

The Olton Enterprise

BUTANE, INC. Phone 3971 Olton, Texas

CONSUMER'S

Volume 31

OLTON, LAMB COUNTY, TEXAS, THURSDAY, APRIL 25, 1957

"The Golden Gate To The Golden Road"

Number 11





PICTURE AT LEFT shows the remains of the S. O. Owens home at Hart Camp. The Sunday night tornado smashed Hart Camp Co-Op Gin nearby. Mr. Owens, who is manager of the gin, is shown here working on a window from his home. Mr. and Mrs. Owens visited relatives over the week-end and then spent the night in Lubbock. In the panel above is what was left of the C. D. McAteer house. The McAteers barely made it to the cellar. They had been watching the tornado which hit Nor. Spade and were unaware of the second twister unti it was upon (Enterprise Photos)

AN APOLOGY

In fitting the story of Mrs. Dora Walthall in the paper (See inside) the printers inadvertently switched two gallies of type. This interrupts the continunity of the story, which is in fact all there. The story will be rerun correctly in next week's edition.

Springlake Group Taking Steps To Get Are Planned Improved Telephone Service In Area

Prompted by a longstanding Telephone Company a franchise dissatisfaction with service pro- and will not do so until improvvided by the General Telephone ed services and facilities are Company in the Springlake area, to Mr. Clayton. Fred Mathis, a move to gain adequate service district manager for General and facilities was spearheaded Telephone, maintains that servlast week by the Springlake ices cannot be extended with Lions Club, the city commission, existing facilities. and rural residents.

the undertaking, stated, "It is canvass the area to determine difficult to understand why fa- the number of people desiring cilities are so inadequate in a phone service. With the survey progressive area such as ours 90 percent complete, 70 rural when less prosperous commu-residents and 60 in Springlake nities can boast far better serv- have expressed desire for phone

area of 60 square miles—10 miles to date point toward a present long and 6 miles wide—is with- need of 150 phones. out telephone service. In this Mr. Clayton asked that anyarea, the city of Springlake is one who has not signed up for equipped with only 40 tele- a phone and would like to do so, phones, with only two circuits to contact either him or J. J. going into the town and no ex- Coker. change. There is an average of At the completion of the surnine parties to a line, three of vey, the results will be turned which are business.

a mile of Springlake have tried Clayton and others have been unsuccessfully for years to ob- conferring. Negotiations will betain service—and some were in gin as soon as possible with emergency situations," empha- these companies regarding type sized Mr. Clayton.

The Springlake city commis- the area. sion has not granted General

BAND FESTIVAL

gional Band Contest-Festival in the sandhills.

At last Thursday's meeting, Billy W. Clayton, a leader in the Springlake group decided to service, including around 20 pri-Mr. Clayton reported that an vate lines to businesses. Results

over to officials of General Tele-"Several people living within phone and REA, with whom Mr. and cost of system to be supplied

Boundaries of the area extend from Circle north to where the Dimmitt exchange has rural lines, west to the Springlake The Olton Mustang Band will School road, and takes in the participate Saturday in the Re- territory south of Springlake to

Brownfield. Division ratings will "A franchise will be given to be given on concert performance whichever company can best and sightreading. Also perform- serve our needs-whether it be ing will be solos, ensembles and General or REA remains to be

teach a class in practical Span- viewed by Rev. Glen Godsey. All ish for farmers beginning at 8 farmers and merchants wishing o'clock next Friday night. This information came this should attend the meeting Friweek from L. R. Goyne who said day night, Mr. Goyne said.

the classes are to be held at the Olton Producers Co-Operative Association building in northeast

Pete Morriles of Plainview will tive instructor has been inter- roof of the house was heavily

YOUNG RANCHER



MERRILL BRIGANCE is shown here at the corral fence on the of Hereford and Black Angus cattle. A complete story on the

A. C. Brigance & Son Ranch south of Olton. Merrill is a breeder Brigance Ranch may be found elsewhere in this edition.

Damage Heaviest At Hart Camp; North Spade, Olton Areas Hit

Twin tornadoes spawned by a boiling cloud that mothered at least a half dozen twisters left Hart Camp and North Spade

There were no reported casualties. Damage was estimated at some \$300,000 in the Hart Camp and North Spade areas

which was razed by the holacust. Most spectacular damage done in this area was at Hart

There the Co-Op Gin was said to be a total loss. The

destroyed. Northwest of the gin, the J. W. Wells home was almost pled the gin office but left a

there was less damage to dwelling houses but damage to out were on an undamaged table

South of Hart Camp the Mon-

age figure in the North Spade Hart Camp and Olton areas com-

There was human drama in and then began roaring." the events preceding, during and immediately following the storm.

o'clock Sunday night. At the H. R. Monroe home just north of Hart Camp all the out buildings were destroyed and the

Mrs. Monroe said she heard then blacked out. Mr. Monroe also was in the house at the

the road was not so lucky as the

"We heard a hissing roar," Mr. Wells remembered. "We had Jordans' two sons was under a been in the basement about two bed in a bedroom of the house.

Harvie, 14, crawled under a minutes when it hit with a big crack. We lost about everything."

Mr. Neinast's car glasses were broken. The heavy touring car was picked up and turned about much time to get scared." as though it were a child's toy. A dog in the car was unhurt. and rammed a two by four only seconds to spare in getting the storm. into a cellar. Mr. and Mrs. Mc-Ateer and daughter, Lois Dell,

to the west.

They were unaware that a second twister was bearing down on Hart Camp. "I didn't know it was coming

Mrs. McAteer declared. They heard it hit the nearby

they made for the cellar. Mr. McAteer is employed by the Hart Camp Co-Op Gin. The S. O. Owens' next door

were away from home and spent Sunday night in Lubbock. Mr. Owens described the gin

in shambles Sunday night.

alone by S. O. Owens, manager of Hart Camp Co-Op Gin

nearby Owens home and home of C. D. McAteer also were

typewriter sitting on a desk

buildings and equipment was inside the demolished office building. The W. C. Huffs, who operate

Likewise, a set of dominoes

roe and Elwood Prentiss homes were destroyed. The J. H. Jordan home was razed at North Spade. troyed homes, were in the cellar One estimate placed the dam-

Mrs. Huff declared as she debined at near the half million scribed the approach of the twister. "It got as still as still The Luis Lopez family lives

directly in the path taken by The storm struck about 9:30 the twister about 100 yards from the McAteer home and only a few hundred yards from the Wells house on the other side. Their family of eight prayed as the storm struck. Their modest home was undamaged except for a broken pane of glass.

the rumbling roar like thunder. Lopez declared. "Well, I couldn't years old, under the bed and describe it but you could feel it sucking at you.

"It was just a miracle that we got out alive, I guess. We've just The J. W. Wells family down got the Lord to thank for it." The bathroom was left intact

Monroes. In the house at the and the remainder of the house time were Mr. and Mrs. Wells levelled at the J. H. Jordan home and their daughter, Myra Dell; in North Spade. Mr. Jordan is and Mr. and Mrs. Wesley Nein. manager of the Paymaster Gin ast and sons, Mark, 9, and David, at North Spade. The gin also was damaged. Larry Jordan, 12, one of the

> chair in the dining room. "It was over in three seconds,"

Mr. Jordan said. "We didn't have

The seed burner at the gin was badly damaged. The twister cut It broke the glasses of the the north end off the Jack Cain Wells pickup truck. It smashed home at North Spade. It left a the windshield of the family car trailer lying in the Cain kitchen. Mrs. Jordan was treated in through one of the headlights. Olton by Dr. B. J. Souders for a The C. D. McAteer family had cut on the leg sustained during

One of the most freakish aspects of the storm was the pieces 14, had been watching another of tin wrapped around utility tornado approaching North Spade wires and hanging suspended without having broken the wires. Ralph Glover, manager of Southwestern Public Service Co. here, said there were only minor

service interruptions in Olton. However, two 115,000 volt lines south of town were down. One gin with a devastating roar and break was on the Melton property and another blocked traffic for a time between Olton and Hart Camp. They were repaired immediately.

In the meantime, REA was not so lucky. REA officials said more than 100 utility poles were down as a total loss. The twister top- See Tornado Inside—

MEETING AT AUDITORIUM MONDAY NIGHT

FROM SCRATCH



J. W. WELLS, Hart Camp farmer, faces the future somberly. He is shown here with his daughter, Myra Dell, 12. They lost their home, most of the furnishings and a great deal of their farming equipment. The family will have to begin farming "from scatch." Myra Dell prayed while the storm raged. (Enterprise Photo)

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Texas

Four Cub Scout Dens Hold Meets

Regular meetings were held by our of the six Cub Scout dens

Mrs. Howard Hall's Den 1 met Tuesday afternoon at the Cub Scout Building for an Easter egg unt. A bubble gum game was von by Danny Roberson.

Mrs. Roberson served refreshments to Mike Dellis, Curtis Hall, Billy George Kemp, Gail Bizzell, Derrell Breland, and Danny.

Boys in Den 2 met in Mrs. Cecil Gallaway's home Monday afternoon with Mrs. Carroll Cox, len mother, also present. The oys made model boats and finshed belt racks. They presented Mrs. Gallaway with a birthday resent and card from the den. Refreshments were served to Bill Cox, Rusty Sherman, Clyde Gallaway, John Souders and Ray Mack Poage.

Model cars were painted at a neeting of Den 4 Thursday afernoon at the Cub Scout Buildng. Refreshments of cup cakes, Easter eggs, and orange juice were served by Mrs. James Hall, den mother, and Mrs. Lem Robrson, assistant den mother. Present were Tommy Hall,

ommy Ray, Ronnie Redinger, ohnny Hoag, Jerry Roberson, lesse Matthews and Jim Smith. Cubs in Den 6 met Wednesday afternoon at the Cub Scout Buildng with Mrs. Milton Hines, den nother, and worked on Indian pead rings.

Mrs. LaFrance served refreshnents to Dewayne Campbell, Pete Gipson, Jerry LaFrance, Carnie Huff, Danny Morrison, Gene Riney, Aaron Robertson, Eugene Vanlandingham, Dennis Hines and Garland Mason, den

Caprock Council Meeting Is Set For Tuesday

A Girl Scout Caprock Council neeting will be held in Lubbock at the Lubbock City Library on Tuesday, April 30, from 10 to 12 a. m., according to an announcement from Mrs. Leo Ross Bryant, neighborhood chairman. The liorary is located at 2001 19th St.

Scout workers from Olton and Springlake are to leave from the Olton Scout House at 8:30 Tuesday morning. Anyone interested is invited to attend.

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Calf Pen To Frying Pan Is The Brigance Ranch Motto

It may come as a surprise to some folks to learn that cowhorse cowpokes still ride the range less than 10 miles from Olton across country too rough for any other means of travel.

Some folks also may be surprised to learn that ranching still is a very important industry in this community.

Lamb County Sandhills where the ancient Plains Indian stalked his prey is the site of four Olton ranches not the least of which is the sprawling 5,600acre A. C. Brigance & Son spread.

David Tullis, Olton school supervisor who speaks with a more than smattering of archaeological knowledge, says the Sandhills have nurtured both man and beast for centuries.

tering holes during the stone other branding job in March and ages before the horse made its advent in America. There the stone age Indian—unable to cap. Then there is spraying for ture or kill the beast on the open grubs and lice at almost any plains-lay in wait for his game. make the Lone Ranger's heart Indian artifacts still are being time of the year Merrill feels skip a beat.

feet, 140 pounds) Merrill Bri. dad, A. C. Brigance. gance and his beautiful and

charming wife, DeMetris are 15 years ago while Merrill was Last Friday morning he leap- when he puts out feed. in the service. Lots Of Work

ranch used to carry about 250 gance set him in a manner to mals must be watched closely head until the drouth hit.

The Brigances started cutting down about 1952. Grass crops have been so short that they have found it necessary to feed all winter.

With the exception of cotton seed cake, they feed only home grown feed mixed with supple

Ranching, even on a small scale, is not the snap portrayed by the movies. It's hard work. Merrill Brigance has a name for being one of the hardest workers in the Olton community.

