

PLAINS

By Wendell Faught

The Plains Record

Combined with The Yoakum County Review March 1, 1961

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NUMBER 26

Beard-Growing Contests To Begin Here Saturday

I won't vouch for the accuracy of the statement, but I read this week in a well-respected magazine that women control 65 per cent of the nation's wealth, own 53 per cent of the banks and spend 85 per cent of the money.

Murrell Thompson says there should be enough peas grown in Yoakum County this year to feed the whole country.

Only trouble is that they are not being grown commercially—only as cover crops for farm land taken out of cultivation.

Despite all the tension connected with the opening of a new store, Janell Pierce says it's still not as hard on the nerves as getting ready for a football game.

Speaking of football, the season will be here before you know it. The first game is just two months away and pre-season practices begin in about six weeks.

My three-year-old wants me to buy one of those boats to pull behind our car.

Looking over some old issues of Editor Hale's Yoakum County Review, I noticed where he was predicting years ago that someone was going to get run over by a motorist speeding through town.

I made the same prediction when I came here two years ago and I've heard at least a dozen others echo similar statements.

To my knowledge, however, it's never happened. This means that either we've been awfully lucky or we're bad prognosticators. I hope it's the latter.

By my calculations, there now have been 39 new businesses in Plains in the past 38 months. Several have already gone out of business, but most of them are going strong.

Nature and circumstances have pretty well taken care of the growth of many West Texas areas. The future, however, does not hold the promise it once did. Some cities already are hurting, and the pain is going to get rougher unless something is done.

Although Plains has not suffered to the degree that many of her neighbors have—if there has been any local suffering at all—it's not a bit too early to begin making preparations for the time that day may come. In the older areas of the country, practically every little hamlet has some sort of a

(Continued on page 3.)

Store Opening Attracts Many

A large crowd attended the formal opening of White Auto Store Saturday.

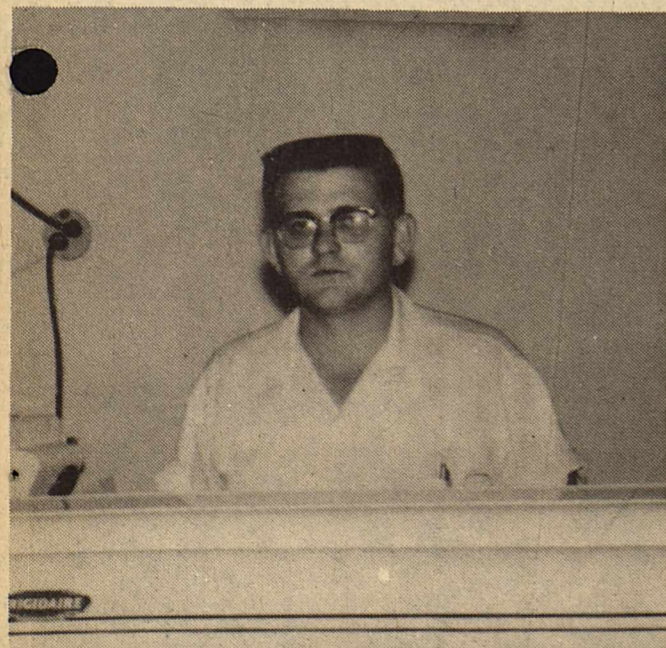
Mr. and Mrs. Frank Whitlock an Mr. and Mrs. Jack Pierce announced their appreciation for the excellent response.

Registration for prizes, which began Saturday, is continuing this week. Drawings will be held at 4 p.m. this Saturday. Persons may register up to that time.

BY JERRY HALE

Grocery Opens Saturday

All residents of the Plains area are invited to attend the formal opening Saturday of Hale's Drive-In Grocery. The



JERRY HALE

new business is located in the former Shamrock building, next door to Glover's Cleaners.

Jerry Hale, owner of the firm, said that free coffee and doughnuts would be served throughout the day to all visitors. There will be special favors for children.

All visitors will be given an opportunity to register for two baskets of groceries which will be given away Saturday afternoon.

The store has been open for the past several days, but all merchandise and all fixtures will not arrive until this week.

Featured in the store is a complete line of grocery items, including meats, fresh vegetables and frozen foods, in addition to all other types of merchandise usually found in grocery stores.

Hale has been a resident of Plains for more than four years. He was employed at Plains Frozen Foods for four years. He is married to the former Miss Dorothy Ancell.



RECEIVES PLAQUE---H. M. Conner, left, receives a plaque for being named the most outstanding conservation farmer in Yoakum County during 1960. Making the presentation is Emmett

Campbell, chairman of the Board of Supervisors of the Yoakum Soil Conservation District.

OF SOIL CONSERVATION DISTRICT

Conner Is Outstanding Farmer

Yoakum County's most outstanding conservation farmer during the past year was H. M. Conner, who farms in the Sligo

community about 18 miles southeast of Plains and 18 miles northeast of Denver City.

Conner was selected for the distinction by supervisors of the Yoakum Soil Conservation District. Other agricultural officials assisted in the selection.

For being named to this honor, Conner received a handsome plaque, awarded by the Plains Lions Club. Presentation was made Saturday by Emmett Campbell, chairman of the Board of Supervisors of the district.

Conner purchased 320 acres of land in 1958 and entered into a Great Plains conservation program in 1959.

During his first year in the program, he drilled two irrigation wells and installed 1,530 feet of underground pipe. He leveled several acres of sand dunes and converted 120 acres to conservation crops.

The following year, he installed 1,100 feet of underground pipe and drilled a third irrigation well. He sodded 30 acres to Midland Bermuda, had a conservation system on 200 acres, planted 80 acres of narrow-row feed for wind erosion protection, 80 acres of stubble

cover and deep broke 200 acres.

While realizing maximum benefits from soil conservation, Conner had convinced many of his neighbors of the benefits of developing a blown-away farm into a well-improved one.

Conner has been a resident of Yoakum County for 13 years, moving here from Kent County. He was reared in Haskell County. He recently leased his farm to Lee L. Duncan and moved to Denver City.

A part time county employee for the past few months, he and Mrs. Conner are parents of three children, Mrs. Dianne Hunt of Ralls, Roger, a member of the armed forces stationed in Alaska, and Dennis, a sixth-grade student at Denver City. Both Dianne and Roger attended Denver City schools.

One of the real show pieces of the Conner farm is the 30 acres of Midland Bermuda, sprigged last August and already feeding 70 head of cattle for Darwin Hobbs, a neighbor.

Conservation officials point out that this is four to five times the number of cattle which

(Continued on page 3.)

Permits Exempt Males

Come Saturday and the adult male population of the Plains area must begin sprouting beards, else cough up five bucks for a shaving permit entitling them to shave between now and the Plains rodeo of Aug. 10, 11 and 12.

Enforcing this regulation again this year will be Dorothy Lowe. Those possessing neither beard nor permit will find themselves at her mercy.

A new twist this year in the manner in which shaving permits will be handles is being inaugurated in an effort to ease the financial burden of those who are called upon to assist various fund-raising projects.

