is expected that the combined payrolls of the two plants will reach well over a Million Dollars.

This Saturday Blue Bell at Belmont will open their doors to everyone. All are invited to come and see this fine operation where good clothes are made by good people for a good company. We urge every citizen of the county to avail himself for this opportunity.

E. C. Holtsford, Publisher

## Seven County Boys Leave For Army Induction

Seven Tishomingo County boys left Wednesday from Local Board No. 77 for Armed Forces Induction Station, Memphis, for induction into the armed forces.

They are: James Taylor Gresham, Ray Curtis, John A. Brown, Iuka; Jessie M. Gresham, Belmont; Napoleon Hines Gooden, Burnsville; Fred Wesley Credille, Dennis; and Worley Bryant Helton, Glen.

## Services Sun. At Presbyterian Ch.

The regular second Sunday services will be held at the Presbyterian church Sunday at 3:00 p.m. Rev. Bernard Munger will conduct the service. Everyone is invited to attend.

grandchildren.

Palbearers were James Pardue, Carroll Oaks, Dexter Oaks, Ed Durham, Claude Kennedy, and Ace Godsey.

## Mrs. Lou Grisham Dies At Age 89

Mrs. Lou Catherine Grisham, age 89, died Sunday, November

Mrs. Grisham died one month before her scheduled 74th wedding anniversary celebration. She had lived in the same neighborhood all her married life. She had been blind for several years. Several years ago Mrs. Grisham united with the Pentecostal church and had led a life that has been an inspiration to all who knew her.

Funeral services were held Monday afternoon at 3 o'clock at the Harmony Methodist church with Rev. A. D. Gurley of Corinth conducting the service.

Surviving are her husband, William Finch Grisham five daughters, Mrs. John Whitley and Mrs. Harrison Whitley of Rutherford, Tennessee, Mrs. Omo Johnson of Detroit, Mrs. E. H. Broughton and Mrs. H. L. Gray of Iuka; three sons, Roy Grisham, Eric Grisham, and Stewart Grisham all of Iuka; one brother, Jim McDeugal of San Antonio, Texas; one sister, Mrs. Virgie

## Employees Will Serve As Hosts On Tours Of Plant; Various Operations In Making Garments Will Be Explained

Final plans have been completed, finishing touches done on decorations, the welcome mat dusted and put out for one of the greatest open house events ever to be staged in Tishomingo County.

Belmont's huge Blue Bell plant will play host to residents of the county Saturday when they hold forth with their open house event that has been the center of attention for almost all of the entire management force for the past two weeks.

Signs have been placed throughout the plant showing departments and directions of the tours that will be conducted by employees of the plant. Operators will explain various operations necessary in the making of garments produced in the factory. Visitors are invited to feel free to ask questions about the plant and the company, and different operations.

This will be the first time the general public has had an opportunity to view this large operation where 350 Tishomingo countians

## Belmont Merchants Prepared For Blue Bell Day; Special Prices, Prizes Offered

Merchants of Belmont are well prepared to stage a big Blue Bell Day Saturday in conjunction with the Blue Bell Company's open house program.

Mayor D. F. Lambert, Jr., in a proclamation issued last week, declared Saturday, November 7th as official Blue Bell day in honor of the company that has meant so much to the economic life of the town and county. The mayor also asked that the citizens of the town go together and clean up everything so as to make the town more presentable to the large crowd of outside visitors that will be there on that day.

Forty-six merchants and business people of Belmont are offering prizes that total well over \$700.00 that will be given away absolutely free Saturday afternoon. The only requirement is that you register in the Blue Bell plant when you go through it. Prizes are also offered in a Greased Pole climbing contest, \$10.00, to be held at two o'clock in the afternoon and a Turkey Throw in which the one who catches the turkey will get to keep it. The turkey will be

thrown from an upperstory window so everyone in the crowd will have a chance at it.

Climax of the day's activities will be the drawing which is to be held beginning at 4:15 in the afternoon.

Prizes to be given range from a \$4.95 mirror to a \$100.00 certificate in trade. Some examples are: \$93.50 combination electric and battery portable radio, a \$7.50 man's hat, a \$59.95 RCA portable radio, an \$8.95 table lamp, 1 600x16 Goodyear tire and one Delco battery, one Mahogany china cabinet valued at \$59.95, \$15.00 certificate for groceries, free grease job, tank of gas, wash job and oil change; \$50.00 certificate on deep freeze and 1 50 lb. sack of flour. And many, many other items that are too numerous to mention here. A complete list will be found on pages 4 and 5 of the second section of this issue of your paper.

All residents of the county are urged to make their plans to attend this grand celebration and join in the fun Saturday at Belmont.

## Iuka Wins Two Games Over Farmington

In the local gym Tuesday night the Iuka basketball team won two out of three games played with Farmington.

Iuka B team boys won 34 to 26. Scottie Dean got 15 of the points for Iuka.

Farmington girls won over the local girls 51 to 50. Nagle received 25 points for Farmington and Patsy Ferrell received 19 for the local team.

The A team boys were winners by 58 to 56. Charles Kay got 18 points for Iuka and Glison 23 for Farmington.

The local girls and A team boys will play Shiloh tonight at the local gym. Game time will be 7:00 o'clock.

## Bobby Waddle With 25th Inf.

Army Sgt. Bobby D. Waddle, son of Dean Waddle, Route 1, Box 115, Dennis, is now serving in Korea.

A mechanic with the 21st Anti-Aircraft Artillery Battalions Battery B, Sergeant Waddle entered the Army in November, 1951 and completed basic training

## The Weather

|         | Max. | Min. |
|---------|------|------|
| Oct. 27 | 58   | 45   |
| Oct. 28 | 59   | 38   |
| Oct. 29 | 61   | 32   |
| Oct. 30 | 59   | 37   |
| Oct. 31 | 62   | 33   |

## ★ TISHOMINGO

Mr. and Mrs. Fred Goddard of Belmont celebrated their 29th wedding anniversary with a dinner. Their guests were Mr. and Mrs. Robert Dean and Mrs. Mary Dean of Tishomingo.

Mr. and Mrs. Finis McClung have moved to Tishomingo. Their guests Sunday were Mr. and Mrs. Cortus Carter of Selmer, Tennessee, Mr. and Mrs. Everett McAnally of Wayne, Michigan, and Mrs. Mae Crow of Okla.

Mrs. Minnie Tillman, a sister of Mr. Leonard Rushing of Corpus Christi, Texas is spending some time with the Rushings. This week end guests were Mrs. Mary Smith, Mr. and Mrs. Joe Rushing and Sarah of Fulton and Mrs. Evie McClung.

Morris Everett Byrom, GM/3 went back to Norfolk, Va., where his ship is now in dry dock. He visited his aunt, Mrs. O. D. Good in Baltimore, Maryland Sunday and called home and said he had a nice trip back.

Mr. and Mrs. Cullen Stennett of Booneville, accompanied by

her mother Mrs. Jesse Morgan, visited Mr. and Mrs. Paul Morgan Sunday afternoon.

The W. H. Fairless family visited Mrs. Fairless' sister and family, Mr. and Mrs. Perry Williams in Iuka Sunday afternoon. Mr. Fairless and daughter Frances Ruth were in Corinth Monday having some dental work done.

Mrs. Byrd Haynes, who has been in the Colbert County Hospital for an operation is doing nicely.

Mrs. Lou Cornelius and Mrs. Dock Nash have been visiting their children in Meridian, Mississippi.

Mr. and Mrs. Russ Ruthledge of Haleyville were Sunday dinner guests of Mr. and Mrs. Fred Nixon.

Mr. and Mrs. Carl Hunt and two grandchildren, Willodean and Travis Hunt of Poplar Creek, Mississippi, who have been visiting their son, Mel Hunt at Florence (W. L. A. Y.) stopped over for a week end visit with Mrs. Hunt's father, Mr. Jim and Mrs. Angilue Dean.

Mr. and Mrs. Earl McDougal



PEOPLE WHO RUN BELMONT SEWING DEPARTMENT  
FRONT ROW, left to right: Clilon Credille, Bundle Boy, Juanez McMurray, Supervisor, Colene Luttrell, Supervisor, Helen Searcy, Supervisor, Beatrice Ginn, Supervisor, Pauline Rich, Supervisor, Bossie Martin, Supervisor, Ezekiel P. Goodwin, Sweeper. Back Row, left to right: Harold Quillen, Mechanic, James Pounds, Bundle Boy, Hubert Anglin, Bundle Boy, J. W. Pace, Mechanic, J. B. Johnston, Trainee, Vardaman Payne, Oil Boy, Huston Ivy, Mechanic, Herschel Orick, Mechanic, Arnold Cleveland, Bundle Boy, Paul Mayo, Bundle Boy.



SHOWN ABOVE are Edward Chumbley and Ellis Searcy who are in charge of Piece Goods and Supplies.

and Becky, Mrs. Gerald Burnett of Memphis were visiting in the home of Mr. and Mrs. Joe McClung over the week end.

Mr. and Mrs. Grover Hardy and Mr. and Mrs. Lloyd McDougal visited relatives in the Tri-Cities Sunday afternoon.

Mrs. J. T. Blissit and girls spent the week end in Hernando, Mississippi visiting Mrs. Howard Jackson and J. T. Blissit, Jr., and family.

Mr. and Mrs. Malcolm Holley and Anna of Sheffield visited Mr. and Mrs. Tom Kennedy Sunday.

Mr. Luther Goddard, Memphis, visited Mrs. Sibbie Paden last week.

Mrs. Hoyt Paden visited her grandparents, Mr. and Mrs. J. H. Mann at Belmont last week.

Guests in the home of Mrs. Mollie Hodgins over the week end were her children, Mr. and Mrs. Don Decker, Mrs. Kenneth Koch, Miss Janet Morris, Mrs. Edith Morris, St. Louis, Missouri.

Mrs. Lee Montgomery has moved to Iuka to live with her sister.

Mr. and Mrs. H. L. Harper

from Chicago visited with Mrs. J. W. Nash Sunday and Monday. They are moving in the house with Mrs. Mary Smith.

Mrs. E. Blunt, Miss Cleo Owens and Mr. Dolen Owens spent Saturday at Mississippi State College where they are taking a special course.

Mrs. Dave Ingram is still in the Northeast Mississippi Hospital in Booneville.

Mr. and Mrs. Weldon Green's new brick house is nearly ready for them to move into.

Guests in the home of Mr. and Mrs. Andrew Strickland Sunday were Mr. and Mrs. Wyman Strickland and son Paul of the Tri-Cities, Mrs. Quay Rushing and daughter Martha of Iuka, Coach and Mrs. R. C. Strickland, Mr. and Mrs. Merle Trimm and daughter Lou Ann of Tishomingo.

Mr. and Mrs. Billy Mars of Chicago are visiting Mrs. Mars' parents, Mr. and Mrs. Y. Chambers this week.

Mr. and Mrs. W. W. Hooten spent from Friday to Monday with their daughter, Mrs. Irene Gorden in Memphis.

Mr. and Mrs. Luther McClung spent one day last week with their son, Tommy Dee and Mrs. McClung in Belmont.

Mr. and Mrs. T. O. Lindsey is visiting Mrs. Irene and Wheeler Glasgow in Earl, Arkansas. On their way over they spent the night with Mr. and Mrs. Jimmy Moffitt in Memphis.

The annoying thing about swellhead is the smallness of the success that caused it.

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## Methodist Parish News

Much interest is being manifested in the churches in the study of Christian Stewardship. The school at Harmony will begin Sunday night and close Tuesday. At Burnsville it will be Wednesday through Friday nights. At Camp Ground Thursday, Friday and Saturday nights.

The Iuka MYF Subdistrict Council will meet at Tishomingo church Saturday afternoon at 2 o'clock. All officers and adult advisors are urged to attend. Local presidents and counselors are invited.

A Sunday School is to be organized at Rutledge Salem Sunday afternoon in connection with the preaching service. Mrs. Nettie McKee has been elected superintendent, W. W. Bass will be assistant superintendent. The teachers will be Miss Beulah Stanford and Mrs. W. W. Bass.

Dexter Oaks has been chosen as superintendent of the church school at Mt. Pleasant. Andrew McAlister is the assistant superintendent.

Bogg's Chapel has adopted the Lord's Acre Plan for another year. The committee is composed of: Ed Thorn, Milton Scruggs and Horace Puckett. The Lord's Acre committee at Mt. Pleasant is: Andrew McAlister, Clarence Paden and Chambliss Deaton.

The two choirs, recently organized at Tishomingo church, are having regular practices and are a great help in the services. Talmadge Finch is director of the adult group and Mrs. G. E. Taylor has charge of the youth. Other churches might find this project interesting and helpful.

Patrick WSCS will have the second mission study lesson Sunday morning following the Church School.

The WSCS of Burnsville will begin the study of Jeremiah Monday afternoon. Mrs. L. A. Strickland will be the leader.

The Snowdown WSCS will complete the study of Spanish-speaking Americans Tuesday afternoon.

The WSCS of Tishomingo will have the third lesson Tuesday. The hour has been changed to 6:30.

The Pleasant Hill Society will meet at the home of Mrs. J. T. Gurley at 7:00 Wednesday night. The first lesson of the mission study will be held.

The New Albany District Conference will be at Baldwyn Thursday, November 12th. All pastors, superintendents of church schools, presidents of Woman's Societies, District stewards, and elected delegates are official members, but anyone interested may attend.

The Snowdown MYF and other present had a most interesting study of Revelation Sunday night. The second lesson will be this Sunday night at 6:30.

## ★ SNOWDOWN

Sgt. and Mrs. James L. Ozbirn of Perry, Georgia visited Mr. and Mrs. C. C. Cook and family last week on their way to Washington state where Sgt. Ozbirn is stationed with the Air Force.

Miss Geneva Walker, Mr. and Mrs. Glenn Jackson of Memphis, Mr. Mee Braid of Ft. Worth, Texas all spent the week end with Mr. and Mrs. Herbert Walker.

Mr. and Mrs. Ragan South of Memphis spent the week end with his grandparents, Mr. and Mrs. H. J. Fell.

Mr. and Mrs. Joe Shaulte and children of Sheffield spent Sunday with Mr. and Mrs. C. B. Fell.

Eugene Campbell of Memphis spent part of last week with his mother, Mrs. Lue Daily.

Mr. and Mrs. W. A. Fell of Sheffield, Mrs. Clara Fell and daughter Nancy of Tusculumbia,

Sybil Bullard and Miss Dorothy Richie of Rienzi, Mr. and Mrs. Hubert Bullard of Booneville, Mr. and Mrs. Russell Medley and children and Mr. and Mrs. Jim Bullard of Iuka.

The idea of having an interest with nothing. No one can design without being

## RUSHING Rexall

Iuka, Miss. Phone 27

## NOVEMBER SPECIAL

AT YOUR Rexall DRUG

As Advertised in LIFE • LOOK • POST • COLLIER'S • COSMOPOLITAN

The Bargain of the Year!

Luxury ELECTRIC BLANKET

It's Washable... It's Guaranteed! Lightweight, double bed size. Choice of blue or rose. Fully automatic control.

Buy Now... Save on CHRISTMAS CARDS VALUE BOX

50 Assorted Christmas Cards, some with silver glittery snow and red velvet trims.

TUNE IN AMOS 'n' ANDY REXALL RADIO SHOW

Breck SHAMPOO 1.00

BRING YOUR PRESCRIPTIONS TO OUR

REX-RAY INFRA-RED LAMP for penetrating heat.