And well he might. He operates a farm store known as Plains Agricultural Service and is associated in farming operations at the old Brigance home place along with his brother-inlaw, Elmer Moore.

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MRS. A. C. BRIGANCE

Calving usually starts in November. Branding is done in Mr. Tullis says the buffalo hitches. One branding is done used to congregate there at wa- in January. There is usually an-

found in the Sandhills after they like a little extra work. He does are uncovered by driving sand- a great deal of the work himself once or twice a month the year to contend with later. And worms but normally is assisted by a around. In this setting, tall, lanky (6 nephew, Jerry Moore, and his In the winter time riding over loss of the animal infected.

Ride 'Em Cowboy

er cows, some bulls and the nor- pony was turning on dimes with other way." mal calf crop. Merrill said his change to spare and Mr. Bri- In the summer time the ani- up.



THE BRIGANCE family from left are Nancy, Mrs. Brigance, (Enterprise Photo) Sharon and Charlotte.

for worms. A cut unattended Merrill usually rides his fences almost certainly means worms

the range is not as frequently necessary as in the summer time. The senior member of the In the winter the young rancher operating the ranch which was ranching partnership is 76 years is feeding daily and has an op-

cowpony, and cut out two bulls be done in a pickup," Merrill

(Enterprise Photo)



unattended usually means the

kept separate. windmills. Water in vast quan- Force as a first lieutenant.

the Brigance spread alone.

nered, kindly Merrill Brigance Show not long ago. would think of something other DeMetris—Dee as she is called he was thinking of the welfare highly successful stint as presi-

brand, anyway." You can trace Brigance beef stock show.

Community Service Like his father before him, Merrill has found time to devote



herd of Herefords for spraying. Spraying is a regular chore at (Enterprise Photo)

Marauding coyotes present a directors and is still a member declared Mrs. Brigance. "We

He is a former A & M College

A government trapper killed and then moved to Springlake coyote now and then about sun- He ranched with his father at

Friona before entering the serv-"I seldom see one when I've ice in 1941. He was a radio opgot a gun, though," he com- erator and gunner aboard a B-17 in the Pacific early in World

Angus and Hereford cattle. The After a tour of combat as an ranch is divided into six pas- enlisted man he went through tures and the two breeds are pilot training and then piloted troop transport planes in Europe. The spread is served by five He was discharged from the Air

tities lies within 70 feet of the Merrill and Mrs. Brigance have three beautiful daughters. They The Brigance brand is a J on are Sharon 12, Nancy 10, and the left thigh. The brand is Charlotte, 8. All three girls are registered and may be used by interested in ranching. In fact, Sharon showed the grand cham-It was typical that mild-man- pion steer at the Olton Stock

than the spectacular when he by her friends—also is active in nose a brand. In this instance community affairs. She served a dent of the Olton Parent-Teach-"A 'J' won't burn the cattle ers Association and this year like a complicated brand would," worked around the clock with he explained. "It's just a symbol her husband while he was making preparations for the annual

cattle from the calf pasture to Even during the preparations the frying pan. The Brigance for the stock show for which ranch feeds out its own cattle in Merrill, as president of the show its own feed lots with feed pro- board of directors bore the brunt duced on Brigance farm acres. of responsibility, the two found The ranch sells its finished time to assist in the P-TA's aneattle in Fort Worth to some of nual play production. In fact, the nation's best known packers. Merrill played one of the lead-

ing roles. Helped Organize Bank

Ranches in the community himself to community service. other than the Brigance Ranch He is immediate past president are those operated by Charlie of the Olton Stock Show board of Jones, Walter Rose and Frank 'Curly" Daugherty. The senior member of the Bri-

> of his life. He was a farmer and she a school teacher when he and Mrs. Brigance were married Feb. 28, 1909 at Bowie. They farmed at Chillicothe after they were married and then moved to the wilds of Hemphill County and engaged in stock

lowing year they moved to Big From Big Spring they moved to Plainview and then to Spring-

lake in 1923. In 1927 they built the house on the old home place three miles

north of Olton. "That seems like home to us,"

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brought our children up there." They moved to Friona about

A, C, BRIGANCE, founder of the ranch, still rides Old Lightning, veteran cow pony. Mr. Brigance says Lightning is the most important hand on the ranch.

Mr. Brigance has been identi- ton school board and was one Mrs. Brigance has taught Sunfied with the development of this of the organizers and a member day School at the First Baptist country since he moved here. He of the first board of directors of Church here for more than 20 served several times on the Ol- Olton State Bank.

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ternational INSURANCE COMPANY Chas. A McCormick, President

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Olton Stock Show in February.

JOE CASTILLO is proud to be associated with the Brigance

Ranch and the management of the ranch is just as happy

about Joe. Joe's Aberdeen-Angus copped top honors at the

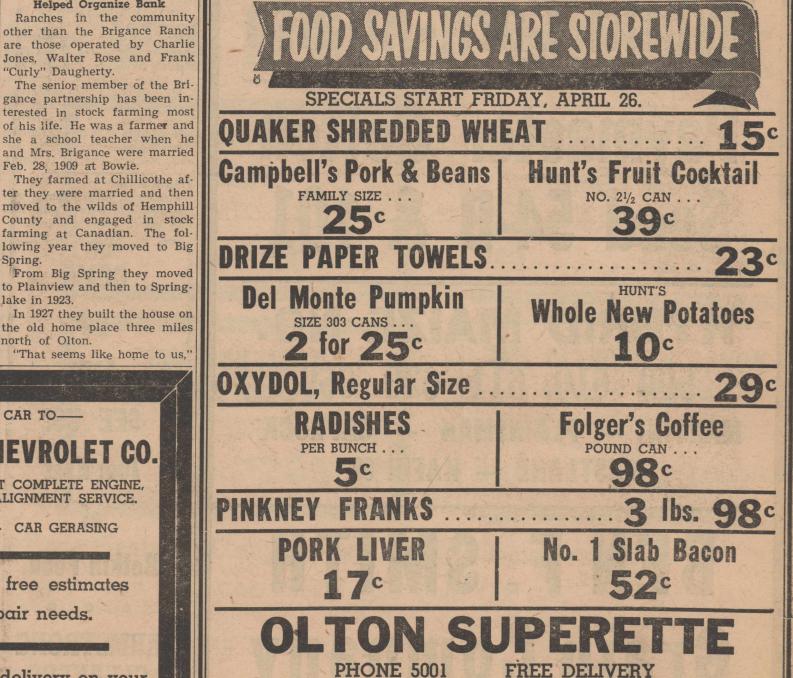
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GS LEADERSHIP COURSE HELD HERE TUESDAY

District I of Caprock Girl Scout to 5 o'clock to complete a Group Olton. Leadership Training Course.

troop committee members from

bock, district I director, and Mrs. Mrs. Betty Wooley of Delwin. Leonard McNeese were instructors for the 18-hour course, the first session held at Muleshoe and the second at Friona. Certificates were awarded those comthe Easter holidays in the homes ton, John Bridges and Troy Christi and visited with Mr. and

ing all three sessions.

Uncle of Carol May Dies After Suffering Stroke

Funeral services were held McCaskill. Council met at the Olton Girl Wednesday in Paducah for Guy Monday with her daughter, Mrs. the Central Plains Scottish Rite Scout House Tuesday from 9:30 Lynch, uncle of Carol J. May of T. V. Murrell at Earth.

Leaders, assistant leaders and Hospital after suffering a stroke. ness meeting. Mrs. Troy Black-Littlefield, Sudan, Friona, Mule- Sue; a son, R. G. of Friona, for- and plans were made for a Sunshoe, Springlake and Olton at merly of Olton; one grandchild; rise Breakfast at the church Eastended and had a cook-out at one brother, Orville Lynch of ter Sunday for the young people. Delwin; and two sisters, Mrs. Mrs. Leslie Watson read the cal-Miss Skeet Anderson of Lub- Jack May of Hart Camp, and endar of prayer and led in pray

pleting the 18 hours by attend- of their parents, Mr. and Mrs. Blackburn. Frank Daugherty and Mr. and Billy Wayne Clayton made a ent for the third and final ses- is a senior at the University of day.

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BEN F. SMITH

Grain Company

J. B. James and Jearl Wayne | Monday morning with Mrs. Low-

Mrs. Jim Stone spent Wednes- Jim Don were on the sick list Plainview Friday night.

and Kevin have moved into their Mrs. A. C. Loftis shopped in

Plainview Thursday. Mrs. Robert Huckabee and La-

in Earth Thursday night.

Mr. and Mrs. Jess Watson, Mr. Sunday

and Mrs. W. T. Clayton and Mr. and Mrs. Ernest Baker attended FROM CANYON portrayal of the "Last Supper" Plainview Thursday night. Mrs. A. C. Loftis and Mrs. W. B. Hucks shopped in Lubbock Tues-

Mr. and Mrs. Louis Bolinger visited Thursday with Mr. and

Mr. and Mrs. J. Frank Daugh- bee, Ernest Baker, Harlon Wat- returned home Thursday from erty of Austin were visitors over son, Lowell Walden, W. T. Clay. Houston. They came by Corpus Mrs. Rube Caruthers.

Mrs. Gus Parish and Carolyn Twenty-six women were pres- Mrs. Frank Cornelius. J. Frank business trip to Olton Wednes- Joyce visited Thursday with Mrs. A. C. Loftis.

Mr. and Mrs. W. T. Clayton visited in the Almon Whitford ome Friday afternoon.

Mrs. Jess Watson visited Thursday with her daughter, Mrs. Ken. neth Hinson and Kevin. Charlotte Gibson spen the Eas-

er holidays at Ruidosa, NM. Mr. and Mrs. Ernest Baker spent the week-end in El Paso visiting relatives and attended he 103rd Scottish Rite reunion. Mr. and Mrs. James Sanderson,

Steve and Brian spent Easter in South Texas with his parents. Rex Loftis of WTSC at Canyon spent the week-end with his parents, Mr. and Mrs. A. C. Lotfis.

FISHING TRIP

Fishing at Lake Thomas over the week-end were Wayne Hair and Johnny and Paul Spain.

> COME BY AND SEE US! **Just East** Botkin Food. **ARMSTRONG**

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THE JOE TURNERS AT HOME—





GWEN TURNER operates a hospitable household. She is known all over the community for keeping a pot of hot coffee on all the time. She's ready to pour at the slightest indication of a java craving on the part of a guest. In the top panel to the left she is doing just that and a thirsty photographer will be slurping it down in a matter of seconds. Many is the Mustang defeat that has been dulled by Gwen's excellent coffee. In the same picture Joe Turner is shown with eldest son, Bobby, on his lap.

Gwen is a bridge fancier and counts most of the women of the community among her close friends. A telephone is an absolute necessity to a coach's wife. In the lower panel Gwen chats amiably with a friend across town. Joe Turner is a football coach the year around. He loves other sports but they are pale beside his first love. Much of the Mustang field strategy you see on the gridiron is born on this table at which Joe is shown in the second panel from the left. At this particular time, how-

ever. Joe is working out the schedules for the American Legior volleyball tournament which is now in progress. The Turner's youngest son, David, is oblivious to what is going on around him. He didn't flinch when the burst of light from the photographer's flash unit caught him. It has been a long, hard day and David is logging some good old sack time.

(Enterprise Photos)

BY MRS. ERNEST BAKER

were in Plainview Tuesday after- ell Walden.

day with her sister, Mrs. Leslie last week-end. Mr. and Mrs. Ernest Baker vis-

ited Tuesday night with her parents, Mr. and Mrs. A. H. Jones at Mr. and Mrs. W. T. Clayton and

Mr. and Mrs. Ernest Baker were in Plainview Monday night where Mr. Baker and Mr. Clayton attended the Central Plains Scottish Rite dinner and meeting.