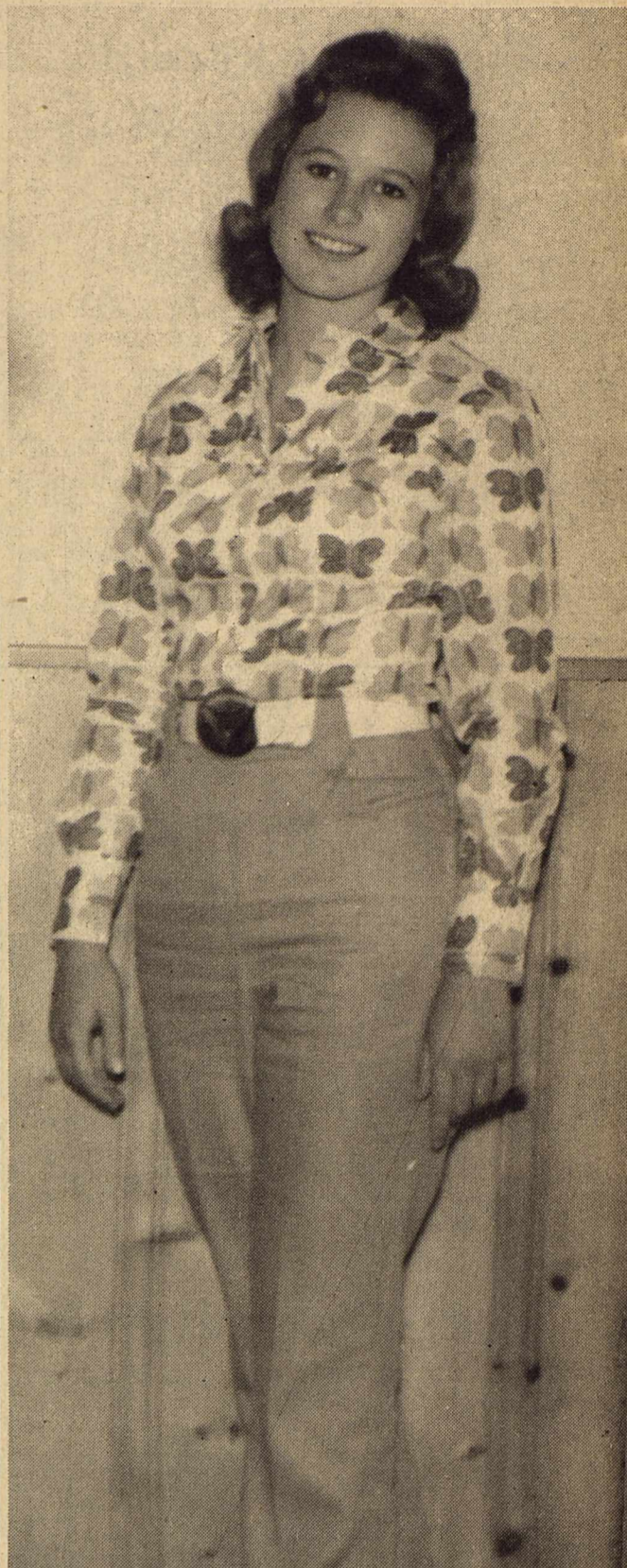
Any person who has bought as many as five votes for one of the four rodeo queen candidates will be eligible to shave without having to buy a permit. His five ticket stubs will serve the same purpose as the permit.

Those who have not voted in the queen race can buy their shaving permit from Mrs. Lowe and at the same time vote five times for the queen candidate of their choice, all for \$5. Each queen vote, naturally, gives the purchaser a chance at the saddle to be given away during the rodeo.

The Roping Club, Chamber of Commerce and Lions Club debated a long time before finally deciding to go ahead with the beard-growing contests. There had been several objections to past events, but as a whole, the thing seemed popular.

Purpose of the beard growing is three-fold. First, it provides revenue to promote the rodeo and allied events, revenue which must be raised in some manner. Secondly, it is good advertisement for the rodeo and third, it keeps people of the Plains area ever-conscious of the upcoming event.

In the past, failure of any adult male to possess either a beard or a shaving permit has been met with drastic action--such as a dip in a horse tank. A similar penalty for this year's violators will be announced later.



QUEEN CANDIDATE---Rodeo queen candidate of the Plains Lions Club and Chamber of Commerce is Ann Lattimore, daughter of Mr. and Mrs. W. G. Lattimore of Plains. Miss Lattimore, a sophomore in Plains High School, is active in various school activities.

Queen Contest Is Underway

Kickoff dinner for the 1961 rodeo queen candidates was held Wednesday of last week.

The dinner was given by Mrs. Pat Henard at Alma's.

Tickets were issued to all queen candidates. All girls are now selling tickets. Purchasers get one chance on a beautiful saddle to be given away during the rodeo for each ticket bought, in addition to a vote for the queen candidate of their choice.

Candidates are: Ethel Martin, candidate of the Home Demonstration Club, Betty Hamm, candidate of the Roping Club.

Dianne Fitzgerald, candidate of the Fine Arts Club and Plains Dirt Gardeners.

Ann Lattimore, candidate of the Lions Club and Chamber of Commerce.

Reigning queen is D'Lynn McGinty, who won the queen contest last year.

Special guests attending last week's dinner were D'Lois McGinty and Mrs. Johnnie Fitzgerald.

Mrs. C. L. Faubus was admitted to the Denver City hospital Tuesday morning.

Church Members Plant Grain For Building

Farmer members of the Peasant Hill Baptist Church chose last Saturday as the date to put in the annual crop for the church.

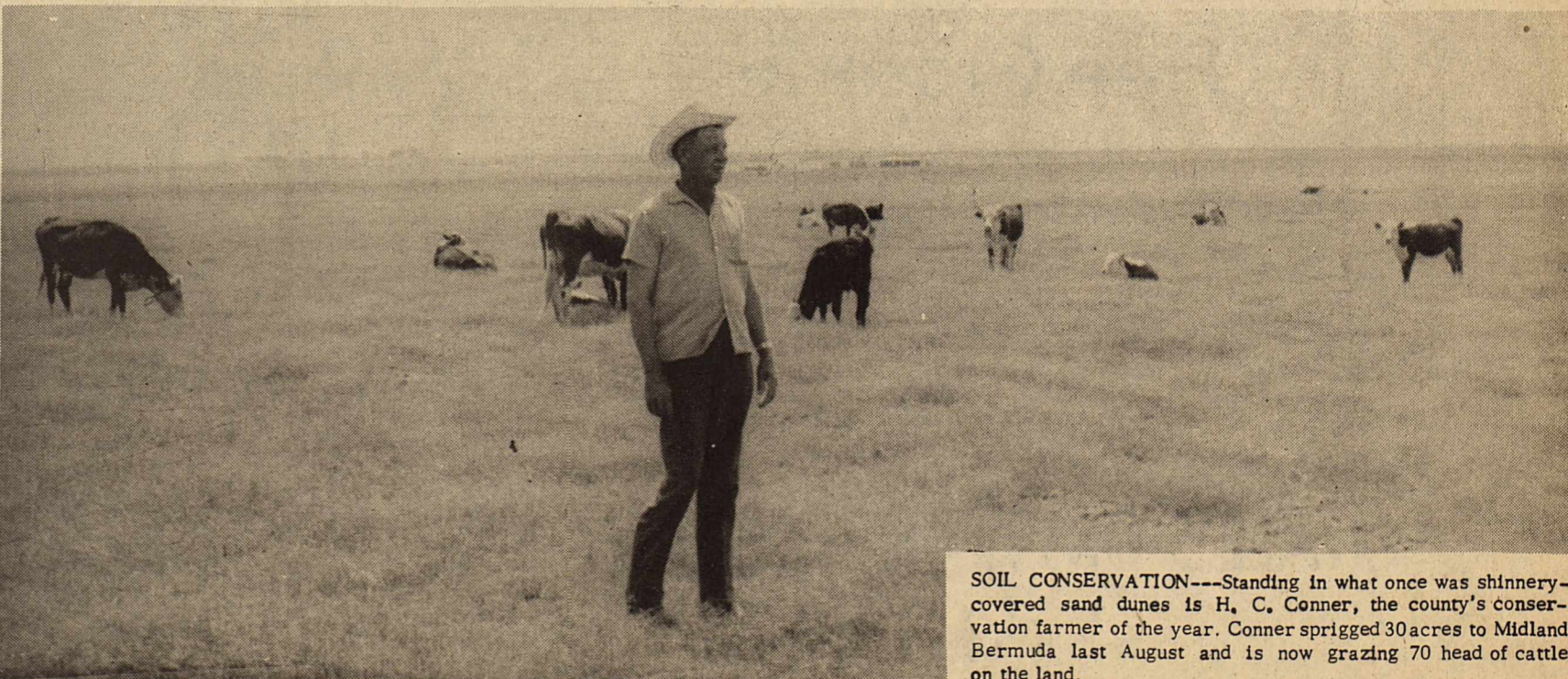
Before noon, five farmers, working with five tractors, had

seeded an 80-acre tract in 110. Revenue from the crop will go to the church building program.

