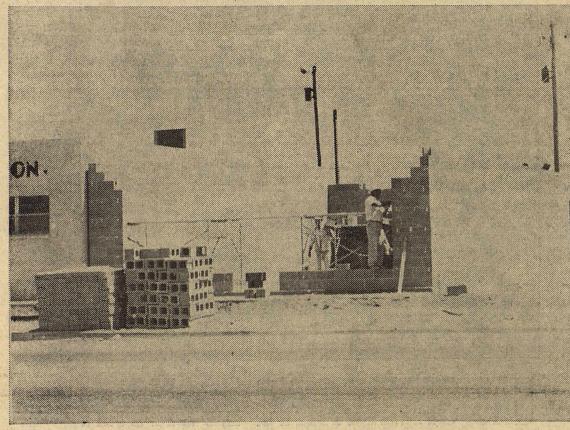
Yockum County Library Dox 1052 The YOAKUM COUNTY REVIEW

VOLUME 30

MOORE AND ODEN GETS NEW FRONT



THE ELSORITA SHOP UNDER CONSTRUCTION

New building and remodeling begins

Work has started on remodel- air conditioned. She added that that they bought several new ing of one Plains business house the shop would have several lines of ladies ready-to-wear at and the contruction of another. special features which would in- the recent market in Dallas. clude a lovely louge and fee bar where coffee will be Wes Channey has purchased served daily. the TV and TV repair shop from There will be two dressing rooms and an alteration and fitting room. The new furnishings will be blond with pink and aqua accents. Planters will be built behind the large how windows. They plan on occupying the new building around the first of July. Mrs. Nordyke added

indictable; 4

Five indictments were hand-

ed up and grand jurors failed

to find true bills in four other

cases when the June Term of

Grand Jury found five

day

Johnny

ess of \$50.

'Clean-up, Paint-up Week'' planned, project to be launched at coffee

LET'S PITCH IN

For the past several weeks the Plains Dirt Gardeners have been busy planning on their "Clean-up, Paint-up" campaign for Plains. We are in hopes that everyone will turn out for the coffee planned for Monday morning at 9:30 in the Clubroom where the Gardeners will have several interesting displays on city beautification.

We also hope that there will be plenty of workers on hand Wednesday morning to help clean up the old hotel grounds. The clubers plan on pitching everything back in the hotel that the youngsters threw out-so bring your hoe, rake, and pitching arm and help them out.

The "Clean-up campaign" is sponsored by the Gardeners—but all load citizens need to share the responsibility of getting the job done.

According to the Salvation Army committee funds for the local drive has fallen short of last year. Our goal for this year is \$450 and during last year's drive we topped the goal by \$100. Let's keep our good record. Anyone that has not donated to the drive may still do so by calling Roger Curry, local treasurer for the drive.

The week of June 20 to 26 has been named "Clean - up, Paint up Week" by the Plains Dirt Gardeners. The organization is sponsoring the campaign and urges everyone in the city to clean up their vacant lots and to join in with them in the beautification of Plains.

On Monday morning from 9:30 to 10:30 the club will hold a morning coffee in the Clubroom to launch the week's activities. Exhibits will be shown demonstrating city beautification and other projects. Everyone is cordially invited to attend.

Any time during the week city trucks and county trucks will be available to haul off trash. If you live in the city and want a truck to come by call City Hall. On Wednesday morning at 8 o'clock the sponsoring club and other civic minded people will meet at the old hotel to clean up around the building and the lot. Everyone is urged to attend and bring their own rake and hoe. There are several other cleanup projects that the club will work during the week and work-

See CLEAN-UP on page 4

High wind, hail destroy crops

Hail, high winds, and heavy rainfall caused considerable damage to crops in Yoakum

Gene Smith takes fall from horse, injures right leg

H. G. (Gene) Smith received fractures in his right knee when thrown from a horse at the Rusty McGinty Ranch Thursday morning.

Gene and other neighbors were helping work stock at the Mc-Ginty Ranch when he saw a rattlesnake. He dismounted and killed the hated viper. The horse, quite nervous, became frightened and, as Gene mounted, the animal "buckled". When Gene fell the horse kicked him causing the injury.

He was rushed to Plains Clinic for emergency aid and then transferred to MethodistHospital, Lubbock, where further xrays revealed multiple fractures

County Saturday night. The damaged area was approximately three miles wide and extending from R. D. Romans farm

10 miles southwest of Plains to several miles over into New Mexico. Roman lost, perhaps, as many acres as any one farmer however smaller farms lost a much heavy.

greater percentage of their crops. Rainfall of from two to five inches fell in this area and in other areas around the county. The heavy rains caused freshly planted to very small crops to be washed out or cov-

ered. Most of the farmer's loss was covered by insurance or partially covered. One or two farmers were caught without insurance. Gene Smith, who is confined with a fractured knee, lost 160 acres of cotton which, thanks to

wonderful neighbors, is being replanted this week.

Tornadic winds tore down high lines poles southwest of town leaving many without electricity for six to fourteen hours. Telephones were knocked out in several homes and lightning damage to poles and wires was

The residence of a Mexican laborer and his family just over the state-line in New Mexico was turned around on its foundation.

Farmers suffering the heavi-est damage include Olen Edwards, Lanny Smith, Price Brookshire, Tom Warren, Garland Swann, Elmer Blankenship, Bill Powell, Neal Hickman, Gene Smith, and R. D. Romans. Much of the damaged crops were older cotton and some grain crops.

Three new wildcats sta

vey.

The reading program at the local Yoakum County Library has got off to a good start according to local library officials. At the beginning of this week 85 boys and girls have signed up for the summer reading program. Youngsters are still able to sign up at anytime Mrs. Sloan added.

A record day was had last week with 103 books checked out. The average amount of

in Plains.

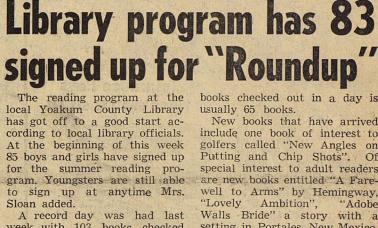
New books that have arrived include one book of interest to golfers called "New Angles on Putting and Chip Shots". Of special interest to adult readers are new books entitled "A Farewell to Arms" by Hemingway, Lovely Ambition", "Adobe Walls Bride" a story with a setting in Portales, New Mexico. For the young adult readers new books in include "Jennifor", "Jean and Johnny", and other books by Janet Lambert. For the juniors there are "The Cheerful Heart", Paul Bunyan

and "The Boy Who Drew Birds."

Donated to the library are 19

WEATHER

NUMBER 24



THREE MEMBERS of the Plains Dirt Gardeners, Mrs. Lipscomb,

Mrs. Guest, and Mrs. Lowe, are shown with their garden equip-

ment ready for the clean-up that is to get underway next week

Moore and Oden started Monday with the remodeling of the front of their building. According to J. W. Moore the entire front will be new brick and glass. The new front will combine both buildings now in use. Separate doors will lead into the women's department and into the men's department.

The interior will also be changed with several sections added. Mrs. Moore said that the sportswears counter would be moved to the back of the ladiesready-to-wear section. New shelfing will be added.

The construction of the new Elsorita Shop was begun last week next door to Elliot and Waldron Abstract Company, The new building will be 25 foot wide and 50 foot long. According to Mrs. T. R. Nordvke the new shop will have wall-to-wall carpet throughout and will be Grand Jury was held at the

worthiess check. over \$50 in value. theft of an automobile. a worthless check. the following defendants: with statutory rape. check. check. theft by bailee. CHIN son sentence.

HEARTY WELCOME is given the Rev. and Mrs. E. L. Witt, new minister of the local Assembly of God Church.

Cogburn Young recently. His new business is located next door to Glovers Cleaners on the Brownfield Highway. Mr. Channey said he would continue to give the same services and would carry the complete Zen-

Court House in Plains on Mon-

Indictments were returned

Lee O. Greenfield Jr., two

against the following defendants:

ith line of TV's and guaranteed Zenith repair parts.

necessitating the use of 4 pins to care for the knee. A cast was set and he returned home Monday afternoon. He was resting as well as could be expected on Tuesday Adding insult to injury, about

160 acres of his crops were lost Saturday night due to high winds, rain and hail.