Almon Whitford made a business trip to Lubbock Tuesday. Mrs. Almon Whitford and Mrs. Lula Brock went to Denver City last week to visit Mrs, Richard

Mrs. B. L. Skinner visited on

Mr. Lynch died in the Paducah at the church for a short busi-Survivors include his wife, burn presided over the meeting er. After the meeting the group

went visiting. Members present Levelland with her parents. were Mesdames Robert Hucka-

Mrs. Harlon Watson visited

BROTHERHOOD RALLY FRIDAY

The Rev. J. Harold Smith, pas-Supper will be served at 6 Mr. and Mrs. Kenneth Hinson o'clock at the church.

IN MCANALLY HOME

Visiting his parents, the Rus-L. E. Down, all of Anton, visited Mrs. James Cruce and son.

The WMS met Monday at 2:30 at the high school auditorium in ing Mr. Souter's parents, Mr. and sons. Mrs. Carson is a sister to Mrs. Melvin Souter.

James Scott Gibbs Is Born Friday

Mr. and Mrs. J. E. Gibbs of tor of the First Baptist Church of Hale Center are the parents of last week to Mr. and Mrs. Judd field, Mrs. Ann Pavelka, Mrs. Fort Smith, Ark., will be the a baby boy, James Scott, born in Walker of Littlefield. principal speaker at the associa- the Plainview Hospital & Clinic. The Walkers have two other Mr. and Mrs. Buster Nicholas and tional Baptist Brotherhood Rally | The young man was born Fri- children. Mrs. Z. T. Byers, Jean Ann and at the First Baptist Church in day, April 19, and weighed 7

pounds, 8 ounces at birth. Maternal grandparents are Mr. parents. and Mrs. John Ratliff of Olton.

FAMILY REUNION

sell McAnallys, over the holidays Mr. and Mrs. L. R. Cruce of the the First Baptist Church will be was Gerald McAnally, student at Halfway community were at held at the First Baptist Church quita visited Thursday with McMurry College. Friday visi- their parents' home Easter Sun- tonight. tors in the McAnally home were day. They were Mr. and Mrs. Mr. and Mrs. John Bridges and Mrs. McAnally's mother, Mrs. Prather Standefer and son, Mid-Bruce and Mr. and Mrs. Bill Mat- W. F. Smart of Anton and her land; Mr. and Mrs. E. L. Noblett lock and Jeff attended a show sister-in-law, Mrs. Kirby Smart and children, Lubbock; Mr. and and children from Albuquerque, Mrs. Bo Cruce and daughters, Bruce Bridges spent Thursday NM. Mr. and Mrs. Jerry Biffle Tulia; Mr. and Mrs. Albert Scribvisiting his aunt, Mrs. Ernest and children and Mr. and Mrs. ner and children; and Mr. and

FROM AMARILLO

Mr. and Mrs. Ted Evans, Steve Mr. and Mrs. Archie Souter of and Teddy from Amarillo visited Canyon spent the holidays visit- last Friday with the H. B. Car-Mrs. Evans

GIRL BORN TO **JUDD WALKERS**

Mr. and Mrs. Ray Johnson of Hart Camp are maternal grand-

PROGRAM PLANNING

A program planning meeting All but one of the children of for training union workers at

> BOOT & SHOE REPAIR COMPLETE WESTERN STORE

RAGLAND'S Western Wear

DINNER GUESTS

Howard Hall home were Mr. and Mrs. Curtis Wilkinson and Mr. A baby daughter was born and Mrs. Walter Timian, Little-Ineta Dennis and children, and daughter.

Sunday dinner guests at the

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TEXAS

The Olton Enterprise

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Troy F. Martin Publisher & Editor

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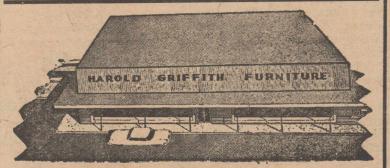
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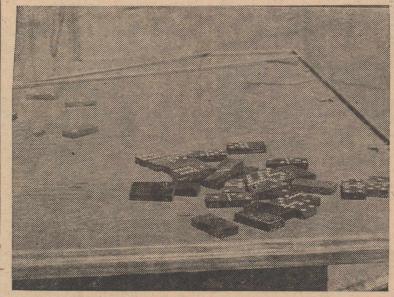
LUBBOCK, TEXAS

UNDER THE BED



MRS. H. R. Monroe, who lives just north of the area hardest hit at Hart Camp, put her son, Wayne, 8, under the bed when the tornado approached with a roar. Some of the out buildings at the Monroe home were smashed and the home itself was damaged but no one was hurt. Mr. and Mrs. Monroe and Wayn's were the only ones in the house at the time. (Enterprise Photo)

DEUCES WILD



WIND which tore stone from stone of the cement block building which housed the Hart Camp Co-Op Gin left these dominoes intact on a table inside the building. The table, likewise, was not damaged. (Enterprise Photo)

Baptist Mexican Mission Holding Revival Services

Southwestern Baptist Theological service was held with 48 in at-Seminary, is conducting a reviv- tendance. al at the Baptist Mexican Mission this week.

Having started April 22, services will continue through Sunday night, April 28. Bro. Glen Godsey, pastor, re-

ported that the average attendance to date has been 71. A record attendance of 169 was reported for the Sunday morning preaching service last Sunday, one day prior to the start The Rev. Elias Rodriguez of of the revival. In spite of the Kerrville, third year student at storm warnings, the evening

> The public is invited to attend the revival services.

ATTEND THE CHURCH OF YOUR CHOICE SUNDAY!

IN OKLAHOMA

Mr. and Mrs. Raymon Carson left last Friday for Holdenville, Okla., to visit with relatives over the holidays. They also did some fishing at Texhoma Lake near Tishomingo and stayed at the H. B. Carson ranch.

For Office Supplies Come To

The Enterprise

For that wonderful

If you need vitamins—This big booster potency of vitamins and minerals costs only 6¢ a day!*



Work can seem almost play when you are full of bounce and pep! So don't let vitamin or iron deficiency fatigue drag you down-leave you tired, nervous, lacking in healthful appetite, a prey to minor ills.

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Children need bounce and pep, too. So remember, there is a member of the Bexel Vitamin Family -at the right potency and pricefor every member of your family!

or YOUR MONEY BACK! BETTER ... by McKESSON

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Just to see our ready-for-Summer, very versatile collection is to visualize many new ways that you can add sparkle to your living room for a very small outlay. A handsome sectional sofa will beautify a whole wall or an important corner.

MAGNIFICENT CURVED SOFA PLUS EXTRA CHAIR Here's almost a whole room full of handsome furniture, new and interesting tufting, smart new fabric covering and interesting colors. Four pieces.

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FOR AN INFORMAL MODERN ROOM . . .

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USED CAR LOT

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News of Interest To Women

Garden Club Meets In Sampler Home

Mrs. Preston Sampler was hostess to the Olton Garden Club came the bride of Don Jo Dodd Thursday afternoon, April 11, in a double ring ceremony read and was assisted in hospitalities April 13 in the Seth Ward Bapby Mrs. Walter Schreier.

ora Russell Laune was reviewed Everett Smalts. by Mrs. H. B. Carson.

In a business session presided and Mrs. E. M. Hardin of Rt. 3, over by Mrs. Carson, the yearly Plainview, and Mr. and Mrs. reports of various committees Earl Dodd of Rt. 1, Olton. were presented and the work of Forming the wedding setting the coming year was discussed. were baskets of spring flowers Final approval was given the and an archway entwined with named as president. Other offiyearbook as prepared by the greenery. Tiers of candles in cers will serve as follows: vice-

dames C. E. Bley, Rufus DeBerry, marked with white satin bows. treasurer, Mrs. Carl Womack; Charlie Jones, A. D. Melton, Jake Wedding music was played by secretary of promotion, Mrs. Lee Mitchell, C. M. Owen, Doyle Pin- Miss Leta Mires, organist, who Green; secretary of education son, E. R. Spain, Horace Walker, also accompanied Miss Dovie and missions, Mrs. H. G. Walker; George Brown, H. A. Hysinger, Julian as she sang "Because." Lee Green, Carson, and the host-

Visitors were Mesdames, H. M. gown of white French lace over E. R. Spain; secretary of local Langford, Delbert Hyman, Tom satin, styled with a fitted bodice activities, Mrs. Owen Norfleet; McGill and Gene Sampler.

Mrs. Ford Named CTA President Tuesday Night

Mrs. John Campbell was hostess to the Classroom Teachers Association Tuesday night in her home for a salad supper at which officers were elected for the coming year.

For the program, Mrs. Pearl Maltby reviewed "Gardens of the flowers.

Mrs. Harry Ford was named to head the association. Other officers elected were: first vice-president, Mrs. Maltby; second vicepresident, Mrs. Carl Hooper; third vice-president, Mrs. Carl Macon; secretary, Mrs. John Campbell; treasurer, Mrs. Roye Aikman; and reporter, Mrs. John Lewis.

Officers will be installed at a tea next month in the homemaking cottage. Guests will be the Future Teachers of America. Twenty-two members and one

guest, Mrs. Austa Fisher, were present at this week's meeting.

ATTEND CHURCH SUNDAY!

SUIT



Olton

Marriage Vows For Miss Lucretia Hardin And Don Jo Dodd Are Read In Plainview

Miss Lucretia Ann Hardin betist Church in Plainview. Offici-"Sand in My Eyes" by Seigni- ating minister was the Rev.

Parents of the couple are Mr.

yearbook committee for printing. candelabra were in the back- president, Mrs. Bill Collins; sec-Members attending were Mes- ground, and the aisles were retary, Mrs. Leo Ross Bryant; fingertip veil of silk illusion ities, Mrs. Jack Bristol.

> topped with a white orchid. trait neckline and shirred sleeves. publications, Mrs. Gene Wilson. The full skirt fell from a fold A committee of Mrs. Horace around the hipline accented with Walker, Mrs. J. A. Ragle, and a bow in the back. Her head- Mrs. Lee Green chose Mrs. Thursdress was of matching net and ton Tollett and Mrs. Margie Car-

Jackson Dodd of Olton served in the Woman's Society.

Stroebel. wore a gray silk suit accented respectively. with pink accessories and a pink carnation corsage.

the bride's parents. Laid with ports of the annual meeting of a lace cloth, the serving table Northwest Texas Conference for was highlighted with a white Woman's Society of Christian roses. Pink as the featured color 20-22. was carried out in the candles and the punch.

Hardin, sister of the bride.

sheath dress complemented by a Miller, Jr., and Thurston Tollett. blue linen duster. Blue accessories and a white corsage completed her costume.

Before her marriage the bride had attended Plainview High School. The bridegroom attended Olton schools prior to serving

P-TA Officers To Be Installed Thurs.

highlight the final Parent-Teach. present. er Association meeting of the Three children from the Chrisschool year next Thursday after- tian Children's Home at Portales, noon at 3 o'clock in the high NM, are being clothed by the school auditorium.

of the Fourteenth District. will be presented by Mrs. Jethro of various members over the Pinkerton, P-TA secretary.

BUSINESS

A YEAR THIS WEEK

and we take this means of saying

for the

privilege of serving you

DORIS HICKS

Mrs. T. Tollett Named WSCS Head At Luncheon Meet

Officers for 1957-58 were elected at a luncheon meeting of the Woman's Society of Christian Service at the First Methodist Church Thursday, April 18.

