## The Shortest and Most Scenic Coast to Coast Route in the Nation

The Recently Designated Extension of U.S. Highway 82 From Lubbock, Texas To Las Cruces, N. M. Is The Most Picturesque Area Mile For Mile In The Entire Southwest

 spectacular area trave $\cdot$ eed by this extension.
"Ga Shru On 82"

# MOORE or Less 

With the advent of "Texas
65 ., Texas has further enhanced irs position as a leader in
providing adequate health care


 successful proaram of health
care-medical benefirs oold
Aate Assistance recipients and Ate Assistancere eripipinas and
tho proposed lanan, Medical Aid
for the Aged
 insurance companies dining
busines in Texas will make
health insurance avail abee health insurance availabie at
reasonate cost toall Texans
65 years of age and over, re-
 There are 745,000 ageat Tex-
ans.
sus.
according to the 1960
cent
The benfits of this unique
program wiil be undervitten
and and guaranteed by some 50
insurance companies licensed A. operate irexanas. 65 can
purchase the plan from his own insurance agentwith no health
quastions s.sked during the
first enrolment period oct questions asked, during the
first entolilment period Oct-
ober 1-31.
"Texas 65 " is a significant
step formard in the effort to
provide beal th ate step forward in the effiort to
provide health care overage
por all
or senior citizens,
siad Dr. Robert. Mayo Tenery of
Waxahachie, President of the Texas Meacical Association.
This
Thlan should meet the "This. plan should meet the
 advantages. "

 ing program to care for its own
people
Texas 65 will supplement,
on a voluntary basis, the med
and

 | Age Assistance plan, nder |
| :--- |
| which the state Department of |



 the healthneeds of 30 percent
$(225,000)$ of the Texas aged. Cocal Reading

## Highway 82 Officially  <br> 

Opened Face Steers In Farwell
COWBOYS OVERPOWER SUDAN



Homecoming
Program End Mrs. Sloan announced all
Library certificates from the
"Summer Reading Club" have "Summer Reading Club" have
been received from the state been received from the state
Library. Anyone qualifyin
please ${ }^{\text {andll }}$ for your certificate pe the Library.
There were 92 readers comr
pleting for a certificate. This
is the highest pleting for a certificate. This
is the highest number to participate in the annual summer
, program. Following names $\$$ program, a list of readers winning certific ates:
Lola Bearden, Sherry Book-

## Plans Revealed



[^0]




NEW ITEMS ARRIVING ARE PUT SALE PRICES

ITEMS ON SALE ARE
TOO NUMEROUS TO LIST
LOOK of the RED tags
Here To Save You Money
Cogburin-. young haroware - apllances - funanture



 so thankifl during our rece

 of vout colideren of
fhic C. Bearden

## See Us For -

, DEEP BREAKING

- SHALLOW PLOWING
- LAND LEVELLING - DOZER WORK

PAUL COBB



One Game Will Be Found In Each Square Just Circle Your Choices And Guess The Score On One 'Tie-Breaker Game!
lst Prize $\$ \mathbf{5 . 0 0}$
2nd Prize $\$ 3.00$ 3rd Prize $\$ 2.00$ \$25
Bonus Each Week
Offered By
Plains Record
If You Pick
Every Game Correctly
Tie Breaker * PLAINS
VS
FARWELL


THIS YEAR'S COWBOY SCHEDULE:
Offered Every Week

For 12 Consecutive Weeks.

## These Merchants Are Top-Notch Cowboy Boosters:

Tumble Weed Drive In Guetersloh-Anderson Grain Co. Plains Farm Supply Plains Barber Shop Plains State Bank

Mac's Plumbing \& Electric mums, rexus
RALPH MCCLELLAN, OWNER
ONE FHA APPROVED HOUSE FOR SALE
Night Phone: 456-4554

Good $U_{\text {sed }}$ Furniture
LIVING - DINNG\& BED ROOM GROUPS
AND MANYOTHR ITEMS
TO CHOOSE FROM
© ©ome $\ln A_{\text {nd }}$
Browse $\mathcal{X}_{\text {round }}$
We Also Have In Stock E8B MONARCH CARPETUFT Corpets "tycoreay The

Furniture

## Shop

## Classifieds

DIRECT MAT TRESS CO, ----
Mattresses rebuilt. $\begin{aligned} & \text { Inner- } \\ & \text { springs, } \$ 14.90 \text {; Cotton, } \$ 9.90\end{aligned}$ springs, $\$ 14,90$; Cotton, $\$ 9.90$,
Also new innersprings, ortho-
pedics, rubber foam and King size. Call Mrs, John Ander-
who
son locally
is
 pany located
in Lubbock.
Dr. J. U. Borum, Jr. Optom-
etrist of Brownfield, Texas has
ond etrist of Brownfield, Texas has
moved his office to his new
buillding 41 wees Tate east
of Willus Drug Phe building Wilgus Drug_ Pho. 3i72.
FOR SALE: New and used FOR SALE: New and used
$\begin{gathered}\text { furniture } \\ \text { authorized } \\ \text { applactory sales and }\end{gathered}$
factorn authorized factory Sales and
Service on Maytag. Kelnina-
tor, Commandor pumps. We tor, Commandor pumps. We
doelectrical wiring and plum-
being repair. Cogburn-Young. being repair. Cogburn-Young,
SALE: 2 -bedroom house
Plains. Contains 980 sq SALE: 2 -bedroom house
Clanins. $C$ Contin 980 sq.
Call $456-4444$ after 5 p. m .