Cafeteria staff attends school

Mrs. Elmer Cross, supervisor of Plains School Cafeteria, and workers, Mesdames, Wade Warren, Bob Alberding, Raymond Bookout, C. C. Maynard and Rachel Duff enrolled Monday in the school lunch workshop being held this week on Texas Tech

campus, Lubbock. counts, one for theft and the Over 400 lunch supervisors and second for defrauding with a workers are enrolled in the fiveday course offered by the Tech Bill Barrett, two indictments School of Home Economics in for theft of personal property cooperation with the School Lunch Section of Texas Educa-Terry Britten, charged with tion Agency and Food Distribution Division of the Agricultural Mrs. G. O. Bundy, two counts, Marketing Service. one charging theft and the sec-

Latest methods of meal planond charging defrauding with ning and food preparation, and human relations are being taught by such noted authorities as: Miss Helen McGee, lunch supervisor for Midwest City, Oklahoma Mrs. L. T. Sisco, charged with schools; Mrs. Barbara Richardswindling with a worthless son, lunch supervisor in Scottsdale, Arizona schools: Miss Cvn-F. Toth, charged with thia Bishop and W. L. Williams swindling with a worthless of Austin; and Miss Rhita Jean

Sullivan of Dallas, area home Tom Crawford, charged with economist of the Agricultural Marketing Service. Special information on records

Following indictment Greenfield, the defendant enand reports will be given by tered a guilty plea to both Melvi H. Olle, Austin, representcounts and was fined \$1 and ing Texas Education Agency's School Audits Division.

Due to the heavy rainfall Saturday the Roping Club called off their Championship Tieing contest slated that night. According Taylor and Kenneth White, each to Roping Club officials the contest will be held Saturday, June of the wrenches valued in ex-25 at the Roping area.

land, William A. and Edward R. Hudson of Fort Worth and Shell Oil Company, operating out of Midland, have staked wildcat locations in Yoakum County.

Argo will drill at 5,300-foot San Andres wildcat in Northwest Yoakum County, eight miles northeast of Bronco.

The No. 1 Birtie Brown is 11/2 miles northwest of the Sable (San Andres) field but separated by a 5,363-foot failure. Drillsite is 1,980 feet from south and west lines of section 220, block D, Gibson survey.

William and Edward Hudson No 1 Phillips-Rich is scheduled to be drilled to a possible 5,500foot bottom to explore the San Andres four miles east of Plains. It is 1,980 feet from south and 660 feet from east lines of section 432, block D, John H. Gibson survey.

Shell No. 1 C. J. Kleiner is a 9,600-foot test six miles east of Plains. It is 660 feet from south and

west lines of section 436, block D, Gibon survey. Texaco Inc. has recovered

more shows of possible production from No. 17-B Mrs. Annie Miller, two miles northwest of Denver City, on a two-hour drillstem test at 9,720-9,816 feet in the Devonian.

There was a weak to strong blow throughout the test. Recovery was 20 feet of heavily oil and gas-cut mud, 260 feet of slightly oil and gas-cut mud, and 200 feet of gas-cut slightly salty water. The 30-minute final shutin pressure was 3,890 pounds.

Operator is drilling ahead below 10,135 feet in lime.

Earlier drillstem tests of the No. 17-B Miller had strongly indicated commercial production possibilities from the Wichita-Albany at 8.340-420 feet and the Wolfcamp at 8,662-8,810 feet.

The wildcat, scheduled to drill to 11,300 feet, is surrounded by production in the Wasson (San Andres) field and is six miles southeast of Wolfcamp production in the southwest sectors of the Wasson area.

It is 760 feet from south and 660 feet from east lines of sec-

In the shallow Wasson area in North Gaines County, two miles south of Denver City, Continental Oil Company and Shell Oil Company are making hole at 9,885 feet at No. 17-48 Wasson.

The 12,000-foot wildcat is 2,-030 feet from north and 1.800 feet from west lines of section 48, block AX, PSL survey.

Three new locations and one well, completion have been filed on tests in the Reeves (San Andres) field of Yoakum Coun-

books given by Mrs. Emery Longbrake and family. Include Oil Development Company Fee in the list are several Zane Grey for 114 barrels of 33-gravity oil books. plus 10 per cent water daily with a gas-oil ratio of 247-1.

The oil was pumped from the perforation section between 5,632-52 feet which had been acidized with 2,000 gallons. Location is six miles northwest of Seagraves, 1,650 feet from north and west lines of sec-

tion 877, block D, Gibson survey. Oil Development Company also staked the No. 2-831 ODC Fee, 1,980 feet from south and west lines of section 813, block D, Gibson survey, seven miles

-1.09 inches.

Weather in Plains for the week of June 8-14. Max. Min. June 8 88 64 June 9 88 64 June 10 87 59 56 June 11 83 June 12 84 56 June 13 61 97 62

June 14 Rainfall for the week in Plains Oil Development Company of See OIL NEWS on page 4

ALL HANDS OUT Wednesday morning to help clean up the grounds around the old hotel. Located west of the square the building is one of the main aims of the "Clean-up" campaign.

NEW DATE SET

given a two-year probated pri-Greenfield was charged in connection with an incident in-

volving a \$100 money order pur-

chased through Western Union. The two indictments against Barrett allege that he stole impact wrenches from Lonnie

No bills were returned against Nevarez, charged

THE YOAKUM COUNTY REVIEW

JERRY M. SMITH, Managing Editor

Entered as second class matter at the postoffice in Plains, Texas, under the Act of Congress of March 3, 1879.

> SUBSCRIPTION RATES : \$3.00 per year in Yoakum County; \$4.50 Elsewhere

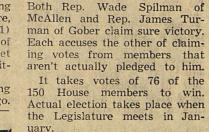
Plains, Texas, Thursday, June 16, 1960 Page 2



AUSTIN, Tex. - In looking forward to the 57th Legislature, speculation now centers on (1) who will be elected Speaker of the House and (2) who will get important Legislative committee assignments.

Speaker's race is following the pattern of two years ago.

BROWNFIELD FUNERAL HOME Roy B. Collier, Ownet 120 W. Tate St. - Brownfield Phone 2525 0 Air-Conditioned Chapels and Ambulances, oxygen equipped FUNERAL INSURANCE



Committee assignments will be made at the start of the session by the Lieutenant Governor for the Senate and by the newly-elected Speaker of the House

Make-up of committees is of crucial importance since an unfavorable committee can, by delay or disapproval, bring almost sure death to a piece of legislation. Lawmakers themselves attach much personal significance to their committee assignments, usually regarding chairmanship



cost . . . come to us.

CURRY-I **INSURANCE AGENCY** of key committees as rungs up coastlines will have to be definitely determined. Court dethe political ladder. But this year some members creed Louisiana owned tidelands are saying, either jokingly or

ors.

bers.

Floyd

every bill.'

ioined

grant.

tidelands.

tion developed.

taxation committee.

beach bill passed by the Legis-

hotly debated, affirmed public

ownership of beaches and guar-

Padre Island Land and De-

velopment Co., which put up the

barricades, claims property

rights up to the water's edge

as a result of a Spanish land

Another suit has been filed at

Final decision on who can go

swimming where will hinge on

court interpretation of the law.

Galveston where a similar situa-

anteed public access to them.

for only three miles out. seriously, that they'd just as DON'T FENCE US OUT soon pass up top committee hon-You can ride horseback to your heart's content in the Davis They note a high casualty rate in the campaigns among Mountains State Park, but be last year's key committee memsure to close the gate as you come and go.

Among those who lost out This is the gist of a State were Sen. William Fly of Vic-Supreme Court ruling in a case toria, chairman of the powerful which pitted the State Parks Senate finance committee; Sen. Board against the owners of Bradshaw, member of grazing rights in the Davis Park. finance and other important com-State has a long-term lease mittees; Rep. Max Smith, vice on the land for park use with chairman of House revenue and grazing rights reserved by the landowners. Owners declared Leadership can have a high public horseback riding in the price tag, one member observed. 1,340-acre area interfered with 'Some of those committees, like grazing and padlocked the gates. state affairs or taxation, get no-Parks Board contended the ridthing but hot potatoes. You make a batch of enemies with ing was a legitimate park use to which the public was entitled. Supreme Court agreed, but BEACH SUIT FILED — At-torney General Will Wilson has added that some safeguards should be set up so the grazing Nueces County officials cattle wouldn't be let loose. High in getting a court order to stop barricading of beaches on Padre court sent the case back to the local district court for the writ-Island by private landowners. ing of specific directives. Action stems from the open

EMPLOYMENT HITS PEAK Employment in Texas hit an all-time high this spring with 3,454,000 jobholders, Texas Emlature last summer. This law, ployment Commission announc-

High point was hit in April. Part of it was attributed to the usual good-weather pickup in farm and construction activity, part of it to industrial expan-

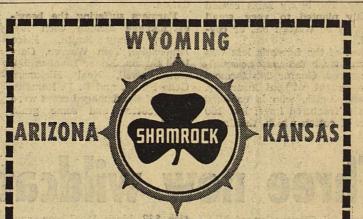
A further increase in farm employment is forecast as planting, irrigating and cultivating work gets into full swing. Non-farm employment rose by 32,000 between March and

