Transition Edition Tells The Story Of Pampa's Growth And Takes Optimistic Look Into Future

The extensive growth of Pampa and the Top O' Texas in the past 35 years has set a pattern for the future that could easily becloud the unpredictable past which has seen the area develop beyond dreams of even the most enthusiastic booster.

In 1920 Pampa had a population of less than 1,000. With the discovery of oil in the mid-20s, the population jumped to 10,470 in 1930 and climbed to 12,895 in 1940.

In the two decades since 1940 the population figure has more than doubled and passed the 25,000 mark. The population has grown nearly 10,000 in the last ten years.

More than 52 per cent of the population growth in the 1950-60 decade was due to in - migration. Some 5,000 persons have moved into Pampa during the past ten years.

These figures show that in a little more than the last quarter century Pampa has evolved from a small cattle town to a modern city whose location in the center of the great Texas Panhandle oil and gas field has made it the headquarters of many oil and gas companies.

With major steps being taken in the secondary recovery of oil throughout the immediate area, Pampa and Gray County and other Top O' Texas areas are well in line for a big shot in the economic arm. New areas of drilling and development also bode well for the future.

Studies by various professionals estimate Pampa's population, with only normal growth, at a figure between 40,000 and 50,000 within the next 20 years.

This optimistic outlook is the undertone of today's Transition Edition of The Pampa Daily News.

No chronology is intended in the Transition issue, although many historical tidbits have been turned over to point up a situation behind the area's growth. Indeed, not everybody in the area could possibly be contacted to provide his personal, yet equally important position in the transition story, but a careful cross-section has been used.

The Daily News selected the services of Brice Worthington to go about the actual task of making an intimate and personal study of the people and the situations making the Top O' Texas tick and organize his findings into the collective story that is presented.

Throughout the hundreds of interview stories in today's newspaper one can feel the pulse of an exciting potential and a boundless faith on the part of businessmen and women, many of whom have grown with Pampa from the beginning and others who have come in recent years to take part in the progress story.

Pampa and Gray County also are showing important beginnings of a new vein in the area's economy: This is the presence of a growing tendency toward commercial cattle feeding.

As of today there are perhaps 5,000 head of cattle on commercial feeding programs in the area, and the growing trend points to a likelihood that this figure could be doubled in existing facilities within the near future.

This brings the possibility of other activities such as a better outlet for grain farming, the advent of an expanded meat processing industry with merchandising and distributing units as well as the opportunity for feed and concentrate mills. Each of these represents an additional facet of area economy and related personnel and payrolls.

Steps have been taken in commercial construction within the past couple of years that are indicators of community faith in the future.

The new Coronado Inn, stands as a monument to the confidence of some 1,400 local investors who made it possible for Pampa to have this $1,350,000 structure as one of the outstanding hostelries in Texas.

The same holds true for the $250,000 Youth and Community Center which was opened only this year to serve the area with a wealth of recreational activities.

New construction now in progress also projects a growing city. Foremost in this category are the Hughes Building annex and the new Citizens Bank and Trust Company building, both due for completion early next year.

The Hughes Company annex is being built at an estimated cost of $300,000 and the Citizens Bank building is going up as another $350,000 investment in Pampa's future.

The story behind this optimistic outlook is presented in today's Transition Edition of The Pampa Daily News.



OUR FREEDOM NEWSPAPER

WEATHER
(Direct from Amarillo Weather Station)
PAMPA AND VICINITY — Possible light snow, ending tonight. High today 26. Low tonight 18 to 20. Continued cold Monday.

The Pampa Daily News

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VOL. 30 — NO. 123 | CIRCULATION CERTIFIED BY ABC AUDIT | THE PAMPA DAILY NEWS, SUNDAY, DECEMBER 10, 1961 | (144 PAGES TODAY)

Katanga Forces Hammer Hard At UN Troops

LEOPOLDVILLE, Congo (UPI) — Katangese troops launched a massive "victory or die" attack on United Nations positions in Elizabethville Saturday night, reports received in U.N. headquarters said.

A U.N. spokesman said the United Nations headquarters at Elisabethville was under heavy fire by Katangese troops stirred up by a harangue from their commanding general, M. Moke, in front of the post office there.

The spokesman said the U. N. immediately sent its medium jet Canberra Indian bombing planes into action with their cannon—but not their bombs — against the screaming hordes who attacked at night to avoid U.N. air superiority.

There was no immediate report of casualties in what appeared to be the heaviest fighting yet reported in the five-day-old war between the United Nations and the secessionist Katanga provincial government.

The United Nations said it had obtained an agreement with Sir Roy Welensky, prime minister of neighboring Rhodesia and Nyasaland, to cut the Elisabethville-Rhodesian railroad over which arms were being smuggled into Katanga.

The spokesman said one train would be allowed in as a "mercy train" to take out all European civilians who wanted to flee from the city that has been turned into a battleground. Three consuls said they would check the train to see that it arrived empty and that no military use was made of it.

The United Nations disclosed that heavy fighting has been going on at Manono in northern Katanga since Wednesday and that the U.N. is flying reinforcements into the embattled town. Swedish jets attacked Katangese ground troops here.

The U.N. spokesman said the Swedish and Indian jets were now escorting U. S. Air Force cargo planes into Elisabethville with troops and supplies and that they shot up any military objectives on the ground on their return trip.

Castro Angered By JFK's Plan To Visit Latins

HAVANA (UPI)—Premier Fidel Castro said Saturday President Kennedy was going to Colombia and Venezuela next week to prepare further aggression against Cuba.

Castro also invited the governments of Colombia and Panama to break diplomatic relations with Cuba, accusing them of "blackmail" and a stab in the back with the "dagger of treason."

The Cuban premier, in another of his post - midnight television marathon speeches, said Kennedy would go to Venezuela to try to "shore up the treasonable and submissive policy of President Romulo Betancourt."

He said Kennedy was going to Venezuela to defend the interests of American monopolies and the "reactionary policy of treason toward the interests of Venezuela, which is represented by the wretched Romulo Betancourt.

"He is going to support reprisals against the workers and the persecution of students, the closing of the secondary schools and universities, and to shore up the rotten and submissive system."

Castro said the scheduled conference of the foreign ministers of the Americas next month was called to 'discuss the wrecking of our revolution and with this purpose the imperialists organized their meetings and their cowardly and miserable machinations."

Castro delivered his heated harangue at the graduation ceremony of 800 basic high school teachers in the chaplin theater.

Anti-Bomb Group In Futile March

WETHERSFIELD, England (UPI) — A planned invasion of U.S. Air Force bases by 50,000 followers of Lord (Bertrand) Russell's ban-the-bomb followers fizzled Saturday in the face of bad weather and massive security precautions.

Only a few thousand persons showed up and at least 700 of them were arrested when they reverted to their favorite tactics — a sit down in front of the air base gates.

Highway System Will Save Lives, Official Thinks

WASHINGTON (UPI) — The 41,000-mile interstate highway system, when complete, will each year save the lives of more than 5,000 people who otherwise might die in traffic deaths.

This prediction was made Saturday by Charles W. Prisk of the Office of Research, Bureau of Public Roads. The bureau is in charge of construction of the system which is scheduled to be finished in 1972.

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READY TO GO — Louis Caudill, Daily News circulation manager, is shown here as he made the final check Saturday midnight on the stacked bundles of the Transition edition just before they went into Sunday circulation. Four months of production on the newspaper had been completed, but Caudill's job and the job of Daily News carrier boys was just beginning.

Today's Pampa News Its Biggest Edition

The Pampa Daily News is marking a milestone of progress today.

This special Pampa and the Top O' Texas In Transition edition is the largest ever published by The News.

In ten sections and 144 pages it tells the Top O' Texas story of the past and present and projects for the years ahead.

The hundreds of stories and pictures carry Pampa and surrounding towns down through the years from days before the turn of the century.

Hundreds of man hours of research and writing were spent by Daily News writers and outside contributors with the result that today's paper carries some 225,000 words of news and information, equivalent to four and a half Hemingway novels.

The edition was aided greatly by News readers who delved into attics and old files to contribute pictures and data to make possible an authentic story of the city and its surrounding area.

Area businessmen and women helped to make possible the edition, too, with historical backgrounds of hundreds of businesses which are a part of the Pampa and the Top O' Texas scene.

The Transition issue of the Daily News represents the largest and most impressive team job that the businesses and services of Pampa ever have done.

This edition of The News is being delivered to all regular subscribers at no increase in the regular price. The newstand price is 25 cents per copy.

Many hundred copies of today's sue have been ordered for shipment to all parts of the United States.

© The Hall Syndicate, Inc., Dec. 9

More Shopping Days Until Christmas

West Can't Win Berlin Peace By Force, Nikita Warns In Bitter Speech

Light Snowfall Forecast Today In Pampa Area

Ground-covering snow is scheduled to fall in Pampa today, the Amarillo Weather Bureau reported late Saturday. Prospects were, however, that the precipitation borne into the area by the cold front from the far northwest, would end by tonight.

However, the weatherman warned that the present cold wave has a potential to develop into something else but we are keeping our fingers crossed that the precipitation won't be too heavy."

He explained that the heavy moist air was moving to the east Saturday but in the event the atmospheric content increased, then Pampa and vicinity could be in for considerably more snowfall than was anticipated late Saturday.

Temperatures were scheduled to drop to as low as 10 degrees in some sections of the Panhandle, ranging up to 20 degrees in other areas. The Pampa temperature was expected Saturday afternoon to go as low as 18 degrees during the night. And it won't be much warmer today — about 26 degrees being the maximum, the weatherman said. There will be some wind, ranging from 15 to 20 miles an hour, "enough to make it uncomfortable," the weatherman said.

Much of the area in the Panhandle, adjacent to the Pampa vicinity, had substantial snow on the ground Saturday with prospects for more.

Other sections of the country were having more difficulty with the cold front, according to United Press International news service reports.

Snow, up to nine inches deep in spots, swirled through the plains states Saturday and bucked into the Midwest fronting a cold snap which was expected to drop temperatures to 15 below or lower.

Seven inches of snow piled into Iowa resulting in at least three motor deaths. One of the victims was killed when his auto slid out of control on a snow packed highway near Cascade. Iowa highway police said roads were 50 to 100 per cent ice and snowpacked in the eastern section of the state.

The Weather Bureau said at least four more inches of snow

(See WEATHER, Page 4)

Russian Nuclear Bombs Biggest, Dictator Boasts

MOSCOW (UPI) — Premier Nikita S. Khrushchev said Saturday the Soviet Union had nuclear bombs bigger than 100 megatons and that space ships which carried Cosmonauts Yuri Gagarin and Gherman Titov into orbit could deliver them anywhere on earth.

He said Soviet 50 and 100-megaton bombs hang over the West "like the sword of Damocles" because the West does not have any nuclear bombs of such size. This means the West cannot win a Berlin settlement by force, he said.

Khrushchev made his most forceful demand for genuine Berlin negotiations in a highly emotional address to the Communist-backed World Federation of Trade Unions. Significantly, it came on the eve of the Paris meetings of the NATO Council and the Western foreign ministers.

Khrushchev denied he was "threatening" anyone but his impatient tone and sharp language indicated that if there is a war it will be nuclear and that the West would be annihilated with the 100-megaton bombs equal to 100 millions tons of TNT. He chided the West for building fallout shelters when whole cities would be destroyed in any nuclear war.

"We are not relying on prayer to prevent war, but on our own strength," he said. If they start a war, the first blow will be met with a crushing counterblow. Our enemies might say that Khrushchev is threatening.

"I say I am not threatening. But I am warning you that if you want to test the Socialist countries by war you will never see the end of Socialism as you will never see your own ears."

He warned "gentlemen imperialists" against the idea they could negotiate from strength—"if you want to threaten us from a position of strength we will show you our strength."

You do not have 50 and 100 megaton bombs. We have bombs stronger than that and can place them with other loads that can be directed to any place on earth."

This was the first official Soviet recognition of the widespread Western assumption that Soviet space ships can carry more explosives. It came as Khrushchev repeated the gist of his prepared speech in a nationwide radio and television broadcast.

Khrushchev's speech Saturday contrasted sharply with his most recent statements on foreign policy. In a speech Nov. 7 to the Soviet Communist Party Congress he dropped his deadline on a peace treaty with Germany and said East and West must not push each other as long as there is a reasonable chance for negotiations.

Although Khrushchev recently has spoken of mutual concessions, he warned Saturday he will go to the conference table with his own proposals for Berlin—a peace treaty with both Germanies, the conversion of West Berlin into a free city, a guarantee of Western access routes to West Berlin to be reached with the East German government.

Khrushchev flatly rejected President Kennedy's proposal for international control of West Berlin's communications and suggested that Kennedy does not take the proposal seriously himself.

"They want to solidify their occupational position in West Berlin and make traffic cops out of us," he said sarcastically.

Because of the character of his audience, trade union leaders from Africa, Asia and Latin America, Khrushchev apparently felt compelled again to explain the defensive nature of the recent Soviet nuclear tests.

But his speech appeared to dash all hope, if any still remained of a possible agreement on a nuclear test ban at Geneva.

Khrushchev said the Soviet Union resumed nuclear testing last September to deter imperialists from threatening the Soviet Union.

Another Killer Missile Firing Proves Success

POINT MUGU, Calif. (UPI)—A Nike-Zeus missile killer flashed aloft Saturday in the sixth straight successful test of the rocket designed to protect the United States from attack from space.

The 48-foot solid - fuel missile streaked skyward in a critical test to see how it performed at low altitudes and terrific speeds. Friction on the skin of the missile makes it glow red hot.

With this test successfully behind it, Zeus moved a step closer to actually engaging another missile in tests high over the Pacific.

Testing of all three stages of the Zeus will take place at Kwajalein Island early next year against small target rockets. Later in the year, the Army's antimissile missile will be pitted against Atlas ICBMs fired 4,400 miles over the sea from nearby Vandenberg Air Force Base.

Only two stages of the missile were tested Saturday. The Army did not disclose performance figures, but said:

"This marked the third consecutive success over the Pacific Ocean for the killer missile. The shot scored another solid achievement in the Nike - Zeus development program."

Limited Number Of Copies Left

Those who have not already ordered Transition editions for mailing to friends and relatives can do so by bringing into the News office Monday these names and addresses. The price, including postage, is 50c per copy. There are a limited number of extra copies on a first come, first served basis.

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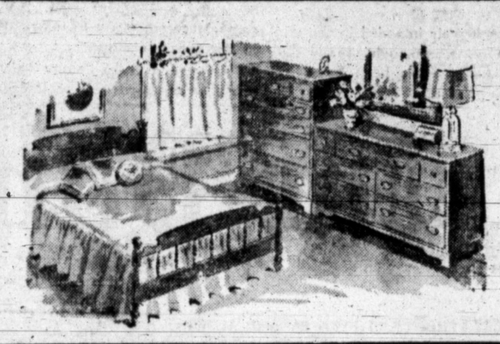

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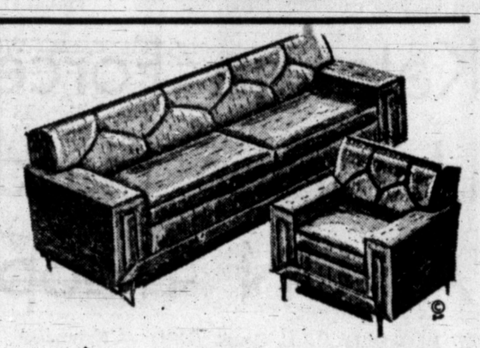

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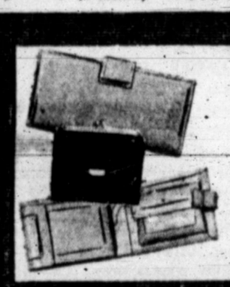

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ZALE'S JEWELERS

Covalt Rites Are Pending

Arrangements are pending for Kenneth Covalt, 300 S. Finley, who died Friday night in the M. D. Anderson Hospital in Houston, where he had been a patient for two months.

Mr. Covalt, a carpenter, was born Mar. 5, 1917 in Woodward, Okla. and moved to Pampa in 1948 from Altus, Okla. He was a member of the Harvester - Mary Ellen Church of Christ.

Survivors are his wife, Jewel of the home; two daughters, Mrs. R. B. Hood of Pampa, Mrs. Patricia Green of Las Vegas, Nev; one son, Tommy of Lubbock; four brothers, Lester of Pampa, Harold, Merl and Sig, all of Woodward; one sister, Mrs. Wilma Holmes of Laverne, Okla.; a half-sister, Mrs. Dora McDowell of Woodward.

The body is expected to arrive here today and funeral arrangements will be announced later by Duenkel - Carmichael Funeral Home.

Boyd McMurray Service Set

Funeral services for Boyd McMurray, 63, retired carpenter and farmer, will be held at 10 a.m. Monday in the Duenkel -Carmichael Funeral Home with the Rev. Glyn B. Adsit, pastor of the First Christian Church, officiating.

Mr. McMurray was dead on arrival at 5:15 p.m. Friday in Dr. Montgomery's office in Miami. He had been making his home for the past two months with Mr. and Mrs. Boyd D. Brown, 12 miles east of Pampa.

He is survived by two sisters, Mrs. Bessie Rollins, and Miss Gladys McMurray, both of Quanah.

Interment will be in Fairview Cemetery under the direction of Duenkel - Carmichael Funeral Home.

West Berliner Slain By Reds

BERLIN (UPI) — Communist border guards Saturday night shot and apparently killed a West Berliner as he waited at the border with five friends for the mother of one to flee to the West, police sources reported.

The Communists dragged his body through the barbed wire barricade and it lay on the street apparently lifeless for at least an hour and 45 minutes. The five men with him escaped and told West Berlin police.

Weather

(Continued From Page 1)

would be scattered on Iowa before nightfall.

Bus transportation was hampered. Greyhound said its long-haul East-West buses were running about an hour late. Other trips were 30 minutes behind schedule.

A sub-zero cold warning was out for Minnesota, where five inches of snow already fell and four more were predicted. The mercury dropped steadily in the northwest section of the state, with the bottom expeced to be 15 below.

Snow, four inches of it, swept into Illinois, forcing the cancellation of a "Christmas Party" in the Sky" for a group of crippled children. The group was to have left Mount Vernon by plane for a ride with Santa Claus, but hazardous flying conditions postponed it.

A foggy-like snow settled over Chicago. Six inches was due for the city before night.

A four to six-inch storm headed across Michigan, accompanied by freezing rain. Gale warnings were up on all the Great Lakes, with winds running up to 50 miles-per-hour.

A biting cold snap knifed into northeast Kansas and northern Missouri dropping four inches of snow and making highways treacherous. Blowing snow in Western Kansas produced near blizzard conditions. At least one fatality was blamed on the storm.

Dominican Rule Accord Causes Joy In Country

SANTO DOMINGO, D.R. (UPI) — A formula for freedom for the three million residents of this island country neared final shape Saturday, touching off a new year's type celebration that filled the streets with happy, singing people.

An agreement was drafted in the early morning hours charting a democratic course in which the remnants of the Trujillo dictatorship still in power and the combined opposition will share the responsibility and decisions.

Monday Service For Mrs. Whittle

Interment rites for Mrs. Cora Lucille Whittle have been set for 2 p.m. Monday in the Duenkel-Carmichael Funeral Home with Dr. Hubert H. Bratcher, pastor of the First Methodist Church, officiating.

Mrs. Whittle died Friday morning in her home, 434 Crest.

Pallbearers will be Jack Back, Glen A. Day, A. L. Weatherred, Vernon Wood, A. Neal, B. B. Allman Jr. Knights of Pythias will be honorary pallbearers.

Burial will be in Fairview Cemetery under the direction of Duenkel - Carmichael Funeral Home.

Oil Group Names Five Pampa Men

Five Pampa oil men this week received formal notification of their re-election to the board of directors of Texas Mid-Continent Oil & Gas Association, according to Rip C. Underwood, Amarillo, Association district vice president.

They were Lynn Boyd; George B. Cree, Jr., Cree Oil, Inc.; Billy B. Davis, LeFors Petroleum Co., Inc.; E. J. Dunigan, Jr. Dunigan Brothers and E. L. Green, Jr., Cabot Corp.

The Pampa directors are among some 18 Panhandle oil men now serving on the Texas Mid-Continent board, Underwood said.

Lefors GS Troop Names Officers

LEFORS (Spl) — The Girl Scouts of Lefors, Troop 63, met recently in the scout house for a business meeting and election of new officiers.

Mary Duncan, outgoing president called the meeting to order. The treasurer's report was given.

Bennie White was elected president. Other officers were Sheila Collins, vice - pres.; Candy Cox, sec.; Janice James, treas.; Pat McDowell, reporter; Mary Duncan, game chairman; Margaret Robison, song leader; Terri Bryant, Telephone chairman; and Larry Sue Glick, Scrap Book chairman.

Mainly About People

* Indicates Paid Advertising

A Brown Swiss breeder, Lee Miller of Pampa, has recently sold the bull, Kayak's Andy 139643, to Melvin Finke, Walton, Nebraska, according to Fred S. Idtse, secretary of the Brown Swiss Cattle Breeders' Association, Beloit, Wis.

Christmas trees $1.00 up. Leggs Mkt. 408 S. Ballard.*

Pampa Area Stamp Club will meet at 2:30 p.m. today in the home of Mrs. J. A. Sears, 1516 Hamilton.

Mr. and Mrs. D. D. Payne wish to express their appreciation for the many, many cards, letters and gifts and expressions of thoughtfulness for Mr. Payne on his recently celebrated 90th birthday. Our thanks to everyone: Nonna and Davey.*

Mrs. Derrel Hogsett, organizational leader for the Bluebonnet 4H Club, requests that all members meet at 4 p.m. Monday in the Courthouse Annex. Miss Linda Higginbotham will give the program.

Lovely Siamese Kittens, 1180 Prairie Drive. MO 4-6186.*

Mrs. Otis Nace will be hostess for the OES Gavel Club Christmas Party in her home, 1501 N. Faulkner, assisted by Mrs. Elmer Byars and Mrs. Aubrey Jones. A salad supper will precede the gift exchange.

Aprons, gifts, 119 S. Starkweather.*

Exceptional Children's Association will meet Monday at 7:30 p.m. in the City Club Room. Children from the ECA Church School will take part in the program.

Steve Cox, son of Mr. and Mrs. Kenneth Cox, is a patient in the Worley Hospital in Room 202.

Men! See Florshim shoes. Kyles, 121 N. Cuyler.*

For Christmas gifts redeem your Pampa Progress Stamp books at B&B Pharmacy NO. 1 and B&B Toyland, Ballard at Bro ng.*

It has been reported to the News that Mrs. Pete Carmona, 318 N. Christy, is seriously ill in Worley Hospital.

Fine Selection of Bibles, The Gift Box 110 E. Foster.*

Mrs. Julian Key will give Peter Marshall's sermon "Let's Keep Christmas" at the noon luncheon meeting of the Altrusa Club of Pampa in the Coronado Inn. Miss Rosemary Lawlor and Mrs. Fidelia Yoder will be in charge of the musical portion of the program to bring out "The Real Meaning Of Christmas" according to Mrs. Ray E. Wilson Public Affairs chairman.

Cotton Marketing Quota Election Set For Tuesday

The cotton marketing quota vote scheduled Tuesday will mark the ninth consecutive year in which growers have voted on marketing quotas for their upland cotton crop, according to Evelyn Mason, county office manager, Gray County ASCS.

Beginning with the referendum on marketing quotas for the 1954 crop, growers have approved quotas for each year's cotton crop. In the vote last year, on quotas for the 1961 upland cotton crop, 96.6 per cent of the growers voted to approve the quotas.

By law, quotas must be proclaimed by the Secretary of Agriculture in years when the cotton supply exceeds normal. The estimated 1961-62 supply of upland cotton exceeds the estimated normal supply by 2.5 million bales. For 1962, Gray county has a total of 4,151 acres available for allotment to growers on which to grow their upland cotton crop. This represents the county's share of the national allotment acreage of 18,101,718 acres, which includes 100,000 acres from the national acreage reserve to take care of minimum farm allotments.

Individual farm allotments have been mailed to producers in advance of the December 12 referendum.

Defense Training Course Scheduled

Bill Leonard, Gray County civil defense director, announced an instruction course in ordnance reconniassance training will be held in Amarillo, Tuesday and Wednesday, December 12 and 13, beginning at 8 p.m. in the Amarillo Police Department, 6th and Pierce Streets.

Purpose of the course is to train all interested persons in the area, identification, diagnosis, verification, initial evacuation, protective works, preliminary safety procedures and reporting of explosive or nuclear hazards.

Anyone interested in attending the classes are urged to contact Leonard.

Negro Acquitted Of Rape Charge

DALLAS (UPI) — An all-white jury of 10 men and two women Saturday acquitted Negro businessman Anthony (Tony) Davis of charges that he raped a white Freedom Rider from Britain in a Dallas Negro hotel last September.

Mrs. Malone Rites Monday

Funeral services for Mrs. Lou Ann Malone will be held at 1:30 p.m. Monday in the Fellowship Baptist Church with the Rev. Earl Maddux, pastor officiating.

Mrs. Malone, a Pampa resident, for two years, died at 10:20 a.m. Friday in the home of her daughter, Mrs. Aletha Trussell, 215½ Sunset Drive, with whom she had been making her home.

Interment will be in the Rose Cemetery in Headley.

District Court To Meet Monday

Thirty - First District Court will convene in Pampa Monday. Twelve cases are listed on the docket.

Jurers have been asked to report in the district courtroom of Gray County Courthouse at 10 a.m.

District Judge Lewis M. Goodrich will read the docket and open the first case Monday forenoon.

Hospital Blaze Probed

HARTFORD, Conn. (UPI) — There was a delay of about a half an hour in the sounding of an alarm after discovery of Friday's disastrous fire at Hartford Hospital, witnesses told authorities Saturday.

Fifteen persons—including seven patients, four visitors, a doctor, a nurse and two hospital employes —died in the 3-alarm blaze which swept the ninth floor of the 13-story building.

Hartford County Coroner Louis W. Schaefer said all of the victims trapped in the smoke-filled rooms and corridors on the ninth floor of the 10 million steel, concrete and brick building died of smoke inhalation and carbon monoxide poisoning.

In addition, he said, several of the bodies had burns of varying degrees.

At Saturday's hearing into the blaze, associate head nurse Marcella L. MacDonald said she turned in the first alarm at 2:39 p.m.

However, Wayne Cramer, an assistant housekeeper, told hearing officers he learned there was a fire in the building "at about 2 o'clock," when he returned from lunch He said he could not remember the exact time.

According to Cramer, he and a fellow employe tried to put out the blaze, but intense heat drove them back.

The hearing is being held to determine the cause of the fire—and what caused the rapid spread of the flames.

The fire stared in a trash chute.

Junior Optimist Name Officers

Junior Optimist Club elected officers at a meeting held Friday night in the Pampa Youth and Community Center, according to Tommy McDonald, president.

New officers elected to fill vacancies were Lawrence Jones, vice president; Rob Clement, sergeant-at-arms, and Steve Neely, reporter.

Members attending, in addition to those previously mentioned, were Randy Harris, Phil Young, and Joe Nye.

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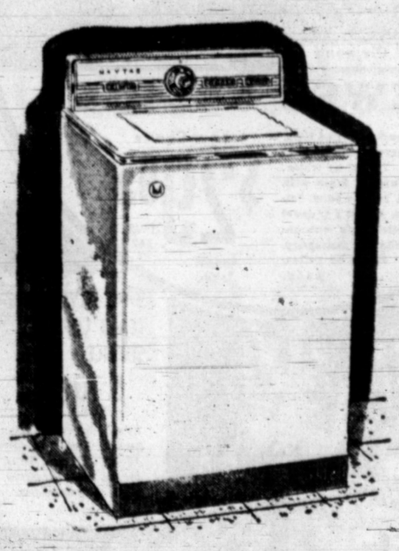

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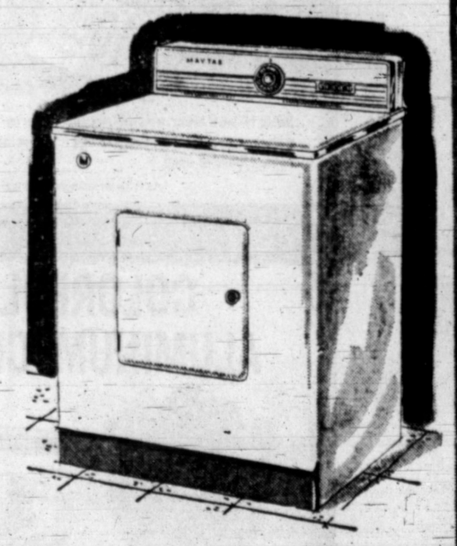

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MAYTAG MAYTAG MAYTAG MAYTAG MAYTAG

Low Dog Tag Number Vexsome To Lawyer

By DICK WEST

WASHINGTON (UPI)—Among the privileges and prerogatives that accrue to high echelon bureaucrats is the right to obtain a District of Columbia auto license bearing a low number.

Holders of the first 100 tags issued here each year possess a status symbol that is almost as cherished as a protocol ranking entitling a person to sit "above the salt" at dinner parties.

By the same token, the possession of a low-numbered dog license is also a mark of distinction, at least for the dog owner. The dogs themselves couldn't care less.

Traditionally, the No. 1 dog license is reserved for the White House, while tag No. 2 is set aside for the vice president. After that, the list follows a sort of catch-as-catch-can pattern.

For instance, the third and fourth spots are occupied by G-Boy and Tucker, a pair of Cairn terriers belonging to FBI Director J. Edgar Hoover.

They are followed by pets owned by an assortment of dignitaries in both public and private life.

During the Eisenhower administration, the Chief Executive was dogless, so tag No. 1 was assigned to someone else by default. No. 2 went to former Vice President Richard M. Nixon for Checkers.

Currently, No. 2 belongs to Vice President Lyndon B. Johnson's beagle, whose name is Jefferson.

However, in the issuance of tag No. 1 this year, there was a slight complication, caused by the fact that the White House now has two dogs. This meant that one of them had to be down graded.

The honor of being top dog went to Charlie, Caroline Kennedy's terrier. Therefore, Pushinka, a gift to Mrs. Kennedy from the Soviet space kennel, was relegated to tag No. 9, which was the only other low number still open.

I seriously doubt that this mattered very much to Mrs. Kennedy, but one of the other low-numbered dog owners feels rather disconcerted about the way things worked out.

He is Norman S. Bowles Jr., a local attorney who acquired tag No. 8 for his chihuahua, Ginger Boy Bowles III.

Bowles told me that when he applied for a license, he had no idea his dog was getting in ahead of Pushinka. As a matter of fact, he said, he postponed going to the license bureau several times because he kept forgetting how to spell "chihuahua."

Finally, his wife wrote it down on a slip of paper, and a friend in the bureau fixed him up with a low number.

He said he did not know until the list was published in the papers that Ginger Boy had a lower number than Pushinka. This appeared to give him more status than he felt entitled to, he said.

So if the people in charge of such things at the White House should happen to want to trade tag numbers, Bowles is willing.

FBI Identifies Hunted Slayer As Jail Inmate

MIAMI (UPI)—A man held in jail here for several days has been identified from fingerprints as Mate Ivanov, accused insane killer of five persons in Mineola, N.Y., the FBI announces.

Wesley Grapp, special agent in charge of the Miami FBI district, said Ivanov was taken into custody Dec. 5 by the Immigration and Naturalization Service after he had landed in a rowboat near Marathon in the Florida Keys. At that time Ivanov told authorities he was Mario Levi, a political refugee from Cuba.

Levi was photographed and fingerprinted and his positive identification as Ivanov was made by the FBI identification bureau in Washington, Grapp said.

Ivanov is alleged to have killed his brother-in-law Peter Gregov, 39, Gregov's wife, Veronica, 35, and their three children, Peter Jr., 17, Ronald 15, and Michael, 12 in the Gregov home at Mineola, N. Y., on Nov. 25.

The bodies were hacked numerous times and some had been bound before slaying. Nassau County, N. Y., authorities said.

Grapp said Ivanov escaped from the Central Islip hospital for the insane on Long Island on Nov. 15.

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ITALIAN PROVINCIAL sofa in antique gold. Fruitwood trim, spring - down cushion	495.00	375.00
HERITAGE lounge chair in turquoise nylon fabric. Spring - down construction	289.50	189.50
ROCKING LOVE SEAT by Shaw. Printed linen fabric in beige, brown and gold	289.50	199.50
VIBRATING RECLINER by Barcalo. Combination brown nylon and naugahyde	279.50	195.00
FRENCH PROVINCIAL chair in rose-beige matelasse.	129.50	95.00
Rural English, high back chair, maple wings and trim. Small patterned fabric	159.50	115.00
CONTEMPORARY high back chair, open arms, black naugahyde.	139.50	99.50
EARLY AMERICAN lounge chair by Penn House. Wing back, gold tweed fabric	165.00	119.50
3 PC CORNER SECTIONAL sofa in beige fabric. Rolled arm Lawson style with tufted back	750.00	575.00
PENN HOUSE three cushion sofa in cocoa tweed. Early American style with semi-wing, box skirt	385.00	289.50
HEYWOOD WAKEFIELD lounge chair in antique gold with small brown pattern Old Colony collection	149.50	99.50
PLATFORM ROCKER-RECLINER with matching ottoman. Turquoise fabric	159.50	99.50
DANISH MODERN chairs. Choice of fabric, zippered cushions, solid walnut frame	79.50	59.50
CONTEMPORARY sofa in tangerine-gold tone. Foam cushions, walnut legs	295.00	215.00
SOLIID OAK frame sofa with green nubby weave fabric by Jamestown. Feudal oak finish. A perfect den piece	375.00	285.00
QUILTED FABRIC occasional chairs. Classic design. Use singly or in pairs	135.00	110.00
SIMMONS extra size Hide-A-Bed in cinnamon tweed fabric	425.00	325.00
CANE BACK contemporary chairs. Fruitwood frame, antique gold seat. Pair available. Each	139.50	115.00
LOUNGE CHAIR in traditional styling. Kick pleat skirt. Beige damask.	149.50	115.00
EXTRA LENGTH sofa in cocoa beige. Hand blocked design in center of each cushion and back. Spring-Down construction	495.00	365.00
FRENCH PROVINCIAL sofa in quilted linen fabric of brown-beige-copper tones. Brass nail head trim	495.00	375.00
OCCASIONAL Chairs in rose damask, fruitwood, base. Pair available. Each	125.00	95.00

BEDROOM

COTEMPORARY triple dresser, mirror, panel bed, night stand In walnut	408.50	289.50
HERITAGE double dresser, mirror night stand, 2 step commodes from Laureate Collection	870.00	575.00
WELLETT transitional cherry double dresser, mirror, double bed, night stand	495.00	345.00
HERITAGE double dresser, mirror, night stand, bed. Open stock Modavanti group	495.00	365.00
FRENCH PROVINCIAL Poudreuse in solid magnolia by Dixon-Powdermaker	250.00	175.00
CONTEMPORARY panel bed, dresser with cane insets, mirror, 2 night stands. Oiled walnut, pewter trims	404.50	289.50
SOLID CHERRY bookcase bed, double dresser, mirror, chest with deck. Open stock by Penn House	745.00	475.00
ANTIQUE WHITE triple dresser, mirror, bed with cane inset, 2 night stands by Dixon — Powdermaker	895.00	675.00
HENREDON 5 piece group in antique fruitwood. Mediterranea styling	692.00	525.00
BOOKCASE bed, low chest of drawers in contemporary walnut.	249.00	165.00
ITALIAN PROVINCIAL triple dresser, double bed, 2 night stands by Dixon-Powdermaker. A luxurious, timeless group	$1050	795.00
FRENCH PROVINCIAL double dresser, mirror, panel bed, 2 night stands in distressed cherry	495.00	375.00
HEYWOOD-WAKEFIELD double dresser, mirror, double bed, night commode. Distinctive contemporary styling	450.00	335.00
CONTEMPORARY double dresser, mirror, bed, night commode in avadoire mahogany	359.50	275.00
HERITAGE double dresser, mirror, bed, night stand from new Perennian collection	450.00	345.00

DINING AND DINETTE

	REG.	NOW
SOLID CHERRY full size oval table, 4 side chairs with woven rush seats. Penn House	395.00	275.00
OVAL dining table, 4 side 2 arm chairs with high back and cane inset. Dilettante group.	550.00	375.00
ROUND extension table, 4 side chairs in solid maple. Wood grained formica table top	225.00	165.00
HUTCH CABINET in solid maple by Penn House 48" size	315.00	245.00
EXTRA LARGE drop leaf extension table in solid maple by Penn House. Seats 12	199.50	149.50
FRENCH PROVINCIAL hostess server, drop leaf, fruitwood	189.50	139.50
CONTEMPORARY drop leaf extension table in walnut, 4 side chairs	327.50	239.50
SOLID MAPLE round or rectangle extension table, 4 chairs	157.50	125.00
OPEN HUTCH in solid maple 44" size	189.50	145.00
FRENCH PROVINCIAL drop leaf extension table, 2 arm 2 side chairs, China cabinet. A terrific value in Fruitwood	387.50	295.00

½ PRICE CLOSEOUTS

OPEN HUTCH from Winter Garden collection by Heywood-Wakefield	189.50	94.75
COTEMPORARY sofa bed by Simmons. Foam rubber, chocolate brown fabric	225.00	112.50
CONTEMPORARY club chair in blue purple tones. Foam rubber.	129.50	64.75
HIGH BACK WING CHAIR by Shaw. Brown Fabric	165.00	82.50
LOUNGE CHAIR from Jamestown Colonnade collection. Solid oak frame, brown tweed	249.50	124.75
LOVE SEAT by Shaw. Early American style, blue scenic pattern.	245.00	122.50
CHAIR AND ½ with Civil War Pattern. Fabric, Spring-Down construction. Traditional styling.	250.00	125.00
PULLMAN lounge chair in rose-beige. Traditional styling	139.50	69.75
SET OF 6 dining chairs. 5 side 1 arm in Marblehead Cherry by Willett	367.00	183.50
SET OF 4 French Provincial dining chairs, 2 arms, 2 side in fruitwood	188.00	94.00

MISCELLAENOUS

SERVER-CONSOLE from Morganton Tidewater collection. Brown mahogany	165.00	125.00
CONTEMPORARY students desk in walnut. File drawer	89.50	65.00
DEACON'S BENCH by Heywood-Wakefield. Blue seat pad	139.50	99.50
CURIO CABINET-BOOKCASE in brown mahogany from Morganton Tidewater collection	325.00	239.50
BAR STOOLS swivel seat with arms, heavy maple brass foot rest	55.00	39.50
CEDAR CHEST by Lane in walnut. Low bench type	115.00	89.50
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Letters to Santa

Dear Santa;

Please bring me an electric train and Kenners building set, also a gun holster and two guns. Don't forget all the other little boys and girls. Thank you.

Love,
Gregg

Dear Santa;

I have been a pretty good girl this year, I would like a real watch. I would like a new bike for Christmas too. I would like a Playmobile. My brother wants physics se. My sister wants a new car. I am 7 years old. I do not know what my mother and father want. I love you.

Sandy Carmon

Dear Santa Claus;

I am six years old and I have been pretty good boy. For Christmas will please bring me a B-B gun and an electric road racer. Thank you for all the toys you left last year.

Love,
Larry Marlar

Dear Santa Claus;

I am four years old. I am a good boy most of the time. Please bring me a pop gun and a punching bag for Christmas. We will leave cookies and milk on the table for you.

Love,
David Marlar

Dear Santa Claus;

I am eight years old now and I want a watch for Christmas. Will you please bring me one? I want a girls Timex. A case Too.

Love,
Patricia Ann

Dear Santa;

My name is Teresa. I am 6 years old and have been a good girl. I would like for you to bring me a doll, skates, dishes, ironing board and iron.

Teresa McDonald
2134 N. Nelson

Dear Santa;

I am a little boy and have been very very good. I haven't had a spanking in five years. For Christmas I want a Ford Thunderbird and a Gulf Credit card. I will leave you rum fruitcake and alcholic eggnog on the table.

I love you very much,
C. E. Cantrell

Dear Santa

I am four years old. I have tow sisters, Donna Kay, 4 months old and Rose Ann. I would like for you to bring me a bycycle, T. V. dog and a rifle. My oldest sister wan's you to bring her a doll and a table and chair set. Donna Kay wants a baby rattler and something to hang over her bed to play with. We love you.

Love,
Roy Dale, Rose Ann and Donna Miller

Dear Santa;

My name is Cindy McDonald. I am 7 years old. Please bring me a watch set and a Chatty Cathy and a bagie and luggages and a baby bath. Thank you very much.

Love,
Cindy

Deer Santa;

My name is Debra McDonald. I am four years old. I would like a Chatty Cathy. I would like a necklace too, and a doll buggy. Bring my baby brother, Danny, something too.

Love,
Debra

Dear Santa;

I am a little boy who has tried real hard to be good although it is hard to do sometimes, but if you can I would like some guns, some games, my Cub Scout suit; something for my mother and for Donna and Eddie.

Love you bunches
Rock Chamberlain

P.S. My mommy wrote this for me as I am afriad you couldn't read mine.

Dear Santa;

I am 3 years old and have been a pretty good girl this year. I would like for you to bring me a Chattie Cathy doll and my sister, Linda would like a Hug - A-Bye doll. She has been a good girl too, also, we would like some tinkertoys and, a doll house for both of us. Please remember all of the other little children.

Love,
Brenda and Linda Brown

Dear Santa;

My name is Dwain McDonald. I am 6. I would like a watch. I would like a football suit. I would like a farm set.

Thank you.
Love Dwain.

Read the News Classified Ads

Daniel Requests Data On Dormant Banking Funds

AUSTIN (UPI) — Gov. Price Daniel estimates "more than 100 Texas banks" have taken over dormant accounts in the last three years, and disclosed he has referred the matter to Atty. Gen. Will Wilson for investigation.

Daniel told a news conference he sent Wilson a letter Nov. 30, "advising him in general about what has been going on" in some banks where dormant accounts have wound up in the banks' profit columns.

"But I am not trying to put any political pressure or public pressure on him in this matter," Daniel said.

He renewed his vow that abandoned property legislation would take precedence in the January special session of the legislature. But Daniel said loan shark legislation and farm to market road maintenance "will be submitted, probably at the very first of the session."

Wilson demanded today that Daniel place loan legislation foremost in the session, charging that the governor could not get the escheat bill he wants in one special session.

The governor took a slap at Wilson earlier in the news conference by saying he does not think any candidate has announced for governor "who is going to be a real major factor in the race. Wilson announced Nov. 30 that he will run for governor.

But Daniel would not say what his political plans would be.

Asked whether he had any intention to run for a fourth term, Daniel said, "I did not have any intention of running for the third term, but things just happen . . . it is hard to get away from things you are interested in. The first thing I knew, I was running for a third term."

"I honestly do not know what, I will do," Daniel said.

Daniel devoted most of the hour-long news conference to a discussion of escheat laws.

"Between Jan. 1, 1959 and Jan. 1, 1961, it appears that several million dollars of dormant accounts—people the banks cannot find—were transferred from the dormant accounts to the undivided profits or the assets of the banks," Daniel charged.

"I think that is as bad as any loan shark evil that could exist."

The governor said many of the instances were ones that the attorney general could block "as unlawful conversion of these counts to the bank."

"I think some courts of inqui or lawsuits will make it possib to find some of these funds, pr vided we do not wait too long Daniel said.

Shade Coordinates

NEW YORK (UPI) — Ready made window shades now can b ordered in high-fashion colors mix or match with curtains, u holstery, a piece of painted fu niture or even the rug.

This is an easy way to pro duce a dramatic color - coordina tion in no time and at very little cost, the Window Shade Manufacturers Association report

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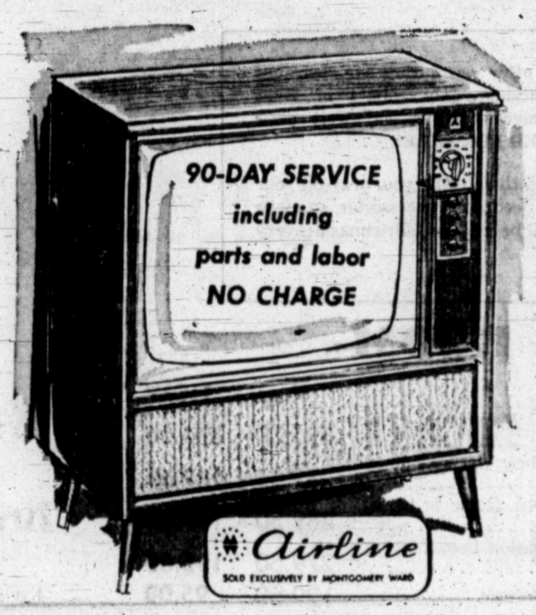

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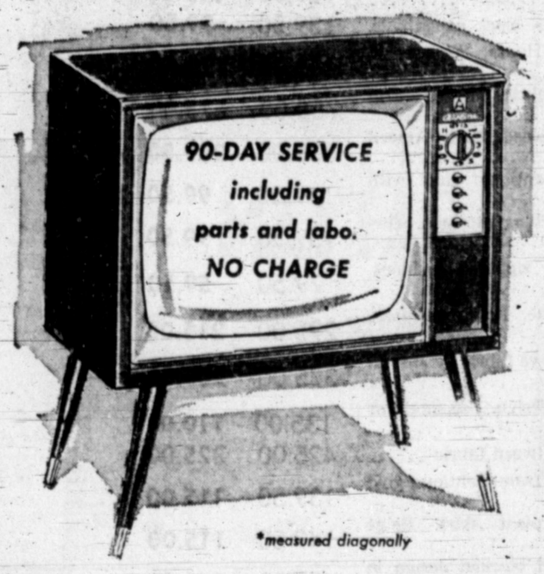
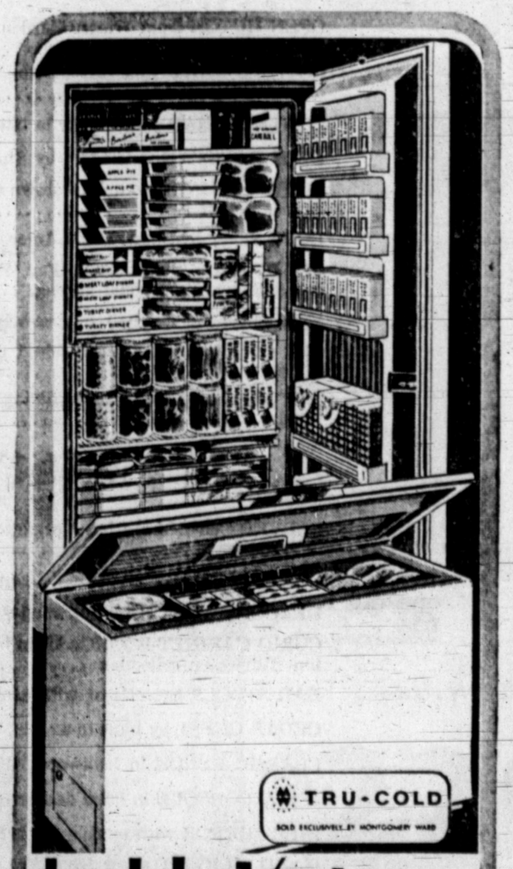


*measured diagonally



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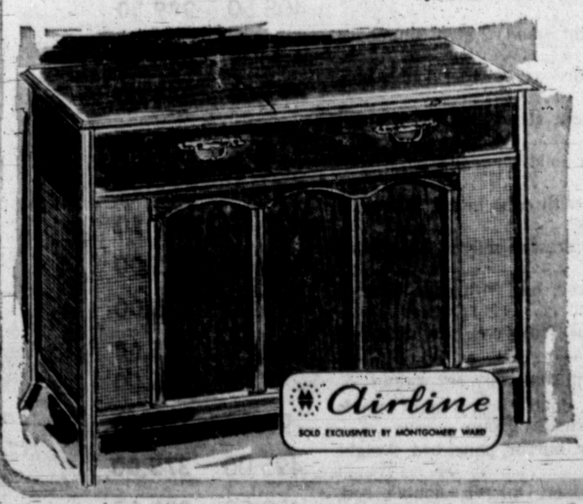
chest $209.95 No Money Down
upright $20 more
CHEST has fast-freeze section, multi-position divider and 2 lift-out baskets for convenient food storage and access. Adjustable cold control. UPRIGHT fast-freezes, too! Easy-to-pack refrigerated shelves, drop-front basket, storage door holds 75 packages. Shop less, save more with Tru-cold.

living stereo plus FM/AM



6-SPEAKER STEREO WITH DRIFT-FREE FM/AM RADIO
$209.95 no money down
- 4-speed automatic changer
- diamond-sapphire cartridge
- Handsome mahogany veneer

Precision engineered, superbly crafted, for splendid sound and fine furniture style! Perfectly balanced speakers. Adaptable for reception of stereo-FM radio broadcasts. Walnut, fruitwood, add $10.
Stereo consoles start at 99.95

WE SERVICE WHAT WE SELL...SATISFACTION GUARANTEED OR YOUR MONEY BACK!

STOCK REDUCTION SALE

We were overly optimistic — our walls are bulging with fresh, new merchandise. We must drastically reduce our inventory NOW! Never before have we had a better selection to choose from — nor prices so low — this is your opportunity to save on all your Christmas Purchases EVERY item in our huge inventory reduced to sell now —

No Money Down On White's Easy Terms — No Monthly Payments Until February, 1962!

Open Until 8 P.M. Every night until Christmas For Your Shopping Convenience



chairs—all kinds

Reg $49.95 Pillow Back Recliner — Plyhide Plastic	$37.88
Reg. $79.95 Beige Platform Rocker — Foam Cushion	$59.88
Reg. $39.95 Kroehler Spot Chair — Choice of Colors	$34.88
Reg. $24.95 Maple Cricket Rockers — Choice of Colors	$19.88
Reg. $39.95 Brown Recliners	$29.88
Re. $79.95 Early American Club Chair — Foam Cushion	$59.88
Reg. $79.95 Early American Swivel Chair	$49.88

All Modern Pictures

A tremendous selection of styles & Sizes. Come in & see them. 1/2 OFF

appliance values

REPOSSESSED

2 Clock Radios — Each	$9.88
1 Olympic Console Television Set	$98.88
1 — 30" Gas Range Real Good Reg. $229.95 Val. — Now	$118.88

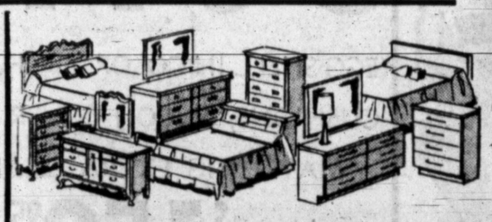
USED—TRADE-INS

1 — Frigidaire Refrigerator	$29.88
1 — Westinghouse Refrigerator	$74.88
1 — Gibson Refrigerator — Big Freezer	$48.88
1 — Leonard Refrigerator	$44.88
1 — Frigidaire Refrigerator	$38.88
1 — ABC Automatic Washer	$49.88

ALL USED & REPOSSESSED ITEMS GUARANTEED 90 DAYS — PARTS AND SERVICE

— NEW —

1 – Stereo	$129.88
1 – Olympic Television Table Model	$118.88
1 – Thinline Portable	$129.97
1 – Automatic Record Player	$37.88



bedroom suites

Reg. $139.95 — Solid Oak Bedroom Suite — Double Dresser — Panel Bed	$99
Reg. $119.95 — Solid Maple Bedroom Suite — Single Dresser — Bookcase Bed	$89
Reg. $189.95 — 2 Pc. Bedroom Suite Triple Dresser — Bookcase Bed	$109
Reg. $219.95 — 3 Pc. Bassett Bedroom Suite — Walnut — Plastic Top — Chest Dbl. Dresser Bookcase Bed	$179
Reg. 2.99.95 — Danish Walnut Bedroom Suite — Triple Dresser — Chest — Bookcase Bed — Oil Finish	$209
Reg. $479. 95 — 3 Pc. Bedroom Suite Triple Dresser — Chest — Bookcase Bed	$279

miscellaneous

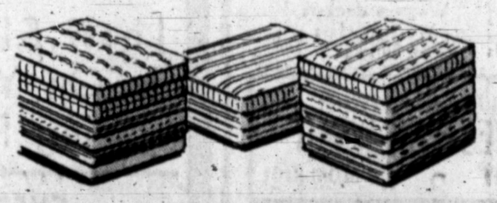
30' Bar Stool — Bronze Swivel Seat	$14
Spring Top Hassock	$4.88
4 Drawer Chest — Sapphire Mahogany	$24.88
Solid Maple Bunk Beds — Complete With Guard Rail — Ladder — Bunkies	$89.88
Reg. $19.95 Electric Wall Clock	$14.88
3-Light Pole Lamp	$9.88
Brass Ash Tray — Now Only	$7.88

USED FURNITURE

5 Pc. Chrome Dinette — Yellow	$25
5 Pc Walnut Dining Room Suite	$35
2 Pc Living Room Suite — Beige, Good	$49
Chairs and Rockers — Priced From	$5
Mahogany Cocktail Tables	$5
2 Pc. Wood Arm living Room Suite	$25

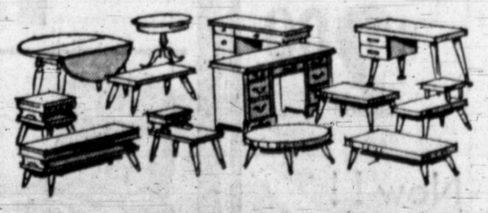
dinette set buys

5 Pc. Bronze Dinette — White Glitter Top	$59
7 Pc. Bronze Dinette — 36" X 72" Self Edge Table — Reg. $119.95 Value	$99
7 Pc. Virtue Dinette-42' Round Table — 2 leaves. Reg. $214.95 Value	$169
5 Pc. Early American Dinette 42" Rd. Extension Table — Reg. $139.95	$109
7 Pc. Bronze Dinette Suite — Formica Top Table . . Reg. $99.95 Val	$69
7Pc. Dinnette — 36" X 72" Extension Table — Reg. $129.95 Value	$109



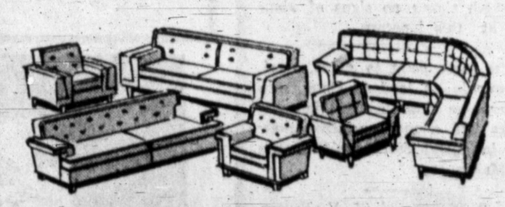
bedding bargains

Twin-Size Foam Hollywood Bed	$44.88
Simmons Innerspring Mattress and Box Spring — Reg. $119.95 Value	$89.88
Twin-Size Bookcase Bed W/Mattress & Springs	$49.88
6" Foam Mattress and Box Spring — Full Size ..... Now only	$99
Firm Mattress and Box Spring 231 Coil — Full Ratio Construction	$59



tables & desks

Maple Kneehole Desk	$38
Solid Oak Desk — Kneehole	$44
7 Drawer Mahogany Desk	$47
3 Pc. Table Set — 1 — Cocktail — 2 Step	$19.88
One Group Table — Values to $39.95	$9

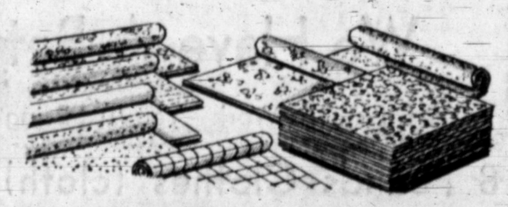


living room buys

2 Pc. Sofa Bed Suite. Now only	$89
Reg. $199.95 Beige Nylon Sleeper Foam Cushions	$149
Reg. $214.95 — Beige Nylon Living Room Suite. Foam Cushion	$169
Reg. $239.95 — 5 Pc. Plastic Sofa Bed Suite — Early Am	$199
Reg. $289.95 — Brown Nylon Kroehler Living Room Suite	$219
Reg. $299.95 Rose Nylon Living Room Suite — Foam	$189
Reg. $429.95 — 2 Pc. French Provincial Living Room Suite — Nylon — Foam	$299

Floor & Table Lamps

ONE GROUP ALL STYLES — Values to $29.95 — $9



floor coverings

9 X 12 Multi - Color Wool Axminister Rugs	$39.88
9'6" x 12 All Nylon Rug and Pad — Now only	$49.95
9 x 12 Foam Back Rug — Tweed Patterns	$29.88
8'6" x 8 Carpet & Pad — Nylon	$30
6'10" x 12 Carpet & Pad	$30

USED FURNITURE

11' x 13 Carpet & Pad	$59
11'3" x 15 Carpet & Pad	$20
Twin Size Renovated Mattress	$20
2 Pc. Green Living Room Suite	$10
Green & Armless Sofa Bed	$10
Twin Size Maple Bookcase Bed	$20

ADD TO YOUR ACCOUNT

WHITE'S
THE HOME OF GREATER VALUES

OPEN AN ACCOUNT

MO 4-3268

Improved Period Believed Faced By Paper Trade

NEW YORK (UPI) — After years of static or declining earnings, paper makers appear to be heading for somewhat greener pastures, according to the Shields & Co. monthly investment bulletin.