Mrs. Thurston Tollett was secretary of spiritual life, Mrs. Given in marriage by her fath. Glen Singleterry; secretary of er, the bride wore a ballerina christian social relations, Mrs. and a portrait neckline. Her assistant secretary of local activ-

stemmed from a tiara of seed Secretary of youth, Mrs. J. C. pearls. She carried a white Bible Brown; secretary of children, Mrs. W. T. Hall, Jr.; secretary Attending the bride as matron of students, Mrs. Russell Mcof honor was Mrs. Andy Stroebel, Anally; secretary of status of sister of the groom. Her baller- women, Mrs. Charlie Jones; secina length gown was of aqua retary of supply, Mrs. J. A. Ragle; crystalline fashioned with a por- and secretary of literature and

lisle to receive life memberships

his brother as best man. Ushers In the morning session of the were Dewey Davenport and Andy meeting, Mrs. Norfleet, Mrs. Collins, and Mrs. Singleterry pre-For her daughter's wedding, sented a playlet for a devotional. Mrs. Hardin chose a navy blue Mrs. Jones discussed "Early Mardress set off with white acces- tyrs." Mrs. Tollett and Mrs. sories and a white carnation Russell McAnally brought a part corsage. The groom's mother from Ephesians and Colossians,

A luncheon precided the business session during which Mrs. Following the ceremony a re- Carl Womack, Mrs. Lee Green, ception was held in the home of and Mrs. Henry Miller gave retiered cake decorated with pink Service held at Abilene, March

Attending were Mesdames Bill Collins, Glen Singleterry, Owen Guests were registered at the Norfleet, Horace Walker, Charlie church by Miss Etta Camille Jones, Lee Green, J. A. Ragle, Carl Womack, J. C. Brown, Jack For a wedding trip to Amarillo, Bristol, Russell McAnally, J. B. the bride wore a white linen Williams, Cecil Gallaway, Henry

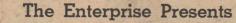
Mrs. Exter Leads Study For Class

A study of "Marriage" was three years in the armed serv- led by Mrs. Glen Exter at the Tuesday meeting of the Ladies The couple is at home in Olton. Bible Class at the Main Street Church of Christ.

Answers to 20 questions concerning the subject were taken from the scriptures.

Mrs. Exter also led the last week's study of "Apostasy" for Installation of officers will which over 30 members were

Ladies Class. Twelve children Installing officer will be Mrs. from the Portales home and four Tom Karrh, first vice-president from the Lubbock Christian Home were guests in the homes Easter holidays.





THIS LITTLE LADY is a doll in her Easter togs. She is Janie McGill, 10 months old, daughter of Mr. and Mrs. Elmer McGill. (Enterprise Photo)

ENTERTAIN WITH ICE CREAM SUPPER

Mr. and Mrs. J. D. Glenn entertained with an ice cream supdent at Texas Tech College.

Shower To Honor Mrs. Daul Follis

per Friday night in their home. shower at 3 o'clock Friday after- cleaning appliances. Each mem-Attending were Messrs. and noon, May 3, in the home of Mrs. ber is to model a hat fashioned Mesdames Luie Cross and chil- Leota Powers. Mrs. Powers's from some kitchen equipment. dren, Carol J. May, the host and home is located one and a half hostess, and J. D. Glenn, Jr., stu- blocks west of the Church of the Nazarene.

Mrs. G. Trotter Re-elected As WSG President

Mrs. Gene Trotter was re-elected as president of the First Methodist Church Wesleyan Service Guild at a meeting April 16 in the home of Mrs. Raiford Daniel with Mrs. Marshall Stone as walks,

Other officers were also re. above, elected. The only changes made in the 1958 slate of officers are ing the air that Mrs. Tom Ballard will serve as recording and corresponding chattering. secretary and Mrs. Earl Robert-

Mrs. Russell McAnally gave a report on the placement of Hun- cleaning, sewing, garian refugees.

Refreshments were served to Thinking, planning. Mesdames Guy Watson, Earl Aikman, Bailey Hair, Gene Trot. her own child. ter, Ray Culwell, A. A. Smith, Leslie Gordon, Tom Ballard, borhood. Louise Jolly, L. L. Thompson, McAnally and Daugherty.

The next meeting will be May 21 in the home of Mrs. Aikman with Mrs. Ballard as co-hostess.

HD Club Meets In Graham Home

The Homebuilders Home Demonstration Club met with Mrs. Calvin Graham Thursday afteroon, April 11.

"Health Insurance" was discussed by Mrs. Lady Claire Phillips, home demonstration agent. Mrs. H. H. Shanks will be host-Mrs. Daul Follis will be com- ess to the next club meeting. plimented with a pink and blue The program topic will be on

ATTEND CHURCH SUNDAY!



Mrs. Major James; Mrs. Sammie Hale, 1957-58 vice-president and program chairman; Mrs. Murray Snyder, 1957-58 president; and Mrs. J. C. Brown. Mrs. James and Mrs. Brown are members of the program committee. "Women Around the World" has been selected as the program theme for the coming club year. (Enterprise Photo)

New Century Study

Club Studies

Problems of Youth

"Youth With Problem" was the program subject at a regular meeting of the New Century Study Club Wednesday afternoon, April 17, in the home of Mrs. Jack Bristol. Mrs. J. O. Roebuck served as co-hostess.

Bringing the program were Mrs. Ed Thompson, who discussed "Every Child Has Problems," and Mrs. Glen Exter, whose subject was "Causes of Jevenile Delinquency."

Members decided to sell corsages for Mother's Day, the proceeds to apply on a club project. Orders may be given to any member until May 6.

"Women Around the World" was chosen as the subject for the 1957-58 programs. The yearbook is being prepared by Mrs. Sammy Hale, chairman, and the yearbook committee.

Attending were Mesdames Wilton Bodkin, J. C. Brown, R. A. Burgess, Fred George, Sammy Hale, Louie Mack Hardy, Major James, Bill Kelley, Troy Martin, Murray Snyder, Don Spain, Frank Struve, Thompson, Exter, and the hostesses.

Guest night will be observed at the club's next meeting in Mrs. Thompson's home on April 30 at 7:30 p.m. Mrs. Elmo Bryant will be the entertainment chairman and a salad supper will be served. A book review will be given by Mrs. I. B. Holt.

> USE THE ENTERPRISE CLASSIFIED SECTION!

WEEK-END HERE

Daughter of Mr. and Mrs. at Howard Payne College, Brown-

HAS OPERATION

Dale Walthall underwent an Sue Mitchell and Jean Malone. emergency appendectomy at the Littlefield Hospital Tuesday.

TROOP 140 MEETS

Girl Scout Troop 149 met Wed-Harry Ford, Miss Ann Ford, was nesday afternoon and worked on an Olton visitor over the week- their cook badge. A social in the end. Miss Ford is a sophomore near future was also discussed. Mrs. Leo Ross Bryant served refreshments to Tanya Bryant, Gayle Nicholson, Dana Speer, Cheryl Poteet, Sharon Brigance,

ATTEND CHURCH SUNDAY

- WEEK END SPECIALS -

FRIDAY & SATURDAY, APRIL 26 & 27.

Reg. 55c Dozen

Ice Box Reg. 35c Dozen

Chocolate Drop Reg. 35c Dozen

Olton Bakery

PHONE 3756

ironing things out

by korkye martin

The sun warming the side-

Screaming, fighting, laughing, ter egg colors were served.

Mothers, chatting over coffee, bocker. Robertson, Gerald Bizzell, Roye each listening for the sounds of

Absorbing events of the neigh-One child disappearing inside To get a drink of water.

Racing up the steps, Kicking the door open, Stopping short, then whirling

Dashing back toward his playmates.

Screaming three words. And then-. Like a yard full of chickens retreating to the henhouse

As a hawk swoops down. . Like throngs running for shelter when they hear the cry, "Air raid!"

. Like a flock of ducks winging into the blue When the first shot rings out, These little people Up and down the street Drop their toys, Scatter in all directions, Vanish into their own houses.

Take positions. Forget all else. (Even the drink of water.) Because-

"IT'S CARTOON TIME!"

i-t-o These wonderful people who have storm cellars, and are generous enough to share them with us who do NOT have storm cel-

lars! Three cheers for them all! I shall never forget the bewilderment on the faces of Clarence, Evelyn, Don and Garland Mason Sunday night as the four Thompsons, the four Hardys, the four Martins and the two Stroebels swooped in on them, seeking safety. I think they never did quite get used to either the NUMBER of us or the NOISE of

And then when the worst came, and we were all, together with Evelyn's parents, Mr. and Mrs. Hines, huddled in the cellar, I never heard a peep out of our four hosts about "the time when . . . " Everyone else was talking at once about other tornados and frights.

Maybe they were still flabber-

Anyhow, I sincerely hope there are enough cellars in this community to go around. Some of us had better get busy and put some more in, maybe.

i-t-o Well, whaddya know! "ironing things out" was a year old last week. I'm 'fraid I can't claim 52 editions, because there were a few weeks I goofed. But it's roundly a year, anyhow. Neither can I lay claim to having ironed things out exactly, but it's been fun poking at it and I hope not a complete waste of your time, if you ever read it. Don't aspire to setting the world on fire with these simple lines, out mainly to reflect the things that are pretty commonplace and average, proving there is something unusual in even the

most ordinary event. I do claim to be almost average, and feel that my day runs about like the ordinary day of every other housewife around, and maybe some others. But ordinary or not, no reason for it to be dull. All depends on the way you take it and what you put into it.

So the way things look right now, I'll try it for the second year. Stay with me long as you can, will you?

WITH PARENTS

Jimmie Priest, son of Mr. and Mrs. Weldon Priest, spent the Easter holidays visiting in Olton. Jimmie is a sophomore music major at Eastern New Mexico University, Portales, NM.

FROM ABILENE COLLEGE

Misses Liz and Janelle Miller. daughters of Mr. and Mrs. W. E. Miller and Mr. and Mrs. J. F Miller, spent the week-end in their parents' homes. They are students at Hardin-Simmons University, Abilene.

Easter Party Honors Bruce Hines

Bruce Hines, seven-year-old son of Mr. and Mrs. Melvin Hines, was honored with a Easter party by his mother last Friday afternoon at the Hines home.

Mike Fite, dressed in a Easter bunny suit complete with horn The wind cooling the breath rimmed glasses and a carrot. greeted guests and helped with Voices of playing children fill- games and the Easter egg hunt. Ice cream and cookies in Eas-

Guests were Jerry Kemp, Toni Accompanied by sounds of tri- Fite, Janet Chester, Charlotte son was made secretary of Spirit. cycles, wagons, swings, doll bug- Brigance, Doel Cordero, Karen Hipp, Roswitha Seawright, Jim Mrs. Bob Daugherty brought Lawns up and down the street Smith, Linda Waldrop, Roger the study of "Mission: USA" and dotted with groups of youngsters. Thompson, Mike Ogletree, Donna Housewives, ironing, baking, Smith, Dennis Hines, Jim Grimssley, Barry Thompson, Glenn Hearing the indoor silence. Loveless, Jane Ann Duncan, Jackie Norvell and Sharon Lime

HAVE PICNIC

Picnicking at Mackenzie Park, Lubbock, Sunday were Messrs. and Mesdames Jim Brown and Larry, Fred Stockdale and Stevie, John Carson, and Jimmy Briggs and Jim Bob.

> End M onth clearance

dresses

\$11

spring

coats

• dusters • shorties

\$15

suits \$15

BOOKS CLOSED!

CHARGE PURCHASES DUE JUNE 10!



plainview

HELPING HAND

NEIGHBORS PITCHED IN to help the S. O. Owens' salvage

as much as possible from their tornado-struck home. Here an

unidentified gentleman manhandles a set of bed springs.

First Rounds In America Legion

Olton Soil Team

and Tom McGill, Jr. Three of the

four will make up the Olton

team and the fourth will serve

The Olton boys won the dis-

The soil judging team was

accompanied to the state meet

by Harold Warren, vocational

SERVICES SET FOR

FORMER RESIDENT

Graveside services will be held

for Mrs. A. J. Roberts, former

area resident, at the Olton Ceme-

tery Friday morning at 11 o'clock

Mrs. Roberts, 89, who had been

Farmers Union

Meet Is Planned

a meeting at the Producers Co-

Alex Dickie, state president

Wilton Bodkin, president.

to attend the meeting.

Services Held

Woman's Mother

Following the services, Mr.

Ark., for an extended visit with

CARD OF THANKS

one. We want to thank the doc-

The Family of

For Local

trict contest at Plainview re

as an alternate.

agriculture instructor.

Vies In State

Volleyball Tournament Completed



THE LUIS LOPEZ family were inside their small home praying as the tornado destroyed the homes of their nearby neighbors. The Lopez home was in the direct path of the twister about 100 yards from the C. D. McAteer home on one sidd and only a few hundred yards from the J. W. Wells home on the other. Both these houses were reduced to rubble. A broken pane of glass was the only damage at the Lopez hom?. Shown here with Mrs. Lopez are from left Eusevio, Luis, Jr., Larry, Lupe and Henry Lee. Ray and Mr. Lopez were away from home at the

-TORNADO

over the county-a number of them in the Olton area.