LOZOTHICIN THROAT LOZENGES

DELUXE TOOTH BRUSHES 6 medically approved

CARA NOME HAND CREAM smooths, softens

BISMA-REX COMBINATION PKG. powder and

HOSTESS SET paper towels and soap

STAG SHAVING CREAM Buy Rum or Coolaid

RISE BRUSHLESS SHAVING CREAM

ANALIST COLD TABLETS

Plus Federal Tax on some items.

YOU CAN DEPEND ON ANY DRUG PRODUCT THAT BEARS

## AUCTION

## TWICE DAILY

2:30 AND 7:30 P.M.

Beginning Wed., Nov. 4th

## FREE PRIZES

EVERY SALE

## Free Bedroom Suite

FIRST NIGHT

WE WILL DELIVER

## AMMONS

FURNITURE CO., Inc.

Corinth

Opposite Bus Station

## WELL PUMPS

Phillips Hardware

IUKA BUILDING SUPPLY CO.  
KIMBERLY BROTHERS  
J. C. JOURDAN LUMBER CO.  
BART SMITH  
HOBSON TIFFIN

IUKA  
IUKA  
IUKA  
IUKA  
BELMONT

Our dealers in Tishomingo County as follows:

GRAYSTONE

Building Blocks

4 x 8 x 16

6 x 8 x 16

8 x 8 x 16

We Carry a Complete Line of  
STEEL AND ALUMINUM WINDOWS

GRAY'S CONCRETE PRODUCTS

UNION STREET - EAST FLORENCE - PHONE 3450



## STANDARD OIL



## the LEADER in its class

Year after year, CROWN EXTRA largest-selling premium gasoline area served by Standard Oil dealers

THIS POPULAR preference can only be due to the confidence in this Company and its long record of delivering superior products

The extra qualities of CROWN EXTRA gasoline refined in the South to fit southern driving conditions begin with its superior base-stock which has been changed to fit the seasons. It has the balance of all seven high performance qualities

Quick starting Full power  
Fast warm-up Clean engine operation  
High anti-knock Long mileage  
Vapor-lock prevention

For all the extra performance you expect premium gasoline try CROWN EXTRA for 30 days

## CROWN EXTRA

## STANDARD OIL



STANDARD OIL COMPANY (KENTUCKY)

# Agent News By C. HAMILTON Mississippi State Agricultural Extension Service

ing stomach worms in  
pigs will make feed  
farther. Now is a good  
time to rid of these worms.  
worms cause most  
calves four to 18  
age. They cause lack  
loss of weight, rough  
and occasionally cause  
under the throat.  
them with phenothia-  
can be given the calves  
as a capsule or as a  
injections for dosing are  
main.

pigs should be treated  
worms using sodium  
The sodium fluoride  
given in dry feed. An  
treatment should be  
two weeks after the

with your Agricultural  
Service county agent  
for details on controlling

is one of the best  
have growing with  
at spring.

fits especially well  
clover, reseeding  
over, second year red  
wild winter pea areas  
in Bermuda sods.

wheat planted now on  
land will give a grain  
of spring grazing pro-  
do not have an un-  
old winter. The oats  
can be planted out on  
that has been set aside  
planting.

who have not min-  
over areas this fall are  
to do so immediately.  
ing clover plants are  
potash and phosphate  
to burn them. Make  
your young clover, if  
dry from dew before



HUBERT DAY

Hubert M. Day, has been with Blue Bell since 1935. He has held many interesting and various jobs in the years he has worked.

Most of these jobs have been in the production with the exception of two and one-half years spent as transportation co-ordinator for three plants in North Carolina. He was in charge of quality control for the same plants for one and one-half years. At that time he was transferred to Natchez, Mississippi plant and was Superintendent of this plant until he was recently transferred to Tishomingo as Manager to open the new operation there. Mr. Day now resides in Tishomingo with his wife and two children.

yo utop dress it.

Due to lots of stored roughage, both hay and silage and an indicated lower price for purchased concentrates, good dairy herds backed by good management will show a reasonable profit this winter. This is true despite the fact that milk prices are likely to be somewhat lower than last fall and winter.

No home produced or bought concentrate feed will produce



VIRGIL ROY SMITH

(Manager—Natchez Plant)

Roy Smith is a Mississippian by birth; was reared on a farm near Brookhaven and finished High School at the Lloyd Star High School.

While attending school, Roy helped his father farm. After graduation he worked 2 years for Stahl Urban Manufacturing Co. in Brookhaven, Mississippi; 6 months as Bundle Boy, then 1½ years as Mechanic.

In May, 1941 Blue Bell employed him as Mechanic at the Natchez Plant. From 1943 to 1946 he served in the U. S. Army, spending 18 months overseas. He held the rank of 1st Sergeant at his time of discharge. After his return he resumed his mechanical work and received a promotion to Head Mechanic in Natchez in 1948. April 7th this year he became manager of Natchez Plant.

Mr. Smith resides in Natchez with his wife and 2 children, a 6 year old girl and a 4 year old son.

milk economically or profitably if depended on largely for milk producing nutrients.

Feeding small quantities of roughage, or larger quantities of



LEROY McDONALD

Leroy McDonald, Manager of the Fulton plant has been with Blue Bell, Inc., since 1950.

Originally from Plantersville, Mississippi, he is a veteran of World War II and a graduate of Mississippi State with a B. S. Degree from the School of Engineering. He became manager of the Fulton plant in June, 1953 after spending approximately two and one-half years in the Engineering Department in the Booneville and Tupelo plants.

low grade roughage and heavy concentrate feeding has never resulted in high production nor very profitable production for any dairy farmer whose milk is sold on average markets. Nor does it pay to feed high cost dairy feeds to dairy cows and then leave them out in the open on cold freezing nights or out in cold rainy weather.

Dairy farmers should study carefully their own feed supply and the selection of bought feeds. They should figure out just what feeds will best balance out the home supply at the least cost per 100 pounds of milk produced.

## PERSONALS

Miss Betty Zaike Caldwell and



LA UNA OLIVER

(Nurse—Personnel Director)  
(Editor Sew and So)

La Una Oliver was hired at Blue Bell in March 1941 as Plant Nurse of the Natchez Plant. In October, 1944 she was transferred to Personnel Director and became editor of The Sew and So when the plant paper began in January, 1945. For the last 4½ years she has been over the Personnel and First Aid Department.

She lived 13 years in Arkansas, finished High School in Louisiana and Nurses Training in Natchez.

She is married, resides in Natchez and has four children whose ages are 11, 18, 20, and 25.

Miss Olivia Caldwell of Northeast Mississippi Junior College spent the week end with Miss Noleave Bugg. Miss Betty Box also of Northeast spent the week end as guest of Miss Shirley Moser.

Miss Nell Curtis of Memphis spent the week end with her grandparents, Mr. and Mrs. L. B. Curtis.

Mr. and Mrs. J. B. King, Sue and Lucian and Mrs. Julia Hampton spent Sunday in Paris, Tennessee with Mrs. King's parents, Mr. and Mrs. Clarence Scott.

Jimmy Jackson and James Robert Stormont spent last Wednesday and Thursday at Ole Miss.

Mr. and Mrs. K. L. Rushing spent last Thursday night and Friday in Memphis.

Miss Imogene Bynum is attending the Farm Bureau meeting in Jackson, Mississippi this week.

Mr. and Mrs. Millard Nagles and children of Huntsville were guests over the week end of Mrs. Nagle's parents, Mr. and Mrs. C. R. Stephens.

Mr. and Mrs. Bud Flurry and Linda of Corinth spent the week end with her parents, Mr. and Mrs. Lindsey Gray.

Mr. and Mrs. Jack Nelson and children of Memphis were guests over the week end of Mr. and Mrs. E. E. Cutshall and Mr. and Mrs. W. F. Dugger.

Mr. and Mrs. Lloyd Stormont of Louisville, Kentucky spent the week end with relatives.

Mrs. W. J. Sanders, Mrs. Myrtle Stormont, and Mrs. Sam Traylor spent Thursday in Florence.

Miss Jackie Byrum of Holcut spent the week end with Miss Barbara Rushing in the home of Mr. and Mrs. K. L. Rushing.

Miss Leon Cutshall of Memphis spent the week end with her parents, Mr. and Mrs. Lawrence Cutshall.

Billy Gardner of Maryville, Tennessee was week end guest of his parents, Mr. and Mrs. W. H. Gardner.

Mr. and Mrs. Vardman Robinson of Memphis spent the week end with Mr. and Mrs. W. W. Barnette and Mrs. Robinson's mother, Mrs. J. E. Rhodes.

Mrs. J. A. Roane was week end guest of her sons, Jackie and Talmadge at Vanderbilt University in Nashville.

Mrs. T. M. Jourdan and Mrs. T. M. McDonald spent Friday in Florence.

Miss Barbara Johnston of Memphis spent the week end with her mother, Mrs. Louise Johnston.

Travis Lamar Nagles of Memphis spent the week end with his grandparents, Mr. and Mrs. J. J. Nagles.

Mrs. L. C. Wilson and Mrs. Ammie Hornbeak left Friday for Meun Rouge, Louisiana to spend the winter.

Travis Brackeen of Mississippi State College spent the week end with his parents, Mr. and Mrs. C. W. Brackeen.

Cpl. Jimmy Jackson returned



BERLINE McRAE

Berline McRae, who is plant nurse in Belmont joined Blue Bell, Inc. in July, 1950.

Mrs. McRae also acts as part-time nurse for the Fulton and Tishomingo plants. She took nurses training at Northeast Mississippi Hospital, Baptist Hospital in Memphis, ECM Hospital in Florence and did special work at Vanderbilt University Hospital. She has two children.

Sunday to Ft. Jackson, S. C. Mrs. Frank Billingsley of Memphis visited Mrs. John B. Stormont, Sr. this week.

A 1/c Thomas Martin Johnson has returned to camp in San Antonio, Texas after spending two weeks with his mother, Mrs. Mildred Johnson.

Hiram Jones, Jr., of State College spent the week end with his father, H. A. Jones.

## HOLT'S SPUR

Mrs. Ocie Butler of Hobbs, New Mexico is visiting her brother, Mr. John Pollard and Mrs. Pollard here.

Mr. Milton Vanderford is working at Martin, Tennessee.

Mr. and Mrs. Roy Potts were the supper guests of Miss Sammie Sims Sunday.

Those who visited Mr. and Mrs. B. F. Ross Sunday afternoon were Rev. Odus Harper, Mr. and Mrs. J. T. Hatcher, Mr. and Mrs. Billy Sims and Miss Sammie Sims.

Mrs. Iness Pollard, Mrs. Lamar Umfress, Mrs. Ocie Butler and Mrs. E. A. Gray attended the county meeting of home demonstration clubs in Iuka Saturday.

Hershal Wade, David Stidham, Edwin Gray, Sammie Sims and Mrs. E. A. Gray attended the

Hallowe'en Carnival in Burnsville school Saturday night.

Mr. and Mrs. Ed Elliott, Mr. Luther Calton, Mr. C. C. Ross, Lula Mae and Launa, and Mr. Henry Harlin were in Iuka Saturday.

Mr. Ed Stricklin who has been working in Arkansas came home Sunday.

Mr. V. M. Ledgewood made a business trip to Memphis last week.

Mr. George Whitfield who is sick is reported to be some better now. His daughter, Mrs. Paul Guther (Olive Whitfield) of Jackson spent the week end with him.

The two agencies used to redistribute great fortunes are taxation and offspring.

To catch suckers, merely offer unreasonable returns and let nature take its course.

## EXPERT WATCH REPAIR

All work checked by Watch Master

to Assure Accuracy

Only genuine factory parts used

— All Work Guaranteed —

Robbins Jewelry

Iuka, Miss.

# low! World's most efficient 6-cylinder truck engine!

## the FORD Cost Clipper Six!



Deluxe shown (extra cost)

## COMPARE these leading truck Sixes

| ADVANTAGE                                     | FORD | CHRYSLER | PONTIAC | BUICK | CADILLAC | OLDSMOBILE |
|-----------------------------------------------|------|----------|---------|-------|----------|------------|
| WATERHEAD VALVES                              | ✓    | ✓        | ✓       | ✓     | ✓        | ✓          |
| LOW-FRICTION<br>134 x 140<br>ONE-STROKE RATIO | ✓    | ✓        | ✓       | ✓     | ✓        | ✓          |
| IMPRESSION RATIO<br>TO 1 OR BETTER            | ✓    | ✓        | ✓       | ✓     | ✓        | ✓          |
| THERMIC PISTONS                               | ✓    | ✓        | ✓       | ✓     | ✓        | ✓          |
| FREE TURN VALVES                              | ✓    | ✓        | ✓       | ✓     | ✓        | ✓          |
| FULL PRESSURE<br>LUBRICATION                  | ✓    | ✓        | ✓       | ✓     | ✓        | ✓          |
| FULL FLOW<br>OIL FILTER                       | ✓    | ✓        | ✓       | ✓     | ✓        | ✓          |
| TEEL HEAD GASKET                              | ✓    | ✓        | ✓       | ✓     | ✓        | ✓          |
| CAST<br>EXHAUST VALVES                        | ✓    | ✓        | ✓       | ✓     | ✓        | ✓          |
| INTEGRAL<br>VALVE GUIDES                      | ✓    | ✓        | ✓       | ✓     | ✓        | ✓          |
| PRECISION CAST<br>CRANKSHAFT                  | ✓    | ✓        | ✓       | ✓     | ✓        | ✓          |

Above data based on latest information available 9-15-53.

F.D.A.P.

Now—get more usable power from every gallon of gas! Ford short-stroke design 101-h.p. Cost Clipper Six cuts piston travel 18%. There's less friction "power waste"—more delivered hauling power! 7 to 1 compression ratio for faster acceleration, more pulling ability! Maximum gross torque, 185 lbs.-ft. at 1,800-1,700 r.p.m. Compare—see why Ford Cost Clipper Six is tops in its class!

## Yours in this all-new Ford Pickup!

In the Ford F-100 you can get this modern new Six plus all-new Driverized Cab, the world's most comfortable! New curved one-piece windshield, new 4-ft.-wide rear window, exclusive new seat shock absorber. New 45 cu. ft. Pickup box. Famous 106-h.p. Truck V-8 also available.

Ford Truck sales have climbed a full 42%—that's why we're in a position to give you the most generous trade-in allowance in town! See us today!

## FORD ECONOMY TRUCKS

SAVE TIME • SAVE MONEY • LAST LONGER

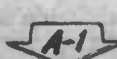
JOURDAN

MOTOR

CO.

Miss.

—IF YOU'RE INTERESTED IN AN



USED TRUCK—BE SURE TO SEE YOUR FORD DEALER—

## Rogers - 3 More Days!



THURS., FRI., SATURDAY

## 20% Off Event

## SHALEEN NYLONS

From our regular stock! Lovely Shaleens.

Thousands of our customers won't wear anything else. You'll know why when you try these Premium Quality Nylons. Proportioned to flatter and fit you whether you're tiny, in-between or tall. Newest Shades.