The church leases the farm from J. W. Watkins, who lives in Oklahoma. The land is located southeast of the church.

Farmers furnishing tractors for Saturday's project were R. M. McSwain, Frank Long, C. L. Schmitz and Emmett Campbell.

Pastor of the church is the Rev. J. D. Leavelle.



SOIL CONSERVATION---Standing in what once was shinnery-covered sand dunes is H. C. Conner, the county's conservation farmer of the year. Conner sprigged 30 acres to Midland Bermuda last August and is now grazing 70 head of cattle on the land.

The Plains Record

And The Yoakum County Review

WENDELL FAUGHT, Publisher

PUBLISHED EACH THURSDAY AT PLAINS, TEXAS

Entered as second class matter at the Post Office at Plains, Texas, under the act of Congress, March 3, 1879.

SUBSCRIPTION RATES: \$3 per year in Yoakum and Terry Counties; \$4 per year elsewhere.

Sunday night guests in the home of Mr. and Mrs. Joe Curry were two of his sisters, Mrs. Ed Cloud of Rule and Mrs. L.R. Williams of Seminole. Also visiting in the Curry home were Myrna Sue and Barbara Curry of Chillicothe.

Mrs. Russell Faulkenberry, Mrs. James Anderson and Mrs. Anderson's daughter, Debbie, returned last Wednesday after visiting the past two weeks with relatives in Beresford, South Dakota.



TRIAL RUN--The five members of the Lucky Clover 4-H Club met last week in the home of Mrs. Murrell Thompson to prepare a noon meal in preparation for the Favorite Foods show which will be held in Denver City next month. Pictured, from left, are Linda Blair, Linda Robertson, Brenda Duke, Brenda Blair and Debbie Thompson.

Favorite Foods Show Set

Plans have been completed for the first 4-H girls' "Favorite Food Show" ever to be held in Yoakum County.

Date of the event is Friday, July 28. Site will be the Com-

munity Building in Denver City. Early indications are that 24 girls will have entries in the show. All girls enrolled in a foods group are eligible.

The Favorite Food Show replaces the annual bake show which has been held in past years.

Food record books of those entering the show are to be turned in by Wednesday, July 26, so they might be judged. Competitors are to submit the name of the dish entered and recipe to their foods leader by June 30.

Each girl may submit one dish, classified as meat or poultry, fruits or vegetables, dairy products, or bread and cereal products.

The show will be open to the public at 3 p.m. July 28. Judging begins at 1 p.m. Ribbons will be awarded to girls earning the top places in the junior and senior divisions. Two girls from

the senior division, made up of those 14 years and older, will be chosen to represent the county at the district foods show.

Mrs. Carl Lowrey is serving as general chairman with Mrs. Pat Henard publicity chairman. Cooking leaders of the county 4-H girls clubs include Mrs. Howard Mauk and Mrs. Lowrey of Tokio, Mrs. Pat Henard and Mrs. Murrell Thompson of Plains, Mrs. Don Bailey, Mrs. Wayne Torrum, Mrs. Virgie Forelines and Mrs. Howard Fore of Denver City.

Fortune predicts that in the next 18 months the gross national product (which is the value of all goods and services produced in this country) will reach an annual rate of \$545 billion--\$40 billion more than the recent rate.

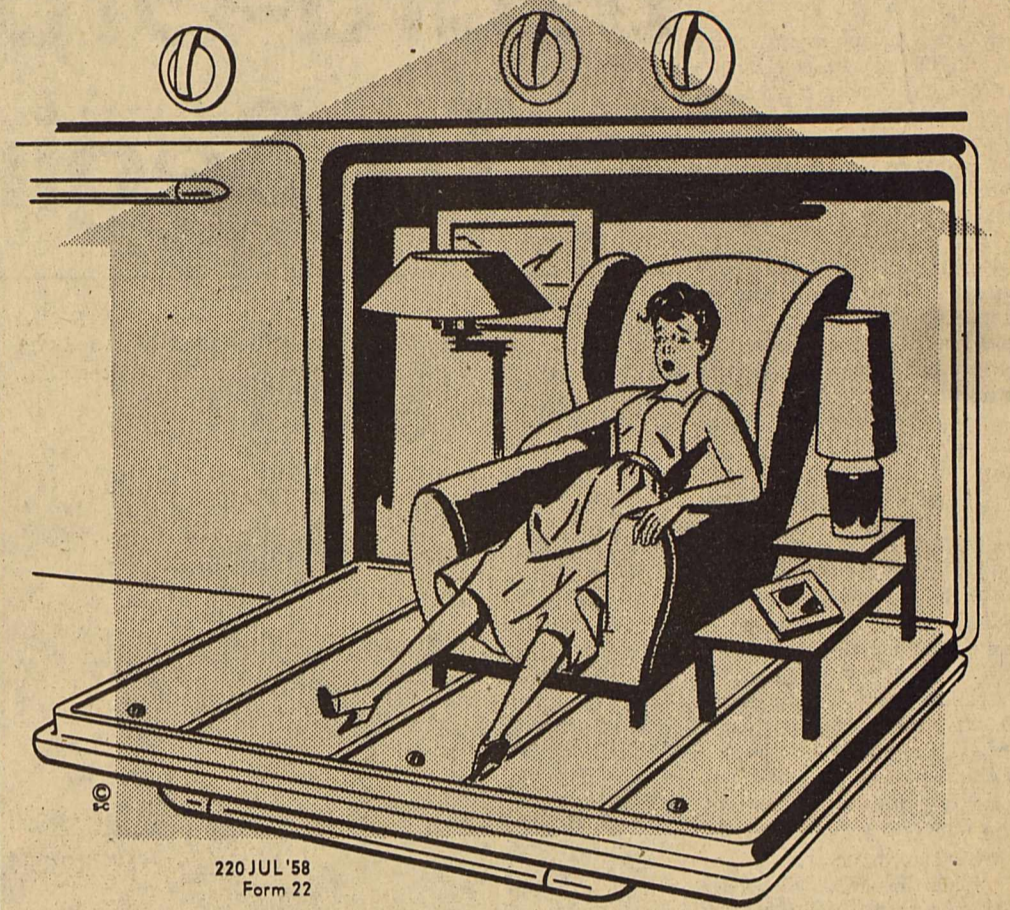
In a cafe, two men were overhead discussing automobiles. "Yes, sir," said one, "I believe the best economy is to

trade every two years. That's what I have done. And do you know," he continued proudly, "I haven't missed a payment in 14 years!"

A shoe salesman who had dragged out half of his stock for a woman customer: "Mind if I rest for a few minutes, lady? Your feet are killing me."

Home like an oven?

224 JUL '58 Form 23-



220 JUL '58 Form 22

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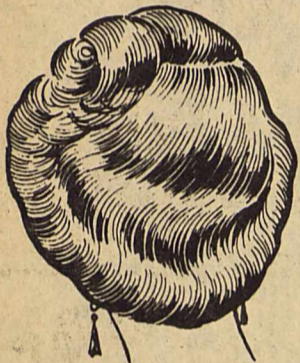
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To Be Given Away Saturday Afternoon

Open 7 A.M. To 11 P.M.