REA patrons affected moved home freezer loads to the Olton frozen food locker for safe keep ing. REA officials said most of the power had been restored by Thursday afternoon.

Here at Olton, alert firemen scanned the skies for approaching tornadoes. Bill Kemp manned the fire truck and blew warning signals across town as the twister neared.

Olton folks congregated at cellars. One Olton man said he went to get into his cellar and could hardly find standing room. Damage in rural areas around

Olton was heavy-mostly to out buildings. Raymon Long was among those who lost all his out buildings.

Bud Grimsley was reported to have lost a barn. Damage was heavy at the Raymond Motley place six miles northwest of

One major piece of damage not immediately recognized as such is the debris scattered across fields. This must be removed before farming can continue.

The J. D. Livelys, living on the E. L. Fancher farm 3½ miles northwest of Olton, had played safe earlier and gone to their storm cellar around 8 o'clock hit at 10:30 they were in the pants receiving injuries despite house. The top of their house were heavily damaged.

lys went to their neighbors, the belonging to a sister-in-law, Mrs.

With the morning worship service.

With the morning worship service. J. W. Dales, to spend the night. The front porch of the Dale home was scattered over a quarter mile in the fields and the roof torn back end of the car driven by school superintendent, Jack Hy- in Austin. The body is to be meet which will be staged Satloose over the living room and front bedroom. The Dales had returned home from a week-end quilt to avoid a deep water the direction of Lemons Funeral will be Jack Hysinger, Royce puddle, damaging the front end encraft, chairman, Jerry Moore, the direction of Lemons Funeral will be Jack Hysinger, Royce trip earlier in the evening.

Thinking the worst was over Sunday night, the Bob Hipps, 41/2 around on the road to come to Houston, James Ray Hyatt; deabed when the sudden depressive with his, knocking Mr. Thames' Estes Bartlett, Jackie Pinson scurrying with their two chil- Both automobiles were damaged. Carson. dren, Mike and Karen, to the Willard Loman, whose home Music director, Jerry Myer; southwest corner of their home was nearby, moved the cars with Training Union director, Alvin just as the tornado hit. Their his tractor and took the occu- Wallace; WMU president, Shirgarage was splintered into bits, pants to their homes in Olton, ley Nichols. leaving the pickup inside un- going through Littlefield and scratched. The center section of Springlake because of a high Brotherhood is composed of the barn was swooped away with line blown across the highway Wayne Moore, chairman, Merethe end sections left standing. between Hart Camp and Olton. dith Lewis and Dan Wallace. The chicken house was scattered Mr. and Mrs. McElrath and but not a chicken was found in- sons Norman and Joel, Pampa, be brought by the following: jured. Also blown away were the were riding in the automobiles Janice Ford, Adult III departwindmill and irrigation well with the Thames.

L. B. Cowart, 41/2 miles northwest, reported that his garage, hen house, and well house were destroyed. He had a busy Monday, for the Sunday night tornado left his 50 hogs with no the school cafeteria. sign of a fence around them.

The Paul Burrus' received ing a program for the occasion. heavy damage at their place. The roof and walls of a tenant dwelling were blown off the 50 to 60 hens were left dead and man. The WMU will be in charge day, April 15, in Olton Memorial foundation, all the out buildings others injured. were destroyed, and irrigation motors turned over.

were ripped up and scattered at our homes." the Jack Edwards place, seven ... Extensive damage was report- Adult I; Kenneth Prestridge, Inmiles northwest. Mrs. Edwards ed at the Walter Rose farm. Out- termediates; and Janice Ford, a daughter, Mrs. A. L. Ammons. reported that their son's basket- buildings were all levelled and Juniors. ball goal pole was snapped off scattered and trees uprooted.

town were struck by the tornado. Maxeys, and Knox's. Mrs. Lillie McGill reported that Destruction was reported also she lost the porch off her home, at the following places: E. S. VISIT RELATIVES house, and windmill. No trace of Jolly, I. D. Grimsley, Jack Gabe- family visited relatives in Okla-100 baby chicks were found and hart and Lowell McGill.

SECONDS TO SPARE



THE C. D. McATEER family had only seconds to spare as they hustled into the storm cellar when the twister struck Hart Camp Sunday night. They lost most of their belongings in the holacust. Mr. and Mrs. McAteer are shown here with their daughter, Lois Dell, 14. (Enterprise Photo)

None Injured In Three-Car Collision Sunday

evening with none of the occu- the entire week.

of her car.

BANQUET MAY 10—

banquet will be held May 10 in and Barbara Gray, Juniors.

FFA boys already are prepar-

"But we're lucky," said Mrs. night. Two cow sheds and a hog shed here, but we were all left with David Price, Adult III; Shirley

at the base and the iron braces Other farm buildings destroy- INJURED supporting the pole were badly ed in the southwest vicinity were Max Kennedy suffered injuries Numerous places southwest of Willis', Raymon Longs, Harvey a pipe while working with a illness and death of our loved awarding of merit badges.

First Baptist Church To Mark Youth Week

Three cars were involved in an | Beginning next Sunday night, with the Rev. Winfred Ritter accident two and one-half miles the First Baptist Church will be pastor of the Church of the south of Hart Camp late Sunday "turned over" to the youth for Nazarene, officiating.

Young people of the church an invalid for over 20 years, the fact that the automobiles will have charge of training died at the home of her daughunion and church services Sun- ter, Mrs. A. L. Dennis of Austin. garage, leaving the automobile According to Mrs. J. B. Thames day evening and will conduct Mr. and Mrs. Roberts moved intact except for two minor of Olton, she was driving behind meetings of the various organito the Springlake community scratches. Only the living room her husband when she heard the zations during the week. They from Oklahoma in the middle furniture and television were radio report of three tornadoes will serve in the Sunday School 1920's. While here Mr. Roberts, on the ground out of Hart Camp. departments Sunday, May 5, was killed by a hit-and-run She was trying to overtake her closing their week of activities driver. Mrs. Roberts was also

A. A. McElrath, and warn him Young people named to serve Funeral services for Mrs. Rob- with teams from some 107 other her husband as he stopped sud- singer; Brotherhood president, shipped to Plainview for the urday. denly to avoid a deep water Jackie Pinson; ushers, Kent Woz- local graveside services under On Olton's soil judging team wife and six-year-old daughter. Kenneth Prestridge, John Wayne Home. As Mr. Thames was turning Hair, James Simmons, Elmer northwest, recovered from their his wife's aid, another car driven cons, David Price, chairman, Joe earlier fears and had gone to by Dale Adair of Olton collided Miller, Floyd Light, Teddy Estes, stillness of the night sent them automobile into a deep ditch. Harold Dean Carson, Harlan

The program committee for the Sunday school devotionals will

ment; Kay Sherman, Adult II; Doniece Silcott, Adult I; Jane Thurman, Married Young People; Peggy Oursborn, Young People; Shirley Nichols, Intermedi-The annual FFA appreciation ate I; Martha Hyman, Int. II;

> Circle chairmen for the Women's Missionary Union will be Texas, for Mrs. John M. Provence, Charges will be 75 cents for Sandie Loveless, Gayland Graham and Linda Kemp. Judy this city. Moore will serve as prayer chairof the prayer service Wednesday Hospital. She and her husband

McGill. "Most of us got hit along Training Union leaders will be with Mrs. Baker. Nichols, Adult II; Jack Hysinger, Provence left for Fort Smith,

those of the Lee Greens, Guy Tuesday when he was struck by who helped so much during the mony board will be used in the utility company repair crew.

her garage, hen house, brooder Huckabee, A. C. Simmons, Cecil Mr. and Mrs. J. W. Brown and came to visit. homa during the Easter holidays.

Coach Joe Turner, who along with Clovis Poteet, is in charge said standing of the teams to date have not yet been worked Four Olton FFA boys left on out. Thursday morning for the state

First rounds of the American

Legion volleyball tournament

have been completed.

(Enterprise Photo)

Coach Turner said the tourna-

soil judging contest to be staged ment will continue through next at John Tarleton College at Ste-Tuesday night. Competing are eight girl teams and nine men In the group were Jackie Pinson, Jerry Hatter, Elmer Houston,

The tournament is being played at Olton High School Gym-

Olton Woman's Grandmother 105 Thursday

Grandma Glass, Stratford, Okla., grandmother of Mrs. Lloyd Blackwell observed her 105th birthday Thursday. The Blackwells visited Mrs. Glass Sunday.

They said she is still hale and hearty and lives alone in three-room home near Stratford. Among other things, she prepares her own meals.

Olton Lads To Attend **Area Meet**

Three Olton FFA boys will compete in an area-wide contest

McFadden and Jerry Moore. Allen and Devin McAnally. On the livestock judging team

Olton Farmers Union will hold Methodists Plan Operative Association building the night of May 8, according to Pancake Supper The group will hear insurance

Jones and Houston Hamby.

of Farmers Union, is scheduled Methodist Building Fund, will berland Presbyterian Church has get underway at 6 o'clock Satur- been placed in the church buildday evening in the school cafe- ing fund. teria. Customers will be served until 9 o'clock.

the Olton Methodist Church. Thursday, April 18, at Memphis, be served with the pancakes. sale and bazaar. mother of Mrs. Elmer Baker of adults and 50 cents for children. EASTER DINNER

Pack Meeting Set For Monday had been making their home

is set for 7:30 o'clock.

Cubmaster Dub Hall and his son. assistant, Milton Hines, will pre-We wish to thank all those sent the program. A new cere- VISITS PARENTS

tors and nurses for their untir- percentage of attendance for the ing efforts, as well as those who April and May pack meetings IN OKLAHOMA will receive a surprise award. Mr. and Mrs. Carl McClure Den mothers urge all parents of visited Mr. McClure's parents in Mrs. J. M. Provence cubs to attend.

TORN TO BITS by the tornado which lashed Hart Camp Sunday night, Hart Camp Co-Op Gin has been described as a total loss. Sheet metal from the gin is scattered for miles across the (Enterprise Photo)

Something Taken, Something Left



DON SPAIN and son, Steve, are shown here by a pile of soy beans. The barn was blown from over the pile of beans but the beans were left intact. The twister which hit the Spain farm a mile west of Olton also uprooted yard fence posts which were anchored two feet in the ground. The posts were only a few feet from the house where the Spains and their four children

Temporary Board Of Recreational Operation Facility To Report Monday Night

Brother-in-law Of Local Pastor Fatally Injured

Robert Davis, 43, of Bartlesville, Okla., brother-in-law of 8 o'clock in the high school E. R. Higgins, was fatally injur- auditorium. ed last Thursday afternoon in a highway accident in Oklahoma. ed of Elmer Moore, Ed Thomp-On the way to spent the weekend with Mrs. Davis' parents in Wynnewood, Okla., Mr. Davis will submit figures on dues and had stopped to get a bee out of initiation fees. Also to be subthe automobile. As he stepped mitted is a name for the proof the impending danger. Mrs. in various capacities during the erts were held Thursday morn-schools. Preparations have been out on the rain-swept highway, Thames' car rammed into the week are as follows: Sunday ing at the First Nazarene Church made for 1,800 students at the a truck sideswiped him and crushed him against the car. With him at the time were his

> Funeral services were held Monday afternoon at the Church On the dairy judging team of Christ in Bartlesville. Mr. will be Jimmy Stone, Wayne and Mrs. Higgins left immediately upon receiving the message of the accident and are remaining in Bartlesville this will be John Adams, John Paul week with Mrs. Davis, Mr. Higgins' sister.