EXCLUSIVE  
AT  
ROGERS

Exclusive Shaleen Heel for Stay-Straight seams  
High twist...dull...snag resistant

FRENCH ROSE... a beautiful rose beige  
TOWN & COUNTRY... a lovely golden beige  
TANGO... a magnificent mauve taupe

| (Style)             | (Regular Price) | SPECIAL: |
|---------------------|-----------------|----------|
| • CONTRAST HEELS    |                 |          |
| 51 Gauge, 15 denier | \$1.65          | 1.32     |
| • DARK SEAMS        |                 |          |
| 51 Gauge, 15 denier | \$1.65          | 1.32     |
| • PLAIN COLORS      |                 |          |
| 51 Gauge, 15 Denier | \$1.35          | 1.08     |

It's the lasting beauty of them

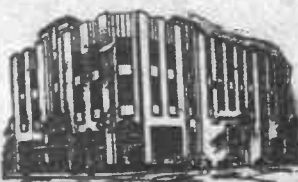
## shaleen stockings

North Alabama's Largest Store

## ROGERS

SINCE 1894

Where The District Shops



DUE PUNCH SAVES  
2c ON THE DOLLAR

## HUBBARD SALEM

Bro. John Henry Mock of Paden will preach at Salem Saturday night. Everyone is invited to come.

Bro. Quillen filled his regular appointment at Salem over the week end.

Mrs. Mattie Robinson and son of Counce, Tennessee spent Saturday night with Mrs. D. R. Bugg and family.

Mr. and Mrs. Bert Smith and children of Near Paden, Mississippi attended church at Salem Sunday.

Bro. Quillen and Mr. and Mrs. Herbert Carson were dinner guests of Mr. and Mrs. Julian Busby Sunday.

Mrs. Allen Murry and children of Iuka visited her parents, Mr. and Mrs. J. L. Kirk Sunday.

Mr. Leash Kirk and daughters, Mr. and Mrs. Toy Bonds, Jr. and son, Mrs. Della Bullard, Mrs. Julian Busby, Mr. and Mrs. Herb Grisham and son and Linsey

Jones attended church at Poplar Springs Sunday afternoon. Several from here attended the revival at Central School house last week.

## PADEN

Mr. Gadi Timbes and children of St. Simon Island, Georgia are spending a few days with his parents, Mr. and Mrs. C. A. Timbes and other relatives.

Visitors of Mr. and Mrs. C. A. Timbes were Mr. and Mrs. Paden Stephens of Ruleville, Miss., Mrs. Tedd Witt and Laura Lee, Mrs. J. J. Witt and two little daughters, Lt. and Mrs. W. L. McGill and Barbara all of Memphis, Mrs. J. E. Clark and Janette of Iuka.

Mr. and Mrs. W. J. Bruton, Mr. and Mrs. K. D. Lambert and children of Memphis, Miss. Jo Rene Sanders and Mrs. Kenneth Hodges of Scottsboro, Alabama were Sunday guests of their mother, Mrs. W. L. Sanders.

Mr. and Mrs. W. C. Sanders

spent last Sunday in Sylacauga, Alabama with his sister, Mrs. Annie Williams and Mr. Williams. They were accompanied by his mother, Mrs. Margaret Sanders, who remained for a longer visit.

One of the older land marks of the town has disappeared with the dismantling of the old I. C. R. R. water tank this week by a wrecking crew. Quite a commotion was caused when one of the bunk cars of this gang parked on the house track was destroyed by fire on Monday afternoon.

Contents of this car was a total loss because of belated discovery of the fire.

Miss Beryl Sanders who is employed in Memphis spent the week end with her grandparents, Mr. and Mrs. Attia Martin.

## A RESOLUTION OF THE BOARD OF MAYOR AND ALDERMEN OF THE TOWN OF IUKA, MISSISSIPPI DECLARING THE NECESSITY OF PAVING OR HARD SURFACING CERTAIN STREETS IN SAID MUNICIPALITY.

The Board of Mayor and Aldermen of the Town of Iuka met in regular session on this the 3rd day of November, 1953, at the Mayor's office of said town at 6 o'clock p.m. with the following members present:

Mayor J. H. Allen, Joe W. Thompson, W. F. Dugger, E. D. Davis and N. C. Pruitt.

And among other business the following was transacted. After discussion a petition, which was filed before the Board relative to paving certain streets in the Town of Iuka, E. D. Davis made the following motion:

"I move that the Board of Mayor and Aldermen of the Town of Iuka do hereby declare that it is necessary to hard-surface the following streets in the Town of Iuka, Mississippi and to levy a special assessment against each abutting land owner in a sum not to exceed \$2.00 per lineal foot on the following described property in said town:

Beginning at the McKinney Crossing Road where same intersects Eastport Street and continuing 2640 feet in an easterly direction with said Eastport street to the corporate limits of the Town of Iuka, Mississippi. The aforementioned street being within the corporate limits of said town.

Also Mill Street beginning at the Mammoth Hosiery Mill on Sulphur Springs Road and running southward 1320 feet to the intersection of Fifth Street, all the above described streets being within the Corporate Limits of the Town of Iuka, Mississippi.

I further move that since petitions have been filed with the Board of Mayor and Aldermen of the Town of Iuka, signed by a majority of the abutting land owners of the above described property that this resolution be declared a necessity in the paving or black-topping the above named streets and that a copy of this resolution be published in the Vidette, a newspaper having general circulation in the Town of Iuka, Mississippi for once each week for three (3) successive publications and that the Board of Mayor and Aldermen shall meet on or after the 19th of November, 1953, at 7:30 o'clock p.m. in the Mayor's office of said town for the purpose of hearing any objections to this resolution. If no objections are

made to this resolution, the Board will issue negotiable notes not to exceed the sum of Eight Thousand, Three Hundred (\$8,300.00) Dollars with interest thereon not to exceed six per cent (6%) per annum for a period not to exceed ten (10) years and will levy a special assessment against all abutting land owners in a sum not to exceed Two Dollars (\$2.00) per lineal foot for the purpose of paying said notes."

And after full discussion, Alderman N. C. Pruitt seconded said motion and the following vote was taken:

Those voting in favor of said motion: E. D. Davis, N. C. Pruitt, W. F. Dugger, Joe W. Thompson.

Those voting against said motion: None.

A majority having voted in favor of said resolution the same is hereby adopted on this the 3rd day of November, 1953.

John Henry Allen, Mayor  
W. F. Dugger, Clerk  
N. 5.12.19

## ROCKY SPRINGS

Mr. Will Wright has returned home after spending 3 weeks with his son, Tom Wright of Iuka, Route 1.

Those from this community who attended the meeting at Central last week, conducted by Bro. J. E. Quillen of Dennis, enjoyed the services.

Pvt. Frank Walker of Fort Knox, Kentucky spent this week end at home.

Mr. Lawrence Walker of Borden, Florida is visiting his daughter, Mrs. John Carson and other relatives here.

Mr. and Mrs. Lloyd Honeycutt of Corinth, Route 1, spent Sunday with Mr. and Mrs. W. H. Cutshall.

Those who attended the Quarterly Conference at Pleasant Hill Sunday from here were Mr. and Mrs. R. B. Dean, Mrs. Hafford Cutshall and children, Perry, Paul and Betty.

Among those home over the week end were Miss Mildred (Sis) Johnson of Milan and Bobby Dean of Memphis.

Mr. and Mrs. Reginald Walker and children of Iuka took dinner with Mr. and Mrs. Ted Walker and aunt Kate Sunday. Mr. Lawrence Walker of Bredington was also present.

Bro. Garland Knott filled his regular appointment at Rocky Springs Sunday.

We are quite proud of Miss Clarene Ramsey, who was elected Miss Iuka in the annual Beauty Review of the Iuka High School Friday night, October 30th.

The W. S. of C. S. met Tuesday, November 3rd for a special study of "Spanish Speaking Americans" under the direction of Miss Cora Lee Glenn.

## CLASSIFIED

Lost — White Dog somewhere in Hubbard Salem community. Contact Robert Bugg. N. 5 P.

For Sale — 143½ acre farm. 10 room home, 4 room tenant house. This farm has running water, good pasture and row crop. Many acres covered in young pine. Gravel road, mail and school route. 3 miles south Iuka. Contact M. T. Waters, Agent, Iuka, Miss. N. 5.12.19.26

Without obligation I will gladly offer a suggestion about a plan to make the children's Christmas this year different and worth while—for better than toys which break or clothing which wears out. Please phone evenings or week ends, Mrs. Lela Clark, Phone 5703.

## Stop Taking Harsh Drugs for Constipation

Avoid Intestinal Upset! Get Relief This Gentle Vegetable Laxative Way!

For constipation, never take harsh drugs. They cause brutal cramps and griping, disrupt normal bowel action, make repeated doses seem needed.

Get sure but gentle relief when you are temporarily constipated. Take Dr. Caldwell's Senna Laxative contained in Syrup Pepsin. No salts, no harsh drugs. Dr. Caldwell's contains an extract of Senna, one of the finest natural vegetable laxatives known to medicine.

Dr. Caldwell's Senna Laxative tastes good, gives gentle, comfortable, satisfying relief for every member of the family. Helps you get "on schedule" without repeated doses. Even relieves stomach sourness that constipation often brings.

Buy Dr. Caldwell's 30¢ size today. Money back if not satisfied. Mail bottle to Box 280, New York 18, N. Y.

## GOLDEN

Mrs. W. L. Harris is able to be up most of her time now, and able to walk alone with her new braces.

Miss Vela Patterson will have her annual Christmas card party at her home November 9th starting at 6:30. Come and join in the fun.

Mr. and Mrs. Jimmie Harris of Miss. State spent the week end with his parents, Mr. and Mrs. W. L. Harris.

Mrs. Herbert Shook and daughter, Martha Dee and Mrs. Cora Copeland of Corinth visited Mr. and Mrs. W. O. Smith Sunday afternoon.

Mr. Marcus Gahogan of Toledo, Ohio and Mr. Phillip Gahogan of Birmingham are visiting their mother in the C. T. Woods home this week.

Dr. and Mrs. Clyde Bearden of Russellville, Alabama were guests Sunday of Dr. and Mrs.

## Raymond Shook.

Mr. Clois Shook of Maywood, Ill. spent the week end with Mr. and Mrs. W. O. Shook.

Citizens of Golden are watching with great anticipation the drilling on the A. D. Taylor place.

Mr. James Timbs and children of Humbolt, Tenn. are spending this week with her parents, Mr. and Mrs. A. D. Taylor. Mr. Timbs is expected to return for his wife and children this week.

Th free show at the local theatre is enjoyed by a number each week.

## DENNIS

Mr. Arthur Hopkins was brought home from the Booneville hospital Sunday. He is improving.

Mrs. Robert Cross of Belmont and Mrs. R. E. Cross of Corinth were luncheon guests Wednesday of Mr. and Mrs. Kirk Crabb.

Mrs. Walter Clement of Bel-

## FRAN THEATRE

Tishomingo, Miss.

"WHERE PLEASURE COSTS SO LITTLE"

|                             |             |
|-----------------------------|-------------|
| Sunday Show Start           | 2:00        |
| Friday Night Show Start     | 7:00        |
| Monday Night Show Start     | 7:00        |
| Saturday Evening Show Start | 7:00        |
| Saturday Night Show Start   | 6:30 — 7:00 |
| Owl Show Start              | 9:30        |

FRIDAY and SATURDAY, NOVEMBER 6th & 7th  
Charles Starrett • Smiley Burnette in  
"SPOILERS OF THE RANGE"

— Plus Second Feature  
"ROAR OF THE CROWD"  
Starring Howard Duff  
Sensationally filmed in Color!

SUNDAY and MONDAY, NOVEMBER 8th & 9th  
"THE FARMER TAKES A WIFE"  
Betty Grable  
in Technicolor

FRIDAY and SATURDAY, NOVEMBER 10th & 11th  
"FORT VENGEANCE"  
James Craig • Rita Moreno  
in Thrilling Color!

— New Serial  
— OWL SHOW SATURDAY —  
"SHOOT FIRST"  
Joel McCrea • Evelyn Keys

SUNDAY and MONDAY, NOVEMBER 14th & 15th  
John Payne • Diana Lynn  
"RAIDERS OF THE SEVEN SEAS"  
Color by Technicolor

## CARMACK BUCK

The Carmack Buck the Iuka Baptist Church Monday afternoon and continued the mission book, "Let Paul Skinner and Eleven were present."

To Reduce Misery of

DR. BOSTICK HOME — — BERNICE BOSTICK

## Dial 2441



## Flower Garden

POT PLANTS  
FUNERAL FLOWERS  
CORSAGES  
CUT FLOWERS

## MAJESTIC THEATRE

Iuka, Miss.

SHOW STARTS

FRIDAY and SATURDAY, NOVEMBER 6th & 7th

"FORT WORTH"

A BIG WESTERN

MONDAY and TUESDAY, NOVEMBER 9th & 10th  
"TUCKER ON SOUTH STREET"  
Richard Widmark • Jean Peters

WEDNESDAY and THURSDAY, NOVEMBER 11th & 12th  
"HOUDINI"  
Tony Curtis • Janet Leigh

FRIDAY and SATURDAY, NOVEMBER 13th & 14th  
"THE GREAT SIOUX UPRISING"  
Jeff Chandler • Faith Domergue

MONDAY and TUESDAY, NOVEMBER 16th & 17th  
"ABBOTT & COSTELLO MEET DR. JEKYL & MR. HYDE"  
Bud Abbott • Lou Costello

WEDNESDAY and THURSDAY, NOVEMBER 18th & 19th  
"REACHING FROM HEAVEN"  
A picture everyone will want to see—Recommended by prominent Churchmen and Religious Leaders

FRIDAY and SATURDAY, NOVEMBER 20th & 21st  
"GAY RANCHERO"  
Roy Rogers

Coming—"Francis Goes To The Big Town"  
"Dangerous When Wet"

# Announcing today! New 1954

# DE SOTO AUTOMATIC

## with PowerFlite . . . See it NOW

### TRANSMISSION



Here's how the New 1954 DESOTO AUTOMATIC puts you ahead Automatically!

**On The Highway!** The new 1954 De Soto Automatic carries out sudden orders swiftly and safely at all speeds! Gives you Full-Time Power Steering, Power Brakes, No-Sway Ride Control. Plus a new type of fully-automatic transmission . . . PowerFlite . . . smoothest and quietest in the industry!

**In Traffic!** The De Soto Automatic responds instantly to your commands. Gone are clutch-pushing and gear-

shifting. You steer and park without effort. You accelerate like a flash from any speed. You swing around turns with far less body sway. You stop safely with half the usual pedal pressure!

**In Styling!** The De Soto Automatic introduces new ensemble styling! New beauty outside with long low body, massive new bumpers and grille! And completely new inside with solid-color moldings, decorator-matched fabrics,

elegant hardware, and new contrasting-color instrument panel!

**In Value!** The De Soto Automatic pays exceptional dividends. Whether you choose a FireDome V-8 (now upped to 170 hp!) or a Powermaster Six, you are automatically providing for safety, long-range economy, and years of pleasure. There are many more exciting details . . . call us or come in!