Shields says while it does not expect many new per share earnings records to be set in 1962, worthwhile recovery should be shown by the industry as a whole, and reversal of the recently declining profit trend may well be greeted in the market by some show of enthusiasm for this relatively depressed group.

Joseph E. Granville of E. F. Hutton & Co. says the strength in the motors, steels and oils is "most impressive" and such strength shows no signs of abating at this juncture.

The facts point to autos, steel, chemicals as leaders along with other blue chip favorites in what looks like a more positive market in early 1962, says Thomson & McKinnon.

L. O. Hooper of W. E. Hutton & Co. says buyers of stocks—especially institutional buyers—have been willing to mark up price-earnings ratios on "consistent growth" companies to levels which formerly would have been thought impossible. Lately, he finds, there has been some soul-searching about these ratios, and he suspects there may be some more of it.

Quackery Cost

WASHINGTON (UPI) — The Food and Drug Administration reports that millions of Americans are dosing themselves with nutritional nostrums of every description.

"Exploitation of this market is the most widespread and expensive form of medical quackery in the country today," the FDA noted in a summary report on nutritional quackery. It is estimated that the quackery is costing 10 million Americans over $500 million a year.

On The Record

HIGHLAND GENERAL HOSPITAL NOTES

FRIDAY

Admissions

Leshia Brewer, 1221 Finley
Mrs. Frances Brown, Perryton
Teri Winters, 944 S. Wells
Herman Topper, 1815 Chestnut
Mrs. Winifred Smith, 1311 Christine
Mrs. Kathy Forker, 1611 Christine
Baby Mari Jo Hale, Borger
Mike Smith, 1141 Seneca Lane
Mrs. Isabel Molberg, 1806 N. Nelson
Kalene Whiteside, Panhandle
Richard Lee Attaway, 2112 N. Christy
Mrs. Helen Lunsford, 426 Hill
Mrs. Carolyn MacDonald, 1123 Mary Ellen
J. D. Herd, Skellytown
Billy Ray Milligan, 316 S. Henry
Miles West, 639 N. Faulkner
Charles Smith, 1156 Prairie Dr.

Dismissals

Mrs. Dianne Smith, 1909 Furr
Rick Moore, White Deer
Mrs. Nettie Guynes, Wheeler
Mike Ross, 1809 Beech
Mrs. Della Brockelmon, Vega
Mrs. Koleta Ibeson, 2236 N. Christy
Miss Brucie Defoor, 711 Bradley
Jackie Powell, Panhandle
Mrs. Ruth Powers, Borger
Mrs. Jo Ann Florence, 820 Deane Drive
Mrs. Patricia Copeland, 409 Crest
Mrs. Evelyn Gail Collins, 804 Deane Drive
Mrs. Norma Whiteley, 105 N. Faulkner
Mrs. Jo Ann Hall, 1840 Evergreen
Janet Fuchs, 816 Malone
Devra Clark, 1012 Crane Rd.
Mrs. Elma Morris, 737 Sloan
Harold Nash, Wheeler
J. D. Redmond, 1137 Juniper
Melvin Mills, Panhandle

CONGRATULATIONS

To Mr. and Mrs. Kenneth Brown, Perryton, on the birth of a girl at 4:50 a.m., weighing 7 lbs., 10½ ozs.

To Mr. and Mrs. Max Molberg, 1806 N. Nelson, on the birth of a girl at 4:42 p.m., weighing 8 lbs., 7 ozs.

MARRIAGE LICENSES

Carl James Sivils to Mrs. Margaret Fay Dismuke
Frand Edward Faulkner to Evaloe H. Parkinson
Robert Lee Grimsley to Patricia Ann Seely
Richard Eli Martin to Maude Wilson

DIVORCES GRANTED

Nancy Elizabeth Arnold Smith from William Frank Smith
George Haynes, Jr. from Virginia Haynes

NEW CAR REGISTRATIONS

H. Price Dosier, 2301 Duncan, Buick
Jeff D. Bearden, Box 325, Buick
Earl Carlson, 416 N. Starkweather, Chevrolet
Tom McLaughlin, Darrouzette, Dodge
LaJean Caldwell, 1310 Hamilton, Oldsmobile
Jerry Ray Boston, Box 559, Pontiac
Bob Doss, Box 2180, Chevrolet
E. C. Dudley, 700 N. Somerville, Chevrolet
William E. West, 2109 Hamilton, Buick
H. H. Heiskell, 917 W. Brown, Dodge
Roy O. Holder, 609 E. Brunow, Rambler
C. P. Buckler, Box 660, Oldsmobile

WATER CONNECTIONS

Walter Fletcher, 712 Brunow
Kenneth Beavers, 501 N. Wynne
Reuben Moore, 212 W. Albert
L. D. Dowden, 632 N. Zimmer
J. E. Mathis, 2116 N. Dwight
Douglas Gowdy, 1917 Duncan
Dorothy Kidd, 1240 S. Barnes
W. M. Fuller, Box 553, Lefors Highway
R. E. Dauer, 1015 S. Faulkner
Pearl Poole, 504½ S. Gillespie
Harold's Iron Works, 816 S. Hobart
Paul M. Brice, 1915 Fir
Bill Miller, 917 E. Campbell
C. L. Castell, 1101 S. Banks
Fred Foster, 1012 E. Kingsmill

Retirement

ANN ARBOR, Mich. (UPI) — A woman's normal life cycle provides her with at least two retirement experiences before her husband faces this problem the first time.

Dr. Wilma Donahue, of the University of Michigan Division of Gerontology, said the first occurs when a woman leaves a job for child rearing. The second occurs when the children leave home, reducing the woman's maternal role.

Ninety per cent of all bookplates sold in the world are made in Yellow Springs, Ohio.

Westerners Love Western Gifts



Western Shirts For All Your Family
Western Suits Western Pants
Western Coats Western Jackets
Western Boots Western Hats
Gloves Belts Billfolds

Look Your Western Best In Apparel From ....
ANDERSON'S WESTERN WEAR
123 E. Kingsmill MO 5-3101

NO COIN-OP!!
BUT?
We Have A Better Deal
We Do All The Work — You Just Bring Your Clothes To Us.
8 Pounds Clothes (cloth) Cleaned Professionally in One Hour or 1 Day ---------- $2.00
Clean Out Your Closets Now!!
Bring Your Clothes and See How They Are Cleaned!
8 Pounds Cleaned For Only $2.00
No Finishing Unless Requested At Extra Charge

The equipment is in our office and we will be glad to show you how your garments are handled professionally.

This is the first time this offer has been made in Pampa "ITS TRUE" bring EM' in.

We can do you a better job than you can expect from a COIN-OP When you do it yourself!!

Please Don't Confuse This With Our Regular Service

You furnish hangers, We clean and dry your garments. Heavy Coats, Blankets, Quilts, Curtains, Drapes, Chair Covers, Car Coats and many Suits & Dresses can be worn without finishing.

DeLuxe Dry Cleaners
315 W. Kingsmill Phone MO 4-744

DECEMBER SPECIALS!

3 Piece Bedroom Suite
Big Bed Dresser With Plate Glass Mirror. Chest To Match.



$89.95

EXTRA LONG SOFA
EGG SHELL IN COLOR. 3 FOAM CUSHIONS, NYLON COVER.
MATCHING EXTRA CHAIR
Now $159.95

SLEEPER
Modern Design Inner Spring Mattress, Foam Cushions
Assorted Colors
$139.95 EXC.

POLISHED QUILTED COTTON EXTRA LONG
Divan & Chair
Flower Design. At Least $100.00 Trade In On Your Present Living Room Suite

2-PC. Liv. Rm. Suite
SOFA MAKES A BED MATCHING ROCKER MODERN DESIGN ASSORTED COLORS.
$79.95 EXC.

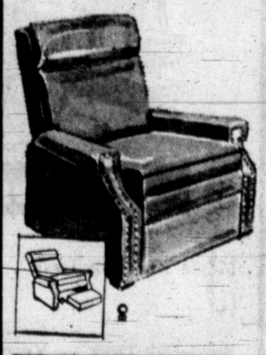
Extra Long DIVAN AND CHAIR
Champaign Color Foam Cushions Nylon Covers.
$100 Trade In

CHERRY WOOD BEDROOM SUITE
Double Dresser With Long Mirror Matching Chest. Spindle Bed.
REG. 229.95 $159.95 EXC.

20% Off ON ALL LAMPS
LARGEST SELECTION IN TOWN



1-4 PC SECTIONAL
ROSE BEIGE NYLON COVER FOAM CUSHION
$199.95



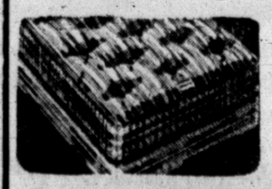
RECLINER CHAIRS As Low As $38.88 LARGE SELECTION

WOODEN HIGH BACK ROCKER
As Low As $9.95

BUNK BEDS
Complete with Mattress & Springs. Reg. $129.95
$79.95

RED WOOD BABY ROCKER
REAL NICE
$3.95

MATTRESSES



4" Foam with Box Springs or With Inner-Spring.
$49.50
10 YR. GUARANTEE

A COMPLETE SERVICE DEPARTMENT
We offer a complete Repair Service for all makes of Appliances and Television

JESS GRAHAM'S
TELEVISION ● APPLIANCES ● FURNITURE
308 S. Cuyler Open Till 7 PM MO 4-4749

Dunlap's OLD FASHIONED GIFT VALUES





Solve Your GIFT PROBLEMS with GIFT CERTIFICATES

From Dunlap's





men's sport coats of imported wool

Reg. 25.00 **19.95**

Giftable sport coats in imported wools . . . fine wonder-weights for year-round wear. Sizes 36-44 (regulars and longs) in checks and plaids . . . popular colors. Three-button styling, flap pockets . . . select slack to compliment!

famous Asher 100% wool slacks

12.95

All the best qualities . . . 100% wool fabrics . . . long-wearing worsted flannel finish . . . master tailoring . . . plus Mira-Crease, the miracle process that locks in the crease. Charcoal, Grey, Brown . . . sizes 29 to 44.



Boy's Popular

holiday gift collection of sport shirts

1.99

A tremendous selection of handsome all-cotton wash-and-wear shirts .... choose ivy styles, conventional patterns, novelty prints, solids, plaids, embroideries . . . buy several! Sizes 6-18.



gift boxed sox

BOYS' Stretch Nylon 3 prs. 1.50

MEN'S Argyles 3 prs. 2.00

MEN'S Famous Ban-Lon 3 prs. 2.50

GIRLS' KNIT TOPS Corduroy Pants

play sets

Sizes 3—6X **4.98** Sizes 7—14 **5.98**

Clever "Jiff-in-the-box" applique on soft knit tops, matching corduroy slacks . . . in combinations of Blue/Turquoise or Beige/Cherry.

INFANTS'

stretch coveralls

2.98

One-piece stretch nylon suits in the cutest styles you've ever seen! Santa suit or basic style in Pink, Red, Blue or Royal.



Girls' Nylon Horse Hair

bouffants

2.98

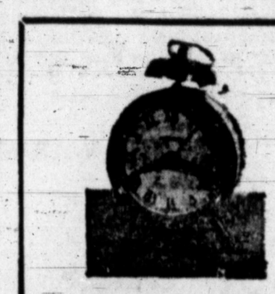
Yards and yards of snow-white net trimmed in red lace . . . nylon horsehair stays fresh and crisp! Ready - wrapped in cute Santa-pac. Sizes 4-14.

FINALE'

bag-glove set

5.00 plus tax

Satin bag and gloves in Black, Beige, Red, Sapphire, Mink, Gold, Turquoise or White. Stretch glove has nylon palm, fits sizes 6-8.



alarm clock

3.99

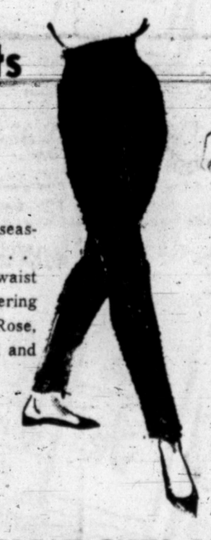
Clever little clocks in brass, enamel and decorative designs. Imported German movement. Replacement guarantee included.

LADIES'

Crompton velveteen pants

6.98

"Pretty Maid" fashions the season's most fashionable pants . . . perfect fitting, with banded waist . . . . and in figure - flattering colors of Black, Autumn Rose, Red, Sierra Rust, Honey Gold and Persian Blue. Sizes 8-18.





LADIES'

trimmed bulkies of soft nylon

5.98

Four exciting styles in luxuriously trimmed orlon bulkies . . . basic colors of Black, Pink and White set off by pastel shades, dark tone accents and shimmering sequins. Sizes 34-40 and S-M-L.

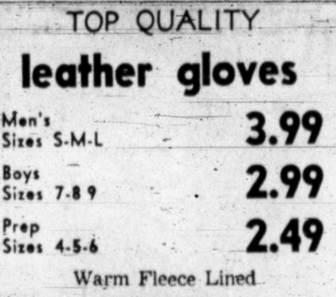


3-WAY

wedge pillow

4.98

Solid color polished cotton, washable zip-off cover. Red, Pink, Brown, Gold, Turquoise or Luggage.



TOP QUALITY

leather gloves

Men's Sizes S-M-L **3.99**

Boys Sizes 7-8-9 **2.99**

Prep Sizes 4-5-6 **2.49**

Warm Fleece Lined



GRIFFIN

shoeshine kit

5.95

Four colors of polish, two brushes, two daubers, two shine cloths . . . all in sturdy oak case.

GREAT GIFTS FOR THE YOUNGER SET



capri length pajamas

2.98

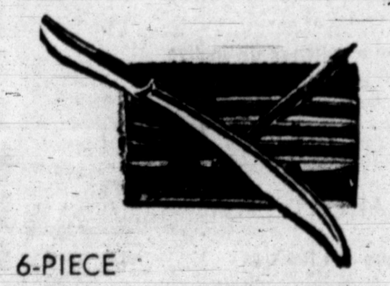
Perfect gift for precious little sleepy-heads . . . tricot nylon trimmed with lace and bows to make any girl's eyes dance with delight. In Pink or Blue, sizes 4-14. Gift boxed . . . ready to wrap.

lace trimmed peignoir and gown set

5.98

Full length gown with matching peignoir, fashioned of 40 denier nylon, trimmed with embroidered panel inserts and many rows of dainty lace. Pink or Blue, sizes 4-14. In ready-to-wrap gift box.





6-PIECE

steak knife set

Reg. 4.99 **3.99**

Contemporary design captures the elegance of modern living . . . stainless steel stays bright and sharp. Great for giving!



Damask table sets

54" X 74" 7-piece set **5.98**

62" X 82" 9-piece set **7.98**

62" X 104" 13-piece set **9.98**

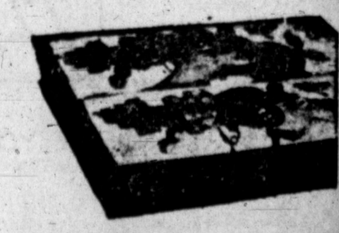
Elegant designs, top quality. Perfect gifts.

GREAT ASSORTMENT

gift linens

Your Choice **1.99**

Attractively boxed linens to please every homemaker . . . selected from one of the world's most famous maker of fine linens.



candy-nut dish

2.99

Three-piece candy and nut serving dish includes two printed terry towels for the kitchen. Big value!

Men's Slippers

$3.98 Pr.

A — Solft Slide in natural leather. Ideal for the young man on your Christma list. Sizes 7-12 ..... 3.98

B — Men's Opera with a soft sole. Perfect for Santa after his hard night's work 3.98





5-PIECE

gift sets

3.99

Napkin holder set includes two print terry towels, cherrywood salt and pepper shakers and napkin holder.

D.D. Payne, Veteran County Rancher, Recounts Pioneer Days

By DORIS E. WILSON
Daily News Staff Writer

A life rich in the tradition of cow-punching and ranching belongs to D. D. Payne, a noticealy reticent man, who has just attained the age of 90 years.

For 12 years, prior to the turn of the century, Payne, as a cowboy, called the wide, wide prairies of the Texas Panhandle his home — prairies that knew no fences, when cattle were allowed to roam at will thus requiring the day and night vigil of cowboys on horseback.

In 1900 Payne bought ranchland 26 miles northwest of Miami and settled down to the life of a rancher on land that has been known for the past 58 years, and still is, as the D. D. Payne Ranch.

Payne is a retiring man and your reporter is unfamiliar with cowboy lingo, but, in spite of the variances, as we sat in his comfortable home at 1616 Christine, we heard a fascinating story of a rich and colorful life; a story, which will, here, only scratch the surface of a lifetime of exciting events that are no longer a part of the American scene.

The Payne story begins back in the late 1850's, when his father, Robert T. Payne, rode a pony all the way from Hannibal, Mo., to Fannon County and joined a surveying crew set up by the Houston and Central Railroad Co. to locate the 100th meridian, an illusive line that was supposed to exist between Texas and Oklahoma, Captain Randolph B. Marcy, a famed southern soldier, and his army were assigned to the crew to protect them from Indians.

In 1860, Robert Payne met and married a pretty little girl, Melinda Peery, in Cook County. During the years their family was augmented by the arrival of three sons, Charlie and Billie, now deceased, and David D.; two daughters, Mrs. Nancy Lawrence, 92, and Mrs. Ancret Davenport, 86, both now living in Wellington. Davey, as he is affectionately called by his wife and close friends, was born to Robert and Melinda on Nov. 25, 1871 in Cook County.

Following the Civil War, his father became a successful cotton and wheat farmer in Greer County. He also owned cattle and when the population began increasing in Greer County, Robert moved his family to Childress in Collingsworth county and bought land there.

Payne has worked with cattle since he was nine years old, but his cowboy days began when he was 17. And until he was 28 years of age, his life was that of a cowboy as he worked for such "outfits" as Old Masterson, Shelton Ranch and for the McCrohn Brothers. "There were no white face Hereford cattle around at that time. Most of the cattle were reds, roans, spotted and the Texas long - horned steer."

Since there were no fences, the cattle were allowed to roam all over the prairies and it was the cowboy's job to keep the cattle together as much as possible and to live with them or near them day and night to prevent stampeding. The greatest cause of stampedes in those days was thunder and lightning.

Young Payne's daily routine, in those days when he was out with the cattle, began with an early breakfast by lantern light, when the chuck-wagon cook yelled "come and git it." All of the food supplies were carried on the chuck-wagon. The silverware, tin dishes and cups were kept in a chuck-box on the back of the wagon with the outdoor oven and stove stored just below it.

The young cowboy would arise frm his bed-roll, which had been spread out on the ground, wash in icy water and eat a breakfast of bacon, sour - dough biscuits and black coffee. The coffee wasn't the special grind that we find today on grocers' shelves, but was pea-berry coffee, which had been parched and then boiled to thick blackness.

Then out for a day with the cattle. When there was a quiet time, his buddies (Payne never acquired the smoking habit) would have time to roll their own cigarettes from "makin's", while seated in the saddle.

One of the cowboy's last duties at night was to select his own horse, hobble him and stake him out near his bedroll for easy access in case of a stampede during the night. In those days, a man without a horse was no use at all. Each cowboy in the outfit was assigned a two-hour watch during the night.

"Gallop saddles were very popular with the cowboys for a while," Payne said. "Then the Meany Saddle with its high horn and high cantle, was all the 'go'."

At this point, Payne reminisced to an earlier point in his life.

"I can well remember, as a small boy, when they were killing off the buffalo," he said. "There was no railroad near Sherman, where we were living then. I can remember seeing Buffalo hide wagons, piled high with the skins of buffalo. They looked much the same as the wagons filled with bales of hay that you see today."

In 1888, the Payne family moved to Clay County and that winter young Payne and his youngest sister attended school at Bellevue. In the spring of 1889, the family moved to Greer County and took up land on the North Fork of Red River proper. "In 1893, my father and one of my cousins bought B. F. Clampett's cattle in Wheeler County and leased pasture and moved about 500 of the cattle he had in Greer County to the Wheeler County pasture. It was a very dry summer and the cattle ate all of the grass."

"In December of 1893, I filed on a section of land on Crow Creek in Rocking Chair pasture in Wheeler County and built a cozy little dug-out in the bank of Crow Creek. I stayed there until the next August. The lobo wolves ate so many of the cattle and most of the nesters left our part of Greer County. We managed to stay there until 1899, when the nesters began coming back and raising cotton, so Mr. Cow Man had to move out."

"Father and I proved our benefits occupancy on our claims in Greer County and sold out to my brother. Father bought land in Childress and Collingsworth Counties and in 1900, I bought out T. D. Westbrook in Roberts County, 26 miles northwest of Miami and eventually established the Triple Y brand for my cattle."

The Payne's china and linens today are also monogrammed with this branding symbol.

Mr. Payne's first home on this land was not the attractive, modern, permastone ranch home that it is today and the surrounding land was not dotted with two gas wells and an oil well, discovered just two weeks prior to his 90th birthday on Nov. 25. Instead, his first home on this land was a dugout where he lived for about a year, before building a three-room house, which was later modernized and is now used as a tenants' home.

"Every time I had a chance I added to my holdings, so today I have now a little more than 18 sections," Mr. Payne said.

"We lived about 26 miles from a railroad and that was right nearby in those days. I used to lope over on horseback once in a while and get our mail. We took the Kansas City Star, which was published twice a week and we'd get it about once a month. We

(See PAYNE, Page 11)

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"Kindly step to the rear!"

Andy Griffith Likes 'Straight Man' Role

By DICK KLEINER

NEW YORK (NEA) — Andy Griffith admits that he has become "a straight man" on his TV show. And he likes it.

"You know something?" he asks, and promptly answers himself. 'I've found out something about myself — I'm a good straight man. I'd never been one before."

Andy explains that his show, like all TV shows, had to go through a shakedown period after it started last year. Two things had to be done at the same time — get a rating and establish characters that the public would become interested in for years.

"We were lucky in that we had something to get laughs quick," Andy says.

That something was Don Knotts. They wrote the early scripts to take advantage of Don's popularity and his ability to make people laugh readily. For those early shows, Andy was the catalyst, the sounding board — the straight man.

"The writers discovered that it was hard to write for me," Andy says, "but easy to write for Don. Now I don't mind who gets the laughs, as long as somebody does. Then the writers found they could write shows around Frances Bavier and Ronny Howard, as Aunt Bee and little Opie. Again, I played straight.

"It comes down to this. I'm the moderator on the show, and Knotts, Miss Bavier and Ronny do the funny stuff."

'It takes a big comedian — emotionally — to allow his supporting players to get the laughs, while he just serves as the moderator. And Andy Griffith is big enough to take it.

Andy and Don are old friends (they were in "No Time for Sergeants" together) and Andy thinks they are unique among situation comedy teams.

"One thing Don and I have," Andy says, "that few situation comedy teams have is that we can play comedy together and we can also do an emotional thing between two men without looking off - color.

As far as anybody knows, Patricia Harty is a famous first. She believes she's the first girl to come out of a TV chorus line to a big role in a Broadway musical comedy.

Miss Harty, a genuine beauty who can sing, dance, act and just stand there and knock 'em dead, has the second female lead in "Sail Away," behind Elaine Stritch. She has attracted a lot of attention with her singing, dancing, etc., and seems destined for big things.

A few years ago, she was one of the dancers on the Pat Boone and Garry Moore shows. She's also a familiar face on TV commercials (she learned to smoke to do a cigarette pitch). Pat thinks her TV work has been a big help to her Broadway career.

"TV dancing is wonderful experience," she says. "It keeps you alert because on TV you have to learn quickly. When I was in the 'Fiorello!' chorus, Peter Gennaro was the choreographer. He would show us a new step and I would pick it up right away. So he would say, 'OK, sit down, Pat,' and start teaching the others. I got a lot of relaxing done that way."

Russia Reveals Concern About Finn Situation

LONDON (UPI) — Ever since the siege of Leningrad in World War II, Soviet Russia has been nervous about her frontier with Finland — the longest and most unprotected in Europe—and free passage through the Baltic Sea.

The two things taken together probably explain the Kremlin's recent sudden demand upon the Finns for joint defense talks—now in tentative abeyance — and the angry warnings to Norway and Denmark about their partnership in NATO.

All indications are that the Russians have been alarmed by NATO maneuvers in the Baltic and negotiations for a NATO Baltic command.

To suspicious Russian minds the recent developments look like NATO and especially the West Germans are crowding them in an extremely sensitive area.

Most West European observers believe that Russia's call upon Finland for defense talks under their 1948 mutual assistance treaty, coupled with her warnings to the Scandinavian countries, had several aims including:

1. Warn the Finns about getting too chummy with the West in their "neutrality."

2. Warn NATO partners Denmark and Norway, and secondarily neutral Sweden, not to allow the establishment of any new Western bases in the area.

3. Warn them not to accept any nuclear weapons or prepare for nuclear launching sites or bases.

Finland for its part could not and cannot ignore Russian threats or desires. Geographically she is too exposed to her powerful neighbor. President Urho Kekkonen, whose trip a few weeks ago to the United States did not please the Russians, had to convince the Kremlin all over again that Finnish neutrality is just that — and not pro-West. By calling for elections early next year and removing from the political scene persons regarded by the Sovets as suspect, Kekkonen in a meeting with Soviet Premier Nikita Khrushchev won an agreement to put off defense talks.

Just what Russia had in mind with its call for defense consultations never has been stated. But if it was thinking in terms of bases in Finland, this at least has been postponed.

Economically, Finland is more dependent on the U.S.SR than the Scandinavian nations. Finland does about 15 per cent of her trade with the Soviets, down from about 20 per cent five years ago. She depends on Russia for fuel, fertilizers and many raw materials. She hopes for eventual association with the European Common Market, an eventuality entirely dependent on Soviet good will.

Defensively, because of her almost forced neutrality—as against moving into the Soviet camp—Finland appears not to have figured at any time in Western defense plans since World War II.

Denmark and Norway, as NATO members, definitely do figure in Western defense plans and consequently are under constant Soviet pressure and threats.

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● Payne

(Continued From Page 10)

also got the QUANAH Tribune, which we read from cover to cover.

"There was no trouble with the Indians, then. The army, stationed at Fort Elliott near Mobeetie, had put all the Indians on reservations, so the cattlemen could come out.

"We had what we called line camps in those days. Line camps were usually set up in the winter time to keep the cattle from moving too far away from the rancher's line. It wasn't long until they got line wire and fenced all this country."

Grocery shopping in those days wasn't quite the simple task that it is today when you can jump in your car and go a few blocks to the grocery store. It was then an all-day and sometimes two - day trip, Mr. Payne recalled.

"We usually shopped twice a year; or, if we happened to run out of something important, I could ride into town and get it. I remember one winter, coming back from town in a snow storm, it was so cold I had to get out of the wagon and walk behind it." Walking helped keep him warm and the wagon in front of him offered a break against the wind. I wrapped up the potatoes to keep them from freezing."

The storm had broken during the afternoon, while he was shopping in town. A friend invited him to spend the night with him, but Payne thought by morning, it would be impossible to get home. So he started out into the teeth of the storm and made it home before travel became impossible.

Sometimes, when going into town to shop, the Paynes would leave from home around 2 a.m. Long about mid-morning, they would stop along the way and have a bite to eat, feed the horses and finally arrive the 26 miles distance around 11 a.m. If they finished shopping early, they would start for home around mid-afternoon and arrive home late at night. Often they would accept friends' invitations to spend the night; or they would put their horses and wagon in the wagon yard and spend the night in the hotel.

Speaking of the contrast of life then and the speeded up tempo of travel today, Mr. Payne said, "In those days, if you lost anythingin the road, yo ucould stop and pick it up. Nowadays, you just run over it.

His life has not been without casualty. There are several broken bones and three-fourths of a thumbs, which are mute testimony to the ruggedness of a cowboy-rancher's life. One of the broken bones is a leg injury incurred when his horse got a foot caught in a gopher hole during a rainy season. The severed thumb was the result of trying to get a cow out of a shoot. "She was a wild one. I had the rope wrapped around a post, the cow lunged and took up the slack in the rope. My thumb got caught in the loop and off came the tip of it and dropped to the ground."

Just three years ago, when planning to retire, Mr. Payne, then 87, got into a saddle again and helped round-up, count out the cattle, which he sold to Jim Campbell.

Retired isn't exactly the word for the Paynes, since they moved into Pampa in 1958 to make their home. They are active boosters of anything that is "for the good of Pampa." the Coronado Inn; Chamber of Commerce activities; the Knife and Fork Club; the Top o' Texas Rodeo; the Pampa Country Club and the Lamar Christian Church.

Mr. Payne only had a chuckle as an answer to our question, "What do you think of television cowboys?".

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TV PROGRAMS FOR THE WEEK ENDING DECEMBER 16

THE NEWS IS NOT RESPONSIBLE FOR CHANGES FROM THE PUBLISHED SCHEDULE AS SUPPLIED IN ADVANCE BY THE TV STUDIOS

Channel 4 KGNC-TV, SUNDAY NBC

11:00 1st Presbyterian
12:00 A-OK
12:30 Cotton John
1:00 Pro Football
3:45 News/Weather
4:00 Great Music From Chicago
5:00 Meet The Press
5:30 News
5:50 Weather
6:00 Bullwinkle Show
6:30 Walt Disneys World of Color
7:30 Ripcord
8:00 Bonanza
9:00 "Nortorious"
10:00 News
10:15 Weather
10:25 Sports
10:30 "Souls At Sea"
12:00 Sign Off

Channel 7 KVII-TV, SUNDAY ABC

10:30 Allen Revival Hour
11:00 This is The Life
11:30 Herald of Truth
12:00 Christian Crusade
12:15 Social Security Question Box
12:30 Dory Funk Show
1:00 Hous. at NY
4:30 Oral Roberts
4:30 Assembly of God Church
5:00 Funday Funnies
5:30 Maverick
6:30 Follow The Sun
7:30 Lawman
8:00 Bus Stop
9:00 Close-up
10:00 'A Star is Born'

Channel 10 KFDA-TV, SUNDAY CBS

8:30 Church Service
9:30 The Fisher Family
10:00 Sunday Showcase
11:45 Panhandle Bowl
12:45 Ft'Ball Highlights
1:00 Pro Football
4:00 Range Rider
4:30 Dan Tru
4:30 News Repor
5:00 Wizard of Oz
7:00 Ed Sullivan Show
8:00 G. E. Theatre
8:30 Jack Benny
9:00 Candid Camera
9:30 What's My Line
10:00 Dan True Weather
10:10 News
10:25 Mr. G Goes to College
10:55 "Miracle in the Sand"

Channel 4 KGNC-TV, MONDAY ABC

6:00 Continental Classroom
7:00 Today Show
8:00 Capt. Kidd's Cartoons
9:00 Say When
9:30 Play Your Hunch
10:00 The Price Is Right
10:30 Concentration
11:00 Truth or Conseq.
11:30 It Could be You
11:55 News
12:00 News
12:15 Weather
12:25 Women's World
12:45 Freedom Seminar
1:00 Jan Murray
1:30 Loretta Young
2:00 Young Dr. Malone
2:30 From These Roots
3:00 Make Room For Daddy
3:30 Here's Hollywood
3:55 News NBC
4:00 Capt Kidd's Cartoons
5:45 Huntley -Brinkley
6:00 News
6:15 Weather
6:25 Sports
6:30 Joey Bishop
7:00 Nat. Velvet
7:30 The Price Is Right
8:00 87th Precinct
9:00 Thriller
10:00 News
10:15 Weather
10:25 Sports
10:30 Jack Paar Show
12:00 Sign Off

Channel 7 KVII-TV, MONDAY ABC

10:30 Funz-A-Poppin
11:00 The Texan
11:30 Yours for a Song
12:00 Camouflage
12:30 Make A Face
1:00 Day in Court
1:25 Mid-Day Report
1:30 Betty Mac Show
2:00 Number Please.
2:30 Seven Keys
3:00 Queen For A Day
3:30 Who Do You Trust
4:00 American Bandstand
4:30 'Too Young to Know'
6:00 Silent Service
6:30 Cheyenne
7:30 Rifleman
8:00 Bing Crosby
9:00 Ben Casey
10:00 Tallahassee 7000
10:30 K-7 News & Weather
10:40 Almanac Newsreel
10:45 Mike Hammer

Channel 10 KFDA-TV, MONDAY CBS

6:20 Ministerial Alliance Ministers Of P'hdl
6:25 Sunrise Classroom
6:55 Road Conditions
7:00 Jack Tomkins
7:20 It Happened Last Night
8:00 Capt. Kangroo
9:00 The Jack LaLanne Show
9:30 I Love Lucy
10:00 Video Village
10:30 Surprise Package
10:55 CBS News
11:00 Love of Life
11:30 Search For Tomorrow
11:45 The Guiding Light
12:00 Dan True Weather
12:10 News
12:20 Farm & Ranch News & Markets
12:30 As The World Turns
1:00 Amos & Andy
1:30 Art Linkletter's House Party
2:00 The Millionaire
2:30 The Verdict Is Yours
2:55 CBS News
3:00 The Brighter Day
3:15 Secret Storm
3:30 The Edge Of Night
4:00 Giant Kids Matinee
5:00 Yogi Bear
5:30 Dick Tracy
5:45 Douglas Edwards
6:00 Weather - Dan True
6:10 News - Ralph Wayne
6:30 To Tell The Truth
7:00 Pete and Gladys
7:30 Window On Main Street
8:00 Danny Thomas
8:30 Andy Griffith
9:00 Hennesey
9:30 I've Got A Secret
10:00 Weather - Dan True
10:10 News - Ralph Wayne
10:25 Death Valley Days
10:55 "Dinner at 8"
Sign Off

Channel 4 KGNC-TV, TUESDAY NBC

6:00 Continental Classroom
7:00 Today Show
8:00 Capt. Kidd's Cartoons
9:00 Say When
9:30 Play Your Hunch
10:00 The Price Is Right
10:30 Concentration
11:00 Truth Or Consequences
11:30 It Could Be You
11:55 News
12:00 News
12:15 Weather
12:25 Woman's World
12:45 Freedom Seminar
1:00 Jan Murray Show
1:30 Loretta Young Show
2:00 Young Doctor Malone
2:30 From These Roots
3:00 Make Room For Daddy
3:30 Here's Hollywood
3:55 News NBC
4:00 Capt Kidd's Cartoons
5:45 Huntley -Brinkley
6:00 News
6:15 Weather
6:25 Sports
6:30 Laramie NBC
7:30 Alfred Hitchcock
8:00 Dick Powell Show
9:00 Cain's Hundred
10:00 News
10:15 Weather
10:25 Sports
10:30 Jack Paar Show
12:00 Sign Off

Channel 7 KVII-TV, TUESDAY ABC

10:30 Funz-A-Poppin
11:00 The Texan
11:30 Yours for a song
12:00 Camoflage
12:30 Make A Face
1:00 Day in Court
1:25 Mid-Day Report
1:30 Betty Mac Show
2:00 Number Please
2:30 Seven Keys
3:00 Queen For A Day
3:30 Who Do You Trust
4:00 American Bandstand
4:30 An Angel from Texas"
6:00 Tombstone Territory
6:30 The Bugs Bunny Show
7:00 Bachelor Father
7:30 The New Breed
8:30 Yours For a Song
9:00 Alcoa Premier
9:30 Ernie Kovacs
10:00 Miami Undercover
10:30 K-7 News & Weather
10:40 Almanac Newsreel
10:45 This Man Dawson

Channel 10 KFDA-TV, TUESDAY CBS

6:20 Ministerial Alliance Ministers Of P'hdl
6:25 Sunrise Classroom
6:55 Road Conditions
7:00 Jack Tomkins
7:20 It Happened Last Night
8:00 Capt. Kangroo
9:00 The Jack LaLanne Show
9:30 I Love Lucy
10:00 Video Village
10:30 Surprise Package
10:55 CBS News
11:00 Love of Life
11:30 Search For Tomorrow
11:45 The Guiding Light
12:00 Dan True Weather
12:10 News
12:20 Farm & Ranch News & Markets
12:30 As The World Turns
1:00 Amos & Andy
1:30 Art Linkletter's House Party
2:00 The Millionaire
2:30 The Verdict Is Yours
2:55 CBS News
3:00 The Brighter Day
3:15 Secret Storm
3:30 The Edge Of Night
4:00 Giant Kids Matinee
5:00 Quick Draw McGraw
5:30 Dick Tracy True
5:45 Douglas Edwards
6:00 Weather - Dan
6:10 News - Ralph Wayne
6:30 Marshal Dillon
7:00 Dick Van Dike
7:30 Dobie Gillis
8:00 Red Skelton
8:30 Icabod & Me
9:00 Gary Moore Show
10:00 Weather - Dan True
10:10 News - Ralph Wayne
10:25 Sheriff Of Cochise
10:55 'Strange Cargo'

Channel 4 KGNC-TV, WEDNESDAY NBC

6:00 Continental Classroom
7:00 Today Show
8:00 Capt. Kidd's Cartoons
9:00 Say When
9:30 Play Your Hunch
10:00 Price is Right
10:30 Concentration
11:00 Truth or Conseq.
11:30 It Could Be You
11:55 News
12:00 News
12:15 Weather
12:25 Women's World
12:45 Freedom Seminar
1:00 Jan Murray Show
1:30 Loretta Young
2:00 Young Doctor Malone
2:30 From These Roots
3:00 Make Room For Daddy
3:30 Here's Hollywood
3:55 News NBC
4:00 Capt Kidd's Cartoons
5:45 Huntley -Brinkley
6:00 News
6:15 Weather
6:25 Sports
6:30 Wagon Train
7:30 King of Diamonds
8:00 Bob Hope Show
9:00 Bob Newhart
9:30 David Brinkley's Journal
10:00 News
10:15 Weather
10:25 Sports
10:30 Jack Paar Show
12:00 Sign Off

Channel 7 KVII-TV, WEDNESDAY ABC

10:30 Funz-A-Poppin
11:00 The Texan
11:30 Yours for a Song
12:00 Camouflage
12:30 Make A Face
1:00 Day in Court
1:25 Mid-Day Report
1:30 Betty Mac Show
2:00 Number Please
2:30 Seven Keys
3:00 Queen For A Day
4:00 American Bandstand
4:30 'Special Agent
6:00 The Deputy
6:30 Steve Allen Show
7:30 Close Up
8:00 Hawaiian Eye
9:00 Naked City
10:00 Tightrope
10:30 K-7 News & Weather
10:40 Almanac Newsreel
10:45 Rough Riders

Channel 10 KFDA-TV, WEDNESDAY CBS

6:20 Ministerial Alliance Ministers Of P'hdl
6:25 Sunrise Classroom
6:55 Road Conditions
7:00 Jack Tomkins
7:20 It Happened Last Night
8:00 Capt. Kangroo
9:00 The Jack LaLanne Show
9:30 I Love Lucy
10:00 Video Village
10:30 Surprise Package
10:55 CBS News
11:00 Love of Life
11:30 Search For Tomorrow
11:45 The Guiding Light
12:00 Dan True Weather
12:10 News
12:20 Farm & Ranch News & Markets
12:30 As The World Turns
1:00 Amos & Andy
1:30 Art Linkletter's House Party
2:00 The Millionaire
2:30 The Verdict Is Yours
2:55 CBS News
3:00 The Brighter Day
3:15 Secret Storm
3:30 The Edge Of Night
4:00 Giant Kids Matinee
5:00 Hopalong Cassidy
5:30 Dick Tracy
5:45 Douglas Edwards
6:00 Weather - Dan True
6:10 News - Ralph Wayne
6:30 The Alvin Show
7:00 Father Knows Best
7:30 Picture of Dorian Grey
8:30 Third Man
9:00 US Steel Hour
10:00 Weather - Dan True.
10:10 News - Ralph Wayne
10:25 Cimmaron City
11:25 West Texas Talks
Sign Off

Channel 4 KGNC-TV, THURSDAY NBC

6:00 Continental Classroom
7:00 Today Show
8:00 Capt. Kidd's Cartoons
9:00 Say When
9:30 Play Your Hunch
10:00 The Price Is Right
10:30 Concetration
11:00 Truth or Conseq. uences
11:30 It Could be You
11:55 News
12:00 News
12:15 Weather
12:25 Woman's World
12:45 Freedom Seminar
1:00 Jan Murray Show
1:30 Loretta Young
2:00 Young Dr. Malone
2:30 From These Roots
3:00 Make Room For Daddy
3:30 Here's Hollywood
3:55 News NBC
4:00 Capt Kidd's Cartoons
4:30 Home For The Holidays
5:30 Worlds Great Headlines
5:45 Huntley -Brinkley
6:15 Weather
6:25 Sports
6:30 Outlaws
7:30 Dr. Kildare
8:30 Hazel
9:00 Sing Along with Mitch
10:00 News
10:15 Weather
10:25 Sports
10:30 Jack Paar Show
12:00 Sign Off

Channel 7 KVII-TV, THURSDAY ABC

10:30 Funz-A-Poppin
11:00 The Texan
11:30 Yours for a song
12:00 Camouflage
12:30 Make A Face
1:00 Day In Court
1:25 Mid-Day Report
1:30 Betty Mac Show
2:00 Number Please
2:30 Seven Keys
3:00 Queen For A Day
3:30 Who Do You Trust
4:00 American Bandstand
4:30 "That Way With Women"
6:00 Shotgun Slade
6:30 Ozzie and Harriet
7:00 The Donna Reed Show
7:30 Real McCoys
8:00 My Three Sons
8:30 Margie
9:00 Peter Gunn
9:30 The Untouchables
10:30 K-7 News & Weather
10:40 Almanac Newsreel
10:45 'Affair With A Stranger'

Channel 10 KFDA-TV, THURSDAY CBS

6:20 Ministerial Alliance Ministers Of P'hdl
6:25 Sunrise Classroom
6:55 Road Conditions
7:00 Jack Tomkins
7:20 It Happened Last Night
8:00 Capt. Kangroo
9:00 The Jack LaLanne Show
9:30 I Love Lucy
10:00 Video Village
10:30 Surprise Package
10:55 CBS News
11:00 Love of Life
11:30 Search For Tomorrow
11:45 The Guiding Light
12:00 Dan True Weather
12:10 News
12:20 Farm & Ranch News & Markets
12:30 As The World Turns
1:00 Amos & Andy
1:30 Art Linkletter's House Party
2:00 The Millionaire
2:30 The Verdict Is Yours
2:55 CBS News
3:00 The Brighter Day
3:15 Secret Storm
3:30 The Edge Of Night
4:00 Giant Kids Matinee
5:00 Huckleberry Hound
5:30 Dick Tracy
5:45 Douglas Edwards
6:00 Weather - Dan True
6:10 News - Ralph Wayne
6:30 Leonard Bernstein
7:30 Bob Cummings
8:00 The Investigators
9:00 CBS Reports
10:00 Weather - Dan True
10:10 News - Ralph Wayne
10:25 Riverboat
11:25 Highway Patrol
Sign Off

Channel 4 KGNC-TV, FRIDAY NBC

6:00 Continental Classroom
7:00 Today Show
8:00 Capt. Kidd's Cartoons
9:00 Say When
9:30 Play Your Hunch
10:00 The Price Is Right
10:30 Concentration
11:00 Truth Or Consequences
11:30 It Could Be You
11:55 News
12:00 News
12:15 Weather
12:25 Woman's World
12:45 Freedom Seminar
1:00 Jan Murray Show
1:30 Loretta Young Show
2:00 Young Doctor Malone
2:30 From These Roots
3:00 Make Room For Daddy
3:30 Here's Hollywood
3:55 News NBC
4:00 Capt Kidd's Cartoons
5:45 Huntley -Brinkley
6:00 News
6:15 Weather
6:25 Sports
6:30 International Show Time
7:30 Robert Taylor's Detectives
8:30 Peace Corps
9:30 Here & Now
10:00 News
10:15 Weather
10:25 Sports
10:30 "Piece of Blue Sky"
12:00 Sign Off

Channel 7 KVII-TV, FRIDAY ABC

10:30 Funz-A-Poppin
11:00 The Texan
11:30 Yours for a Song
12:00 Camouflage
12:30 Make A Face
1:00 Day In Court
1:25 Mid-Day Report
1:30 Betty Mac Show
2:00 Number Please
2:30 Seven Keys
3:00 Queen For A Day
3:30 Who Do You Trust
4:00 American Bandstand
4:30 'Girl From Jones Beach"
6:00 Hong Kong
7:00 The Hathaways
7:30 The Flintstones
8:00 77 Sunset Strip
9:00 The Corrupters
10:00 Sea Hunt
10:30 K-7 News & Weather
10:40 Almanac Newsreel
10:45 'Air Force'

Channel 10 KFDA-TV, FRIDAY CBS

6:20 Ministerial Alliance Ministers Of P'hdl
6:25 Sunrise Classroom
6:55 Road Conditions
7:00 Jack Tomkins
7:20 It Happened Last Night
8:00 Capt. Kangroo Show
9:30 I Love Lucy
10:00 Video Village
10:30 Surprise Package
10:55 CBS News
11:00 Love of Life
11:30 Search For Tomorrow
11:45 The Guiding Light
12:00 Dan True Weather
12:10 News
12:20 Farm & Ranch News & Markets
12:30 As The World Turns
1:00 Amos & Andy
1:30 Art Linkletter's House Party
2:00 The Millionaire
2:30 The Verdict Is Yours
2:55 CBS News
3:00 The Brighter Day
3:15 Secret Storm
3:30 The Edge Of Night
4:00 Giant Kids Matinee
5:00 Mister Magoo
5:30 Dick Tracy
5:45 Douglas Edwards
6:00 Weather - Dan True
6:10 News - Ralph Wayne
6:30 Rawhide
7:30 Route 66
8:30 MSquad
9:00 "Come Again to Carthage"
10:00 Weather - Dan True
10:15 News - Ralph Wayne
10:25 Trackdown
10:55 The Mortal Storm

Channel 4 KGNC-TV, SATURDAY NBC

8:00 Americans at Work
8:15 Christian Science
8:30 Pip, The Piper
9:00 Shari Lewis Show
9:30 King Leonardo's Show
10:00 Fury
10:30 Make Room For Daddy
11:00 Capt. Kidd's Cartoons
11:45 Liberty Bowl
2:30 Cotton John
3:00 "Marked Man"
3:30 Lock-Up
4:00 All Star Golf
5:00 News
5:15 Western Cavaliers
5:30 Deputy Dawg
6:00 News
6:15 Weather
6:25 Sports
6:30 Wells Fargo.
7:30 Tall Man
8:00 NBC Saturday Nite Feature Destination Gobi"
10:00 News
10:15 Weather
10:25 Sports
10:30 Straightaway
11:00 "The Private Affairs of Bel Ami"

Channel 7 KVII-TV, SATURDAY ABC

11:00 On Your Mark
11:30 Magic Ranch
12:00 Farm and Home Digest
1:00 Broken Arrow
1:30 Air Force'
3:00 'San Quentin'
5:00 Rosemary Clooney
5:30 Texas Roundup Time
6:00 Matty's Funday Funnies
6:30 Roaring 20's
7:30 Leave It To Beaver
8:00 Lawrence Welk
9:00 Fight of The Week
10:00 All-Star Wrestling
11:00 'The Large Rope'

Channel 10 KFDA-TV, SATURDAY CBS

7:50 Comedy Time
8:00 Captain Kangaroo
9:00 Vidio Village Jr. Edition
9:30 Mighty Mouse
10:00 Magic Land Of Allakazam
10:30 Roy Rogers Show
11:00 Sky King
11:30 My Friend Flicka
12:00 The Three Stooges
12:30 "Ship Ahoy"
3:30 Pro-Football
6:00 Weather Warren Anderson
6:10 News - Jim Pratt
6:30 Perry Mason
7:30 The Defenders
8:30 Have Gun Will Travel
9:00 Gunsmoke
10:00 Weather - Warren Anderson
10:10 News - Jim Pratt
10:25 San Francisco Beat
10:55 "Gentle Annie"

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Christmas Mail Rush On; Public Help Is Sought

With the peak of the big Christmas mail rush just ahead, Postmaster O. K. Gaylor said Saturday postal employees are digging in harder than ever before to insure delivery of Christmas cards and gift packages before Christmas Day. The flood of outgoing Christmas cards and gifts is about equal to incoming mail which is increasing daily.

The postmaster issued this statement on Christmas mailing:

"Be sure to tie your Christmas cards in bundles, with addresses all facing one way, using labels you can secure from the Post Office marked. "All for local delivery" and "All for out of town delivery." Post Office windows will be open from 8 a.m. to 5 p.m. for your convenience. Don't forget to put your name and address on all Christmas card envelopes and package labels. Divide mailings into various groups, with those for most distant places going first, making it a point to mail early in the day."

Canadian PTA Group In Meet

CANADIAN (Spl) — The Executive Board of the Canadian PTA met last week afternoon following lunch at the school cafeteria. Present for the meeting were Mrs. Calvert Norris, president, Mrs. Harry Haines, Mrs. Warren Harrington, Mrs. Creed Petree, Mrs. Charles Brown, Mrs. Keith Rudy, Mrs. Jack Sutton, Mrs. Tex Hill and Superintendent Woodie Beene.

Mrs. Haines and Mrs. Harrington reported on their recent trip to Houston where they attended the stae PTA convenion.

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ART EXHIBIT SCHEDULED — Mrs. David Gantz will hold a week long exhibition of Watercolor Paintings starting Sunday at Lovett Memorial Library. The exhibition is being sponsored by a group of Cabot employes.

Cabot Group Slates Pampan's Art Exhibit

An exhibition of watercolor paintings sponsored by a group of Cabot employes opens at 2 p.m. today in Lovett Memorial Library.

The 50 visual and semi-abstract watercolor paintings to be exhibited are a culmination of a year's work by Robin Gantz, a Pampa resident and wife of Cabot employe David Gantz. The show will be open to the public and will run through Saturday, Dec. 16.

Included in the show are paintings of scenes familiar to Pampa and the Cabot Industry. Landscapes and figure drawings will also be exhibited.

Mrs. Gantz is a native of Shamrock and is the daughter of Mr. and Mrs. E. P. Sumner, Amarillo. She attended Amarillo High School where she began her painting career doing commercial designs.

While attending West Texas State College, she continued commercial work. Among her works are the designing of a cover for a Phillips Petroleum Company magazine.

She attended West Texas State on an art scholarship given her by the Art Connoisseurs of Amarillo.

Mrs. Gantz has just completed her first show. It was held in Canyon under the sponsorship of West Texas State art department. Paintings from that show will also be included in the Cabot exhibit.

WASHINGTON (UPI) — If you are a city family of more than two persons — with an income under $6,000 after taxes — you probably are consuming food worth about 40 per cent of your salary.

Statisticians at the U.S. Department of Agriculture's Economic Research Service say so. A comparable farm family, however, consumes food valued at 50 per cent of its money income.

Canadian's City Manager Takes Job At Airport

CANADIAN (Spl) — City Manager Bob Jamison handed his resignation to Mayor Glenn Riley and members of the City Council recently in a called session at City Hall.

Jamison is resigning his post here, effective December 31, to accept a job as manager of the San Antonio International Airport and the municipal airport system at the beginning of the new year.

The new job represents a major increase in both salary and responsibility.