TIDELANDS STUDY URGED April, hitting a total of 3,053,-- Jerry Sadler, Democratic nominee for land commissioner, 100 YEAR TO REMEMBER has suggested that careful study An historic Texas date, 1836, should be made to determine will be used on the road signs what action the next Legislature

in San Jacinto State Park, the should take to insure legal and State Highway Commission anorderly development of Texas nounced. Approximately 6.5 miles of Sadler suggested the state roadway will be marked Park should chart its course carefully Road 1836. It will run from a to avoid the possibility of any junction with State Highway more difficulties in the manage-

134 and will include all statement of its submerged lands. maintained road sections within Recent U. S. Supreme Court rulthe limits of San Jacinto State ing that state ownership extends 10¹/₂ miles from the shoreline Park near Houston. SHORT SNORTS - Joe G.

ended a 15 year tidelands battle. First thing, said Sadler, will Moore Jr. of Austin has been apbe to settle by law where the pointed secretary and research director for the State Finance shoreline is so the tidelands boundary can be established in Advisory Commission. Moore relation to it. Also, the boundwas at one time a research assistant for the Texas Legislative ary between Texas and Louisiana



Council, helping in a study of state tax laws. Next meeting of the Commission, appointed by the governor to study state finances and make tax recommend-ations, is set for Friday, June Texas draft quota for 17 . . July will be 290 men, State Selective Service Headquarters has announced. In addition, local boards have been asked to send up approximately 1,000 men for pre-induction exams . . . Gov. Price Daniel has announced the promotion of two National

eral.

known.

Guard officers. John L. Thomp-MOORE & ODEN, son Jr., Houston business man, was named a major general and Everett Selden Simpson, Amarillo attorney, a brigadier gen-NOTICE

THE STATE OF TEXAS

TO: W. H. WATKINS, if living, whose place of residence is unknown, and if dead, the legal representatives of said named Defendant, and the unknown heirs of said named Defendant; the legal repre-sentatives of the unknown heirs of said Defendant, if the unknown heirs of said named Defendant are dead; the unknown heirs of the unknown heirs of said named Defendant if the unknown heirs of the unknown heirs of said named Defendant are dead, whose places of residence are un-

GREETING You are commanded to appear

and answer the plaintiff's petition at or before 10 o'clock A. M. of the first Monday after the expiration of 42 days from the date of issuance of this Citation, the same being Monday the 25th day of July, A. D., 1960, at or before 10 o'clock A. M., before the Honorable District Court of Yoakum County, at the Court House in Plains, Texas. Said plaintiff's petition was

filed on the 9th day of June, 1960 The file number of said suit

being No. 1787. The names of the parties in said suit are: S. H. WEAVER,

as Plaintiff. and W. H. Watkins, if living, whose place of residence is un-known, and if dead, the legal representatives of said named Defendant, and the unknown heirs of said named Defendant; the legal representatives of the unknown heirs of said named Defendant, if the unknown heirs of said named Defendant are dead; the unknown heirs of the unknown heirs of said named Defendant if the unknown heirs of the unknown heirs of said named Defendant are dead, whose places of residence are unknown, as Defendants.

The nature of said suit being substantially as follows, to wit: Trespass to Try Title action concerning the following decribed real estate, and alleging the 3, 5, 10 and 25 year statute of limitations, said real estate being described as follows, to-

NOTICE

TO WHOM IT MAY CONCERN This is to give notice that Moore & Oden, Incorporated formerly a partnership, intends to immediately incorporate under the name of MOORE & ODEN,

INCORPORATED so that the partnership shall hereafter become incorporated without a change of firm name. This notice is given by publication one day in each week during a four week period.

INCORPORATED H. D. Oden By Louise Oden J. W. Moore, Jr.

Eunice Moore Published in the Yoakum County Review June 9, 16, 23, 30, 1960.

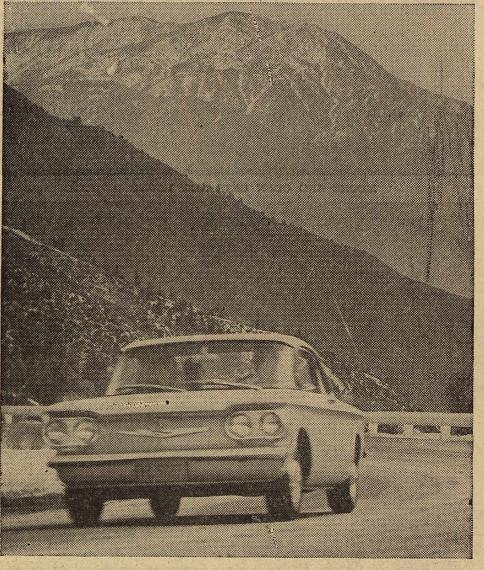
left Monday on their annual vacation. They will visit relatives throughout Texas and her parents, Mr. and Mrs. J. S. Alex-

Rev. and Mrs. C. J. Coffman fore returning to Plains next week

Mr. and Mrs. A. D. Nugent and family are vacationing in the Corpus Christi area and plan to enjoy a lot of deep-sea ander, at Mena, Arkansas befishing while there.



See the Chevy Mystery Show in color Sundays, NBC-TV-the Pat Boone Chevy Showroom weekly, ABC-TV.



GAS STRETCHING ECONOMY mountain shrinking performance CORVAIR GIVES YOU BOTH!

The same Corvair that rolled up a whopping 27.03 miles per gallon* in the

GL 6-3595



This new improved formula controls Lice,



Ticks, Horn Flies, and other external parasites. Kills fast and has excellent emulsion qualities which assures even strength distribution throughout spraying. Its long-lasting residual effect protects against reinfestation for three to six weeks. Super Stock-Tox gives you more profit at less expense. One half-gallon will make 100 gallons of finished spray, when mixed with water or ten gallons of Back Rubbing Oil when mixed with Kerosene or Diesel Fuel. Sizes: Pints, Quarts, 1/2 Gallon, and 5 Gallon cans.

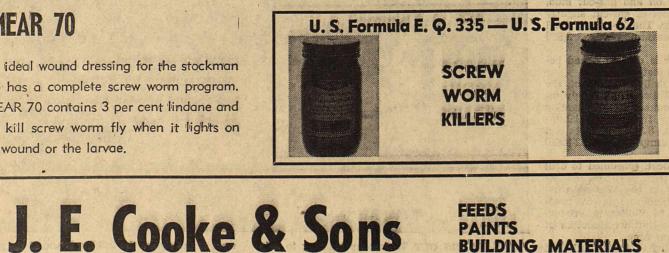


BOMBANE

Kills screw worms, penetrates deeply to reach larvae and fleece worm. Promotes healing and prevents reinfestation. Controls ear ticks. One push of the finger and the job is done-NO DAUBER-NO MESS.



The ideal wound dressing for the stockman who has a complete screw worm program. SMEAR 70 contains 3 per cent lindane and will kill screw worm fly when it lights on the wound or the larvae.



PAINTS

BUILDING MATERIALS

9, in Block 79, of the Lot Original Town of Plains, Yoakum County, Texas. Issued this the 13 day of June, 1960

Given under my and seal of said Court, at office in Plains, Texas, this the 13 day of June, A. D., 1960.

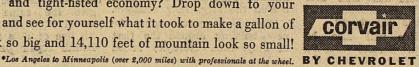
s/ J. W. O. Alldredge Clerk, District Court, Yoakum County, Texas, By Marguerite Barron, Deputy

Published in Yoakum County Review June 16, 23, 30, July 7.

Mrs. Hal Buford, William Buford and Janis Johnson, all of Mount Pleasant, arrived in Plains Thursday for several days visit with Miss Johnon's uncle, Editor Jerry M. Smith. They enjoyed the weekend at Ruidoso. They left Monday afternon enroute home.

Mobilgas Economy Run turned around to scale snow-glazed Pikes Peak earlier in the season than any other car has ever dared to try. What better proof could you ask (official United States Automobile Club observers were aboard every mile of the way) of Corvair's rare combination of light-fingered steering, sure-footed

traction and tight-fisted economy? Drop down to your dealer's and see for yourself what it took to make a gallon of gas look so big and 14,110 feet of mountain look so small!