# McCLURE MOTOR COMPANY

U. S. Highway 45 South

Tune in GROUCHO MARX weekly on RADIO and TELEVISION (NBC) and "Medallion Theatre" on TELEVISION (CBS)

## Plumbing

## Wiring Material

# PHILLIPS HARDWARE

Prevent Forest Fires

# er Plans posal

A. Jones  
ervationist, SCS  
er plans to estab-  
posal system on  
ss Highway No.  
Sheriff W. T.

mes and Mr.  
USDA Soil Con-  
e are v  
e and ar  
vice, on how to  
ated waterways  
in a terrace lines  
and rows ar-  
ld can be crop-  
imum soil loss  
son.  
Bolton of Golden  
ish a vegetated  
all and rearrange

terraces and rows to er  
on this soil later.  
There are thous  
of cropland in T  
unity that need  
a complete water  
disposal syste  
(which includes  
vegetated  
waterways, terraces,  
and row  
arrangement) establis-  
ed on them. Sheet erosion of  
land occurs so slowly that the  
farmer is seldom aware it is  
taking place until he is suddenly  
confronted with the fact that his  
topsoil and in many cases, most  
of the subsoil is gone.

Terraces are helpful but ter-  
races are only a part of a com-  
plete water disposal system.  
Mr. Dexter, Mr. Bolton and  
Mr. Archie Epps are to be com-  
mended for beginning a very  
important work in Tishomingo  
County and it is hoped that our  
farmers will follow their example  
of better care of cropland.  
If other farmers in this county  
are interested in establishing a

water disposal system on their  
cropland, contact me or Mr. Tice  
or some of the Commissioners of  
the Tennessee River Soil Conser-  
vation District. The District  
commissioner will tell us and we  
will be glad to assist you.

## County Agent News

By  
W. C. Hamilton  
Representing  
Mississippi State College

Right now before cold weather  
sets in is a good time to spray  
your cattle for control of lice.  
These pests do most of their  
damage during winter, so get rid  
of them now.

Usually one thorough treat-  
ment using chlordane, toxaphene,  
DDT, methoxychlor, lindane or  
benzene hexachloride will get rid  
of these lice. Occasionally a sec-  
ond treatment is necessary.

Care should be taken to thor-  
oughly cover all parts of the body  
with the spray. Normally, this  
will take two or three gallons of  
diluted material.

Normally cattle grubs begin  
showing up as "bumps" on the  
backs of cattle in November.  
These, if not controlled, will cut  
small breather holes and feed  
for around 60 days.

They weaken cattle, reduce  
gains in weight and lower milk  
production. They also damage  
sides by cutting holes in the  
back and damage the choicest  
cuts of meat in animals being  
finished for slaughter.

Control by rubbing one and  
one-fourth percent rotenone dust  
in the holes cut in the backs. The  
first treatment should be soon  
after the first holes are cut—  
usually in November or Decem-  
ber. One pound of rotenone will  
treat around 12 animals one time.

See your county agent and get  
a free copy of Extension publica-  
tion 214, "Control Cattle Pests."  
It gives specific poisoning in-  
structions.

If sweetpotatoes still have not  
been dug, now is the time to get  
them in. Here are some harv-  
esting tips: Use of cotton gloves will  
help prevent skinning. Potatoes  
left in the sun for more than an  
hour are likely to sun scald.

Field grading is a help. Select  
the U. S. No. 1's for storage and  
put them in one hamper and the  
No. 2's that you will sell to  
canning plants and on the local  
market in another hamper.

Handle sweetpotatoes gently  
and as little as possible to avoid  
skinning, cutting and bruising.

Although cull cows are selling  
for less right now than they did  
a few months ago, it will still pay  
the dairymen to cull his herd  
and get rid of the low producers

that eat as much feed, especially  
roughage, as do the high produ-  
cers.

Raising your own replacements  
is especially recommended in  
face of declining farm prices and  
increasing farm expenses. Buying  
replacement animals is expen-  
sive. Too, the farmer is never  
sure that the bought replacements  
are disease free. Nor is he sure  
of the quality of the animal he  
buys. Save replacements from  
the best cows in your herd and  
have them sired by artificial  
breeding or the best bulls avail-  
able.

Take care of your stacked hay.  
If it is in the pasture, place a  
fence around it. Build fire lanes  
around the entire pasture area.  
Fire does a lot of damage to  
pasture areas every fall, so take  
care and prevent your hay stacks  
and frosted grazing from burning  
up.

Do not forget to graze out all  
hay, corn and cotton land fol-  
lowing harvest. This will save  
your permanent pastures and will  
provide extra grazing to help  
take up the slack until winter  
grazing crops are ready.

Watch out for frosted or  
second growth sorghum. There  
may be prussic acid present. Two  
ways to handle this problem are:  
(1) Go out and mow down all  
the second growth and let it dry  
before turning animals in—after  
it has dried there is no prussic  
acid present; (2) Turn in one  
animal and let it graze the sor-  
ghum—if prussic acid is present,  
you will soon find out.

## Services For Mattie Jackson (Colored)

Funeral services for Mattie  
Jackson (Colored) were held Sun-  
day, November 1st at the Iuka  
First Colored Methodist Church  
with Rev. Fields conducting.

Surviving are her husband,  
William Jackson and three sons,  
Johnny Kelley and Gerry Kelley  
of Sheffield and Dean Evans of  
New York.

Interment in Shady Grove  
cemetery with Dobbs Funeral  
Home directing.

## HALLOWEEN AT STATE

Members  
Study club,  
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Strutt  
W. C  
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McRae  
Caryl  
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and I.  
mingo, Ed.  
Christine and  
and Mrs. Roy Has-  
dimere Quebec, Ca.

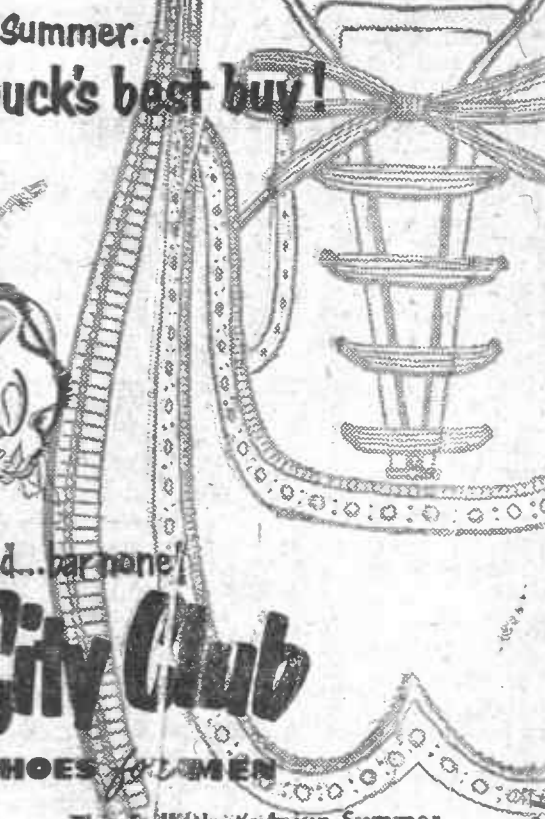
## W. S. OF C. S.

### HAS BUSINESS MEE

A business meeting  
Woman's Society of  
Service was held in the M.  
Education Building  
afternoon, Mrs. Sam Kimber  
presiding.

Treasure chests for widen-  
fellowship around the  
were distributed. Mrs.

in Summer...  
buck's best buy!



and... far none!

# City Club

SHOES FOR MEN

The fall that's in your Summer  
buck will go farther  
if you choose City Clubs.  
The fitting smart sty-  
le teamed with a  
casual comfort  
and sensible  
prices... that's  
City Club shoes.

All sizes and widths...  
**\$7.98 to \$12.95**

as advertised in ESQUIRE

**REID BROS.**  
Corinth



## ter won't worry your Ford

If you ready it now... and ready it right!

owners are having their Fords  
at their Ford dealers' now...  
weather comes. And their Fords  
them faithful service throughout  
That's because we Ford Dealers  
mechanics know Fords... use  
proved methods... and have at  
Genuine Ford Parts!

terize" your Ford now!  
Ford won't even know it's winter!

**WELCOME MAT** is out  
for you

**OURDAN MOTOR CO.**  
Miss.



### HAVE YOU CHECKED YOUR

- BATTERY
- ANTI-FREEZE
- SPARK PLUGS
- OIL FILTER
- BRAKES
- CARBURETOR

This family's got it! They look smart  
because they are smart... and one of the  
smartest things they do is send all their  
clothes to us for thorough, but - oh - so -  
gentle dry cleaning... which always  
brings back that sparkle look.

## EDMONDSON'S ODORLESS CLEANERS

Phone 5051 Iuka

Proper Care  
MEANS  
Longer Wear

And one of the Most Important ways to care for your car,  
is to have it Lubricated by our Experts



Remember to fill up  
with Good Gulf Gaso-  
line! Higher Octane  
Rating Means More  
PEP. Drive In Today!

# GULF Service Station

E. E. MURRAH  
Dial 5821 or 2661 Highway 72, IUKA



|                                 |                 |                                                |
|---------------------------------|-----------------|------------------------------------------------|
| No. 2 1/2 <b>PEACHES</b> Halves |                 | 2 cans 49c                                     |
| Royal FLOUR                     | \$1.59          | White Ring FLOUR With Feed Bread Basket \$1.88 |
| Farmer's Friend COFFEE          |                 | 3 lbs. \$1.99                                  |
| SUGAR                           |                 | 10 lbs. 99c                                    |
| SHORTS Sunflower                | \$3.25          | 16% Print Bag DAIRY FEED \$3.49                |
| BOLOGNA                         | Armour's        | lb. 29c                                        |
| Beef Steak                      |                 | Pound 39c                                      |
| Stew Beef                       |                 | 4 lbs. \$1.00                                  |
| Ground Beef                     |                 | 3 pounds 1.00                                  |
| SAUSAGE                         | Fresh Home Made | 3 lbs. \$1.00                                  |
| Bacon Squares                   |                 | lb. 35c                                        |
| Hamburger                       |                 | pound 15c                                      |

20 THIS COUPON AND 79c 20

Will Buy One Pair  
SHEER FLATTERY  
51 guage 15 denier first quality  
NYLON HOSE  
When you have bought 12 pairs  
You get one pair free

20 20

# EDMONDSON'S





**TruVal**  
PARAGON

A New Shirt Free If The  
Collar Doesn't Outwear  
The Shirt Itself

**\$295**

**KANT-FRAY**  
COLLAR

The collar points stay  
smooth even when laun-  
dered. Made of fine  
white broadcloth and a  
double strength collar  
for double wear. San-  
forized to prevent  
shrinkage.



**TruVal**  
TRU-SIERRA

Gabardine Sport Shirt  
Stitchless Collar  
and Pocket Flaps

**\$395**

We have a huge selection of moun-  
tain colors to choose from and  
they're all easily hand washable.  
This TruVal gains its expensive look  
from the smooth collar and pocket  
flaps. The adjustable two-button  
cuffs assure you the right sleeve  
length fit.



**TruVal**  
WASHABLE CORDUROY

A Togeroy Fabric That  
Is Safe in Water

**\$595**

TruVal's new corduroy  
dunks the dry cleaners and  
dunks safely in water.  
This velvety sport shirt, has  
button-through pockets a  
neat short point collar and  
adjustable two-button  
cuffs for perfect sleeve fit.  
In many vibrant  
solid colors.

**IT'S THE FASHION FOR FALL...  
TO SAVE MONEY ON OUR TERRIFIC**

**TruVal**

**SHIRTS SPORTSWEAR PAJAMAS**

- New Fabrics and Patterns!
- New Fall Styling!
- Prices Lower Than Ever!

Sizes Small to Extra Large - Use Our Lay-Away Plan



**TruVal**  
FLANAIRE SPORT SHIRT

Feels Like  
Fine French Flannel

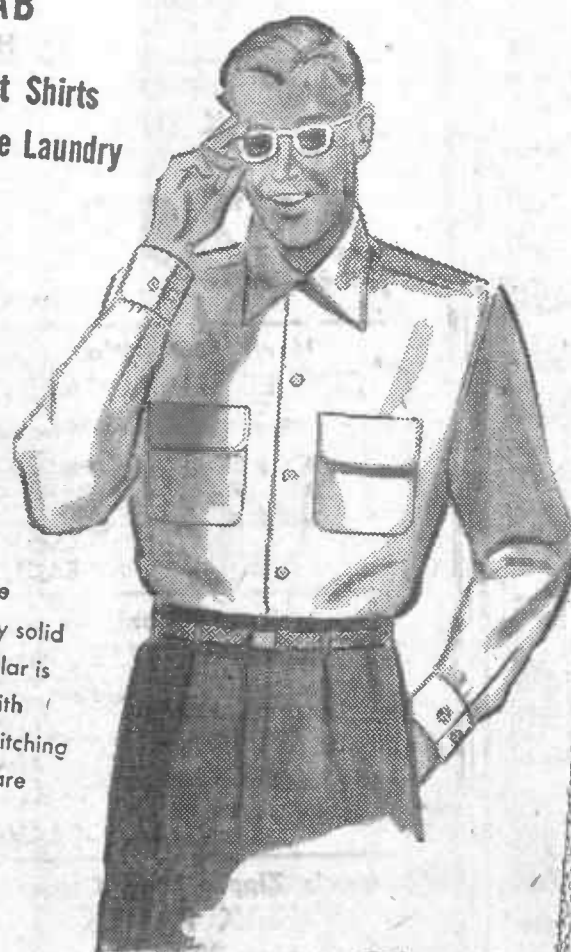
**\$295**

This luxurious sport shirt has the look and the feel of im-  
ported French flannel. It is styled with a shorter point collar  
that fits correctly with a tie. Sanforized for perfect wash-  
ability and presented in a selection of four colors.

**TruVal**  
TRU-GAB  
Gabardine Sport Shirts  
Send Them To The Laundry

**\$495**

This completely washable  
gabardine comes in many solid  
colors. The short point collar is  
tailored to look correct with  
or without a tie. The pic-stitching  
and ocean pearl buttons are  
expensive touches hard to  
find at this price.



**TruVal**  
BROADCLOTH PAJAMAS

Sanforized Against Shrinkage -  
Tailored for Extra Comfort

**\$295**

TruVal has included  
all the features you find  
in more expensive  
pajamas: elastic waist  
band, durable snap  
fasteners on the trousers  
and smooth fitting collars.  
We have these long  
wearing broadcloth  
"sleepers" in stripes and  
solid colors.



Ours Exclusively In Corinth

**CRAWFORD-LINDSEY**

STYLE -- QUALITY -- FIT

CORINTH, MISS.

## PERSONALS

Bernice Bostick attended the All Christmas Design School at the Heidelberg Hotel, Jackson, Mississippi this week. Creations for Christmas in Fresh and Artificial flowers, dried foliage and novelties were featured.

Mr. and Mrs. Raymond Hamilton of Millington, Tennessee spent the week end as guests of Mr. and Mrs. Logan Whitten.

Mrs. Paul Skinner, Mrs. R. S. Williams, Mrs. W. S. Brown and Mrs. Wilford Carson attended the district W. M. U. meeting in Tupelo Wednesday, October 28th.

Kenneth Counce entered the Community Hospital in Corinth for an operation Monday morning.

Mrs. R. S. Williams had as her guests over the week end Mrs. L. R. Russell and Mrs. C. A. Box of Memphis.

## EAST SNOWDOWN HD CLUB MEETS WITH MRS. SANDERS

The East Snowdown Home Demonstration club met on October 9th in the home of Mrs. Letha Sanders. The meeting was called to order by the president, Mrs. Ed Thorn. After singing, Row Row Row Your Boats, the minutes were read by the secretary, Mrs. J. R. Wingo. Roll was called with nine members present, the home agent and one visitor. Each answered with what autumn means to me. Among the different answers given was the restful nights after the long hot summer.

