

THE ROPES PLAINSMAN

Volume 35--No. 46

Ropesville, Hockley County, Texas

10¢ Copy

Thursday, April 6, 1972

If there is an X in this box it is notice your subscription has expired, and an invitation to renew.

Jest some thoughts

Spring in West Texas always manages to survive many types of weather and this year was no exception as the expected Easter coldsnap hit, accompanied by unexpected moisture in the form of snow.

Temperatures dropped below freezing, down to about 27 degrees in fact, and it is thought that probably the fruit trees may have suffered some damage.

The trees are just like the residents on the South Plains—out here they have to take their chances with the weather.

And a new mayor and new councilmen take over the reins of good ole Ropesville. Let's hope for them success and most of all, progress.

The kiddos and instructors have enjoyed a week of vacation, and parents who were not lucky enough to take a spring vacation got an advance taste of summer when the children will be at home all the time.

May be something to be said for the four-quarter school system, especially from a harried mother's viewpoint.

Then there was a young man who strode into the newspaper office bringing with him an electric atmosphere. Banging his cane on the desk, he shouted angrily, "Where's the editor?" "He's out," replied the nervous clerk. "What's he done this time?"

"In my advertisement for my valveless motor, he has turned the second 'V' into a 'u'!" stormed the visitor.

Talent Show To Be Staged

The freshman class of Ropes High is sponsoring a talent show April 21, beginning at 7:30 p.m. in the Ropes High Auditorium.

Entre fee is \$1.25 for single and \$2.50 for duets, trios and groups.

Divisions will include preschool, under 6; elementary, 1st through 4th grades; junior high, 5th through 8th grades; high school, 9th through 12th grades; and adult, out of school.

Anyone interested in entering the talent show is asked to contact Jay Blackmon for further information. Phone 562-4791, or Route 1, Ropesville, 79358.

An entry blank may be obtained from any freshman student.

Conner, Martin, Johnson; Means, Streety Elected

Over 3,000 Persons Die In '71 From Traffic Accidents

Colonel Wilson E. Speir, director of the Texas Department of Public Safety, said today the final tabulation of 1971 motor vehicle traffic accidents shows that 3,594 persons died last year on Texas streets and highways. An additional 121,082 were injured and the total economic loss was \$1.045 billion.

"The death figure of 3,594 represents a 1 per cent increase over the 1970 toll of 3,560. Actually, with all factors considered, the rise in deaths could have been greater," Speir said.

Ropes School Cafeteria Menu

April 10-14

MONDAY

Barbecued weiners
Baked beans
Buttered Spinach
Fruit Cobbler
Cornbread and Milk.

TUESDAY

Meat Balls, Spaghetti
Mixed Vegetables
Cup Cakes
Hot Rolls, Butter, Milk

WEDNESDAY

Enchiladas
Pinto Beans
Tossed Salad
Fruit Jello
Cornbread and Milk

THURSDAY

Meat Loaf
Creamed Potatoes
Green Beans

Banana Pudding
Hot Rolls, Butter, Milk

FRIDAY

Hamburgers
French Fries
Lettuce, Tomatoes, Relish
Fruit Cup and Milk

BOWLING STANDINGS

Ropes Co-Op
T & M Trucking
Mansfield's Service
Bower's Butane
Opdyke Co-Op

Jackson Insurance
BOWLERS OF WEEK:

Lola March
Bobbie Perry
HIGH SERIES:
Lola March-551
HIGH GAME:
Bobbie Perry-202

"For example, vehicle miles driven increased from 68 billion in 1970 to over 70.7 billion for 1971. This represents a rise in total driving of 4 per cent. From another standpoint, the number of licensed Texas drivers rose by nearly 324,000 during the past 12 months to a total near 7 million.

"Despite these sizeable increases in both miles driven and numbers of drivers, actual deaths increased only slightly. This means that our death rate per 100 million miles of travel—the nationally accepted indicator of traffic safety effectiveness—decreased 3 per cent from 5.2

in 1970 to 5.1 in 1971. As recently as 1966, our death rate in Texas was 6.2 so progress is being made," the DPS director added.