CHURCH BAZAAR RATED SUCCESS

Approximately \$175 in proceeds from the bazaar and bake A Pancake Supper, the pro- sales held the last two weekceeds from which will go to the ends by the women of the Cum-

Appreciation was expressed by the church women to the com-Sponsoring groups are the Mat- munity for its patronage of the tie Wiles, Homebuilders, and Ad- bazaar and to Roy Granbery, vance Sunday school classes of Dr. Leger, and Ezra Whittington for their courtesy and the use of ed their certificates and frater-Funeral services were held Bacon, sausage and coffee will their buildings to house the bake

Smith home on Easter Sunday France, Lawan Long, Judy Penwere Mr. and Mrs. G. W. Struve, dleton, Bobby Tollett, Molly Ing-Mr. and Mrs. Gene Struve and lis, Carolyn Carson, Diane Smith, LAWN MOWERS SHARPENED. Regular pack meeting for the Struve and family, all of Hale Pat Thompson. Olton Cub Scouts will be held Center, Mr. and Mrs. Leslie King Playing in the recital next Monday night, April 29, in the of Cotton Center, Mr. and Mrs. Thursday night will be Deena FOR SALE: Fish aquarium. 20 Cub Scout Building. Meeting time Frank Struve and children, Mrs. DeBerry, Sue Church, Linda Wal-M. A. McCraw, and Bobby John- drop, Donna Smith, Judy Kemp, about 35 fish. Mrs. Era Mae

Mrs. C. C. Curry, was home over Alair, Charla Smith, Karen Hipp, room house. All located on same The den having the highest the holidays from Texas Tech. Coye McGill, Barbara Fancher, block near Shafter, Calif. Would

Oklahoma over the week-end.

Deliberations of the board of Olton recreational facility planned for a 90-acre tract donated

Monday night. The meeting will be held at

by the A. D. Meltons will be laid

before the people at a meeting

A by-laws committee composson and Roy Roberts will report Among other things, the board posed facility.

Two Piano **Recitals Slated** For Next Week

Following the presentation of an all-boy recital this week, a group of girls from the piano class of Harold Carson will be presented in a spring recital at 8 p.m., April 29, in the auditorium of the First Baptist Church. Girls appearing on the program will be in grade five and above.

The final spring group recital by the piano students of Mr. Car- at Lubbock Saturday. son is scheduled for May 2 at 8 o'clock in the First Baptist the 440 yard sprint. The mile Church. This group of pianists relay team also will enter the will range in age from the first grade through the sixth.

At both recitals, to which the public is invited, students participating in the National Piano runs with the team, will be at Playing Auditions will be awardnity pins.

Appearing in the all-girl recital next Monday will be Jeanavon Harper, Judy Lacewell, Sue FOR SALE: 8-inch irrigation

Larita Blades, Kathy Burgess, Walthall. Phone 3030. Barbara Johnson, Kathie Kidd, Deanna Thompson, Valda Jones, FOR SALE OR TRADE: Bar, pool-Clifford Curry, son of Mr. and Deborah Cade, Iva Tanner, Nancy room, cafe, five-room and three-Tomie Covington, Sharon Miller, like to trade this property for

> ATTEND THE CHURCH OF YOUR CHOICE SUNDAY!

Cross, has suggested that folks in the Olton, North Spade and Hart Camp areas, group together to help their neighbors.

Volunteer groups will be needed some time next week to help remove debris from farm land in tornado-struck areas. She said the Red Cross will provide lunch for the volunteer groups.

She said the Red Cross is taking rehabilitation applications from the tornado areas.

"Some farmers have lost their seed and much of their equipment," Mrs. Brandon noted. There has been a suggestion that farmers who did not suffer losses and have more seed than they need pitch in and help out those crippled by the storm.

Thinclads To **Lubbock Meet** This Saturday

Olton boys will enter two track events in the Red Raider relays

Teddy Estes will compete in competition. It will be made up of Ronnie Dennis, Dan Wallace, Teddy Estes and Royce Bodkin. Kirk McAdams, who normally

Texas A&M taking examina-

tions for a scholastic scholarship

Too Late To Classify

Mitchell, Lavon Estes, Tommie pump. See J. G. Measles. Route Dinner guests in the Tom Witten, Sue Witten, Pat La- 2, Tulia. Phone ELkins NO-82423.

family, Mr. and Mrs. Walter Joanne Lewis, Ilona Tanner and Work is guaranteed. Roy Mc-Afee, phone 2373.

gallons. Fully equipped with

Carmen Bley and Ilona Tanner. something of equal value in or around Olton, Tex. Contact Mrs. C. H. Petty, PO Box 305, Olton, 11-5tp

A HISSING ROAR



THE J. W. WELLS FAMILY barely got into the basement Sunday night before the tornado which struck Hart Camp reduced their home to a shambles. In the basement when the storm struck were Mr. and Mrs. Wells and daughter, Myra Dell, 12; and Mr. and Mrs. Wesley Neinast and sons, Mark, 9, and David, 7. Note the television set, apparently undamaged, in the foreground of the wreckage.

(Enterprise Photo)

THREE SECONDS OF TERROR



J. H. JORDAN and his son, Harvey, 14, are shown here framed by the wreckage of their home at North Spade. They were in the house when it was razed by a tornado Sunday night. Also in the house at the time were Mrs. Jordan and another son, Larry, 12.

(Enterprise Photo)

Saunter With Sue

The other day on TV—"The Tennessee Ernie Show"—Ernie was discussing men wearing mustaches.

He said he'd always heard women say they didn't like to kiss a man who wears a mus-

But his remark to that was "I always say if you're going to a picnic, you don't mind going through a little brush to get there!"

Washed Husband's T-shirts with a red gown of mine. Now his T-shirts are a lovely shade of pink . . . Mildred Armstrong had her hair lightened a shade or two and while she was in the beauty shop, she overheard two women discussing it. One asked the other how she liked Mildred's hair, the other replied, "Oh, I just love it. Mildred's hair was always such an ugly mousey color!"

s-w-s
When Mrs. Romie Cannon of
Hale Center had her first baby,
her husband gave her a dozen

After her second child, Romie got her a dozen carnations.

She was a little blue and disappointed.

Mrs. Ray Johnson, her mother, told her, "You'll do good to get violets next time!"

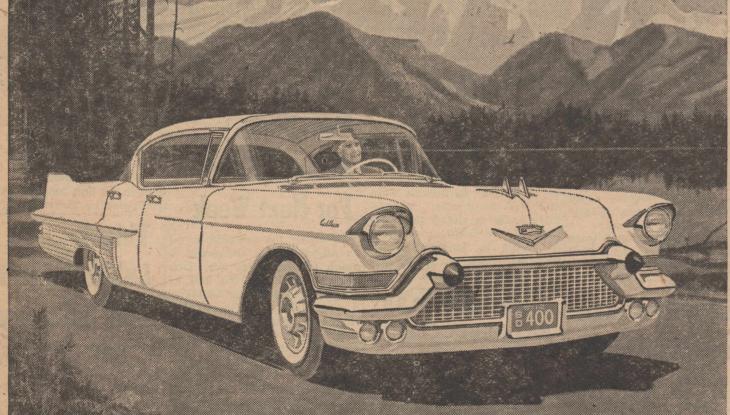
s-w-s
At club, we had a program on
"Family Playtime." It was actually hard for Lanee Briggs to
find any information on the
family playing together.

Has TV replaced the family recreation so that the family is more individuals than one body?

I certainly hope not. Some of my fondest memories are of Don, Mother, Daddy, and I doing things together.

ATTEND THE CHURCH OF YOUR CHOICE SUNDAY!

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Ever hear a motor car tell its own story?

Well, just get behind the wheel of a new 1957 Cadillac—head for your favorite stretch of highway—and listen!

Of course, the truth of the matter is that you won't actually hear anything. For a 1957 Cadillac in operation is as quiet as human skill and ingenuity can make it.

But imagine, if you will, all the wonderful things the car will be telling you through the voice of its own silence!

First of all, it will speak—and most eloquently so—of the soundness of Cadillac styling. For the car is so scientifically designed that even the onrushing wind is reduced to a gentle whisper.

It will tell you of the genius of Cadillac engineering. For every aspect of the car's brilliant performance goes about its work in soundless harmony.

And it will reveal the care and the skill of Cadillac craftsmanship. For even when it travels the most neglected of byways, the car remains wonderfully silent.

If you have yet to sit at the wheel of a 1957 Cadillac and hear this wonderful story for yourself, then we urge you to delay no longer in doing so.

We hope you will visit your Cadillac dealer soon—spend an hour on the highway—and listen to the most eloquent message a motor car ever delivered on its own behalf!

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3-POUND CARTON . . . 69c

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ORANGE AII
46-OUNCE CAN...
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SUGAR, 10-Pound Bag

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CUT GREEN BEANS
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WAFFLE SYRUP

24-OUNCE BOTTLE . . .

37c



Lipton 1/2

THE BRISK TEA

1/2-POUND BOX

LIPTON

TEA BAGS

THE BRISK TEA

16-COUNT BOX

79c 23c

PIONEER

CORN BREAD MIX

5 LBS.

39c



DOG FOOD

Per Can...

17c

RED HEART

CHEESE, Longhorn-Wisconsin, Per Pound

RANGE JUICE

2 for 29°

6-OUNCE CANS . . .

FRESHER BRAND—FROZEN
FISH STICKS
8-OUNCE PACKAGE . . .

33°

FROZEN-RITE ROLLS 2-Dozen Count Package

BACON PER POUND ...

35°

HAMBURG

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CLUB STEAK

Choice.
PER POUND

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Mrs. Dora Walthall's Code Of Life Entails Work, Worship, Love Of Family And Friends

By Felicia Duncan

of Oltonites-Mrs. Dora Walthall. and some quilts.

Her friends, church and health "Times were not easy, but we are the things for which she is were happy," reminisced Mrs. most thankful as she continues Walthall. "Our total harvest for her contented and fruitful life that first year was a bale and alone (except for a roomer) in a half of cotton. We bought a her neat brown home on Main cultivator and lacked \$7 paying Street, looking back on 53 years for it out of our crop money." of happiness with her husband To help support his family, Arthur, who passed away six Mr. Walthall would rise before years ago, and the rearing of 12 dawn, take a lunch packed by children to adulthood.

Holds To Independence self-sufficiency is maintained by 50 cents per hundred. Mrs. Walthall, cooking her own

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Such timeworn phrases as thall. They set up housekeeping "young in heart" and "76 years with a bedstead, springs, a cotyoung" are given new life when ton mattress made by Mrs. Walapplied to a white-haired little thall from cotton they had picklady who has endeared herself ed, a wood cook stove, a wooden through the years to generations churn, a table and three chairs,

his wife, and ride a mule to a farm five miles away where he A life of independence and would pick cotton until dark for

Cheaper By The Dozen

During the 25 years the Walthalls made their home on their 110-acre farm near Kerens, their most successful crop was a "round dozen" children, 9 boys and 3 girls. The doctor that delivered her second son predicted that she was going to have a houseful of boys. "I had just enough girls sprinkled around to provide me with a dishwasher all the way through," Mrs. Walthall laughingly remarked.

are still living. Tragedy struck pair of horses, two cows, a shep- Arthur to spend the night at our early one of the children. Mar- herd dog, and chickens. "I didn't house. First thing you knew we vin was afflicted with infantile know they'd have chickens in were in love." paralysis when only 18 months West Texas so I thought we'd old and was permanently crip- stock them." But when they They married in 1898, the bepled. He died at the age of 21, came through the sandhills and ginning of a wedded life des-Mrs. Walthall said, living a heard the coyotes howling, her tined to last for 53 years and 11 happy and successful life in first thought was a dismayed, days. In 1901, they moved to spite of his handicap.

Move To Plains he had seen. Mr. Walthall made meals and keeping her home into the old Cowart home when At this time, their youngest child that she should use a cleaning case." "Everyone said we'd be was Dale, 4, and the four oldest woman to relieve her of house- back, but we were never sorry children were settled in their hold chores.

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MRS. DORA WALTHALL

chicken here." In 1925 a neighbor came back After two and a half days of from a family whose son had from the South Plains area with travel, the Walthall family ar- They bought a half section from tales of the bountiful harvests rived in the Olton community. the late John Cowart and moved a trip out and liked what he neat as the proverbial pin. Occa- he moved to Plainview. saw, and the couple made their sionally she has to put her foot The Walthalls held on to their decision to "blaze the trail west." down to her children who feel home back in Kerens "just in

They bought a new car and with her blue eyes twinkling, 1956. truck and chartered a railway "they just don't clean to suit me And in the second place, as I We didn't do so well, but we out than rust out."