See your local authorized Chevrolet dealer for economical transportation



by Sinclair in 1951. well is' a planned Sma test but may not be 13.500-foot le Suporties of for-shooling, employment, related items. The uestions re-billing, few been annour Coy discovery well expected to announce questions re- Rodessa location withi few weeks. activity in Just as oil lubricates the machinery of business so does NEWSPAPER ADVERTISING smooth the way to greater sales by the local merchant; increase his profits; and enable him to point out to the people of his community not only where to buy but how to save. TEXAS PRESS ASSOCIATION 1716 SAN ANTONIO ST. . AUSTIN, TEXAS

THE YOAKUM COUNTY REVIEW lains, Texas, Thursday, June 16, 1960 Page 3 * Plains, Texas, Thursday, June 16, 1960

Mrs. J. M. Harris has 79th birthday Mrs. J. M. (Granny) Harris Bledsoe.

was very pleasantly surprised and complimented when her daughter, Mrs. C. F. McCargo, entertained with a party on her oirthday, Thursday, June 9, McCargo home. unch, cake and mixed nuts

were served by Mrs. John Camp and Mrs. Bill Harris Powell to the more than 40 guests calling during the afternoon. Out of town guests included the honoree's sister, Mrs. Jane Thompson of Odessa and her daughterin-law, Mrs. Alvie Harris of back.

A beautiful birthday cake was presented Granny by the hostess and an array of lovely gifts were presented her by her many friends.

Granny, with her late husband, Jess M. Harris, came to Yoakum County about thirty years ago. She has mothered every one with whom she came in contact and cooked for the Lions Club's bi-monthly business dinners until only a few years

In a duoble wedding ceremony Miss Shirley Havens became the bride of Mr. Bob Deryl Gross and Miss Glenda Jean King the bride of Mr. Berton Niccum, Saturday, June 11th, in the First Christian Church in Lovington, New Mexico.

The brides, being each others' attendants, proceded down opposite aisles to an alter banked with pink peonies. They wore identical gowns with Alencon lace bodices, scattered with sequins and seed pearls, and bouffant skirts of silk organza over taffeta and tulle. A seed pearl tierras held their illusion viels and they carried pink and white bridal bouquets atop white Bibles.

Jo Ann and Jerry Carter, neices of Miss King, lighted the candles during the singing of "Walk Hand in Hand." Deborah Harrison and James Lee Havens, neices of Miss Havens, were flower girl and scattered the aisles with tiny rose petals. Ring bearers were Jimmy Matsler, nephew of Mr. Gross, and Pat Harris, son of Mr. and Mrs. Hugh B. Harris of Pueblo, Colorado. Ushers were: Richard Gilbert, El Paso; James Havens, Alamogardo; Bill Shivers, Odessa; and Cloyce Bennett of Lovington.

Traditional wedding music was played by Miss Dolores Offerle of Hoxie, Kansas. "Because God Made You Mine" and "Bless This House" were also sung. Hugh B. Harris, former pastor of the church, was the vocal soloist and also performed the double ring ceremony.

Mrs. M. M. Havens chose a navy blue linen dress and Mrs. Glenn P. King chose a pink embroidered linen dress, both wearing white accessories for their daughters' wedding. Mrs. Reo Hervey, mother of Mr. Gross, chose a beige lace dress with pink accessories, and Mrs. Fred Niccum wore a dress of blue cotton satin with beige accessories.

and

music

The brides chose spring dress-

es of beige as their going away

outfits. Mr. and Mrs. Bob Gross

plan to make their summer home

in El Paso where he is a stu-

dent at Texas Western. Mr. and

Mrs. Bert Niccum will make

their home in Socorro where he

is a student of New Mexico

Mr. and Mrs. Clem Huckaby

and family, former residents of

Plains, have moved back after

living in Roscoe and Rotan the

Coach and Mrs. Jack Pierce

and children, Penny and Chris,

were guests of Mr. and Mrs.

Newlon Rowland and Rhonda in

Levelland a couple of days last

School of Mines.

past three years.

week.

A reception was held following the ceremony in the church parlor where the guests were served from a white and pink, three tiered cake served by Mrs. Vallye Harin and Mrs. Paul Robert King. The pink punch was served by Mrs. Jim Matsler and Mrs. Lynn Harrison.

Parents of Mrs. Gross are Mr. and Mrs. M. M. Havens of Pinon, New Mexico, and parent of Mrs. Niccum are Mr. and Mrs. Glenn P. King of Lovington, New Mexico. The brides were roommates while they attended Eastern



and the states of the second

MRS. BERTON NICCUM MRS. BOB GROSS

> Lubbock youth is named winner of

journalism scholarship.

Spring.

Pickle had praise for Lew's application, but added that several others were of unusually high quality. Yvonne Bredemeyer, Sweetwater was named first alter-

nate. Currently Annelle Holman, who is attending McMurry College, Abilene ,is the only other WTPA scholarship holder. Mrs. Mary Alice Cretsinger, another WTPA scholarship student, gra-

Shower to honor Double wedding ceremony held Shower to honor Miss Darla Hickerson

Miss Darla Hickerson, brideelect of Bill Lattimore; will be complimented at a "come and go tea" and shower, Wednesday, June 22 from 3:00 to 5:00 in the afternoon in the home of Mrs. L. O. Smith, Allred Road.

A cordial invitation is extended to friends of this popular young couple by hostesses: Mrs. Smith, Mrs. Leland Ellison, Miss Sheila Smith, Mrs. Dad Rushing and Mrs. Homer Sudderth. The Hickerson-Lattimore nup-

tials will be read July 8 in the First Baptist Church, Plains.

Party fetes couple

On Thursday evening June 9, at the Tsa Mo Ga Club House, friends honored Miss Brenda Sudderth and Dallas Powell with a miscellaneous shower. The popular couple will be married June 19, at 8 o'clock in the First Christian Church at Brownfield.

The bride's chosen colors of turquoise and white were carried out in the appointments. Guests registered in a lace covered bride's book decorated with heart initialed with "B" and "D". The refreshment table was laid with a full white net cloth over turquoise. Punch was served from a cut glass bowl, a large silver tray held individual cakes iced in white and decorated with hearts interlocked with a wedding ring. Dainty dishes of nuts and mints and a lovely centerpiece of white carnations completed the table. Some one hundred twnty five guests were served. Tables, covered in white and arranged across the end of the room, held the numerous and beautiful gifts.

Hosts for the occassion were Mr. and Mrs. C. F. McCargo, I. L. Smith, O. A. Pippin, Jesse Snodgrass, W. O. Spencer, Earl Bryson, T. A. Elmore, Paul Cobb, R. B. Jones, R. K. Field, Ty Field, Morris Lowe, Gene Payne, L. O. Smith, Garland Swann, Casey Brown and I. W. Bailey.

Mr. and Mrs. Hugh Snodgrass went to Borger Saturday afternoon to get their daughter, Mrs. James L. Hays and children of Dallas, who had accompanied her mother-in-law, Mrs. Lela Hays of Irving, to Borger on Wednesday for a visit with Mr. and Mrs. W. F. Hays. Mrs. Hays, Hugh, Janelda and Wel-don, will visit the Snodgrass' ten days or two weeks.

Engagement told

Mr. and Mrs. Robert Chambliss have announced the engagement and forthcoming marriage of their daughter, Bettie Jackson, to Mr. Keith Green, son of Mr. and Mrs. R. C. Green of Turkey.

The double-ring ceremony will be read Friday June 24 in Joseph A. Hill Chapel, Canyon, Texas. Both are senior students at WestTexas State College, Can-

yon. The bride-elect is a graduate of Plains High School and her prospective groom is a graduate of Turkey High School. He is presently employed at Canyon Auto Parts while attending college. Both plan to continue their studies at W.T.S.C. after their wedding.

Penny and David Barnett, children of Mr. and Mrs. Jim Barnett, have returned home after spending a couple of weeks with their grandparents and other relatives at Aspermont. Amos Smith was a business visitor in Lubbock Saturday and visited his aunt, Mrs. Hix Smith, and cousin, Mrs. L. V. Light and family while there.

Mr. and Mrs. W. M. Overton visited relatives at San Angelo and their daughter and family, Mr. and Mrs. J. E. Young, in Fort Stockton last weekend.

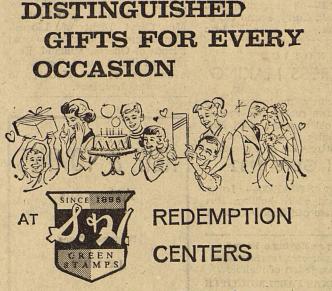
Master Jonathan Guy Green, son of Rev. and Mrs. Robert Green of Tuba City, Arizona, was a guest of his uncle and family, the Truett Jones last weekend.

Hayes Brothers



SKIRTS

Call GL 6-8515



The S & H Green Stamp Redemption Center near you has a wide selection of nationally known merchandise ... ideal for gifts for every occasion.

From weddings and anniversaries to the birthday party for the kid next door, S & H offers more than 1,500 quality products for your gift selection.

Remember your S & H Green Stamps next time you need a distinguished gift for someone important! It's easy to make a choice from the beautiful new S & H catalog. And if you are more than twenty miles from the nearest Redemption Center your order will be filled promptly by mail.