The devotional was given by the leader, Mrs. Letha Sanders, using the first ten verses of 2nd Timothy. Closing prayer was given by Mrs. Lillie Wingo Murphy.

Record books were turned in

and The Popular Home Magazine was explained for each club member.

Mrs. John Daniel gave the study topic, Jury Service For Women, after which Mrs. J. R. Wingo gave a report of the council meeting for October.

The November meeting will be held with Mrs. John Daniel and the December meeting with Mrs. J. R. Wingo.

The demonstration was on cleaning sewing machines and was given by Miss Imogene Snyum. A collection was taken and the meeting was turned over to the recreational leader who led the William Tell Race.

The hostess served a delicious desert plate with home made cake.

## OWENS — SIMS

Mr. and Mrs. Clarence Owens of Holcut announce the marriage of their daughter, Miss Marion Owens to Billie P. Sims, son of Mr. and Mrs. Leonard Sims of Burnsville, Route one. The marriage was performed Saturday, October 31st.

Mrs. Sims graduated from Holcut High School in the spring and is now attending N. E. M. J. C. in Boonville.

Mr. Sims is also a graduate of Holcut High School and is now attending college at night at N. E. M. J. C. He is a progressive

farmer and a Korean war veteran.

They will make their home at Holts Spur and continue their college work.

People who feel the need for a dictator always envision him as dictating to somebody else.

Patience is of no advantage if we cannot find it when needed.

## National Art Week Observed By Thur. Club

This being National Art Week and to increase an appreciation of arts in its various forms, the Thursday Club wishes to call your attention to the shelf of

books collected and loaned to the Library by the fine arts chairman, Mrs. R. A. McRae, Jr. These books are: "History of American Art", "History of Art in Mississippi", "The Greatest Painters", "Sacred and Legendary Art", "The Artists" by Hendrik Van Loon, "Pictures Every Child Should Know", two volumes of famous paintings, "The Dosi Bible

Gallery" and the "Little Madonna" painting by Ruffolo, the portrait painter who visited Iuka several years ago.

The librarian will be pleased to have the public see the exhibit.

## Cosby Clinic

Mrs. Sherman Lambert, Burns-

ville  
Mrs. T.  
Carroll  
W. B.  
Mrs. B.  
kee  
Tip to  
cross-train  
Behind  
always

## What if you didn't finish HIGH SCHOOL?

You can study at home in spare time and actually get a

## DIPLOMA!

IF YOU ARE 16 YEARS OR OLDER SEND COUPON NOW FOR FREE 44-PAGE BOOKLET AND SAMPLE LESSONS

AMERICAN SCHOOL  
DEPARTMENT IV  
P. O. Box 247  
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LIBERTY Cash Grocers  
Low Prices Every Day

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IUKA

**FRYERS** Wilson's Certified Fully Dressed **49c** lb.

**HAMS** Wilson's Certified Tenderized **57c** lb. 10 to 14 lb. avg.

**Bacon Squares** Wilson's **29c** lb.

**Picnic Hams** Wilson's Certified 4 to 8 lb. avg. **39c** lb.

**Bacon** Tidbit Brand Sliced Ends & Pieces 3 lbs. **69c** Wilson's Crispbite lb. **55c** tray

**Ground Beef** Ground Fresh Several Times Daily **3 lbs. 95c**

## —FROZEN FOODS—

**CLEARWATER CATFISH** . . . . . 1-lb. carton **29c**

**CHOPPED TURNIP GREENS** . . . . . 10 oz. pkg. **15c**

**GULF FROST STRAWBERRIES** . . . . . 10½ oz. can, 2 for **45c**

**WELCH GRAPE JUICE** . . . . . 6 oz. can, 2 for **39c**

**OLEO** Golden Brand **2** lbs. **37c**

**Lettuce** Large Crisp **per head 10c**

**Hominy** Bush's Best No. 2 can **3** cans **25c**

**Sorghum Flavored**

**New Crop Syrup** Large No. 10 Jar **85c**

**FLOUR** Golden Locks Guaranteed None Better **25** lb. bag **\$1.69**

**Meal** Sunshine or Model's Best Plain or Selfrising **25** lb. Bag **\$1.29**

REGULARS  
SHORTS  
LONGS  
STOUTS

SIZES  
33 To 50

you'll be glad that you bought  
in December. it in November

OVER 1000 SUITS  
AND OVERCOATS

Pre-Christmas  
Sale

HERE ARE ONLY A FEW OF THE BARGAINS! COME IN NOW!

## NEW XMAS SUITS!

Good weight gabardine suits for comfortable wear. Beautifully tailored from sturdy long-wearing fabrics. A \$30.00 value from coast to coast. Sizes 33 to 42. You pay only **\$23.95**

## NEW XMAS SUITS!

Men's and Young Men's fine all-wool worsted and gabardine suits. Styled to suit your personality from fine fabrics. Come make your selection here! Values **\$29.50** to **\$39.50** at only

We welcome your visit to our store. We want everyone for miles around to come to our GREAT PRE-CHRISTMAS BARGAIN CARNIVAL! To make it worth your while to come we are offering these sensational prices! There's a special sale for all of you, our friends, with special savings and special values! Why pay more? It's only a few minutes' drive to Reid Brothers!

## NEW XMAS SUITS!

Men's fine 100% Pure Wool Worsteds. Their up-to-the-minute styling will help you look your best. Every suit is guaranteed to give absolute satisfaction. A \$48.50 value only **\$39.95**

## XMAS OVER

Men's and Young Men's Wool Curlee Overcoats. Each coat expected to look well and wear superb **\$40.00** value. Special at only

Men's \$8.50 Genuine Fur  
FELT HATS  
Assorted Colors

**\$6.95**

EACH

All Wool Men's  
SWEATERS  
Values up to \$7.50 for

**\$5.95**

EACH

Men's All Leather  
WORK SHOES  
Plain Toe - 6 To 12

**\$2.98**

PAIR

Men's 100% Wool  
CURLEE OVERCOATS  
Long Wearing Fabrics

**\$24.95**

EACH

Men's Fine Corduroy  
SPORT SHIRTS  
New Styles - New Colors

**\$3.98**

EACH

Men's Zipper Twill Cotton  
WORK PANTS  
Sizes 29 to 42

**\$2.98**

PAIR

## A Bargain In Every Square

Men's Genuine Fur  
FELT HATS  
Sizes 6½ to 7½

**\$2.98**

EACH

Mens \$12.50 Corduroy  
SPORT COATS  
All Colors - 34 to 46

**\$8.95**

EACH

Special Lot Men's  
\$5.95 to \$8.95

DRESS SLACKS  
Sizes 27 to 34

**\$3.88**

PAIR

Men's "American Field"  
Water Proofed  
HUNTING PANTS  
Double Seat And Knee

**\$6.95**

PAIR

Boy's Corduroy Long Sleeve  
SPORT SHIRTS  
Assorted Colors  
Age 6 to 18

**\$2.98**

EACH

Men's "American Field"  
Water Proofed  
HUNTING COATS  
Heavy Duck - Sizes 34 to 46

**\$11.95**

EACH

Men's \$7.95 Nationally  
Known

DRESS OXFORDS  
Sizes 6 To 12

**\$5.95**

PAIR

Men's \$2.49 and \$2.95  
Nationally Known

DRESS SHIRTS  
Sizes 14 to 17

**\$1.98**

EACH

Men's Water Repellent  
Laboratory Certified  
GABARDINE JACKETS  
Tan, Grey, Green

**\$8.95**

EACH

Men's Weather-Sealed  
GABARDINE TOPCOATS  
Tan and Grey  
Sizes 34 to 46

**\$16.95**

EACH

REID BROTHERS

Largest Exclusive Men's  
Furnishers in North Mississippi

CORINTH,  
MISS.

IUKA,  
MISS.

## THESE MEN RUN BLUE BELL IN THE TUPELO AND BELMONT AREAS



**BEDELLE SMITH**  
Bedelle Smith, former Office Manager of the Tupelo Blue Bell, now holds the position of Manager in the Belmont

Smith, a native of Tupelo, employed by Blue Bell, since 1947. He served thirty months in the U. S. Air Force. Fifteen months as Office Manager in the Blue Bell in Natchez, Mississippi, before his coming to Belmont.



**LESTER MAYO**

Lester Mayo, Shipping Room Foreman of Belmont plant, Blue Bell, Inc. began working for the company in June of 1953.

Prior to the opening of the new Belmont building in August, he worked in Tupelo and Natchez plants. Mr. Mayo is a native of Prentiss County and attended Thrasher High School. Before joining Blue Bell, he was a dairyman and farmer.



**MARTIN WIMBS**

Martin Wimbs, Engineer, came to Blue Bell in January, 1948. He worked in all departments in Tupelo, Fulton, and Booneville.

He trained in the pattern department in Greensboro, N. C. and sewing room methods prior to coming to Belmont.

He is a native Mississippian and his home at present is Belmont.



**E. J. BAUMAN**

E. J. Bauman, Chief Engineer of Belmont division joined Blue Bell in February of 1950.

He is a native of Lorain, Ohio and is a veteran of World War II having served for three years in the Navy. Following his discharge he enrolled at Purdue University of Lafayette, Indiana and joined Blue Bell immediately after graduation.

He was trained in the Greensboro Plant and worked there as an engineer until October 1st of this year when he moved to Belmont to take up his duties as Chief Engineer of Belmont, Tishomingo, Fulton and Natchez plants. He now resides in Belmont with his wife and two children.



**LEO WILLIAMS**

Leo Williams, Foreman of Belmont Cutting Department of Blue Bell, Inc. was with the Mid-South Division when it was purchased by Blue Bell in 1947.

He has worked in the garment industry since 1935 with the exception of three years which he spent in the U. S. Air Force. Prior to his coming to Belmont in August of this year, he spent six months in the Natchez, Mississippi plant as Cutting Room Foreman. He is a native of Lee county and attended Tupelo High School. He now resides in Belmont with his wife and child.



**DEWEY REED**

Dewey Reed, who is Manager of the Belmont plant of Blue Bell, Inc. joined the company in 1948.

He worked in Tupelo, Ripley and Booneville Blue Bell plants until June, 1949 when he came to Belmont as assistant Manager of the Belmont plant. In 1950, Mr. Reed was made Manager of the Belmont plant and has since held that position.

He served three and one-half years in the U. S. Navy. Prior to his coming with Blue Bell, he was employed by the U. S. Engineering Company of Jacksonville, Florida.



**MURRAY C. ADAMS**

Murray C. Adams, general superintendent of the Belmont division of Blue Bell, Inc., is a native of North Carolina, having been with the company since 1930.

After spending several years in the Greensboro, N. C., plant, he was transferred to other plants and has held many varied positions. He has worked at Abingdon, Ill., on methods, in Natchez, Miss., as plant superintendent, and in Fulton and Belmont as superintendent.

At present he resides in Belmont with his wife and two children.



**FRANK R. ILER**

Frank R. Iler of Tupelo is general manager of the seven plants in the Tupelo-Belmont division of Blue Bell. He joined the company in 1940.

A graduate of Clemson College in South Carolina, Mr. Iler worked for six years with Calloway Mills in Georgia before coming with Blue Bell.

Mr. Iler's first four years with Blue Bell were spent at Natchez, Miss., where he did industrial engineering work. Next he went to Lenoir, N. C., where he organized a plant and did the engineering work connected with it. He was then transferred to Columbia City, Ind., and spent one year doing the engineering work between Abingdon, Ill., and Columbia City.

In 1947 when the Mid-South Manufacturing company was purchased by Blue Bell, Inc., Mr. Iler was sent to this area as the general manager of the plants. He has been in this position for the last six years, making his headquarters in Tupelo, but visiting the plants frequently.

R. W. Baker. (This is the same Mr. Baker who is now Honorary Chairman of the Board.) In July 1916, Mr. Davis sold his interest to Mr. Baker and at that point, Mr. Baker became Vice President and General Manager of the company. The company was now operating thirty-five sewing machines, but it really began to forge ahead when Mr. Baker took charge. In 1917, the capital of the company was increased, and again in 1919 it was increased, and at this point some stock was sold to people outside the company. In 1922, the Jellico Grocery Company and others sold their interest to Mr. Baker, and at this time he became President and gained full control of the old original company. In 1918, a large new modern plant with 33,000 square feet of floor space was built in Middlesboro, Kentucky. Operations started there in 1919.

## Brief Story Of How Blue Bell Came To Tishomingo County

In the year 1947, Belmont was an average Mississippi town. Its population was less than 1000 people. The war had, as in other communities, raised our standard of living far above anything ever known to us before. No one could plan ahead the crop of cotton. We had years, and bad years. It was a time of inflationary war would not be our problem then, was going back into the same old. We did not want our lives to waste their lives against such insurmountable odds.

One of my earliest recollections was hearing my elders these same problems and by their conclusion was Belmont needs a factory. I wonder why they only and never did anything the matter.

Mississippi had enacted statutes dealing with this

problem. They were known as the "Balance Agriculture With Industry" Act. (Or as we refer to it, BAWI.) Knowing that over 50 other communities had already secured factories under this law, we decided that we ought to follow their example. Under these jaws any political subdivision might issue bonds for construction shown to be necessary for securing any industrial development in their borders. These bonds could be amortized by taxes, rent, or a combination of the two. We decided to take the steps needed to put us in line for an industrial payroll. We did not enter it blindly, we knew that when we ventured past the talking stage, that it would take a lot of time, hard work, and personal expenditures.

Our first step was to organize the Belmont Chamber of Commerce. So in the Spring of 1947 the Chamber of Commerce began to function. President, E. C. Davis; Vice-President, M. P. Haynes; Secretary, K. E. Mayhall, being the first officers that were elected. They, with the full cooperation of both the members

and the community, began to hunt some company that would be interested in what we had to offer. We wrote many letters, often as high as fifteen in a single day. We followed all leads given to us by the State BAWI Board. We watched the papers, and tried all avenues, with a single thought in mind—find someone we could do business with.

Finally we had two contacts that seemed to offer promise of mutual advancement. One of these, Blue Bell, Inc., had just purchased The Mid-South Mfg. Co., in Tupelo, Miss. A chance item in the Commercial Appeal brought them to our attention. A letter to them under date of March 31, 1947 brought back a courteous reply asking a few simple questions about what inducement we had to offer them. As we found out later, a sentence in that first letter, I quote, "We are 25 miles from Fulton, 30 miles from Booneville, and 45 miles from Tupelo" was the difference in that letter and many others they received yearly from other communities that also

want factories. Thus, for once, our geographic location was in our favor. This fact enabled Mr. E. A. Morrison, Vice-President, and Mr. Frank Iler, Area Manager, to visualize us as soon to fit in with their plans for expansion in Northeast Mississippi.

Blue Bell from time to time asked us for additional information. We were happy to give it to them. They cooperated with us in every way from the initial contact in 1947 to the actual signing of the contract in 1948.

This getting a factory was serious business to us. We did not want to make any mistakes, so we wanted it to be an undertaking that everyone could take part in and we knew for complete success, both in securing a factory and, just as important, its successful operation here, it would take complete cooperation from all.