Of the 3,594 deaths, 2,184 occurred on rural roadways and 1,410 in urban areas. There were 2,993 fatal accidents and fatal accidents reported for 1971 was 394,166.

Speir said driving too fast for conditions and driving while intoxicated continued as the primary law violations contributing to fatal mishaps. Other major violations included driving on the wrong side of the roadway and failure to yield the right-of-way.

A light turn-out of interested citizens was noted in Saturday's election for a new mayor and two city councilmen. Heavier voting was marked at the school.

D. E. Conner, Santa Fe agent, was elected as mayor unopposed with 35 votes. He will take the place of T. J. Redman, who did not file for re-election.

New councilmen will be Billy Ray Martin, who received 37 votes and Howard Johnson, who received 36 votes. They are filling the seats of Jim Miller and B. J. Thomas, who did not seek the seats again.

In the election for school trustee, incumbent Kenneth Means gathered 60 votes while Keith Streety garnered 47. I.V.J. Melton received 30 and Larry Jackson 1.

new administrations, give them help and encouragement, and have a progressive, active and interested governing body.

Card Of Thanks

CARD OF THANKS

We, the family of Robert Parker, are very grateful to our friends of the entire community and the Christians who shared our sorrow with us, which made our burden easier to bear. Thank each and every one for the beautiful flowers and food. May God add a star to each one's crown. Bless each and all, especially for your prayers. Thank you.

Willie Mae Parker,
Elnora, Robert Lee,
Nathaniel, Frankie Lee
and Charles.

Easter guests in the home of Mr. and Mrs. Carl Allen were Mr. and Mrs. Joy Allen and family of Denton and Mr. and Mrs. J. T. Allen and family of Ropes.

Later in the day the Allens visited in Levelland with their daughter, Vivian Robertson.

Mr. and Mrs. Benny Tindel and children of Levelland visited Easter with her parents, Mr. and Mrs. T. J. Littlefield.

Mr. and Mrs. Roger Wallace and children of Amarillo spent the Easter holidays with their parents.

The Informed Consumer

Welcome to Rainbow City!

Recreational land promotions always increase during the spring as companies selling lake lots, wilderness lots and speculative land investments begin to advertise. Direct mail promotions for local developments encourage personal visits by the whole family by offering "discounts" off the "regular" price of the lots. Some companies conduct contests while others speak of the investment potential inherent in land—particularly their land.

If you are considering the purchase of a lake lot or a small tract of land as an investment, then you should be cautious. The following guidelines are worth reading before you sign the contract:

—Make a personal visit to the property to see for yourself the overall condition of the land, access roads, improvements and the specific plot you will be purchasing. Every year thousands of people purchase land they have never seen and are often disappointed when they later visit the land development.

—Ask the salesman for a copy of the Property Report which many land developers are required to file with the Office of Interstate Land Sales Registration, U. S. Depart-

ment of Housing and Urban Development, Washington, D. C. 20411. This report will furnish information regarding the existence of lines on the property, availability of recreational facilities, availability of recreational facilities, availability of water service and utilities, the type of title the buyer will receive and the distances to nearby communities over paved or unpaved roads.

—Determine a fair price for the land on the basis of land near the development rather than accepting at face value the salesman's claims of rapid appreciation of land values in the area.

Don't fall for the "free lot" sales pitch or its companion the "discount check." These pitches are merely designed to encourage people to purchase a lot on their first visit to the development. Land developers are going to make a profit on the sale of their lots. If the development advertises a country club, golf course, boat marina, water district or other improvements which would enhance the value of the land, check on the status of these items to determine whether or not they are still in the "plan-

(See INFORMED on Page 2)

Good Neighbor Review

From Brownfield Firms

Visitors over the week end in the home of Mrs. Ada Kimberlin were Mrs. Johnny Brown and girls, Mrs. Melvin Parker and children and Mrs. Elaine Mannin, all of Lubbock and Mr. and Mrs. Phillip Kimberlin and family of Ropes.