City Councilmen immediately asked Jamison to begin making inquiries about applicants for the Manager's job here. Every effort will be made to secure qualified applicants for the post, Jamison said.

Jamison himself was the first to hold the position of City Manager for Canadian. He came here on June 15, 1959, shortly after city voters had approved a switch to the council - manager form of city government after a hotly - contested election.

Before taking the Canadian post, he had been administrative assistant to the City Manager at San Antonio. Jamison graduated from Southern Methodist University, and had completed special training in municipal administration at the University of Texas before joining the municipal staff at San Antonio. He will be returning to his old organization, but in a new top - management system.

Jamison said this week that he regrets leaving Canadian, but is naturally pleased at being offered the new post.

"I think the town should be particularly proud of two things," Jamison said. "One is the council I have served under. These men have been most cooperative in handling the problems of municipal administration, and I doubt that I will find any group of city employees as service - minded and conscientious about their jobs as we have here in Canadian. It has been a real pleasure to serve here with them."

Jamison's resignation is effective officially on December 31, but he has been given permission by the Council to take time off as needed after December 15 to make arrangements for moving his family back to San Antonio.

Water Tank Base Set At Canadian

CANADIAN (Spl) — Concrete foundations for the City's new 300,000 gallon overhead water storage tank have been completed and installation of the steel tower is expected to get underway early in January, City Manager Bob Jamison reported this week.

Foundation work was done by Bledsoe Concrete Company of Amarillo. The tower itself will be erected by the Cole Manufacturing Company of Atlanta, Georgia.

Total cost of the project, including engineering fees, will be about $43,850. The city is paying $18,350 of this amount out of this year's budget, and will pay the balance of about $25,000 out of the budget for the next fiscal year, Jamison said.

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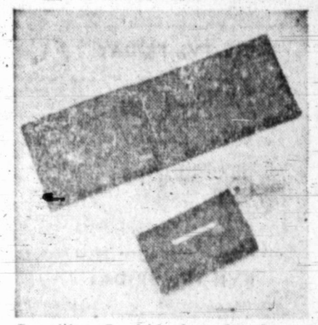
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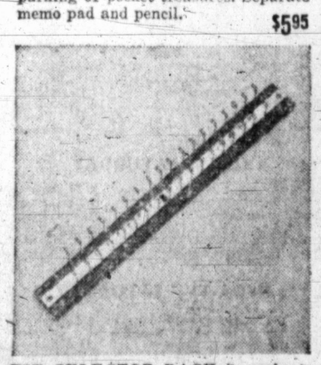
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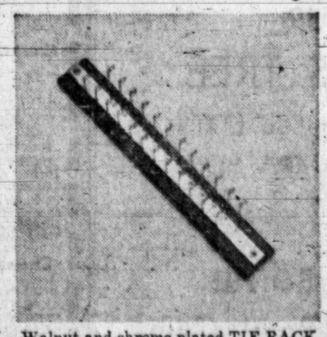
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Pampa Harvests Haltom City For 7th Straight Triumph, 74-51

By JOE LEE SMITH
Sports Editor

Pampa's unbeaten Harvesters mauled the Haltom City Buffaloes 74-51 Saturday night at Harvester Fieldhouse to stretch their winning string to seven in a row for the 1961-62 campaign and eight straight over a two year span.

It was the most impressive victory of the season for Coach Terry Culley's hardwood men, who have three tough games coming up with Hereford Tuesday night and the mighty Hobbs Eagles Friday and Saturday night.

Pampa's Shockers also continued along undefeated in seven games as they whipped the Haltom B team 56-43 in a pre-game affair.

But the Harvesters had little trouble with downing the Haltom City varsity. Culley's charges hit a sizzling 57 per cent from the floor and 68 per cent from the free throw line.

The Harvesters were really hot in the first half as they connected on five straight fielders at the game's start and sank 10 consecutive charity tosses before Wayne, Kreis missed.

Kreis popped the nets for 26 points — the season high for a Pampa player — to run away with scoring honors. Big Randy Matson racked up 19 points and the Harvester ace sat out all of the last period and half of the third quarter with four fouls.

Matson garnared 15 points in the first half and Kreis backed the 6-5 star up with 15 points in the second part of the game.

The Harvesters and Haltom City battled on even terms until midway through the second quarter when leading 19-18, Kreis pumped in three fielders and a trio of charity tosses. Matson swished in a two-pointer and a gratis throw and Gordon Balch meshed another fielder to send the Pampans to the dressing room at intermission with a 34-22 bulge.

Pampa had jumped into a quick 6-0 advantage at the outset on fielders by Matson, Kreis and Lloyd Balch in that order.

Kreis sandwiched a free throw in between a pair of charity throws and a two pointer by David Duke to make the score read 7-4. The Harvesters made it five in a row from the field on a lay-up and a well-executed hook by Matson.

At this point, Haltom City came alive and Pampa hit a sudden cold streak and the Buffs tied the count as the quarter ended on a 40 foot set shot by Duke at the buzzer.

After the intermission it was just a matter of what the Harvesters wanted the score to be. Pampa just outscored the Buffs 17-14 in the third period but Haltom City did not get a field goal until the final half minute of the quarter.

Gary Sikes, just down from the Harvesters, poured in 20 points as the Shockers blasted the Buff B team for the second night in a row.

The lanky sophomore now has scored 73 points in four games with the Shockers for an 18.1 per game average.

Coach Roy Kieval's Shocks rolled up a 12-9 first period margin, stretched it to 30-20 by halftime and held a 39-33 third quarter bulge.

Donnie Ayers chipped in 12 points for the winners, Hebert had nine, Ricky Stewart and Charlie Price each had three and Larry Clifton and Mike Bridges added two each.

★ ★ ★

Box Scores
Harvesters vs Buffs

Haltom	FG	FTA-FT	PF	Pts.
Arnold	4	9 - 5	3	13
Duke	3	4 - 4	5	10
Fenimore	0	3 - 2	0	2
Lanier	3	5 - 3	5	9
Rasburg	1	3 - 2	1	4
Wood	2	0 - 0	2	4
Weber	2	3 - 1	1	5
Lake	0	6 - 4	1	4
Totals	15	33-21	18	51
Pampa	**FG**	**FTA-FT**	**PF**	**Pts.**
L. Balch	2	1 - 0	2	4
Neslage	1	7 - 6	0	8
Matson	9	3 - 1	4	19
Kreis	10	8 - 6	4	26
G. Balch	1	3 - 2	4	4
Swanson	2	2 - 2	4	6
Cantrell	2	0 - 0	1	4
Sikes	1	0 - 0	0	2
Hebert	0	2 - 1	1	1
Storey	0	1 - 0	2	0
Stewart	0	0 - 0	3	0
Totals	28	27-18	25	74



Coyotes Smother Paschal

SPORTS
The Pampa Daily News
54th YEAR — SUNDAY, DECEMBER 10, 1961 — 13

Dumas Beats Gainesville; Gains Finals

VERNON (UPI) The Dumas Demons scored the first time they got the ball Saturday and rode their early momentum into the Class AAA schoolboy football finals with a 29-0 victory over Gainesville.

Dumas snapped an 11-game winning streak for the Gainesville Leopards. The win boosted the Demons to their 11th triumph in a row. They will meet the winner of Saturday night's Nederland-San Benito game.

All-State quarterback Mike Boxwell paced the Dumas attack by hurling a touchdown pass and scoring another himself. Fullback Dale Vick and halfback Scotty Baldwin each tallied once to round out the Dumas attack.

Boxwell's passing and running led Dumas to its first score the first time the Demons took possession. Boxwell tossed 14 yards to All-State end Kelly Baker to cap the 64-yard march, and then passed to end Ray Casas for a two-point conversion.

Dumas marched 84 yards to score just before the half, with Boxwell carrying it in on an 11-yard end sweep. Boxwell passed to Baker for another two-pointer.

The Demons wrapped up the semi-finals contest in the fourth quarter. Halfback John Whiteside intercepted a Gainesville pass on the Leopard 40, and Vick blasted over from the three to capitalize on the theft.

Another pass by Leopard quarterback Mac White was intercepted late in the game by Casas to set up the final score. Whiteside got the drive rolling with a 20-yard jaunt and Baldwin crashed left guard for the final six yards.

Dumas	8	8	0	13—29
Gainesville	0	0	0	0—0

4 Cage Championships Owned By Harvesters

Four state AAAA basketball championships and four other trips to the fabulous Texas schoolboy cage tourney has been the highlight of Pampa sports covered during the period of the "Transition Issue."

Pampa teams won the class AAAA title in 1953, 1954, 1958 and 1959; was runner-up in 1957; finished fourth in 1955 and lost in the first round of play in 1941 and 1945.

The man responsible for most of Pampa's success is gone from the high plains now. He is Clifton McNeely, who is superintendent of schools at Bridgeport. He posted a 11-year record of 303 wins and just 34 defeats.

But Terry Culley, who helped McNeeley for nine years with some fine Shocker teams, is still around and his Harveters are undefeated this season.

McNeeley's teams won 73 straight games from 1952-55 when the string was snapped by a narrow defeat at the hands of Portales, N.M. The Harvesters also carded a 44-game skein during the 1957-1958 and 1958-59 seasons.

Pampa went to the state tourney for the first time in 1941. That was when all the teams, regardless of classification, played to just one state championship. The Harvesters were beaten in the tournament in the first round by Houston. Jeff Davis 40-25.

The five Pampa starters that game were Ed Terrell, Pat Flanigan, Grover Heiskell, Billy Mounts and Tom Dewey.

In 1945, Pampa finished in a three way tie with Amarillo and Lubbock for the district crown, but won the play-off by topping the Westerners. The Harvesters jarred Childress 24-16 in the bi-district round.

Greenville stopped Pampa in the first round at Austin by a 30-20 count. The Harvester starters were Randall Clay, Joe Cree, Johnny Campbell, Earl Davis and Eugene Turner.

It was a long dry spell before the Pampans made it back to the big show. But when Pampa arrived in 1953, the Harvesters were just starting a six year span of Texas cage annals and that spread the name of Pampa to every little hill and dell in the state.

Jimmy Bond, Buddy Cockrell, Fred Woods, John Oden and Bill Webb led a torrid Pampa team into Austin in a windy March, 1953.

Bond plunked in 19 points and Oden slammed in 17 as the Harvesters beat Houston Austin 48-37 in the opening round. Woods canned 26 big points and Bond added 15 as Pampa claimed its first title by downing home town Austin High 61-47 in the finals.

Breezing through 28 games unbeaten in 1953, the Harvesters stretched that streak to 55 in a row by clipping 27 straight opponents in 1953-54 season.

Bond, E. Jay McIlvain, Ken Hinkle, George DePew and Gary Griffin were the top five in this group with the former leading the way.

Pampa topped Wichita Falls 55-47 in the first game of the big tourney as Griffin hit 17 and McIlvain got 15 points. In the title contest, the Harvesters found the going rough and as the game ended at regulation time it was 35-35. Crozier Tech, with mighty 6-8 A. C. Black, was the opponent.

But the Harvesters won 47-44 in overtime with Bonds pumping in 23 points and McIlvain getting 10.

In 1955, Pampa posted a fourth place finish losing to Waco 67-61 and Beaumont 62-52 in the state tourney.

Jerry Pope, Sam Condo, Gene Brown, Tommy Gindorf, Dickie Mauldin and Benny Cartwright were the names on this team to stir up talk all over Texas in three years.

Pope, Condo, Bill Brown, Mauldin, and Gindorf were the starters when Pampa breezed to a 28-1 mark in 1957.

The loss? Well it was to Port Arthur in the state game by a 67-51 count. Condo nailed 15 and Pope hit 12 points in the game. Pampa rapped Austin 54-40 to gain the finals as Condo canned 13, Brown got 13 and Gindorf and Mauldin poured in 11 each.

Now came a new group and they were to run up a 44-game win streak and two state championships. Mack Layne, Charles Minor, Bill Brown, Coyle Winborn and Ray Stephenson carried Pampa to a 28-2 slate in 1958 and a 48-47 victory over Pt. Arthur in the finals.

The Harvesters thumped Woodrow Wilson 71-58 in the first round. Winborn canned 18 points, Layne chipped in with 16. Brown got 14 and Minor added 13.

Against Pt. Arthur, Minor pumped in 14 points and Winborn helped out with 10.

And in 1959, Layne, Coyle Winborn and Minor added new partners in Craig Winborn and Bobby Gindrof. This was a tall timber-like — and talented crew which racked up 31 successive wins.

Among the 31 triumphs, was a narrow 42-41 decision over Houston Milby and 65-52 victory over Dallas Jefferson for the fourth Pampa state title.

Against Milby, Layne got 15 points and Coyle hit eight. Layne and Coyle canned 18 each against 12.

Shields Sparks Wichita Falls Into State Tilt

FORT WORTH, Tex. (UPI) — All-State fullback Larry Shields scored four touchdowns, one on a dazzling 81-yard run, to lead powerhouse Wichita Falls to a 41-12 victory over Fort Worth Paschal Saturday and propel the Coyotes into the Class AAAA schoolboy finals.

Shields played tailback most of the day in place of the ailing Mike Kelly. But he lost none of his effectiveness in sparking the Coyotes to a championship game berth against Galena Park next week.

Kenny Sims put Wichita Falls into quick scoring position with an 89-yard punt return to the Paschal 3 early in the first period. Two plays later Shields crashed over from the 1.

On Wichita Falls' next opportunity from scrimmage, Shields dashed 81 yards to score on a right end sweep.

The Coyotes added a touchdown in the second period on a five-yard run by Sims and Shields provided another in the third on a four-yard scamper.

Paschal's quarterback Terry Cashion, who completed 14 of 30 passes for 244 yards, scored two touchdown strikes in the third period. One came on a 72-yard aerial to Doug Cates and the second on a 24-yard pass to Dick Blakeney.

But that was all for Paschal and Wichita Falls scored two more in the fourth period. Shields stepped off 30 yards for the first one and reserve quarterback Sammy Milam tossed a 35-yard pass to back Ken Aboussie for the final TD.

In addition to his offensive brilliance, Shields also shone on defense, breaking up one Paschal scoring threat with a pass interception he ran back 36 yards.

Wichita Falls accumulated a total of 287 yards, 252 of it on the ground.

Wichita Falls	14	6	7	14	—41
Paschal	0	0	12	0	—12

To Play Wichita Falls In Finals...

Galena Park Upsets Ray Eleven, 21-6

GALEA PARK, Tex. (UPI) — Galena Park halfback Geven Graham scored two touchdowns and reserve quarterback Mike Smith added a third in a second half scoring splurge that upset Corpus Christi Ray 21-6 and advanced the Yellow Jackets to the state Class AAAA finals.

The Jackets will meet Wichita Falls in the state championship game next week.

Ray scored its only touchdown on the next to last play of the game when quarterback Buddy Schorre passed five yards to halfback Mike Devine.

Graham caught a nine yard scoring pass from quarterback Mickey Holder in third quarter to break a scoreless tie. Five minutes later Graham plunged five yards for a fourth quarter touchdown.

Johnny Cook kicked all three extra points and set up Galena Park's second touchdown on a 20 yard interception runback to the Ray five yard line.

Smith scored the final Jacket touchdown on a five yard sneak late in the fourth quarter.

End Howard Twilley set up the first score by taking a 48 yard pass from Holder. On the next play Holder faked, rolled out and hit Graham with the scoring strike.

Ray dominated play in the first half, running 32 plays compared to Galena Park's 16. The Texans made six first downs and threatended four times in the first half. Galena Park stopped Ray drives at its own 10, 19, 21 and 26 yard lines in the first half.

The Yellow Jackets managed only one first down in the first half and never got past their own 47 yard line in the first half.

The Texans' biggest threat came early when quarterback Kent Nix passed to halfback David Lyons. He carried the ball 43 yards to the Jacket 14. Galena Park held and took over on downs at the 10.

Galena Park	0	0	7	14	—21
Corpus Christi Ray	0	0	0	6	—6

Royal Picked As Coach Of Season

NEW YORK (UPI) — Darrell Royal, coach of the University of Texas Cotton Bowl team, Saturday was named college football's "Coach of the Year" for 1961 by the Football Writers Association of America.

Murray Warmath of Minnesota, last year's winner of the award, was runner-up this year and Paul (Bear) Bryant, coach of Alabama's national champions, was third. Next in order in the voting were Aldo (Buff) Donelli of Columbia, John Bateman of Rutgers and John Ralston of Utah State.

Royal, 37-year-old former University of Oklahoma quarterback and halfback, guided the Longhorns through a season in which they suffered only one loss and finished in a tie with Arkansas for the Southwest Conference championship. Texas will oppose Mississippi in the Cotton Bowl game on Jan. 1.

Texas had finished last in the Southwest Conference the year before Royal took over, but he had a winning record every one of his five years. His total record at Texas is 38 wins, 13 losses, and two ties.

Sunland Feature Won By Destroy

SUNLAND PARK, N. M. (UPI) —Brisk winds and swirling dust added to a muddy track at Sunland Park Saturday but Destroy found the going to his liking, and won the feature race.

Frederic Wagner's entry returned $8.00 with the one-length victory over Sleepy Ned and Yes More.

Prinkocess, who finished second in the fourth race, recorded the largest $2 payoff in the track's history by rewarding backers with $199.20 for a place ticket. Coupled with the winner, Hy Bull, Prinkocess also was involved in a $437.60 quinella.

Cameron Aggies Win JC Rose Bowl Game

PASADENA, Calif. (UPI)— Bill Harper, a 19-year-old quarterback from Detroit Saturday retrieved the honor of Oklahoma as he led the Cameron Aggies to a 2820 victory over Bakersfield College in the 16th annual Junior Rose Bowl football classic.

The Detroit quarterback had plenty of assistance from halfback Bob Kelley and fullback Joe Don Looney in guiding Cameron to the upset victory, over favored Bakersfield. It was the first victory by an Oklahoma school in the game emblematic of the national junior college championship.

A crowd of 49,023 saw Cameron score twice in the first period, thanks to Harper's brilliance only to have Bakersfield come back with two touchdowns in the half to leave the teams tied 14-14 at intermission.

Bakersfield bobbles helped set up two fourth quarter scores for Cameron but the Renegades came back in the final 33 seconds to regain one of the touchdowns.

In the first two minutes of play, Harper, trapped on the Bakersfield 31 - yard line squirmed his way out and raced to a touchdown. His 38-yard pass to Jack Mars had put the Aggies in scoring territory. Minutes later Ronnie O'Rear intercepted a Bakersfield pass and raced to the California club's 37. Then Harper passed 27 yards to Ulysses Kendall for a touchdown.

In the second quarter halfback Dick Jones for Bakersfield set up a score with a 52-yard run to the Cameron 15 in the final minute of the half. Halfback Terry Craven took a handoff and passed 15 to end Vance Fisher to the score.

After a scoreless third period, the Aggies capitalized on a pair of breaks for their touchdowns. Taking possession on the Renegade 43, Harper drove his club to the 2 and on fourth down with a foot to go Kelly scored.

A fumble recovery on the next sequence started Cameron off on the 50 and Looney scored on an 11-yard spurt.

All SWC Frosh Team Selected

WACO (UPI) — Baylor quarterback Bobby Maples of Mount Vernon was the only unanimous choice Saturday on the 1961 all-Southwest Conference freshman football team, picked by the loop's freshman coaches for the Waco Tribune-Herald.

Texas A&M and Texas Christian dominated the team with three selections each. Texas provided the most outstanding back in Ernie Koy while Rice center Malcolm Walker was named outstanding lineman.

Coaches voted A&M's tackle Ronny Moore, guard Melvin Simmons and halfback Tommy Meeks on the first team. TCU placed tackle Norman Evans, guard Ray Ragland and halfback Larry Bulaich.

The team was rounded out by Koy and end Knox Nunnally of Texas, Maples and end Caborne Knudson of Baylor and Walker of Rice.

Second team choices were halfback Jim Fauver of TCU; guard Frank Bedrick, halfback Charles Buckalew and tackle Stanley Wallace of Texas; end Lawrence Elkins, tackle Arturo Delgado, and center Ernest Erickson of Baylor; end Dave Corder and guard John Knee of Southern Methodist, and quarterback Walter McReynolds and fullback Russell Wayt of Rice.

Warriors Split Two Cage Games

HIGGINS (Spl) — Miami teams split two games Friday night with the boys blasting the Higgins boys team 53-36 while the Miami girls were dropping a 59-35 decision.

The Warriors now have a 5-2 season mark while the Miami girl's team stands at 4-3 on the current campaign.

Scotty Daugherty meshed 15 points to pace the Warriors to a come-from-behind victory after trailing 23-19 at halftime. Willis Smith paced Higgins with 12 points.

Kathy Pshigoda burned the hoops for 41 points in leading the Higgins sextet to an easy victory over the Miami cagers. Marilyn Murphy paced the losers with 10 points.

Miami	10	9	22	12	—53
Higgins	8	15	8	5	—36
Miami	3	8	13	11	—35
Higgins	15	13	6	19	—59

Game And Fish Program May Alter Geese Rules

United Press International

Geese who survive the assault of hunters in the Wichita Falls area will not get much rest when the season is over.

When the new year signals the end of the goose season, wildlife conservators and research men will stalk geese in the area in a banding project that may change the Game and Fish Commission's waterfowl management program affecting geese.

Eugene Walker, assistant director of the commission for program planning, outlined the project.

"One big flock that winters in the Wichita Falls area of Texas usually nests and rears the young in Colorado," Walker said. "The state of Texas and Colorado and the National Fish and Wildlife Service are going to cooperate on a banding project in North Texas to try to band about 1,000 geese."

Walker explained the project will start as soon after the season closes Jan. 1 as the project can be approved.

"We may mark the birds in other ways," Walker said, "To identify them more easily when they reach the nesting grounds in Colorado."

The study, tying in with projects of the Central Flyway on waterfowl, may prove that geese flocks winter in specific areas to which they return each year.

"It is becoming more evident that separate flocks of geese have specific wintering areas and go back to the same one each year," Walker said. "The parent birds apparently take the goslings back to where they were before."

Walker said if the study bears out the speculation, "then there is a good indication we need to take another look at our waterfowl management program. We would have to proceed on a flock management basis rather than a species management basis" he said.

Tom Waddell of Eagle Lake, former warden and former supervisor for the game and fish commission in his area, says he thinks the breakdown of bag limits for various species of geese "is ridiculous."

Waddell says from the hunter's standpoint it would be better to put a limit on dark geese and one on light geese and leave it at that.

New Mexico Rips Western Mich.

DAYTON, Ohio (UPI) — New Mexico's Lobos ran through snow, sleet and rain to defeat Western Michigan, 28-12, in the first Aviation Bowl football game Saturday.

New Mexico punched across two quick touchdowns in the opening minutes of the game to take command. They were held scoreless in the second and fourth quarters but scored twice in the third period.

A disappointing crowd of shivering fans, estimated at up to 6,000, saw an excellent running game by the Skyline Conference Lobos. Western Michigan's aerial attack was hampered by the weather.

This possibly was the last Aviation Bowl game.

Bowl Chairman Don Miller said "we may have dropped between $7,000 and $8,000. So we will not know whether we will go again until we learn actually how we came out."

The game was just a minute old when New Mixico, favored by one touchdown, marched 56 yards to score in three quick plays with quarterback Jim Cromartie rolling out and over from the three. The extra point attempt failed.

Moments later Chuck Cummings recovered a Western Michigan fumble on the Lobos' 42, and nine plays later, New Mexico's Bobby Santiago scored from the 10. Bobby Morgan ran for two extra points.

The Broncos picked up one touchdown in the first quarter, when Bob White plunged over from the four, and another in the fourth, when Dave Cook took a five-yard pass in the end zone from Ed Chlebek. Both runs for extra points failed.

Baylor Rolls Over Utah State In Gotham Bowl

During Transition Period...

Pampa Nabbed 4 Grid Titles

By JOE LEE SMITH
Sports Editor

Pampa Harvesters' football teams have not had as much success in this great sport as other teams — especially Amarillo and Lubbock — but Pampa has managed to capture four district titles since 1922.

But the Harvesters have always been in the roughest district in the Texas schoolboy alignment. And to prove this fact, Amarillo has won three state titles in 1934, 1935 and 1940; Lubbock was state champs in 1951 and '52; Abilene took the honors in 1954 and 1955 and Odessa was champ in 1946.

Pampa's first grid title came in 1933 when Amarillo was booted out of the playoffs due to an ineligible player after beating the Harvesters 9 - 6. Odus Mitchell, now head coach at North Texas State, was the local's coach.

The Harvesters marched into the state quarter-finals that season — the only time Pampa has advanced beyond bi-district — by beating the Abilene Eagles 27-7 on the running of Miles Marbaugh and Orville Heiskell.

Heiskell scored on a seven yard run in the first period and a one yard plunge in the final quarter. Monroe Owens ran four yards and Marbaugh scooted four yards for the other tallies.

After beating Abilene, then the king of Texas football as it was in the mid-50s, the Harvesters lost in the quarterfinals to the San Angelo Bobcats 7-6.

Pampa took a 6-0 lead on a 20-yard run by Will Hamilton in the third period. But Hamilton's extra point kick was wide.

San Angelo blocked a Pampa punt in the fourth period to score and kick the extra point. A late Harvester drive was stopped on the Bobcats two. San Angelo lost in the semi-final round to Dalias Crozier Tech, however.

The next time Pampa got into the playoffs was in 1943 by upsetting Amarillo 7-0. The Harvesters — who had a 7-4 season record — met a heavily favored Vernon club in bi-district.

Some writers favored Vernon by as much as 50 points but the "Fighting Harvesters" raced to a 7-0 lead at halftime before the powerful Lions turned on the steam to capture a 20-7 triumph.

Charlie Broyles scored the Pampa touchdown and kicked the extra point that afternoon. Other members of the starting lineup for that game were Reggie Bridges and Joe Cree, ends; Eugene Turner and Clayton Noblitt, tackles; Jerry Kerbow, center; Louis Allen and John McKinley, guards; quarterback Gene Robbins, halfbacks Billy Washington and Merle McCracken and fullback Broyles.

Otis Coffee was the Harvesters' coach and his team beat Weatherford 27-7; Phillips 13-0; Brownfield 26 - 6 Plainview 33-0 Mangum, Okla. 34-0; Borger 34-6 and Amarillo. Other losses were to Lawton, Okla. 21-0; Hollis, Okla. 13-9 and Lubbock 12-0.

Pampa's last two grid championships were in 1949 and 1950. This time the Harvesters ran head on into mighty Wichita Falls, which is still a grid power today, and lost both times to the Coyotes, who went on to successive state crowns.

In 1949, the Harvesters carried an 8 - 2 season record into bi-trict against the Coyotes. Pampa had beaten North Dallas 40-0; Graham 7-0; El Paso 35-19; Vernon 8-7; Lamesa 32-13; Amarillo 20-12; Plainview 31-0 and Borger 14-7.

Wichita Falls beat the Harvesters 14-6 in regular season play and 20-12 in the playoffs while Lubbock also downed Pampa 33-20.

Tom Tipps was head coach at Pampa with Aubra Nooncaster as assistant that year. In the bi-district game, Pampa ran up a 6-0 lead only to see the Coyotes take a 14-12 halftime margin. Passes from quarterback Carroll Smith to halfback Pete Cooper and end Tommy Allison accounted

Other members of the Harvesters were backs Jimmy Hayes, Carl Kennedy, Elmer Wilson and Dewey Cudney, end Weldon Witcher; tackles Paul Boswell and Eddie Schieg; guards James Holt and Marvin Harrell and center Leon Taylor.

Pampa recorded its first unbeaten team in 1950 with such stars as Hayes, Cudney, Kennedy, Scheig and Wilson returning from the 1949 squad.

The Harvesters rolled over Wichita Falls 14-0; Hobbs 26-6; El Paso 59-6; Vernon 33-14; Lubock 27-21; Lamesa 27-6; Childress 27-6; Amarillo 28-0; Plainview 27-12 and Borger 71 - 6.

It is the second longest streak in Pampa's grid history. As the 1930 31 teams put together a 14 game streak, but failed to cash in on a district title.

But in bi-district play in 1950, Wichita Falls upset all the dopesters by smashing Pampa 44 - 7. Of course, the Coyotes went on to the state chompionship, by beating Austin in the finals.

Pampa earned a 9-1 season in 1951 with the likes of Buddy Cockrell, Harley Lewis and J. N. Wright, now coach at Phillips. But the Harvesters lost to Lubbock 33-7 in district and the Westerners went on to snare the AAAA title in the first year of the big class by beating Baytown.

Since 1953, when Pampa finished 6-4, the Harvesters have done no better than 4-5-1 in 1958.

Amarillo and Pampa played three time in 1933 — their first meetings, — tying 9-9 and 3-3 and with the Sandies winning 20-6. Members of that Harvester team were ends D. B. Jameson and Leonard Casey; tackles Jeff Lewton and John Williams; guards Lester Olsen and John Brown; center Dump Wilson; quarterback Clarence Barrett; halfbacks Lewis Meers and Charles Dunkel and fullback Tom Henry. Other players were Kermit Victars, Weldon Wilson, Ray Wilson, Tracy Cary and Skeet Stewart.

Redskins Sign Negro Fullback

WASHINGTON (UPI)—Fullback Ron Hatcher of Michigan State Saturday became the first Negro to sign a contract with the Washington Redskins in the club's 25 years in the National Football League.

Hatcher, a 215-pounder, was one of two Negroes picked by the Redskins in last week's NFL draft meeting. The other was Syracuse halfback Ernie Davis, Heisman Trophy winner and a unanimous All-America.

Washington will not contact Davis until Syracuse finishes its season in Philadelphia's Liberty Bowl game next Saturday.

Hatcher, along with several other Washington draft choices, will watch the Redskins play Pittsburgh here Sunday. He was Washington's eighth draft choice.

BEST BY BALANCE



Mighty Albany Raps Wink To Gain Finals

ABILENE (UPI) — All-State halfback Johnny Agan led Albany Saturday to its 28th consecutive victory, a 28-6 win over Wink in a Class A state semi-final high school football game.

A crowd of 9,000 saw Agan gain 130 yards and score two touchdowns for the victorious Lions, who scored in every quarter. Albany goes for its second straight state title next week against Hull-Daisetta.

Albany drove 45 yards in seven plays for a first period touchdown, with Agan scoring on a brilliant 19-yard run. Rocky Hill converted.

In the second period, the Lions moved 76 yards in 13 plays with fullback Dennis Tucker scoring from the 4.

Wink then cranked up and drove 64 yards in 14 plays with right halfback Jackie Thomason scoring from the 1.

In the third period, Agan scored again on a seven-yard run, and Tucker ran a two-point conversion to give the Lions a 21-6 lead.

Halfback Jim Wood got the final Albany touchdown in the fourth quarter on a one-yard plunge to end a 22-yard drive that was set up when Gary Hise intercepted a Dean Bates pass. Hill kicked the extra point.

Curtis Robinson, Wink's 170 pound Negro halfback, gave Wildcat fans a thrill late in the game when he raced 48 yards to the Albany 20, but he fumbled when he was tackled and Albany recovered. He was Wink's leading rusher with 107 yards.

Albany's winning streak is the longest in the state for teams in Class A and above.

Read the News Classified Ads

Bears Clip Ags Unbeaten String

NEW YORK (UPI)—Ballhawking Baylor converted four of its five fumble recoveries into three touchdowns and a field goal Saturday and whipped previously unbeaten Utah State, 24-9, in the first Gotham Bowl football game before a box office flop crowd of 15,123.

Only a fat fee from nationwide television made the game worthwhile financially for the two teams, who split 75 per cent of the total proceeds. TV rights were estimated at $100,000.

Baylor Ace Ronnie Bull smashed through Utah State's three-quarter ton line on a 15-yard touchdown run in the first period and quarterback Don Trull contributed a two-yard scoring plunge, then a 39-yard touchdown pass to end Tom Plumb. In between, end Carl Choate, who kicked all three conversions, added a 22-yard field goal.

Bull also fumbled away an almost-certain touchdown on Utah State's 15 as the first half ended and another apparent Baylor score in the third period, a Trull pass to Jim Ingram, was nullified by an offside penalty.

Utah State, the nation's highest scoring major college team with a 38.7 average, failed to get out of its territory in the first half but scored in the third period on a 36-yard field goal by Jim Turner and in the fourth on a 4-yard run by Bill Munson. It was Utah State's fourth bowl appearance and fourth defeat.

It was a hard-hitting game in 35-degree weather, resulting in frequent ball handling errors. Baylor intercepted three passes as well as recovering five fumbles and Utah State launched its scoring drives after recovering a fumble and intercepting a pass.

Utah State's second-string tackle Clyde Brock, a 271-pounder, was held out of the game because he reportedly had signed a pro contract with the Chicago Bears and Utah State elected not to jeopardize its chances by using an ineligible player.

Baylor ran up a 10-0 halftime lead on Bull's 15-yard blast over left guard in the first period and Choate's 22-yard field goal in the second. Halfback Tommy Minter set up Bull's touchdown by recovering Ron Prince's fumble on Utah State's 45. Minter picked up 14 around right end and a pass interference penalty gave Baylor a first down on the 15. Bull scored standing up on the next play.

Bobby Lane recovered a fumbled punt by Tommy Larscheid of Utah State on Utah State's five in the second period and, when Baylor could get nowhere on the ground, Choate booted a 22-yard field goal.

Utah State scored for the first time early in the third period when tackle Allan Nelson recovered a fumble by Sonny Wharton on the Baylor 19 where, on fourth down, Turner kicked a 36-yard field goal.

Baylor guard Bob Mankins set up another Baylor touchdown in the third period when he recovered a fumble by Roger Leonard on Utah State's 20. Trull finally sneaked over for a touchdown when Prince fumbled and Ronnie Stanley recovered on the Baylor 17. Baylor then drove 83 yards in seven plays with Trull passing the last 38 to Plumb.

Midway through the final period, a pass by Stanley was intercepted by halfback Bob Novotny on the Baylor 16 and Utah State produced a touchdown in three plays with Munson running over from the four. An attempted conversion run failed.

Laver Takes Men's Lawn Tennis Title

MELBOURNE, Australia (UPI) — Wimbledon champion Rod Laver won the men's singles title in the Victorian lawn tennis championship Saturday and Australian star Margaret Smith once again beat U.S. champion Darlene Hard of Montebello, Calif., 6-3, 6 - 2, to win the women's crown.

Southpaw Laver dropped the first set and then had to go all out to beat his Australian Davis Cup teammate Roy Emerson, 4-6, 8-6, 9-7, 6-3 in the men's final.

Miss Smith's triumph over Miss Hard was her third straight over America's top player in the last fortnight. The Aussie star was below form but still much too good for Miss Hard, who was suffering from the effects of a muscle strain.

Both players were hitting the ball hard, but Miss Hard made far too many errors and the match lasted only 44 minutes with few worthwhile rallies. All told, blonde Darlene was charged with 36 errors against Miss Smith's 28 and the U.S. champion scored only half the number of placements and held her own service only three times.

Once, after a line call that displeased her, Miss Hard belted a backhand volley fiercely and almost hit a baseline ballboy.

The Laver - Emerson match, however, was brilliantly played as both players used net-rushing tactics. Laver eventually proved the steadier and scored the vital breakthroughs.

Laver powered his way to a 5-0 lead in the fourth set but Emerson fought back gamely. Laver's concentration lapsed momentarily and Emerson, after holding his own service, broke through to trail, 2-5. Laver took a 15-40 lead in the next game, but Emerson won four points in a row to take the game and then trailed by only 5-3.

Farrell Still In Tie For Lead

CORAL GABLES, Fla. (UPI)—Bill Farrell of Springfield, N.J., a chip off a championship block, shot a two-under-par 69 Saturday to continue for the third staight day in a tie for the lead in the $20,000 Coral Gables Open Golf Tournament.

Former national public links champion Dan Sikes of Jacksonville, Fla., eased home with a 68 to vault from a tie for fifth place to a tie for the top with Farrell.

Farrell and Sikes showed 54-hole cards of 205, eight under par for the 6,563-yard Biltmore golf course.

Two strokes behind the leaders was George Knudson, intense little 145-pound Canadian from Toronto, with a 71 Saturday for 207, which gave him sole possession of third place.

Tommy Aaron of Gainesville, Ga., Chico Miartuz, Miami Beach, and Bill Collins of Miami were tied for fourth at 208. Aaron, former Western Amateur champion, shot a 67 Saturday and Miartuz a 69.

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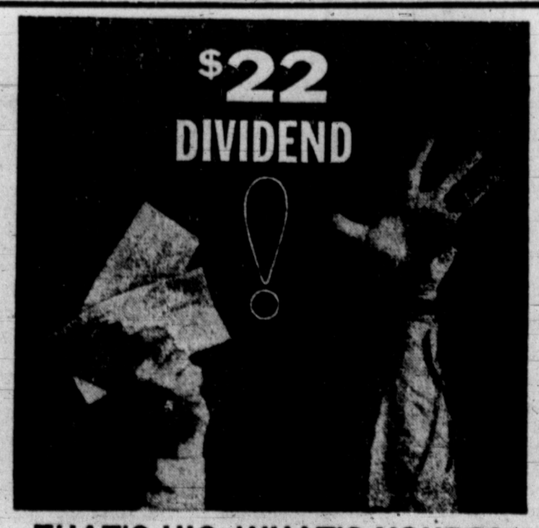

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Harvesters Rack Haltom In Friday Night Game

Keith Swanson, Randy Matson Star In Victory

By JOE LEE SMITH
Sports Editor

Randy Matson and Keith Swanson performed their usual duties Friday night to spark the Pampa Harvesters to their sixth straight win this season — and seventh over a two year span — by downing the Haltom City Buffs 67-50 at Harvester Fieldhouse.

Big Randy, the heart of the Harvesters team, looked in all-state form as he pumped in 25 points to walk away with scoring honors. And was he ever sharp. Of course, Matson got most of his points on tip-ins and lay-ups, but the 6-5 ace displayed a beautiful hook — good for three fielders — and a well executed jump shot.

Swanson continues to be the playmaker which the Harvesters need so much. The little junior guard didn't get into the game until the third period, but he canned 13 points — 11 in the last quarter — on driving lay - ups through the Buff defense, set shots and once the 5-10 backcourtman even scored on a tip-in.

Again it was the sharp passing combination of Swanson and Matson that enabled the Harvesters to pull away to victory. Pampa led 34-31 when Swanson entered the game and they quickly pulled up to a 47-36 advantage with Matson dunking in nine quick points.

And Swanson was tremendous under the boards as he grabbed eight rebounds in less than two quarters and guards are not supposed to do that — especially 5-10 guards.

Pampa never trailed as Wayne Kreis scored on a driving lay-up in the opening moments and Lloyd Balch popped in a charity toss for a 3-0 advantage. Haltom (Birdville) cut the count to 10-9 before the end of the initial quarter, but that was as close as the Buffs could get.

Kreis meshed 12 points for Pampa in the first half but the junior guard did not see any action in the last half. All of his points came on long over-the-head set shots.

Haltom held on doggedly and trailed only 34-30 at halftime but Pampa built up steam in the last half and flooded the floor with reserves in the final three minutes.

Bobby Neslage garnered 10 points and once again proved to be a valuable man under the backboards. Neslage chalked up six tallies in the first period.

David Duke led the Birdville cagers with 15 points. The rugged Pampa defense limited the Buffs to just five field goals in the last 16 minutes of play.

The box scores:

Haltom	FG	FTA	FT	PF	Pts.
Arnold	5	2	0	5	10
Duke	5	7	5	4	15
Fenimore	1	0	0	1	2
Lanier	1	5	2	3	7
Rasburg	3	6	5	2	11
Weber	0	6	5	2	11
Wood	1	3	2	4	4
Totals	16	27	18	19	50
Pampa	**FG**	**FTA**	**FT**	**PF**	**Pts.**
L. Balch	0	3	1	3	1
Neslage	5	4	0	4	10
Matson	10	9	5	3	25
Kreis	5	3	2	3	12
G. Balch	2	3	2	2	6
Swanson	5	5	3	3	13
Cantrell	0	0	0	1	0
Stewart	0	0	0	0	0
Sikes	0	0	0	0	0
Burgess	0	0	0	0	0
Totals	27	27	13	19	67



BACKCOURTMEN STARS—Harvester backcourtmen—left to right—Gordon Balch, Wayne Kreis and Keith Swanson each had a big hand in helping Pampa beat Haltom 67-50 Friday night. Balch just scored six points but was tough on defense, Kreis chipped in 12 points and Swanson pumped in 13 and grabbed eight rebounds in less than two quarters. (Daily News Photo)



MATSON DUNKS—Randy Matson, the 6-5 Pampa leading cage scorer, dunked in 25 points Friday night in leading the Harvesters to a 67-50 win over Haltom. Matson now has scored 126 points in the first six games. (Daily News Photo)

Shocks Trip Buffalo Five

Using a torrid third period scoring outburst and an almost invincible defense, the Pampa Shockers tripped the Haltom B team 56-43 Friday night for their sixth straight triumph of the season.

Ricky Stewart led a pesky, tight defense that limited the earlier hot Buffs to just five meager points — all on free throws — in the third period. And the Pampa soph scored six points and Gary Sikes canned nine in the period as the Shocks battled back from a 26-25 halftime deficit to roar to a commanding 47-31 lead.

Sikes wound up as high point man with 19, while Stewart, Larry Clifton and Donny Ayers contributed 10 each.

For a while, the Shocks were just on the court floundering around as the red-hot Buffs roared to a commanding 19-8 first period margin. But Pampa rallied to narrow that lead to one point at intermission.

Haltom raced to a 10-1 bulge midway through the opening quarter before Pampa found the range, but even then the Shocks couldn't halt the sharp-shooting Buffs.

The Buffs, however, found the Pampa defense much tougher in the second half and didn't hit a fielder until early in the final quarter.

Coach Roy Kieval's Shocks fell behind 27-25 at the start of the second half but canned 14 points in a row before the Buffs could mark again.

The box scores:

Haltom B	FG	FTA	FT	PF	Pts.
Deats	3	2	1	4	7
Driggers	4	6	4	2	12
Peterson	2	1	1	1	5
Nelson	2	4	1	4	5
Lake	4	4	3	3	11
McFarlie	0	1	0	1	0
Jennings	0	5	3	4	3
Totals	15	23	13	20	43
Shockers	**FG**	**FTA**	**FT**	**PF**	**Pts.**
C. Price	1	0	0	1	2
Sikes	7	7	5	2	19
Ayers	4	2	2	4	10
Clifton	2	9	6	4	10
Bridges	0	0	0	3	0
Stewart	4	3	2	4	10
Hebert	2	4	1	2	5
Totals	20	23	16	20	56

Dallas Cowboys Sign Two More

DALLAS (UPI) — The Dallas Cowboys of the National Football League announced Saturday the signing of their 20th draft choice and a free agent to bring to six the number of players signed this week.

Latest to ink a Cowboy pact were Amos Bullocks, a 6-1, 197-pound halfback - sprinter from Southern Illinois, and David Baxter, a 62, 235-pound tackle from Tennessee Tech, who was a free agent.

SWC Vetoes Extending Eligibility Of Athletes

DALLAS (UPI)—The Southwest Conference revealed Saturday it had taken a stand against extension of eligibility for athletes who, for one reason or another, got in only a small amount of participation in a certain sport.

The revelation came as Conference Secretary Howard Grubbs reported that two such "hardship case" applications considered by the conference faculty committee in its weekend meeting here had been denied.

Texas Tech had sought another season of track eligibility for a track man, John Byram of Abilene, who was hurt in a winter indoor meet last season and could not compete in the regular spring track program.

Southern Methodist had sought similar extension for footballer Mike Rice, a fullback who was hurt in the Mustangs' opening game with Maryland and missed the remainder of the season.

Grubbs said it was the feeling of the committee that "because of the multitude" of such instances that the conference adhere strictly to its present standards and make no exceptions for extenuating circumstances.

The conference also kept alive studying the possibility of limiting the length of athletic scholarships. The committee made a report to the faculty group, but made no recommendations.

The conference presently permits schools to set its own formulas on issuance of scholarships of from one to four years. Some conferences limit scholarships to one year with options for renewals.

Grubbs said the committee was considering whether a limitation plan might be feasible for Southwest Conference members.

The faculty governing body also continued in operation a committee empowered to carefully scrutinize the athletic program of any member whose two-year scholarship average exceeded 100 in football and 20 in basketball.

The conference also adopted numerous recommendations passed along by its athletic directors and coaches, including:

—That physical activity be permitted in the off season, for football players "provided no football equipment be used, no football fundamentals be taught or football instructions given."

All schools have had some sort of physical conditioning program for their football players, but the inconsistency of the programs gave rise to reports that some schools were holding illegal spring practice.

Yankee Senior Bowl Squad Selected

MOBILE, Ala. (UPI)— Twenty-five top "Yankee" football stars—22 of them probably bound for professional ranks—were selected Saturday as the Northsquad for the 13th annual Senior Bowl game Jan. 6.

High on the list is Alex Kroll, center on the uneaten Rutgers eleven and a member of the United Press International all-America squad. Kroll, a Phi Beta Kappa scholar, has signed to play pro ball with New York of the AFL.

The Yankee backfield includes quarterbacks Ed Wilson of Arizona, Mel Melin of Washington State and Joe Zuger of Arizona State. Wilson, ranked eighth in the nation among passers, and Melin, last year's top throwing arm, will alternate running the club while Zugar, the nation's top punter, is expected to handle most of the foot work.

The North team will have a line averaging 228 pounds, eight pounds more than the South team announced Friday.

In the backfield, the Northerners average 185 pounds to the South's 190, with Tom Larscheid of Utah State, a Philadelphia Eagles draft choice, the lightest man at 174.

All told, 20 colleges are represented on the squad from the Big Ten, Mid-America, Middle Atlantic, Border, Big Eight and California collegiate athletic conferences.

Each member of the winning team will receive $600 with the losers taking home $500 apiece. The Rebels lead the series at present seven games to five. Last year's edition went to the south 33-26 on a last-gasp touchdown.

The North team:

Ends: Art Brandstatter of Michigan State, Charles Bryant of Ohio State, Larry Vargo of Detroit and Dave Viti of Boston University.

Tackles: Doug Brown of Fresno State, John Lomakoski of Western Michigan, Clark Miller of Utah State and Jim Smith of Penn State.

Guards: Ed Blaine of Missouri, Bill Byrne of Boston, College, Jerry Croft of Bowling Green, Gary Cutsinger of Oklahoma State.

Centers: Ken Desmarais of Holy Cross and Alex Kroll of Rutgers.

Quarterbacks: Mel Melin of Washington State, Ed Wilson of Arizona and Joe Zuger of Arizona State.

Halfbacks: Jim Dillard of Oklahoma State, Tom Larscheid of Utah State, Hank Rivera of Oregon State, Ed Ryan of Michigan State, Bob Bisacre of Wyoming and Pete Schenck of Washington State.

Fullbacks: Steve Simms of Rutgers and Bill Tunnicliff of Michigan.

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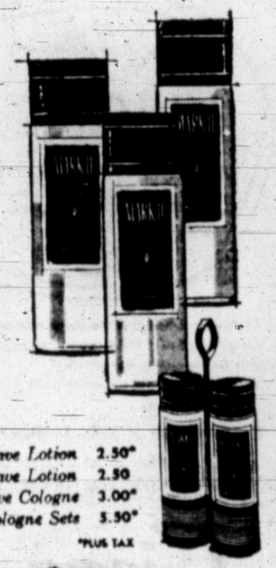
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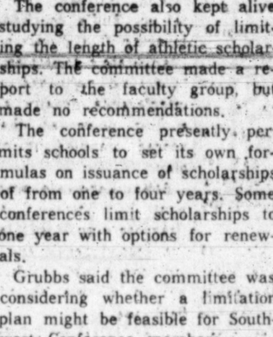
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Groom Personals

Mrs. George Britten
Daily News Correspondent

Mrs. Jimmy Austin and daughter, Cathy visited her parents, Mr. and Mrs. Loue Leven, Bernadine Ann and other relatives and friends in Groom Monday.

Miss Janice Weinheimer, Pampa, visited her parents, Mr. and Mrs. Eugene Weinheimer over the weekend.

Mrs. Guy Blackwell an son Guy Lynn were Amarillo visitors Monday.

Mr. and Mrs. L. C. Jones spent the weekend at Lubbock visiting their daughteer, Mrs. Melvin Briten.

Mr. and Mrs. Rudy Pugh and children and Mrs. Guy Richard Zigle, Amarillo, visited the girl's parents, Mr. and Mrs. John Weller and other relatives Saturday.

Mr. and Mrs. D. H. Faley and family, Pampa, visited his parents, Mr. and Mrs. John Farley Sunday.

Mr. and Mrs. Phil Farley left for Waco Tuesday where Mr. Farley will attend the Masonic Grand Lodge.

Among those from Groom shopping in Pampa Monday were: Mrs. Margaret Weller, Mrs. Tssie Dorsey, Mrs. Paul Homer, Mrs. Ted Fiemel and Mrs. Jim Stewart.

Mr. and Mrs. Alton Goodin and girls, Claude, were Friday guests Faulkner and boys.

Mr. and Mrs. Bobby Cornett and Mr. and Mrs. Billy Cornett attended church at St. Paul's Methodist Church in Amarillo Sunday evening. Special guests for the service was the West Texas State College choir.

Mr. and Mrs. O. P. Blackwell and Rev. and Mrs. C. R. Copeland were Pampa visitors Sunday.

New Moon Trip Technique Bared By Space Agency

HOUSTON, Tex. (UPI)—America's newly announced "rendezvous rocket" for two astronauts may bridge the gap between the current man-in-orbit program and the projected design to send a man to the moon.

The anouncement came this week from the National Aeronautics and Space Administration's new space craft center now under construction at Houston. It said the cost of the two-man rocket would be about $500 million.

The idea is this:

One rocket carrying a power supply for a shot to the moon would be sent into orbit around the earth. A second rocket carrying a crew for the moon flight would be launched.

The second rocket would join the first in orbit, then the astronauts would use the power supply aboard the first rocket to blast off for the moon.

Some space scientists feel that this 'rendezvous in orbit" techthis "rendezvous in orbit" technique not only will be much less costly than the ballyhooed Nova project, but may make a moon flight possible much earlier.

Dr. Wernher von Braun, the famed space scientist, may have inadvertently tipped the space agency's eventual plans. He said at a recent meeting of the American Rocket Society that "rendezvous" might cut a year or more from the time it would take the United States to reach the moon with men.

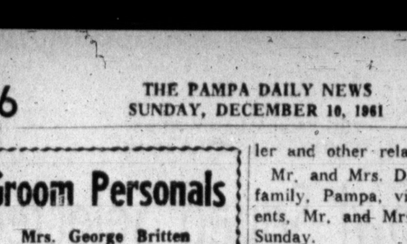
The Nova program is a gigantic, expensive "all-in-one-shot" proposal. It calls for a crew of astronauts to blast off from earth in the 1963-64 period, starting with the Washington Monument and land on the moon in a non-stop flight.

NASA said the first flights of the two-man capsule would begin in the 1963-64 period, starting several unmanned flights from Cape Canaveral.

The present Mercury capsule uses a modified Atlas intercontinental missile as its booster. The enlarged capsules will use Titan II, an as-yet-untried ICBM.

BOMB DAMAGES NEWSROOM

PARIS (UPI) — Terrorists set off a plastic bomb near the newsroom of France-Soir, the nation's largest evening newspaper, Wednesday. The blast caused heavy damage, and injured one newsman.