Seven Days A Week

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Jerry Hale, Owner

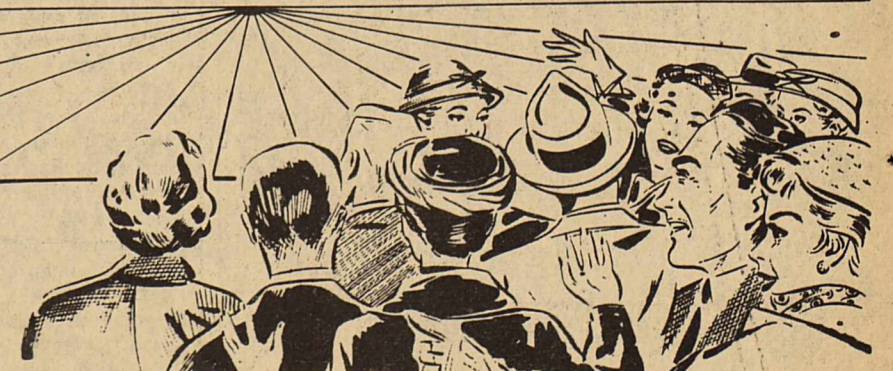
Our Invitation to You!

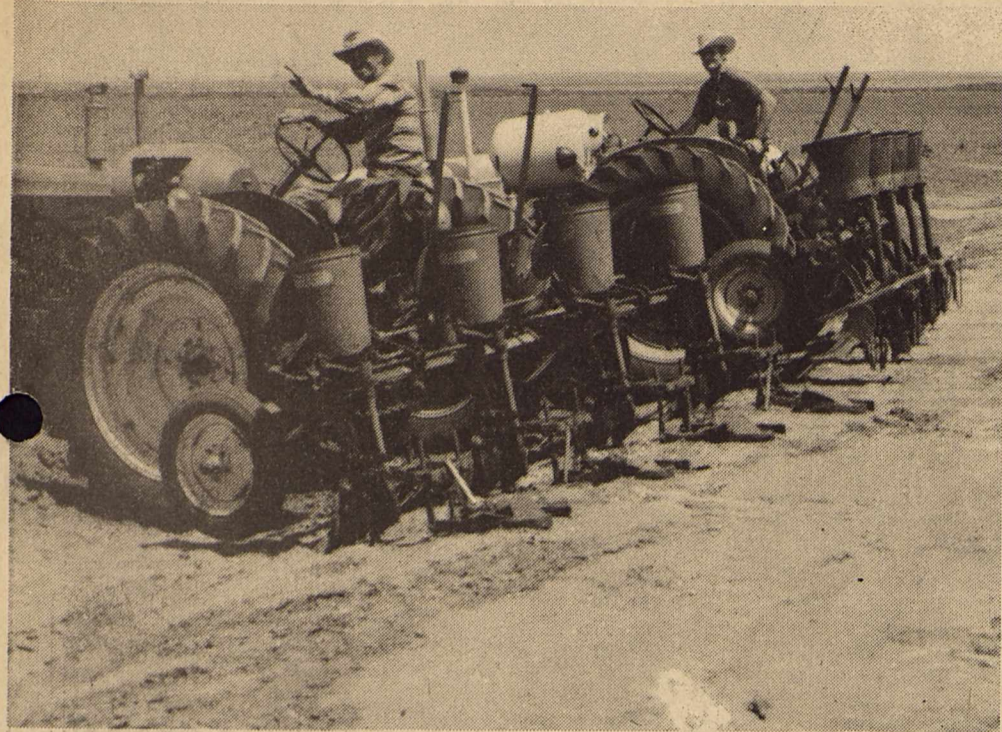
You Are Cordially Invited To Attend The Formal Opening Of Our New Building At 220 North Love, Lovington, New Mexico, On Saturday, July 1, 1961 From 1:00 To 5:00 P.M.

First Federal Savings & Loan Association Of Lea County

Door Prizes

Orchids for the Ladies





PLANTING FOR CHURCH---Making quick work of the chore of planting 80 acres of mlo for the Pleasant Hill Baptist Church Saturday morning were several farmers, including the two above, Frank Long, left, and Emmett Campbell. Others participating were R. M. McSwain and C. L. Schmitz.

Plains Talk--

Industrial commission working toward gaining an industrial payroll to boost the existing economy. All, of course, can not accomplish their goal, but the mere fact that some have is incentive enough for others to keep trying.

A friend of mine was manager of the Chamber of Commerce at Miami, Okla., for a number of years. His primary duty when hired was to work toward a payroll for the city.

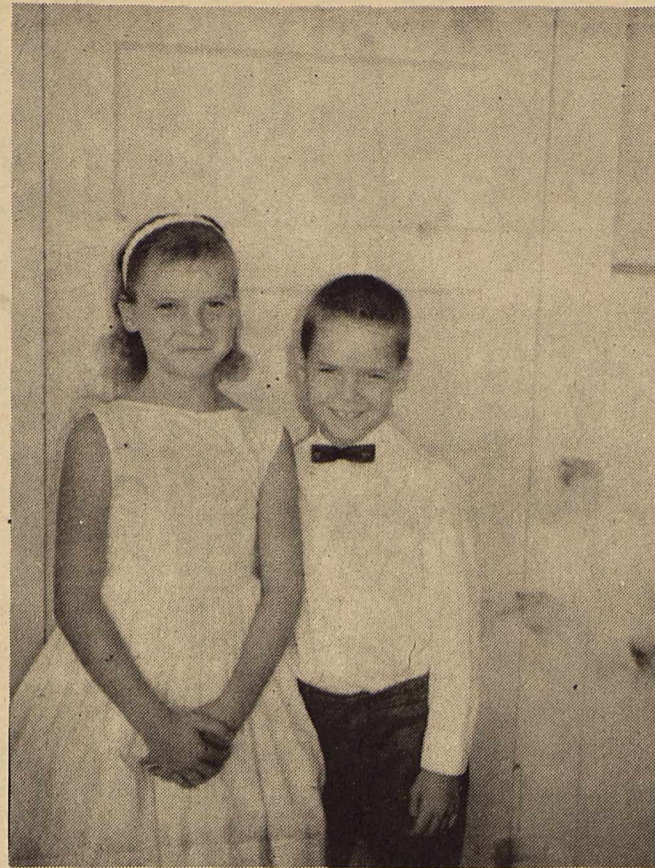
He checked out every possible lead and negotiated with no fewer than 81 different companies before he finally sold the facilities of the town to the B. F. Goodrich Co. Installation of a huge rubber plant and its subsequent employment of hundreds made Miami one of the finest cities in the state.

Several other towns I know of have been less successful, but successful nevertheless. I once edited a newspaper in a little town which was drying up fast. A united effort to gain an industrial payroll met with one disappointment after another.

Finally a small boat manufacturer was enticed to come in and set up operation. It was an immediate financial flop.

Instead of calling it quits, townspeople talked a local man into taking over the plant. It worked and the business grew.

It was quite an inspiration to me when I was in that town several months ago to see that the boat firm was building a new ultra-modern building, several




VISITING HERE---Cathy and Shane Robinson of Phoenix, Arizona, are spending the summer in the home of Mr. and Mrs. Gus Malmsten.

The 1960 traffic death rate on Texas highways was the lowest in history, 4.9 persons killed for every 100 million miles of vehicular miles driven.

Sixty-five year old wife to friend: "I don't have to worry about my husband chasing women. He's too fine -- he's too good -- he's too old."