Harris Flying Service

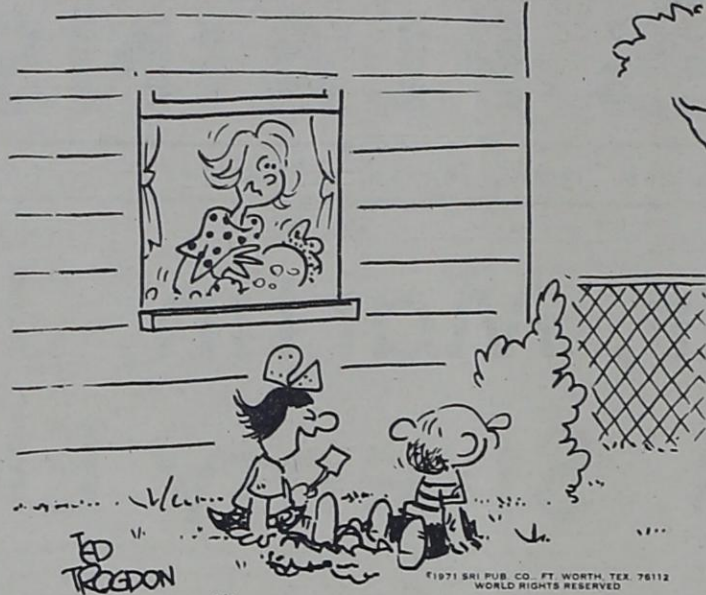
The special attention of our readers is called to the services provided by Harris Flying Service located on the Tahoka Highway East of Brownfield, Phone 637-4656.

Aerial crop spraying has become one of the more important assets to the farmer of this area. It makes no difference if the field is muddy or heavily wooded in just a short time an airplane can effectively cover a large area that would take much longer to cover with the old method of covering from the ground. You are cordially invited to call HARRIS FLYING SERVICE for information or free estimates.

In this Review we highly recommend that you investigate the many advantages of aerial by calling the Harris Flying Service in Brownfield.

This firm also has licensed pilots and F. A. A. approved planes at your disposal for rental and charter. They are your Piper dealer, so you need not go any further to buy that aircraft that you want than Harris Flying Service where you can receive complete flying instruction.

TICKLE BOX[®] by Ted Trogdon



"You must really like my mud pies. That makes four you've eaten already."

ELECT
BILLY JACKSON
COUNTY COMMISSIONER
OF PRECINCT 1
MAY 6, 1972

The Cowboy Store

The Cowboy Store, located at 206 W. Main in Brownfield, is a well known store serving the people of this area with quality western clothing. This is an institution of which we can be justly proud.

This store carries a complete line of western clothing for the entire family. Quality material and expert workmanship make their clothing hard to beat at any price. Many people have found by pleasing experience that clothing bought here is an investment

in economy.

They carry a complete and comprehensive stock of western clothing and are well known for their proper fitting. No matter what your needs may be along this line, you can find it at The Cowboy Store.

In this Review we take pleasure in directing the attention of our readers to such a reliable establishment and suggest that you drop in and see them for anything in the western clothing line. Phone 637-4305.

Bob's Welding Supply

SALES & REPAIRS

The reputation of Bob's Welding Supply has been built upon its excellent service, the satisfaction and good will of its many customers. One of the leaders of its kind in this section, this business is under the management of a man who knows the demands of his customers and furnishes quality at fair prices.

People throughout this area prefer trading with Bob's Welding Supply, located at 902 Seagraves Highway in Brownfield. See them for all your welding supplies. Customers are assured of fair and dependable service.

It has often been said that business goes

where it is invited and stays where it is well treated. This fact accounts for the success and popularity of this firm among the people of this area. The employees of this firm keep abreast of all new and modern techniques and furnish all new equipment for their customers.

In this Review of reliable concerns in our trade area, we wish to recommend Bob's Welding Supply to our readers. Their satisfactory service to the public, their quality merchandise and fair prices are your assurance that it is the best place to trade for all your welding supplies.