TEXAS DIVISION The Sperry and Hutchinson Company 2900 W. Seminary Dr. • Fort Worth, Texas THE SPERRY AND HUTCHINSON COMPANY . ESTABLISHED 1896



New Mexico University for four years, and they have been teaching for three years in the Plains school system where Miss Havens taught phyical education Miss King, elementary WTPA scholarship

Lew Bullion, 18, who has just graduated from Tom S. Lubbock High School in Lubbock, is the 1960 winner of the West Texas Press Asociation annual

Announcement of the scholarship award was made by the WTPA Scholarship committee headed by Joe Pickle, Big

THE YOAKUM COUNTY REVIEW Plains, Texas, Thursday, June 16, 1960 Page 4

Free cotton classing, marketing information deadline is August 1

already filed applications to receive free classing and market information for their 1960 crop have until Aug. 1 to apply for these services.

Applications should be filed with W. K. Palmer, 610 23rd St., Lubbock. Palmer is in charge of the Agricultural Marketing Service's area cotton office which includes 37 Panhandle counties and the New Mexico counties of Quay and Roosevelt. Procedure for preparing and filing applications has been considerably shortened and simplified this season. "However, promptness in filing is necessary, as time is needed for each group to arrange for submitting samples to the classing office," Palmer .said.

Applications and instructions for applying may be obtained rom Palmer's office or from

Claude Freeman

Plains

GL 6-8606

TITLE INSURANCE

Cotton farmers who have not , the county agricultural agent. Under the free classing service, organized growers learn the grade and stale of each bale of cotton they produce. Through market news they learn what cotton is selling for. These two services put them in better bargaining position when they sell

> More than 13.7 million bales of cotton, about 95 percent of the 1959 crop, were classed under the Smith-Doxey program last year. This is the largest proportion classed for any crop since the service became available in 1938.

Almost one-third of Canada's nickel

and ABSTRACT SERVICE

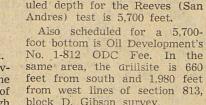
McGinty Abstract Company

Gus Malmsten, Manager

GL 6-2566

their cotton.

people live in the Province of Ontario. This Province produces about half of the country's manufactured goods and a very large percentage of the world's



(continued from page one)

northwest of Seagraves. Sched-

Oil news

block D, Gibson survey. Sun Oil Company will drill the No. 7 Dell Barber 13 miles east of Denver City in the Reeves (San Andres) area. The 5,-800-foot project is 1,858 feet from south and 1,313 feet from east lines of section 877, block D, Gibson survey.

In the Brahaney field, six miles southwest of Plains, H. Garrett Oil Company has staked the No. 1-C A. L. Moore and the No. 3-B A. L. Moore as 5,450-foot tests.

No. 1-C Moore is 990 feet from north and 330 feet from east lines of section 157, block D, Gibson survey. No. 3-B A. L. Moore is 330 feet from south and 990 feet from west lines of section 473, block D, Gibson survey.

Skelly Oil Company will drill the No. 7 T. R. Rhodes, 467 reet from south and 1,425 feet from west lines of lease lines of section 37, block Ax, PSL survey, one mile southwest of Denver City. Contract depth of the project in the Wasson (66 & 72) ers are needed. If you have time to help call the Review office at area is 7,450 feet.

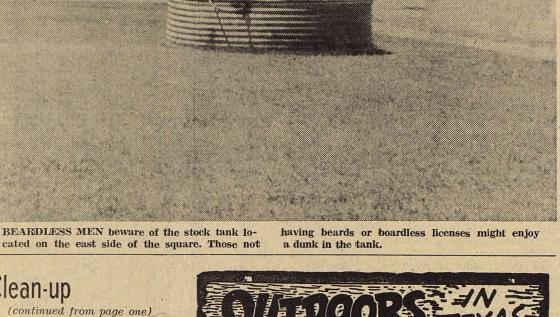
William A. & Edward R. Hud-GL6-8888. son have plugged their No. 1 Pan American-Googins at 5,379 the coming year is the planting feet in Northwest Yoakum Co. of the three triangles located

Miss Linda Bailey of Brownfield was a houseguest of Kathy Bryant over the weekend.

ONE STOP FOR TIRES – BATTERIES – GAS BUTANE OIL PROPANE GASOLINE **KEROSENE** DIESEL FUEL WHOLESALE and RETAIL PUROLATOR OIL FILTERS AC & CHAMPION SPARK PLUGS WILMETH **All Products** OIL CO. 66 Delivered

RUSH IN FOR BEST FOOD

Woody Wilmeth





to clean it and freeze it - and

and you missed the thrill of

along and enjoy the whole show,

and be a pal while you're at it.

are 750,000 people in Texas who

work 50 weeks a year so they

can afford to go fishing the other

Of this number, exactly 749,-

998 people arrive at their favo-

rite fishing spots only to find

the water too something or

What about the other two

Well, they go out, whether the

weather is wet or dry, the day

sunshiny or the night moonlit.

Next time you see a truly suc-

Chances are his answer will

And that may be true, for ex-

So, if you're going to be a

That's why I wanted to di-

successful fisherman, better

rect this column to the people

who don't fish, to the people

who live with the people who do

TO ORGANIZE TEAM

Again, we make the plea if

you are in doubt about the ex-

cessful, old-time fisherman, just

be short and to the point -

ask him how he does it.

Just fish for 50 years."

perience certainly helps.

start right now.

other for good fishing.

And they catch fish!

According to statistics there

So, gal, you might as well go

later on thaw it and cook it . .

catching it.

two weeks.

persons?

How?

Honest-to-goodness fishermen really like to fish. Ever time we see a dyed-in-

the-wool angler we are reminded of the two fisher men who were out on the lake bright and early one Sunday morning. One fellow said to the other,

"I feel mighty guilty out here fishing on the Sabbath when I oughta be attending church with the family.

His buddy's comment was, "Well, my wife and I couldn't have gone anyway, 'cause she's at home sick in bed." Which brings up another

thought. Why don't you take that gal along on your next fishing trip? There are no better anglers than women, once they get the hang of things. . So, take the little woman with you next time. And I don't mean just for the car ride. Or

I mean take her with you in the boat. Show her a good time.

She'll probably outfish you inside of six months, maybe sooner, but it will make her love the outdoors more. And believe you me, you'll get in more fishing trips yourself, because she will want to go often. More important still, it'll make a real pal of her.

Isn't it about time somebody said a word or two about them So it is that we dedicate this column to the people whom fishermen marry - to the wiv-To you women, let me say es of fishermen. And to the fisherman husband we say - "Take the wife with you on your next fishing trip . . . as a true fishing com-panion." That's a mistake, little wom-

Classified Ads

Service.

SEPTIC TANKS, cesspools, muc

down, Texas No. 4396 or 2896 col-

lect. Bownds and Cannon Septic

FINISH HIGH SCHOOL OF

GRADE SCHOOL at hon

plomas awarded. Start where you

left school. Write Columbia

School, Box 5061, Lubbock, Tex

Mr. and Mrs. C. F. McCargo

went to Santa Fe last weekend

where they met their son and

family, Mr. and Mrs. Bob Mc-

Cargo from Farmington, New

Mexico. The children, Kelly and

Sherri, returned home with

them. Mrs. McCargo and the

youngsters, accompanied by

their maternal grandmother,

Mrs. Caryl Light of Liberal,

Kansas, are visiting relatives and

friends of Odessa, Midland, Ker-

mit and San Antonio, Texas and

a daughter of Mrs. McCargo in

NEW & TOWNES

Attorneys

Business Phone

LY 2-2129

Lafayette, Louisiana.

spare time. Books furnished. D

23-4tc

traps, etc. cleaned. Reasonable rates by month or job. Call Sun-

FOR SALE or rent- 2 bedroom house, 1101 E. 16th. Call GL 6-3250 or GL 6-3022 after 6:00 p.m. 22-4tp

WANTED- Ironing to do in my home. Mrs. Joe Kennedy, 2 blocks north Pic & Pay Grocery.

DON'T merely brighten your carpets . . . Blue Lustre them . . . eliminate rapid resoiling. Cogburn-Young.

WANTED - Someone to help care for elderly lady. Call GL 6-2955, Plains. 24-1tc

FOR SALE- Select Cotton seed, grown from certified seed, 10c per pound. Call Tom Barron, ph. GL 6-8321, Plains, Texas. rfn

See W. R. Curry, Phone GL 6-3595, Plains.

NOTICE

MATTRESS MAKING Old mattresses renovated, all kinds of new mattresses. Box springs, foam rubber, big trade-in for your old mattress. Call Mrs. W. E. Smith, Plains agent for Direct Mattress Co. of Lubbock.

Dial GL 6-3932

LOST OR STRAYED- Large black and white bulldog. Has collar. Please call Shorty Coke at GL 6-3986.