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 PHONE LY 2-2432 FOR RESERVATIONS
 We sell and Rent a Complete Line of Equipment
Denver City Bowling Club
 Located at the "Y" East of Denver City
 W. S. "Bill" Smith, Manager

Chamber Planning Brochure

A brochure, describing Plains and the Plains area will be issued soon by the Plains Chamber of Commerce.

Latest development in the on-again, off-again project came at Wednesday morning's meeting of the Chamber. The group voted to sponsor the brochure, and ordered work to begin immediately.

Present and past C-C secretaries have complained that the organization needs a brochure. The office, as well as a number of business firms, receives many requests for information concerning the city and area.

Most of Wednesday's meeting, at which 22 attended, centered around discussion of projects now underway. Reports from the street light and street marking committees were heard. Both projects have moved slowly of late and efforts will be made to speed up development.

President Archie Whitaker reported that a representative of the post office department was a recent Plains visitor and that inquiry had been made concerning a new post office here. It was pointed out that Plains had grown to a point where additional postal facilities probably would be forthcoming. Any plans for a new building, he said, would have to take this into consideration.

But despite the contact, any plans for a new post office building appear to be premature at this stage. Several members, however, are continuing their efforts to secure another build-

ing and another location.

Whitaker also reminded the group of the commencing of the beard-growing contest Saturday and urged members to take part in the pre-rodeo festivities. He appealed to members to assist rodeo queen candidate Ann Lattimore, sponsored by the C-C and the Lions Club.

Attending the meeting were Whitaker, Roy Edwards, Clayton Guest, Russell Faulkenberry, Ann Green, J. E. Cooke, Buddy Hanna, Starks Wagley, Rod Duff, Bill Loyd, Joe Curry, Johnnie Fitzgerald.

Mollie Courtney, Dick McGinty, Bob Loe, Frank Whitlock, M. S. Weed, Paul Cobb, Alf Carpenter, Wendell Faught, Neil Taylor and P. W. St. Roman.

Conner Is--

can be grazed on a section of native grass. Farmers usually figure 10 to 15 head of cattle per section. The fertile field on which the grass grows was once a sand dune covered with shinnery.

Two tanks in the field provided the cattle with water and a habitat for thousands of gold fish which Conner is raising for fish bait. He put 4,000 gold fish in one of the tanks two months ago and estimated now that there are two or three times that many.

Bake Sale

Oddfellows and Rebekahs will conduct a bake sale at the post office Monday. Persons in need of baked goods may make purchases there. The sale begins at 9:30 a.m.

A bore is someone who talks when you want him to listen.

Cleaner Sets Summer Hours

Beginning this week, Glover's Cleaners will operate on a five-day week through the summer.

Regular six-day operations will be resumed Aug. 26.



SEA COLORS—This beach dress in a blue, green, and white cotton satin print is designed to lead an outdoor life. It's styled with a halter neckline, full skirt, and white string belt by Cole of California.

4th Of July Specials
SLIP And SLIDE
 Outdoor Plastic Slide
 \$9.95 Value Whites \$7.88
 Price
 Outing Jug. \$2.97
 \$6.50 Garden Hose 500 Ft.
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 White's High Speed Battery \$8.95
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 July 6th Thru July 9th

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| CHILDREN'S WEAR 1/2 Price | SPORTSWEAR 1/2 Off |
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|---|-------------|------------|
| Grapes Thompson's Seedless | # | 29¢ |
| Cantaloupe | Lb. | 10¢ |
| Green Onions | 2 Bunches | 15¢ |
| Cucumbers | Lb. | 10¢ |
| Hams Cured Half Or Whole - Not Sliced, | Lb. | 43¢ |
| Bacon Cedar Valley | 2 Lbs. | 98¢ |
| Bologna All Meat | Lb. | 39¢ |
| Franks | 3 Lb. Bag | 99¢ |
| Grape Juice B. E. 6 Oz. Can, | 2 For | 35¢ |
| Peaches Keith's | 12 Oz. Pkg. | 19¢ |
| Corn Cut, Keith's | 10 Oz. Pkg. | 15¢ |
| Biscuits Shurfresh | 3 For | 25¢ |
| Pork & Beans Concho | 2 For | 19¢ |
| Oleo Food King | Lb. | 18¢ |
| PLAINS FROZEN FOOD | | |

Classified Ads

LOOK---Propane and Butane now only 6¢. Call Bronco Gas Co., GL 6-2044, Plains, Texas.

FOR SALE---One 18-lot, 20-unit Trailer Court on Highway 214. Jack Hayes, GL 6-3140.

FOR RENT---Apartment, air conditioned, private bath. Sleeping rooms, cool, clean and comfortable. Yucca Motel or the Fixit Shop.

We have a recent development for vinyl and other floors known as Seal Gloss acrylic finish. It's terrific. Cogburn-Young.

BABBY SITTING---Will baby sit in your home or mine. Carolyn Huddleston, 204 E. 2nd, GL 6-4244.

PLUMBING---Plumbing repair, free estimates, work guaranteed. The Fixit Shop.

SAVE BIG! Do your own rug and upholstery cleaning with new Blue Lustre. Rent our Blue Lustre electric shampoo machine. Cogburn-Young.

FOR SALE---No. 608 Maize. Curtis Schmitz, GL 6-2747.

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EXPERIENCE

Our years of experience bring you a skilled knowledge of drugs and chemicals, their composition, preparation and uses. Bring us your prescription and be sure!

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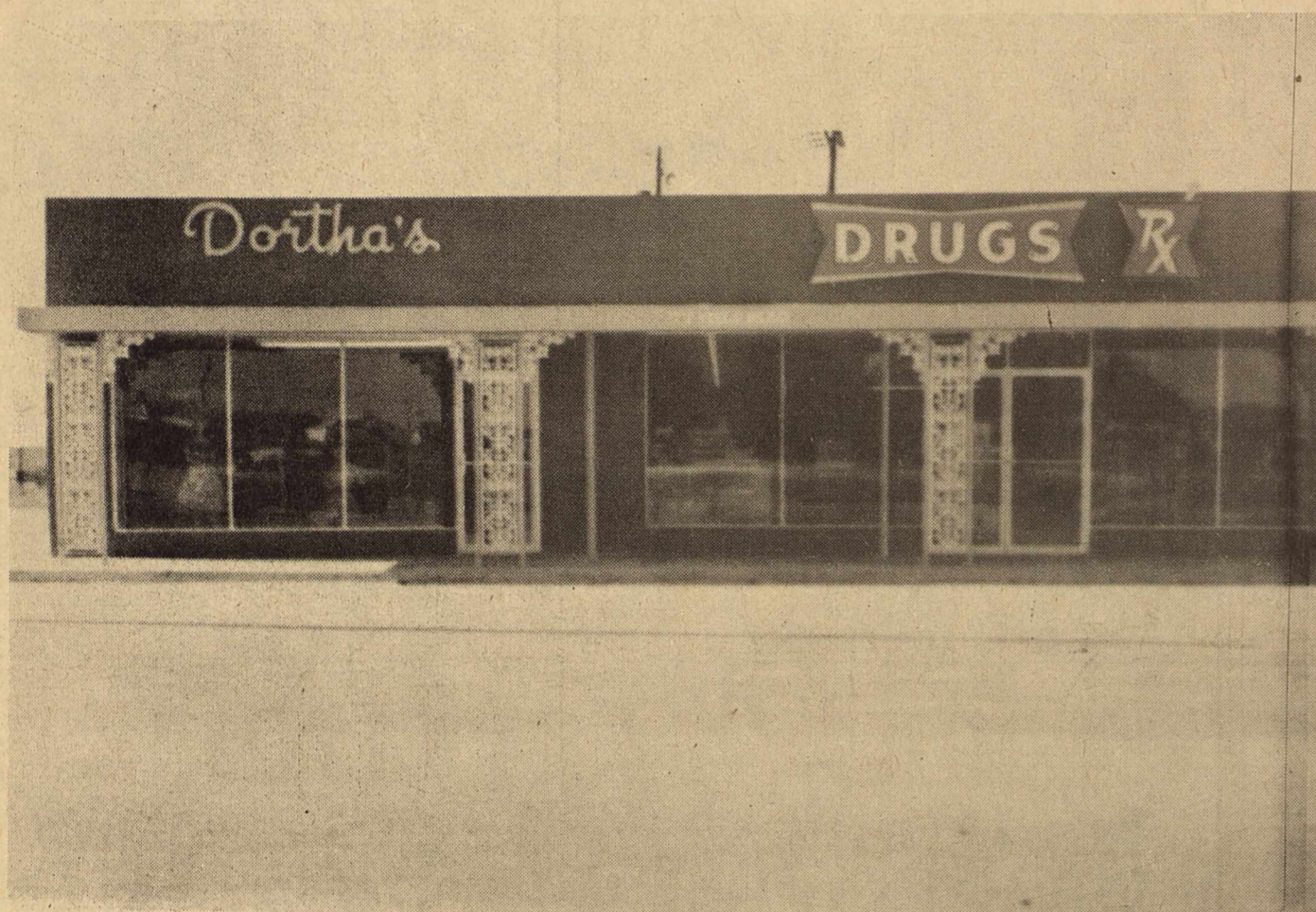