Red's Automotive Service

Red's Automotive Service is located at 917 South 6th in Brownfield. Complete scientific service on all makes of cars by trained mechanics is offered by this reliable company.

It is always the policy of this garage to give the maximum of service at the lowest possible prices. This is proved by their thousands of satisfied customers.

At Red's Automotive Service, "SERVICE" is their motto and it is backed by their fine

reputation. Here the finest experts among workmen give your automobile what it may need from the smallest repair job to a complete overhaul or rebuilding job.

So for guaranteed satisfaction, take your car to Red's Automotive Service the next time you need service. When you once trade with this firm we are sure you will become another one of their regular satisfied customers.

Dean's Hair Fashions



Wolfforth's Finest Beauty Salon

Phone 886-4540 for Appointment

Styles From Around The World

407 Cedar, Wolfforth

GIFTS

FOR

ALL OCCASIONS

Clothing and Shoes

For

MEN, Women, Children

RIOJAS DEPT. STORE

Ropesville, Texas

Rarissima Coiffures

Marie Farrar — Owner

Rarissima Coiffures is located at 511 W. Main in Brownfield. They specialize in individual waving, hair designing and a complete beauty service. You will appreciate their personalized service. Phone 637-2281 for an appointment.

You will not only feel at home in this attractive and refined beauty salon, but the work done here is so satisfactory that once you visit this establishment, your return is assured. You become a regular patron of Rarissima Coiffures.

The operators of this establishment have made a close study of type and hair. They are able to advise in these matters, realizing each individual type and personality, or give you the type and style of hairdress you prefer.

Nowhere will you find service better qualified to apply all those touches of feminine attractiveness than at Rarissima Coiffures in Brownfield.

Marsh Office Supply

Marsh Office Supply, located at 514 W. Broadway in Brownfield, features a complete line of office supplies, furniture and equipment. They are the dealer for Canon Electronic Calculators and copy machines, and also feature a complete service department.

Your office is just as necessary to neat appearance as the clothes you wear. Your business is judged by the appearance of your office. Your business should not be hampered by not having the proper facilities for the handling of your records. Records are the heart of any business and the way you keep them is a reflection on your business success.

Marsh Office Supply is under capable and experienced management and they carry a large stock at all times. They are prepared to serve you in a most satisfactory manner and we wish to suggest that the problem of what you need may be readily and satisfactorily solved by a visit to Marsh Office Supply, the store of many suggestions.

Always try Marsh Office Supply when in need of anything in the line of office equipment and supplies. You will find it here in the highest quality at the most attractive prices in town.

CROP HAIL INSURANCE

Gregg-Richardson Agency

2333-50th Street, Lubbock

Office: 806 792-3570

Call: John Gregg

Call: Lowell Richardson

Res: 806 795-1167

Res: 806 799-1707

-- Informed

(Continued From Page 1)

ing stage."

In summary, the most important first step you should take before purchasing land would be to make a personal visit to the land to see for yourself what you are buying. But just as important would be to ask the right questions regarding the availability of the items necessary to insure your enjoyment of the property. If good quality drinking water is not available at an economical rate, septic tanks are not permitted or electric power cannot be obtained at a reasonable cost, then the progress of the development may be very slow. Think about these problems before signing up for a lot in Rainbow City.

You are at home busily cleaning the house when you hear a knock on the door. You answer to find a man dressed as a delivery boy standing on your porch with a panel truck parked in front of your house.

He politely inquires as to the whereabouts of Mrs. Jones, your neighbor, and you inform him that you do not know where she is. With this, he gets a sad look on his face and informs you that he has a C.O.D. package for Mrs. Jones and she said it was very important that she get the package today since

it was to be a present for a friend of hers who was having a surprise party tonight.

He doesn't know what to do since he won't be able to come back again and he really doesn't want to disappoint Mrs. Jones. It is at this time that a happy glow comes across his face and he hits upon a plan whereby you can do your neighbor a big favor. All you have to do is pay him the C.O.D. charges and then get your money back from Mrs. Jones.