Selling or Buying a Farm? Consult your area representative In assocciation of realtors WEST TEXAS FARM MULTIPLE 1503 Ave. J, Lubbock, Texas

YOU

ARE INVITED TO ATTEND THE

GOSPEL MEETING

SUNDAY, JUNE 19 - JUNE 26 PLAINS CHURCH OF CHRIST

Preaching by Novel Baize of Abilene

TIME — SUNDAY 10:30 a.m. 7:30 p.m. Weekday evenings - 8:00



begin. She added that the club would start as soon as the highway is completed. Mr. and Mrs. Doyle Robert-son of Odessa visited their aunt

and uncle, Mr. and Mrs. W. L. McClellan, Sunday enroute to Salt Lake City, Utah, and many points of interest in the northwest and western parts of the. United States on a two week vacation. The McClellans returned home Saturday from a ten-day visit with relatives at Eliasville and enjoying the famous "Stovall Hot-Wells" at South Bend, between Eliasville and Graham. Mrs. "Mac" reports her arthritis is much relieved.

Part of the club's project for

on Highway 380. According to

the president, Mrs. Wyatt Libs-

comb, the club intended to work

on the project this spring but

due to the new highway con-

struction they were unable to

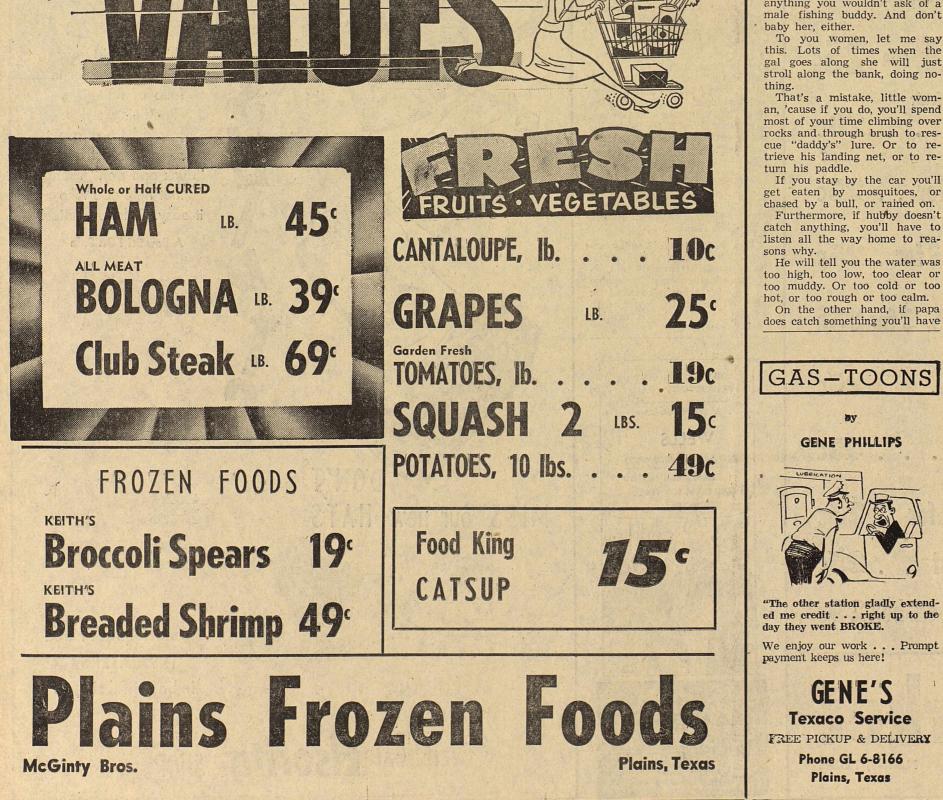
clean-up

simply to sit on the bank and swat flies. Subscribe to the Review

Teach her how to fish.

But — don't treat her as a fish. To the wives of fishermen! servant. Don't ask her to do anything you wouldn't ask of a male fishing buddy. And don't baby her, either. this. Lots of times when the gal goes along she will just stroll along the bank, doing nothing an, 'cause if you do, you'll spend

Don Hancock Denver City LY 2-2125



most of your time climbing over rocks and through brush to res-A meeting is planned Satur-day night at 7:30 at the baseball cue "daddy's" lure. Or to retrieve his landing net, or to return his paddle.

park for those interested in If you stay by the car you'll starting a men's softball team. All interested persons are invitget eaten by mosquitoes, or chased by a bull, or rained on. ed to attend the organizational Furthermore, if hubby doesn't meeting. catch anything, you'll have to listen all the way home to rea-

sons why. He will tell you the water was too high, too low, too clear or too muddy. Or too cold or too hot, or too rough or too calm.

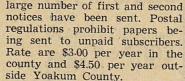
GENE PHILLIPS

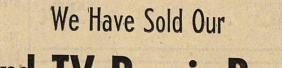
GENE'S

Phone GL 6-8166

Plains, Texas

piration date of your subscription to The Yoakum County Review, please call or send a year's renewal price in and if it does not pay you up well in ad-On the other hand, if papa vance we will let you know. A





TV and TV Repair Business to Wes Channey. Formerly employed by us.

We wish to thank you for your past patronage and recommend your continued patronage to Wes.

Wes will continue to give the same services and will carry a complete Zenith Line — and guaranteed Zenith parts.

Channey's Service Cogburn - Young Radio & TV GL 6-3958

New Assembly of God minister welcomed

Rev. and Mrs. E. L. Witt assumed pastorate and leadership of Plains Assembly of God Church last week, replacing Rev. and Mrs. M. C. Walters who have moved to Oklahoma City.

The Witts came here from Fort Stockton where he was assistant to Rev. Garland Huffman, a forpastor of this church. Prior going to Fort Stockton last cember, Rev. Witt pastored the

church at Tatum. New Mexico for two years. He was reared in Arkansas and

Mrs. Witt is a native of Kermit where they met and were married. In conversation with the Review, he said, "The people here are wonderful and we feelright at home already"

They have a lovely trailer home on the church property, but plan to move into the parsonage in the near future.



Cogburn-Young Hardware — Furniture — Appliances Where Your \$\$\$ Have More Cents" Plains, Texas GL 6-8785

Stewart, Booe vows read in Odessa rites

Double-ring vows were ex- the sheer circular veil. changed Saturday evening, May 28, by Miss Alice Marie Stewart and J. R. Booe both of Odessa, with Rev. Curtis Thorpe, pastor, officiating for the simple ceremony read in the parlor of Temple Baptist Church in Odessa. Parents of the newly-weds

are Mr. and Mrs. Charles A. Stewart of Plains and Mr. and Mrs. Clarence Booe of Munday, Texas. Families and close friends were guests. The attractive blonde bride

Her pearl-trimmed coronet held

wore a street-length gown fashioned with fitted lace bodice, bracelet sleeves and round neckline, and very full organza skirt pleated over a taffeta petticoat.

Her maid of honor, Miss Joyce Gann, were an apple green frock with matching bolero and white accessories including a flower headpiece.

Edward Smith of Munday served as his brother-in-law's best man.

The delicious two-tiered wedding cake, topped by a minature bridal couple, and lime float were served at the reception held in the home of Mr. and Mrs. George Broughton Jr., 713 North Dotsy immediately following the ceremony. The refreshment table was attractive with gilded candle scenes forming the setting for a pair of bud vases, each holding a single rose.

Sisters of the couple, Mrs. Smith of Munday and Miss Leta Stewart of Plains, served. Miss June Gann registered guests. Mrs. Booe, a graduate of Plains High School and a Lubbock business college, is employed in the circulation department of The Odessa American. Her groom, now on the Odessa police force, is a graduate of Munday High School and served two and a half years in the U.S. Coast Guard.

They are at home at 1105 West 27th St., Odessa.

Rehearsal dinner planned for couple

Mr. and Mrs. Bill Harris Powell will be hosts at a dinner Saturday night honoring Miss Brenda Sudderth and their son Dallas Powell. The dinner will follow the wedding rehersal at 6:30 p.m. Guests will assemble at the

Luna Ranch where Mr. and Mrs. M. W. Luna, grandparents of Dallas, will assist with hostess duties.

pool manager. Dinner guests of Mr. and Mrs. Lessons will continue all week Slim Randall Sunday were his with instructions given by Mr. niece and her husband, Mr. and Flood and the pool life-guard Mrs. J. B. Dyers of Brownfield. from 10:00 to 11:00 each morn-The group visited Mr. and Mrs. Another series of lessons ing. J. T. Carlisle and family in Lovwill be given later in the sumington Sunday afternoon. mer, the date of which has not

Plains youngsters enroll for swimming lessons Approximately 20 to 25 been set. The pool has been in youngsters from 6 to 13 years of full swing for several weeks now age have enrolled for swimming with everyone being very colessions this week at the local operative and no trouble anypool, according to Foye Flood, where, the management reports. Candy, gum, etc. are on sale at the pool at all times while the pool is open, with Mrs. Flood ready to greet and serve you in her usual sunny and smiling

manner. Subscribe to the Review

Venue change granted of Civil Court term

THE YOAKUM COUNTY REVIEW

Plains, Texas, Thursday, June 16, 1960

Two pre-trial settlements, two passed cases, a continuance and an order granting a change of venue made short work of a

term of District Civil Court called for this past week. Settlements were approved

and orders ordered to be filed in the compensation cases of Frank McCurter vs. Texas Employers Insurance Association, and J. T. McClure vs. Argonaut Insurance Company. Terms of settlements were not disclosed. The change of venue to Gaines County was granted in the compensation suit of Earl R. Sisco The Standard Insurance Company. Motion to change site of the trial was made by attorney for the plaintiff. Sisco seeks recovery of \$35 compensation for 401 weeks.