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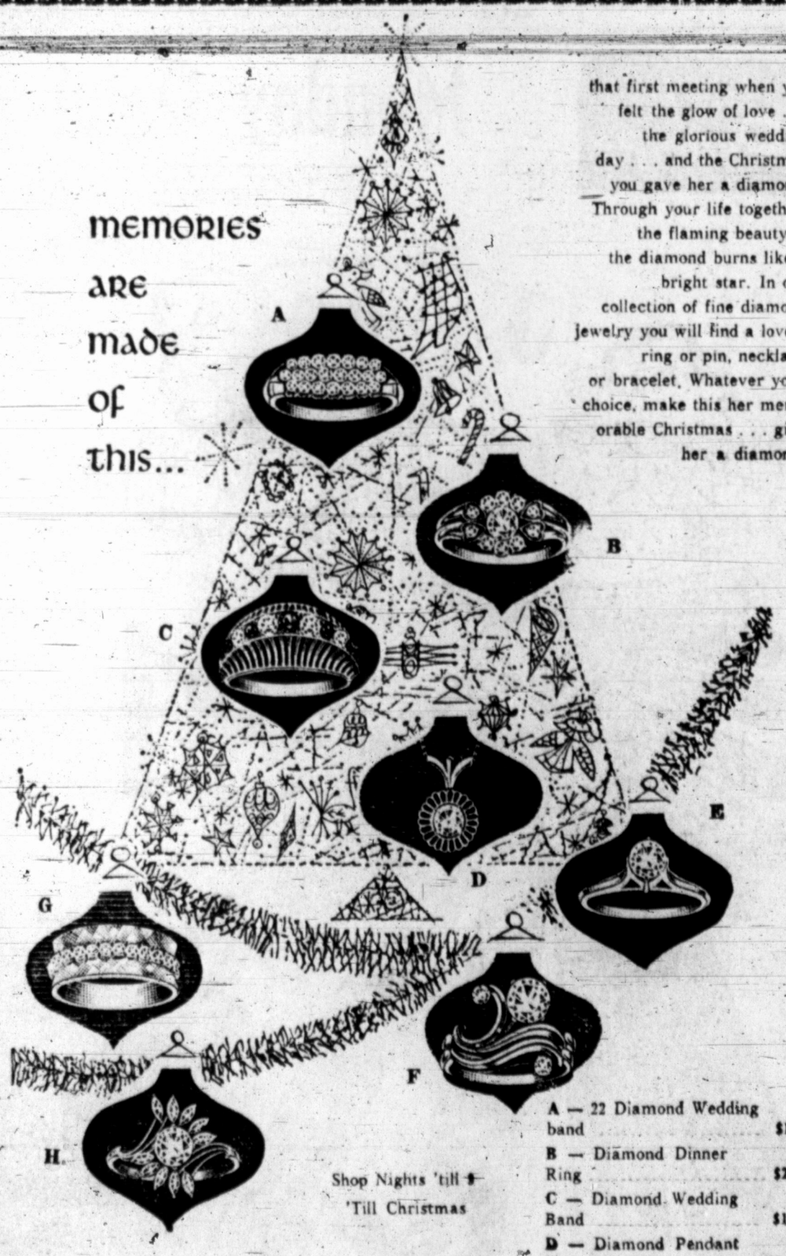

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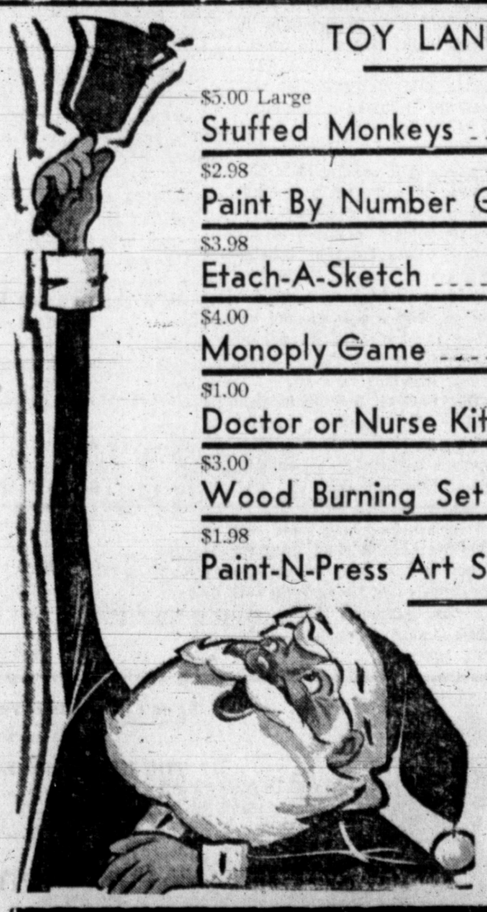

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EL PROGRESSO STUDY CLUB has the distinction of being oldest federated club in Pampa having received its charter from the Texas Federation of Women's Clubs in Februrary of 1923. It also has the distinction of having a charter member still active in its club affairs, Mrs. George Walstad, seated center with current officers of the club, seated left and right, Mrs. Charles Lanehart, secretary and Mrs. Verl Hagaman, reporter; standing left to right, Mrs. D. V. Burton, treasurer, Mrs. Jess Clay, president and Mrs. Fred Curtis, parliamentarian.
(Daily News Photo)

Pampa And The

TOP O' TEXAS in TRANSITION



Pampa... A City Of Busy Women

By Doris E. Wilson
women's page editor

Transition....a time of change. And whose life has changed as much as the homemakers in the past 10, 15 or 25 years? A calendar of weekly activities is where you can see the greatest change. A woman's week used to be catalogued, thus: wash-day, ironing day, cleaning day, baking day, and grocery-shopping day. She still incorporates all of these important tasks into her activities, but with the advent of all the modern miracles of time-saving mechanical gadgets, she is now able to add Study Club Day, Garden Club Day, Bridge Club Day, PTA Day, Circle Meeting Day. Pampa is particularly a city of busy women with every type of club and activity to interest every type of homemaker. As proof of this, the following is a portion of the clubs, which are active in Pampa, their activities and highlights of their club year:

STUDY CLUBS

TWENTIETH CENTURY CLUB of Pampa was organized in the home of Mrs. V. E. Fatheree on Jan. 12, 1928. Charter members of the club were Mmes. V. E. Fatheree, R. W. Mitchell, W. A. Bratton, James Todd, I. B. Hughey, John Willison, H. D. Lewis, Henry Thut, H. B. Twiford, Raymond Harrah, Joe Smith, A. H. Doucette, Richard Campbell and A. R. Sawyer. Mrs. Hughey and Mrs. Harrah are charter honorary Life Members.

The motto of the club is "Let us have heads that think and hearts that beat as one." The object of the club is "the mutual improvements of its members in literature, art, science and the vital interests of the day."

On Feb. 13, 1928, the club gave a silver tea for the purpose of starting a library in Pampa. A house - to - house canvas was made for contributions of books and money. A room was furnished by the Methodist Church for this purpose and club members served as librarians. The club was instrumental in getting the ordinance passed, which forbids the sale of and use of fireworks within the city limits. Three "Good Citizenship Awards" are presented each year to outstanding students of Carver School. The Christmas of 1938 marked the beginning of many years of singing Christmas Carols to the shut - ins.

The club cooperates in civic affairs and drives. Thousands of hours were given in Home Service and in production for the Red Cross during the war years. The club participates in Polio Drive, Cancer Drive, Heart Fund and the United Fund. It also sponsors art exhibits. One of the more recent projects is the presentation of a scholarship to a Pampa Senior. Since the war years, as much emphasis has been placed upon participation in community activities as the mutual improvement of its members.

In 1929, the club organized the Twentieth Century Forum; this was followed by the organization of Twentieth Century Culture Club in 1931. As Pampa grew, the clubs grew and in 1949, Twentieth Century Allegro was formed and in 1953 Twentieth Century Cotillion had its beginning.

Mrs. R. W. Stowers serves the twenty members as president for the 1961 - 62 year. Five of the present members, Mmes. W. R. Campbell, F. M. Culberson, J. W. Gordon, Raymond Harrah and R. E. McKernan, have been active in the club for 25 years or more.

TWENTIETH CENTURY ALLEGRO CLUB was organized on April 19, 1949 with the object, as set forth in the Constitution "the object shall be the mutual improvement of its members in literature, art, science and the vital interests of the day." The club was organized by members of the Twentieth Century Club at a meeting held in the home of Mrs. J. W. Garman. Each brought guests, who made up the charter membership of the new club.

Mrs. Raymond Harrah directed the formation of the new club. First officers were Mmes. Robert Karr, president; R. K. Duket, vice president; Charles Hickman Jr., secretary; George A. Snell, treasurer; Howard Vineyard, parliamentarian; J. W. Garman III, critic; Raymond Reid, reporter.

Charter members other than the officers were Miss Jean Chisholm; Mmes. George Cree Jr., Billy B. Davis, Robert L. Edmonson, James O. Evans, John J. Frisby, John M. H. Garman, James Leverich, Tom Rose Jr., Carl Shimek, Robert Sims, Harry Hight and G. M. Walls.

Allegro was federated with the Texas Federation of Women's Clubs in 1949. Study theme for the first year was "The American Home; the current theme is "New World." Programs are on current events in literature, art and science.

Socially, the club was hostess for the 1961 annual Presidents' Coffee honoring all Twentieth Century Club presidents in October; entertains husbands at a party anually and has annual Guest Day teas to close the winter activities in the Spring.

Present officers of the club are: Mmes. Raymond Reid, president; David W. Price, vice president; W. J. Cundith, secretary; J. W. Hugg, treasurer; Charles W. Walsh Jr., reporter; W. P. Bridges, parliamentarian.

TWENTIETH CENTURY COTILLION CLUB was organized in 1953, the silver anniversary year of its sponsor, the Twentieth Century club. The first officers were Mmes. John Campbell, Ralph McKinney, Lee Moore Jr., Stanley Chittenden and R. J. Sailor Jr.

The motto is "Time wasted is existence; time used is life." Its object is the mutual improvement of its members in literature, art, science and the vital interests of the day. The courses of study have included programs covering travel, medicine, politics, book reviews, safety and others to carry out the motto and purpose of the club.

Highlights of the club's activities have been the monthly Fashion Luncheons in the Coronado Inn and the scholarship given to a Pampa High School student.

TWENTIETH CENTURY CULTURE CLUB was organized in 1931 with Mrs. L. N. McCullough, now living in Albuquerque, N.M. as president. "America In Fine Arts" was chosen as the first course of study. The motto chosen for the club was and still is "to study and keep its members better informed."

Among the many projects of the club in the past have been contributions to different charities, the Youth Center, clothing for local school children, contributing books to the library, goodwill baskets for those in need; and buying Community Concert tickets for school children. Each year a project is selected by the group considered timely for that year in that it meets the needs of the community.

Twentieth Century Culture has 20 regular members; three inactive members and one honorary member, Mrs. F. E. Leach of Abilene.

TWENTIETH CENTURY FORUM was founded in 1929 with Mrs. Eli Willis as president. An offspring of the Twentieth Century Club, it was first known as Junior Twentieth Century."

In the early years, the club sponsored a free clinic, which was held once a week in an empty room in the old White Deer Land Building staffed by doctors and nurses of Pampa. Club members made this service known to potential patients, provided transportation when necessary and assisted in other ways.

In recent years, the main project of Forum has been assistance to high school girls. An annual scholarship for graduating seniors (last year two were given, to a set of twins) is financed by fall rummage sale.

The club's motto is "We must sail, not drift or lie at anchor." The club is currently studying "The Fabulous Fifty", relating to interesting sections in the 50 states.

CIVIC CULTURE CLUB was organized in 1917 as the Wayside Home Demonstration Club until 1925, when it became a study club. The name was changed to the Civic Culture Club in 1926 and was admitted to the Texas Federation of Women's Clubs in the spring of 1930.

The object of the club is the mutual improvement of its members; to encourage the habit of reading and study. The club is limited to an active enrollment of 20 members, who meet twice a month. Husbands are entertained at a Christmas party and a Guest Day tea is held at the close of the year. Delegates are always sent to district meetings and often to state meetings. The club meets all the requirements of the federation in their program material; and participate in all their projects. The club subscribes to the Optimists Dollar - a - Month Club and assists in most all other local civic projects.

One of their members is District Conservation Department chairman, who, with other members, attend workshops and are active in district projects.

Included in active memberships are two of the charter members, Mrs. Katie Vincent and Mrs. Irvin Cole. Mrs. W. J. Morris is the current president.

EL PROGRESSO has the dis-

(Continued On Page 18)



AMONG THE BUSIEST women in Pampa are the Red Cross Gray Ladies, who, among other duties, provide transporation of guests to and from the Altrusa-sponsored Senior Citizens Center each Thursday afternoon throughout the year. Pictured above taking their passengers to the monthly birthday party held the first Thursday of each month are, left to right, Mrs. Stanley Brandt, Mrs. Mollie Hethcock, Mrs. J. C. Moseley, Mrs. A. D. Hills, all of Pampa and Mrs. Mary Johnston, Mrs. O. O. Bishop, both of Lefors.
(Daily News Photo)

Pampa Women Lend Talents To Civic Projects

(Continued From Page 17)

tinction of being the oldest Federated Women's Club in Pampa. It was on January 23, 1923, that a small group of women met in the home of Mrs. W. R. Silvey and discussed the need of a study club. The names of pioneer Pampans are familiar in the list of charter members: Mmes. John Andres, George Walstad, P. C. Ledrick, H. L. Ledrick, C. P. Hunkapillar, L. C. McMurtry, C. P. Buckler, William Craven, T. D. Hobart, Arch Cole, C. C. Cooke, V. A. Fatheree, Dave Pope, W. Purviance and Siler Faulkner. One of these charter members is on the present list of active members, Mrs. Walstad.

In the first year of its organization, besides the regular study course, the club conducted a story - telling hour for children during the vacation months.

Through the years, the study courses have been varied, stressing subjects of most interest to women and following the departmental subjects of federated clubs.

As Pampa grew, the need was felt for other clubs and some of the charter members of El Progresso were instrumental in organizing them. In 1927, El Progresso cooperated in the organization of a part - time library conducted by members of all study groups and from this beginning was developed the Pampa City Library.

Each year, El Progresso sponsors a book shower for the library.

Other projects through the years have been contests for beautiful gardens and yards, assistance in the colored school and nursery and support of all council and civic projects.

PARENT EDUCATION CLUB came into being in September of 1940, when the executive board of the American Association of University Women recommended that the Pampa Branch sponsor the Parent Education group. Mrs. Foster Fletcher was elected the first president of Parent Education Club.

In 1941, Parent Education Club became federated and was sponsored by the Twentieth Century and El Progresso Clubs. Since 1941, the club, composed of 20 mothers, has met twice a month to study topics relating to rearing happy, well-adjusted children.

During the war, the club made shirts for the Red Cross, helped at the USO, sent Christmas boxes abroad and furnished a nurses room at the Pampa Air Base. After the war, the club contributed to many projects in connection with school children. Since the inception of the facilities for exceptional children in Pampa schools, the club has as its main project the continuation and expansion of that program.

VARIETAS STUDY CLUB was organized in 1927 and federated the same year under the name of Child Study Club. Mrs. H. T. Hunkapillar was the first president. The club's motto was "Come, let us live with our children."

At the end of the five-year period, the members decided to continue as a club and to plan programs around the theme of child study. As their children grew older, programs gradually changed into studies of self - improvement, civic betterment, national news and world affairs. In 1940, the name of Varietas Study Club was chosen, denoting the club's intention of using a varied program in its meetings.

The club has made contributions to all federation projects, to the Pampa City parks, Lovett Memorial Library, all community drives, scholarships and other contributions to worthy Pampa students and many gift packages to hospitals and charity causes. The club membership of 24 is headed this year by Mrs. Joe Z. Weaver, president.

PEO

THE LOCAL CHAPTER CS of PEO was organized in 1952 with approximately 26 resident members. PEO is an organization of more than 137,000 women dedicated to educational and cultural pursuits. It was founded in 1869 at Iowa Wesleyan College in Mt. Pleasant, Iowa by seven girls. It now has approximately 3600 chapters in Canada and the United States. With a heritage of and for education, PEO maintains a Loan Fund to assist women in securing the higher education needed today. These young women exert an influence for good as nurses, teachers, missionaries, librarians, technicians and secretaries all over the world.

Cottey College, established in Nevada, Mo. in 1884 has been owned and supported by PEO since 1927. The PEO International Peace Scholarship program was started in 1949 with the belief that education is fundamental to world peace and understanding. It is supported by voluntary contributions of members and provides scholarships for selected women from other countries to study in the US and Canada. Since 1949, more than 557 scholarships have been granted to students from 54 countries. The total value of these scholarships amount to more than $418,000.

OPTI-MRS. CLUB

Opti-Mrs. Club was organized on April 17, 1956 with 16 prospective members attending. The first meeting was held on May 1, 1956. The club's purpose is principally to assist the Optimist Club in work with boys, with a secondary aim to assist girls.

The club, for fund-raising projects, has Christmas Bazaars, Bake Sales; Sells Christmas cards and Christmas candy; sells tickets to Pony League playoffs; sells crutches for the March of Dimes; helps to run the boxing and baseball concessions.

This year, the club sponsored a girls' softball league and for the past two years has given a scholarship to a worthy girl.

The club has dinner meetings or a salad supper several times a year. In planning socials, the club includes families as much as possible, at ice cream parties, Halloween parties and Hamburger Fries.

In the past two years, the Opti-Mrs. Club has assisted in organizing the Lefors Opti-Mrs. Club and the Pampa Morning Opti-Mrs. Club.

More than half of the present membership of 22 members hold down full time jobs in addition to the tasks of housekeeping and raising families.

KAPPA KAPPA IOTA SORORITY

KAPPA KAPPA IOTA SORORITY was founded in 1921 as the Blue Blue Violets by a group of college and public school teachers in Stillwater, Okla.

The Gamma Conclave was organized in Pampa in 1950 with Mrs. B. G. Gordon as president and Mrs. B. R. Nuchols as vice president. Mrs. L. B. Penick is currently serving as president of the Conclave. The main projects are preparing Christmas baskets and assisting with the March of Dimes. The highlight of the year is the Sweetheart Dinner, held in February with husbands and friends as guests.

In 1959, the Gamma Conclave, under the leadership of Mrs. Charles Meech, sponsored the organization of Alpha Iota Conclave and this group chose Mrs. Wendell Altmiller as its first president and Mrs. Don Hickman as vice president.

The Kid Party in December is the highlight of the year, when in lieu of gift exchange, toys are brought to be used as gifts for underprivileged children. Mrs. W. L. Veale is president of the Alpha Iota Conclave.

In 1931, the group changed its name from Blue Blue Violets to Kappa Kappa Iota and in 1949, it became a National Honorary Sorority for teachers meeting certain standards and requirements. Its aims include encouragement of high professional standards and sponsors altruistic programs and national scholarship fund, as well as promoting social enjoyment among teachers.

PAMPA GARDEN CLUB

PAMPA GARDEN CLUB was organized in April of 1956 for the purpose of encouraging improvement in the home and grounds and to promote improvement in the appearance of the City of Pampa.

As a member of Texas Garden Club and National Council of State Garden Clubs, Inc., the membership is kept at about 50 members.

The club has assisted with the Chamber of Commerce-sponsored Christmas Decoration Contest for the past five years. It has carried out such projects as the Red Bud Trail by presenting Red Bud trees to fourth grade students of Pampa and planting trees in Hobart Street Pak and Pampa Rose Garden.

The club helped to organize the Top o' Texas Garden Club, the African Violet Society and the Mr. and Mrs. Garden Club.

To date the club has staged six flower shows and each year has applied for two or three state awards, winning three; two of which were first place winners.

The Pampa Garden Club is responsible for planting 1,415 trees, 209 roses, 445 shrubs and a planter box in the City Hall entrance way this past year. Garden Club members were hostess last year for the Northern Zone meeting; attend district conventions and send delegates to the state conventions.

BLUEBONNET 4H CLUB

BLUEBONNET 4H Club was organized in May, 1961 with Miss Phyllis Atwood as president and Mrs. Derrel Hogsett as the organizational leader. The 20 members are actively engaged in learning the arts of cooking, sewing, good grooming and modeling. In the 1961 County Dress Revue, the club won nine blue and three red ribbons; they also won a float trophy in the Kid Pony parade, held in conjunction with the Top o' Texas Rodeo this year.

METANET QUILTING CLUB

In September, 1959, a group of five women were invited to the home of Mrs. Forrest Cloyd, 700 N. Sumner, to help her quilt. Attending were Mmes. John Gibson, J. C. Longan, W. D. Kendree, Wayne Phillips, Eugene Tollison. Everyone attending enjoyed the day so much that it was decided to meet often and for a day of fellowship and quilting. Meetings were held once a month from September until school was out in May 1960.

On Sept. 8 1960, the original group and others organized the Metanet Quilting Club and 12 quilts were completed during the first year. The club has a special project of presenting quilts and other gifts to needy families. It meets the first and third week of each month for luncheon and an all-day quilting bee.

Mrs. J. C. Longan served as its first president: Mrs. George Phillips is the current president.

SOUTHWESTERNERS

A GROUP OF women met July 18, 1952 for the purpose of organizing a club for the mutual benefit of the wives of the employees of Southwestern Public Service Co. For the past nine years, the club has met two times each month and has aided one another during illness and trouble. One meeting each month is set aside for study or instructive programs. One of their projects is to provide clothing, food and toys for a needy family at Christmas.

AMERICAN ASSOCIATION OF UNIVERSITY WOMEN

THE PAMPA BRANCH OF AAUW was organized on January 19, 1928 with approximately 52 members. At the time of organization, it was known as the Pampa Branch of AAUW and College Club. The second year the Branch had a membership of 115, but only 23 qualified as national members.

Activities the first year centered about efforts to gather money for a scholarship fund and extensive work and active support for the City Library was begun. During the depression years, the group met and worked with others in a Welfare program. In 1940, the banch was concerned with finding homes for children of the British Branch members. The Branch was also active in AAUW's National Relief Fund Raising Project.

In 1932, the annual courtesy of a banquet for senior girls and their members was changed to a tea or reception which has survived though the years and is one of the year's outstanding programs.

The first scholarship was awarded to Miss Eloise Lane, who is still active in the Pampa Branch of AAUW.

Through the years, the money-making projects have ranged from bridge and dance benefits to bringing worthwhile entertainment to the youth of Pampa in the form of professional and amateur groups of the Children's Little Theater.

BETA SIGMA PHI SORORITY

BETA SIGMA PHI SORORITY, a non-academic sorority, is represented in Pampa by four chapters.

The Upsilon Chapter was organized in 1936 with Miss Frances Stark as first president and five charter members.

In 1953, the XI Beta Chi, an exemplar chapter, was formed on May 15 wih Miss Joyce Wanner as first president.

Two other chapters have been formed since that time. They are Rho Eta in 1955 and Xi Theta Iota in 1961. Mrs. Earl Luther was the first Rho Eta president and Mrs. Pat Watson is currently serving as president of XTI.

The Beta Sigma Phi City Council was formed in 1955 with Mrs. Marian Fugate as president.

Although the organization is dedicated to life, learning and friendship, the different chapters

(See Page 19)



Miss Bernette Christenson

Miss Christenson, Rev. Lunsford Tell Nuptial Plans

Mr. and Mrs. Francis Christenson of Hermansville, Mich. announce the engagement and approaching marriage of their daughter, Bernette to Rev. Richard Allan Lunsford, son of Mr. and Mrs. Dewey L. Lunsford, 1029 Duncan.

The bride-elect attended the University of Michigan, in Ann Arbor as a pre-medical student and is now attending Golden Gate Seminary in Mill Valley, Calif.

Mr. Lunsford was graduated from Pampa High School and Oklahoma Baptist University in Shawnee, Okla. He served as a ministerial student at Golden Gate Seminary.

Wedding vows will be exchanged on Christmas Day in the First Methodist Church in Hermansville.

Wright FASHIONS

For Your Holidays —

Fine Feminine Fashions

SHINTO —the silk linen look

. . . a blend of silk and acetate



Ours Exclusively

You get both a dress and a suit with this costume that knows no limits for day or night, now or any season! The rayon and silk fabric is nubbed to look like expensive silk. Sizes in 12 to 20, 25.95.



Petti Slip of printed silk with an elastic waist to fit perfectly. Available with a scalloped hemline in magenta or green paisley print. Sizes 7 to 11. Or a diamond point hemline in a large floral print of royal or gold. Sizes S, M & L. 4.95.

Lingerie Department

The Fashion Corner of Pampa

222 N. Cuyler

Ford's Boys Wear — Ollie Hare Store For Men



the perfect gift!

for every woman on your list

irresistible seamless nylons

in an irresistible Christmas box!

styles, sizes, colors

1.50 Pr.

Dunlap's Pampa

Lilacs for the lady on your list!

White Lilac Set

—The nostalgic fragrance of lilacs, after a soft, summer rain. Strictly for a woman who remembers romantic things. Beautifully packaged Christmas ensemble: 2 oz. Concentrate Atomist and 4 oz. Dusting Powder. $3.75. Also in Nosegay and Figurine fragrances.

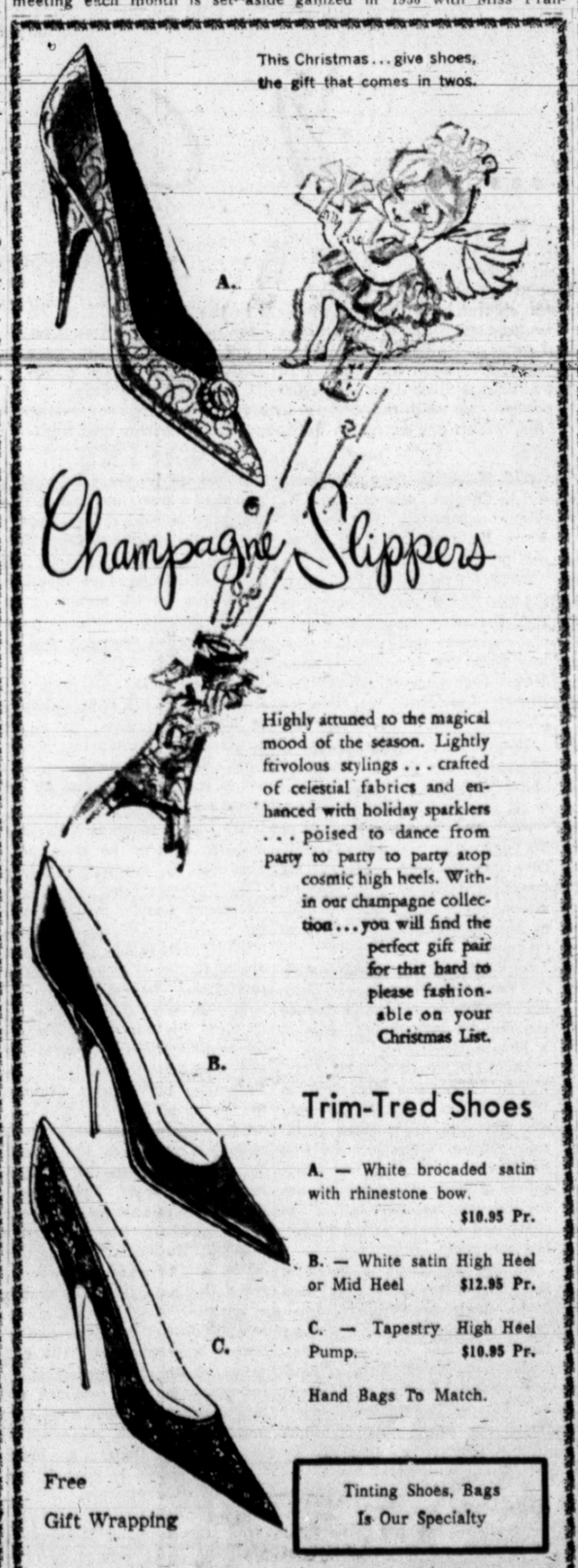
Dorothy Gray

RICHARD DRUG

Joe Tooley—Pampa's Synonym for Drugs

111 N. Cuyler MO 5-5747

This Christmas . . . give shoes, the gift that comes in twos.



Champagne Slippers

Highly attuned to the magical mood of the season. Lightly frivolous stylings . . . crafted of celestial fabrics and enhanced with holiday sparklers . . . poised to dance from party to party to party atop cosmic high heels. Within our champagne collection . . . you will find the perfect gift pair for that hard to please fashionable on your Christmas List.

A. — B. — C.

Trim-Tred Shoes

A. — White brocaded satin with rhinestone bow. $10.95 Pr.

B. — White satin High Heel or Mid Heel $12.95 Pr.

C. — Tapestry High Heel Pump. $10.95 Pr.

Hand Bags To Match.

Free Gift Wrapping

Tinting Shoes, Bags Is Our Specialty

We Give And Redeem Pampa Progress Stamps

Smith's Quality Shoes

FAMILY SHOE SPECIALISTS

207 N. Cuyler MO 5-3321

Varied Activities In Club Life

(Continued From Page 18)

concern themselves and participate in various community activities.

Each year the Sorority names a Woman of the Year, who has contributed the most to the betterment of her community; it sponsors a Table Setting Contest; has contributed to the furnishing of a room in Highland General Hospital and gives a scholarship to a high school girl; and contributes to the Youth Center. In addition, the chapter donates a membership of the Community Concert for a boy and girl in high school.

Membership is by invitation only and new members are rushed each fall and spring.

Altrusa Club

ALTRUSA CLUB is the oldest of the classified women's service clubs and the first organization established for executive and professional women. It was founded April 11, 1917 in Nashville, Tenn. and locally on Oct. 11, 1952. As a service club organization, it sets up a plan of action designed to meet the community needs of the local club. On the local level, the club's projects are Senior Center and Career Clinic; awards two scholarships annually to high school girls, The Altrusa Scholarship and the Inez - Carter - Altrusa Scholarship. Its International projects are Grants - In - Aid, which provides grants enabling Latin American and Asian women to complete graduate courses in North American Universities and the Founders' Fund Vocational Aid, which makes grants available to women of all ages regardless of educational background to enable them to become employable.

The club's programs throughout the year are centered around committees of Public Affairs, International Affairs, Vocational Information and Altrusa Information from which such projects as "Courteous Drivers", Junior High Charm Clinic, International Tea, Altrusa Girls - of - the - Month, High School Career Girls emanate.

"Make Service Your Business" is the Altrusa theme; "Patriotism, Efficiency and Service, the motto.

Mrs. F. M. Foster served as the first president; Mrs. L L. Harkins is the current president.

The club has 54 members engaged in executive and professional fields. Among the charter members, who are still actively engaged in the club, are Mmes. G. H. Anderson, L. A. Barber, Inez Carter, J. C. Coston, Jay Flanagan, F. M. Foster, Vera Lard, Lorene O. Locke, J. Ray Martin, F. W. Shotwell, Lillian Snow, Clyde Vanderberg.

PAMPA BUSINESS AND PROFESSIONAL WOMEN' CLUB was organized in 1929 with Mrs. Grace Pool as it first president. Mrs. G. E. Tinnin is presently serving the club as president. There is still one active charter member, Mrs. Vera Lard, who is currently holding the office of treasurer.

The program of the National Federation carried out on the local level is to elevate the standards for women in business and in the professions; to promote the interest of business and professional women; to bring about a spirit of cooperation among business and professional women of the United States; to extend opportunities to business and professional women through education along lines ofindustrial, scientific and vocational activities.

Outstanding activities of the local club are arranging for decorations for the Top O' Texas and Christmas decorations for downtown merchants; providing a nurses' scholarship for a high school girl.

AMERICAN BUSINESS WOMEN'S ASSOCIATION

AMERICAN BUSINESS WOMEN'S ASSOCIATION, a non-sectarian, non - politica, non-union organization, was formed to meet the need of women in business for an association which, would increase efficiency and ability. It is an educational association with national headquarters located in Kansas City, Mo.

The Pampa Charter Chapter was installed on May 15, 1960 and holds monthly dinner meetings once a month which features outstanding business and professional men and women as speakers.

Highlights of the year are the Hand of Friendship Tea designed for the cresting of new members; the annual "Boss Night Dinner" when an employer is awarded a "Boss of the Year" Trophy, also the presentation of a scholarship to a worthy young woman.

CITY COUNCIL PTA

THE FIRST PTA UNIT was organized in 1918 with Mrs. C. T. Hunkapillar as the first president. In 1929, City Council PTA was organized with Mrs. V. E. Fatheree as president.

The purpose of the council is to promote the whole program of service, education and fellowship of the National and State Congresses and the local PTA; to raise the status of the PTA in every community in the nation; to bring to the attention of the membership a faithful interpretation of the parent - teacher program in terms of today's needs; to develop increased respect for the parent - teacher movement as a means through which all community forces unite to improve the total environment of children and youth.

Highlights of the council's work throughout the years have been: organized and established cafeterias in schools; aids in summer roundup program for schools; clearing house for all local units in the respect that any project that local unit sponsors must be cleared by City Council; cooperates with civic authorities on Mother's March of Dimes; for past three years has conducted a series of study courses; this year on Civil Defense; and has set up a Youth Protection Committee in each unit; each unit is to have a program on safety during the year. Mrs. George B. Cree Jr. is the current council president.

PAMPA JUNIOR HIGH PTA was the first PTA unit in Pampa having organized in September, 1918. Senior High and Junior High were located at that time in what is now the Pampa Junior High building. In 1941, the Senior High School building was completed and the two schools separated. The first PTA was instrumental in introducing home economics, manual training and music courses in local schools; bought the first books for the school library; placed playground equipment on the schoolgrounds; helped open cafeterias in ward schools. During the depression, the Thrift Room, operated by the PTA, brought help and relief to many.

In 1939, the PTA unit helped finance new band uniforms for the band members. A welfare fund was started in 1940 to help furnish lunch money for underprivileged children and has continued since. The president of Pampa Junior High for the current year is Mrs. Tom Braly.

B. M. BAKER PTA was formed the same year that B. M. Baker was founded in 1927. The original eight - room school house was built and the PTA was responsible for planting 21 trees around the grounds; 18 of which are alive today. Playground equipment was purchased for the school by the fund - raising activities of the PTA.

From the founding of the organization until 1931, a welfare fund was established to provide adequate clothing for those children unable to attend school because of inadequate clothing; a lunch program was established and hot lunches served; good books were purchased for the school library; and the annual Halloween Carnival was instituted in 1933 with all proceeds going to the school to be spent on needed things. In 1951, an addition was made to the school; additional curtains, furniture was provided from funds raised by the PTA. At the present time the unit has a membership of 234 members.

HORACE MANN PTA was established in January, 1929 with Mr. Walter Purviance as president. The name West Ward was given to the school at that time and in 1931 it was named Horace Mann. Its first principal was Miss Josephine Thomas. In the early years, PTA members took turns cooking meals for the cafeterias for which ten cents was charged. PTA membership the first year was 47; the first year the unit bought 21 trees, six swings, eight soccor balls and a piano.

WOODROW WILSON PTA was organized in 1929; the same year the school was completed. For a year, it was known as the East Ward School and Mrs. J. B. Townsend served as its first president, during the depression years, the PTA played a major part in the school's activities; bought playground equipment and clothing and food for the school's needy children. Fun, Food and Frolic Night in October has been a highlight since 1941. The unit's membership has grown from 100 in 1929 to 280 in 1961.

SAM HOUSTON PTA as other grade schools in Pampa branched off of the Pampa Junior High. The school and the PTA began in 1929 under the name of Lamar PTA with Mrs. C. Bass Clay as the first president. The unit equally divided the money in the junior high treasurer and the unit began with a membership of three. The first project was buying a victrola and records for a musical education. The following year in 1930 the names Sam Houston, Austin and Lincoln were submitted to the board and Sam Houston was selected as the new name for the Lamar PTA.

Throughout the years, the unit has provided different needs of the school such as playground equipment; furniture for the teachers' lounge; phonographs and records; established a Thrift Room to provided clothing for under privileged children; responsible for buying all the cafeteria equipment; held a carnival to buy auditorium chairs and band instruments; Family Night and Father's Night is a highlight of the unit year. The unit has an enrollment of 284 members today.

LAMAR PTA was organized on September 21, 1953 at the time Aaron Meek was the first principal and Mrs. Shirley Nichols served as the first unit president.

Highlight of the year is the annual Fund Night Dinner and play pre ented by the parents. Throughout the years, the unit has made a donation to Boys' Ranch; provided lunches, glasses, shoes and clothing for needy children; baskets of food at Christmas; held chili suppers; worked on the Mother's March of Dimes Drive; bought library books for the school; the current project for the year was the purchase of choir robes, a flag for the auditorium and sponsors a Cub Scout Pack.

STEPHEN F. AUSTIN PTA came into being on September 26, 1957 with Mrs. Tom Rose as the came into being on September 26, first president. Family Night and Open House was held the same month; this event has continued since that time.

In order to increase funds for the new PTA, T - Shirts, pencils, scarfs, sweat shirts and pennants in the school colors with the school emblem were sold. Cub Scout Pack 110 was organized and sponsored by the PTA. The unit has purchased needed equipment such as a typewriter, second piano; library books and dictionaries. The current membership is more than 500. One of the most successful programs, Orientation For Parents" was given this year by each classroom teacher with over 400 parents attending.

ROBERT E. LEE JUNIOR HIGH PTA received its charter in 1958 with 475 members enrolled. Mrs. Bob Andis served as the first president. On April 21, 1959, Lee was host to the District 19 PTA Spring Conference. The highlight of each year is "Back To School" Night with parents at-

(See Page 20)

The timeless beauty of ARTEMIS



For Ladies who love all things feminine...

Grecian Galaxie peignoir. Rosettes and flowering lace bloom forever on soft as a powder puff peignoir. Fashioned by Artemis in billowy misty layers of nylon tricot just to make you a most beautiful dreamer. Breathtaking tone-on-tone colors.

Sizes S.M.L.

Peignor $15

Matching Waltz Gown $9

Tailored elegance... breakfast to bedtime

Grecian Galaxie tailored robe. Change the belt and you change the look on this three-way beauty by Artemis. Wear the lined satin belt sashed all 'round or front-tied only. Omit entirely for a glamorous flowing robe. Fresh and so smooth behind the coffeepot or right out of your travel case. Combine tailored robe with Grecian Galaxie pajamas for a smart set. Deluxe opaque nylon tricot in

Robe $11

Matching Pajamas $9

Behrman's

"Pampa's Fashion Center"



wrap up comfort and chic with Henson pajamas-and-robe set

For your favorite (and most glamour minded) sleepy head . . . easy cut, long wearing pajamas of opaque nylon tricot . . . matched with the wonderfully washable robe of cuddle-soft nylon Cordulon: Both in year-round Christmas-bright colors: red or tropical blue.

Pajamas, 32-38: 8.95 Robe, SML: 12.95

"Pampa's Fashion Center"

Behrman's

BEHRMAN'S GIGANTIC

PRE HOLIDAY

CLEARANCE

CLOSE OUT DRESSES

DRASTIC REDUCTIONS VALUES TO $49.95 $7 to $14

COCKTAIL AND PARTY DRESSES

FINE COUTOURIER LABELS 1/2 OFF AND MOR

WOOL CASHMERE FUR TRIM Coats $49. • $79.

REGULAR $69.95 to $139.95

BETTER COATS

FUR TRIMS, UNTRIMMED AND IMPORTED FABRICS 20% OFF

ONE SPECIAL GROUP Coats

VALUES FROM $44.95 to $69.95 $29

SUITS—DRESSES

COSTUME SUITS

PARTY DRESSES

REGULAR $49.95 to $139.95 $19 to $5

SPORTSWEAR SALE

PANTS SKIRTS BLOUSES SWEATERS NOW 1/2 OFF

Regularly $7.95 and up NOW $3.98 and UP

Combed Cotton Plisse Plissikin PANTIES Sizes 4 to 8 89c

Elastic Waist Nylon Tricot PANTIES Sizes 4 to 8 $1.00

Lace Elasti Helanca Kni PANTIE Black and Red

LAST CALL HATS $2 to $9 Reg. $10.95 to 29.95

Give Her A GIFT CERTIFICATE from BEHRMAN'S

SILF SKIN GIRDLE Reg To $8.95 Pretty Petite Only

ALL YOUR PURCHASES BEAUTIFULLY GIFT WRAPPED FREE

Behrman's

"Pampa's Fashion Center"

CHRONIC DEEP-SEATED PAINS GIVEN FASTER-LONGER RELIEF

ARTHRITIC, RHEUMATIC victims offered new hope! Special Enteric Coated Tablets quickly enter blood stream from intestines. Will not nauseate. Reducing uric acid quickly. Spreading longer lasting relief to every deep-seated pain. Ask for safe, genuine A.R. PAIN RELIEF TABLETS

RICHARD DRUG

Joe Tooley—Pampa's Synonym for Drugs

111 N. Cuyler MO 4-5747

rs. Bowers Reads r Parent Ed Club

arent Education Club met at p.m. Tuesday in the home Mrs. Robert Neely.

ach member brought a gift ill a Christmas box, which will sent to the state hospital in hita Falls.

rs. Paul Bowers was guest aker and presented "The rth Gift," a Christmas story Virginia May Moffitt. Mrs. ers told the story of Jana, shepherd boy, who gave the th gift: a gift given in love umanity rather in worship of ing.

lans were made for the Christ- Party for children of club nbers. The party will be giv- n the home of Mrs. Rex Mc- lly, 2373 Aspen on Dec. 19 at p.m.

embers present were Mmes. Carmichael, A. J. Carubbi, J. Derington, Warren Fath- , Gene Hall, Delma Jones, an Key, Rex McAnelly, W. B. ntyre, Robert Neely, Jim orne, Tom Show, C. E. Steele, William Arrington.

Christmas Activities Discussed By Ladies Auxiliary To Pampa VFW Post

Ladies Auxiliary to Pampa Post 1657 met Tuesday evening in the VFW Hall for a business meeting conducted by Mrs. Jess Beard, president.

Mrs. Iva McElhany, of Gruver, District 9 president, was welcomed as a special guest.

Plans were made for a Christmas party to be held in the City Club Room on Dec. 19 at 7:30 p.m. Secret Pal gifts will be exchanged.

Members voted approval of providing a Christmas basket to the same family who received the Thanksgiving basket.

It was announced that the auxiliary will assist the Post with the annual Christmas party for underprivileged children in Pampa. The auxiliary will provide sacks of candy, nuts and fruit.

Announcement was made for a Christmas Party to be given in the Veterans' Hospital in Amarillo on Dec. 24 at 6:45 p.m., sponsored by the District Nine VFW. Auxiliary members who wish to attend or send gifts of personal items may contact Mrs. Beard.

Members of the Auxiliary have made or bought gifts for the Gift Shop at the hospital for patients to select items for Christmas-giving. These will be delivered to the Amarillo hospital by Dec. 11.

M. E. Mahan, commander of Post 1657 and Vernon Stuckey, quartermaster, were present at the meeting and discussed children's Christmas party plans. An invitation was extended to auxiliary members to meet with the Post on Dec. 12 for a covered-dish supper. At the supper, names of children will be distributed so they can be contacted and brought to the Christmas tree.

During the social hour, refreshments were served from a table appointed with a red linen cloth centered with a Christmas candle by the hostess, Mrs. Josephine Blalock and Mrs. Frank Yates.

Members attending were Mmes. George Benham, Dale Kreimeyer, E. Savage, Joe Slater, A. L. Smiley, Vernon Stuckey, Chester Williams, Frank Yates; and two transfer members, Mrs. J. L. Neil and Mrs. Mack Taylor.

PLANS DECEMBER VOWS



Miss Melinda Kay Tooley

Mr. and Mrs. J. W. C. Tooley, 1318 N. Russell, announce the engagement and approaching marriage of their daughter, Melinda Kay to Wood B. Stewart, son of Mrs. Mack Stewart, 1506 Williston. Wedding vows will be solemnized on December 29 in the First Methodist Church. The bride-elect was graduated from Pampa High School and attended Santa Monica College in Santa Monica, Calif. Mr. Stewart was graduated from Pampa High School in 1955 and from Texas Technological College in Lubbock in 1960. He is associated with the SIC in Pampa. (Photo, Smith Studio)

Club Life

(cont'd from Page 19)

tending their children's classroom schedule. A make - up kit, eraser - dusting machine and shrubs have been purchased for the school by this unit.

WILLIAM B. TRAVIS PTA was organized at a Tuesday evening meeting held Sept. 29, 1959 with Mrs. C. Odell Strickland installed as first president.

The general activities of this first year included a Bake Sale, which netted $107.70 and allowed the unit to send delegates to the Golden Jubilee of Texas Congress of PTA in Dallas. The first annual "Family Night" was a financial success as well as a social one and enabled the unit to purchase a film strip projector; two record players and shrubs for landscaping the school. In the ensuing years, choir robes were purchased and a bookcase for the teacher's lounge and potted ivy plants for each teacher's desk. The school has aided both financially and physically with the work of the Exceptional Children and has sponsored Pack 98 of the Cub Scouts for two years.

Other women's organizations, who did not contribute histories, but who are busily engaged with activities, which make up 'Pampa. . . The City Of Busy Women' are American Legion Auxiliary, Council of Clubs, Delta Kappa Gamma Sorority, DMF Auxiliaries, Desk and Derrick Club, Epsilon Sigma Alpha Sorority, Gray County Home Demonstration Council, Goodwill, Worthwhile, Merten, Bell and Lefors Home Demonstration Clubs, Las Cresas Club, Sigma Delta, Sub Deb Club, Kit Kat Club, Hep Cat Club, Order of the Rainbow For Girls, two chapters of the Order of the Eastern Star, OES Gavel Club, Pampa Art Club, Pythian Sisters, Pampa Rebekah Lodge, Pampa Rose Society, African Violet Society, Pampa Credit Women's Club, Pampa Music Teachers Ass'n, Royal Neighbor Lodge, Treble Clef Club, Theta Rho Girls Club, V. F. W. Auxiliary, Auxiliary Women of the Moose, Pampa Country Club Women's Golf Ass'n, Pampa Thursday Morning and Saturday Night Duplicate Bridge Clubs.

SOCIAL CALENDAR

MONDAY

00 — Altrusa Club of Pam- Christmas Luncheon with Julian Key as program t, the Coronado In..

00 — Bluebonnet 4H Club, thouse Annex.

) — Pampa Duplicate ge Club, the Coronado Inn.

30 — Exceptional Children's ciation, City Club Room.

8:00 — Exemplar Chapter, Beta Sigma Phi Sorority Christmas Party with Mmes. Howard Buckingham, Dorothy Francis and Jack Vaughn as hostess.

TUESDAY

9:30 — Chapter CS, PEO

2:30 — Varietas Club Christmas Party with Mrs. J. R. Spearman, 1707 Mary Ellen.

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NAYLOR-JAMES VOWS



Mrs. Richard W. James

Announcement has been made of the marriage of Miss Sara Naylor to Richard W. James on Thanksgiving Eve. The bride is the daughter of Mrs. Roberta Wood of Pampa and the bridegroom's parents are Mr. and Mrs. Oran A. James, also of Pampa. The couple is making their home in Canyon, where both are students at West Texas State College. (Clarence Qualls Photo)

First Methodist WSCS Hostess For Sub-District Meeting In Chapel

Woman's Society of Christian Service Sub-District meeting was held in the First Methodist Church chapel on Monday morning with a program theme, 'Look For The Beautiful."

Delegates attending were registered and coffee was served from 9:30 until 10 a.m. from a serving table appointed in a Christmas motif with a musical Christmas tree playing carols.

Mrs. Helen Wagner provided hymnal music during the coffee hour.

Mrs. Carlton Nance, Sub - District president, opened the meeting with a welcome to those attending.

Mrs. G. F. Stubblefield of Lefors gave the devotion taken from Luke.

Mrs. Walter Purviance told of her membership in WSCS and that her most 'loved activities through the years has been as a member of WSCS."

Mrs. Joe Haynes discussed her three - year membership with WSCS and of the study, work and fellowshp that had enriched her life.

Members of the Harrah WSCS presented a playlet on "The Status Of Women." Participating were Mmes. Vernon Willard, Jolen L. Pierce, G. O. Ha..

Mrs. O. W Stanford of Miami, gave party recipes for program planning in which she stated that "the most important ingredientis to have good and adequate material; also that a speaker be brief and not tell all she knows."

WSCS members of St. Paul Methodist gave a playlet representing a social secretary, a district secretary and a group meeting with the secretary of promotion. Taking parts were Mmes. Jack Riley, Joe Autry, Don Stevens, R. A. Newton, Homer West, Bill Kennedy and Glenn Loch.

Rev. Hubert Bratcher, pastor of the First Methodist Church, gave the closing prayer for the morning session and the invocation for the luncheon.

Mrs. Ralph Freeman of Canadian gave the closing devotion on "Christmas Is Beautiful." She said, "Old treasures remain with us forever. Christmas carols and poems are most precious to us and prepare our hearts for Christmas."

Jellied consomme, melba toast and slices of Wisconsin - made Gouda cheese makes a good quick lunch for the busy career gal; dieter or slim modern homemaker, It's good eating and good too for the waistline. Wisconsin Gouda is the calorie - controlled cheese, made from partly skimmed milk. It's lower in calories, higher in proteins, lower in fat than natural cheeses of the Cheddar type.

Christmas In Homeland Told By AFS Students

Cathy Papathanassopoulou from Greece and Chris Jonsson from Sweden, American Field Service scholarship students, were guest speakers at Twentieth Century Allegro Club's meeting Tuesday in the home of Mrs. Will F. Graham, 1928 Grape.

Mrs. Bill T. Braly, program committee member, introduced the speakers and guests, Mrs. Coy Palmer and Mrs. H. H. Hahn.

Chris told the group that no festival is more extensively celebrated by Swedish people than Christmas and that the ceremonies begin before dawn on December 13, "Lucia Day." He said that when talking about Swedish Christmas he might as well at once admit that just like here Christmas is unfortunately a commercial holiday. "The high point of the holidays comes on Christmas Eve, when the social life of the nation is concentrated in family reunions. On Christmas Eve the Swedish people have a very heavy meal which always features ham and brown cabbage and a special fish course called "cutfisk."

"After this meal, all gifts are distributed often by a family member mostly the father dressed as a Swedish Santa Claus. The chief attraction is a lighted Christmas tree, decorated with red apples, miniature flags, gingersnaps in the form of goblins, piglets, and stars."

Chris also said that the Yule Season does not end until what they call the Twentieth Day, January 13th.

Cathy told the group that Christmas is also a time for great celebration in Greece. "The holiday begins on the morning of Christmas Eve," she said. "On Christmas Eve, before the family goes to Mass, young boys gather in groups and go caroling. Their singing is accompanied by the beating of small drums and the tinkling of steel triangles."

"There are no presents for Christmas, and no Christmas tree. Christmas is basically a religious holiday and a family feast. At the Christmas feast they always have turkey and a Santa Claus Pie which has a coin baked in the bottom of the pie. The father cuts the pie, and the one receiving the piece with the coin has good luck all year."

"In Greece, children receive gifts on St. Basil's Day, the first day of the new year. After a twelve-day holiday for Christmas, children all over Greece return to school."

Mrs. R. E. Reid, president, conducted the business meeting. It was announced that the next meeting will be with Mrs. Curt B. Beck, 821 N. Gray, on January 2, 1962.

Members attending were Mmes. Bill T. Braly, Curt B. Beck, J. W. Cundith, John Gentry, Will F. Graham, J. W. Hugg, Wyatt Lemons, J. R. Reeve, Chas. W. Walsh, Jr., R E. Reid, and guests Miss. Cathy Papathanassopoulou, Chris Jonsson, Mrs. Coy Palmer and Mrs. H. H. Hahn.

TO WED



Miss Marquetta Cargill

Mr. and Mrs. Irvin Woodward, 725 N. Banks, announce the engagement and approaching marriage of their daughter, Marquetta Cargill, to ViVnce Stockton, son of Mr. and Mrs. B. Stockton, Liberal, Kansas. Wedding vows will be exchanged on Dec. 28, in the Hobart Street Baptist Church.

Good posture can be relaxed. Many pull themselves up tightly with a resulting pompous or sway-backed look. Stand straight, but relax and lift your head so your gaze is level. Pull out the small of the back and tuck hips under. Relax knees slightly and hold hands gracefully at the side.

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Peg O' Pampa

IT WILL BE SOME TIME before friends of Dave and Nona Payne forget the lovely reception given for them last Sunday afternoon in the Starlight Room of the Coronado Inn . . . . such warmth of fellowship that filled the room!! . . . comfortable conversation nooks had been arranged around the center of the ballroom floor and the buzz of conversation kept up a steady pace throughout the afternoon . . . helping the Paynes to greet friends and dispense hospitality throughout the afternoon hours between two and five o'clock were Paul and Janie Bowers . . . Anne Lee and Joe Gordon . . . Gene and Polly Sidwell . . . Phyllis and E. Roy Smith . . . Williard and Ann Chapman . . . Gene and Alice Gates with their daughter, Carole . . . Koell and Rex McKay . . . Betty and Myron Marx . . . Yvonne Jones . . . Mackie Daniels and Dorthy Klotz . . . one of the Payne's longtime friends and neighbors, Ivy Pursley of Miami, was one of the honored guests . . . she is the grandmother of Dona Cornutt and she will be 90 years old tomorrow . . . Roberta Pugh created such an elaborate picture with the refreshment table that commanded attention as soon as you entered the room . . . there was elegance from the hem of the floor-length white satin cloth to the tip of the sweeping array of white carnations, white chrysanthemums and yellow roses in Cathedral arrangement . . . . nearly 250 guests kept streaming in during the afternoon from all over the Top O' Texas area . . . (it was really the Golden Spread area . . . but that isn't a pretty word to some Pampans) . . . it was a lovely afternoon . . . one long to be remembered!

— ☆ —

NONA HAD the most interesting letter this week from her nephew, Fred B. Goff Jr., who is a purser and pharmacist aboard the M-V Del Monte . . . his home port is New Orleans . . . . but his profession takes him all over the world to such interesting places, which he shares in letters to his aunt . . . . the letter this week was a report of his "interesting Thanksgiving Day" . . . and since it is written so much more vividly than we could repeat, with her permission we are using it as he wrote it:

"Actually," he wrote "the word 'interesting' doesn't quite suffice to describe the events. Perhaps, 'remarkable' or even 'fascinating' would be more appropriate. You might choose the one which you believe might describe best for you the day on which you saw for the first time . . . at close range, Elizabeth II, the Queen of England."

"She arrived in the port at about 10 a.m. aboard the Royal Yatch Britannia escorted by three destroyers of the Royal Navy. At the entrance to the harbor the leading destroyer stopped and fired a 21-gun salute to President Tubman of Liberia."

"That afternoon about 2 p.m., Mr. Stanley, the chief engineer, and I went ashore and after reserving hotel rooms for the night, we went out to the home of some friends, Mr. and Mrs. Williamson, whom Stanley has known for a number of years here. They are with one of our government's foreign agencies in Liberia. At their apartment, we listened to a description of the reception and to speeches by President Tubman and by the Queen. About 4:30 p.m., Mrs. Williamson, Stanley and I left their place and walked over to the British Embassy and took our place among the crowd directly in front of the gate to the Embassy, figuring that the car with the Queen would slow down there before entering the grounds for her official visit there. As it turned out, we were unbelievably lucky in that her convertible, when it arrived about 5 p.m. did not turn but stopped in the street before the gates. The Queen stood up and waved to the crowd then stepped out into the street, a short ten feet away, directly in front of us!"

"She wore a light pink dress with a white design in it, a brimless rose-colored flower hat with white gloves and a white purse. She has a beautiful smile and was all poise and charm. She is a beautiful woman and I'm postive now that I have never seen a picture of her that has done her justice. She waited a moment for President Tubman then together they walked to the Embassy. Her husband, Prince Phillip, was in the second car with Mrs. Tubman and they followed a short distance behind. The whole occasion, although very brief, was something I would have hated to have missed!" . . . isn't it wonderful that Nona has a nephew with such an interesting job . . . who sees things so beautifully . . . and then takes the time to write about them!

— ☆ —

ISN'T THAT A handsome, black goatee that Jim Douthit is growing especially for his role as Dr. Einstein in the play, "Arsenic And Old Lace"?