WE SALUTE

ALL THOSE BUSINESSES WHICH HAVE RECENTLY INVESTED IN THE FUTURE OF PLAINS

- WHITE AUTO STORE ● CURRY-EDWARDS PHARMACY ● DORTHA'S ● BARKER VARIETY ● TINY'S RESTAURANT ● HALE'S DRIVE-IN GRO.

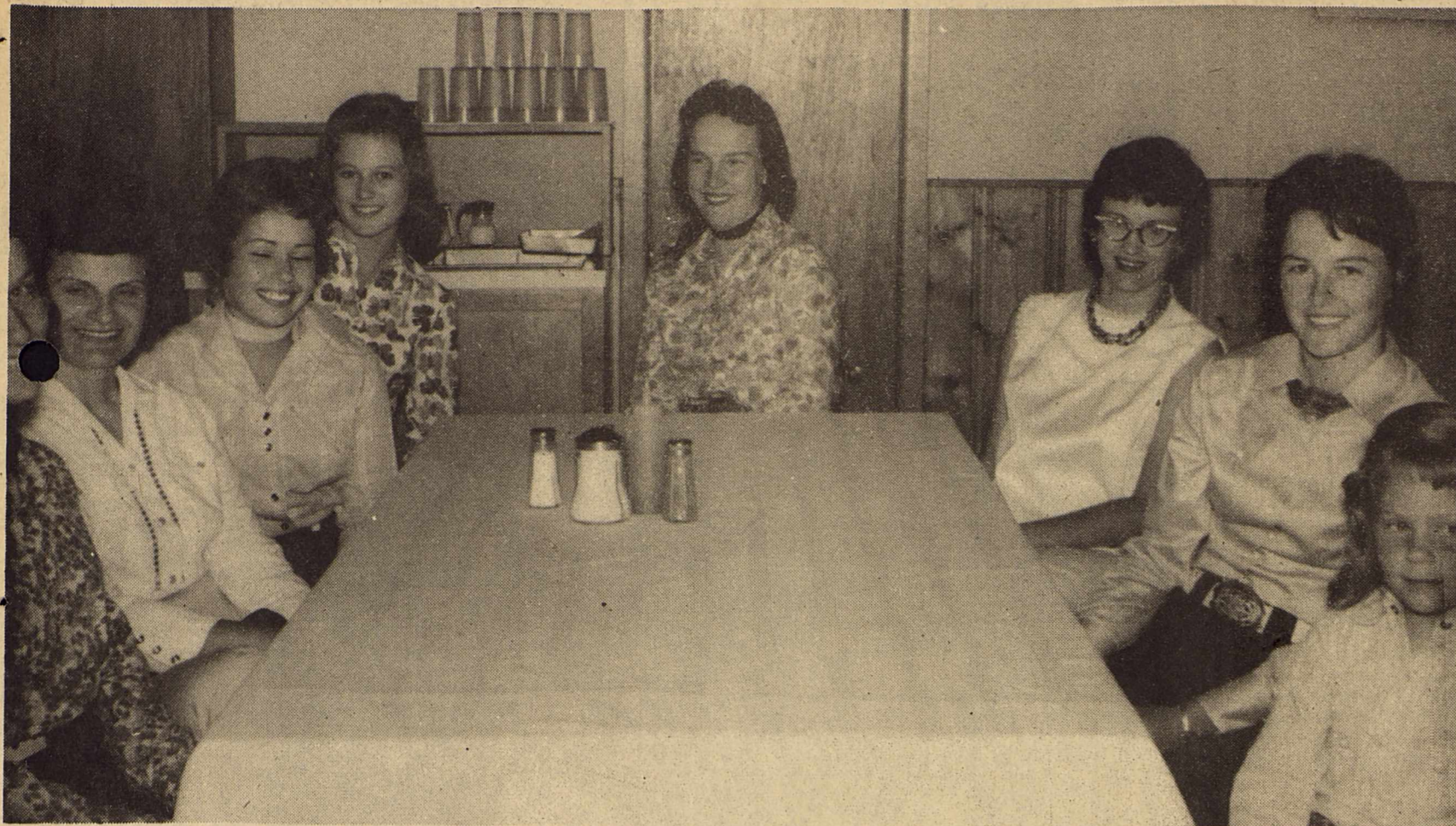
**And All The Other New And Old Firms Which
Are Keeping Abreast Of The Needs Of A Growing Population**



*Each New Business, Each Business Which Expands Its Services, Is Playing A Vital Role
In The Development Of The Community. As Residents Of This Area Are Finding More
Services They Need, Wider Choices In The Products They Buy, Plains Is Becoming A Better City.*

WE SALUTE THOSE WHOSE FAITH HAS MADE IT SO

| | | | |
|--------------------------|----------------------------|---------------------------|----------------------------|
| TUMBLEWEED DRIVE IN | VIVA'S BEAUTY SHOP | GEORGE'S "66" SERVICE | GLOVER'S CLEANERS |
| CURRY - EDWARDS PHARMACY | HAWKINS FOOD MARKET | BARKER'S VARIETY | WHITE AUTO STORE |
| PLAINS ELECTRONICS | MOORE AND ODEN | PLAINS FARM SUPPLY | RANDALL'S BARBER SHOP |
| ALMA'S RESTAURANT | DORTHA'S | PLAINS OIL CO. | PALINS BEAUTY BAR |
| ELSORITA SHOP | MODERN BEAUTY SALON | GENE'S TEXACO SERVICE | COGBURN- YOUNG |
| MOLLIE S. COURTNEY | PLAINS CHAMBER OF COMMERCE | COOKE LUMBER CO. | PLAINS STATE BANK |
| BUDDY'S AUTO PARTS | WILMETH HARDWARD & OIL CO. | ROMAIN TELEPHONE CO. | GOODPATURE GRAIN & MILLING |
| PIC AND PAY GROCERY | PALINS FROZEN FOODS | HALE'S DRIVE - IN GROCERY | CITY OF PLAINS |
| | | TINY'S RESTAURANT | |



MAP STRATEGY--Meeting at Alma's last Wednesday to map plans for the current rodeo queen contest were the candidates and their leaders. Pictured from left are D'Lynn McGinty, last year's queen, Mrs. Pat

Henard, Betty Hamm, Ann Lattimore, D'Lois McGinty, Mrs. Johnnie Fitzgerald, Ethel Martin and Dianne Fitzgerald.