Suit of D. C. Newsom vs. N. F. Stovall was continued until a later term of court due to illness of the defendant's attorney. A motion was filed on Wednesday by the attorney seeking leave to withdraw from the case. Passed pending settlement was the injunction suit brought by Sinclair Oil and Gas Company

Mr. and Mrs. Donald Ritchey of Big Spring stopped in Plains Saturday morning to visit a few minutes with Kay Smith enroute to Ruidoso on their honeymoon. Mrs. Ritchey, the former Jo Ann Howard, and Kay are former classmates at Howard County Junior College. Another classmate, Darlene Snodgrass, was bridesmaid at the Howard-Ritchey wedding Friday evening in Midway Baptist Church, near Lamesa. She is the daughter of Mr. and Mrs. T. L. Howard, Route B. Lamesa, and he is the son of Mr. and Mrs. R. D. Ritchev. Route 2. Loraine. Attending the wedding from here were Mr. and Mrs. Jesse Snodgrass and family.

Mobile, first permanent white settlement in Alabama, was founded by the French in 1702.

against W., C. Huffaker, Jr., and others. The suit involves an oil and gas lease.

Only other case on the docket, Hanover Fire Insurance Company of New York against Westwind Gas Company seeking damage of \$7,,601.55 was passed on motion of the plaintiff.

Page 5

Three divorces were granted in district court on Monday.

Martha Starnes was granted a divorce from Howard Dean Starnes with defendant to pay \$100 monthly for support of three minor children; Winifred Proctor received a divorce from Shirley Proctor with custody of two minor children given Winifred Proctor; and Eva Sloss was granted a divorce from Joe G. Sloss, with Joe G. Sloss to pay \$50 monthly toward the support of minor children whose custody was awarded to the plaintiff.

R. J. Van Liew





MRS. J. R. BOOE

CONGRATULATIONS

Birthday and anniversary congratulations to "All Fathers on June 19"; Mr. and Mrs. Woody Branson, Mrs. C. C. Perkins, Mrs. Harvey Stotts, Donald Kissinger and Mr. and Mrs. R. L. Hamilton on June 19; T. A. Elmore, Lanita Gay Trout, Mr. and Mrs. R. M. Jones, Mr. and Mrs. James Anderson and Lanny Cooke on June 20; Frank B. Spencer, James Wilson and Melvin Young on June 21; E. S. Bandy, Lynne Fitzgerald, Mrs. Ralph Bone, Marilyn Fuller and Willingham on June 22; Lee David Box, Robert P. Cheek and Buddy Hanna on June 24; Sam Williams, Mr. and Mrs. Casey Brown and Tony Lusk Jr. on June 25.

GUARANTEED

Watch - Clock Jewelry

REPAIR

Watches - Bands - Jewelry Billfolds, etc.

Ben Williams

PLAINS ELECTRONICS

GL 6-8374



Curry Edwards Pharmacy

LAWN and GARDEN SUPPLIES

Weed Killer - Insecticides - Rose Dust

SUMMER NECESSITIES

Spray on Protection Against

* GNATS * Mosquitoes

> * ANTS * FLIES

* TICKS

* CHIGGERS

Many Others

MOORE & ODEN

WORK GLOVES **COVER - ALLS KEDETTES** for the family JEANS all sizes **SLACKS and CAPRIS** STRAW HATS

PITTSBURG PAINTS Sunproof and Wallhide **Cement Masonry GARDEN TOOLS GRASS SEED** LAWN MOWERS HOUSEHOLD CLEANERS WAXES **INSECTICIDES**

COGBURN - YOUNG



SPRING INTO ACTION

THE ELSORITA SHOP SMART DENIM WRAP-A-ROUNDS ACTION STYLED JEANS

White - Blue - Black

JAMAICAS - CAPRI SLACKS with Matching Blouses

CLEVER GARDEN HATS

THE YOAKUM COUNTY REVIEW Page 6 Plains, Texas, Thursday, June 16, 1960

VOTE for **DAD**

SHAVING LOTION SETS

PIPES - CANDIES

LIGHTERS - BILLFOLDS

BROWNIE MOVIE OUTFIT

Movie Projector and Camera

BROWNIE CAMERAS

TIMEX WATCHES

FATHER

IS OUR MAN

Double trouble plagues Mr. and Mrs. Lovelace

Trouble does come double sometimes. Mrs. N. F. Lovelace fell into the bathtub at her home near Tokio Saturday evening suffering painful injuries the extent of which was not ascertained until Sunday morning due to flooded roads near their home. X-rays made at Plains Clinic revealed 3 broken ribs. She is still rather sore, but doing satisfactory.

Mr. Lovelace, suffering acute pain, was rushed to Terry County Hospital, Brownfield, Monday afternoon by his family and emergency gall-bladder surgery was performed at 9:30 that evening. His condition is termed "good".

famlies, Delton of Abilene and Clayton of Lubbock spent the weekend in the home of their parents. Clayton remained with his father, however Delton and family returned to Abilene Sunday evening.

Two granddaughters from Lubbock are spending this week with Mrs. Lovelace. The Lovelaces live on the Yoakum-Terry County line.

Monel nickel-copper alloy, a fore-runner of today's "Alloy was one of the earliest Age," alloys to be generally accepted for corrosion-resistant applications and has been in commer-The Lovelace's sons and their cial use for over 50 years.

\$2.00 up

"Free gift wrapping' at Menard sets pace as town moves forward

(Ed. note: The following town two see a doctor to one which draws people from comarticle is reprinted from the munities for medical attention. December, 1959, issue of West Instead of our citizens going to Texas Publisher, the official publication of the West Texas another town to see a doctor, Press Association, of which the and buying drugs and groceries. while there, others come to the Review is a member.) doctor in our town. And some

By BOB WEDDLE Publisher The Menard News

In the 17 years since I landed my first job for pay as a cub has had anything to do with it. reporter, I have come up with a lot of questions about the They still advertise in the same pidding way they did before. newspaper business, and maybe Some still send their job printeven a few answers. But not as ing out of town because of the many answers as questions. mistaken idea that they get bet-There is one answer, however,

ter service in the city. that I've been wanting to give But we ourselves know that out for quite some time. It is we have rendered them a servan answer to a question asked ice that would stack up against by a department store owner a lot of free gift wrapping. who appeared on a WTPA con-Having been schooled as a re-

porter and editor, I'm still kind The speaker chastised newspapers for what he called their knowing which side my bread is lack of service to their advertisers. "My store," he said, "has to offer its customers free gift wrapping; but what are you newspaper people offering me?" I don't doubt for a minute that some of the merchants in my town have asked themselves this same question. But they

a newspaer gives more to its customers - its advertisers than just about any type of business there is. But somehow we newspaper people have done a poor job of selling that idea to our advertisers. And that brings me around to the sand that has been piling up in my craw ever since I first took the plunge into the weekly publishing field three and one-half years ago.

When my wife and I began our career as weekly publishers, we found ourselves in a town with a defeatist attitude. The county was still in the throes of a seven-year drouth. Its population had dwindled. Buildings stood vacant. And although several worthwhile civic projects had been undertaken, they had failed.

After sizing up the situation, we decided we had not been very smart. We had paid too much and received too little. But we were committed, and there seemed to be only one way -- to pitch in with our newsout paper and help lift our new town out of the doldrums, so that what we had brought eventually be worth what we had aid. Like bobbing for apples, it was not an easy matter to sink teeth into the program. But the opportunity finally came. The long and short of it is that our

Because we were rank new-

Plains, Texas

we changed our tack. We started a once-a-month "dollar day," on which the merchants would offer some items at bargain prices and would advertise those prices in the newspaper. Of course there were those

who tried it for the first time, found it didn't bring shopping hoards pounding at their doors and refused to try it further. But enough merchants stayed with it long enough for it to do some good. After nine months, of them buy their drugs and it's still going. Gradually, some of our advertisers are beginning Some of those who sell those to see that it pays to advertise drugs and groceries still are with items and prices, rather not convinced that our paper than with some original pitch

ike "Shop at Joe's." We have made money off of 'dollar day," but in so doing, we have rendered a service to the merchants. We could have done a lot of free gift wrapping in the time we spent selling them on it, the time we spent calling back again and again to prod them into getting their ads in by deadline.