— ☆ —

'TIS THE SEASON to be jolly . . . and everyone is being just that . . . the Joe Crees . . . the Billy Davises . . . and the Creel Grady Jrs. . . . were hosts for Pre-Ball party last night . . . . preceeding the Christmas Formal in the Pampa Country Club . . . Jeff and Berton . . . entertained friends with an Open House in their lovely, new home on Aspen on Friday evening . . . . and we hear of a lovely party to be given next Saturday evening in the home of Gene and Norma Fatheree with J. B. and Mamie Maguire . . . Fred and Clotille Thompson as co-hosts . . . Epsilon Sigma Alpha Sorority entertained with a Christmas Presentation Ball for its new pledges last Saturday evening in the Starlight Room of the Coronado Inn . . . the ballroom decorations are so lovely this year . . . with huge golden stars and gold mobiles hanging from the ceiling with white and gold poinsettias lighted from behind on the walls . . . . and a huge, white flocked Christmas tree with golden ornaments to be used for all of the Christmas parties that will be held in the ballroom . . . all of it formed a lovely setting for the equally lovely ESA pledges, Helen Rosenthanl . . . Mary Beth Boston . . . Laverne Monzingo . . . Cleo Worley . . . who were escorted by their handsome husbands, Charles Rosenthal, Jerry Boston Jr., Bob Monzingo and Walter L. Worley . . . the pledges were presented with charming nosegays of white carnations accented with gold and the four couples led off the first dance . . . Ellen Groff is another new ESA pledge, but she was unable to be present because of illness.

— ☆ —

RIGHT AT THE TOP of our Christmas shopping list is a memo that Robin Gantz is having a One Woman Art Show this afternoon from two to four o'clock in Lovett Memorial Library . . . her work will hang for a week and may be viewed thereafter at anytime during the Librarys Open House . . . Robin held a show just recently at West Texas State College and friends of hers in Pampa, who were unable to go to Canyon that day, persuaded her to show her works here . . . and aren't we glad they did! . . . the paintings will form a lovely setting for the Old-Fashioned Christmas Party, which Altrusa Club is having for Senior Citizens next Thursday afternoon . . . which reminds us, do you have your tickets yet for the Chili Supper, which Altrusa is sponsoring tomorrow night in the St. Matthews Episcopal Parish House? . . . we hear that it is to be absolutely dripping with atmosphere as well as some excellent food in the way of homemade chili and pies . . . if you have neglected to get your tickets and at 5:30 p.m. you find you are completely exhausted from Christmas shopping to prepare dinner, just come on down anyway . . . there'll be plenty of food! . . . one of the nicest things about this time of year is getting home and kicking off your shoes after hours of Christmas shopping . . . . aaaaaaah, it feels so good! Love, Peg.



CHRISTMAS BALL — Epsilon Sigma Alpha Sorority presented its new pledges at a Christmas Presentation Ball held Saturday evening in the Starlight Room of the Coronado Inn. Pictured above are the new pledges with their husbands, seated, left to right, Mr. and Mrs. Charles Rosenthal, Mr. and Mrs. Jerry Boston Jr.; standing, left to right, Mr. and Mrs. Bob Monzingo, Mr. and Mrs. Walter L. Worley. (Daily News Photo)

Upsilon Members Discuss Christmas Activities At Meeting Held Monday

Upsilon Chapter of Beta Sigma Phi Sorority met Monday evening in the City Club Room with Mrs. Henry Gruben, vice president, presiding.

Reports were given by Mrs. George Massie, secretary and Mrs. Leo Casey, treasurer.

Mrs. Bill Ellis reported on the Thanksgiving basket given to a needy family and announced that food should be brought to the next meeting for a Christmas basket to the same family.

Mrs. Bill Jenkins reminded members of the Christmas Dance, which was held Saturday evening in the Starlight Room of the Coronado In.

Announcement was made of the Christmas party for members and pledges to be held on Dec. 18 in the home of Mrs. Henry Gruben, 917 Terry.

The program was presented by Mrs. Rufe Jordan, who narrated a Christmas story entitled 'A Cowboy's Christmas."

Mrs. J. P. Adams and Mrs. Jack Gunn were hostesses for the evening. Refreshments were served from a festive table appointed with a white flocked Christmas centerpiece.

Members attending were Mmes. J. P. Adams, Earl Barnett, Leo Casey, Bill Ellis, Henry Gruben, Jack Gunn, Jimmy Hayes, Paul Howard, Bill Jenkins, Rufe Jordan, R. F. MacDonald, George Massie, Bill Nichols, Frank Shotwell, George White, Carl Williams, O. V. Bailey, DeWey Cudney, Gary Frashier, Jay Leith, Mayo McKnight, Joe Pafford, B. R. Parrish, V. W. Pittman, Kenneth Sanders, H. L. Thames; Misses Norma Ann Briden and Adelaide Williams.

Altar Society Plans Activities

WHITE DEER (Spl) — Sacred Heart Altar Society met recently in the vestibule of the church for its monthly meeting. Mrs. Joe Marinez, president, directed the business.

Members present decided on materials and colors to be used on the tabernacle and kneelers in the new church. Plans for open house and dedication of the new church were discussed. A food shower to be given the sisters at the Panhandle homes was planned. Father Jerome Hancox asked that good used clothing be brought to the church to be sent to St. Joseph's Mission at Hereford.

The December meeting will be held on the 19th at 2 p.m.

Base your tips on the kind of service you get.

Read the News Classified Ads

Wesleyan Guild Concludes Study

Wesleyan Service Guild met in the First Methodist Church parlors with Mrs. Gladys Turner as hostess.

The meeting opened with meditations given by Mrs. L. D. Wilkerson, who discussed "The Greatest Thing In the World, Love" followed by the hymn "Love Divine."

The closing chapters of 'The Meaning of Suffering" by Dr. Ralph Scokman, was given by Miss Ila Poole, who was conducted the preceding studies.

Mrs. Lee Harrah concluded the evening's study by presenting highlights of Leslie D. Weatherhead's five sermons on "The Will of God." Mrs. Harrah outlined that God's wills are 'intentional circumstantial, and ultimate" with sign posts on the way such as "conscience, Common sense, advice of friends and our source of God within our souls."

Following the business meeting, refreshments were served by Mrs. Rachel Jones.

Members attending were Mmes. Diama Wood, Lillie Mae Fowler, Ethel Johnson, Margaret Wells, Irene Smith, Ivo Denson, Frankie White, Maggie Smith, Larlar Wilkerson, Laura Penick; Misses Margaret Wilkerson, Lillian Mullinax, Alma Wilson, Inez Clubb, Lou Ella Patterson an dIla Pool.

Winners Told For Thursday Duplicate

The Thursday Morning Duplicate Bridge Club met at 10 a.m. in the Coronado Inn and played the Howell Movement.

Winners were Mmes. Ham Luna, R. H. Dunbar, first; Mmes. Don Dorsett, Frank Roach, second; Mmes. P. V. Rowe, G. F. Richmond, third.

The club extends a cordial invitation to interested dpulicate players to attend its sessions on Thursday morning at ten in the Quivira Room of the Inn.

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colorful dream-scheme or peignor and gown — tone on tone layers of wispy nylon, extravagantly strewn with color - accented lace appliques — beautiful expression of togetherness.
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lace-sculptured nylon slip, $6
in tangerine, almond, sapphire and red plum also in white, too.
matching half slips, $4
matching briefs, $2



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nylon pajamas in all the bright artemis colors — always a welcome gift.

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DECEMBER HONOREES — Senior Citizens celebrating December birthdays at the Center on Thursday afternoon in Lovett Memorial Library were the group pictured above, seated, left to right, Mmes. Sallie Hughes, Dec. 11; Emily Smith, Dec. 14, both of Lefors; Bessie Dezern, Dec. 23; C. C. DeMoss, Dec. 18; Guy Dunwood, Dec. 25; Bessie Sowell, Dec. 4 and Mr. J. M. Patton, Dec. 23; Standing left to right, H. M. Norris, Dec. 12, Mrs. Cleo Seitz, Dec. 1; Mrs. Katie Vincent, Dec. 27; E. G. Frashier, Dec. 31 and C. C. DeMoss, Dec. 7. Approximately 93 Senior guest attended. Birthday cake decorated with Christmas poinsettias was served with ice cream and coffee by Altrusa hostesses, Mmes. Louise Sewell, Jay Flanagan, F. A. Hukill, Loyce Caldwell. Gray Ladies providing transportation were Mmes. Jess Beard, Pearl Clark, Stanley Brandt, O. O. Bishop, A. D. Hills, Jack Dunn and O. F. Kreimeyer. The next party for the Senior Citizens will be an Old-Fashioned Christmas Party on Dec. 14 in the library.

(Daily News Photo)

Judging Date Set For Yule Contest

Plans for the annual Christmas Home Decorating Contest to be judged by Pampa Garden Club, were completed by the club at a meeting held Monday in the home of Mrs. Floyd Watson, 2320 Aspen.

In a short business meeting, conducted by Mrs. Coy Palmer, it was announced that the judging will take place on December 21. Mrs. W. R. Campbell, contest chairman, stated that the city will be divided into 10 districts with an award for each territory.

Following adjournment of the business meeting, the club held its annual Christmas Party with an exchange of gradening gifts.

Mrs. Otis Nace presented a reading of "The Christmas Story."

Randy Watson and Gale McKee distributed the gifts of Garden Clubber's items from a decorated tree.

Refreshments were served by the hostesses, Mrs. Watson, Mrs. Dorothy Francis, and Mrs. Roy McKee, from a table appointed in a Christmas motif.

Members attending were Mmes. W. B. Adair, H. H. Boynton, Stanley Brandt, Thelma Bray, Loyse Caldwell, W. R. Campbell, Ira Carlton, Fred Cary, Myron Dorman, Albert Doucette, Dorothy Francis, Joe Gates, Carlos Grissom, H. A. Hanks, Lee Harrah, Fred Hart, W. E. Hinton, Cordie McBride, James McCune, Roy McKee, W. E. Melton, Bob Miller, A. J. Mitchell, Waldon Moore, Coy Palmer, Tom Price, Grace Purviance, Bert Robinson, W. L. Roundtree, Joe Shelton, Melvin Stephens, Floyd Watson, Joe Z. Weaver, Ed Parsons, Bud Hogan and Dan Dlaxner.



PIANO STUDENTS to play in the Piano Pedagogy Class at the Musical Arts Conservatory in Amarillo are, standing, Miss Jean Prock; seated left to right, Misses Janie Prock and Sylvia Graham. (Call's Studio Photo)

Yule Party Held In Kuntz Home

Leona Meers Group of the First Christian Church met Tuesday morning in the home of Mrs. Lloyd Kuntz, 1207 E. Francis.

Mrs. George Ingrum gave the devotion on "The True Spirit of Christmas."

Mrs. L. L. Allam discussed 'Service For Missions In Our Time" and concluded with a Christmas story "New Spirit."

Mrs. Kuntz was presented with a gift of appreciation for having meetings in her home during the past year.

Christmas cookies and coffee were served by the hostesses Mrs. Blanche Jenkins and Mrs. Frank Hogsett.

Members attending were Mmes. L. L. Allam, Cecil Diest, Frank Hogsett, G. W. Hunt, George Ingurm, Blanche Jenkins, W. G. Kinzer, Lloyd Kuntz, Lewis Meers, Rolla Sailor, M. M. Ely, G. L. Smart and Frank Skidmore.

The next group meeting will be held on Jan. 2 at 9:30 a.m. in the home of Mrs. Kuntz.

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Controversial Figure Program For Cotillion

Mrs. Alvan Agan reviewed 'The Biography of Barry Goldwater" written by Rog Wood and Dean Smith, at the Tuesday afternoon meeting of Twentieth Century Cotillion Club held in the home of Mrs. Thelma Bray.

Mrs. Agan began the review by asking, "Who is this man, who raises a nation's blood pressure? Is he a knight in conservative armor battling to save his nation from the dragons of socialism and moral decay? Or is he a self-seeking demagogue, determined to turn back the clock of American's social progress of 100 years?"

"One thing is certain," she said, "Barry Goldwater is destined to eternal controversy. Few other men in this country have cut such a spectacular, swath across the national political scene in such a short time. Few have been so worshipped or so hated."

Mrs. Agan enumerated the main principles for which Goldwater stands. "Politicially he is against an all - powerful federal government and is for individualism. He is for strict interpretation of the constitution. He wants a tight hand on the purse strings of the government and an end to federal aid at home and abroad. He is for a military powerful America and against any attempt to pacify or do business with the Soviet Union. He is willing to stand firm on his beliefs and to speak frankly and bluntly."

Among the other particulars of Goldwater's personal and political life, Mrs. Agan mentioned his race for the Senate in 1952. 'For some months, he had been addressing service clubs on the subject of government. At these and in later speeches, he often tossed a bomb that shell - shocked the entire assembly. In advance of the speech, he would check the list of club members against the list of registered voters in the town. At the beginning of the speech, he would read the names of those club members, who had not thought enough of their citizenship to register. It was a devastating trick and it made more than a few citizens angry, but it was effective. Soon Goldwater could not find an un-registered club member. He won the election that year."

"Goldwater's vigorous hard - road policies are destined to create more controversy," Mrs. Agan continued in the review. "To many he will remain a warmongering, uncompromising reactionary. To others, he is the nation's leading patriot. Whether the future finds him continuing in the Senate, working behind a desk, writing another book or occupying the White House, Barry Goldwater will adapt himself to the situation. Chances are he will be immersed in controversy, throwing his boundless energy into a new challenge, swearing and being sworn at. And he will be enjoying every minute of it."

Members attending were Mmes. W. B. Adair, Alvan Agan, Thelma Bray, James T. Brown, Kim Campbell, Lee Fraser, James Gallemore, Don Lane, Ralph McKinney, W. D. Price Jr., Jack White, Sam Anderson and Ed Watts.

Comfort is important for a person's general outlook. And an especially hot day calls for plenty of comfort. Women who think they are cooler because they wear fewer layers of clothing actually contribute to their own warmth. An under and outer layer insulates the skin against outside heat and helps absorb perspiration.

'The Voice Of Asia' Told In Review At BPS Sorority Exemplar Chapter

Xi Beta Chi Exemplar Chapter of Beta Sigma Phi Sorority met recently in the home of Mrs. Tom Beard, 1152 N. Starkweather.

The business meeting was conducted by Mrs. Ralph Esson, president, who announced that linens sent from the chapter had been received by the chapter in Houston that had been affected by Hurriance Carla.

It was announced that the Christmas Party will be held Dec. 11 in the home of Mrs. Dorothy Francis.

Mrs. Byron Hilbun reviewed the book "The Voice of Asia" by James A. Michener, Quoting from the book, Mrs. Hilbun gave these passages: "Religion is more important in Asia than it is in America. Philosophy is much more important. Spiritual speculation is, too."

"India is of inestimable importance to the world. It is the second largest nation. It is the key to the Indian Ocean. It is the best remaining link between the Western world and the mainland of Asia.' Mr. Michener wrote.

Mrs. Holbun also reviewed 10 points brought out to understand Asia better and the complex challenge confronting the United States in this area of the world, where more than half of the human race lives.

The 10 points were introductions to Mr. Michener's book: 1) most people in Asia will go to bed hungry tonight: 2) most people in Asia cannot read or write; 3) most people in Asia live in grinding poverty; 4) most people in Asia have never seen a doctor; 5) most people in Asia have never heard of democracy; 6) most people of Asia have never known civil liberties; 7) most people in Asia believe that anything different would be better than what they have, and they are determined to get it; 8) most people in Asia distrust people with white skins; 9) most people in Asia are determined never again to be ruled by foreigners; 10) most people in Asia are hearing new recommendations of the Social Legislation of India.

Refreshments were served during the social hour.

Members attending were Mmes. Jeff Truly, Jim Scholl, F. L. Stone, James Poole, Melvin Keiffer, Buster Grayson, Murray Sealey, Howard Buckingham, John McMullan, Ralph Esson, Dot Francis; Miss Virginia Vaughn.

Ruth Millett

Safe Bet On "What People Say"



One of those fashion magazines we women read avidly in a desperate attempt to know whether we are going to have to chop off everything in last year's wardrobe or let out hems (it always seems to be one or the other) has a regular feature called "People Are Talking About . . ."

For years this feature has held a strange fascination for me, because nobody I talk to ever talks about "People Are Talking About . . ."

I never even overhear people talking about what they are supposed to be talking about. The talk I hear is always seasonal. In the fall I know women will be talking about what a relief it is to have the kids back in school, how busy they are with club work, what they are doing in the way of redecorating and clothes.

The men will be talking about football and politics and hunting.

In the winter the women will be talking about Christmas shopping, entertaining, how their children are getting along in school — and clothes.

Men will be talking about bills.

In the spring men will be talking about income taxes.

In the summer women will be talking about where they went on their vacations, how glad they will be to have school start — and clothes.

Men will be talking about fishing or golf or baseball or boating.

No matter what the season both men and women talk about frightening headlines and argue politics.

But none of these items ever gets into "People Are Talking About . . ." Maybe the editors of fashion magazines don't talk to anybody but each other.

Barrett WMU Completes Study

Women's Missionary Union of Barrett Baptist Church met Tuesday at 6:30 p.m. in the chapel for a salad supper.

Following supper, Mrs. Earl Dodson of the First Baptist Ghurch, completed the study of the mission book, "Hand Across the Sea" which concerned missionary work in Europe. The session was closed with prayer by Mrs. R. L. Powell.

It was announced that the WMU will meet on Dec. 13 at 10 a.m. in the chapel at which time Mrs. James Nipp will present a program, "How The Women's Missionary Union Serves." All women of the church are invited to this informative program.

Members attending were Mmes. L. M. Scribner, R. L. Powell, Eldon Smith, L. E. Anderson, A. E. Burns, Robert R. Bettis and Viril Stackhouse.

Students To Play In Conservatory

Misses Sylvia Graham, daughter of Mr. and Mrs. Jack Graham, Misses Jean and Janie Prock, daughters of Mr. and Mrs. Ralph Prock, will present a demonstration in the Piano Pedagogy Class, taught by Mrs. Virgean Latson, at the Musical Arts Conservatory in Amarillo on Dec. 13.

The girls are piano students of Mrs. Fidelia Yoder.

All three will compete in February in the Amarillo Symphony Contest and they will play their contest numbers for the Pedagogy class. Miss Graham will play Clementi Sonatina Op. 36 No. 2; Miss Jean will play the J. C. Bach Concerto in B Flat and Miss Janie will present the Miniature Concerto by Rowley.

Ruth SS Class Completes Quilt

GROOM (Spl) — Members of Ruth Sunday School class of the Baptist Church met Monday afternoon at the home of Mrs. Viola Harrell. The group completed two quilts that had been donated by Mrs. W. C. Whatley and the finished products will be sent to Buckner Orphans Home.

Those present were Mmes. Mattie McAdams, Verna Whatley, Truett Fields, Beadie Brown, George Eschle, Les Driskill, Bob Milton and the hostess, Mrs. Harrell.

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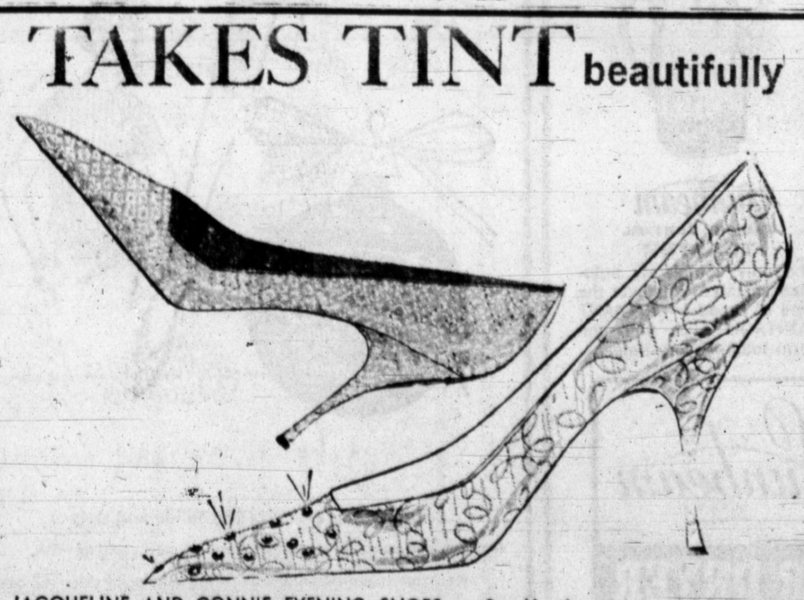

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ACTRESSES — Playing roles in "The Rescue of St. Nick" are members of the Pampa High School Children's Theater, left to right, Susan White as "Sticky," Sally Paden as "Peggy" and Alma Watkins as "Danger." The play is being presented under the auspices of the American Association of University Women. (Daily News Photo)

'The Rescue Of St. Nick' Slated By Pampa High School Children's Theater

"The Rescue of St. Nick," the second of four plays being sponsored by the Pampa branch, American Association of University Women, and being presented by Pampa High School Childrens Theater group, will be held at 4 p.m. Wednesday (Dec. 13) in the high school auditorium.

Admission will be 25 cents; no tickets will be sold in advance. The AAUW portion of the proceeds goes into the club's scholarship fund.

"The Rescue of St. Nick" tells of how Santa Claus has been captured by the wicked Halloween Witch so he cannot bring toys and candy to children on Christmas Eve. Pete and Peggy, two children who want to rescue him, are convinced by Tinsel, a Christmas fairy, that they can be Christmas helpers by going to the Land-of-Some-where-Else to rescue Santa.

With Danger, their dog, and Vixen, one of Santa's reindeer, they go to the Candy Cane Palace in the Land-of - Somewhere-Else to save Santa, meeting many dangers along the way, such as the Pumpkinhead Giants and two Halloween goblins named Gob and Gobby.

It is impossible to rescue Santa without the help of all the boys and girls in the audience, and a special surprise is in store for the audience at the end of the play.

Members of the cast are Harold Fuller as Santa Claus; Don Sears as Pete; Sally Paden as Peggy; Betty Enright as Tinsel; Alma Watkins as Danger; Susan White as Sticky; Margaret Bullock as the Halloween Witch; Phil Davis and Betty Enright, the Pumpkinhead Giants; Carol Cleveland and Susan White as Gob and Gobby; and Mary Phillips, and Jan Joyce as Vixen.

Southwesterners Have Yule Fete

Southwesterners Club met in the home of Mrs. Odis Calcote, 1937 N. Wells, for a business and social meeting.

Plans were completed for the Christmas party, which was held Dec. 9 with husbands as guests in the Southwestern Public Service social rooms at six o'clock.

Secret Pal gifts were revealed and new names were drawn for the next three months.

The club also made plans for providing a Christmas basket for a needy family.

It was announced that the next meeting will be held in the home of Mrs. Herman Topper, 1815 Chestnut.

Members attending were Mmes. Floyd Lassiter, Ferrell Baird, Norman Flaherty, Carl Laflin, Odis Calcote, Jim B. Wilson, Melvin Jayroe, Bennie Woods, Charles Bailey, Brooks Hubbard, Scott Langford, Larry Anderson, Herman Topper and Evart Revard.

Dear Abby....

Marriage Doesn't Improve Personality



By ABIGAIL VAN BUREN

DEAR ABBY: When should a man tell his wife all about his financial affairs: Before marriage or after? I am going with a wonderful man he's a widower (and I am a widow) and he has asked me to marry him. He is good to me in every way, but he has one fault. He has tried to convince me that he has no money. It is not possible for a man to live the way he lives on what little money he claims he has. He told me he bought his car second-hand when I know he bought it new. He also tried to tell me that his suits are inexpensive ready-mades, when I KNOW he has them tailor-made. I would not be extravagant if I married him, but I resent being deceived. What do you make of it?

RESENTFUL

DEAR RESENTFUL: If your friend thought as much of you as his bankroll, he wouldn't be trying to kid you. Don't expect him to improve after marriage. His type usually gets worse.

DEAR ABBY: I have a sister who has been going with this guy for the last year. She told me this morning that they planned to get married eventually, but no date has been set yet. Then she said she hoped it would be soon beause she thinks she is expecting. What kind of a wedding should she have under the circumstances?

SISTER

DEAR SISTER: A quick one!

DEAR ABBY: My boss has lost three secretaries in the past eight months because his wife insists on letting their 3-year-old child call him on the telephone all day long.

I wouldn't mind it once in a while; but the wife dials the number and, without asking for her husband, she hands the phone to the child and goes off somewhere. All I hear is "da da, da-dee, da-deeeee" until I am about to go crazy. How can a girl get her work done? And when there are people in the office waiting for the boss, it is a joke. If this keeps up Secretary Number Four will be looking for another job.

TELEPHONE NURSEMAID

DEAR NURSEMAID: Tell your boss that the calls from home are interfering with your secretarial routine and suggest he shape up his home front. If he doesn't do it, follow the three wise women.

DEAR ABBY: The letter about the young girl correcting older people's English reminded me of something that happened years ago.

I was in the company of several older people and a young high school girl, who kept correcting their English. Finally, a sweet little elderly retired school teacher leaned over and whispered something into the young girl's ear. She was as quiet as a mouse after that. I later asked the girl what the elderly lady told her. It was: "My child, it is better to have good manners than good English."

Respectfully,
JOPLIN

Everybody's got a problem. What's yours? For a personal reply, send a self-addressed, stamped envelope to Abby, in care of this paper.

For Abby's booklet, "How To Have A Lovely Wedding," send 50 cents to Abby, Box 3365, Beverly Hills, Calif.

Council Hears Of Foundation Plans

PTA City Council met Tuesday morning at 9:30 a.m. in Lamar School with Joe Page, school principal, opening the meeting with the PTA Prayer.

Mrs. George Cree Jr., in conducting the council business introduced Mrs. Ples Harper and Mrs. Edith Echart of Canyon, who reported on the Texas Panhandle Heritage Foundation, Inc. and urged the support of each member.

Mrs. Harper stated "This is the organization for preserving, recording, and re - creating the story of the pioneers of the Texas Panhandle. It unites the people of the Texas Panhandle and their children in an organization to create, maintain, and support this educational and historial outdoor summer theater program."

Announcement was made of the annual "Walk To Church" to be sponsored by the Pampa High High School Key Club on Dec. 17. All members were urged to participate in the pilgrimage.

Following an introduction of delegates who attended the state PTA meeting in Houston, Mrs. Cree gave a reportof the convention held Nov. 29 - Dec. 1.

It was announced the next meeting will be on Jan. 2 in Lee Junior High.

Approximately 40 members attended.

Now is a good time for sunworshipers to get in shape. For winter-roughened elbows and perhaps, giving the back some gentle care. Backless fashions are more flattering if the back displayed is as pretty as possible. For a clearer skin and healthy glow, use a back brush when bathing.

BETROTHED



Miss Karen Sue Biggs

Mrs. Juanita Biggs, 315 S. Ballard, announces the engagement and approaching marriage of her daughter, Karen Sue, to Eugene Laymond Hinds, son of Mr. and Mrs. Manuel Hinds, 126 N. Nelson. The wedding is planned for December 25 at five o'clock in the First Methodist Church.

Grow Savory Gifts For Yule Giving

KAY SHERWOOD
Newspaper Enterprise Assn.

An early start on an indoor herb garden will yield Christmas gifts prized by cooks everywhere —fresh herbs. A flourishing pot of chives, rosemary, parsley, or other herb make a unique, inexpensive present.

Dress clay pots in which they're planted with glitter, seals, painted motifs or bands of gift ribbon. Tie in cellophane to protect herbs and give a final, festive gift appearance.

Brownie Troop Notes Birthday

Brownie Troop 14 recently celebrated its second birthday with a party in the home of its leader, Mrs. Mack White.

Brownies presented with second year membership stars by Mrs. White and Mrs. W. D. Kendree were Pattie Bullard, Kathy Huffins, Mackie Hudgins, Karen McKendree, Toni McLennan, Deborah Sheehan, Lesa Wade, Gayle Welborn and Debbie White.

The Brownies prepared and served refreshments of cupcakes and punch served from a table appointed with an autumn arrangement.

Blue Flame Club With Mrs. Tryon

The Blue Flame Club met recently in the home of Mrs. Gordon Tryon, 1136 Sandlewood for a business meeting and Christmas party.

Following the business session, games were played and gifts exchanged.

Members attending were Mmes. James Ray, Glenn Knight, Travis Gilbert, Roy Franke, Richard Dillon, Bobby Seltz, Billy Kennedy, Loyd Anderson, M. S. Jenkins, W. K. Gamba, Earl Hobbs, Bob Schroeder, Gordon Tryson, Eugene Stubbs, Bill Fulcher.

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The Pampa Daily News

AN INDEPENDENT FREEDOM NEWSPAPER

We believe that all men are equally endowed by their Creator, and not by any government, with the gift of freedom, and that it is every man's duty to God to preserve his own liberty and respect the liberty of others. Freedom is self-control, no more, no less.

To discharge this responsibility, free men, to the best of their ability, must understand and apply to daily living the great moral guides expressed in the Ten Commandments, the Golden Rule and the Declaration of Independence.

This newspaper is dedicated to furnishing information to our readers so that they can better promote and preserve their own freedom and encourage others to see its blessings. For only when man understands Freedom and is free to control himself and all he produces, can he develop to his utmost capabilites in harmony with the above moral principles.

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TOT In Transition

The Pampa Daily News today presents the most comprehensive story of Pampa and the Top O' Texas ever put together as a single unit.

In touching not only the Top O' Texas' colorful history but the scores and scores of success stories on businesses now serving this area, we have attempted to unfold the drama of the great American dream of struggle and achievement in an atmosphere of freedom.

In a world that seems to huddle in the comfort of group-think, collective action, governmental dictums and the like, the story of individuals acting to achieve their own ends in satisfying the wants of others has about it the air of excitement. Notice, particularly, in your reading the number of businesses that are first generation in ownership and self-made . . loud evidence that the free market gives every man an opportunity to achieve from even the most modest beginnings.

The Top O' Texas has made great strides during the last generation from an area of incipient oil boom to a stable, productive economy based largely on the oil and gas industry and secondarily on agriculture and cattle.

Looking down the road, we can see a long future for Pampa. The prospect of secondary oil recovery in the old Panhandle field promises to produce as much oil in the future as has been produced in the past; the extensive oil and gas discoveries to the northeast of Pampa show a great potential for drilling and development and the future of irrigated crops and the recently developed feed lot industry gives us even greater hopes for stability and growth in these fields.

The Top O' Texas in Transition edition is designed to give an overall picture of this splendid piece of geography situated in the northeast quadrant of the Texas Panhandle, its glorious past and its promising future.

We hope you find it informative and entertaining.

Time To 'Raise Hell'

Editor Jenkin Lloyd Jones of the Tulsa, Okla. Tribune addressed newspaper editors at the Inland Daily Press Assn. convention recently on the 'Doctrine of Individual Responsibility."

In his speech, he urged the editors, "You have typewriters, presses and a huge audience. How about raising hell?"

The following excerpts from Jones' speech are examples of some of the things he was advising his fellow editors to raise hell about:

—"Well, the theory that misbehavior can be cured by pulling down tenements and erecting in their places elaborate public housing is not holding water. The crime rates continue to rise along with our outlays for social services. We speak of underprivilege. Yet the young men who swagger up and down the streets boldly flaunting their gang symbols on their black jackets, are far more blessed in creature comforts, opportunities for advancement and freedom from drudgery than 90 per cent of the children of the world. We have sown the dragon's teeth of pseudo - scientific sentimentality, and out of the ground has sprung the legion bearing switchblade knives and bicycle chains."

—"Relief is gradually becoming an honorable career in America. It is a pretty fair life, if you have neither conscience nor pride. The politician will weep over you. The state will give a mother a bonus for her illegitimate children, and if she neglects them sufficiently she can save enough out of her ANC payments to keep herself and her boy friend in wine and gin. Nothing is your fault. And when the city fathers of a harrassed community like Newburgh suggest that able-bodied welfare clients might sweep the streets the 'liberal'- editorialists arise as one man and denounce them for their medieval cruelty."

— "The welfare state that taxes away the rewards for responsible behavior so that it can remove the age - old penalties for irresponsible behavior is building on a foundation of jelly. It is time we stopped this elaborate pretense that there is no difference between the genuinely unfortunate and the mobs of relievers who start throwing bottles every time the cops try to make a legitimate arrest."

—"For nations do have souls. They have collective personalities. People who think well of themselves exhibit plan and enthusiasm and moral. When nations cease believing in themselves, when they regard their institutions with cynicism and their traditions with flippancy they will not long remain great nations. When they seek learning without effort and wages without work they are beginning to stagger. . . Do not let me over draw the picture. This is still a great, powerful, vibrant, able, optimistic nation. Americans — our readers — do believe in themselves and in their country. But there is rot and there is blight."

—"We have reached the point where we should re-examine the debilitating philosophy of permissiveness. Let this not be confused with the philosophy of liberty. The school system that permits our children to develop a quarter of their natural talents is not a champion of our liberties. The healthy man who chooses to loaf is not a defender of human freedom. . ."

—"It is time we brought self-discipline back into style."

—"Let's cover up the cesspool and start planting some flowers. . . I am fed up to here with the educationists and pseudo - social scientists who have underrated our potential as a people. I am fed up to here with the medicine men who try to pass off pretense for art and prurience for literature. I am tired of seeing America debased and low - rated in the eyes of foreigners. And I am genuinely disturbed that to idealistic youth in many countries the fraud of communism appears synonymous with morality while we, the chief repository of real freedom, are regarded as being in the last stage of decay."

—"Unless I mislead the signs a great number of our people are ready (for changes). Let there be a fresh breeze, a breeze of new honesty, new idealism, new integrity."

—"And there, gentlemen is where you come in. You have typewriters, presses and a huge audience. How about raising hell?"

Thus spoke the Tulsa Tribune's Mr. Jenkin Lloyd Jones, who not only suggested some subjects for hell - raising but gave an excellent example of how to practice the robust art.

Bid For A Smile

Bully — Do you see this fist?
Timid Fellow—Yes.
Bully—What would you do if you had a fist like this?
Timid Fellow—I'd wash it!

—o—

We use religion like a trolley-car — we ride on it only while it is going our way.

—o—

Mouth — the grocer's friend, the dentist's fortune, the orator's pride, and the fool's trap.

Mr. Brown — I suppose you play golf?
Mr. Newrich — No, I can't say that I play it. But I am still working at it.

—O—

He who is born a fool is never cured.

—O—

Sisters named Mrs. Ila B. Still and Mrs. Florry Mae Fuss reside at Macon, Ga. — Patsy McCord, Macon Ga.

—O—

Down South



By THURMAN SENSING

A Beacon Of Americanism

Good Americans, deeply concerned for the future of their country, took heart recently when Maj. Gen. Edwin A. Walker resigned from the Army he served so loyally for so long, declaring he would find other means of serving in the republic "in order to pursue the dedication of a lifetime."

With the "Better Red than dead" forces gathering strength, with the Fulbrights seeking to leaders, and with apologists for leftism in posts of importance in this country, the American people are desperately in need of patriotic, conservative voices such as that of Gen. Walker.

While he came into public notice as a result of the Kennedy administration's campaign to silence outspoken anti - communists, Gen. Walker clearly understands the broader issues facing the nation. His statement, issued in early November on invitation of the Senate Armed Services Committee, makes clear that he sees the total nature of the threat to our republican institutions of government.

"One of the great conflicts of history," he declared, "is that between man and the state. An example of how far we have submitted to the new orientation is that, only a short time ago, a liberal was one who believed in protecting individual liberties from usurpation by the state."

Perhaps the most important part of Gen. Walker's statement was his assertion: "We are at war. We are infiltrated. We are losing that war every day. We need a substitute for defeat."

The general spoke with truth. Leftism is not creeping in this country; it is galloping. We do not face gradual restriction of the American free capitalistic system; we face its total abolition, and in a short period of time—unless the people are alerted and act promptly.

Leftists are attempting a virtual blitzkreig against this bastion of freedom. They hope to socialize and regiment the American people at home as they weaken U.S. strength overseas. Clever apologists of defeatism are at work in Washington. The New Frontier is riddled with them.

Gen. Walker's warning should be heeded. "We are," he warned, "in a death - struggle now, on the high seas, in the air, on the land, in outer space, and in every local community where the agents of those who hope to conquer the world seek to undermine us."

One has only to think back one, two or three decades to see how this country has changed—indeed how it has gradually ceased to be a free republic and become a semi-socialist state verging on a leftist - style democracy. There's no mistaking where the so - called liberals are guiding this country. It is not, as they vow, toward a greater economic or social freedom. Rather is it in the direction of a Sovietized "people's republic" in which sovereign states will be abolished, private enterprise will not be tolerated, and individual rights will be totally usurped by the master state.

The average American realizes something terrible is going on. But the extent to which Americans are being betrayed by socialists within is still not fully comprehended by people caught up in the conventional round of life.

A stalwart, outspoken patriot like Gen. Walker serves an important purpose when he declares himself foursquare against leftist domination in the United States. He becomes a beacon of Americanism that helps other, less venturesome citizens find courage to fight and overcome those who want to create a soviet America.

The Doctor Says:

By Dr. HAROLD T. HYMAN

Q — Can you tell me about a diet cure for multiple sclerosis? I've tried everything and I'm getting so bad I soon may have to quit my job.

A — For the past 11 years, Dr. R. L. Swank has experimented with a low fat diet in an effort to halt the progress of (not to "cure") multiple sclerosis.

The diet simply eliminates most of the obvious fat-containing foods from the regular foods you normally consume. That is to say, butter, cream, egg yolk, shortening meat fats, ice cream, desserts and sauces made with cream and - or butter, oleomargarines, etc.

Except that you may elect to take skim milk instead of whole milk, you need not buy any special food or ask for specially prepared meals.

In Dr. Swank's experience, severe recurrences were prevented and mild relapses were reduced to a minimum, particularly in the cases of those who went on the diet in the early stages of the disease and who adhered faithfully to it.

It is only fair to say that other equally reliable observers who experimented with the diet report less enthusiastically of its results. Because of its simplicity and harmlessness, it is certainly worth your best consideration. But, one way or other, please don't give up your job.

One sure way to invite progressive invalidism is to accept it as a matter of course or even take refuge in it.

To learn more about your affliction and what's being done about it, why don't you write for information to the National Multiple Sclerosis Society at 257 Fourth Ave., New York 10, N.Y.?

"Peace Loving"



Allen - Scott Report:





Agriculture Sec'y Freeman Out of Favor Over Feed Grain Program Costs, and Speeches

WASHINGTON — Interior Secretary Stewart Udall has competition as snafu champion of the cabinet.

Agriculture Secretary Orville Freeman also is in the presidential doghouse.

This doesn't mean Freeman or Udall is in immediate danger of being "kicked upstairs" — as recently befell former Undersecretary of State Chester Bowles. It will happen sooner or later, but most likely later.

There are two principal reasons why Freeman, former Governor of Minnesota, is increasingly in dutch at the White House:

—His feed grain program is costing a great deal more than he estimated; some experts claim as high as $5 a bushel for corn that wasn't produced. Treasury Secretary C. Douglas Dillon has told President Kennedy Agriculture Department expenditures will add at least $1.1 billion to this fiscal year's multi-billion dollar budget.

—Freeman made some speeches that run directly counter to the Administration's favorable views toward the European common market. In an address to the National Grange, a major farm organization, he charged the common market could raise serious trade barrier to U.S. growers.

Warned Freeman, "Protectionism is in the air where agriculture is concerned in Europe today."

In White House circles, no secret was made of displeasure with this kind of dissonant talk from a cabinet member. It was felt that would encourage congressional opposition particularly from Southern and Midwestern members, to the liberalized trade program the President plans to submit to the approaching legislative session.

Freeman apparently is aware he is in hot water.

He is telling friends, "They're unhappy at the White House about my feed grain program. But they haven't offered anything better, and neither has anyone else for that matter. There's a lot of criticism, but no really constructive alternatives."

In inner council deliberations on the new budget the President submits to Congress next month, Budget Director David Bell has sharply challenged Freeman's fund requests. Bell contends they are far too high and should be pared.

Significantly, the President has sided with Bell.

If and when Freeman does depart, his successor is likely to be Undersecretary Charles Murphy, one-time special counsel to President Truman. A North Carolinian and former Senate specalist on farm legislation, Murphy has influential personal ties in Congress that could be helpful to the Adminstration.

Freeman, with no Washington background, has lacked this important asset.

POLITICALS — Representative Hale Boggs, La., a senior member of the powerful House Ways and Means Committee, has the inside tract for Democratic Whip if Representative Carl Albert, Okla., is elected the new Majority Leader. That' agreeable to Representative John McCormack, Mass., slated to be the next speaker . . . Albert has the Majorty Leadership sewed up despite claims of Representative Richard Bolling, Mo., that the race is still wide open. Albert has six sure votes from Bolling's own state delegation, foremost among them Representative Clarence Cannon, chairman of the mighty Appropriations Committee. Albert also has pledges from 13 of the 15 Democratic regional whips, and is confident he will get more than 183 votes. That's 53 more than necessary to win . . . Although McCormack has the Speakership nailed down, Representative Albert Rains, Ala., is going to announce for it anyway, for two reasons: Belief the publicity will help him, as he has to run at-large for re-election next year, and to get himself on record for another try for Speaker in the future . . Representative Wilbur Mills, Ark., chairman of the Ways and Means Committee, has offered to nominate McCormack for Speaker.

The huge new office building the House is erecting (the third) will be named after the late Speaker Sam Rayburn. Both Democratic and Republican leaders are agreed on that. Representative McCormack will offer a bipartisan bill for that purpose. It will also provide for a life-size statue of the noted Texan in the lobby of the new building that will be ready for occupancy in 1963 — when the Congress elected next year takes office . . . Senator Bourke Hickenlooper, Iowa, is being urged by some colleagues to make a fight for chairman of the Republican Policy Committee. Senator Leverett Saltonstall, Mass., has a seniority claim to this vacancy created by the death of Senator Styles Bridges, N.H. But some GOP senators feels Hickenlooper is more decisive and want him to run against Saltonstall. He hasn't agreed to that, but he also hasn't said no.

Governor Alf Landon's visit to the White House is his first since Truman left it in January 1953. The 1936 Republican presidential candidate avoided Washington throughout the eight years of the Eisenhower Administration because he wasn't asked to the White House. During Truman's regime, Landon had a standing invitation to call whenever he was in the capital. That's been renewed by President Kennedy. Now a hale and hearty 74, Landon attributes his good health and vitality to daily horseback rides. Says Landon, "If everyone my age rode horses instead of rocking chairs, they'd be a lot better off in both mind and body."

Hankerings



By HENRY McLEMORE

As a movie customer of long standing I would like to express my views on the question of whether the production of U.S. films abroad is suicide or salvaton for Hollywood.

Mine is a voice of experience, no doubt about that, I lived just across the street from a picture show when I was a little boy, and was a regular patron (if not always a paying one) from the age of four until twelve.

A few of my early heroes and heroines will date me fairly close. Pearl White, Eddie Polo, Neil Hamilton, Annette Kellerman, Andy Clyde, Raymond Griffith, Wallace Reid, Theda Bara, Fatty Arbuckle, Sessue What's-His-Name, Antonio Moreno.

I didn't see the Great Train Robbery, but I didn't miss it by much. My favorite picture of all time still remains that superb serial, "The Man in the Laughing Mask," closely followed by "Trey of Hearts," "Neal of the Navy," and "The Man with the Iron Claw."

And on nights I didn't slip in through a side door, I absorbed the movies, for my bedroom was on the movie side of the house, and many is the night I went to sleep to the wonderful melodies of the player piano. I still remember his name, Bridger Thompson, and could he play!

But back to Hollywood and its problems, I am glad, for my own sake, that Hollywood is now making Westerns in places like Spain, Italy, and Uruguay, and plantation pictures in France, Germany, Yugoslavia, and Norway.

What a relief, when one goes to a Western, not to see the same old boulders, the same overhanging branches, the identical gullies, buttes, and, yes, the same herds of cattle being driven from Texas to Fort Dodge. Some of the steers became old friends through the years, and I had named them.

The same for gullies, I could tell which one Randy Scott was certain to take, because it was shorter, and I often yelled out to U.S. cavalry troops not to select a certain route — that they'd be sure to be ambushed.

The Italian, Spanish, and French gullies offer a welcome change of scenery.

And that old prop Western street at 20th Century — I knew how every door opened, and what to expect when the doors were opened. The same for that old locomotive. It is as familiar as a favorite toy is to a child.

It will be a relief when World War II airplane pictures are shot abroad, if only to get new Japanese faces in the cockpit of the Japanese planes. Every time you see a war picture, there are the same Jap extras at the controls of the Jap Zekes and Bettys. Like the steers in the Westerns, I got to know them by sight, and started to hate to see them shot down, as they always were.

Yes, Hollywood may be suffering from foreign production, but we movie-goers are getting a break. I look forward to seeing Hollywood shoot a South Sea epic in Iceland. It would not only save money, but would offer a decided change from the wearisome palms and lagoons.

Edson In Washington

U.S. Farmers Have Stake In Common World Market



By PETER EDSON

WASHINGTON (NEA) — "The welfare of American farmers depends on the export market," says U.S. Secretary of Agriculture Orville L. Freeman. This is why he has met four times this past month with officials of the European Economic Community — France, Germany, Italy, Belgum, Luxemburg, and the Netherlands — in an effort to safeguard traditional American markets against competition from increased internal trading in Europe's new Common Market.

Last year the United States exported $1.1 billion worth of farm products to these countries. The exports were principally hard wheat, feed grains, cotton, tobacco, rice and poultry.

By contrast the United States imported only $220 millon worth of agricultural products from western Europe. They were principally wine, cheese, prepared meats, vegetable oils and specialty items like bulbs and greenhouse stock.

The inequality of this trade in both volume and commodities leaves little room for bargaining. The European countries are nevertheless pressuring the United States to reduce tariffs against their agricultural products and reduce quotas against products such as cheese, in surplus supply here.

For its part, the United States wants assurances that it will retain its traditional markets for farm exports. It also wants assurances it will get its share of any expansion in Europe's markets as the standard of living and the purchasing power of its people increase.

An international conference has been meeting in Geneva since September 1960, to negotiate new tariffs between the six Common Market countries and other countries in the General Agreement on Tariffs and Trade, known as GATT.

The negotiators are trying to wind up their business before the end of the year. While they have made much progress on industrial tariffs, and though they have agreed to work toward elimination of agricultual protectionism, renegotiation of agricultual tariffs hasn't begun.

Principal season for this is that the Common Market countries haven't yet agreed among themselves on what their common agricultural policy is to be.

The idea now is to let the United States retain its historic markets till the Europeans can make up their minds. They will probably do this, product by product, over the next year or more.

One of the biggest difficulties is that all the Common Market countries now have production subsidies for their own farmers. This is much like the U.S. price support system. The subsidy runs as high as $3.50 a bushel on German - grown wheat.

Some of the European countries have dropped hints that they might introduce a new system of variable import fees to maintain prices for their own farmers.

For example if the six - country average support price for European - grown wheat was the equivalent of $2 a bushel, and if the world market price was $1.50 a bushel, a fee of 50 cents a bushel would be charged on all wheat imported into the Common Market.

This would be on top of any import tariff the European countries might retain. And it would be on top of any export subsidy which the United States might pay to move its surpluses.

The fee would be a most difficult trade barrier to overcome. For the world price of wheat varies from day to day. And as the price went down, the variable fee would have to be increased to keep the import price of wheat stable.

The European countries have not yet decided they are willing to make concessions in reducing trade barriers against American agricultural exports. But if they don't, European and American farm exports may drop in the process.

This situation is going to make it doubly difficult for the Congress to write new farm legislation next year.

The Nation's Press

FILLING THE CHAIR

(Chicago Daily Tribune)

U Thant, a protege of U Nu, is the new boss of U.N., which gives us a lot of upper case U's if not much else. Mr. Thant is a Burmese and a Buddhist, which takes care of the lower case u's.

The new acting secretary general fills a gap that has existed for six weeks, since Dag Hammarskjold was killed in the Congo. The Soviet Union haggled over its demands for a three-headed secretariat, representing communism, the west, and the neutrals, and, failing that, for an advisory body of assistant secretaries founded on the same division of interests, with veto power to handcuff the secretary.

The compromise is somewhere in between. Mr. Thant is nominally independent, but his first two appointments place a Russian and an American at his elbows. He can be given the benefit of the doubt until he writes his own record, good or bad, but he is a probationer whose term is only for 17 months.

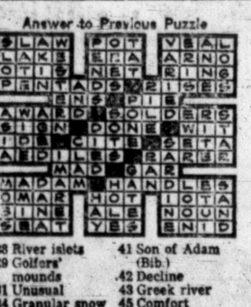
The choice of a neutralist from a small and unimportant country is indicative of the contradictions and inherent futilities of U.N. The directing head of the U.N. has to be an inoffensive nonentity to hold his job. He must not give affront to either of the major power blocs. He cannot afford the luxury of lofty principles or moral condemnation, for, if he did, no day could pass when he was not obliged to censure the Soviet Union.

He must seek to steer an organization supposedly dedicated to peace and justice while one of its members incessantly wars upon the rest of the world, creating a noxious climate of threats, blackmail, and subversion. The constant activity of the Kremlin is to goad decent peoples almost beyond the limits of endurance.

The new secretary general comes to his office primarily as a symbol of that numerous collection of "nonaligned" countries which will put up with any soviet provocation so long as they are permitted the semblance of Nirvana. No successor to Mr. Thant is likely to be of any other character. The future of U.N. is therefore a lingering life of unreality.

Dominican Republic

Answer to Previous Puzzle



ACROSS

1 The —— is Dominican Republic's monetary unit
5 Peanut —— is among its manufactures
8 Its —— is very fertile
12 Above
13 Feathered scarf
14 It has an —— of 19,333 square miles
15 Burrowing animal
16 Conclusion
17 Erect
18 Breathes noisily in sleep
20 Take as one's own
21 Primate
22 Mariner's direction
23 Violin maker
26 Asylum
30 Row
31 Play part
32 Untruth
33 Frozen water
34 Burmese wood sprites
35 Italian city
36 Confines, as for grazing
38 Consecrate
39 Hail!
40 Beverage
41 Apprised
44 Rescind
48 Pigeon
49 Garden implement
51 Rational
52 Within (comb. form)
53 Possess
54 Theow
56 Shakespearean king
58 Scatter
57 Forest creature

DOWN

1 Knave of clubs (pl.)
2 "amous English school
3 Unaccompanied
4 Rum
5 Pat
6 Electrified particle
7 Youth
8 Pantry
9 Martian (comb. form)
10 Kind of tide
11 Short barb
19 Roof finial
20 Poker stake
22 Lampreys
23 Dismounted
24 Small rodents
25 Dill
26 Decays
27 Otherwise
28 River islets
29 Golfers' mounds
31 Unusual
34 Granular snow
35 Passed away, as time
37 Ciudad Trujillo is one of its principal ——s
38 Honey maker
40 Tendency
41 Son of Adam (Bib.)
42 Decline
43 Greek river
45 Comfort
46 Feminine appellation
47 Sidelong look
49 It has a —— sub-tropical climate
50 Be indebted



NEWSPAPER ENTERPRISE ASSN.

matter of Fact



If Cleopatra were a modern belle, maybe she'd get a "nose bob." Her most remarkable feature was a long aquiline nose—well testified to by the many coins bearing her image. The historian Plutarch admitted her beauty wasn't remarkable, but "the attraction of her person, joining with the charm of her conversation," wrote the solemn historian, was "something bewitching."

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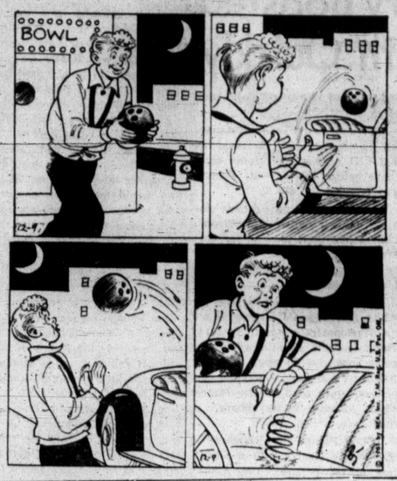
OUT OUR WAY — J. R. Williams



Freckles



OUR BOARDING HOUSE — With Major Hoople



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Index Of Advertisers

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Hardy Cattlemen First Brought Civilization To Panhandle Area

Although there had been other men in the vast plains of the Panhandle, it was the cattleman who was one of the first to bring civilization as we know it. The Indian had ranged the territory for centuries, then the Conquistadores appeared briefly on the scene. The soldiers came next, but it was not until the cattleman had come and moved in his herds that the civilization of the white man made the first permanent footholds.

Even agricultural aspects weren't important in the early days with the exception of what little was raised to supply the family table.

This was the vast plains, the unfenced cattle country which drew ranchers from all parts of the world. Here were the cowboys, the drifters and the hewers of great cattle empires. Many of these empires have passed into oblivion or have been sold in smaller acreages now, but the cattle industry yet complements the agricultural and industrial development in making Gray County progressive and stable.

Perhaps the people are now more cognizant of the county's cattlemen through the annual rodeo or the everyday viewing of cowboy ten-gallons and boots but the proof is in the "Brands and Records Book, No. 3 at the county clerk's office. There are now more than 700 brands registered for this area and the vast majority of them were entered after 1925 when this country was ballyhooing its black gold discoveries. The entering of new brands has been consistent through the years with most cowmen continuing their brands — you could almost count the cancellations on one hand.

This more or less proves that ranchers are some of the nation's most stable citizens, but their histories are glamourous and exciting.

Economy played a big part in the forging of the enterprise of spurs and horses and cattle and fences. There was a great beef demand in the early 1800's, particularly in the East which was becoming rather densely populated. The topography of this country and the geographical location made it a natural supply center. Grazing land was abundant and water was plentiful and the rolling plains made large herds possible.

Then too, many of the early cattlemen in the area first came to pursue one of the territories' most famed occupations—buffalo hunting. These nimrods arrived in such number, however, that the dearth of the vast buffalo herd was some ten years before the birth of Gray County. Many stayed or later returned to establish residence and breed cattle.

Others came to these parts with the primary aim of establishing cattle empires. They came from the East, South Texas and from across the sea — England and Scotland notably.

Enormous amounts of money were poured into the area by syndicates and from personal fortunes. And it took a lot of money for the ones who dived in buying huge herds and fencing posts had to be shipped from Dodge City and Wichita Kan., by wagon and ox teams. Sometime there were 12 yoke of oxen in a team and they pulled as many as three wagons. The trip took from six weeks to two months. The result of this difficulty in obtaining supplies was that fence posts cost up to $7 and gate posts $15. When it's considered that the Francklin Land Co. (England) boasted over 600,000 acres, that's a lot of fence posts.