Mrs. Warren Entertains Iota Pi

Mrs. Velma Warren was hostess to a social meeting of Iota Pi chapter of Epsilon Sigma Alpha Sorority Tuesday night.

A report was given by delegate Dorothy Lowe on the ESA International Convention. The convention was held in Tulsa, Okla.

A committee was appointed by Mrs. Warren, president, to work on plans for a rodeo float.

Sandwiches, coffee, Cokes and tidbits were served to Archie Glover, Margaret Taylor, Dorothy Lowe, Juanita Cooke, Mary Lee Swan, Dorothy Edwards, Pat Faught, Alma Been and the hostess.

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Starting July 1

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On Saturday
Until Aug. 26

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JAMES WARREN, MGR.

PLAINS, TEXAS

FHA Girls Keep Busy Summer Schedule

FHA girls are hard at work completing their summer projects. Girls are divided into

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Funeral Insurance

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Brownfield, Texas

first, second and third year classes, with each class meeting every third day during the month of June.

Other than the regular class meetings, members are required to spend 60 hours on a home experience in order to receive a half credit in home economics.

Third year girls are re-decorating the dining room, living room and bedroom of the home economics department. These girls have made several field trips to Lubbock to learn more about interior designing, housing and to choose

accessories for the department. Funds for the project were furnished by the FHA chapter.

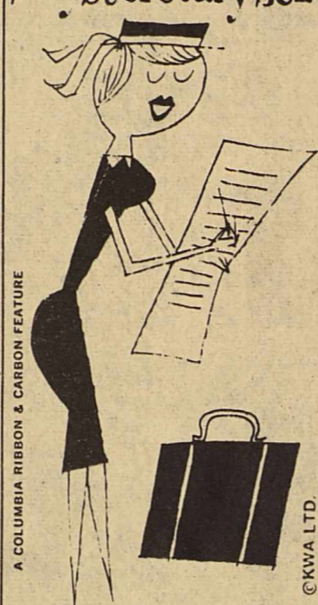
Second year girls are using paint, paint remover and varnish to re-finish the furniture. They are using the home ec lab and the halls to perform their chore, giving the building a rather strange odor.

First year girls, "Our artists of tomorrow," are busy making colorful mosaic pictures, tables and flower pots.

To bring all this commotion to an end, a picnic and swimming party, sponsored by FHA parents and the advisor, will be held on the evening of June 30 at the county pool and park.

Participating in the summer home economics program are Sonnie Smith, Roberta Snodgrass, Marsha White, Sue Bookout, Linda Taylor, Sandra Lewis, D'Lynn McGinty, Betty Stewart, Paula Tidwell, Kay Weatherford, Jean Williams, Mary Johnson, Carolyn Warren, Dana Bryson, Lula Belle Crawford, Donna Nugent, Loretta Taylor, Joyce Kissinger, Reba Sisco, Jean Stewart and Tonya Randolph.

Suzzy Secretary Sez



If you're planning a visit to a friend, make a checklist of the articles in your suitcase before you pack. Then, when you're packing for home, you'll not leave anything behind.

Cooperation is a wonderful thing . . . even freckles would make a nice tan if they'd get together.

Sheriff's Posse Interest Lags

Only meager response came from last week's appeal for a list of those interested in forming a Yoakum County Sheriff's Posse.

All persons interested are asked again to send their name and address to Box 1021, Plains.

McGinty Abstract Co.

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OF YOAKUM COUNTY LANDS AND LOTS

Telephone GL 6-3311

HOW COME A CAR THAT RIDES LIKE THIS ONE DOESN'T COST MORE?

A good question—and we could spend this whole page answering! But what it all boils down to is this: It just stands to reason you're going to get more for your money when you put it on the car more people are buying . . . and that car is the Jet-smooth Chevrolet.

Best way to settle any further questions about Chevy's ride is to settle behind the wheel and try it. Full Coil suspension and over 700 other gentle persuaders throughout the body and chassis will go to work cushioning, insulating, smoothing, soothing and pampering. Only

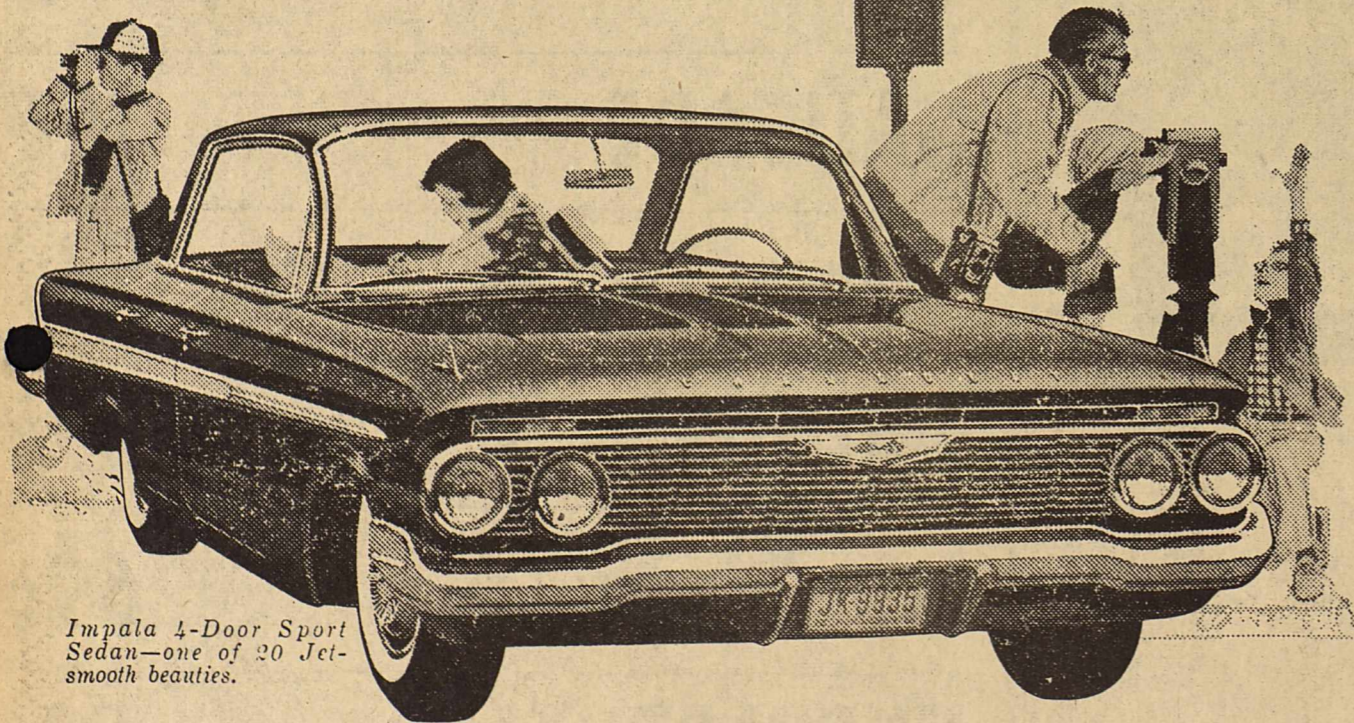
question you'll have left is why didn't you try it sooner.

You might also ask: Who else in Chevrolet's field gives you Body by Fisher craftsmanship and such a wide variety of models to make sure you get just what you're looking for? Answer: Nobody.

Prices? The man to check for the low-down on that one is your Chevrolet dealer. He's ready and waiting for you right now with all the right answers.