This way she will receive the package in time and not be disappointed. After all, the C.O.D. charges amount to only \$10. Being a friendly neighbor, you give the delivery man \$10 and he goes on his way leaving you with a warm feeling inside, knowing that you have helped Mrs. Jones.

Later in the day when Mrs. Jones returns, the warm feeling begins to turn to doubt because Mrs. Jones informs you that she has not ordered any C.O.D. packages. You open the package to inspect its contents and find only rocks.

Another take-off on this scheme, and perhaps even more insidious, is practiced where there has been a recent death in a family. The knock on the door in this case presents a person who has a package for Mr. Smith at this address.

Guests over the Easter holiday week end in the home of Mrs. Troy Morris were Mrs. Lela Shanklin, Roy, Troy, Stanley and a friend, Steve, of Shreveport, La., Mr. and Mrs. J. C. Whitfield and Barbara and friend, Diane and Mr. and Mrs. Mike Cox, all of Lubbock, Mr. and Mrs. Harrell Whitehead, Jeff and Regina and Mr. and Mrs. B. J. Thomas and Artie.

When informed that Mr. Smith has recently passed away, the stranger gets a sad look on his face and says that Mr. Smith was in his store last week and picked out a beautiful gift for Mrs. Smith.

It was to be a surprise and Mr. Smith was so happy because he just knew that the gift would bring Mrs. Smith so much pleasure. Sentiment often pushes the person to go ahead and accept the item and pay for it, usually at an inflated price, and even though they don't need it, because it had been picked out for them by their deceased loved one.

Be an informed consumer. Don't fall for rackets similar to those above described. When a stranger knocks on your door and asks for money, demand proof of his identity. Know all the facts before you part with your money.

Visitors in the Allen Watson home over Easter were her sister, Mr. and Mrs. Ralph Webster of Odessa, Mr. and Mrs. Leslie Watson and son of Lubbock and Mrs. Ada Kimberlin of Ropes.

Mr. and Mrs. J. C. Pointer, Mr. and Mrs. Abb Russell, Mr. and Mrs. Bob Sparkman and Myrlene Sommerfeld and girls spent Easter at Kingsland fishing.

IMMANUEL BAPTIST MISSION

Jesus Sepeda, Pastor

SUNDAY SCHOOL	9:45 a.m.
WORSHIP SERVICES	11:00 a.m.
TRAINING UNION	5:00 p.m.
EVENING WORSHIP	6:30 p.m.
WEDNESDAY PRAYER SERVICE	8:30 p.m.

North Timmons

Ropesville

MURPHY'S ENCO

FAST - FRIENDLY - COURTEOUS SERVICE

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5425 Brownfield Road

Lubbock, Texas

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with YEAR 'ROUND Comfort in the Electric Climate

Month in - month out, never a doubt about the air you're breathing when you control the climate inside your home. Electric heating, cooling, humidification and air cleaning lets you choose the climate that's comfortable to you... and because of electric's efficiency you get the value that makes your family budget look good.

The complete system of electric climate control is available, right now... today. You can depend on Reddy Kilowatt to serve you hour by hour, day by night, month in... month out - with never a doubt.

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Patricia Townsen

562-4571

(8) FOR SALE MISCELLANEOUS

GREETING CARDS
\$1 per box and up. Orders taken for address labels, \$1 per thousand. Call 562-3582 or mail \$1 to Mrs. J. R. Smith, Rt. 1 Box 113, Ropesville, Texas 79358.

PLANTING SEED

For all the most popular varieties of grain sorghum planting seed see:

CHARLES SHANNON OR
DON CONNER

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Political Announcements

The following candidates announce for office, subject to the action of the Democratic Primaries May 6, 1972.