Others built their herds slowly however, starting with a few head and increasing over the years. These were such men as Bob McCoy who started his herd with five heifers, in 1925.

But back when the herds were just beginning, the years before and immediately following the birth of Gray County in 1902, one of the accepted ways of adding to the stock was cattle rustling. According to oldtimers "They all did it." They hasten to explain it wasn't organized rustling or running a neighbor's cattle over the border in fine old movie tradition. For that — "Hangin's too good for 'em" held true. But just a little rustling here and there, picking up a cow now and then and melting it into their own stock was a "tit for tat" procedure.

In fact, it has often been said by many a pioneer that the best way to get started in the cattle business in the Panhandle was to do a bit of casual rustling.

And to those who assume the romantic picture that the ranching pioneers were thin - lipped, steel eyed, tall-in-the-saddle young men who came riding grandly in to amass their fortunes — assume again. Many were the hardships and privations they were subjected to as gleaned from the tales and writings of the oldtimers who forged the territory. Some drifted in and stayed. Others came at the invitation of relatives or friends already here. Many brought their wives and families with them traveling hard long miles in hacks and coaches. And some walked.

Alfred Ace Holland, owner of Pampa's first hotel and an associate of the Francklin Land Co. back in the 1800s was one of those who came on foot. He tells of his trek to the Panhandle from Wichita Falls when he averaged about 20 miles a day. His only weapon was a small knife and provisions and skillet were carried on his back. He came in contact with no Indians but remembered fording icy creeks and then thawing out his frozen clothes and drying them on the other bank by a prairie coal fire before continuing his journey. After a time he joined the Francklin Land Co. which was one of the largest cattle concerns in the area at that time, owning over 600,000 acres of land and claiming over 60,000 head of cattle.

The Diamond F spread was registered in the early 1880s in Hutchinson, Gray and Carson counties by the Francklin Land Co. There some 35 to 40 acres organized and managed by the Groom brothers, L. B. and H. T. The boundaries ran from Lefors to the Canadian River and from Panhandle to Groom. This concern was plagued by hard luck. Some of the difficulties came from over expansion in the boom of the '80s which resulted in a later fall in prices. Line camps were so far apart and so many men were hired that this too had a bearing on their solvency. Also if the "casual rustling" common to the territory was practiced, the Francklin Land Co. probably stocked many a small rancher as they were assuming some 60,000 head of cattle in 1885 which proved to be only 5,000 when a check was made.

The M Bar brand was originated in 1898 by T. D. Hobart. Hobart first branded a MWH which were the initials of his wife, but was afterwards changed to an M over a straight bar. The M Bar covered land stretched over Hemphill, Roberts and Gray Counties.

The Hat brand was first started about 1878 in Indian Territory and was brought to Gray County by B. E. Johnson and run on cattle which grazed some 47,000 acres.

In 1888 the Wineglass brand began in Gray County. The Wineglass was started by J. B. Baird and Charles Woods and run by them until 1899 when it was taken over by J. B. Baird.

The only Gray County brand to be recorded in the Brands and Record Book in the county clerk's office in the year when Pampa branded its name on the prairie, 1902, was that of Joe Lewis who registered his mark on Oct. 18, 1902.

On February 27, 1908 John W. Dwyer, McLean, is entered. Following him was J. R. D. Bird on March 27, 1912. In 1914 there came J. M. Carpenter, McLean and H. L. Huselby, Pampa. Then 1915 showed J. M. Saunders, Pampa and T. A. Launders, McLean and in 1916 J. L. Stroope Pampa, and J. L. Noel, Pampa.

The skip is then to the 20s with Guy Farrington, Pampa, 1920; Roy McCracken, McLean, 1922; Mayetta Ingram, 1923; O. L. Tibbetts, Alanreed 1925; W. S. Talbert, 1927; Robert Hollis, Pampa and Emmett LeFors, 1928.

Oil Discovery Boosted Area Growth Quickly

The state of Texas began taking census in 1850, but it wasn't until 1880 that Gray County appeared in the records, some eight years after having been formally organized, and not until 1910 that Pampa bowed in.

According to the Texas Almanac, the county had only 56 residents that first census year, some eight years before the city of Pampa was founded in 1888.

The dawn of the next decade saw a four-fold increase to 203 persons. Pampa had been founded for only two years at that time. The county by the next decade had only doubled to 480.

Then, between 1900 and 1910, the White Deer Land Company had its development program in full swing and the county, with four going towns — Pampa, McLean, Alanreed and Lefors—swelled the census figure to 3,405 the largest single increase in its history, to that date.

In 1920 Pampa first appeared in the census figures with a population of 987 persons. The county population had risen only slightly to 4,663 persons.

It was in the latter part of the decade, 1920-1930, that the county and Pampa showed the single greatest increase in population and set a record that has not been approached since.

This was the decade that saw a rebirth of the county and of Pampa through the discovery of oil.

Population for Pampa rocketed from the 987 in 1920 to 10,470 persons — more than tenfold increase — and the county shot from 4,663 in 1920 to a booming 22,090 in 1930. This surge in population was not spread out over the ten years. Local residents remember that only the latter part of the last Oil development didn't come in until after 1926 — the year the half of the decade saw the rise. first oil well was completed in the county — and the sudden burst in city and county figures didn't come until after the oil boom.

After that date, population for Pampa and Gray County has become more or less stable as compared to the earlier figures. County population for 1940 and 1950 were 23,911 and 24,728 an increase of only 3.4 per cent. City population figures, in turn for the two years were 12,895 and 16,522, a jump of almost 33 per cent. The city figure shows a greater increase percentage wise than does the county indicating that the movement from the rural to the urban sections has been in favor of Pampa.

Extensive development in the county did not come until June 12, 1926 when a 700-barrel flowing well was drilled on the Combs-Worley ranch.

Another early well was Cities Service No. 1 Heitholt completed June 6, 1925, but for only 15 barrels in the dolomite.

Location of the No. 1 Worley-Reynolds sits in a hollow, with slight hills rising around it. Pampa residents who lived here at that time say a popular pasttime on Sunday was to travel and watch the well being drilled. Spectators from town would sit around the edge of the natural amphitheater and watch drilling operations below.

One of the earliest wells drilled in Gray County was the old Purple Sage test drilled in 1922. The venture was drilled about four miles northwest of Alanreed.

This was shortly after Gulf completed the first producing oil well in the Panhandle in Carson County.

There are other wells which stand out in the memories of oldtimers in Gray County. These include the Stone-Tipton No. 1 McConnell, Taconian No. 1 Sullivan, and The Texas Company No. 1 Bowers.

Among the most expensive wells from point of wasted resources was the Stone-Tipton No. 1 McConnell. This well actually, was not in Gray County. It was slightly over the line into Carson. But because of the local interest and the fact the promoters had interests here, it would fall into any account of the county's development.

The well was a promotion of Ralph Tipton and Sid Stone. It was spudded April 1, 1921, ten miles west of Pampa. The block was assembled by Ivey Duncan.

Residents of both White Deer and Pampa, gathered on the location for a barbecue and ceremonies to go along with the start of drilling operations. Both towns were trying to claim credit for the well. Duncan, representing the Pampa claimants, made a speech that day during the festivities, and that White Deer residents, were more than upset when he told them the Pampans would be glad to let White Deer residents come out and visit the well any time they cared.

The McConnell was a gasser and, since there was little or no market for gas in the early days of the field, it might just as well have been a dry hole.

An estimated 40 million cubic feet of gas a day was being flared from the well. Drillers pulled out when gas was hit so the old well shot 40 million cubic feet of gas a day for amost a year.

Duncan believed that had the well been drilled just 40 feet deeper there may never have been a Borger. The well finally was shut in and some 10 to 12 years later was deepened and produced, according to Duncan, about 250 barrels of oil per day. This might have set off a boom here a year earlier than Borger and brought most of the interests in this direction rather than to Borger. Skellytown would have been a city of some good size by now, according to Duncan's reasoning. However, Gulf and Shamrock had found oil in northern Hutchinson County and the boom was well developed before the McConnell was recompleted.

One of the biggest wells in the county — in the Panhandle, for that fact, was the Taconian No. 1 Sullivan drilled 2 miles southwest of Pampa by a group of independents in Pampa including B. G. Cree, Buz Hoover and Duncan. This well was completed in the granite wash in 1939 for 20,000 barrels of oil per day. The 40-acre lease was sold a few years later for $800,000 dollars.

One of the most expensive leases was purchased by Phillips Pet. Company. Phillips paid $1 million for the north half of Section 88, Block. B-2, then bought the south half of the same section for $1.2 million. The record transfer was on the Jackson property, about 10 miles southeast of Pampa.

The record producer in Gray County offsets the north half of the Phillips Jackson lease. The Texas Company's No. 1 Bowers, eight miles southeast of Pampa, has produced more than two million barrels of crude — and still is producing.

When the activity in Gray and adjoining counties began booming, the nation still was feeling the effects of the first world war. Prices were high and crude was selling for about $2 per barrel.

Then the depression hit the country and by 1931, crude had skidded from $2 to about 30 cents. The oil activity in the Panhandle field came to a virtual halt.

One of the more interesting wells drilled in the area was a rank wildcat should set some kind of record for longevity.

The Big Bend well, drilled on Ledrick property, was spudded in 1925. By the time it was completed, the driller, single man at the time he started drilling, had married and had children old enough to go to school. The driller was Tom Morrison, and C. P. Ledrick and Garland Fraser and others interested in the venture had to build a school near the location. The only show of oil was obtained at 5,400 feet. It was drilled on down the 5,700 feet and plugged.

In addition to the regular activity from production of oil and gas in the area, extensive operations are conducted in conjunction with or as a result of the production.

For example, there are almost 40 gasoline plants operating in the Panhandle, about 25 carbon black plants producing 75 percent of the world's supply of carbon black, a vast network of pipelines and several refineries and gas booster stations.

Tom Rose Firm Boasts Longest Auto Tradition

Tom Rose Motors carries Pampa's longest automotive tradition and from its beginning has grown a wholesale parts business and the present Oldsmobile - Cadillac dealership.

Tom Rose, Jr., is president of the corporation and he is carrying on in a tradition established by his father, the late Tom Rose, Sr., who came here from Chillicothe in 1921 to found the Ford dealership in partnership with his brother, Bonnie W. Rose, since retired.

The senior Rose had been an independent garage repair man and came here specifically to open the Ford dealership. He held it till 1932, going into a Buick-Oldsmobile dealership for a couple of years and returning to Ford until his death in 1947.

Both sons, Tom and Rex, were active with Rose in their youth and Tom joined the firm in a managerial capacity about 1940, with Rex following suit a year later.

Rex kept the Ford dealership till about February, 1959, when he switched to wholesale parts, while Tom continued in the Cadillac - Oldsmobile dealership which he obtained through buying out Reeves Olds - Cadillac.

The chronology of business locations has placed Rose Motors in three different sites — first at the present home of C. R. Anthony's, and in 1926 at the present home, with the present parts location coming into the picture as the original home of Tom's Cadillac - Olds agency.

Tom and Rex "swapped" locations when the latter went into parts, to accommodate the auto dealership of Tom in a larger space. They have 27,000 square feet under one roof and have a separate used car lot on East Foster.

Rose Motors employs a staff that ranges from 20 to 25 personnel and they contribute a total of $140,000 to the economy of the area every year in the form of payroll.

Key personnel are Tom, who is general manager; Warren Hardin sales manager; Paul Johnston, used car manager; Willard Chapman, parts manager; Jack Langford, service manager; Ervigene Browning, office manager; and salesmen are R. L. Edmondson and H. D. Belthrope.

Amateur Weather Prognosticators In Panhandle Use Varied Methods

Top o' Texas weather has always done as it pleased.

Those are the words of one oldtimer, but probably most of them would find little to argue about in them.

For weather in the Pampa area is a very unpredictable thing. And —as Panhandlers are quick to point out — only newcomers and durn fools try to scan the sky and find out what's a-comin'.

Nevertheless, there are old-timers in these parts who will almost swear by one system — or another—of telling what the weather will be.

One group of amateur meteorologists will insist that if the sun goes down a "hazing red," then there's no doubt that the wind will blow hard the next day.

And another will swear by the method of watching the smoke coming out of a house or a stove. If the smoke comes out "bunched up and slow-moving," it'll be a nice day. But if it sinks to the ground, it's a cinch that it's going to rain the following day.

Regardless of the mental meanderings of Pampa prognosticators, however, oldsters throughout Gray County can tell how the weather has been in this area throughout the years. Perhaps they cannot prophesy, but they can remember.

The opinion held by the vast majority of them — and it is borne out by the weather records — is that the winters have become milder and the summers hotter.

In the earlier days of the county, it seems, the winters were much more severe—with the snows piling high on the roads and the winds cutting cruelly across the plains. Likewise, the summers did not have the sky high temperatures and the scarcity of rain that has been the Panhandle's lot in more recent years.

And old - timers remember well today how the roads running east and west would be piled high with snow during the winter months while those going north and south would be swept clear by the winds. There were no snow-plows then—so the roads would remain cluttered most of the winter season.

That meant that there would be day after day that nobody could get out of the house. This was particularly true in the first 15 years or so after the founding of the county in 1902. Those early years were not so dry as is the case nowadays, either.

But then came the lean days of the Dust Bowl in the middle 1930's. Nothing good could be said about the weather, and people could only hope — for better days ahead. And they came, too—finally. The 1940's brought some years of good crops, especially 1944-46. And in the early 1950's it was not so good, and not so bad, for the farmers.

Not too much, however can be seen by merely discussing the weather. To complete the picture it is necessary to paint in some observations on Gray County weather over the past 50 years and list some records it has attained.

The city of Pampa and Gray County may be designated as having all the characteristics of a moderate climate.

The mean annual temperature is 56.9 degrees. Broken down by seasons, the temperatures are: winter, 37.5 spring, 55.8; summer, 75.8; and fall, 58.3.

For rainfall the yearly average is 20.99 inches and it is well distributed over the county area.

Most of the rainfall comes during the months of May, July and August; although there is a good deal during June and September, too. Least precipitation is in the winter months.

Most of the snowfall, naturally, comes during the winter months —November to April. Traces of it, however, have been recorded in October and May.

Almost two out of every three days throughout the year are clear in this Top o' Texas area. The precise average is 232. Fifty-two more are partly cloudy and 81 are just plain cloudy.

Prevailing wind direction for this section of the Panhandle is southwest in the winter and spring and south in the summer and fall. Average wind velocity approxi- Average wind velocity approximates 14.5 miles an hour.

Within the Pampa area, the percentage of the maximum possible amount of sunshine is 81 per cent. Driest months of the year are January, February and March.

Frost in these parts generally occurs when the wind movement is from a northerly or westerly direction — with a very light velocity or calm. Latest date recorded for a killing frost in the spring is May 20, 1941; earliest date in the fall is Oct. 15, 1940.

As for freezing temperatures — or lower — in this area, the latest date — predicted on a 3-year average — is May and the earliest date in the fall is October 12.

The average length of the growing season — the period between the last killing frost in spring and the first killing frost in the fall—is 198 days. Longest period record was 232 days in 1946; and the shortest was 163 days in 1941.

Highest average temperatures, by month, for the past 50 years are: January, 1923 — 46.2; February, 1930 — 49.50; March, 1907—56.8; April 1930 — 63.4; May 1927 — 71; June, 1952 — 8.2; July, 1934 —0 84.1; August, 1952—84; September 1931 — 76.8; October, 1934 — 66; November, 1949—52.8; and December, 1933 — 47.4; Highest average temperature for the year was in 1934 with a figure of 61.4 degrees.

Rainfall is a far more up-and-down element of the weather than the temperature. From year to year the same month is likely to see very differing precipitations. People, however, are generally most interested in total rainfalls —so here are the greatest total rainfalls, by months, over the past half - century in this country:

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Osborne's Feed Lot Launched On Growth Program

Presence of the Jack Osborne Feed Lot in the current Top O' Texas progress story represents a portion of the transition which bears some of the area's most exciting outlook.

Osborne still considers his operation largely a cog in his program of ranching and cattle-merchandising but recent trends toward accommodating friends in commercial feeding operations has set him into a growth pattern which may be heralding new trends in this area.

Osborne is in the venture in partnership with B. B. Clark — since the project of owning the cattle is a big investment in itself — and they are carrying on a program that has grown to 1500 head of cattle on feed.

Of late, the Osborne Feed Lot has expanded beyond handling cattle owned by the partners and now about 10 to 15 per cent of the total are commercial.

The feed lot presents an interesting multiple advantage. While stressing efficient gains on finishing cattle, it also is looming as a source of greater security for farmers of the area through being a source of sale for grain ruffage.

In fact, the lot not only contracts to buy all the grain raised on about 4000 acres of surrounding land, but the feeding program is growing so much they're even buying surplus Milo from government sources nowadays.

Osborne keeps the lot on something of a continous rotation program. He tries to buy 75 to 100 head a week while finishing a like number, and running them through wholesale beef operations which he is supplying in the panhandle area.

His major markets are White Wholesale Beef of Amarillo and Amarillo Packing Co.

Osborne is maintaining a close watch on the cattle feeding program in hopes of achieving his greatest efficiency to cost - of-gain. He says he has been achieving an 18.72 - cent per pound rate of gain under a Purina feeding program he has adopted, while he also has speeded the rate of gain to an average of four-tenths of a pound more per day per animal. This program provides gains avg. 2.7 pounds a day, he says.

Osborne relates the experience of selling a 110 - head lot which had a daily gain of 2.7 pounds per day at 23 cents per pound with the heifers grading out good to low choice.

Osborne starts his cattle at 450 pounds and finishes them at about 750 pounds, weighing the cattle each month to determine his feeding program. He figures the efficiency of gain through his feeding program. He figures on putting the cattle on grass for 60 to 90 days and then finishing them with 120 days in the feed lot.



T O T KIWANIS INSTALLS OFFICERS — Bill Fry, right, will head the Top O' Texas Kiwanis Club in 1962. Fry is shown here as he received the president's button from outgoing president, John McCausland, following his installation at the club's annual banquet Friday night. (Smith Studio Photo).

Top O' Texas Kiwanis Club Installs Officers

Installation of officers for 1962 featured the annual banquet of the Top O' Texas Kiwanis Club in Fellowship Hall of First Methodist Church Friday night.

Fred Gray of Amarillo, lieutenant governor-elect of Division Six, installed the following officers:

William Fry, president; Dean Searbrough, first vice president; W. A. Patton, second vice president; Teddy Williams, secretary, and Jay Johnson, treasurer. Directors installed included C. R. Howard, James Ivey, Paul Musgrave, C. E. Boyd, Rex McAnally and Robert Price.

President-elect Fry was presented with the Kiwanis president's button by John McCausland, outgoing president.

Principal banquet speaker was Dan True, Amarillo television personality, who spoke on weather forecasting including the effect of radiation fallout on weather in the United States. True also predicted the country is entering what the termed a 'drier weather outlook for the next four years."

H. S. Johnson, 1961 club treasurer, was elected the club's 'Man of the Year" and presented with a recognition plaque.

Special music for the program was provided by Joe Whitten, tenor, and Louise Richardson, soprano. They were accompanied by Eloise Lang, pianist.

Guests included Mayor and Mrs. E. C. Sidwell, City Manager and Mrs. John Koontz, Mr. and Mrs. William Jenkins, Mr. and Mrs. Roy Sparkman, Lucian Young, representing the Pampa Chamber of Commerce, and Wayne Denson, Pampa Key Club.

Borger, Vega and Amarillo Kiwanis clubs were represented at the banquet and 11 members of the Down Town Kiwanis Club and their wives were in attendance.

Society To Hear Talk On Tuesday On Russian Oil

Noyes D. Smith, Jr., vice president of the Shell Development Co., Houston, will present a talk on "Impressions of the Russian Oil Industry" before the Panhandle section of the Society of Petroleum Engineers of AIME, December 12, in Borger. Smith's talk will be based on impressions he received while on a tour of the Russian oil industry with other American oil industry representatives.

The talk will be given at the SPE monthly meeting to be held in the Borger Hotel on Tuesday. The social portion of the program will begin at 6:30 p.m. and dinner will be served at 7 p.m. followed by Smith's talk.

Reservations can be mede by calling Paul Bennett, Amarillo; Ray Wilson, Pampa, or James C. Hamilton, Borger.



TRAGEDY—Melina Mercouri and Anthony Perkins, costars of "Phaedra," filmed version of a modernized Greek tragedy, dance in a night club specially built for the film in Hydra, Greece.



Independence Insurance Co. Is Based In Pampa

Pampa is the home base of a young, fast-growing old-line legal reserve life insurance firm which has the multiple aim of providing realistic protection while keeping Top of Texas capital at work on the commendable project of enhancing Top O' Texas progress.

That's the story of Independence Insurance Co. in a nutshell.

Although chartered May 6, 1953, Independence was a dormant insurance company until it was activated when an association of Top of Texas enthusiasts bought the firm's assets and put up its home office here.

Principals in the corporation which owns the insurance firm are Bob Hudson, president; John McCausland, executive vice-president; Loyse Caldwell, secretary-treasurer, and directors Dr. N. J. Ellis, medical director; Shelby Ruff, J. C. McWilliams, A. J. Carrubi and C. C. Mullins, all of Pampa; Dr. D. E. Blackketter, Shamrock; C. E. Haar, Perryton; Glen McGibbon, Spearman; L. B. Pullen, Lubbock, and Harlan Hawk, Spearman.

Officers who are active in management of the growing firm are Hudson and McCausland and they are flanked by a staff of six agents (this group of underwriters has grown from one man in the past year) and Jodi Hudson, administrative assistant. Hudson is in charge of the agency department, while McCausland is in charge of the administrative end.

Agents who are active with the firm include R. F. Macdonald, Morris Spencer and Bill Crowell of Pampa; Paul E. Davis, general agent of Dumas; John Collard, Spearman; and Tommy Pletcher of Perryton.

Independence's slogan is emblematic of the objective of the organization; "Growing with and for the Top O' Texas area."

Hudson asserts the basic fundamental of the firm is to help develop Pampa as a community as well as all the surrounding area through the function of bringing money back into the panhandle area — putting it to work at home — instead of funnelling it out of the state.

Independence Insurance has grown from a a company with $675,000 life insurance in force as of November, 1960, to one with $2,607,311 in force at the present time. By the end of the past November they had attained the position of bringing back close to $10,000 a month "home" to the Top O' Texas which will be put to work in Top O' Texas mortgage loans, etc., which insure the area's future economic growth.

They have an ambitious growth program cut out for them. Hudson confides quite frankly, "We have a projected program to have a Thirty-Million Dollar Company within a 10 year period."

The concept of establishing an insurance firm in Pampa was the result of a careful study by the young insurance men who had been working in Pampa for several years.

Bob Hudson had been a million dollar producer with Gibraltar Life, and had been established in Pampa 7 years. McCausland came to Pampa from England four and a half years ago — and John had been associated with Hudson in his Gibraltar Life agency.

They studied the panhandle insurance picture and were amazed at the hundreds of thousands of insurance dollars which were leaving this area to go into insurance companies all over the United States.

They decided to talk up the prospects of inaugurating an insurance company here in an effort to preserve the premium dollars for Top O' Texas investment projects.

They felt the people of the area were ready for their own insurance company and there was room for progressive investment behind the area's growth program, particularly in the fact of the coming Canadian River dam which presents a multitude of business - enhancing possibilities as well as a boon to irrigation programs to bolster agriculture not convenient to practical sources of water otherwise.

The organzation of the company by purchasing an existing old line legal reserve charter provided the simplicity of organizing a company without need for excess stock promotion.

They have approximately 390 contract holders in the Top O' Texas area — all boosters for Independence and playing a part in helping the company to become established and grow as a hub which is designed to boost the area's continued growth.

With the enthusiasm which is mounting for Independence throughout the panhandle area and the solid stable outstanding men who are taking part as directors, salesmen and boosters, the future growth potential of the insurance company is unlimited.

The dhynamic success of Independence during its first year of operation in the Top O' Texas area is glowing proof that residents of the area are pleased with prospects of doing business with home-owned, home - operated buinesses.

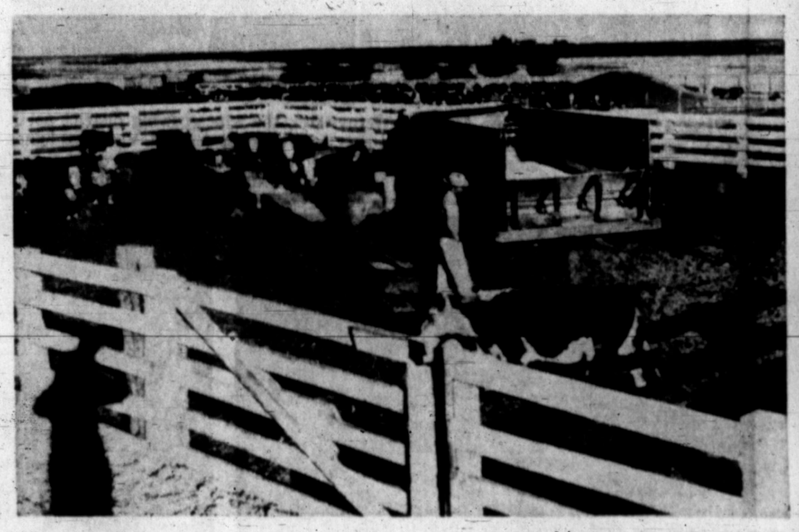
They intend to design their investment program to peg progress in the Top O' Texas area and as an essence of transit on from boom proportions to stable permanency.

Home Life

NEW YORK (UPI) — Togetherness and apartness must be considered in the design of the American home, experts at the National Design Center reported recently.

The experts included an architect, an interior designer, an industrial designer and a psychologist. All agreed the home most likely to succeed is one that provides for both family and individual activities.

CATTLE FEEDING EFFICIENCY
the Purina Way!



.4 Of A Pound Per Day M-O-R-E In Gains At A Cost Of Only 18.72 Cents Per Pound . . . Our Current Average

We start cattle at 450 pounds and finish them at about 750 pounds, weighing whole pens each month to double-check our gain efficiency. We cite as typical a 110-head lot that showed a daily gain of 2.7 pounds and sold them at 23 cents per pound as they graded out good to low choice.

POSING AS A NEW SOURCE OF SECURITY FOR THE GRAIN FARMERS WHO OPEARATE OVER 4000 ACRES OF SURROUNDING LAND ....



JACK OSBORNE

THANKS FOR THE CHANCE TO SHARE . . .

We have grown to carry on a program of 1,500 cattle on feed, and now are doing up to 15 per cent commercial feeding and growing. We are grateful for the acceptance and will strive to continue to do a big job on fat cattle in this area.

TOP O' TEXAS to TRANSITION

JACK OSBORNE CATTLE CO.

BUYING & SELLING ALL CLASSES OF CATTLE — CUSTOM FEED LOT OPERATION . . . FAT CATTLE AVAILABLE THE YEAR AROUND

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GROWING W-I-T-H the TOP O' TEXAS!



● WELDERS ● INDUSTRIAL TOOLS ● WELDING TORCHES ● LINDE GAS
● HAND PRECISION TOOLS ● SAFETY EQUIPMENT ● MEDICAL GASES



Thanks for the Chance to Grow with a Progressive Area

The staff in Pampa, l. to r., R. E. Curry, Leland Lowry, Geneva Tidwell, Billy Tidwell and Bill Tidwell.

TOP O' TEXAS to TRANSITION

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Stores at Borger and Claymon

HARVEST PAGEANTRY







WINE FESTIVAL—In Lower Austria's Weinviertel, the wine-growing district north of the Danube, the time of the ripened grape is the time for a festival. Vineyard hands in Burgenland costumes take part in a parade carrying the giant grape around the vineyards (top). The Vintage Crown (left) and the Vineyard Goat (right) join the parade.



HIYA, DADDY!—Grasping a toy soldier in his hand, Lorenzo Lamas, 3½-year-old son of actor Fernando Lamas, gleefully greets his daddy after a plane ride to New York. He had been with his mother, Arlene Dahl, for six months.

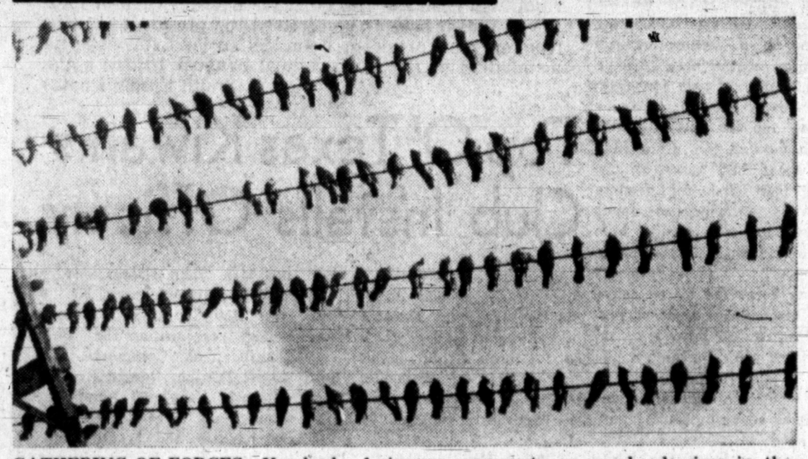


FORMAL DINNER—Sturdy, big-eyed and as solemn as four little old men on a park bench, these Brazilian children share a snack of milk and bread in Manaus, 1,000 miles up the Amazon River. The robust youngsters are in a day nursery that is supplied with powdered milk by the United Nations' Children's Fund (UNICEF).

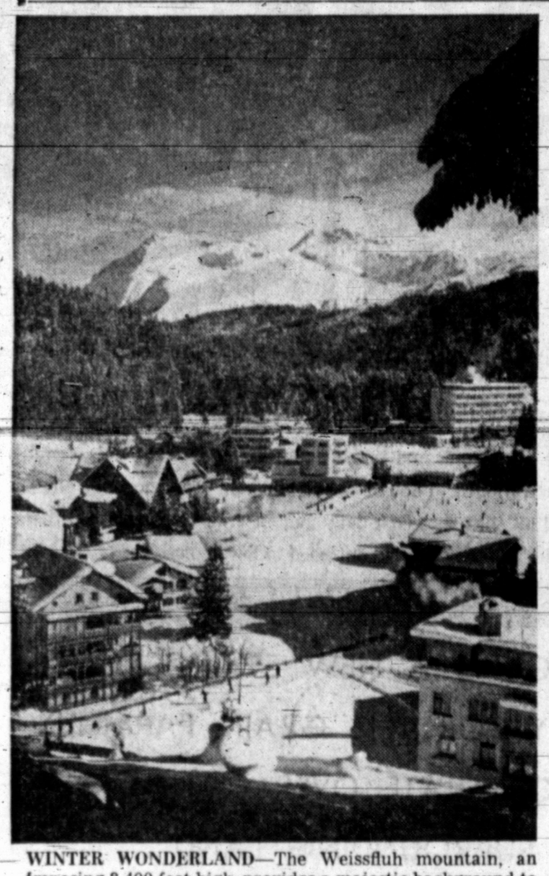


TO THE PROMISED LAND—The 50-inch bronze, "Mother and Child" (1941-42) by Jacques Lipchitz, resides at the Museum of Modern Art in New York. The original plaster has been donated by the artist to the Israel Museum of Art.

PICTURE NEWS
AROUND THE WORLD



GATHERING OF FORCES—Hundreds of pigeons congregate on overhead wires in the Philadelphia suburbs, planning their annual attack on center-city areas during the winter.



WINTER WONDERLAND—The Weissfluh mountain, an imposing 8,400 feet high, provides a majestic background to this view of Arosa, Switzerland, 5,800 feet above sea level.



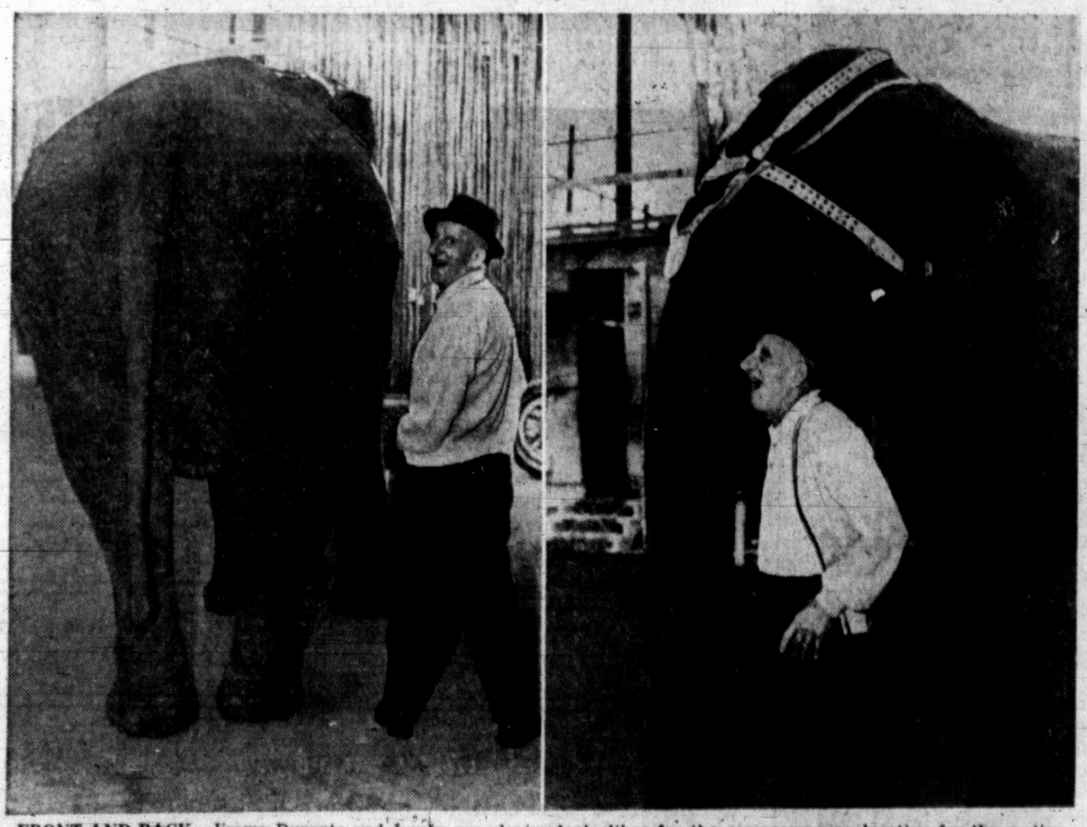
THE HANGING GAME — Efrem Zimbalist Jr., as private sleuth Stu Bailey, finds himself in a ticklish situation during an episode of "77 Sunset Strip." The drama is a unique one in that Zimbalist is the sole player on the TV show.



ROMAN RAINS—Two garage attendants navigate their rubber raft in a flooded garage in Rome after days of continuous rain hit the city. Sunny Italy has had quite a dampener.



SANTA IS COMING TO TOWN—Christmas is almost here and little Laura Grandin, 7, knows it. She's making sure the huge statue of Santa Claus in San Francisco is spotless during a Christmas Tree Sale for underprivileged children.



FRONT AND BACK—Jimmy Durante and Jumbo are playing look-alikes for the cameraman on location for the motion picture musical, "Billy Rose's Jumbo." When schnoz met The Schnoz, there was no room for comparison. Jumbo is the only creature whose nose can put Durante to shame (right). And when it comes to backsides (left), Jumbo is way out.



CZECH STRIPE — Stripes run vertically, horizontally and diagonally on a black and white wool coat, designed for winter wear in Czechoslovakia. According to official Communist sources, fashionable waistlines have dropped behind the Iron Curtain.



RED RED PEPPER—Readied for export to all parts of the world, the red pepper called paprika is machine-poured into big bags at Szeged, Communist Hungary. According to official Communist sources, Szeged and Kalocsa are Hungary's chief areas for the production of paprika, which is made by the fine grinding of dried red peppers.



NEW HATS — Tommy Tollett of Borger, left, and R. C. Parnell of Pampa, both chemical engineering students at Texas Tech display their new "hard hats" given by Phillips Petroleum Co. in Bartlesville, Okla. More than 38 hats will be used in the chemical engineering department to further their safety program. Tollett is the son of Mr. and Mrs. Earl Tollett of Borger, and Parnell is the son of Mr. and Mrs. J. W. Parnell South of Pampa. J. W. Parnell is employed in the maintenance department at Phillips.

Pan Am 'Veep' Ends 34 Years With Oil Firms

TULSA, Okla. — V. E. Liles, vice president-administrative and a director of Pan American Petroleum Corp., has retired following more than 34 years' service with the company and a predecessor firm.

Liles has elected to take early retirement under the company's annuity program for reasons of health. He and Mrs. Liles will continue to maintain their home in Tulsa at 2448 East 20th St.

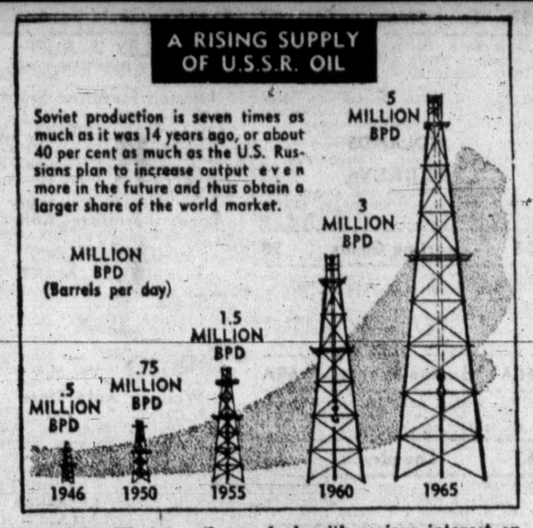
A native of Louisiana, Liles began his professional career in Shreveport, in 1927 with the Dixie Oil Co.

He became asistant to president in 1932 and in 1940, he was named administrative coordinator and a member of the board of directors

Liles was elected vice-president-administrative in 1953.

The retiring Pan Am executive has been active in the areas of corporate organization and organizational planning, procedures and policies. He has also had responsibility for the company's aviation group and its purchasing and industrial and public relations activities.

Liles is a member of the American Petroleum Institute, the Tulsa Country and the Tulsa Club.



RED OIL—Western oil men look with serious interest on Russia's current expansion of her oil producing capacity. In 1950, the U.S. produced seven times as much oil as Russia; in 1960, it was less than 2½ times as much. Plans call for the U.S.S.R. to export 900,000 barrels a day by 1965. The fear is that the Soviets intend to flood the world market, undercutting prices, as a form of economic and political warfare. Data in chart is from the Ohio Oil Company.

Area Drilling Intentions

INTENTIONS TO DRILL

Ochiltree County
(Ellis Ranch Morrow)

Crest Exploration Co. Henry-ines No. 1-48 — 1250 fr. N & E ines of Sec. 48 13 T&NO PD 500

Crest Exploration Co. — J. W. ines No. 1-660 — 1425 fr. S & 250 fr. E line of Sec 660 43 HTC PD 9500

(North Buler Area)

Crest Exploration Co. — Mamie Fletcher No. 1-103 — 1250 fr. W N lines of Sec. 103 13 T&NO PD 9500

(Dude Wilson Up, Morrow "A")

Humble Oil & Refining Co. — Helen Rogers No. 4 — 660 fr. S 198 0fr. E line of Sec. 835K 3 H&TC PD 8250

Wheeler County
(East Panhandle)

Sidwell Oil & Gas Inc.—Chance No. 1 — 2204 fr. W & 820 fr. S nes of Sec. 45 17 H&GN PD 100

Mayfield Enginering Service — Morgan No. 1 — 2310 fr. E & 330 r. S lines of Sec 61 23 H&GN d 2500

Mayfield Enginring Service — Davis, et al No. 1 — 330 fr. S & 320 fr. W line of Sec. 61, 23, I&GN, PD 2500

(Panhandle)

Barker & Montgomery — J. Bennett No. 1 — 330 fr. W & 2110 r. S line of Sec. 35, 13, H&GN, PD 2400

Potter County
(West Panhandle)

Colorado Interstate Gas Co. — Bivins No. A-164 — 660 fr. W & 22 fr. S lines of Sec. 88, 16, [illegible] PD 2835

Hutchinson County
(Panhandle)

Petroleum Exploration, Inc. — pool No. 3-56 — 330 fr. W & 5610 r. S lines of 56, 46, H&TC, PD 900

Petroleum Exploration, Inc. — pool No. 2-56 — 330 fr. W & 950 fr. S lines of Sec. 56, 46, I&TC, PD 2900

Petroleum Exploration, Inc. — Whittenburg C" No. 1-15 — 330 r. E & S lines of Sec. 15, 47, I&TC, PD 2750

H. F. Sears — Sanford No. 2-85 — 330 fr. E & 5600 fr. S line f Sec. 85, 46, H&TC, PD 3200

Petroleum Exploration, Inc. — Whittenburg "C" No. 3-15 — 1000 r. E & 814 S of NE corner, Sec. 3, 47, H&TC, PD 2750

Petroleum Exploration, Inc. — Whittenburg "C" No. 8-15 — 1650 r. E & 2260 N of NE corner, ec. 16, 47, H&TC, PD 2750

Petroleum Exploration, Inc. — Whittenburg "C" No. 2-15, 1000 & 1600 S of NE corner, Sec. 3, 47, H&TC, PD 2750, Rule 37 eq.

Petroleum Exploration, Inc. — Whittenburg "C" No. 4-15 — 1428 r. E & 320 N of NE corner, Sec. 3, 47, H&TC, PD 2750, Rule 37 eq.

Petroleum Exploration, Inc. — Whittenburg "C" No. 5-15 — 1650 r. E & 280 N of NE corner, Sec. 3, 47, H&TC, PD 2750

Petroleum Exploration, Inc. — Whittenburg 'C" No. 6-15 — 1650 r. E & 940 N of NE corner, Sec. 3, 47, H&TC, PD 2750

Petroleum Exploration, Inc. — Whittenburg 'C" No. 7-15 — 1650 r. E & 1600 N of NE corner, Sec. 3, 47, H&TC, PD 2750

(West Panhandle Red Cave)

J. M. Huber Corp. — Read o. 4-RC — 1980 fr. W & 3000 fr. lines of -, -, J. McDonald Survey, PD 2000

(West Panhandle)

Phillips Petroleum Co. — E. L. now No. 13 — 330 fr. N & 398 W line of Sec. 46, 47, H&TC, D 2400, Repl. well for No. 5, be P&A

Phillips Petroleum Co. — D. Jay No. 4 — 1266.7 fr. E & 5722 fr. N line of Sec. 40, 47, H&TC, PD 2750, Repl. well fr. No. 1

Hall County
(Wildcat)

Midwest Oil Corp. — Hughes No. 1 — 660 fr. S & E lines of Sec. 104, S-5, D&P, PD 7100

Castro County
(Wildcat)

Ashmun & Hilliard-Amatex Oil Corp. — Leo V. Witkoski No. 1 — 990 fr. N & 660 fr. E lines of Sec. 272, M-6, SK&K, PD 9000

Lipscomb County
(North West Follett)

Caroline Hunt Sands — Lively Unit No. 1 — 1320 fr. W & 1980 fr. S line of Sec. 9, 10, HT&B, PD 9300

Caroline Hunt Sands — Lively Unit No. 1 — 1320 fr. W & 2110 fr. S line of Sec. 9, 10, HT&B, D 9300

(Bradford Tonkawa)

Gulf Oil Corp. — R. C. Bradford "A" No. 1 — 660 fr. N & E lines of Sec. 638, 43, H&TC, PD 6750

(Follett Lower Morrow)

Sinclair Oil & Gas Co. — Pauline Larson No. 1 — 1980 fr. N & E lines of Sec. 7, 10, HT&B, PD 9100

Carson County
(Panhandle)

The Headington Co. — Sanford 'D" No. 2 — 330 fr. E & 990 fr. S line of Sec. 4, 3, AB&M, PD 3200

Texaco Inc. — S. B. Burnett NCT-2 No. 39 — 990 fr. N & 1650 fr. W line of Sec. 92, 5, I&GN, PD 3250

Phillips Petroleum Co. — Thornburg No. 5 — 1662 fr. W & 990 fr. S lines of Sec. 16, 7, I&GN, PD 3450

A. E. Herrmann Corp., et al — Lewis B" No. 8 — 330 fr. N & W lines of Sec. 115, 4, I&GN, PD 3100

Consolidated Gas & Equpt. Co. — Alvera C. Boone, et al No. 7 — 990 fr. N & 1650 fr. W line of Sec. 63, 7, I&GN, PD 6500, amended

Roberts County
(South Parsell Cherokee)

Gulf Oil Corp. — Grwenford Chambers "B" No. 1 — 2130 fr. N & 460 fr. E line of Sec. 117, C, G&M, PD 10,300

Hansford County
(Hansford Morrow)

Horizon Oil & Gas Co. — Harris No. 1-303 — 1250 fr. S & E lines of Sec. 303, 2, GH&H, PD 7600

Ochiltree County
(Wildcat Ellis Ranch Area)

Shamrock Oil & Gas Corp. — Brownlee Bros. — Cook No. 1-669 — 1250 fr. N & 1400 fr. W line of Sec. 669, 43, H&TC, PD 9400

COMPLETIONS

Wheeler County
(East Panhandle)

H. E. Bryan — Myrtle Mae Lysle No. 1 — Sec. 55, 17, H&GN, com. 10-2-61, perf. 1290-2025, TD 2030, pot. 1575 MCFD

Earl Stubblefield & Son — Wallace No. 1-A — Sec. 31, 23, H&GN, com. 11-20-61, pot. 1470 MCFD, perf. 1835-1976, TD 2029

Gray County
(East Panhandle)

H. E. Bryan — Elsie Lindsey, et al No. 1 — Sec. 55, 17, H&GN, com. 9-25-61, pot. 4200 MCFD, perf. 1910-2025, TD 2030

H.E. Bryan — Lindsey - Clay Unit No. 1 — Sec. 55, 17, H&GN, com. 10-8-61, Sec. 55, 17, H&GN, pot. 320 MCFD, perf. 1840-1885, TD 1981

Petroleum Exploration, Inc. — Jackson No. 1 — Sec. 58, B-2, H&GN, com. 9-9-61, GOR 30345, pot. 13 BOPD TP 2753, TD. 3114, reclass. f. gas

(Panhandle)

Phillips Petroleum Co. — B. Hope No. 5 — Sec. 87, B - 2, H&GN, com. 11-4-61, GOR tstm., pot. 51 BOPD, TP 3032, TD 3405

Carson County
(Panhandle)

Continental Oil Co. — S. B. Burnett No. 2 — Sec. 101, 4, I&GN, com. 10-30-61, GOR tstm., pot. 30 BOPD, TP 3048, TD 3200

Ochiltree County
(Ellis Ranch Upper Morrow)

Shamrock Oil & Gas Corp. — Edna J. Herndon, et al No. 5 — Sec. 656, 43, H&TC, GOR 400, pot. 871, com. 11-26-61, TP 8452, TD 8622

(Ellis Ranch, NE Cleveland)

Shamrock Oil & Gas Corp. — Katie H. Shamblin No. 1 — Sec. 936, 43, H&TC, com. 11-17-61, GOR 650, pot. 102 BOPD, TP 7093, TD 7560

(Twin Des Moines)

Shamrock Oil & Gas Corp. — Fred Butler No. 3 — Sec. 42, 4, GH&H, com. 10-28-61, GOR 1000, pot. 72 BOPD, TP 6304, TD 8060

(Ellis Ranch Cleveland)

Shamrock Oil & Gas Corp. — S. L. Brillhart No. 1 — Sec. 823, 43, H&TC, com. 11-14-61, GOR 165, pot. 159 BOPD, TD 7254, TD 9845

Hutchinson County
(Panhandle)

J. M. Huber Corp. — State of Texas "AC" No. 48 — Sec. N of 67, N of 46, H&TC, com. 10-30-61, GOR 8210, pot. 18 BOPD, TP 2454, TD 2773

Texaco Inc. — E. B. Johnson No. 3 — Sec. 68, 46, H&TC, com. 10-3-61, GOR 1828, pot. 14 BOPD, TP 2604, TD 2630

H. F. Sears — Sanford No. 1-85 — Sec. 85, 46, H&TC, com. 10-4-61, GOR 12,000, pot. 30 BOPD, TP 2911, TD 3041

Sand Springs Home Dol. Div. — Hamilton 'B" No. 75 — Sec. 22, 47, H&TC, com. 9-15-61, GOR 120, pot. 20 BOPD, TP 2450, TD 2740

Moore County
(West Panhandle)

Phillips Petroleum Co. — Ellie No. 2 — Sec. 201, 44, H&TC, com. 11-15-61, pot. 4600 MCFD, perf. 3396-3525, TD 3525

(Panhandle)

Texas Gas Producing Co. — Brown No. 1 — Sec. 6, 2, G&M, com. 11-25-61, GOR 2436, pot. 71 BOPD, TP 3374, TD 3382

PLUGGED WELLS

Lipscomb County
(Northwest Follett)

Humble Oil & Refining Co. — M. Bailey Gas Unit No. 1 No. 1 — Sec. 11, 10, HT&B, plugged 11-25-61, TD 9040, dry

Ochiltree County
(Wildcat)

Drilling & Exploration, Inc. — J. Sell No. 1 — Sec. 1025, 43, H&TC, plugged 11-30-61, TD 9500, dry

OIL & GAS DIRECTORY

NEW OR REPAIRING OIL FIELD CANVAS
PAMPA Tent & Awning
517 E. Brown — Phone MO 4-8541

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FISHING SERVICE
Rotary Drilling & Fishing Tools
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Borger, Texas

PAGE ELECTRIC COMPANY
Oil Field Construction and Maintenance. Figures on Any Wiring or Pole Line Job
112 W. Grand BR 3-8712
Borger, Texas

Big Christmas ahead



...and we helped!

This gift shopping expedition portends a lot of "o-o-h-s and a-h-s" Christmas happiness! And it all began with a low - cost loan from us for what it took in the way of money. If you, too, are long on gift ideas, but short of cash, see us for what you need. Repay out of income without disturbing your budget or your savings account.

FIRST NATIONAL BANK in Pampa
MEMBER FDIC

Income Increase Reported By Firm

DALLAS — Net earnings of Producing Properties, Inc. in the fiscal year ended August 31, 1961 were $1,933,633, or 68 cents a common share after allowance for prefered dividends, which is an increase of 66 per cent over the 41 cents a share earned in fiscal 1960 (excluding 21 cents a share of non-recurring gain in 1960 from sale of properties.)

Robert J. Badley, board chairman and chief executive officer, reports that fiscal 1961 earnings were "substantially all from operations and included virtually no non-recurring income."

Cash flow for the year was $2.41 a common share, as compared with $1.81 for the previous year. Gross revenues from oil and gas sales increased 38 per cent over 1960 to $13,357,979. Daily average net oil production was up 35 per cent to 12,572 barrels, and gas production increased 65 per cent to 41,061 MCF.

A tfiscal year's end, the company's daily average production had reached 14,047 net barrels of oil, and 50,266 MCF of gas.

Editor Of World Oil Gets Award

HOUSTON — Jack F. Earl, engineering editor of World Oil, a publication of Gulf Publishing Company, Houston, has received one of the top awards in Industria l Marketing magazines annu al dEiotiral-s.

nual Editorial Achievement Competition for Business Publications.

Earl's entry, a two-part series titled "Fishing — Current Oil Industry Techniques and Tools," received the first place award for the Best Series of Articles in the Industrial publication classification.

Industrial Marketing has been sponsoring the Editorial Achievement Competition for 23 years, to acknowledge and encourage high editorial standards among businesspapers. The more than 300 entries submitted in the 1960 competition were judged by 30 industrial experts.

New Finish

WASHINGTON (UPI) — A new wash-n-wear finishing process, developed through U.S. Department of Agriculture research, promises to make cottons even more satisfactory for clothing, curtains and other household furnishings.

The new treatment gives cottons a wash-n-wear finish more durable than many other finishes. The researchers reported that fabric finished in this way does not wrinkle when tumbled in an automatic dryer and is not yellowed or discolored by bleach.

Edwin L. Drake's discovery of oil at Titusville, Penna., on Aug. 27, 1859, ushered in the oil era.

CLASSIFIED ADS GET RESULTS

LAND SALE

Estate of Samuel Edge, Deceased, offers for sale the surface estate only of the following described land in Roberts County, Texas:

Tract 1: An undivided ½ interest in all of Section 167, containing 640 acres, more or less;

Tract 2: An undivided ½ interest in all of the S/4 of Section 168, containing 160 acres, more or less;

Tract 3: All of Section 169, containing 640 acres, more or less;

Tract 4: All of Section 170, containing 640 acres, more or less;

Tract 5: An undivided ½ interest in all of Section 191, containing 640 acres, more or less;

Tract 6: All of the N/2 of Section 202, containing 320 acres, more or less;

Tract 7: Anundivided ½ interest in the South 352.4 acres of Section 203;

Tract 8: All of Section 204, Block M—2, containing 640 acres, more or less.

All of the above Tracts Nos. 1 to 8, in., are in Block M-2, B. S. & F. Survey, Roberts County, Texas.

Tract 9: An undivided ½ intrest in the W/2 and the NE/4 of section 60, Block 2, I & GN RR. Co. Survey, Roberts County, Texas, containing 480 acres, more or less;

Tract 10: An undivided 109. 67/256 interest in all that portion of the East 2/3 of Section 771, Block M-2, H & GN RR. Co. Survey, Roberts County, Texas, standing in the name of the Miami Town Company, and all the individuals composing said Miami Town Company. Said interest of the estate amounts to approximately 67 acres.

All of the said Tracts Nos. 1 to 10, inc., are to be sold subject to all oil and gas leases, easements and rights of way record, including Santa Fe Ry. Co. easement on Section 170.

Sealed bids will be received on any of said tracts, and also on all of said tracts as a whole, until December 28, 1961, at 10 a.m. Bids should be submitted to William J. Craig and Samuel Bowers, Administrators, care Hon. C. E. Haynes, County Judge, Miami, Texas. Outside of bid envelope should be marked: "Bid-Samuel Edge Lands."