> Tinkle's Chapel Is Birthplace spent her girlhood days in that dry years back then." community with activities centered around three buildings—a Baptist church, a Methodist moved to Olton there were only church, and a school. "You had a few houses scattered around to be either a Baptist or a Meth- the town section. The business odist if you wanted to go to section consisted of a telephone

> was an orphan boy, Arthur Wal- and Bley's Mercantile. The Bapthall, who worked on the various tist Church, where the Walthalls farms around. "We got to play- faithfully attended, was housed

car to bring out their household ing when he could come around, goods, farm implements and and when Father would go off Eight of the Walthall children livestock, the latter including a on a fishing trip, he would get

"I'll never be able to raise a Kerens in East Texas with a few household goods obtained

we moved," she said. The old "In the first place," she said homestead was finally sold in

"Cotton was 6 cents a pound so I just reclean after they leave. and grain 25 cents per hundred. tell my children, I'd rather wear made a living," declared Mrs. Walthall. Cotton was often picked in March because no hands Born near Emhouse, Texas, were to be had. "It used to rain known then as Tinkle's Chapel, a lot more than it does now. I on Oct. 14, 1880, Mrs. Walthall can remember only one or two

Olton Sparsely Settled

At the time the Walthalls office, a couple of filling sta-In the Emhouse community tions, the post office, courthouse,

in the structure now used by the | 1951. Mrs. Walthall's great spir-|children together, but don't guess|thall-indeed it is always filled

Mr. Walthall's health had be only once a week, I'd never have granddaughters before getting a see her puttering around in her gun to fail and they moved to a chance to get lonely." Dallas for 18 months in the Five of the Walthall children hopes of regaining it. The move live in California. Louise and was not beneficial. In fact, Mrs. Jewell teach in Fresno and Ana- living proof that hard work, a And on any day she is ready Walthall says, "I thought he and heim, respectively, although she zest for living, love for her fel- with her warm smile to greet Marvin would both die before I happily reported that Jewell will lowman, and healthful habits, any "friend or kin" who has could get them back home." return to her former home, Hale usually add, up to mental and come to visit.

in this home that Mrs. Walthall three sons live in Texas—Dale None of her 12 children were 13 of this year, six years to the still lives—refurbished and re- in Littlefield, Tilden in Odessa, born in a hospital. "My good- day of his father's death, who decorated, to be sure.

Goes On Alone

"Yes, we saw Olton grow from out her life companion.

They moved into town in 1946, Center, when this school term is physical health. Seldom ill, she Expressing her love for her purchasing the house built origi- over. George lives in Inglewood, had never been in a hospital community and friends, she said nally for a doctor's office in 1929 Elmer in San Bernardino, and until four years ago when she that she feels the same as her and used by a Dr. Sparks. It is Lloyd in Richmond. Her other was in for a two-day check up. son Albert, who died on January

Her husband died on Jan. 13, grandchildren and great-grand- Life is never dull for Mrs. Wal- Olton water tower."

Christ of Latter Day Saints. | forward to the future even with- Virginia to Illinois to Oregon," cause she seeks them. Last wininfancy. And what has made Mrs. Walthall's only regret is be quite a roomful as she boasts grandmother" as she gaily took Olton such a wonderful town is that more of her children do not 27 grandchildren and 37 great. off by plane to visit her children that it is made up of wonderful live near her. "With so many grandchildren. "Oddly enough, in California. On a spring or children, if each one came by after all my boys, I had 11 summer day a passerby might

> grandson." Has Superlative Health

This sweet-faced little lady is tist Church for worship services. and Johnny in Lake Dallas. ness," she exclaimed, "I'd be often remarked, "I never want "I wish I could see all of my afraid they'd shift babies."

Reorganized Church of Jesus itual strength led her to look I will as they're scattered from with new and good things besaid Mrs. Walthall. And it would ter she was known as the "flying yard. On the Sabbath one will always find her in the First Bap-

to live where I can't see that



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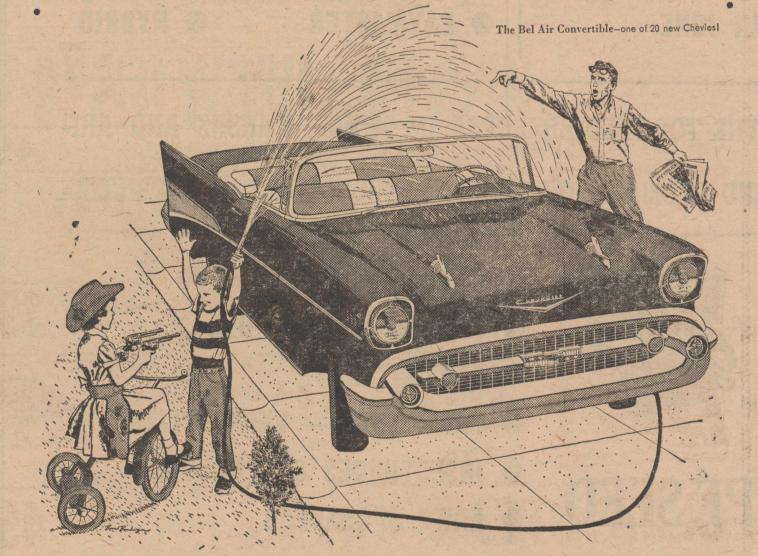
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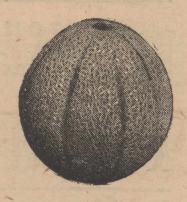
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Ad Wolves Fleecing Tactics Described

ers' Ink magazine, the magazine of advertising, selling and marketing, was written by Mike Rhinehart, a Waco advertising man. His exposition of how advertising "wolves" fleece businessmen of millions of dollars with phony schemes is backed by years of experience in the advertising busi-

For every dollar set aside in ONLY \$150. as the lever to lift big chunks of processor's agency.

ence in newspaper, printing, rato know they were worthless.

Recently the California Federa- ers revealed that none of them of advertising for labor director- said: "Such tactics and practices message on the sheet. ies, branding these publications can tear down more good-will in Some of these ad wolves literas so limited in circulations as one day than legitimate labor ally employ the law to give autiser or the labor unions. This year." A check with the Better Example: Last year a motion body further stated that solicita- Business Bureau also revealed picture producing firm came to short of extortion."

ALPINE AIR COOLERS 3000 CMF WITH BREEZE CONTROL

MICROGLASS FILTER RECIRCULATING PUMP AQUATROL FEATURE FITS CASEMENT OR DOU-BLE-HUNG WINDOWS QUIET PERFORMANCE

Sheetmetal Works Right on your way home on Olton Highway in Plainview

(Editor's note: The follow- | ers were condemning advertis- | This scheme first came to my ing article, published in Print- ing racketeers, a Texas poultry attention when two women callprocessor received a long-dis- ed on me soliciting advertising tance call from the publisher to go in spaces around the edge of a labor directory in New York. of the calendar. It was a single-The solicitor explained that the color, single-sheet affair with the directory was scheduled to go to calendar in the center. Around press in a few hours and it the edge of the sheet was a douwould be to this processor's ad- ble row of small advertising but gory. A funeral director (one vantage to have an ad in the spaces-64 in all. The spaces of the 10 sponsors) got to stage directory. The copy, the solicitor sold for \$5 each and the solici- the funeral of the boy who was are: 6 cents per word first inexplained, would be captioned: tors explained that their church "killed." His total advertising sertion; 3 cents per word second FRIEND OF LABOR. The price? Sunday School class would get was a 5-second shot of the sign insertion, and each additional FOR SALE: Annyarous ammon-

pockets. For these wolves to op- galley proof of an ad two news- by every soliciting group: "You erate profitably there must be a paper columns wide and three advertised on such and such lot of Little Red Riding Hoods- inches deep. Total copy: The church calendar, so you can't town, contact business firms and for long. Soon every school in lake, phone 4810. personified by businessmen who FRIEND OF LABOR caption and afford to miss ours." Harrassed talk them into offering free mer- his trade territory has a comare afraid of losing business or the name and address of the advertisers learned a bitter les- chandise, services or products in mittee calling on him. He sees FRESH SHIPMENT of Pangburn's offending some individual or company. With the proof was a son 22 churches later. statement for \$150 and a request

ness, I have learned a lot about space had not been authorized the calendars are printed there in a book of such coupons. Small advertising rackets. I must ad- and therefore the bill could not are enough extra copies printed businessmen generally are the mit that I have created some, be paid. Then followed a long- to sample all the other churches gulls for this scheme. own creations I had good reason trouble in the processor's plant. A check with local labor lead-

to be of no benefit to the adver- organizations can build up in a thenticity to their shady schemes. tions often amount to "little that this same operator had been town and convinced the sheriff's Texas, and in most cases deal- local teen-agers for actors and How true! About the same ers had been paying off rather featuring local scenes would be time the California labor lead- than run the risk of offending a powerful weapon to combat

would prefer to pay rather than would receive integrated comadmit they were victims of such mercials in the film.

SEE

R. L. RICHARDS For Your Furniture & Carpet. PATTERSON CARPET CO.

805 Broadway

...slow for delicate fabrics ...faster for regular fabrics

MAYTAG

All-Fabric

AUTOMATIC

Wave goodbye to washbowl, washing, for the new MAYTAG

All-Fabric Automatic with two-speed action is here! It dupli-

Slower speed is yours simply by pushing the "MODERN FAB-

RICS" button. Agitation and spin speed slow by one-third.

Cold water wash and rinse is yours at the press of another

button. Perfect for those heat-sensitive modern fabrics. Less-

ens wear, saves ironing, too. (For regular fabrics, push the

Come see the new All-Fabric Automatic by MAYTAG, today.

ONLY MAYTAG BRINGS YOU ALL THIS:

cates hand-washing methods automatically:

(Regular speed for regular fabrics.)

WARM or HOT water button.)

a percentage of the take. an advertising budget there's a When the processor hedged The women filled up the spaces participants were rewarded with 40 cents first insertion, 25 cents wolf in a gray flannel suit wait- and tried to refuse the fast-talk- by high-pressuring local busi- fleeting shots of their places of additional insertions. The Entering to gobble it up. Most often ing solicitor, he was told that nessmen who, naturally, were these wolves operate within the unless an ad was placed in the willing to help out a church. law, using the good names of directory "the boys in the union About a month later committees churches, civic clubs, labor un- wouldn't like it a bit." The soli- from every church in town deions and fraternal organizations citor was then referred to the scended on the same advertisers, moters who recently took a Tex-

suggestions that the sample has books. a ready-made advertising list.

committee to investigate racke- labor directory, and also that endars was virtually worthless; town printer, of course) an extra in a city of 250,000 population on strict Purina program. Olton teering practices by proceeds were to another than the proceeds were to be a second with the proceeds were The advertising on these calteering practices by some labor labo name and address of the comespecially condemned solicitation et-shop tactics. As one official pany. Not a single advertising in a rented office space and

working automobile dealers in department that a film using juvenile delinquency, especially There is no way of estimating reckless driving. The pitch was lars that have gone down the concerns to sponsor the \$3,500 brought to the shop, \$5 on a drain in this one racket, because cost of the film at \$350 each. most advertisers who are hooked In return these business firms

racket as I have seen in many sight of this deputy, a symbol of years involved a church calen- legality, might very well have date arrived. been the deciding factor in convincing 10 business firms to sign on the dotted line.

> Then the movie company came to town, lined up some high school seniors for actors, had a few rehearsals, and shot the film. The scenario called for six teenagers to do some fancy driving,

SELL BUY TRADE HIRE SERVICE HELP WANTED EMPLOYMEN

culminating in a wreck in which one boy would be killed.