With this in mind, a building committee was appointed consisting of Paul Allen, Kenneth Mayhall and Clay Wright. This committee, with other officials and members of the chamber of commerce, visited each locality in the Fifth Supervisors District of Tishomingo County. At these meetings statements of facts and open house discussions were in order. The response was wonderful, each community at our request, selected a person to work with us on this project. Valley, L. K. Cain; Dennis, Monroe Pounds; South Tishomingo, Lamoine Pharr; Cotton Springs, George Harris; Golden, Oscar Shook. Thus we had the support of all the people behind us and then came the vote on the issuance of \$100,000.00 in bonds. The Mayor and Board of Aldermen, the Tishomingo County Board of Supervisors, and the people of the district all gave this project their support and when the votes were cast the count was: For, 836; Against, 13. A labor survey was completed showing that we had 935 women in this area between the age of 16 and 40. Blue Bell then signed the contract that made all our dreams become a reality.

The building was constructed and Blue Bell took over in Aug., 1949. They started with only a few employees but expanded rapidly and soon Belmont, for

There used to be a saying in Kentucky to the effect that the three things a store needed to stay in business was Arm and Hammer Soda, Camel Cigarettes and Big Ben Overalls. Add to the later the brand names Blue Bell and Casey Jones, and broaden the merchandising picture to include the country's leading wholesalers and largest national distributors, such as the large chains and mail-order houses, and you have a thumbnail sketch of Blue Bell, Inc. — the largest producer of work clothes in the world.

How this leader in the industry got that way is a colorful history. Blue Bell's normal output is close to forty million garments annually and these are produced in 23 plants operating in North Carolina, Georgia, Mississippi, Alabama, Indiana, Virginia and Illinois. From its general offices in Greensboro, North Carolina, and its sales offices in New York, Chicago, Nashville, Greensboro, Dallas and Los Angeles, the Company directs an amazing flow of merchandise which gives the American retailers heaping stocks of Men's and Boy's Dungarees, Overalls, Jackets, Blanket lined coats, one-piece work suits, blanket-lined caissack style jackets, work shirts, sport shirts, ladies'

blouses, kiddies' casual clothing of all kind, working garments of all types, and a full line of trousers.

### Young Employees

The company takes pride in the fact that its personnel is young in years and that every officer in the company is actively engaged in the operation of the business with exception of one who serves in advisory capacity. Blue Bell sent a generous share of its production in garments to the war. Some of the garments produced during the Second World War were jungle suits, all over one-piece suits, denim pants, coats, olive drab herringbone jackets and trousers, regulation uniform pants and shirts, mosquito bars, denim and white trousers for the Navy, as well as some white twill jackets for the Navy. In all, the company produced approximately 22,000,000 garments for the Armed Forces during the war years. In connection with World War II it is interesting to note that Blue Bell was called on to serve on Industrial Advisory Committees or as Civilian Consultants to all Government agencies, including the War Production Board, the Office of Price Administration, the War Labor Board, and the Quartermaster General's Office, and has

the first time in its existence, began to have an industrial payroll of a large size.

Blue Bell liked the environment and, as they told us to begin with, they began to plan for an expansion of plant facilities. They then decided to add a cutting, shipping and general office room on the property beside the Sewing Room. This they did and the Town of Belmont issued bonds for expansion of the town; waterworks to meet industrial insurance needs and their own requirements.

This enlargement of their facilities from our original building of 18,200 sq. feet and their new plant of 66,000 sq. ft. made it possible for them to add still a third plant in the Fourth Supervisors District and this building, located at Tishomingo, will soon be well under construction, it being another \$100,000.00 plant, comparable with our first one.

In summing up, it is well to

## History Of Blue Bell

given assistance and help to agencies other than those mentioned. It furnished its quota of men and consultants to the country in its time of need.

As might be expected of an organization with roots so deep in the sewing industry, it has contributed many things of value to that industry — production methods, systems, selling policies, and an unexcelled record of fairness to its employees.

But for all its leadership and innovations, Blue Bell retains a sense of proportion that has kept its feet on the ground while striving for the success which the company has attained. One of the main points here is that, regardless of its size, it has operated its local plants on a local level, and thus kept the thinking and the policies of the organization geared to the grass roots thinking of its people. The company can also be justly proud of the organization's reputation for scrupulous dealing with both customers and its employees and for serving them promptly and efficiently with the highest quality of work clothing that can be manufactured. This attitude is reflected in a slogan held in veneration by Blue Bell personnel—"The Company that Pays Attention to Little Things."

### Expansion Begins

Blue Bell really became large when in 1936 it purchased the Globe Superior Corporation, which was another large corporation in the business of producing work clothes; however, before that time, the record indicates a fairy-tale touch in the company history from the beginning to its merger with Globe Superior Corporation. It is really the story of the Development of American Economic system and has been written only because of the willingness of men to forego security and be willing to stake their future on their ability to produce competitively and efficiently. The record properly begins back in 1908 when two gentlemen organized the Jellico Manufacturing Company with a capital of \$10,000. In the Jellico Tennessee plant, they operated twelve sewing machines, made overalls, and sold their goods direct to the trade. They plugged along with fair success until December 1915, when the original owners of the company sold it for \$17,000 to John McCamy, G. C. Davis and

### Name Is Changed

The operations from Jellico were moved to Middlesboro in 1921. At about this point, the name of the company was changed to the Big Ben Manufacturing Company and older residents in Tennessee, Georgia, Alabama and Mississippi still remember that Big Ben overalls have been on the market and has been meeting good quality standards from 1920 up to the present. An interesting sidelight at this period is the fact that the company was doing a large wholesale business on work shirts for the purpose of helping to finance their operations. Shirts were bought and sold by the company just as a normal wholesaler would do. The Big Ben-Blue Bell deal is a favorite chapter in the company's book, with R. W. Baker featured in the leading role. Mr. Baker, in his traveling in the interest of his company, had met C. C. Hudson, who had charge of the Blue Bell overalls company in Greensboro, North Carolina. He became

(Continued on page 8 this Sec.)



PLE WHO RUN BELMONT GENERAL OFFICE

LEFT TO RIGHT: Miss Dolores Chittom, Secretary, Mrs. Gertie Byram, Payroll Clerk, Sue Bullard, Piece Goods Control Clerk, Mrs. Willorene Northington, Payroll Clerk, Mrs. Strickland, Shipments Clerk, Mrs. Madeline Barrett, Payroll Clerk, Miss Norma Kennedy, Control Clerk, Mrs. Shirley Goddard, Receptionist, Miss Martha Tessener, Cutting Control Clerk. Not shown is Mrs. Ruth James, Cutting Control Clerk.



IT'S BEEN 12 years since the WAVES joined the Navy. Today more than 650 serve at four points in the seven southeastern states—at Charleston, S. C., Jacksonville and Pensacola, Fla. and Memphis, Tenn. Clockwise on photo Radioman Seaman Ruth Williams of Pittsburgh, Penna., maintains communications with Navy ships. (Lower) Hospitalman Gloria P. Kenney of Myerstown, Penna., one of 25 WAVES stationed at the Charleston Naval Hospital, reassures the six year old son of an Air Force Captain, receiving an overseas shot. (Left) Seaman Naomi Richie of Pittsburgh, learns to swing at the Charleston Naval Base. In the center is Radioman Seaman Judy Dirksen, attached to Headquarters at Charleston. (Official U. S. Navy Photograph.)

### Water Problems That Have Legal Implication

By  
Hiram A. Jones  
Work Unit Conservationist,  
Soil Conservation Service

"That dag burned ole so and so that lives up the creek is pumping the creek dry watering his corn and i'm having to water

all my livestock out of my well and now it is dry" said farmer John Doe as he glared at the County Attorney who was quietly telling him he did not know just what he could do about it.

Now this may sound ridiculous, but is it? It is certainly not difficult to imagine a situation where one farmer might pay a large price for irrigation equipment and after he has set it up other farmers living upstream from him might buy similar

equipment and use 'so much

water from the stream as to render his equipment useless.

Who has a right to the surface water in branches, creeks, and rivers flowing through our land? I have listed just two of the problems that have legal implications—there are many, many others. At present, individual rights concerning water are not clearly stated and the laws concerning these individual rights are few and somewhat foggy in their meaning. A better understanding is needed concerning

water rights.

On July 6, representatives of the Mississippi Association of Soil Conservation District Commissioners, the Farm Bureau, the Economic Council, and the Delta Council and Dr. Clay Lyle, Chairman of the State Soil Conservation Committee, met with C. E. Busby, Engineer and Attorney of Berkley, California, to study water problems that have legal implications. This group decided to form an inter-organization steering committee, and named Mr. Sam Thompson of Itta Bena, Mississippi, Chairman. The State Association of Soil Conservation Districts was asked to take the lead in gathering information on water problems with legal implications. As a result, all Boards of the different soil conservation districts in the state were asked to gather information pertaining to this subject in their respective districts and present it not later than August 31, 1953.

On Thursday night, July 13th, the Commissioners of the Tennessee River Soil Conservation District met to discuss this problem. Others present at the meeting beside the five Commissioners and local work unit conservationist and Conservation aid were Mr. W. C. Hamilton, County Agent, and Mr. Cecil Brown who is connected with the Tishomingo Electric Power Association.

Mr. Raymond Taylor, Chairman of the Tennessee River Soil Conservation District Board of Commissioners said in opening the meeting "that work had begun on a problem that has needed attention in part of the United States a long time and could in the foreseeable future become a problem in Tishomingo, Alcorn, and Prentiss Counties."

He stressed the need of studying these problems with the view that something can be worked out that would be just to all concerned.

All known local water problems with legal implications were listed and forwarded to the proper officials. It is hoped that these studies will result in a clarification of and proper legislation, if needed, on this vital question of water rights.

# CONGRATULATIONS BLUE BELL

On Your  
**FINE OPERATION  
IN BELMONT**

We are happy to have had the opportunity of installing the gas heating system in your large plant.  
**OUR PROMPT ATTENTION WILL BE GIVEN TO YOUR FUTURE NEEDS!**

## BELL LIQUEFIED GAS, INC.

BUTANE - PROPANE

307 Waldron St.

Corinth

YOU'RE TRUCKIN' RIGHT ALONG,

# BLUE BELL!

## We Congratulate You

on

## Your Fine Operation

IN BELMONT

# B & M TRUCK LINE

Tupelo, Miss.

G. F. KINARD, Agent

Our Compliments To  
**The Town Of Belmont**  
and  
**BLUE BELL, Inc.**

## McGOWEN CONTRACTING COMPANY, INC.

GENERAL CONTRACTORS

OPELIKA, ALABAMA

Contractor for Waterworks Improvement

# The General Public

Is Cordially Invited

To Attend

## OPEN HOUSE

at the

### BELMONT BLUE BELL PLANT

Saturday, Nov. 7th

9 A.M. TO  
4 P.M.

Residents and citizens of Tishomingo County are cordially invited to come and bring their friends and neighbors to visit With us on that day!

We are proud to open the doors of Tishomingo County's largest manufacturing industry to the good people of the county who made the operation of this huge enterprise possible. We'll be looking for you on Saturday!

*Favors and Refreshments will be served.  
Prizes will be given by the merchants of Belmont.  
Plan Now To Spend The Day With Us!*

# BLUE BELL, Inc.

BLUE  
BELL

OPEN HOUSE

and Belmont



BLUE BELL DAY

SATURDAY Nov. 7<sup>th</sup>

FREE AWARDS!



Be Sure To Register At  
Blue Bell Plant--- Award  
Will be Made At 4:15 P.M.

In Cooperation with the big Blue Bell Open House on Saturday, November 7th, the merchants and business men of Belmont are staging a big Blue Bell Day for the people of this trading area. Merchants whose advertisements are carried on this and other pages in this edition of The Vidette and Belmont Tri-County News are offering many special prices for this day only . . . and in addition they are putting up a number of gifts . . . hundreds of dollars worth of them . . . which will be given away absolutely FREE!

There is nothing to do except come to Belmont and while looking over the big, beautiful, recently enlarged Blue Bell plant, be sure to register at the registration desk, then stay in town until 4:15 o'clock when the free gifts will be distributed.

The only thing it will take to receive one of these valuable gifts is to be sure to register, and be present when the awarding takes place. Every item listed will be given away . . . but the person will have to be present to receive it.

### Hundreds of Prizes

ALL GIVEN AWAY

### Absolutely Free

The merchants and business men whose names appear on this and other pages of The Vidette and The Belmont Tri-County News have put up the items listed in their advertisements as gifts to be given away on this big special Blue Bell Day. Each person who receives a gift will be given a certificate by the event judges which he or she will take to the store or business man to receive his gift.

It is a day to be remembered . . . Be in Belmont on Saturday, November 7th . . . Never before an event like this one . . . Everyone wins!

Read The Next Page For List Of Free Prizes

# More Than \$700<sup>00</sup> To Be Given Away In PRIZES!

**Greased Pole Climbing Contest . . . . . \$10.00 prize**  
2 O'CLOCK P.M.

**Turkey Throw . . . . . catcher wins turkey**  
3 O'CLOCK P.M.

**Prize for the largest family attending . . . . . \$15.00**  
REGISTERING AT PLANT

**Prize for the largest truck load of people brought to town \$10.**  
REGISTERING AT PLANT

## Greater Than Ever We Appreciate The Job Blue Bell Is Doing In Belmont And Tishomingo County!

**Allen and Sons Hdwe. & Furn. Co.**  
Credit certificate on purchase of Home Free-  
and 1-\$93.50 combination Elect. & Bat. Radio

**J. W. Cromeans' Store**  
Adam hat with mystronic leather band  
warranted 1 yr. against hair oil and presp. stain

**D. F. Lambert & Sons**  
Credit certificate on Thor Automatic Washer  
1-RCA Portable radio \$59.95

**Yarber Drug Company**  
1-Electric table lamp \$8.95

**Griffin Auto & Home Supply Co.**  
10 x 16 Goodyear tire and 1-Delco Battery

**Yarber Dry Goods Store**  
Credit certificate for \$10. purchase of anything in store

**Strickland 5 & 10 Store**  
1-\$4.95 Mirror

**D. L. McNiece**  
1-Mahogany China Cabinet \$59.95

**Hobson Tiffin General Merchandise**  
\$10.00 Certificate for anything in store

**Sparks Grocery**  
\$15.00 Certificate for anything in store

**J. O. Vinson Grist & Feed Mill**  
1-Bushel Meal

**Belmont Implement Co.**  
Credit certificate on 40 John Deere Tractor

The payroll that Blue Bell is bringing to Belmont and Tishomingo County means much in the economic life of our town and county. The religious and social influence exhibited by The Management and Employees of Blue Bell is far-reaching and highly commendable. So it is with pleasure that we say "CONGRATULATIONS" to Blue Bell and invite all our friends in to inspect the plant and to participate in our big BLUE BELL DAY!

**Listed on this page are some of the prizes to be given away free!**

### WE APPRECIATE YOUR COOPERATION!

We want you to know that we appreciate the cooperation of the merchants and business men of the Town of Belmont in this big Event and Our Open House.

**WE'RE GIVING A GIFT TOO!**  
**2 Blue Bell Made Garments**

For Every Member Of The Immediate Family Of The Recipient.  
(And We Hope The Winner Has 14 Kids)

BLUE



BELL, Inc.