TERMS:

Cash. Seller will furnish buyer an abstract for examination except as to Parcel No. 10, Buyer gets landlords portion crop harvested in 1962, and will get possession after crops harvested in summer and fall of 1962; immediate possession of grass land on Sestions 169, 170, 204 and N/2 of 202, and November 1, 1962, on balance.

Cashier's check for 5% of amount bid must accompany all bids.

Right to reject any or all bids is reserved.

For further information comact:

William J. Craig
P. O. Box 457
Pampa, Texas

Samuel Bowers
Route 1
Miami, Texas

Firm Promotes Otway B. Denny

HOUSTON — Otway B. Donny has been promoted to district superintendent of Humble Pipe Line Company's Ferriday La. district, it is announced by S. A. Sheppard, area manager for the Shreveport Area.

Denny succeeds Jess. B. Barnett, who has retired. Ferriday District has 75 employees and encompasses 10 parishes in East Central Louisiana and 5 counties in Southwest Mississippi.

The district gathers and receives about 60,000 barrels per day of crude oil, most of which is delivered to a terminal near Baton Rouge, Louisiana. It has approximately 300 miles of trunk lines and 165 miles of gathering lines.

Denny was born in Shreveport, where he attended public schools. He received the B.S. degree inpetroleum engineering from Texas A&M College.

During World war II Denny served with the U.S. Army field artillery, attaining the Rank for captain. He was in oveseas combat duty in Europe and North Africa for three years.

Denny joined the company in 1945 as an engineer at Brookhaven, Mississippi. He later served at Oxfor, Louisiana, and in the Engineering Department of the Shreveport office. In 1954 he went to Raceland, Louisiana, as district engineer. He was promoted to district foreman in 1955 and assistant district superintendent in 1957.

Denny went on a loan assignment at the first of 1961 with an affiliate in Libya, North Africa, as chief inspector on construction of a 30-inch crude oil line from Zelten Field to Marsa El Brega on the Mediterranean. He returned to Humble pipe Line in August as assistant district superintendent for Ferriday District.

Tilt of the Leaning Tower of Pisa, Italy, has been increasing at a rate of about .039-of-an-inch each year.

9 A.M.

is the Daily Deadline for Classified Ads. Saturday for Sun. day edition 12 noon. This is also the deadline for ad Cancellation. Mainly About People Ads will be taken up to 11 a.m. daily and 2 p.m. Saturday for Sunday's edition.

CLASSIFIED RATES
3 line minimum
1 Day - 26c per line
2 Days - 21c per line per day
3 Days - 26c per line per day
4 Days - 24c per line per day
5 Days - 22c per line per day
6 Days - 20c per line per day
7 Days - 18c per line per day
8 Days - 17c per line per day
We will be responsible for only one insertion. Should error appear in advertisement, please notify at once. Legal Notices - 17c line first day, 10c thereafter.

1 Card of Thanks 1

William Lewis Hubbard

Words are insufficient to express our deep and heartfelt gratitude for the many kindnesses and expressions of sympathy extended to us during the illness and loss of our loved one. Especially do we thank the Duncan-Carmichael Funeral Home, those who provided the music, and the ministers.

W. L. Hubbard Family

2A Monuments 2A

MONUMENTS, markers, $35. and up. Fort Granite & Marble Co. 129 S Faulkner MO 5-5622

4 Not Responsible 4

AS of this date, 12-7-61, I Arthur Don Burke am responsible for no debts other than those incurred by myself.

/s/ Arthur Don Burke

5 Special Notices 5

COFFEE CUP Cafe — Lefors Highway reopens. Hours 7 AM to 10 P.M. Closed Sunday. Open Saturday, 7 AM — 3 AM, new manager, Dorothy Kidd.

CHRISTMAS TREES: Sold by Boy Scout Troop 16, highest quality, lowest prices. Being sold at Hobart and Gwendolyn, sponsored by Noon Lions Club.

Pampa Lodge 966, 420 West Kingsmill. Thurs. Dec. 14, 7:30 pm. study & practice. Fri. Dec. 15, 7:30 pm. the same. Visitors Welcome, members urged to attend. Clyde C. Organ, W. M. O. D. Handley, Sec.

RAWLEIGH'S PRODUCTS
H. C. Wilkie MO 4-4205

HUNT Quail, $5 per day — Ducks $2 per day on 85-acre lake. Phone 686 2041, Miami, Texas.

13 Business Opportunities 13

RELIABLE PARTY WANTED TO SERVICE a route of do it yourself tube testing units handling fast moving R.C.A. and Sylvania television and radio tubes. Could net up to $526.00 per month to start. WE FURNISH MACHINES AND LOCATIONS. Cash investment required from $1,497.00 to $2,994.00— for inventory. Requirements: 6 to 12 spare hrs. weekly, 2 references. Adequate transporation. Do not answer unless fully qualified, and sincerely interested into going into a fast moving repeat business that is rapidly expanding itself throughout the country. For personal interview in your city include phone number, address and write to Mercury Distributors, P.O. Box 662, Belleville, Illinois.

MAJOR Company Service Station for lease, good location. Call MO 4-2321.

15 Instruction 15

HIGH SCHOOL at home in spare time. New texts furnished. Diploma awarded. Low monthly payments. American School. Dept. P.O. Box 974, Amarillo, Texas.

18 Beauty Shops 18

CHRISTMAS Special $8.50 Cold wave—Chez Nelle Beauty Salon. 905 Barnard. MO 4-4002

$10 COLDWAVE $5
JEWEL'S BEAUTY SHOP
912 S. Finley MO 4-8587

EVA'S BEAUTY BOX
have your hair done and register for a free permanent. 800 Yeager, MO 4-2651.

19 Situation Wanted 19

LADY Desires clerical or general office work. Business School. Some experiences. MO 5-2794.

21 Male Help Wanted 21

Career Opportunities

AGES 28-45. Generous salary, benefit plan. Give present employment, educational background, martial status, home address and phone number — Address letter to box J-9, % Pampa Daily News.

Unusual Opportunity

LOCAL company needs route man to service established route permanent benefits $400 plus. Call for appointment after 6:00 p.m. Monday. Phone MO 5-2378.

22 Female Help Wanted 22

WOMEN Wanted to assemble jewelry at home. Starco 60 W. Hays, Banning, Calif.

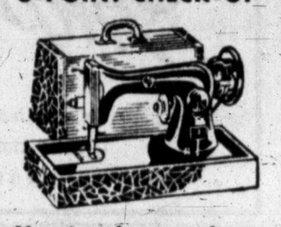
WANTED: a lady to care for my mother in my home. See or call Mrs. E. L. Watson, McLean, Texas. GR 9-2042.

30 Sewing 30

MONOGRAMMING—all types. Bowling blouses a specialty. Mrs. Crossland, 115 N. Hobart. MO 5-2452.

30A Sewing Machines 30A

GIVE YOUR WARDS SEWING MACHINE A 6-POINT CHECK-UP



Here's what we do...

1. Set and balance tensions!
2. Check the fabric handling mechanism!
3. De-lint the thread handling assembly!
4. Check, lubricate motor!
5. Inspect all wiring!
6. Oil the entire machine!

It's a fact! A smooth running machine lasts longer, does the job faster, and easier! You'll save on repairs in the long, run, too! Satisfaction is guaranteed—call Words Repair Service, today!

SERVICE DEPARTMENT
MONTGOMERY WARD
Ph 4-3151 200 N. Ballard

31 Appliance Repair 31

WEST Texas Appliance Repair. MO 9-9591.

32A General Service 32A

Wheeler and Wheeler - cement contractors. Storm cellars, fall out shelters, all types concrete construction MO 4-4745.

FOR ALL types concrete work. S. L. Gibby, 858 S. Sumner, MO 4-3629.

32B Upholstering 32B

Brummett's Upholstery
FOR Upholstery supplies, supports, plastics, Polyfoam, fabrics by the yard
MO 4-1521 1913 Alcock

34 Radio Lab 34

Johnson's Radio & TV
MOTOROLA SALES & SERVICE
MO 5-2521 Amarillo Hi-Way

Gene & Don's T. V.
844 W. Foster MO 4-6481

HAWKINS RADIO & TV LAB
32 Years in Pampa
Service on all makes TV's, Radio, Car Radios, 2-way radios, Hi-Fi, Stereo, and TV antennas installed. 917 S. Barnes MO 4-3307

C&M TELEVISION
175 N. Somerville Phone MO 4-3411

WINGS ANTENNA, TV SERVICE
NEW & USED ANTENNAS
MO 4-4070 1117 Vernon Dr.

TELEVISION Service on all makes & models. Joe Hawkins Appliances, 848 W. Foster MO 4-6341

SERVICE MART
301 W. Foster MO 5-4593

34A Television 34A

USED 21" Console and table model TV's Guaranteed, no down payment, $2.00 weekly.

B. F. GOODRICH
108 S. Cuyler MO 4-7481

36 Appliances 36

DES MOORE TIN SHOP
Air Conditioning-Payne Heat
320 W. Kingsmill Phone MO 4-2721

38 Paper Hanging 38

PAINTING and Paper Hanging. All work guaranteed. Phone MO 4-8204. P. E. Dyer, 600 N. Dwight.

INTERIOR decorating. E. W. Hunt, MO 5-2183.

39 Painting 39

DAVID HUNTER
INTERIOR AND Exterior Decorator. Taping Texturing Painting MO 5-2303.

40-A Hauling Moving 40-A

ROY'S TRANSFER
Pick-up And Delivery
MO 4-2176 203 E. Tuve

41 Child Care 41

PAMPA Day Nursery, 320 N. Somerville. Supervised care and play, daily or hourly. Balanced meals. MO 5-2222 after 6 MO 5-5755.

41A Convalescent Home 41A

NURSING HOME
House Doctor ..... Newly decorated
Phone 4111 .....) Panhandle, Texas

42A Carpenter Work 42A

JOB'S old or new, large or small. T. L. Posey, 333 N. Dwight. MO 5-4293.

46 Dirt, Sand, Gravel 46

DRIVE-WAY gravel, top-soil, rotary tilling, barnyard fertilizer, fill sand. MO 4-2269 or MO 4-2264.

47 Plowing, Yard Work 47

Roto-tilling. Tree trimming, weed cutting and brush hauling. MO 4-6857 or 5-5211

Yard and garden plowing, post holes, leveling roto tilling J. Alvin Reeves. MO 5-5923.

48 Trees & Shrubbery 48

TREE trimming, all type of tree & shrubs, work guaranteed. MO 5-2476 Curley Boyd.

48 Trees & Shrubbery 48

BRUCE NURSERY
Largest and most complete nursery stock in the golden spread. 26 miles Southeast of Pampa on Farm Road 291 Phone 6F2. Alanreed, Texas.

Borger Greenhouses
AND NURSERY
20 miles on Borger Hi-Way
Turn right on Farm Road No. 280 for 2 miles
Wholesale Retail

Pax Crab Grass Control
EVERGREENS — Rose Bushes — Fertilizer, insecticides — Garden Supplies & Shrubs.

BUTLER NURSERY
Perryton Hwy. at 28th. MO 9-9681

48 Trees & Shrubbery 48

TREE TRIMMING
CALL Us. J. E. Willis. MO 5-3551. 1215 W. Wilks

50 Builing Supplies 50

HOUSTON LUMBER CO.
420 W. Foster MO 4-6881

PAMPA HOME IMPROVEMENT & BUILDING SUPPLY
MO 4-6848 1404 N. Banks

FOX RIG & LUMBER CO.
1425 ALCOCK .. ..MO 4-7455

50A General Repair 50A

DAVIS CONTRACTORS. All types of concrete, dirt or tractor work. MO 4-7480 or MO 4-2935. 929 S. Albert.

57 Good Things to Eat 57

Sailer Bros. Dairy. Health-Inspected Grade A whole milk, 2 miles south side Lefors Hi-way MO 4-2025 or MO 4-4513.

CALL MO 4-4215 or see at Mrs. Holt at Moses for fruit cakes and pastries in metal containers.

NOLANDS
Tender Grown, Flavor Fed
TURKEYS
Are better, ask anyone. Order now. Free delivery. Oven ready. MO 4-7617, Box 1312.

58 Sporting Goods 58

GUN SMITHING — Custom rifles to Junkers. 1813 N. Coffee. MO 5-5290.

We buy sell and trade all kinds of guns. 119 S. Cuyler Addingtons Western Store. Phone MO 4-2161.

60A Sewing Wanted 60A

WILL MAKE doll clothes. Nice selection made up. Also toaster covers, pillow cases. 4-7297.

63 Laundry 63

IRONING $1.25 dozen, mixed pieces. Curtains a speciality. Washing 9c lb. 720 N. Banks. MO 4-6130.

63A Rug Cleaning 63A

WE Gladly loan a Blue Lustre hand operated Carpet Shampooer with purchase of Blue Lustre shampoo. For large areas rent our electric shampoo machine. Pampa Hardware.

Kirby Cleaners
New and used service on all types of cleaners.
512½ S. Cuyler MO 4-2990

66 Upholstery Repair 66

Davis Upholstry
922 E. Albert MO 4-7480

68 Household Goods 68

Willis Used Furniture
USED bedroom suite, 4 pieces $39.50
1215 W. Wilks MO 5-3551

68 Household Goods 68

SHELBY J. RUFF
Furniture Bought and sold
612 S. Cuyler MO 5-5348

Newton Furniture Store
509 W. Foster MO 4-3731

TEXAS FURNITURE CO.
210 North Cuyler MO 4-4622

NEW Bedroom suit reduced from $169.50 to $129.50. Large selection of dinettes. $24.50 up.
Easy Terms or Lay-A-way
Texas Furniture Annex
211 N. Ballard MO 4-4623.

WHITTINGTON'S-FURNITURE MART
Take up payments on 3 room group of furniture.
"Low Prices just don't happen — They Are made"
103 S. Cuyler MO 5-3121

LAY-Away your toys now for Christmas. Largest selection in town. 50c holds your choice
Western Auto Store
306 S. Cuyler MO 4-7488

USED Automatic Frigidaire, Norge and Kelvinator. No down payments $2.00 weekly.
B. F. GOODRICH
808 S. Cuyler— MO 4-5131

GOOD USED FREEZERS
JESS GRAHAM'S
TV Appliance and Furniture
108 S Cuyler MO 4-4749

C & M TV & FURNITURE
Quality Furniture & Carpets for Less
125 N. Somerville MO 4-3511

69 Miscellaneous For Sale 69

BOAT COVERS
Custom built of preshrunk boat duck. Free estimates.
PAMPA TENT & AWNING
217 E. Brown MO 4-8541

HAVE A Vinyl floor? We have what the doctor ordered in the new Seal Gloss, Pampa Hardware.

NEW AND Used appliances, wholesale prices. MO 9-9591.

FULL LINE of Rawleigh Products at half or wholesale price. 939 S. Schneider. MO 5-2225.

FOR SALE: Variety 45 RPM records 25c each. MO 4-8850.

FIRESTONE STORES
120 N. Gray MO 4-8412

69 Miscellaneous For Sale 69

$ $ $ $ $ $ $ $ $ $ $ $ $ $
NOW IS THE TIME
TO SHOP and SAVE for XMAS
JUST in time, high back maple finished rockers $20
POLE Lamps ..... 20% off
Book Case twin beds complete .. $98
LARGE floor pillows $5
VINYL Scoop chairs $25
PLATFORM Rockers $19
3 LITTLE WORDS
Lovely, Luxurious, Lasting
Antique Organ
PIGGY BANK BARGAINS IN USED
8 DRAWER double chest $20
WRINGER washer, save $25
WHITE & Gold bdrm. suite $59
ALL METAL Wardrobe $15
ROLL-AWAY bed complete $30
2 PC. Sectional that makes a bed a steal for you $20
ROD MACDONALD FURNITURE & PLUMBING
513 S. Cuyler MO 4-6521
WHERE YOU BUY FOR LESS
$ $ $ $ $ $ $ $ $ $ $ $

CARPET
Quality For Less
One Room Or Whole House
C&M T.V. and FURNITURE
125 N Somerville MO 4-3511

Air Conditioner Covers
We measure and install your covers Free estimates.
PAMPA TENT & AWNING
217 E. Brown MO 4-8514

69A Vacuum Cleaners 69A

FOR SALE or trade: Kirby Vacuum Cleaner with attachments. Also year old Eureka Canister type cleaner. See them one block south of school in Skellytown or I'll bring them to you. VI 8-2519.

70 Musical Instruments 70

PIANOS FOR RENT
$7.50 - $10. per month
"Ask About Our Rental-Purchase Plan"
TARPLEY MUSIC CO.
115 N. Cuyler MO4-4251

70 Musical Instruments 70

GIBSON Electric guitar, Fender amplifier and microphone for sale, almost like new. Call MO 5-5904 or 5-5851.

WURLITZER PIANO
FROM $475, full keyboard, free bench, convenient terms, no carrying charge first 12 months. Place in layaway now for Christmas.
Wilson Piano Salon
1221 Williston MO 4-6571
2 blocks East of Highland Hospital

CHRISTMAS Sale now in progress. Open 'till 9:00 Thurs. & Sat. evenings. Complete line Baldwin, Story & Clark Pianos, Baldwin, Esty Organs
MYERS MUSIC MART
119 W. Foster MO 5-2001

71 Bicycles 71

Shwin Bicycle Headquarters
B. F. GOODRICH
308 S. Cuyler MO 4-7488

FOR SALE: girls 20" bicycle, in good condition. 1813 Faulkner. MO 4-2980.

American made Schwinn Bicycles No money down Small monthly Payments.
VIRGIL'S BIKE SHOP
326 S. Cuyler MO 4-3420

73 Flowers, Bulbs 73

GIANT Holland Bulbs: Daffodils 15c each, Hyacinths 15c, Tulips 10c, Jonquils 10c, Crocus 5c.
JAMES FEED STORE
522 S. Cuyler MO 5-5351

78 Livestock 78

FOR SALE: One registered Hampshire Boar. Gene Rapstine, 5 miles S.W. Kingsmill.

FOR SALE: Shetland pony, will be saddled Sunday from 12:30—on at Groninger and King yd. across from packing house. Phone MO 4-4691.

80 Pets 80

BOXER, Dachshund, Chihuahua, Pekingnese puppies. An aquarium of tropical fish makes a gift of life and beauty for home or office. Visit The Aquarium. 2314 Alcock.

TINY BUT TUF
REGISTERED Toy Fox Terrier for sale. See at 525 Hazel.

84 Office, Store Equip. 84

CROUCH OFFICE EQUIPMENT CO.
WE BUY
USED OFFICE EQUIPMENT
715 W FOSTER MO 4-6771

92 Sleeping Rooms 92

CLEAN rooms, close in. $7 a week. 303 West St. Apply after 6 p.m. and all day Sunday. MO 9-9806.

95 Furnished Apartments 95

3 ROOM furnished apartment, close in, with garage. $40 per month. Call 5-5435.

LARGE 2 room apartment, private bath, bills paid. 309 E. Browning.

95 Furnished Apartments 95

2 ROOM furnished apartment, central heat, nice and clean. 435 N. Ballard. To see call White Deer, 883-5331.

3 ROOM efficiency apartment, very nice. 1028 Mary Ellen. MO 5-5635.

Crestview Apartments
1517 DOGWOOD
YOU'LL be happy in this exceptionally nice spacious 3 room and bath attractively draped and furnished, gas and water paid. No pets. MO 5-3305.

NICELY furnished 2 room apartment. Couple, lady or man, antenna. MO 9-5987, 415 N. Sumner.

2 EXTRA large rooms well furnished, private bath, bills paid. Call 4-3705. Inquire 519 N. Starkweather.

3 ROOMS, newly decorated, antenna, close in, bills paid. 700 N. Somerville.

3 and 2 room furnished apartment, private bath. Inquire 518 N. Cuyler, MO 5-5093 or 4-3058.

3 AND 4 ROOM, private bath, bills paid. Antenna. Washing machines. Air conditioned. 420 N. West. MO 4-2649.

3 ROOM furnished apartment with garage, bills paid, children accepted. Connelly Apartments. 722 W. Kingsmill. MO 5-3657.

96 UnfurnishedApartments 96

Crestview Apartments
1517 DOGWOOD
IF YOU Demand the best, see this! Spacious, attractive 2 bedroom, lots of storage, spotless, clean, stove & refrigerator furnished. Private enterance, water and gas paid. No pets, MO 5-3305.

97 Furnished Houses 97

1 ROOM house with garage, fenced yard, plumbed for automatic washer. $65 per month at 709 N. Dwight. Joe Johnston at MO 9-9479.

NEWLY Decorated, 3 bedroom furnished house, antenna. Rear 711 N. Somerville. $60 a month, bills paid. MO 9-9914.

2 ROOM modern furnished house, bills paid. $30 per month. MO 4-6684.

3 ROOM furnished house, rear of 1011 Christine. Bills paid. MO 4-6973.

4 ROOM house, well furnished, tub bath, bills paid. Call 4-3705. Inquire 519 N. Starkweather.

3 ROOM furnished apartment for rent. 617 N. Cuyler. MO 5-5278.

2 BEDROOM furnished house. Inquire 946 Malone. MO 5-2446.

3 ROOM duplex, newly decorated, panelray heat. Bills paid. 414 N. Somerville. Office 412.

2 ROOM with shower, nicely furnished. $35 a month, bills paid, elderly person or couple MO 5-5879.

2 BEDROOM house. Inquire Jr. Minnick's Trailer Park, ¼ mile south on Lefors Highway.

3 ROOM modern furnished house, bills paid also 2 bedroom apartment. Cheap rent. Apply Tom's Place.

FURNISHED modern 3 room house, for rent. Call 4-3761

3 AND FOUR Room modern furnished houses. Inquire 521 S. Somerville.

97 Furnished Houses 97

REDECORATED 3 room furnished house, bills paid. Adults. Call after 4 p.m. MO 4-8746. 712 N Gray.

98 Unfurnished Houses

FOR RENT: 6 room unfurnished house, close in, reasonable. MO 9-9913.

2 BEDROOM unfurnished house, newly decorated, near Sam Houston School. 618 N. Frost. Phone 9-9

NICE 3 bedroom brick home, carpeting and drapes, garage. East Frazer Addition. Reasonable. MO 5-2

1-TWO Bedroom and garage at Cook St.
1-TWO Bedroom Sloan St.
1-THREE room furnished apartment on E. Frederic St.
PHONE 4-3641 or 9-9504

NEW 2 bedroom brick, central heat, fenced, call MO 4-5444 after 4 p.m. and on weekends.

NICE Clean 2 bedroom house, fenced back yard. 732 Deane Drive. MO 5-3005.

113 Juniper, 3 bedroom, fenced yard, washer and dryer connections, antenna, near schools, excellent condition. $85 per month. Call 4-3408 or 5-2862.

2 BEDROOM house, tub bath, floor furnace, plumbed for washer, garage, on paved street. 537 N. Le St. $45 a month. MO 4-3404.

NICE 3 Bedroom home at 1056 Road. Redwood fenced back yard. Patio. $75 per month to responsible party with reference. Bob Pool, MO 3824, Groom, Texas before 8 AM and after 6 PM.

UNFURNISHED 3 bedroom home, newly decorated with garage. 1021 South Wynne. MO 4-7008.

3 BEDROOM, antenna, plumbed for washer. Located 1037 S. Sumner. Call MO 4-6707.

3 ROOM house, fenced in back yard, plumbed for washer. $30 per month. 618 N. Christy. MO 4-7825

Clean 2 bedroom unfurnished house. 929 S. Sumner. MO 5-4550.

FOR RENT: unfurnished 3 bedroom house. North part of town. M. Stapleton. Phone MO 4-4716.

510 S. Schneider, large modern room redecorated and clean. L. Sanford. 714 E. Frederic MO 4-

Extra clean 2 bedroom, garage, fenced yard, Ideal for elderly couple, small family $40 month MO 9-98

FOR RENT: 3 bedroom at 1906 Wiston, L. P. Sandford. 714 E. Frederick. MO 4-2991.

REDECORATED 3 bedroom, house, attached garage, $90 mo. 2232 Hilton, VI 8-2568.

6 ROOM house, garage, N. Gillespie 3 room house, N. Faulkner, Inquire 513 N. Cuyler. MO 5-5092 or 4-3058.

102 Bus. Rental Property

GOOD Warehouse for rent or lease. Call MO 9-9016. Reeds Service Station.

103 Real Estate For Sale

3 BEDROOM brick home with two outstanding features: 2 car garage, family room, electric kitchen, ceramic tile baths, fully carpeted, Coleman central heat. Only $500 down on 30 year FHA loan. See White House Lumber Co., MO 5-3291.

FOR SALE by owner: large 2 bedroom brick, hobby room, 2 baths, electric kitchen, firepl refrigerated air, facing park. Linda Drive. MO 4-4113.

BY OWNER: 3 bedroom, carpeted throughout, freshly painted, pa TV antenna, garage, plumbed for washer. 1120 E. Foster. MO 4-Inquire 1123 E. Foster.

BY OWNER — 3 bedroom home, equity, G.I. loan. Take up payments, 2418 Navajo. MO 5-299

"OPEN"
For Your Inspection
1117 WILLOW ROAD
Beautifully Decorated in Early American
OPEN FROM 1 to 7 PM
Impact homes
Also See other homes now under Construction in North Crest
Phone MO 9-9342 or MO 4-3211

DON'T BE CRAMPED
Let's TRADE HOMES

DO YOU NEED TO TRADE FOR A 3 BEDROOM BRICK WITH 2 FULL BATHS, 2 CAR GARAGE, AND WOOD BURNING FIRE-PLACE?
SEE US
Mesilla Park
2300 NAVAJO
R. A. MACK
MO 5-2711 MO 9-9893

Buy a QUALITY MUFFLER
Buy EMSCO
They LAST LONGER because they are MADE BETTER
FREE INSPECTION!

No Premium Price
LIFETIME WRITTEN GUARANTEE*
You get these EXTRAS with EMSCO:
- EXTRA HEAVY DUTY 16 GAUGE STEEL SHELL
- CONTINUOUS ARC WELDED SEAMS
- ALL BAFFLES WELDED IN PLACE
- EVEN-FLOW DESIGN
- EXCLUSIVE ASBESTOS FIBER INNER LINER
Installed On Your Car In Fifteen Minutes By Experts!
* Life of the car as long as you own it.
HEAVY DUTY TAIL PIPES PRECISION MADE TO FIT YOUR CAR
A.R.A. OF PAMPA
401 W. Foster MO 5-3251


TIED UP WITH RENT RECEIPTS?
OPEN HOUSE
2229 N. ZIMMERS
2 HOMES NOW READY FOR OCCUPANCY
ALSO A NUMBER OF PLANS TO BE BUILT IN JARVIS-SONE, NORTH AND EAST FRASER AND MESILLA PARK ADDITION.
Priced $11,000 To $16,000
F.H.A. AND V.A. LOANS
OWN A HOME OF YOUR OWN
A NEW TOP HOME
BY
Top O' Texas Builders
MO 4-3542 MO 5-3411

WONDER BUILDING "Living" Shelters
PROTECT YOU AND YOUR LOVED ONES!
America's NO. 1 Fall-Out Shelter
Featured in "Time" - "Life" AND ON TELEVISION

ACCEPTED BY THE ... FEDERAL GOVERNMENT
AS BEING ... CIVIL DEFENSE APPROVED
A "LIVING" SHELTER ... provides positive Fallout Protection, also considerable Blast protection". A Wonder Building "Living" Shelter, under AEC Tests was determined to have a protection factor for some models of 5,000 times less Radiation inside than outside.
We Carry a Complete Line of Family Survival Needs
WHEELER & WHEELER
Home Town Cement Contractors
MO 4-7745 1205 E. FOSTER

DOWELL
Opening For OIL WELL CEMENTERS And Cementing Salesmen
All Traveling and Moving Expenses paid by Company.
IF YOU:
- Have five years or more experience ....
- Want more opportunity than you now have for advancement and earnings ...
CALL OR WRITE:
Employment Manager
DOWELL Division of
The Dow Chemical Company
1579 East 21st Street
Tulsa 14, Oklahoma
Telephone Riverside 2-5501

Christmas GIFT GUIDE

FOR CHILDREN
We suggest a new Schwinn bicycle, no money down, small monthly payments also lay-a-ways on good used bikes. 326 S. Cuyler.
VIRGIL'S BIKE SHOP

We suggest you shop your toy-land for the most complete line of toys and games at the lowest prices. Be sure to register for free go cart for the kids, for dad a set of Davis tires, For Mom a wizard Vacuum cleaner.
304 S. Cuyler
WESTERN AUTO

FOR HER
For her we suggest: Red Cross, Cobbies, Cobblers and Valentine shoes.
DUNLAPS OF PAMPA

Boots, house-shoes, hosiery, Free Christmas wrapping.
KYLE'S SHOE STORE

FOR HIM
Ideal for him: Stacy Adams and Jarman Shoes
DUNLAP'S OF PAMPA

For the sportsman: Marine accessories and fishing equipment.
PANHANDLE ICE COMPANY

Dad needs a recliner! Just the chair to relax in after that Christmas dinner. The rest of the family will probably take over after Christmas day, but thats the way it goes. Come see us at 125 N. Somerville MO 4-2511.
C & M TV & FURNITURE

FOR EVERYONE
Now till December 22nd, discount prices on custom picture frames. 116 S. Cuyler. MO 5-5822.
SHERWIN-WILLIAMS PAINT CO.

House shoes for the entire family at
DUNLAPS OF PAMPA

We suggest you do your Christams shopping the easy way (at home) Use Sear's mail order, Cash, C.O.D. or charge.
SEARS - ROEBUCK & CO.
MO 5-3361 104 S. Cuyler

We suggest a New Home for this Christmas (The Everlasting Gift) We have just the Home for you. Just give us a try. Look for the
MLS LISTINGS

GOLDEN OPPORTUNITY
Secure their Future in the Beauty Profession at the
Pampa College of Hairdressing
716 W. FOSTER Call Today MO 5-3521

Give Theatre gift books for lasting enjoyment. $5.50 denominations $5.00, $2.50 denominations $2.25. On sale at
CAPRI & LAVISTA

Give the gift that only you can give.... Your Portrait from Photo Arts Studio. New customers special! One 8x10 portrait reg. $6.95, only $1.96, expires Dec. 15th, 1961
112 W. Foster MO 4-7471
PHOTO ARTS STUDIO

Christmas house-shoes for men, women & children.
KYLE'S SHOE STORE

Make this Christmas one to remember by giving the family a home movie outfit. Record the joys of this Christmas and many more to come.
RICHARD DRUG
111 N. Cuyler

Shop Levine's for your Christmas needs for the entire family. FREE gift wraping, best selections in town.
LEVINE'S

We suggest leather goods as the perfect Christmas gift, belts, boots, billfolds, ects. If its made of leather we have it.
1319 N. Hobart
SASSER SHOE SHOP

$1695
$195. Down
$49.17 Month
WILL BUY A NEW 1962 DODGE
LANCER 2 DOOR OR ½ TON PICK-UP
PLUS OPTIONAL EQUIPMENT
PRICES GOOD TILL DECEMBER 24th
PARKER MOTOR CO
301 S. CUYLER MO 4-25

103 Real Estate For Sale 103

1212 E. Kingsmill. 2 bedroom, landscaped yard, quiet neighborhood. $600 to handle. MO 5-3057.

OWNER WILL PAY loan closing allowable on clean 2 bedroom, lots of closets, attached garage, completely repainted outside. Priced $8,750. Payments $66. MLS 344. Call Gauts, 4-2448 or 4-7959.

Top O' Texas Builders Inc.
MO 4-3542 Bill Garrett 825 W. Francis
Excellent buy 3 bedroom home 1924 N. Wells MO 4-6280.

BY OWNER: Nice 6 room and basement. Perfect for schools. Might take late car or pick-up on deal. Finance balance. See at 421 N. Faulkner. Phone MO 5-5498.

$650 EQUITY BUYS ALL THIS
Must sacrifice, 3 bedroom, den, 2 baths, built-in cook top, oven, dishwasher, washer-dryer, floor ducted central heating and refrigerated air conditioning, fully carpeted, backyard fenced approx. 13,500 left on 3¼% GI loan.
2317 Rosewood MO 9-9396

W. M. LANE REALTY
MO 4-3641 ..... Res. MO 9-9504
Ford Herring ..... MO 4-2329

2 BEDROOM with garage and extra apartment, near high school. $10,900.
3 BEDROOM home with garage, utility room, Coffey St. $13,000.
3 BEDROOM with extra apartment. Trade for Amarillo property.
B.R. & Den, Terry Road, will trade $1400 equity for car or truck.
3 BEDROOM on N. Nelson. $7,200.
3 ROOM home in Mobeetie. $3,000.
6 ROOM Duplex, E. Francis. $6,750.
2 BEDROOM on Sunset Drive with an extra lot. $6,800.
2 BEDROOM brick home on Powell St. $11,000.
3 BEDROOM & garage, 2 lots out of city. $8,000.
SEVERAL residential & commercial lots for sale. Also some business buildings in commercial area for sale.
WE HAVE two, 2 bedroom homes and a 3 room furnished apartment for rent.
OTHER Good listings for you to choose from. Call us for your real estate needs.

B. E. FERRELL AGENCY
MO 4-4111 & 4-7553

1540 HAMILTON — BACK ON THE MARKET — First come, first served. Corner location, 3 BR, LR, Kit. and breakfast room — large rooms, extra closets, and storage space. Very attractive thruout. MLS 399.
1908 EVERGREEN — Top location, top quality, top buy. You will love the floor plan with LR, Den, 3 BR, 1¾ bath. Dishwasher and disposal. Extra large double garage with work shop and storage. Many extras and built-ins. MLS 373.
1812 FIR — Extra nice 4 BR home in best location. 1760 sq. ft., large formal LR-DR, and most attractive kitchen-den area for all family activities. 1¾ tile baths, large double garage, central air-conditioning. Many extras. MLS 275.
1116 TERRACE has a nice LR, real DR, 2 BR and den or 3rwd BR, carpeted. Terraced back yard and fence. MLS 366.
709 DOUCETTE — is a very nice 2 BR in Woodrow Wilson district. Hardwood floors, fenced yard, garage. MLS 295.
HAVE BUYERS FOR GRASSLAND NEAR PAMPA.
"SERVICE WITH RESULTS"

Dallas Reality MLS

Helen Kelley ..... MO 4-7166
Margo Followell ..... MO 5-5666
Jim or Pat Dailey, res. .. MO 5-3294
Office .. 614 W. Francis .. MO 5-4032

103 Real Estate For Sale 103

OWNER Must sell. 1½ story on huge lot. Minimum F.H.A. loan. 200 Harvester. MO 5-2326.

BY OWNER: 3 bedroom house, back yard fence. $350 equity. $70 month. After 6 p.m. 1120 Sierra. MO 5-4496.

DOWN TOWN Motel. 12 units & 2 bedroom, living quarters. $7,921 down and assume loan.
OFFICE 109½ W. FOSTER
Ben Williams MO 5-4311 MLS

2236 CHRISTY St. 3 bd home, carpet, attached garage, ceramic tile bath and cabinet tops. Price $14,500.00. New loan.
307 E. BROWNING Apartment house with single unit rental in rear. Income $160.00 per month. Price $8,600.00 — terms MLS 388.
1004 N. Duncan. 2 bd. with basement. Price $7,683.00 — new loan commitment. MLS 372.
620 N. FROST. 4 bd. home, 2 bd rms upstairs and 2 downstairs. Carpet throughout top floor. Vent a hood. 220 wiring, evaporative cooler duct system, work shop. What will you give? MLS 357.
417 N. CHRISTY. 2 bd rm home, furnished — most furniture like new. $4,000.00. MLS 385.
80 ACRE Farm near Shamrock. $8,420.00. MLS 364 F.
100x500 LOT on Lefors Highway. MLS 365 CL.

Joe Fischer REALTOR

MEMBER OF MLS

Office ..... MO 9-9491
Joe Fischer ..... MO 5-9564
Lindy Houck ..... MO 4-8858
Howard Price ..... MO 4-4200

54 Years In The Panhandle

3 BEDROOM frame with attached garage located Terrace Street. 1260 sq. ft. living area, dining room, carpet, nice and clean. Priced $11,000. Move in new FHA loan $1,000, monthly payments about $84.

2 BEDROOM brick with attached garage located Beech Street. Den & kitchen combination, fully carpeted, entrance hall, fenced yard, about 1250 ft. of living area. Call Betty MO 4-8226.

LARGE 2 bedroom frame home with big garage located Garland Street. 1375 sq. ft. of living area, dining room, big panel den, country kitchen, patio, priced $11,000. (FHA value) move in new loan for $750. Monthly payments about $86.

2 BEDROOM frame with attached garage and store room located Starkweather. Dining room, fenced yard, about 950 sq. ft. of living area. Priced $9,500, equity $500. Monthly payments $77. Call Peggy MO 4-8613.

3 BEDROOM frame and stucco home with garage and storage area located Clark Street, carpeted living bedroom. Closets every bedroom, fenced front and back yard, recently painted inside and out, nice and clean. Priced $3,000. NO DOWN PAYMENT, monthly payments $45.

34½ ACRES of land, no mineral rights, located close to city limits. Lays good, fair improvements. Call Wade or Bill.

WE NEED LISTINGS
J. WADE & BILL Duncan REAL ESTATE

115 E. Kingsmill 5-5751
Betty Meador 4-8226
Bill Duncan home phone 4-2380
J. Wade Duncan 4-3824

103 Real Estate For Sale 103

3 BEDROOM and den, fenced, near school. 2132 N. Wells. MO 5-3201.

FOR SALE by owner, being transferred and must sacrifice. 2 bedroom, garage, utility room, at 1137 N. Starkweather. $78 per month, payments. Low equity. MO 5-3205.

DRASTICALLY REDUCED
MUST SELL equity in 3 bedroom, 1 block school. Carpet, fence, refrigerated air, 1¾ baths. $100 payments. Make offer. 1009 Terry. MO 4-4293.

507 RED Deer. 3 bedroom brick. 1½ baths, built-in oven and cooktop, carpet, fence, double garage.

NICE 3 bedroom home on N. Nelson. Priced right.

C. H. MUNDY, REALTOR
MO 4-3761 105 N. Wynne

A NIFTY FOR THE THRIFTY
3 BEDROOMS, attached garage, carpeted living room. Immediate occupancy. Will trade or rent. 1933 N. Wells.
SOME PEOPLE EXPECT
THE Moon — but here's the best buy under the sun — sparkling 3 bedroom brick, 2 baths and double garage. $200 move-in and $96.00 per month.
TIRED OF LOOKING?
for nice well-kept 3 bedroom, attached garage, in good neighborhood. 4½% loan with $79.00 monthly payments. 1817 N. Nelson.

CLEMENTS REALTY CO.
825 W. Francis
MO 5-3411 or MO 4-2130

Duplex for sale: 8 room, 2 baths $5,500. 716 E. Kingsmill VI 8-2952.

LET'S BUY A HOME FOR CHRISTMAS
MARY ELLEN STREET
3 bedroom with 1439 sq. ft. Separate dining room. Utility. Woodburning fireplace. Carpet, drapes and air conditioner included. $15,750. MLS 386.
CHRISTINE STREET
2 bedroom and den. Very liveable. Has beautiful drapes and carpet, year-round air conditioning. 1½ ceramic tile baths, electric cooktop and oven and lots of closets. MLS 360.
NEAR HIGH SCHOOL
2 bedroom with large living room. Bedrooms carpeted. Fenced yard. $7,950. MLS 392.
18x36 FT. BUILDING
On Alcock St. Equipped as barber Shop and living quarters, but can be used for any type business. $7,000. MLS 347 C.
DRY CLEANING PLANT
Fully equipped, well located and doing good business. $8,000. MLS 379C.
ON NORTH WELLS
4 Apartment units. 3 are nicely furnished. Good income. $15,000. MLS 335 C.
NORTH NELSON
3 Bedroom with large kitchen, big closets, fenced yard. $600 down and $73 mo. MLS 307.
BIG 3 BEDROOM
with over 1200 sq. ft. and 2 baths on Yeager St. Completely refinished inside and outside. Apartment in rear. $10,000. Owner will carry loan. MLS 358.
2 BEDROOM
On Miami St. Natural woodwork. Now being redecorated. Fenced yard. About $225 down and $45 mo. with new loan. MLS 363.
640 ACRE FARM
Northeast of Pampa. This is one of the best farms in Gray Co. Lots of improvements. $180 ac. Now has big loan. Mineral lease open.

QUENTIN WILLIAMS REALTOR

Office 113 S. Ballard 4-2523
Velma Lewter 9-9865
Bob Smith 4-4460
George Neef Jr. 5-5200
Gloria Blanton 9-9573
Quentin Williams 5-5034

NOTICE
NEED XMAS MONEY
Bring me your Iron, Batteries, Brass, Copper, Radiators, Aluminum for highest cash prices.
C. C. MATHENY TIRE & SALVAGE
818 W. Foster MO 4-8251

103 Real Estate For Sale 103

FOR SALE by owner: 3 bedroom, 3 years old. Low down payment. Pmts $60 month. 224 Jean. MO 4-5087.

IN PAMPA SINCE '35
THIS TOPS THEM ALL
for homes under $20,000, 3 bdrm, family room, fully carpeted and draped, double garage, landscaped. MLS 381, call 5-5349 or 4-2448.
JUST LISTED, 2 bedroom & den, near Sr. High, large living r., attached garage, fence, price $11,200. Pmts. $75. Call 5-5349 or 4-7959.
MOVE IN TODAY, refrigerated, central heat, 3 bdrm, carpeted, garage, fence, near St. Vincent & Robt. E. Lee — $1800 for equity. Call 4-2448 or 5-5349.
LARGE DEEP LOT, out of city limits, 1200 sq. ft. in 3 bdrms; 22' long kitchen at only $10,500. Call 4-2448 or 5-5349. MLS 337.
RETIRING? THIS OWNER would like a pick-up as down payment on neat 2 bdrm, lots of closets, natural woodwork, garage, attached. MLS 344, call 5-5349 or 4-2448.
HERE'S A SUPRISE, FHA resale 3 bedroom brick, 1140 sq. ft., clean, equity only $600. MLS 348.

REAL ESTATE PERRY O. GAUT MLS

Your Listings Appreciated
Mary Clyburn 4-7959
Helen Brantley 4-2448

1 BEDROOM brick home for sale or rent. 600 Red Deer Street. 1225 sq. ft. 3 years old. Central heating, carpeted. Ceramic tile bath, has patio and storm cellar.
3 BEDROOM brick home, 428 Jupiter. 1257 sq. ft. carpeted, central heat, one year old. Has low equity.
2 BEDROOM home, 427 Yeager. Near Woodrow Wilson, has fenced back yard.
1 BEDROOM brick home, 1940 Fir. 4600 sq. ft. has 4 baths, large den, carpeted, has covered patio.
3 BEDROOM brick home, 2226 Chestnut Street. 1800 sq. ft., 2 baths, den, carpeted, has covered patio.
FOR SALE or lease, good commercial building 41'x127'. Price Road. Now occupied by WakashaCo.

JOHN LEE BELL Realty Co
Ph MO 46809 MLS

Valrea Pronto ..... MO 5-4193

$25.00
TOTAL MOVE-IN
1129 Cinderella
3 Bedrooms
1164 Huff Road
3 Bedrooms, Garage
1112 Seneca
3 Bedrooms, Central Heat
1053 Varnon Drive
2 Bedrooms
Call Paul Coronis At
9-9342 or 4-3211
For Additional Information
HUGHES Development Co.

103 Real Estate For Sale 103

BY Owner, clean 3 bedroom, fenced, patio and work shop near school. Payments $94 on FHA loan. MO 5-2506.

H. W. WATERS
REAL ESTATE BROKERS AND INSURANCE AGENT
123 E. Kingsmill MO 4-4051

J. E. Rice Real Estate
712 N. Somerville
Phone MO 4-2301

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Jim Brown ..... MO 4-2401
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105 Lots 105

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120 Automobiles for Sale 120

EXTRA Nice 1959 Pontiac Catalina. 4 door, radio, heater, new tires, one owner, 18,000 miles, bank financing $1395.
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SEE These cars at Bob Ewing car lot on Borger Highway.
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800 W. Kingsmill MO 4-2571

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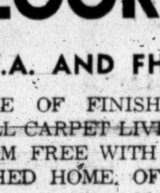

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WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM.

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1954 BUICK Super 4 door, dynaflow, radio, heater	$495
1955 BUICK Super 2 door hardtop, dynaflow, radio, heater	$495
1953 DODGE 4 door, good work car	$125
1953 FORD 4 door, V8 motor	$195
1952 BUICK Roadmaster, 4 door, good crew car	$195

TEX EVANS BUICK RAMBLER
123 N. Gray MO 4-4677



CHUCK McANDREW
Owner

Words Can Not Express Our Thoughts So, To All Of You From All Of Us



BETTY JO McANDREW

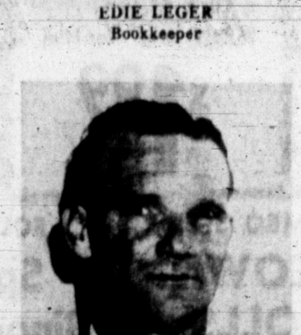
THANK YOU



EDIE LEGER
Bookkeeper



GERRY LEGER
Parts Manager



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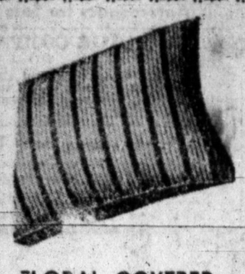

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BOYS' WARM
BEACON ROBES
- SMART COLORS
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- Sizes 6 to 16 Yrs.

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- Black ● Brown
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MEN'S SOFT
LEATHER GLOVES
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DESIGNER
Cottons
- Wash N' Wear Cottons
- Drip Drys ● No Irons
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Christmas Is a Family Affair at LEVINE'S

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- Repeat Of A Sell-out

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2 PIECE
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- LOVELY NEW FALL STYLES
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- SOFT AND WARM
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BROADCLOTH PAJAMAS
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WESTERN SHIRTS
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JUMBO SIZE
CLOWN DOLLS
MULTI COLOR TAFFETA 88¢

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NEW STYLE 9¢

Christmas Styles
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FOR DAD OR LAD 99¢

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Men's Hard Finish Worsted
ALL WOOL
SUITS
- WELL TAILORED
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- CREASE RESISTANT
- SEASONS NEWEST COLORS
- FREE ALTERATION

VALS. TO $40 $29.99

LADIES NEW FALL
WOOL SKIRTS
- NEW COLORS
- PERFECTLY TAILORED
- BUDGET PRICED

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PRICED RIGHT
CHRISTMAS TREATS
- COOKIES
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99¢

MEN'S NEW CHRISTMAS
Sport Shirts
HUNDREDS TO CHOOSE FROM
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Glazed Ceramics
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WASHABLE CLOSE WOVEN
PINWALE CORDUROY
- PRINTS & SOLIDS
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Broadloom Viscose Tweed
Foam Back RUGS
- 9x12 FOOT ROOM SIZE
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LOVELY QUILTED
Chromspun Bedspreads
FULL BED SIZE
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Men's 100% Wool
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KAPOK FILLED
Sateen Quilts
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Ladies 2 Piece
Capri Sets
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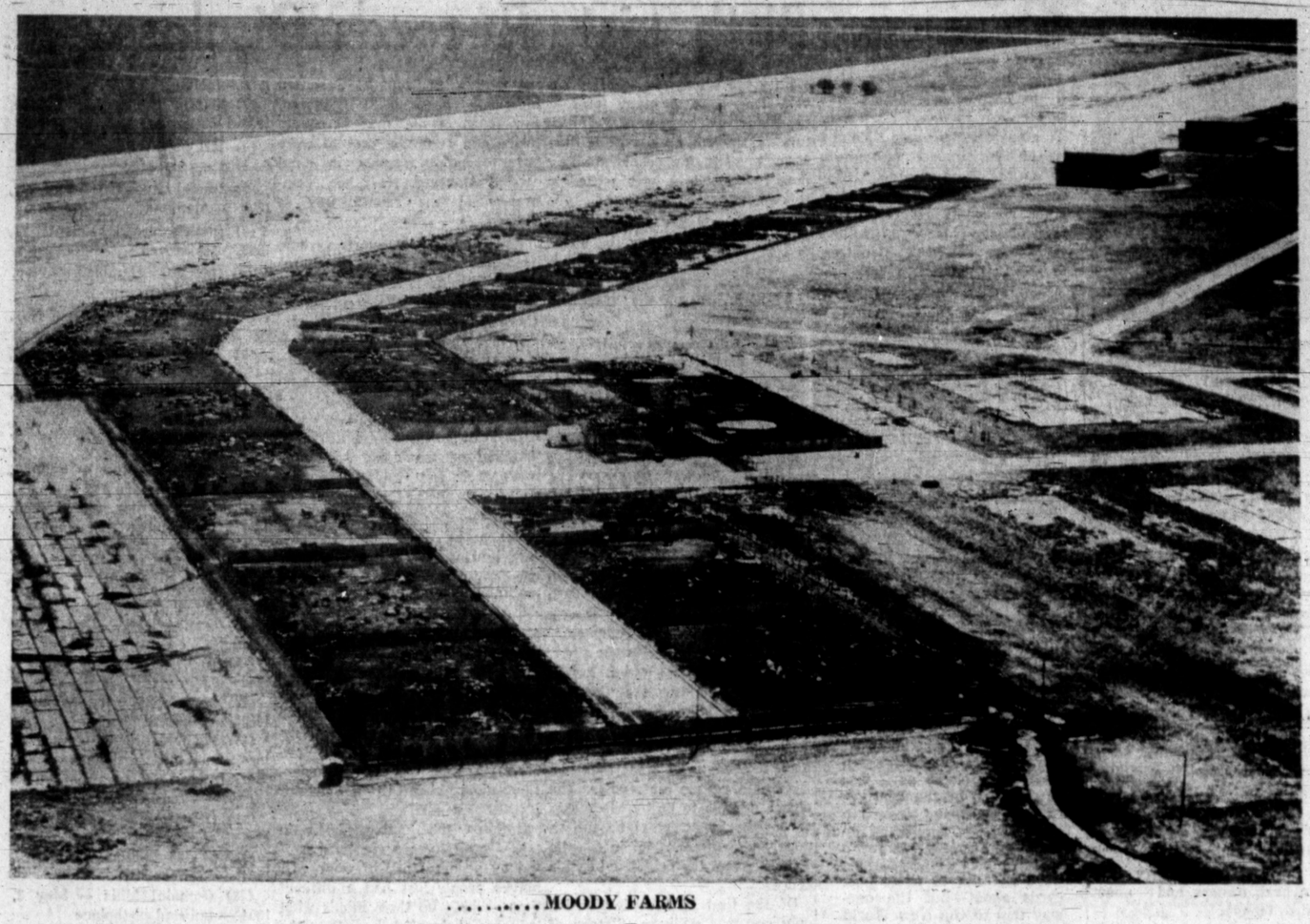
YOUR FREEDOM NEWSPAPER

The Pampa Daily News

YOUR FREEDOM NEWSPAPER

SERVING THE TOP O' TEXAS 54 YEARS

SECTION 3, PAGE 1

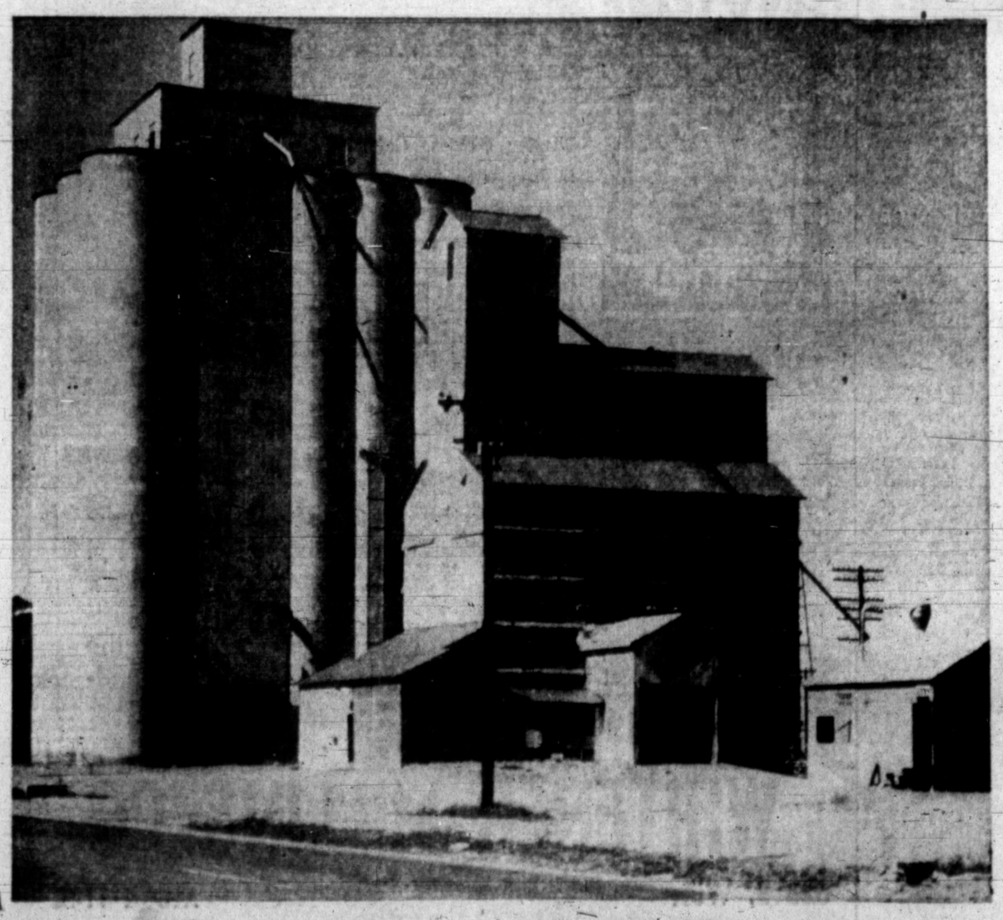


.....MOODY FARMS

Agriculture...Cattle



....PANHANDLE WHEAT FIELD



...A TOP O' TEXAS GRAIN ELEVATOR



By FOSTER WHALEY
Gray County Agent

Gray County Agriculture, like other industry in the county, is undergoing some drastic changes. There are two primary reasons for this. First and foremost, government programs for agriculture have had by far the greatest influence. Secondly, the general economic conditions are forcing farmers to become larger, more efficient and business-like. Immediately after World War Two in Gray County we had approximately 180,000 acres of farm land and 414,000 acres of ranchland. Approximately 10,000 acres of cotton were grown in the McLean area. Approximately 170,000 acres were devoted primarily to wheat production above the Caprock on the flat Panhandle hard lands. Some Milo and forage crops were grown on the hard lands. There was little or no irrigation in the county. There were no allotments on crops but farmers did get price supports.