JET-SMOOTH CHEVY

Air conditioning—an extra-cost option that gives you fingertip temperature control. Try it.



Impala 4-Door Sport Sedan—one of 20 Jet-smooth beauties.

See the new Chevrolets at your local authorized Chevrolet dealer's One-Stop Shopping Center

Bill Rountree Chevrolet

Denver City, Texas

SWIM FUN BOARD

SIZE 14" X 24"



regular \$2. value for only

99¢

and a fill-up of Cosden POWER RATED GASOLINE

SPECIALLY BLENDED FOR SUMMER DRIVING Cosden's summer blend* is power rated to deliver maximum car performance during hot summer driving. You drive free of hot weather worry about vapor lock and power loss, while enjoying more-miles-per-gallon performance from your car. In both Cosden Premium Ethyl and Higher Octane gasolines, you get top performance every day of the year—summer, fall, winter and spring. Fill up with power-rated Cosden today.

*Summerblend available from all Cosden stations June 1—Sept. 15, 1961



At Your Cosden Dealer



STORE OWNERS--- Mr. and Mrs. Frank Whitlock, who moved here recently from Plainview, are owners and operators of the new White Auto Store, which held its formal opening Saturday.

Support Price Revealed

The 1961 CCC support price for 1961 produced grain sorghum has been set at \$1.89 per cwt for grain sorghum stored in Yoakum and other nearby Texas counties.

This 1961 loan price compares with \$1.48 under the 1960 support price.

Only farmers who comply with the 1961 feed grains program will be eligible for the 1961 loan price, according to W. M. Overton, Yoakum County ASC office manager.

Eligible farmers for the sup-

Seed Buying

Here are pointers from Lee Coffey, extension agronomist, on seed buying. He says planting seed are tagged to protect the farmer. The Texas Seed Act requires that all seed offered for sale at a seed store carry a tag showing the percentage of weed seed and the number of primary and secondary noxious weed seeds per pound. Coffey says it's very expensive to plant weed seed because of the cost of getting them out of a crop. Read the tag and get the best seed available. They are cheapest in the long run, says the agronomist.

port price will be limited on the cwt that can be placed in the loan and this limit will be their grain sorghum acreage times the farms approved yield.

The 1961 support price of \$1.89 per cwt is based on grade No. 2 or better grain sorghum.

It is expected that the 1962 wheat acreage farm allotments will be mailed to farm operators about July 1. Farmers who wish to apply for 1962 new grower wheat allotments must make their application with the ASC by July 1.

SOIL Conservation NEWS

By C. MURRELL THOMPSON

County farmers sprigged several acres of Midland Bermuda this past week. With reports of 70 head of cattle on 30 acres, as in the case of H. M. Conners and others, more and more acres of land are being used to grow beef.

Mrs. Paul Loe signed her Great Plains contract this past week. Gene Bennett received the revision of his program this week. Gene changed his operations some, using more cropland, silage and grazing crops to supplement his native range. Considerable interest in both the regular Soil Conservation District and the Great Plains programs is being noted. C. R. Addison, Dick McGinty, Leroy McCravy, W. M. Nelson, James Rosenberry, Loyd Bowers and A. B. Carpenter are a few of those making inquiry this week.

Word has been received that the Great Plains contracts of Sam Richardson, Wendell Tooley and Paul Cobb have been approved by the state office. All three of these operators are beginning some type of conservation work.

Hundreds of acres of cowpeas are up to a good stand and making rapid growth through the district. The peas were planted as cover and soil improving crop on land retired by the feed program.

This is an excellent opportunity to add organic matter to our soil and also provide it with a cover. Anything we can do to add organic matter and provide a cover against wind erosion is worth all our efforts.

The greater coordination we can develop between horse sense and horsepower, the fewer crashes we will have.

Too many people drive with their minds in neutral and their cars in high gear.

It's a lot better to wait for a green light than to wait for the ambulance.



GRAND OPENING---Busiest place in Plains Saturday was the new White Auto Store which held its formal opening. Hundreds of visitors called during the day to get a good look at the modern store.

SUMMER CLEARANCE

Starts Friday

DRESSES

Reg. 6.95

\$3

DRESSES

Reg. 14.95

\$8

DRESSES

Values To 9.95

\$5

DRESSES

Reg. 21.95

\$10

SPORTSWEAR

1/2

Price

One Group

LINGERIE

1/2

Price

Dortha's

Farm Facts

8 BALES OF COTTON HAVE BEEN GROWN ON A SINGLE ACRE.



There are not enough crutches in the world to support all the lame excuses you hear in traffic courts.

For a happier "Holiday-on-the-Highway" start off with smart new luggage!

Samsonite Silhouette



HAT BOX \$20.00
Also Available:
MEN'S TWO-SUITER . . . \$42.50 EXECUTIVE OVERNIGHT \$30.00

- TRIM, UNCLUTTERED EXTERIOR LINES
- MADE WITH LIGHTWEIGHT MAGNESIUM, THE JET AGE METAL
- DESIGNED WITHOUT A LOCK IN SIGHT, YET LOCKS OPEN AT A TOUCH
- RICH LININGS AND INTERIORS
- 20% GREATER PACKING AREA

All styles and colors in "open stock" so you can complete your matched set at will!

MOORE & ODEN
Dry Goods & Ready-To-Wear

4th Of July Firecracker Sale Run Thur Saturday
This Store Will Be Closed Monday & Tuesday

Cookies SHURFINE, SANDWICH, 1 1/4 LB. PKG. 2 FOR **49¢**

TUNA SHURFINE, CHUNK 2 FOR **45¢**

Cheese Spread SHURFRESH, 2 lb. box **65¢**

NAPKINS SOFLIN, 200 count **25¢**

Fruit Cocktail SHURFINE 2 FOR **45¢**

CATSUP SHURFINE 5 FOR **\$1**

Potatoes SHURFINE, SMALL WHOLE NEW 8 FOR **\$1**

Black Eyes SHURFINE WITH SNAPS 8 FOR **\$1**

Pork & Beans VAN CAMP, 300 SIZE 8 FOR **\$1**

PICKLES ALABAMA GIRL, SOUR OR DILL, 22 oz. **25¢**

HAM JAKA-DANISH, 2 lb. CAN **\$1.98**

SAUSAGE ARMOUR, VIENNA 2 FOR **39¢**

Paper Plates DIXIE, WHITE, 100 count **98¢**

DRINKS MISSION, CANNED, ASSORTED FLAVOR 6 FOR **49¢**

Ice Cream BELLS, DELUXE, 1/2 GAL ASSORTED FLAVORS **69¢**

SHERBET BELLS, 1/2 GAL. ASSORTED FLAVORS **59¢**

HAWKINS FOOD MARKET

Plains

"Your Friendly Cash Grocery"

GL 6-3434

Maytag is made to do a hard day's work, wash after wash, year after year



389.95
MAYTAG DEPENDABILITY

Maytags will run their hearts out for years at a time. That is their age-old, country-wide reputation. (You know what we mean if yours is one of the 13 million Maytags that have been built since 1907.)

THIS NEW MAYTAG GETS CLOTHES CLEANER, WHITER, EASIER. Features Heavy Duty Drive with 100% more torque. 100% more agitator aluminum for longer life. Automatic Water Level. Built-in sump for extra water. Extra fast spin action. Extra fast spin action. Extra fast spin action.

NOW You can own a dependable Maytag Automatic for only **\$259.95**

with trade Big Family-Size Maytag Automatic has the capacity you need at a money-saving price.

MAYTAGS ARE SELLING!

Trade For Yours Today

They are backed and serviced by dependable local

Maytag Factory Trained Servicemen

This time get Maytag Dependability at

COGBURN-YOUNG

Picnic & Camping Supplies

For Your July 4th