Compliments  
**Tishomingo County Farm Imp. Co.**

**Lovelace Service Station**  
Free grease job, tank of gas,  
wash job & oil change

**Bay-Belmont and The Fran Theatre**  
10 Free tickets to Belmont

**Belmont Cafe**  
2-\$5.00 Meal Tickets

**Northcutts Cafe**  
2-Chicken Dinners, all trimmings

**Franks Cafe**  
2-1/2 fry chicken & 2 T-bone plates

Compliments  
**Shakelford's Store**

Compliments  
**Belmont Broom Factory**

Compliments  
**The Bank of Belmont**

Compliments  
**Belmont Warehouse**

**O. L. Hunt's Grocery**  
\$2.50 of Groceries.

Compliments  
**Timbs Tractor Shop**

**Woodruff Garage**  
Free grease job, tank of gas,  
wash job & oil change

**Griffin Service Station**  
Free grease job, tank of gas,  
Wash job & oil change

**Mable's Dress Shop**  
Choice of Purse and gloves or  
a box of Larkwood Hose

**Campbells Service Station**  
Gulf Gas & Oil  
2-gallons Prestone Antifreeze

**Taylor's Store**  
\$5.00 Certificate and plastic set

**Yarber Motor Company**  
10 gal. gas

**Murphy's Shoe Shop**  
1-pr. of work shoes

Compliments

Dr. C. Cromeans

Dr. W. Cleveland, Sr.

Dr. W. Cleveland, Jr.

Dr. D. D. Johnson

Dr. J. M. Senter

**Deaton Grocery**  
\$50. Certificate on deep freeze & 1-50 lb. sack flour

**L. E. Griffin**  
1-Tire Size 600 x 16

**Moore's Grocery**  
\$7.50 Certificate on anything in store

**Belmont Cleaners**  
\$3.00 in cleaning and \$5.00 certificate on a 2-piece  
suit of Clothing

**Belmont Sundries**  
1-Mirro Percolator

**Western Auto**  
\$10.00 certificate on a bicycle or a \$7.95  
Refrigerator Defroster

**Sunshine Mills—Red Bay, Ala.**  
1-25 pound sack of Sunshine Mix, 1-25 pound sack  
of Sunshine Flour and 1 pound of Coffee

**L. H. Howell Grocery & Barber Shop**  
1-sack Sunshine all Purpose Flour

**Deaton's Barber, Dairy Queen and Funeral Home**  
\$5.00 worth tonics, shampoo, etc.

**Etha Mann—Your Texaco Man(n)**  
1-case of "Advanced" custom made Havoline oil

**Moore's Chev. Company**  
\$25.00 Certificate on Chev. Heater & Defroster

**The Belmont Tri-County News**  
5-Year Subscription

# PROCEEDINGS OF THE BOARD OF SUPERVISORS OCTOBER, 1953

## 1st District Road:

J. F. Norris, 7 days road work, 28.00; William H. Walker, 9 days road work, 36.00; Dood Milligan, work on road 10 days, 40.00; C. T. Frederick, 1 month blade operator, 135.00; Hugh S. Osborn, 1 month dozer operator, 135.00; Gerald Walker, 1 month blade operator, 130.00;

J. H. Taylor, 9 days road work, 36.00; B. B. Lambert, 11 days road work, 44.00; J. R. Carson, 10 days road work, 40.00; W. W. Gray, 4 days road work, 16.00; Hezzie Whitlock, 1 day road work, 4.00; Jack's Blacksmith Shop, labor on radiators, 12.00; Iuka Water System, water, 2.00; Gulf Service Station, oil filter and fluid, 10.40;

J. C. Jourdan Co., small hdwe., 17.22; Phillips Hardware, small hardware, 7.43; N. L. Rich, labor on grader and bits, 68.50; Iuka Truck and Implement Co., parts

for machinery, 9.96; B. F. Goodrich Co., 1 truck tire, 61.79; Moser Service Station, 1 motor & supplies, 187.31; Fell's Garage, labor on trucks & patrol, 133.00;

E. E. Murrah, gasoline, d. fuel and oil, 432.37; Corben Whitehurst, 8 days road work, 32.00; Jourdan Motor Co., parts and labor, 53.17; Road Builders Equipment Co., parts for machinery, 141.01; Ed Hudson Garage, gas, grease and labor, 8.89; Standard Service Station, oil, grease, parts and labor, 59.90.

## 2nd District Road:

Road Builders Equipment Co., parts for machinery repairs, 4.58; Gulf Refining Co., gas, oil and fuel, 191.98; Jack Seward, steel rods, 10.25; Standard Welders Supply Co., 2 oxygen, 1 acetylene, 18.10; Trimmis Service Station, gas, 9.02; T. O. Mabry, Jr., engineering services, 355.00; O. L. Curtis, 1 month salary, 165.00; Odell Weathers, 2 1/2 days road work, 107.50;

Tom Odam, 2 1/2 days road

work, 107.50; T. L. Skinner, 4 days road work, 28.00; Dixie Equipment Co., used parts for TD No. 18, 380.00; C. C. Stricklin, lumber \$45., sills \$50., 1,465.04; Enlow Tire Service, recapping and repairing tires, 86.55; B. F. Goodrich, 1 1300 x 24 tire, 2 batteries, 163.58; Kell Milligan, culvert pipe, 279.60; B. & B. Supply Co., 1 drum of grease, 23.49; C. W. Kitchen, 1 day motor patrol operator, 15.00.

## 3rd District Road:

Western Auto Associate Store, batteries, pliers and rods, 32.53; J. C. Jourdan Co., files, 1.25; Fell's Garage, labor and brakes, 7.00; E. E. Murrah—Gulf Products Co., gas, diesel etc., 213.07; Gulf Service Station, parts and labor, 32.55;

Iuka Truck and Implement Co., machinery parts for repairs, 67.26; Walter Wynn, 1 day road work, 4.00; Phillips Hardware Co., small hardware supplies, 2.44; United Steel Products Co., filters, 107.35; N. L. Rich, repairs on truck bed, 12.00;

Panther Oil and Grease Manufacturing Co., transmission grease, 155.10; Tri-State Equipment Co., points and pins, 15.36; Loyd Yow Service Co., parts, supplies, 117.98; Kell Milligan, culvert pipe, 102.45; T. O. Mabry, engineer services, 200.00; Iness Pollard, gasoline, 6.11;

J. G. Bonds, 9 days road work, 36.00; L. O. Browning, labor on road 6 1/2 hours, 3.25; James Arnie McAnally, truck operator, 55.00; John Junior McAnally, truck operator, 72.50; M. B. Phifer, truck operator, 22.50; Robert Herman-Stringer, blade operator, 55.00;

## 4th District Road:

Taylor Machinery, parts for machinery, 210.41; The Texas Co., gas, and diesel fuel, 151.60; A. D. Wilson, road work, 130.00; W. Gray, road work, 130.00; C. H. Hodgins, salary, road work, 130.00; Road Builders Equipment Co., parts for tractor, 33.38; E. E. Murrah, 500 gal. diesel fuel and gas, 210.00; Clayton Oil And Supply Co., oil and grease, 263.50; R. C. Johnson Motor Co., tire, 69.80; L. P. Smith, shop labor and parts, 13.60; W. H. Fairless Hardware, road supplies, 14.20; H. B. Southward Service Station, parts and labor, 41.22; H. B. Phillips, parts and labor, 27.46; Pan-Am Drive Inn, gasoline for gravel hauling, 20.04; B. & B. Supply Co., 3 drums wood preserver, 337.27; J. H. Caldwell, gasoline for gravel hauling, 10.40; United Steel Products Co., grease

and road supplies, 26.79; C. B. Paden, work on road, 94.00; J. G. Sappington, 30 1/2 days work, 96.00; C. R. Butler, 24 1/2 days truck driving, 96.00; Trimmis Service Station, parts and labor, 111.54; H. H. Stephens, 760 ft. lumber @ \$55., 1697 ft. lumber @ \$60., 143.62; Gulf Oil Products, 500 gal. gasoline, 131.00; W. A. Tumlin, 1272 yards gravel, 63.60; Doc Madden, 12 yards of gravel, 12.00; Coleman Machinery Co., parts for patrol, 36.30; Kell Milligan, 42 feet 12 in. culvert, 46.20.

## 5th District Road:

Road Builders Equipment Co., parts for machinery repairs, 12.78; Dalrymple Equipment Co., rent on mixer \$100.00 parts and labor \$69.07, 169.07; Iuka Truck and Implement Co., parts and labor, 11.39; Gulf Oil Products, gas and fuel, 242.22; L. P. Allen P. A., lights, county home, 11.49; Hardware, supplies for road

work, 233.54; G. W. Barnes, blacksmith work, 24.00; Yarber Motor Co., parts and labor, 19.75; E. T. Timbs, labor on tractor, 6.60; The Texas Co., fuel, 55.48; Campbell Service Station, labor, grease & parts, 23.85;

John Earl Davis, salary, road work, 150.00; Homer William Henley, 1 month work, 120.00; Carvis Kenneth Pardue, 1 month work, 120.00; Den Curtis Payze, 10 days road work, 50.00; William Hinkle West, 7 1/2 days road work, 37.50; Bryson Mann, bridge lumber, 234.53.

## Public Health:

T. C. Health Unit, salaries etc., 325.00.

## County Home.

Dr. H. Cosby, service to county home patients, 5.00; Rushing Rexall Drug Co., medical supplies, county home, 8.84; T. C. E. P. A., lights, county home, 11.49; C. K. Phifer, inmates, county

home, 267.00; Tishomingo County Welfare, janitor and supplies, 25.00;

J. C. Jourdan Co., rent, lights and water, 50.00; J. C. Jourdan Co., portable grate, county home, 8.95; Assistance Outside County Home, 200.00; Southern Bell Tel. & Tel. Co., telephone service, welfare office, 12.40; Southern Bell Tel. & Tel. Co., telephone, county home, 8.45;

## General County:

Tom L. Ketchings, Co., fee bills 15.39, gas lease book \$47.14, 62.53; The Vidette, notice to machinery dealers and office supplies, 61.41; Chancery Clerk, postage for September, 7.45; State Department of Audit, 1952 audit of records, 356.25; Agricultural Extension Service, retirement for employees, 15.84; Southern Bell Tel. & Tel. Co., county office telephones, 92.25; W. T. Dexter, enf. criminal

law, 41.68; C. L. Sumners, recording 21 discharges, 21.00; County Officials, salaries, 2,057.88; T. C. E. P. Association, courthouse and jail, 54.27; Dement Printing Co., accounting forms and supplies, marriage records, 242.71; Louisville Paper Co., 1 doz. brooms etc., 13.80;

Iuka Water System, courthouse and jail, 16.93; Liberty Cash Store, 1 case soap for jail, 7.92; W. T. Dexter, transportation in 3 lunacy cases, 195.00; W. T. Dexter, postage for September, 11.90; School & Office Supply, repair on royal typewriter, 31.00;

Hederman Bros., one arch board and pencils, 7.02; George W. Stricklin, postage for September, 6.57; W. T. Dexter, feeding prisoners, 72.00; Carroll Typewriter Co., typewriter and adding ribbons, 25.50; Alver Belue, postage for September, 9.11.

# L. E. Deaton

## GROCERY & FEED STORE

Belmont

Phone 4371

## Select and Staple Groceries—

## Fresh Meat and Vegetables

Always on Hand for your selection at Reasonable Prices.

## Seeds — Feeds — Fertilizer

Government Licensed Cotton Classifier for Loans and Buying.

## No Waiting For Your Money!

We pay you when your Cotton is Classed.

**L. E. DEATON**

Belmont, Miss.

Nov. 26.



# 7 1/2 Years—4 1/2 Times as Many Rural Telephones in Mississippi

A FARM BOY is handed the receiver of a new rural telephone — a scene that has been repeated ever so many times during recent years as telephone people worked to extend service to the farming areas of our State.

In just 7 1/2 years, the number of Southern Bell rural telephones in Mississippi has increased from 8,335 to more than 38,000. In other words, we now have 4 1/2 times as many rural telephones as we had at the end of 1945.

We're continuing to push more lines into the State's rural areas every month. During the whole of 1953, we expect to spend over 2 1/2 million dollars for rural construction; and the total number of additional rural telephones for the year will exceed 5,000.

And, as 1953 draws to a close, we're making plans for another big rural construction year in 1954.

the best possible service



at the lowest possible cost

**SOUTHERN BELL TELEPHONE AND TELEGRAPH COMPANY**

# Congratulation BLUE BELL and TOWN OF BELMONT

Your Industrial Expansion is what we need in our Forward Movement.

WE ARE WITH YOU ALL THE WAY!

# Tishomingo County Electric Power Association

# ASH-IN ON THESE SPECIALS

FOR BLUE BELL DAY!

|                                    |                                               |
|------------------------------------|-----------------------------------------------|
| of Magnesia 1 pt., 10 oz. 67c      | Creomulsion<br>Cough Syrup . . . 8 oz. \$1.12 |
| y's M. O. . . . qt. \$1.23         | Nylon Hair Brush . . . \$1.00                 |
| VS 17-JEWELL WATCH                 | Shock and Water<br>Proof Guaranteed \$25.00   |
| of 100<br>rin Tablets . . . . 19c  | Carton<br>Prince Albert Tobacco . \$1.69      |
| ycles . . . . . \$3.95             | Electric Irons . . . . . \$3.95               |
| INCH LIFE-LIKE DOLL                | \$4.75                                        |
| selzer . . large size 54c          | Umbrellas . . . . . \$1.79                    |
| ERIS HAIR TONIC,<br>ERRIS HAIR OIL | both for 49c                                  |
| et Tissue . . . 6 rolls 33c        | 15 Double Edge<br>Razor Blades . . . . . 25c  |
| 00 CIGARETTE LIGHTERS              | \$1.19                                        |
| Many Other Items To Select From!   |                                               |

**YARBER DRUG STORE**  
e 2441 Belmont

## HOBSON TIFFIN

GENERAL MERCHANDISE

your Blue Bell  Dealer

BELMONT, MISS.