Frank Benson
SITNS
Truck Lettering Truck Lettering
Sow Cards----Gold Leaf
Road Signs----Windows Road Signs----Windows
106 E . Jfferson, Lovington,
New Mexico, Phone $396-5288$

## Teamuerk by the Bale

##  JTMTMTY G®OE

PLAINS COTTON GROWERS DIRECTORS YOAKUM COUNTY

num woum iuw yumo fam giners and businessmen -- the team that makes up PCG-- in the "do-it-yourself $"$ program to insure a
vigorous future for the High Plains cotton industry vigorous future for the High Plains cotton industry
through research, promotion and service.
These directors are your county representatives These directors are your county representatives
in all affais governing the policies and actions of
PCG, together with "home-folks" from the other 22 countios, are your assurance that those policies and
actions are a direct reflection of your needs and actions are a direct reflection of your needs and
desires.
The long-term future of the cotton industry will The long-term future of the cotton industry wis
rest on its success or failure in world markets. PCG's
production research to make cotton more pioduction research te make cotton more competitive markets and open new ones, and its intensive pro-
motion are the types of action that will re-establish
the superiority motion are the types of action that wiin
the superiority of cotton in these markets. A representative of PCG will be calling on your
ginner soon in the organization's annual "Sign-Up" ginner soon in the organization's annual "Sign-Up"
campaign. Wherever you gin, contact that ginner campaign, Wherever you gin, contact that ginner
and let him know that you want to be on the team
that keeps this work going for the High Plains.
"SIGN UP, AND HANG YOUR SIGN UP"

Set Welding Short Course

| "Many welding short courses in various parts of the state | vocational agiciulure to pro- |
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IOTA PI HOLDS MODEL MEETING



#### Abstract

Visiting Plains this past weekend, in the home of Mr. and Mrs, i. B, Hobbs was their and Mrs. I. B. Hobbs was their daughter, Margaret and family of Sudan. \# \# \#


$V$ isiting in the home of Ed Hunter this past week were his
parents.Mra. and Mr. Hunter of
Santa Anna.

Why Cuss Out Of Town Printers
When We're Available
Plains Quality Printers
Plains, Texas
one 4116

## Pay Your <br> Pay

 TAXES EARLYTHE STATE OF TEXAS HAS AUTHORIZED
THE TAX COLETER TO GINE A DISCOUNT

3 Per Cent if paid during October, 1963
2 Per Cent if paid During November, 1963
1 Per Cent if paid during December, 1963

PAY EARLY AND AVOID THE LAST MINUTE
RUSH

## E. W. Craig



A puns coton growess TATIVE WILL CALL ON YOUR GIN SOON


DANA BRYSON---was re- cently elected by the Plains Chapter of FFA as their local

## Complete Line Of Building Materials

$1 / 2^{\prime \prime}$ SHEETROCK $\$ 1.49$ A SHEET Best Quality

ALUMINUM STORM DOORS $\$ 26.88$ With Closer
GLASS LINED HOT WATER HEATERS
10 Year guarantee
$30 \mathrm{gal} . \$ 53.95$
40 gal. $\$ 63.95$
MUD, TAPE ING \& TEXTONE 251b. $-\$ 1.79$

## Everyday Prices

BUILDING--REMODELING - ALL KINDS

- None To Large Or To Small -

Financing If Desired
Call For Free Estimate

## Discount Builders

 Dio college MartPhone 894-4989 Levelland, Texas

Culwell On 50th $\mathcal{X}_{\text {nniversary }}$

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| ocracy Through Family Livi <br> ing and Mrs. Robert Chambliss. |  |
|  |  |
| $\begin{aligned} & \text { and United Nations Week, } \\ & \text { October 21-27. } \\ & \text { Mrs. Paul Cobb will review } \\ & \text { Edith. Dean's recent } \end{aligned}$ <br> Bowling Results |  |
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Style \#882 \#8821-Look゙ morning-glory fresh wearing our $100 \%$ Nylon chifton "VICRON" fiberfilled suff quilied duster in muted foral tones. $\$ 8.95$
Moore \& Oden SPROUTS

I.Gert crust 25Pound ba

## $\$ 2$

CHILI несйc 2/736 106

2396
GRAPERUIT APPLES CARROTS
JONATHAN POUND
CELLO 1 pound bag
3294
$15 ¢$
2/194

## Fruit Pies



| LEMONADE | SLAB BACON | MELORINE |
| :---: | :---: | :---: |
| $225 ¢$ | 996 | $39 ¢$ |

BRUSSEEES PICNIC HAMS ICE MLK
POUND
1/2 GALLON
$39 ¢$
59
PLAINS FROZEN FOOD
Glenn Morehouse


[^0]:    
    choice oro outsanding player of the week, because of the splendid showing $t$,
    game against the Suan Hornets. Cowboys were victorious by a score of $9 \rightarrow 0$.