The final production was good

A \$25,000 Lesson Operating on a national scale read your ad. is a group of coupon-book profore the coupons were exhausted. copy and writes a check. These operators descend on a This scheme is simple. A spe- is that each coupon will bring in a curtain the manufacturer has

collect the \$2.

and begins to look at her "bargains" she gets a shock. The list that book will be for future coupons are good for such items advertising racketeers. as one flat tire repaired if television service fee—if the set The Calendar Racket

As ruthless an advertising acket as I have seen in many

A deputy in the sheriff's department actually went around with the soliciting salesman. The soliciting salesman. The sight of this deputy, a symbol of the scheme had free tickets and drive in theatre operator who fell advertiser on the defensive.

How To Beat The Racket sale well daily ed. They know how to keep the advertiser on the defensive.

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How To Beat The Racket sale well daily ed. They know how to keep the advertiser on the defensive.

How To Beat The Racket sale well daily ed. They know how to keep the partment actually went around the scheme had free tickets and the scheme had free tickets and the scheme had free tickets are well daily ed. They know how to keep the partment actually went around the scheme had free tickets and th the carload until the expiration

> woman in the headquarters as bow out of the picture. a telephone solicitor. She quick- Another method is to employ ly determined that the 2,500 an advertising agency to handle books promised the advertisers such solicitations. Large busihad grown to 20,000. Confronted nesses should refer all such soliwith this evidence the operator citations to their agencies. Repulled up stakes and drove his tailers and small firms can ob-Cadillac to greener pastures.

sometimes operate under the express purpose of saying "No." many other items made to order. a front and giving them a percentage of the take. (Naturally, these sponsoring groups are apprised only of the basic, ostensi-

One of the most treacherous

use is the privately owned, privately published periodical under the assumed sponsorship or of emphatically saying "NO!" endorsement of churches, fraternities, veterans and military or ganizations, or labor unions.

There are many of these publications, mostly regional in circulation. In many cases the publisher will claim his organ is the official voice of the organization represented, but generally that is the farthest thing from the truth. Often the publisher's views and editorial slant are vastly different from the majority of the members' in the organization he claims to represent. To advertise in such a periodical would be to offend more potential customers than you would gain.

The P-TA Curtain Parent-Teacher organization in many parts of the country have unwittingly teamed up with Mrs. Chas. A. Loveless skilled promoters to work the stage-curtain racket until it has become a virtual menace.

This is another version of the ready-made advertising list. The manufacturer of stage curtains goes to a parent-teacher organization of a school in a small town near a large city and explains that a new curtain can be obtained at no cost. He displays a layout of the curtain he can furnish and suggests that the members sell advertising space and turn the money over

The members, anxious to make the auditorium more attractive, go out armed with a layout to talk business firms into buying space at \$25 to \$75 per slot. The businessman is sympathetic with

Classified Ads Rates

Rates on classified advertising prise is not responsible for mistakes after first insertion, Please

A Maze Of Ads

Most of these advertising rack. ets have been worked in every and in the past few years I have distance call from the publisher in the city. These samples are Once the required number of town and city in the nation at finest advertising media in the unless the amount was paid imworld." Because these were my mediately there COULD be labor be made for the church and a promised number of coupon charitable cause. On my desk is a 328-page circus program put Then comes the gimmick. The out by a leading fraternal organ. AVAILABLE March 18th, 16-week operator orders (from an out-of- ization. The circus was staged old DeKalb 101 pullets. Raised

The information about the cirhires a corps of women telephone cus acts could have been printed Hardy. Smith Elevator. 6-tfc solicitors who go from page one on four pages. But the program right on through the telephone this organization finally publish. KODAK FILMS, supplies and directory offering "\$50 worth of ed contained more than 20 full- developing. Olton Drug. 5-tfc merchandise for only \$2." If a color ads and about 200 pages of prospect shows any indication of small card ads with only the interest, a messenger is dispatch. name and address of the advered immediately with the book to tiser. No one, except the advertiser, will ever wade through When the buyer opens the book that maze of printed material. And what a priceless sucker

So long as weak-spined advertisers allow themselves to be duped, the racket promoters will is brought to the shop, free ad- flourish. Most advertisers do not FOR SALE: Treated and delinted

vice on hair styling, a free beau. know how to turn down these ty consultation, 6 dance lessons approaches, because the promot. man, phone 2686. and other such tripe. The Texas ers and racketeers are well train-

of combating these shady adver- Furniture. When one of these operators tising schemes is say you must started work in my city some first contact your Better Business FOR SALE: Certified black hull agency placed an undercover BBB often causes the solicitor to

tain the services of a small HAND TOOLED leather belts, These coupon-book operators agency for a nominal fee for the billfolds, purses, key cases and

al organizations, using them as now and then on one of these 4141 after 6 p.m. racketeering schemes may seem FOR SALE: Lester spinet piano like a trifle at first, but is only blond finish. Thomas Furniture a drop in the bucket to what it may cost later. Every dollar bly legitimate, promotion. They spent with one of these offbeat FOR SALE: Evergreens and aren't let in on the double shuf. ad schemes just puts the adver- shrubs ready for spring planting. tiser on another sucker list and Reasonable prices. Contact Witt sets him up for future fleecings. Lacewell or phone 3401. Located

In the long run, the best way on Highway 70 media a business concern can to stay off sucker lists and to avoid wasting good advertsing dollars is to develop the habit



Smith & Struve

OLTON, TEXAS

FOR FLOWERS **CALL 3536**

PLAINVIEW

-Representing-Arch Keys Flowers

• For Sale

on the front of his chapel. Other consecutive insertion. Minimum ia. Farmers Butane. Phone 4001. CALL US-Moving and Storage,

KODAK FILMS, supplies and developing. Olton Drug. 5-tfc

FOR SALE: 400 ft. white picket bearing samples of the first cal- as drive in theatre operator for the public schools, so he selects fence, 4 ft. high, complete with WANTED: To make buttons, butadvertising money into their own Four days later came a rough endar. The pitch was the same \$25,000 worth of free tickets be- a space, scribbles down some posts. 1 x 10 across bottom, 2 x 4 ton holes, buckles, belts, chilacross top. Will sell cheap. Con- dren's garments. 1/2 size to size 6. Very glad to help out-but not tact R. L. Chitwood, Spring- Willena Gordon. Ph. 3081.

exchange for a coupon. The pitch his first purchase on a picture of fine candy. Olton Drug. 4-tfc

In almost 30 years of experi- that a check be sent immediately. cialty salesman sells one church a new customer, and that only a made and listens to the subtle conventional and automatic The agency wrote the publish on the calendar idea. The adver- limited number (depending on suggestion that he can't help one used washing machines. See at

FOR SALE: Registered Rambouillet sheep. High quality breeding had a couple of my own brain who insisted that it had been distributed by direct mail with business firms are obtained, the one time or another. Some come stock. John Williams and Social Children presented to me as "the authorized and intimated that it had been distributed by direct mail with business firms are obtained, the children presented to me as "the authorized and intimated that finest advertising media in the unless the amount was rold in

GRAIN DRILL FOR SALE. Louie

FOR SALE: Spinet Electric Hammond Organ. French provincial, fruitwood finish. Excellent condition. Phone 3381.

FOR BETTER real estate deals, especially farms and ranches, see F. F. Bozeman, Springlake, Tex., as call 4926 Earth. 9-tfc

acala cotton seed: Jack Cole-

months ago, an advertising Bureau. The mere mention of the switch grass seed. Phone 3694 or

scooter in good condition. Price \$100.00. See and drive it at Meth-

The money a business spends See Russell L. Grimes or phone

point adapter for 400 International tractor. F. V. Dodson, one mile east, 11/2 south of Olton.

FOR SALE: Lankart 57 cotton seed. Caught from registered seed last fall, ginned in 20-bale lots. See Ancil Miller or call 11-2tc

• For Rent FOR RENT: Four-room modern nouse. Phone 4012. 51-tfc

FOR RENT: Small furnished apartment. Linens and utilities furnished. Prefer single person. Call 3727.

FOR RENT: 3-room and bath Contact Margie Carlisle or Ezra Whittington at 2331.

FOR RENT: House, 4 rooms and bath. Phone 3137.

FOR RENT: 3-room house. See Kenneth Campbell or call 3411.

122 East Fifth Street — Plainview, Texas C. L. BAYLEY, Owner

All Kinds of Camping Supplies, Including

Comp Stoves — Sleeping Bags — Air Mattresses, Folding Cots, Comforts & Blankets: Also Tarps, irrigation Dams and Rolls of Canvas to be sold by the Yard.

Notice

FLOWERS AND GIFTS for all NOTICE: For your Minneapolisoccasions. Flower & What-Not Moline parts and repair come in 47-tfc or call 4121. Stephens & Son, your M-M dealer in Earth. 5-tfc

> 43-tfc household goods dependable Van Service. Bruce & Son, Phone CA4-6349, Plainview, Tex.

> > Wanted

WANTED: Real estate listings.

WANTED: Middle-aged respect able woman to share my home. References required. Call 3727.

Miscellaneous

See Lee & Jackson for all your fertilizer needs.



CLOUDS AFTER WE GET IT OUT OF THE BRUSH! City Barber Shop

Body & Fender REPAIRING Seat Covers — Upholstering

Windshield and Door

Glass Installed **Newman Motor**

Chrysler Plymouth 623 Austin St. Dial 4-2768 Plainview

Andy W. Stroebel

LAW PRACTICE Olton

Located in the C. W. Grant building.

PHONE 4661

Our Only Business

RADIATORS

Stovall-Booher Radiator SALES & SERVICE

Phone 4-2865 Plainview, Texas 200000000000

> We need your head in our business."

> HUBERT'S BARBER SHOP

Hubert - Parley

 Headquarters for athetic equipment and sporting

• A complete line of boys' clothing and accessories. Sizes 4 thru 18.

The Sport Shop 620 Broadway Plainview

PLAINVIEW, TEXAS

IF YOU PLAN TO REMODEL, **BUILD OR BUY A HOME**

IF YOU NEED FINANCING TO DO SO-WE WOULD LIKE THE OPPORTUNITY TO DISCUSS THIS WITH YOU.

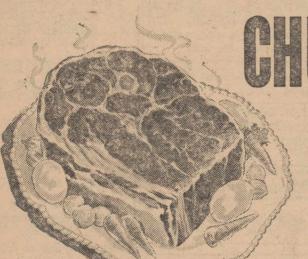


716 Broadway

Dial 4-6236

Olton Hardware





CUDAHY HOLLY



HEINZ

CREAM OF TOMATO SOUP

NO. 1 CANS ...

2 for 21c

JANKA

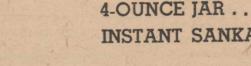
POUND

DIAMOND

SIZE 303 CANS...

2 for 23c

INSTANT SANKA



4-OUNCE JAR ...





GLADIOLA

25-Pound Print Bag . . .

Maxwell House.

Giant

Box

69c

PUNCH33c | CREAM STYLE CORN 2 for 31c | MATCHES 39c MISSION PEAS

PURE CANE

SUGAR

SIZE 303 CAN... 2 for 29°

GOLDEN BRAND OLEO WILSON-1-LB. CARTON . . .

19c

WAFFLE SYRUP 33c APPLE JELLY 2 for 49c GRAPEFRUIT JUICE 23c 24-OUNCE BOTTLE ... 31c

Juice White Swan.
24-OZ. BOTTLE



JUICY ARIZONA

BANANAS

Golden 1 6 Ripe.

AVOCADOES, each 17c

LARGE STALK

PER STALK ...

15c

GOLDCRAFT

PEANUT BUTTER

18-Ounce Tumbler . . . 49c

HERSHEY CHOCOLATE SYRUP

1-POUND CAN ...

19c

WHITE SWAN

SLICED PINEAPPLE

NO. 2 CAN . . . 29°

HUNT'S PURPLE PLUMS

NO. 21/2 CAN ... 25°

UNDERWOOD'S BAR-B-QUE BEEF 67° FISH STICKS ORANGE JUICE





Free Delivery Specials SPECIALS EVERY DAY

Start Friday, APRIL 26TH.





FOOD STORES Where Friends Meet