## Special For Blue Bell Day

ONE DAY ONLY—SATURDAY, NOVEMBER 7TH

|                                                                                      |                                                                                |
|--------------------------------------------------------------------------------------|--------------------------------------------------------------------------------|
| 8.2 oz. Khaki<br>Blue Bell<br>ARMY TYPE PANTS<br><b>\$2.95</b> pr.                   | 8.2 oz. Dark Grey<br>Blue Bell<br>ARMY TYPE PANTS<br><b>\$2.95</b> Pr.         |
| 6 oz. wt. Khaki<br>MEN'S SHIRTS<br>Made by Blue Bell<br><b>\$2.30</b> Each           | 6 oz. Dark Grey<br>MEN'S SHIRTS<br>Made by Blue Bell<br><b>\$2.50</b> Each     |
| Blue Denim 8-oz. Sanforized<br>MEN'S PANTS<br>Made by Blue Bell<br><b>\$2.75</b> Pr. | 7 oz. Denim Men's<br>WESTERN SHIRTS<br>Made by Blue Bell<br><b>\$2.95</b> Each |

## SPARKS Grocery & Mkt.

Phone 2171 Belmont

### BELL RINGER SPECIALS

FOR BLUE BELL DAY!

|                                                           |                                                   |
|-----------------------------------------------------------|---------------------------------------------------|
| <b>Sugar</b>                                              | <b>10 lbs. 95c</b>                                |
| Tomato Catsup 2-12-oz. bot. 25c                           | Del Monte<br>Peaches . . . No 2½ can 28c          |
| Del Monte Crushed<br>Pineapple . . No. 2½ can 25c         | Del Monte Sliced<br>Pineapple . . . Nq 2½ can 28c |
| Blue Plate<br>Mayonnaise . . . . . pt. 40c                | Blue Plate<br>Mayonnaise . . . . . qt. 69c        |
| <b>Shortening</b>                                         | <b>3 lbs. 85c</b>                                 |
| Hunts Peaches . No. 2½ can 25c                            | Pink Salmon . . . . . can 45c                     |
| Cheese . . . . . 2 lb. box 68c                            | Bread . . . . . loaf 14c                          |
| <b>Carnation</b>                                          | <b>2 Large Cans 25c</b>                           |
| Bananas . . . . . 2 lbs. 25c                              | Kingan Chili . . . . . can 25c                    |
| Miracle Whip<br>Salad Dressing . . . jar 35c              | All<br>Toilet Soap . . . . . 2 bars 15c           |
| <b>Flour</b> White Ring<br>(Pillow Case)                  | <b>50 lb. sack \$3.45</b>                         |
| U. S. No. 1<br>Irish Potatoes . . 10 lbs. 39c             | Martha White<br>Meal . . . . . 10 lbs. 55c        |
| <b>Martha White Flour 25 lb. bag \$1.95</b>               |                                                   |
| Many Other Specials . . . . . Come in and Ask About Them! |                                                   |

## L. E. Deaton Grocery - Belmont

SPECIALS FOR

### Blue Bell Day Only

SATURDAY, NOVEMBER 7th



|                                |                  |                 |
|--------------------------------|------------------|-----------------|
| 25 Pounds                      | Good Grade Flour | \$1.60          |
| Case                           | Carnation Milk   | tall can \$7.00 |
| Round Steak                    |                  | Pound 50c       |
| T-Bone Steak                   |                  | Pound 35c       |
| Sweet Potatoes                 | Home Grown       | Pound 8c        |
| Tide                           |                  | large box 59c   |
| Ground Beef                    | 3 Pounds         | \$1.00          |
| Black Pepper                   | 1/2 lb. pkg.     | \$1.00          |
| Mayonnaise                     | Blue Plate       | qt. 73c         |
| Honey                          | 2 1/2 lbs.       | 73c             |
| Home Made Sorghum              |                  | Gallon \$2.50   |
| One Washing Machine            | New              | \$125.00        |
| One 9 1/2 ft. New Refrigerator | Cash             | \$240.00        |

## HISTORY OF —

(Continued from page one)

quite friendly with Mr. Hudson and in the Fall of 1925 a deal was finally made and the Big Ben Overall Company bought out the Blue Bell Overall Company at Greensboro, North Carolina. It is interesting to note at this time that Mr. Baker's company (Big Ben) had a net worth of \$238,000.00, but it paid \$585,000.00 for the Blue Bell Overall Company which it purchased. That took plenty of nerve, but on good advice from the stockholders and men who knew the business, it was consummated. Mr. Baker then moved to Greensboro and the general offices were made there. In 1928 an addition was made to the plant in Greensboro which doubled the floor space. The name of the corporation was changed in August, 1930 from Big Ben Manufacturing Company to Blue Bell Overall Company and operated under that corporate name until 1936, at which time the name was changed to Blue Bell-Globe Manufacturing Company, and then, in August, 1943, to Blue Bell, Inc.

## Company "Goes to Town"

Officials still chuckle when they recall how some of the policies have changed. Until 1925, the company made nothing but suspender-back overalls. Then, in that year, they added a double suspender and an additional bib pocket, increasing their cost 37½¢ per dozen. Actually, they figured

ed they should ask 75¢ a dozen more. Instead, they cut the old price 50¢ per dozen, and this is when the "Company really started to town." They sold accounts and customers they had never been able to touch before and were able to make this amazing price offer all because of a more efficient operation. This has been the basis of the success of the company up to this time in that it is constantly doing original engineering work to produce garments at a lower price and yet at the same time give its employees higher earnings and compete with the market on prices.

But of all the highlights of the company's history, none outshines the famous merger of 1936, when J. C. Fox entered the Blue Bell picture. Mr. Fox was born in Kansas and was in the overall business with his father. In 1936, he resigned as work clothing buyer for the J. C. Penney Company, bought a very substantial interest in Blue Bell and immediately proceeded to purchase all outstanding stock of the Globe Superior Corporation of Abingdon, Illinois. He became president of the company and directing head of all company operations. This is the point at which Blue Bell really became a large producer of work clothes in America. In all the years it has operated, the company has never lost money except in 1920 and 1924. These were inventory losses,

not operating losses. The 1924 loss was less than \$4,000, although the loss in 1920 was heavy—the company at that time had \$137,000 surplus in undivided profits—they lost all of this and went \$36,000 into the red. But, in spite of this, it worked out of the situation in a period as oldtimers will recall when many other companies went broke and out of existence. Blue Bell was not slow in the payment of a single invoice at that time and made not a single request of their sources for a cancellation of high-priced contracts. The company's sales in dollars started at about \$30,000.00 a year and in 1951 reached the high mark of \$47,000,000.00.

The record of earnings of this company over a period of years is certainly something of which its employees can be proud. The average percentage profit on sales over the period of its existence is average 3.33%, which is quite normal and goes to prove that the company is playing fair with its employees and is producing a stable work situation for every one connected with it. No one can feel that a nominal profit of 3.33% is more than a stockholder is due for the money he puts up to finance the company.

In 1943, the next chapter took place in the amazing history of Blue Bell. The Casey Jones Manufacturing Company of Lu-ray, Virginia, was absorbed in

February 1943. This company operated plants in Maryland and Virginia. The Casey Jones Company was 31 years old the year it was purchased and had operated steadily without interruption since its beginning, regardless of depression or other conditions. In the same year, 1943, Blue Bell also started a large plant in Lenoir, North Carolina.

The next real chapter in the history of this great company occurred in 1947 when the plants and facilities of the Mid-South Manufacturing Company were purchased by Blue Bell. Blue Bell had never had a large production on work shirts and it was felt that to round out the line, and to make the company's product all encompassing in the work clothes field, it was necessary to have a large production on shirts. So, in May, 1947, the complete assets of Mid-South Manufacturing Company in Mississippi were purchased by Blue Bell. These included plants at Fulton, Baldwin, Booneville, Ripley and Tupelo, Mississippi. In the next year, the plant in Belmont, Miss., was built new. Since the purchase in 1947, this company has spent a tremendous amount of money in improving the physical properties and the working conditions in the above mentioned five plants. The plant in Fulton which is opened for public inspection now, is the most recent improvement along this line and all the plants today represent modern, clean, airy working conditions for the good people of Northeast Mississippi, and along with this expansion and improvement, the company has steadily made progress in the merchandising of its products, thus producing steady, stable working conditions for its employees and in most cases, full time work for the year round.

## Advertising Started

The Mid-South acquisition really completed the Blue Bell cycle and brings the story up to date so far as the history of the company is concerned. The Mid-South company had been formed by local citizens in Tupelo and had operated for many successful years.

In 1943, Blue Bell began another significant chapter in its history of consistent advertising in business papers. At the begin-

ning, the purpose was to acquaint the trade with the bottleneck problems in connection with the production of work clothes as they related to the world situation. Our early program has now grown into a nation-wide advertising program where the company had ads appearing in LOOK magazine, LIFE magazine, Country Gentlemen, and many other Western magazines, farm magazine and household magazines. This again is an act on the part of the company to insure distribution of work clothes throughout the country and to let everyone know about the quality of garments produced by this company.

With this done, the company can more readily assure itself of its ability to furnish steady employment for its people and the ability to promulgate the policies and fair working conditions by which its people are affected.

If the past is a prediction of the future, Blue Bell's march to the position of the world's largest manufacturer of work clothes in the United States marks it as a company to be watched on the unlimited horizons of opportunity and growth which appear ahead for America in these years.

## "Open Door" Policy

It is well to note here that, in this great company, it is quite possible that one of the major keys to its success over a period of forty years could well be the basic human relationship that should and does exist whereby the President of the Company always has a friendly greeting for any employee, though he may be the most lowly employee in the company. This company feels that this sort of relationship is basic, and that it is a great part of what has built America and what will build it in the future. In line with this above statement, the company continues to maintain its famous "Open Door" policy which allows any employee to go to any level of high management freely with any problem concerning his work, or otherwise. Blue Bell employees know that there is always some one to listen to their problem and furnish a satisfactory answer to them.

Newspaper advertising is not an expense—it's an investment.

## State Baptists To Meet In Jackson November 17-19

The 118th annual meeting of the Mississippi Baptist Convention will be held November 17-19 at Jackson's First Baptist Church, it has been announced by Dr. G. Norman Price, Jackson, chairman of the Convention's committee on Order of Business.

Dr. John E. Barnes of Hattiesburg, Convention president, will preside with the sermon to be delivered by Dr. Harold G. Basden, pastor of Calvary Baptist Church, Jackson.

Featuring the Convention will be the presentation of several important business matters, the reading of encouraging reports and the appearance of an unusually large number of program personalities.

Featured speakers will include Howard Butt, widely known Texas lay-speaker; Dr. Paul Caudill of Memphis; Dr. John W. Raley of Shawnee, Okla.; Dr. J. D. Grey of New Orleans; Attorney General J. P. Coleman and Lieut.-Gov. Carroll Gartin of Mississippi.

Important matters to be presented will include the new proposed Ministers' Security Program, the Christian Education

Survey Report, the Baptist Hospital Medical Arts Building project and the report of the Convention's Committee on a new Construction.

## Doctors Report No Ill Effects Of Terramycin

A group of 70 tuberculosis patients receiving five grams of terramycin every day for four months suffered no serious reactions to this massive dosage with the drug over such a prolonged period, two doctors report from Fitzsimons Army Hospital in Denver, Colorado. The usual daily dosage of terramycin for illness of average severity is one gram.

The physicians, Major Frank L. Miller and Captain Rhey Walker, were giving terramycin along with streptomycin to see if the former antibiotic slowed the resistance of tuberculosis germs to streptomycin.

In the current issue of the New England Journal of Medicine, they state that despite reports to the contrary, "This series proves that the gastrointestinal-tract irritation due to terramycin is not a serious problem since no patient had to have the drug discontinued during the four

## MSCW STUDENTS MAKING MAJOR CONTRIBUTION TO THEIR STATE

Mississippi State College for Women at Columbus, the first state supported college for women in the nation, has in its nearly seventy-year history made many valuable contributions to the overall progress of the state.

Founded in 1884, the Industrial Institute and College, later MSCW, has instructed 23,600 students in the art of living and of making a living.

These students, according to a survey made in 1951-52, hold responsible positions in many localities right here in their own backyards. For instance, 48 per cent of the home demonstration agents and 51 per cent of the assistant agents in Mississippi are alumnae of MSCW.

More than 50 per cent, or 172, of the vocational homemaking teachers in approved high schools attended MSCW, 54 per cent of the state specialists in Cooperative Extension Work in home economics and agriculture, and three of the four-member supervisory staff for homemaking education in the state received their degrees from the beautiful college at Columbus.

Recently a bookmobile librarian nearing a crossroads in a rural section of the state spotted a farmer repairing his tractor at the end of a cotton row. Stopping, she asked: "Do you need a book on tractor repair?"

"No," responded the farmer, "but I could use a book on how to paint pictures."

The librarian reached into her traveling book dispensary and produced the requested edition. Many other books on the same subject were furnished the farmer in the weeks that followed. Today, he relaxes with his paintbrush and canvas at the end of his workday.

The service of the librarian, a graduate of MSCW, is just one small example of the numerous contributions being made by graduates of this state-supported institution.

The founders of MSCW pioneered in adding vocational, or industrial, subjects to the standard arts and sciences program.

Today, the college offers the standard bachelor of arts and bachelor of science degrees and eleven specialized degrees in the fields of art, music, secretarial science, education, physical education, library science and fine arts.

One department which is outstanding in preparing students in the art of living is that of home economics, which has awarded more than 1500 degrees since 1914. Hundreds of other students have selected the department for their minor, or for elective courses.

It would be impossible to evaluate the contributions home economics alumnae have made toward raising the state's general cultural and economic standards. Among other things, such an evaluation would have to embrace the far-flung influence on the homes they have established and on the future homemakers they have taught.

Nutrition, harking back to the original course in cookery in 1885, has always been emphasized at MSCW. Now, with widening horizons for the trained nutritionist, the demand for graduates in that field always exceeds the number available.

In either dietetics or institution management, the nutrition major can find a wide choice of careers. The present community hospital plan in Mississippi is expected to increase opportunities for Mississippi trained dietitians to serve in their home state, instead of going to all sections of the country where they can now be found.

Public health education and district supervision of the school lunch program are but two of the services which MSCW trained nutritionists are rendering in the state today.

Because of the reticence of the



A practice teacher and her pupil are shown in MSCW's Demonstration School, the first of its kind established in Mississippi.



MSCW also was the first college in the nation to build a house for use by students in home management. Here two students are shown returning from shopping for groceries. Each senior home economics student lives in one of the two home management houses for a period of nine weeks and assumes all the various responsibilities in running a home.

true scientist, the department of bacteriology seldom is given the spotlight in any woman's college. Hence, the fact that 18 graduates of MSCW have studied medicine and become practicing physicians may come as a surprise. Only two of those ante-dated the creation of the department of bacteriology in 1907. The others have received their pre-medical schooling at MSCW, and some have gone into the study of medicine after experience as hospital laboratory technicians.

The demand for bacteriology majors always is greater than the supply, and again graduates have a choice of fields. Many of them serve a year's internship and become registered laboratory technicians. Some become medical artists, medical librarians or secretaries. Others go into research laboratories, and such industries as frozen food processing plants.

A milk-testing laboratory is maintained in connection with the bacteriology department, as a service for the state board of health. Raw and processed milk from all counties is checked through the laboratory, by a graduate of the department.

College placement bureau records for the past five years give further insight into the blending of careers and marriage by MSCW graduates. Many have become successful teachers, secretaries, chemists, and musicians. Others are engineering aides, journalists, commercial artists, social workers,

radio announcers, and religious educators.

Yet placement records reveal also that one-third of the graduates are married the summer of their graduation, and more than 83 per cent are married after five years. Such statistics lend significance to the statement "educate a boy and you educate an individual, but educate a girl and you educate an entire family."

On MSCW's 40-acre plant are 13 academic buildings, 3 dormitories, dining hall and kitchen, infirmary, student union, faculty club, and three service buildings. Since July, 1952, an extensive program of basic repair, renovation and redecoration has been in progress.

Ten presidents have served the college since its founding. The tenth, Dr. Charles P. Hogarth, took office in 1952.

After assuming his duties, Dr. Hogarth took steps to integrate the college's social program with those of State College and Columbus Air Force Base. He also has emphasized citizenship training along with regular academic work.

Present enrollment is 842 college students and 302 sub-collegiate students. The college figure represents an overall increase of 12 per cent and a 46 per cent increase in new students over last year.

Such an increase is a definite indication MSCW will continue to grow, both in size and in service to the people of Mississippi.



## ANOTHER J. E. STAUB &amp; CO. BUILDING

It's a pleasure to Congratulate Blue Bell and Belmont for their fine operation there.

Naturally we are proud to point to the New Blue Bell as one of our construction jobs. It is a pleasure to see Mingo County Grow.

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J. E. Staub & Co.

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**ROBBINS JEWELRY**

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**ROBBINS Jewelry has the Westfield Watch**

**GOLDEN BOY \$22.50**

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