SHERIFF, Hockley County

Weir Clem
(Re-election)

O. C. Blair

EARL LEWIS
TAX ASSESSOR-COLLECTOR

WALLACE THRASH
FRANK BURNETT
(Re-election)

BOB ALTMAN
COMMISSIONER, Precinct 1
Billy H. Jackson
Sam Langford

NEIL ATCHISON



THE ROPES FOOD STORE

MEATS FRYERS
Finest Quality
 USDA INSPECTED WHOLE, POUND..... **29¢**

FRUITS & VEGETABLES

-  **APPLES** POUND DELICIOUS..... **19¢**
- LEMONS** CALIFORNIA..... **3/25¢**
- TOMATOES** POUND FRESH..... **29¢**
- CABBAGE** POUND TEXAS..... **6¢**
- CELERY** STALK..... **15¢**

General Merchandise

- Coffee** FOLGERS POUND CAN.. **83¢** TWO LB. CAN..... **\$1.65**
- Towels** BIG ROLL SCOTT..... **39¢**
- Bath Tissue** TEN ROLL SOFLIN..... **79¢**
- Panty Hose** NEW SEAMLESS ONE SIZE..... **2/\$1.00**
- Tide** KING SIZE 25c OFF LABEL..... **\$1.29**
- Bonus Drink** GIANT SIZE 15 c OFF LABEL..... **79¢**
- Syrup** HALF GALLON SHURFINE WAFFLE..... **49¢**
- Pickles** 22 OUNCES SHURFINE SWEET..... **2/98¢**
- Preserves** RED PLUM 18 OUNCES SHURFINE..... **3/\$1.00**
- Mixed Vegetables** 303 CAN SHURFINE..... **5/\$1.00**
- Sugar** FIVE POUNDS IMPERIAL OR SHURFINE..... **55¢**
- Beans and Ham** NO. 300 CAN ELLIS LIMA.. **2/89¢**
- Fabric Softner** HALF GALLON STAPUF..... **83¢**
- Disposable Diapers** TWELVE COUNT SOFLIN OVERNIGHT.. **59¢**
- Beans and Potatoes** 303 CAN SHURFINE..... **5/\$1.00**
- Beans** 303 SHURFINE RED KIDNEY..... **3/49¢**
- Drink Mixes** 3 OUNCES WITH SUGAR ROOT BEER, ORANGE, PINK LEMONADE, GRAPE... **3/25¢**
- Corn** 12 OZS. SHURFINE VACUUM PACK WHOLE KERNEL..... **5/\$1.00**
- Jell-o** THREE OUNCES GELATIN DESSERT..... **2/25¢**
- Peas** 300 CAN SHURFINE BLACKEYED..... **6/\$1.00**
- Flour** FIVE POUNDS GOLD MEDAL..... **53¢**
- Pepsi Cola** SIX BOTTLE CARTON KING SIZE, PLUS DEPOSIT..... **39¢**
- Rice** 14 OUNCES MINUTE..... **49¢**

- PORK CHOPS** POUND CENTER CUT..... **79¢**
- BACON** POUND HORMEL SLAB..... **69¢**
- ROAST** POUND CHUCK..... **63¢**
- ROAST** POUND ARM..... **79¢**
- SAUSAGE** POUND HOT LINK..... **79¢**
- GROUND ROUND** POUND FRESH..... **83¢**

From The Dairy Case

Cheese TEN OUNCES SHURFRESH HALF MOON COLBY..... 59¢	Eggs GRADE A LARGE, DOZEN..... 39¢
Margarine TWIN PACK SHURFRESH..... 35¢	

Fresh Frozen Foods

PIE SHELLS JOHNSON..... 39¢	LEMONADE SIX OUNCES SHURFINE..... 9¢
DINNERS MORTON CHICKEN, TURKEY OR SALISBURY STEAK..... 39¢	MELLORINE HALF GALLON BORDENS..... 39¢

STRAWBERRIES 10 OUNCES SHURFINE..... 3/\$1.00	POTATOES ORE IDA GOLDEN CRINKLE TWO POUND BAG..... 45¢
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WE GIVE GOLD BOND STAMPS THESE SPECIALS GOOD APRIL 6 THROUGH 12