When hunting season comes along, we lend our efforts to the Chamber of Commerce in promoting our county with stories and pictures in our own and other newspapers. A lot of moola is raked in by county ranchers who lease their land and merchants who sell supplies to the hunters our efforts bring in. What we get out of it is a few 2x4 ads and the privilege of doing some more free gift wrap-

Now and then we do free gift wrapping, even though the gift was not purchased from us. Like the other day, when a wellknown oil company which spends its advertising dollars on TV time sent us a squib about it local dealer having taken some sort of training "to equip him better to serve his customers." I should have my head examined, but it was a local name, and I gave it a paragraph. I

wonder if one of our local department stores would wrap for me a free gift I purchased from his competitor. A subscription campaign of

one sort or another comes off at least once a year around our place. This year the high school band worked the newspaper in on its annual magazine subscription to raise money for band trips. The high school youngsters turned in more new subscriptions than we have ever had in one chunk before. We now have 28 per cent more subscribers, at a rate 25 per cent greater, than when we bought

the newspaper. Our advertising rate is the same, which seems to indicate our advertisers are getting 28 per cent more for their money. A sizeable amount of free gift wrapping.

I frequently recall a bit of advice a wise old publisher friend of mine gave me when we first embarked on this venture: "If you want to be the most popular man in your community, or the richest, you don't belong in the weekly newspaper business. Most of us, if we are human,



* in Texas *

A public service factors of the State Bar of Terms

LEGAL ANSWERS

REQUIRE RESEARCH

did you ever wonder about the

intricate processes that have

been directed toward finding

that case which is often referred

The lawyer's training received

in law school enables him to re-

cognize and analyze problems.

In most law schools he will have

studied what is known as the

"case method." In the standard

three-year course usually follow-

year general college education,

of cases especially selected to il-

to as "controlling precedent?"

no May accidents, Sergeant reports IT'S THE LAW

county in a 29-county area of West Texas which did not record a rural motor vehicle accident during the month of May, according to the monthly summary issued by Sgt. D. S. Lawson, of Texas Department of Public Safety.

County recorded

The report for May shows Perhaps you have been in a that since the first of the year courtroom and heard an attorthere have been only three rural ney argue forceably to the court accidents in the county, with no that such and such a case clearfatalities, no injuries and proly governs the case at hand. But perty damage amounting to

> lustrate the various phase of the law.

The case method of study enables the lawyer to recognize and classify problems created by the relationship of real persons to each other. It also emphasizes that the outcome of each case depends upon the application of principles of law to its own peculiar facts.

ing his graduation from a four-When a client seeks legal advice from his lawyer, the lawthe law student will read hunyer's mind immediately classidreds and sometimes thousands fies the problem. Sometimes the problem is such that he may be able to give an immediate specific answer. However, more often lead, though there will always the problem will have ramifications that will cause resort, as the lawyer says, to "the books". This means that research is in order.

It may take hours, and in many instances, days, of research to 'unravel a knotty legal problem. The process is involved. cases must be found, analyzed, compared, and checked to determine whether they have been overruled by later decisions, before counsel can stand the court and say "Your Honor, we believe that our case is controlled by the

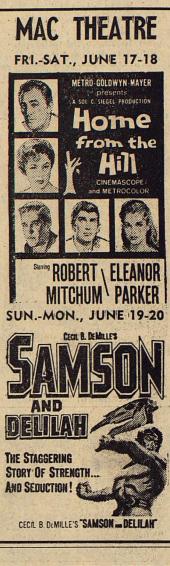
months of this year, traffic deaths decreased 11 per cent over the same period of 1959; of us." Yoakum County was the only

however, the most dangerous part of the year is still ahead "In Texas," he said, "about 40 percent of all traffic deaths are usually recorded during the

In issuing his report, Lawson

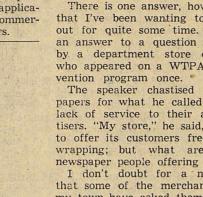
stated, "During the first five

first six months of the year; about 60 percent in the latter half. With the Fourth of July holiday, we start the busiest season of the year traffic-wise, and we continue through the summer harvest season, summer vacation, Labor Day, school opening and activities, fall business season and the big holiday season."





Phone 3172



haven't asked of me. If they had, I would have had my answer ready. To my way of looking at it,

newspaper pointed the way for the town and county to get the first hospital they had ever had. in combination with a sizeable retirement home to make it

new

buttered on. We still publish the court records, though we have lost advertisers (temporarily) for doing so. We still cover City Council and School Board meetings and report the facts, and we give 'em hell if they meet

groceries here, too.

in secret. With a staff like ours, I don't just send a man; I GO. Sitting at home by the TV is sometimes a lot more enjoyable. As near as I can tell, my income would be just as large, perhaps larger, if I got my story from the minute book. But if I do, I don't get the background. Our readers don't get the background. Public officials lose sight of the public, and democracy fails to work. When it fails to work in a town like ours, it's going to fail elsewhere.

stupid when it comes to

I can do without TV

Going to these meetings does not always boost my stock with readers and advertisers, but it boosts the respect I have for myself. There are times when doing some service like, say, free gift wrapping would be a

lot easier. We have fired our editorial guns from time to time in behalf of trading at home. Needless to say, these salvos were directed at helping the hometown merchants, seeking to persuade their customers to spend their dollars here instead of elsewhere.

They met with nods of agreement from the merchants. But we found that some of the merchants themselves kept right on going to the city to shop. We found that a lot of people got embarassed when they let it slip in our presence that they had been shopping out of town. Others we knew, laughed behind our backs because we were idealistic enough and foolish

enough to think we could change the thing. We still believe that people in small towns such as ours are dealing their communities a death blow by refusing to do

business there. We haven't found would like to be well-to-do and way to stop them from doing well-liked. hard to swallow sometime when you lose a friend and an advertiser just by doing what you believe is right. But if we who publish news-After trying in vain for more papers don't have the courage to do what we believe is right, then our country is going to be in helluva shape. It is our responsibility to

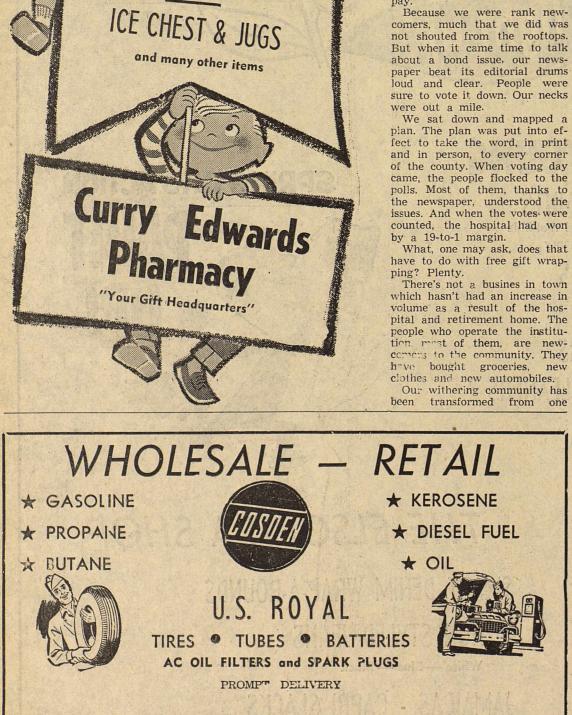
be those who will cuss us for doing it. We have in our hands the most potent weapon or the most effective tool, which ever we choose to make it. The magnitude of our task is sometimes a little frightening. Truly, as it is written, "He who exalts himself shall be hum-

bled, and he who humbles himself shall be exalted." We publishers of newspapers need humble ourselves in the service of our communities, and our country.

2075 South 5th Street

And therein lies a lot of free gift wrapping. case of such and such.' Dr. J. U. Borum, Jr., Optometrist

BROWNFIELD, TEXAS



PLAINS OIL

James Warren, Mgr.

Phone GL 6-3777

it, but we think the answer lies with the merchants themselves. They must advertise and merchandise.

than two years to induce some of our merchants to advertise items and prices, and editorially urging people to trade at home,





AS YOU CAN SEE . . .

WE'RE REMODELING

Sorry to have to inconvenience you but we are planning a more modern store where we will continue to give you the same courteous service — plus quality merchandise at low prices.

We are open for business - so come on in the back door and see us.

MOORE & ODEN