Today our agricultural picture has changed completely.

SOILBANKS: We now have around 25,000 acres in the soil bank, seeded back to grass. This is idle land, no grazing permitted, no crops harvested. It is a perfect haven for wildlife and predators. Both are on the increase. Most of the soil bank land is in the McLean vicinity in the sandier and inferior soils. Even before the soil bank that came into the picture, in the mid-50s thousands of acres of farmland in the McLean area were being returned to adapted grasses. Weeping Love grass, an introduced grass, from West Africa, was the predominent grass seeded.

WHEAT. Today we have approximately 75,000 acres devoted to wheat, less than 50 percent of our acreage in 1946. This drastically reduced acreage is a direct result of government allotment programs. This year an additional 11 percent cut in allotments were made for Gray County farmers.

Allotments came into the picture in the late 1940's. Following World War Two, farmers were given a price support of 90% of parity which meant between $2.50 and $3 per bushel. This was quite an incentive and some critics of the price support program believe this has helped to build up the big surplus of wheat which we have today.

(Turn To AGRICULTURE, Page ")



... CATTLE ON THE RANGE

Agriculture Has Recorded Great Strides In Gray County

(Continued From Page 1)

Cotton Allotment programs and the soil bank have also had their effect on the cotton farmer. The soil bank got most of the cotton allotments in the McLean area. In the early 50's cotton in large acreages was planted on the Plains Area of Gray County as wheat droughted out. This built up history for allotments later and resulted in cotton being planted all over the county rather than being localized in the McLean area. Today we have a 4,180 acre cotton allotment.

MILO AND FORAGE. Gray County had an average of 34,800 acres devoted to Milo in 1956 and '60. Probably another 12,000 to 15,000 acres were devoted to forage crops. For the first time this year grain sorghum was brought under a voluntary acreage and bushel allotment program. This program drastically reduced the 1961 planting of Milo.

IRRIGATION. Up until the early '50's farmers had enjoyed some excellent wet years. During the great drought (1950-57) irrigation from underground water increased tremendously. Today we have around 13,000 acres of irrigated land. Milo is the main irrigated crop with silage crops, wheat and cotton playing a less important role. Heavy application of nitrogen fertilizer and water have set all time yield records in the county the past two years.

W. C. Epperson, who farms west of Pampa made over 7000 lbs. of Milo per acre in 1960 by fertilizing heavily. Rainfall was so abudant he never irrigated even though his land was prepared for irrigation.

Abe Lewis, a dryland farmer, made over 5000 lbs. per acre on dryland in 1960 with the help of Mother Nature's irrigation system.

FALLOWLAND. With wheat, milo, and barley all coming under an allotment type program, thousands of acres were summer fallowed in 1961. Most of this has been seeded to wheat for 1962 harvest.

CATTLE. According to the 1959 census of agriculture, Gray County had approximately 33,000 head of cattle. This accounted for over $2,400,000 or about half of the total agricultural increase.

The cattle business is divided into three distinct operations (1) Cow-Calf business. In the Eastern and grassland part of Gray County, where the production of choice quality stocker calves is a business of its own. These cattle are sold in the fall usually. (2) Steer business — where calves are bought from the Cow-Calf man and run on native grass, stalk fields, etc. for usually an 11-month period. In a good year a 400 lb. calf will double its weight. (3) Wheat pasture operation — calves or thin cattle bought and run on wheat pasture and stalks during the winter months. These cattle are usually sold in March or April and sometimes have weight gains of 150 to 200 lbs. during the 5 to 7 month period.

Probably less change has been made in the cattle business in Gray County than in any of the other major agricultural enterprises. The newest and most revolutionary thing in the cattle business has been the commercial feed lot operation on Moody Farms. Here over 3,000 head of cattle can be fed mechanically with a minimum of labor required.

MARKETING FACILITIES. A meat packing plant in Pampa affords a ready market for both cattle and hogs. Eleven grain elevators and warehouses provide storage for 5,816,000 bushels of grain. There is one cotton gin at McLean for the 4,180 acres of cotton allotment planted in the County.

During this rapid transition since World War 2, farms have grown larger. Small farms have been sold to larger farmers. Part time farming has been on the increase.

Farmers are becoming more business-like, and seeking the latest experimental data for their farms. New ideas are accepted more readily. Fifteen years ago farmers had to be encouraged to use fertilizer. Now some restraint is necessary to keep some of them from over fertilizing.

Agricultural income has ranged between four and five million dollars in the last 15 years, divided almost equally between cattle and field crops.

Approximately two - thirds of Gray County's farmers are owners or part owners and about one-third tenants.

Although agriculture has always been the public whipping boy, many of the features of the agricultural program have been patterned after industry. Acreage allotments are comparable to prorations in the oil industry. Price supports were granted the farmers following World War 2 as a concession to industry receiving the rapid amortization on new plants. (Being able to depreciate out the cost of new plants in 5 years, more or less.)

Summarizing, to gain some idea of the impact agriculture has on the Pampa area, if figures set forth here were multiplied by the six-county area represented, the magnitude of agriculture would come into focus. Ochiltree, Carson, Collingsworth, Lipscomb, Wheeler and Roberts Counties all have approximately the same agricultural picture as Gray County.



STEAM TRACTOR PULLS THRESHER—Before the days of the combine in the area, threshing machines were pulled by horses or with steam tractors, as in the picture above, to complete harvest of wheat. They followed header barges and threshed grain from stacks. Wagon and teams, at left, were used to haul wheat to granaries. Men in the picture were custom harvesters.

matter of Fact



In the off season, tourists can travel to Europe at low rates. But it's not likely that the transatlantic voyage will ever be as cheap as it was at the turn of the century. In 1904, European steamship companies were bringing immigrants to America for a pittance. Accommodations were nothing to write post cards about—but the one-way trip to the New World cost a scant $10.

© Encyclopedia Britannica

W. T. Fraser Heads County's Birth List, Records Disclose

Fifty years may not seem like a very long time to many folks — especially when a mere half-century is stacked up alongside the 350-odd years that people, other than Indians, have been settled in this country.

But if one takes a look at the pile of books recording the births in Gray County, he will realize that many, many people have been born here in the past fifty years.

And where there are people, especially those born in these parts, there is history — local history.

First recorded birth in the county was William T. Fraser, whose parents were Margaret T. and John Fraser. The date was Sept. 8, 1902. And the birthplace — a spot called Boydstun, Texas.

However, record books are an odd sort. For the first birth here — by birthdate — only made third place in the books. It was Margaret Thomas, born July 19, 1903, in Alanreed. Her parents were Alice and Thomas M. Thomas.

But still the picture is not clear. For there are many old-timers in town who will insist that the first birth was on Jan. 3, 1903. Charlie M. Webb was the name.

So an historian can take his pick, depending on what tack he wishes to pursue his studies. The choice here is to go by the musty record books which take up a goodly amount of room in Charlie Thut's haven, the county clerk's office.

Of the first 25 recorded births, only one was stillborn. Sixteen of those 25 babies were boys, only nine girls — a solid 6 per cent victory for the males. An interesting fact in that there is supposed to be a majority of females in the nation today.

Dr. V. E. von Brunow was the first doctor to settle in Gray County, but he is not listed as reporting a birth until November 29. Of the first 25 births recorded in the county courthouse, Dr. J. A. Coppedge of Alanreed reported 19. Parents of five reported births of their own children. And the 25th was recorded by a "friend."

Geography, too, has its place in the matter of county - recorded births — particularly Alanreed. For seven of the first 10 county births and 11 of the first 25 were born to happy parents in and around Alanreed. No other community in the county was so blessed.

Four of the first quarter - hundred, the record books say, were born either "at home" or "at residence" As for three of them, there is just no birthplace listed.

It took three years for the first 25 newborn to be listed. And more of them were listed the second year than the first. Almost one-half — 12, to be exact — were born in 1904, two years after the founding of the county. Eleven made their first wailings in 1903, and two in 1905. And nary a one in the county's birth year — 1902.

Nationality of the first 50 parents in Gray County was a very one-sided affair. For 46 of those 50 are listed as "American."

Two parents — and in the same family — were Scotch. They were the mother and father of the baby that made the top of the list — Mr. and Mrs. John Fraser. Two others, both mothers, were listed as English — Mrs. Joe B. Bowers ,who bore John Thomas Bowers (12th) and Mrs. J. W. Holden, who gave birth to a daughter (24th).

Perhaps the county clerks in those early days were hard-pressed by accumulation of work. Or maybe people just had a difficult time making up their minds what to name their offspring. But the fact remains that only nine out of the first 25 babies have their appelation listed in the county records. All that can be told of the remaining 16 is whether they are male or female.

And yet in the case of eight of those first 25, the exact time of birth —to the minute — is given.

For those who might be interested, here are the names of the first 25 Texans born in Gray County, as recorded by county authorities:

(1) William T. Fraser — Sept. 8, 1903 — Boydstun.

(2) (female) Davis — Nov. 2, 1903 — Miami

(3) Marion Thomas — July 19, 1903 — Alanreed

(4) Meuvle R. Baker — Sept. 5, 1903 — Alanreed

(5) (male) Stewart —Sept. 21, 1903 —Alanreed

(6) (male) Jordan —Sept. 27, 1903 —Alanreed

(7) (female) Hamblen — Nov. 1903 — Alanreed

(8) (female) Hamblen — Nov. 23, 1903 — Alanreed

(9) Aleene Rector — Nov. 21, 1903 — Alanreed

(10) (male) Green — Dec. 28, 1903 —Evans Switch

(11) Joe Billy Davidson — Dec. 6, 1903 — at home

(12) John T. Bowers — Feb. 17, 1904 — at home

(13) (female) Alexander —Feb. 2, 1904 —Alanreed (at home)

(14) (male) Andrews — Mar. 4, 1904 — Alanreed

(15) (female) Woodward — Mar. 9, 1904 — at home

(16) (male) Scott — Dec. 7, 1904 — at R. P. Reeves

(17) (male) Reeves — Dec. 4, 1904 — Alanreed

(18) (male McMurtry — Jan. 7, 1905 — Alanreed

(19) Miller L. Jones — April 21, 1904 — unlisted birthplace

(2) (male) McGanhay — June 13, 1904 — unlisted birthplace

(21) (female) Lane — May 8, 1904 — Alanreed

(22) (male) Phillips — April 27, 1904 — Jericho

(23) (female) Mills — May 3, 1904 — unlisted birthplace

(24) Cecil Holder — Feb. 7, 1904 — Gray County

(25) (female) Johnson — Feb. 6, 1905 — Gray County

Price of Learning

LAWRENCE, Kan. (UPI) — A $5 contribution received by the Greater University Fund of the University of Kansas was accompanied by the following note:

"I now have three children in college. If you get more than you need, please set it aside for a loan to me."

Read the News Classified Ads

Pampa's Style Center

...for 27 Years



Thank You

for the opportunity to serve you!



LEAH and BUNNY BEHRMAN

TOP O' TEXAS in TRANSITION

Behrman's

PAMPA'S FASHION CENTER

WHITENER'S BEST FEEDS

...the key to Greater Efficiency, Gains of More Pounds Per Dollar in Livestock Feeding Programs...

PAMPA-OWNED With Research To Back Up TOP O' TEXAS Condtions!

TOP O' TEXAS in TRANSITION



Chester Bowles (left) and Jimmy Allen are shown in final stages of custom mixing for a local area rancher.



H. H. WHITENER

THANKS for the opportunity to grow with a progressive area...

Our feed mill represents the climax of a 21-year experience in personalized services to the livestock feeder... and has been a part of the Pampa scene since 1955. Through keeping abreast of new advantages in antibiotics and supplements, we help our customer attain the formulas that bring best gains for least possible spending.

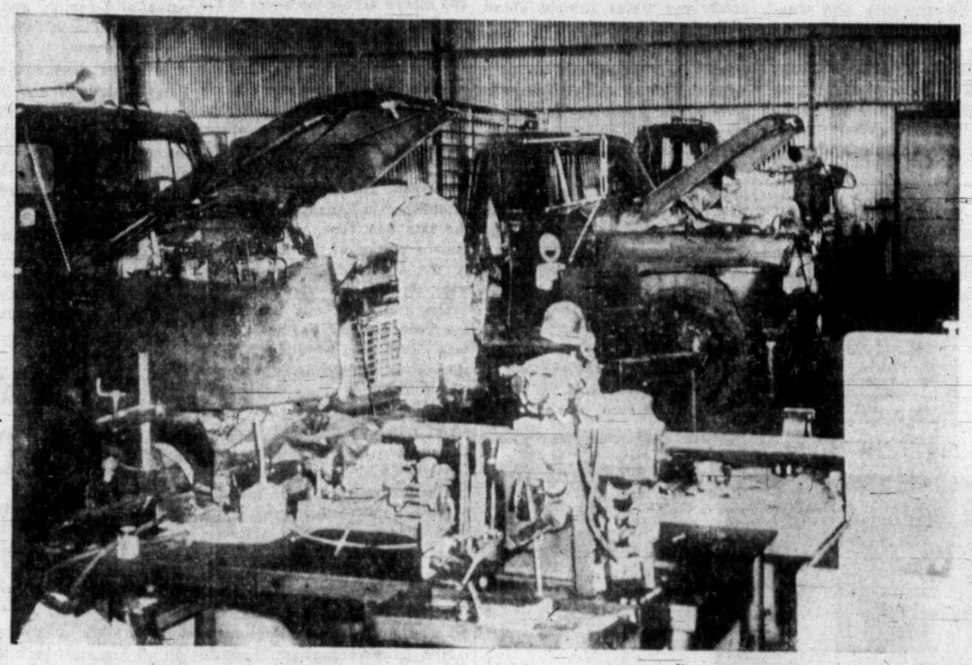
WHITENER MILLING CO.

625 S. West MO 4-4142

INTERNATIONAL TRUCKS ...With A Size To Suit You featuring Adequate Service, too

International trucks are noted for their complete handling ease and power and simplest command. The famous International V-8 engines deliver more power per dollar than any other truck, all the power you can safely use for acceleration, cruising, passing or climbing, plus economy through low-stressed design and non-premium fuel operations. The diesel feature the power. Proved Cummins engine. You'll have to testdrive an International truck to realize just how many significant features you're missing if you're not in the growing International truck, pckup or Trandall "Family' already.





WHAT'S NEW?

We're service headquarters for the heavy duty trucks — diesel or gasoline units. Here's a typical view of our service department in action.

You'll want to check the amazing Scout, the International truck in the compact class. It has the small economy four-cylinder engine with 2x4 and 4x4 drive. Take riders or equipment — anywhere — in a versatile Scout. The Cub Cadet is the new 7 h.p. tractor in the machinery field! Ask Wayne Holcomb for details.



...We'll Be Pleased To Assist You In Gaining Your Full Share Of The Pampa Progress Story...



WAYNE ROGERS
Manager



DAVE HAMLIN
Service Manager

International Harvester SALES and SERVICE

Formerly McCormick Farm Equipment Store

PRICE ROAD — MO 4-7466



BEN JOHNSON
Parts Manager



BOB TURNER
Accountant

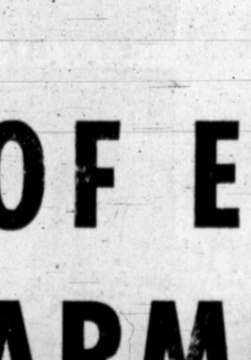
MORE OF EVERYTHING... FARMING The IH WAY

the BIG NEWS on the FARMING FRONT:

NO. 151 SELF-PROPELLED COMBINES

McCormick has Nos. 101, 151 and 181 Combines — each a leader in its class with platform combinations 10 to 18 feet . . . Grain saving features and operator conveniences to meet demands of large acreage and heavy yields. Variable speed propulsion drive lets you change speed. Featuring exclusive double-shake cleaning. IH offers combines for any size farm . . . every crop. Chub Morse is ready to demonstrate a 151 for you.





Here are views of the economy kings of IH equipment in the Top O' Texas - the 151 S.P. Combine and the 660 Farmall Tractor.

FARMALL TRACTORS UNEXCELLED ECONOMY

Six-cylinder Farmalls have all the features you want . . . real fuel economy, two-point and three-point fast hitch ,independent PTO with braking action, fatigue-free ride, torque amplifier, shimmy-proof power steering, double disc brakes, two-way hydraulic system with 12-gallon per minute pump. Throttle-select the 460, 560 and 660 series — and get — the exact power you need for every job. Throttle down instead of shifting down on light loads. Call us for a field demonstration!



Malcolm Hinkle Expands To Two-Town Operations

A small refrigeration and air conditioning service outlet that was founded in 1947 and grew to a partnership nine years ago now has expanded to a two - town, versatile operation which has the magnitude to install giant refrigerator display cases in super markets as well as any complete mechanical contracting job That's Malcolm Hinkle, Inc.

Hinkle as it is recognized today offers services in air conditioning, electric and conventional heating, plumbing and commercial refrigeration. The Pampa firm offers the total setup in services, while the Amarillo store, founded Feb. 1, 1939, offers no plumbing but air conditioning and heating and commercial refrigeration.

Malcolm started out in partnership with Bert Howell here on Ward street in 1952 after about six years with an air conditioning and commercial refrigeration firm in Amarillo He had gone there fresh out of Oklahoma State at Stillwater, an air conditioning and refrigeration graduate engineer.

Hinkle bought out Howell in about 1953 and teamed up with Paul Brown in forming the corporation, Brown & Hinkle, Inc., to start the more versatile operation. He assumed sole ownership and changed to the present firm name Dec. 1, 1957, incorporating with several minority stockholders.

Today Hinkle has a staff of 15 personnel and contributes upwards of $125.000 a year to the economy of the area in the form of annual payroll. At the outset he had three to four men (counting the partners) in action and probably would have had to exaggerate to claim $10.000 as his payroll total.

The Amarillo store employs another 11 and they have about a $65,000 payroll, so Hinkle can be credited with enhancing the Top O' Texas with around $190,000 of its buying power in pay checks handed out to employees per year.

Key personnel are Ronald Merrill, office and store manager in Pampa John Adams, salesman; W. J. Reid, Howard Holt, Ferris Mitchell and Alfred Huggins, White and Clyde Wells, refrigera-plumbing department; Sidney White and Clyde Wells, refrigeration department; and Frank Hernandez and Robert Fewell, sheet metal men.

Brand names Hinkle features are Lennox in heating and air conditioning, Fredrich in commercial refrigeration and air conditioning and American Standard and Eljer in plumbing.

The Pampa store was moved to its present, larger location in March, 1959. Their location at 211 North Ballard was about 7200 square feet, while the North Hobart site gives them 9000 square feet and it was built exactly to specification for greater efficiency in accommodating the office and display space, parts room, warehouse and sheet metal shop.

The current expansion plans point to growth in commercial refrigeration sales and service and they've already made a significant spurt into this through installations of many outstanding projects in super market refrigerated display space.

They have done such installations as Furr's, Safeway, Ideal No. 2 and Blake's Country Store in Pampa, the Cut Rate Grocery in Spearman, Frank's Grocery at Fort Sumner and Jamison's at Clovis in New Mexico, Porter Bros. Grocery at Dalhart and Foodarama in Guymon, Okla. Their biggest job to date has been Piggly Wigly No. 24 in Amarillo, where they had around 400 feet of installations.

Some of their more notable recent mechanical installations have been Miami school, Lovett Memorial Nurses Home, the addition to the Celanese office building, the Municipal Building in Perryton, and the First Baptist churches in Stratford, Canadian and Spearman.



COOL, CLEAR WATER — Once poured from this windmill located on ground now occupied by City Hall. It was the first water well drilled by the city and was financed by donation from businessmen and residents. It furnished public drinking water and drinking water for the troughs in mid-town. Water for residences was hauled in barrels and a charge of 25 cents per barrel was levied for it. The well was drilled around 1910 or 1912. It later gave way to a motorized well at West and Montague when the city drilled an 8-inch hole and got 80 gallons per minute.

Story Of Freak Calf Recalled

MARCH 21, 1933—Here's one for Ripley.

In Lipscomb county this week, Bruce Parker, local attorney, saw a calf—living—with 2 heads, 3 eyes, but only one lower jaw. His brother, Verner, owns the freak and is attempting to save its life.

An abnormally large upper head branches into two "faces," each with two nostrils, connected by a membrane which prevents easy nursing. The freak is being bottle fed. Only a few days old, it was too weak to stand when found on the range beside its obviously astonished Hereford mother.

The calf has two ears and a normal throat, and is normal except for the front part of the head. The center eye stares straight ahead, while the others are normal.

"I wake up at night seeing that freak" Mr. Parker said today in promising to bring it to Pampa to give others a subject for nightmares.

Tom Crawford was the first judge and Siler Faulkner, the first county clerk, of Gray County.

White House Lumber Co. Sponsors Home Building

White House Lumber Co. has the distinction of being a motivating factor in the actual "transition" of Pampa to delightful permanency through its position as the only materials firm in the Top O' Texas which is backing up its merchandising with an aggressive home-building program.

Indeed, the firm has had a lot to do with Pampa's growth in all phases — from the historic era of the early 1900's to the present—because they have been a part of the local scene since about 1905. They started in business in the site now occupied by the postoffice and moved across the street to the present location in 1930, where they've held sway for the past 31 years.

White House is an organization of seven lumber yards and Pampa has a yard and the home office. Other yards are in Odessa, Shamrock, Follett, Booker, Perryton and Spearman. The original yard was established in Canadian in 1898 by the late Ben Tepe, who compiled quite a portion of the development of the Panhandle area, housingwise, through the years.

The first yard was known as the Tepe Lumber Co. and Ben was joined soon by Judge H. E. Hoover in an expansion program which identified the growing firm at Tepe-Hoover Lumber Co. until about 1910 and the firm came to be known as the White House Lumber Co. then.

They expanded into a multiple operation and at their peak had a total of 14 yards in the system—mostly in the Panhandle area.

Daughters of Tepe share ownership of the yard today with J. B. (Woody) Woodington, a stockholder, who started as an accountant in the local yard about 25 years ago, and moving to the general office as auditor in about 1937.

Tepe remained active in the organization until his death about two years ago, but he had the assistance of Woodington in management of the expansive operation since the end of World War II.

The home-building program of most recent note for White House in Pampa is the Country Club Heights addition which they have built up completely during the past six years. They have carried the project on both as a custom-building program and on a speculative basis, keeping one or more construction crews in action constantly since they started.

At present they have three homes at such stages of development that buyers may view and select them to fit a specific need. There is a home which is complete and two others in varying stages of construction to accommodate selections in decor, and other features.

They are brick veneer units and all are three - bedroom structures valued at $14.000 and up.

This addition will be augmented by a 5-acre plot of land they have ready for the next development program. This property is already platted and will have approximately 100 homes in the plan, also valued at $14.000 and up.

The Perryton yard has a similar building program, known as the White House Heights, and it has a possible 75 home locations left in its project. The local Country Club Heights has about 60 lots left before its completion.

Since Pampa is the home of both their home office and the local yard, White House Lumber has a total of 15 personnel in the local picture. Woodington is co-partner and general manager of the organization of yards and Walter (Buck) Worley is auditor and one of the key men in the 10-person staff which mans the home office.

C. C. Fitzgerald is field auditor who serves the branch offices on a full-time basis.

Bill Harris is manager of the Pampa yard and there are five staffers operating it. Elmer Abston is the assistant manager. Bob McPherson is the foreman of the yard's home-building crew.

The Pampa yard carries anything in the way of building materials, featuring Stebbins & Roberts' Sterling 12-Star paints, linoleum, cabinet topping, builders hardware, power and hand tools, complete cooling and heating systems feature the famous brand name of Coleman, and the firm offers services in repair and remodeling loans.

Harris has been manager of the Pampa yard for the past two years and had been manager in the Perryton branch prior to coming to the local post. He had been assistant manager in Pampa for about two years before going to Perryton.

Bill has about 13 years of lumber experience, having been associated with another lumber firm in Vernon before coming to the White House organization.

Singing Featured Session Of Court

Mere mention of a court injunction turns thoughts of the average person to tedious, legal proceedings, but memory of one particular such case is a bright spot, bordering on nostalgia, for many residents of Gray County.

It all happened back in '28 when Pampa became the county seat after a series of elections, scheduled every other year to try to move the county seat from Lefors, the geographical center of the county.

McLean residents, as well as some of those at Lefors, didn't trust Pampan's motives and sought an injunction against election results.

The case was battered back and forth from various courts in the area, according to reminiscing of old-timers Charlie Thut, Ray Wilson and M. K. Brown, until the final day of court was held in the former First Baptist Church building.

Many Pampans were present that day, awaiting the court's decision. Strain was evident, Brown recalls, as officials were in session in the church basement.

It was then that Brown, a leader in civic affairs then as now, eyed hymnals lying around on the benches and conceived the idea of singing to relieve tension.

As he distributed the books, he asked Miss Jackie Jones, sister to Mrs. Roy Bourland, to accompany at the piano.

As everybody found the announced number, Miss Jones began to play and the group sang out on "The Fight Is On."

Needless to say, Pampa won the case and that very same day, almost before legal dotted lines were signed, records were transported from Lefors by Pampa patriots.

'ALL-STARS' CHOSEN

JAN. 1, 1933—The Pampa Civic All - Stars of 1932 have been selected by straw vote. When the judges finished their tabulations the upper five in the standings were the following:

C. H. Walker, Alex Schneider, Mrs. V. E. Fatheree, J. Baum and A. G. "Pete" Post.

Builders Plumbing Supply Has Unusual Growth Story

Builders Plumbing Supply Co. poses as a shrine to Pampa's potential because the firm has grown from a small contracting outfit into a complete supply store plus regular contracting facilities and services.

C. O. Drew now is in partnership with R. D. Wilkerson, but it dates back to 1942 when it started off as Story Plumbing Co., to Drew - Stout Co. (L. K. Stout was partner for about two years there) and then Drew brought out Stout in 1946 and Wilkerson joined the firm as a partner in 1946 when the name was changed to its present identity.

Statistically, the firm has had almost an unbelievable growth story. For instance, the partners started off as a two - man gang with outside help piling up around $1000 annual payroll and now they have a staff of seven with paychecks amassing a total of $42,000 a year in buying power for Pampa and area.

Accompanying this staff growth is about a 12-1 increase in volume and about an 800 per cent build-up in inventory.

They feature a fleet of four trucks — complete workshops on wheels, and provide selections in merchandise and the know - how to complete any installation normally needed.

The firm has always been associated with American Standard, Day & Night water heaters and Kitchenaide dishwashers.

Drew has been a resident of Pampa since 1925 and has been keenly interested in civic affairs through the years. Wilkerson is serving now as a Member of the board of the Pampa Independent School District, director of the Rotary club here and is active in civic and church affairs.

Their long range plans are to strive for further inventory in order to serve their customers better and to seek knowledge to keep up with ideas, improvements and changes prevalent in plumbing and its related industries.

PAMPA AND THE

TOP O' TEXAS in TRANSITION





NATURAL GAS IS SETTING THE PACE FOR PROGRESS

On the plains of West Texas there's a mighty work horse harnessed to the whirring wheels of progress. It is Natural Gas, nature's fabulous energy . . . plentiful, economical and versatile. As a familiar fuel, Gas cooks and preserves our food, heats and cools our homes. Quickly and efficiently, it likewise heats water, dries our clothes, consumes our trash and garbage . . . even provides illumination for our sidewalks and patios. Agriculturally, Gas is much in demand for irrigation purposes, providing low-cost energy for a majority of the deep-well turbine pumps in our area. Industrially, few manufacturing firms could exist today without the intense heat which natural gas produces for the processing of metals, chemicals, dyes and hundreds of other raw materials. These are the facets of Gas which are common knowledge. But versatile Gas has another side to its personality . . . a side overlooked by many folks. For literally thousands of the items used in our daily lives are Natural Gas in origin. Vinyl plastics, synthetic rubber, cosmetics, ink, cleaning fluids, explosives, anesthetics, anti-freeze . . . these are but a few of a long list of products made from the hydrocarbons of Natural Gas. Is it any wonder, then, why such natural riches, in the hands of forward-looking Texans, shouldn't make our area one of the fastest growing in the nation? Progress is energy in action . . . and in West Texas that energy is Natural Gas!

fuel for a growing empire

Pioneer Natural Gas Company

Achieving the Impossible by Doing the Improbable ... That's



FOOD CENTER

400 S. RUSSELL MO 5-3452

New Chapters a-comin'?

TOP O' TEXAS in TRANSITION

We're figuring on a second "Food Center" in Pampa, to be the hub of a new shopping center and twice our present size, and hopeful we can announce formal details in the next year. This will be just a first step . . . we don't aim to stop there!

THANKS

We switched over from 17 years in the feed business to our food super market Sept. 8, 1958, and are delighted with the growth we've experienced.

To bring the most consistant value – from the grower to the customer – we implemented the system of hauling chickens from the raiser to Pampa and it's caught on so much that Food Center now performs as a wholesale shipper to the western markets. This is another factor in bringing home fresh vegetables and fruit on a backhaul and making possible additional savings to our customers

When we started with the supposed "inflated" staff to serve till the curiosity wore off, we kept 11 personnel busy. And we're thrilled that the acceptanced not only has continued, but has grown, and we now employ 18 personnel who pour some $50,000 a year into the buying power of the area in the form of payroll.

We're grateful for the amazing acceptance–which has spurred our volume and our pace up to the point that we've been tabbed as the fastest-growing independent grocery store in the Panhandle.

We pledge to strive to keep it that way – through our policy of bringing you the best values and the same high quality in the future.

... ZANY IDEAS DREAMED UP BY–



Leonard Doss, his wife, Martha, and Bob Doss, the assistant manager.

for the chance to prove that true values are the essence of free enterprise

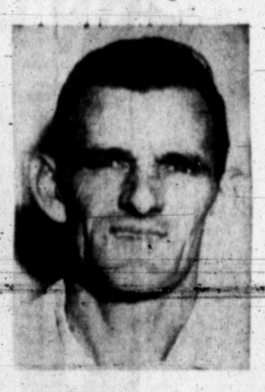
... Carried Through by these department heads ---



SLIM DENNIS
Store Manager



BILL COX, Meats



BUFORD WYATT, Produce

... AND STRANGELY ENOUGH, PROVED ECONOMICALLY FEASIBLE BY THE GALS WHO RING 'EM UP — —



Here are the girls who have the knack of making their cash register tapes come out to more pleasing totals, and thus make permanent the transitition of Top O' Texas shoppers from shopping around to getting the Food Center Habit. They're Eulene Rexroat (left) and Ethel Jay.



FOOD CENTER

Heard And Jones Drug Faces 'Exciting' Future

If Allen Heard's unique knack of "picking 'em and making 'em grow" is habitual, the presence of the Heard & Jones Drug store for more than a year in Pampa points up a transition thats fraught with an exciting future.

Heard & Jones replaced the official firm name of an old-timer in the Top O' Texas area—Cretney's—in July, 1960.

Indeed, the new firm name is right prominent in itself through West Texas, because Allen had teamed up with Walter Jones about 30 years ago to start a real successful venture in Tulia and came along to expand to similar operations in Vernon and Borger. Pampa unofficially supplanted the Vernon operation, because it was sold out to Walter Heard, a partner to the firm who bought sole ownership a couple of years ago.

Although the corporate firm is Heard & Jones, two Heards — Allen and his son, Dean — are the sole owners of the three-store business setup now, a situation which developed when Jones retired five years ago. Dean has been general manager of the Borger store, which has been in the Heard & Jones fold for about 15 years.

Richard A. Wilson is the manager of the local store, and he assumed the helm for Heard after a lengthy career as staff pharmacist for other local stores. He is a native Pampan.

Other key personnel are Vernon Day, assistant manager and with Heard & Jones at Borger for eight years; Mrs. Montie Ritter, cosmetician who has been with the store dating back to the time it was owned by Cretney for 11 years; and Edith Hiser, bookkeeper of 10 years background with Heard & Jones.

The store actually dates back to one of the pioneer drug operations in Pampa, because the late B. F. Cretney owned and operated it among 14 drug stores through the Panhandle area. His widow sold the store to Heard & Jones, but she still owns one other drug store in the area which still bears the name Cretney's — the one in Borger.

Heard & Jones has an ambitious program of growth and expansion under way and through significant departmentalization and planned growth in each department, they expect to attain a full complement of 25 or more employes in the near future.

They already have increased the original staff of 15 personnel to a present complement of 22 and right now they represent the major income for at least 20 Pampa families with a growing payroll which will bolster the economy of the area right now by between $50,000 and $60,000 a year.

The starfish slides its stomach out of its mouth, surrounds it with food and then pulls it back into its body.

Pre-Centennial Mementos Still Held By Pampans

Many Pampans still have in their possession multicolored medals that they purchased from the Business and Professional Women's Club of Pampa in 1935, souvenirs of the Pre - Centennial.

The medallion was topped by a map of the state which had "Texas Centennial 1836 - 1936," engraved on it. Under the map is the Texas Flag, on the bottom of which is a line saying "Pampa Pre - Centennial."

Also attached to the bottom of the flag is the head of a true Texas longhorn.

Bell Family Among Early County Settlers

Gray County seemed a mighty forlorn place to the Bell family when they came to the Panhandle in 1891, especially to Minnie Bell Russell, who was accustomed to the social life of a planter's family in Kentucky. She had attended a grand ball for the Governor at Lexington, not long before her father, with his family, took Horace Greeley's advice.

Mrs. Russell once said: "I can remember the jewels I wore. We had a big home near Reynoldsville, Ky., where my father had land, and other business. I had attended college at Lexington. Shortly before my father sold, my half-sister had a large wedding. Her trousseau was bought in Cincinnati."

"We took a train to Hillsboro, where my uncle, Cy Boyd, had lived since 1885. But the best land there was taken, so my father and mother came to Gray County on a prospecting trip. When he came back for us, we all came to the Panhandle in a carriage. There were my father and mother, Mr. and Mrs. John M. Bell, my sister Sudie, and my two brothers, Ashby and Billy. Feland was born here."

"We had shipped our lovely carpets, bought in Cincinnati, and other things from our home, there, but they got lost on the journey, at least, we never saw them again. I brought that gown I'd worn to the governor's ball. Imagine! I soon saw there was no place to wear a gown with a long train, here. I still have it packed in a trunk."

We lived that first winter in a small one-roomed house owned by the cattle company Billy worked on what they call Frashier's Hill. It was empty, and the cowboys said we might as well live in it. My father worked for the railroad. He would cut across the prairie and the train crew would pick him up."

"The old Schneider Hotel was under construction, and we were lucky to get even one room to live in. Mrs. Case ran a boarding house, in Pampa. In fact, the first person I remember seeing was Hallie Case, a little, red cheeked girl, standing out in front of the house."

"Mr. George Tyng boarded with Mrs. Case. I remember him very well. Mother and I helped Mrs. Case with the cooking when she needed extra help. All of us did what we could to make a dollar. I thought, 'Oh, my gracious grief, what have we come to!' When I thought of the servants we had at home, I cried and cried."

"Mr. Tyng, who was an Englishman, was very particular of what he ate. I remember we got on the train and went to Canadian to get an earthenware pot to make his coffee in. We bought supplies in Canadian and Miami. The train would stop for you any place you wanted to get on.

"I remember asking Mr. Tyng how he liked his coffee," she resumed. "We wanted to fix it just right. His eyes twinkled and he said, "I'll tell you, just be generous with the coffee."

It was in Block B-2, south of Kingsmill, where the Bells eventually settled. Mr. Bell filed on a section of land and built a dugout on it, that the family lived in while they were constructing a small house. That was in 1892. Through the years Mr. Bell bought other land until he owned the 1600 acres.

Mrs. Russell taught the first school in the Bell Community. Her father and A. J. Dauer were the first trustees. They built a small frame building, and she said she had 11 pupils the first year. "I was glad to get the school," she said. "Glad to make the money."

Mrs. Russell remembered, too, about the hospitality of the early day. All the beds I've fixed, and the meals I've helped cook for people who came in needing the warmth! One time we were gone and when we came back, there was a note pinned on the door from Mr. Groom, saying he would be back later for fried chicken. Another time C. P. Buckler brought some people out to look at land, near us. We rushed around to get tea for them, but they got lost and wandered around most of the night."

"It was not all hard work and privations," she recalls. "Occasionally, we got to go to church. And there was some social life. I remember Billy Carter used to lead a horse with a sidesaddle, over for me to ride to the dances given on the N Bar N. That was our only amusement."

Bell died in 1923.

In 1940, Mrs. Russell's mother died.

Billy Bell, who lived in Pampa, had some interesting stories to tell of those early days. "I was only ten years old when we came to Gray County," he said. "I had heard so much about the cowboys I wanted to see one when we got to Claude. Mr. Kites told me, in his store, that there was a real cowboy living about 15 miles northeast on McClellan draw. He showed me the trail and told me if the cowboy was not home to go on in. It was nearly dark when I got there and the cowboy was gone. I went in tired and hungry, and found a can of tomatoes. I made a meal on tomatoes and cold sourdough bread. There was a fireplace and plenty of prairie coal, but I didn't know what it was for, so I went to bed. I didn't know it but I was sleeping over $1700 buried in a tin in the ground, that the cowboy had saved up."

"They called him Booger Bill, because of his looks, and that was the only name I ever knew him by. He was an awfully funny looking man, did look like a booger. I remember one time he wanted to have a dance at the Matador. Someone asked him where they would get the girls. He went to Jim Harrison and told him that if he would let him borrow a carriage he would guarantee to get the girls. Everyone thought it a good joke, but Harrison lent him the hack, and Booger Bill went all over the country and brought in the girls, even Sylvia Hamilton came, and we had a big dance."

"Poor Booger Bill! He lived in his own camp and worked the fences for the Matador. He was a top hand with oxen. He decided to quit his job with the ranch and try his hand at logging in the northwest. He left with six yoke of oxen hitched to a wagon. He took a boy he had picked up with him, and when they got to No Man's Land the man he had helped killed him and got his money."

"Well, after spending that night at Booger Bill's camp," he resumed, "I decided to go to the main headquarters, about 13 miles from the camp. I was walking, and as it was real cool, I put on a red sweater and started out. I ran onto a herd of antelope. I thought they were wolves and of course I began to run. When I got in camp and told the boys about my experience, outrunning the wolves, they asked me what they looked like. When I described them they told me they were antelope and said, 'Kid, if you can run that fast, we'll make a horse wrangler out of you.'"

The next spring, Billy Carter, brought a horse for me to ride and got me a job as horse wrangler with the N Bar N. I was 11 years old. Carter said that as we rode along I asked him if they had a feather bed at the ranch, and when he told me they didn't I said, 'Mama's got a feather bed she will let us have.' When the N Bar N sold out I worked for the Matador eight years. Billy Carter took me under his wing and taught me all I knew. I got $30 a month and thought that was big wages."

"I carried the mail for eight years from Pampa to Lefors, too. Mr. Henry Thut was postmaster at Lefors. Sometimes there would not be a single letter in the mail pouch. The road was not much more than a rabbit trail. Sometimes I got sleepy as I drove along. Some of the boys would come along and tie up my team, till I woke up, but they never bothered the mail bags."

Old Land Battle Caused 2 Deaths

"Filin', fussin', fuedin' " is the picture recent movies paint about the settling of all the West including the Panhandle. But young Gray County boasts few such incidents as homesteaders came into the area and filed on land.

Records do have one such case on file, however, and many present - day residents recall the culmination of the feud between S. B. Owens and B. S. Turbyfill April 25, 1909.

The two men began their quarrel over a land deal and it went with them all the way to Roswell, N. M., and back to Boydston Switch where Owens and his son, S. B. Jr., encountered Turbyfill and the fight ensued.

Turbyfill shot Owens with a pistol and the latter died about 10:30 a.m. that day, according to records on file in the county clerk's office today.

Then young Owens started across the field away from Turbyfill as local old + timers recall, and in the process he shot at Turbyfill, killing him at exactly an hour and 20 minutes from the time his father had died.

An indictment gainst the young Owens was dismissed by a jury on grounds of self defense.

HEADQUARTERS...

for your most delightful experiences in good eating in the

TOP O' TEXAS



CALDWELL'S DRIVE-INN
220 N. HOBART
MO 4-2601

CALDWELL'S BUFFETERIA
2014 N. HOBART
MO 5-5631



CALDWELL'S

★DRIVE-INN ★BUFFETERIA



Here's a view of the serving line at the Buffeteria where you satisfy your own appetite by serving yourself . . . going back for more if you didn't get enough the first time!

Stressing Finest Food . . . With An Emphasis On The Tastiest Preparation . . . And Service You'll Approve



Key staffers at the drive inn: Aldine Price, Winnie Tomlin, Gwyn Masterson and Wimpy Windom, (l. to r.)



LOIS BLOCKER
Buffeteria Chef. Mgr.



BUFFETERIA SERVES YOUR CHOICE OF 4 MEATS, 4 VEGETABLES, 8 SALADS, 4 DESSERTS . . . All you can eat for budget prices . . . and, remember, TUESDAY is FAMILY DAY!

Thank You

JUANITA and

LOYSE CALDWELL

We're delighted at the acceptance we've enjoyed and pledge to continue to render the same quality foods and sincere services so we may expect to continue to earn your favors. We are proud to be employing a total of 30 personnel and thus being a contributing factor in the Pampa economy through maintaining an annual payroll of around $50,000—about a 10-time increase over what we paid out to staffers at the outset!



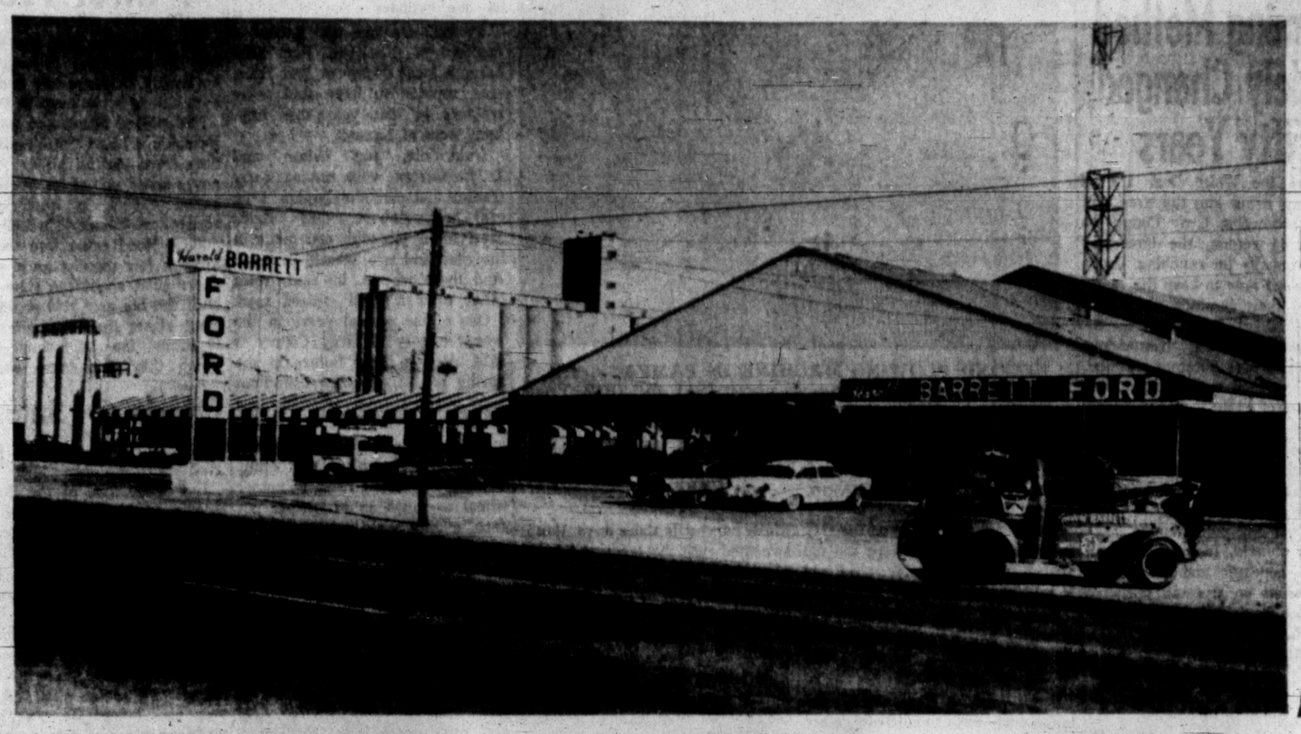
THE REAL

TRANSITION

IN

TOP O' TEXAS

MOTORING NEWS
THIS SEASON
IS AT
701 W. BROWN



HAROLD BARRETT FORD, INC.



Stressing the know-how of a dealership with a 30-year background in Ford Motor Co. services and operating on the theory that an automobile is no better than the service behind it, we are making significant expansion and improvement in our service department.

While we will continue to emphasize Pampa's broadest selections of famous names in new cars – the car really designed to do a big job in taking care of itself – our primary aim is to take care of Ford owners in the community.

We're doing this at a fair price and with all work guaranteed.
And here's the gang who're here (backed up by 154 years of experience!) to keep Ford owners in this wonderful worry-free status: (l. to r.): front row– Truman Thompson, Chester Potter, Al Hines, Bob Blalock, Dick Cook, Enoch Fuller; back row, John Washington, Rich Barnes, George Eggleston, Willard Petty, Benny Ridener, Leland Bledsoe, Jim Bye and Archie Young.

Remember... NOBODY Can Service a FORD Like a FORD DEALER!

Complete Parts Stock

We have expanded our stocks in a complete parts department to provide selections from the finest possible merchandise. We have a broad cross-section of parts and accessories to fill the need of anyone in any stage of years and years of real pleasurable Ford driving.



Complete Body Shop

We have the equipment and the manpower with the know-how to provide you with the exactness that restores new-car appearance in our body shop. We do everything from rebuilding wrecks to repairing dents, spot painting or a complete refinish, and we provide a 24-hour wrecker service. Here's Ray Shults, foreman, inspecting a body project.

PHONE MO 4-8404
24-HOUR WRECKER SERVICE
NIGHTS & HOLIDAYS — MO 9-9640

Here are the sales staff who are here to show you many of the reasons why the real TRANSITION IN MOTORING NEWS IN PAMPA is at Barrett's. They are (l. to r.) Ralph Reid, Don Evans, George Kleeburg, Mac McLarnen and Jesse Brown.

the 1962 FORD has the car to FIT the customer...

The exciting 1962 model of new Ford cars brings a broader cross-section of new cars — vehicles exactly fitting a multitude of preferences — and general acceptance is so complete it's causing us to be able to offer better used cars than ever as a result. Come in — make us prove it!





HAROLD BARRETT

THANK YOU...

For The Chance To Join This Situation.

We are grateful for the acceptance we have enjoyed in our short experience of serving the Top O' Texas, and we pledge to carry on with our policy of placing a major emphasis on serving you well so we may expect to continue to earn your favors.

TOP O' TEXAS in TRANSITION

Farming Method Widely Changed In Fifty Years

Before the White Deer Land Company came into the area and began promoting Gray County as a farming region, the land was used primarily for ranching. Crops were raised only to keep the farmers and their families self - sufficient.

Gardens yielding tremendous cabbages, Irish potatoes, lettuce, beans, mustard and turnips were the boast of early - day pioneers. Orchards of peaches, cherries apples and apricots bore abundantly and wild plums and berries thrived throughout the region. Farmers also had great success with grapes, melons and pumpkins.

Crops of oats, Indian corn, kaffir corn, sorghum and milo maize were raised on a small scale to feed stock producing meat and dairy products for families.

In 1904 interest in wheat as a money - making crop was aroused by successes of Thomas S. Rugbee, John A. Newman, John Henry, A. B. McAfee, W. B. Jackson, J. M. Bell, D. C. Davis, and other early - day farmers.

These successes were used to draw settlers into Gray County. The White Deer Land Company began bottling samples of wheat and showing it off to prospective homesteaders and they sent out pamphlets with testimonials about the success of the area in farming.

Until 1906 there were no elevators in the area nor any wheat buyers. Wheat had to be loaded by hand shovel into box cars and sent to market in Kansas.

Harlan Case, a contractor in the county at the time, remembers the first two carloads of wheat as they left Pampa in 1906 Banners with "Gray County Wheat" in bold letters emblazoned sides of the box cars and they left Pampa with grand adieu.



SECOND PLOWING MACHINE IN PAMPA — Tractors first came into the area about 1911 and 1912. The Thomas brothers, Sam and Charlie, were instrumental in getting tractors sold here. They owned the machine pictured above which was used on the W. G. Kinzer farm in 1912. Pictured, left to right, is W. G. Kinzer, R. E. Kinzer and John Stropp.

The wheat was raised on the D.C Davis farm located where the old airport of Pampa later stood and it sold for 60 cents a bushel.

From that time, the prominence of wheat had grown until in 1949 the average wheat acreage was 150,000 for the county.

Horse - drawn plows were used in the early days to cultivate, plant and work the land. Oxen were used in few instances but not to any extent. Wheat was harvested first by machinery equipped almost entirely by farmers themselves.

The first harvesters used extensively were called header barges. They were huge and required a crew of six men, plus the driver to operate them. Threshing machines, with a crew of about 20 men, followed the barges and completed harvest. When wheat was tall and threshed from bundles, it took a full 20-man crew to do the job, but in years that wheat was short, fewer men could handle the work.

In custom harvesting a crew would include a cook and bookkeeper and meals would be prepared in an improvised cook shack.

Pampa boomed each year during wheat harvest in those days. Hands swarmed into the town and farmers would pick crews off freight trains. The area looked like a tent colony during harvest time, prominent farmers and ranchers recall.

As header barges gave way to combines and smaller crews, the cook shacks were traded for meals prepared by farmers' wives. A crew for the new self - propelled combines now consists of two men, one operator and one truck driver.

In between the massive crews and the self - propelled machines, however, came two types of combines. Both were pulled by tractors, but the first, which came in about 1914 featured a threshing attachment that worked on the same basis as an old fashioned binder. Wheels were geared to work the thresher.

The second type carried a motor to work the thresher. By 1920 combines were prevalent throughout the area.

Both the first combines and tractors were introduced by Charlie and Sam Thomas, who pioneered machinery of all types into the area. They were responsible for getting the first tractor here in about 1904. It was an International Harvester Mogul and worked on one cylinder.

By 1919 tractors had gained a foothold in the area. Nels Walberg, a local dealer at that time, was reputed to have sold more tractors in that year than anybody west of Kansas.

Irvin Cole, "Jug" Wilson and L. L. Garten were among early tractor and combine buyers. Cole still laughs about that Bates Steel Mule job with one track in the rear and two wheels in front. And those wheels, he said, were taller than a good sized man.

One of the special years in the wheat history of Gray County is 1924. After a crop failure in the spring of '23, weather conditions kept farmers from planting new wheat. However, the fall brought many rains and the next spring wheat came up voluntarily. Many farmers harvested from volunteer wheat as much as 30 bushels per acre, a good yield any year. 1912 and 1947 were also marked by per crops.

Various factors within the past few years have brought grain sorghums into the agricultural limelight.

When the '50 crop failed, the county planted 40,000 acres in grain sorghums and both the yield and price were high. New markets, effected by newly - discovered domestic uses for grain, including production of alcohol, also contributed toward change - over. One of the largest maize crops in the county's history was planted in 1952.

Wheat is grown mostly in the northern and eastern section of the county in the plains area; while through the center of the county ranches, from one to 50 sections in size, still stock masses of cattle. About 95 per cent of the cattle is the Hereford breed.

In the southern part of the county around Lefors and McLean, where land is sandy, cotton has played a prime role in farming. Twice cotton has been introduced to other portions of the county.

The first time was shortly after World War I when Frank Mears and Dave Osborne experimented with small acreages and induced enough farmers to raise cotton to support a gin at one time. But every one returned to a wheat mainstay and let cotton lie dormant until the past 20 years.

Miller-Hood Pharmacy Pioneer In Its Field

Joe Miller has been serving the Top O' Texas with its drug needs for nearly 30 years now and more than half of it has been in Pampa.

Miller-Hood Pharmacy poses as Pampa's first "neighborhood" drug store and as Miller Pharmacy started off in its present location except in about a 600-square-foot "shanty" in 1946.

Jack Hood came into the firm after a few months as a staff pharmacist about the time they built the big new 3200 square foot plant where they now offer about 10 times the selections and in which they are doing about 10 times the business volume as at the outset.

Hood grew up in the drug business, as his family was in the drug store business in Oklahoma.

Miller worked for a while in northwest Arkansas before his wife, Irma, who helps at the store yet during rush periods, coaxed him into coming out to West Texas.

Miller's entry into business for himself was something of an ironic twist. He'd been a staff pharmacist in Canadian until hard times of the early 30's prompted the owner of the store to decide he should have to cut staff and do all the work himself. Joe had to start a store of his own in Skellytown so he could have a job!

It was a hard pull in those early days, Joe recalls. "We didn't have much inventory as we didn't need it," he says. "Not everybody had money, either, but there were just enough working and able to pay to keep us with enough money to be able to charge the drugs needed by those who weren't working."

He started into the drug business with his last paycheck at Canadian as his grubstake and he operated his store from 7:00 a.m. till 10:00 p.m. (and later as needed) all the time he was in Skellytown as well as some of the earlier days in Pampa.

He sold his store in Skellytown to Howard Patton, who since has sold out, and came here to found a new store in 1946. Just 10 years later he expanded by taking Jack Hood into the firm coincident with building the new drug store on the same lot, to the rear of the old store site

Miller cites a tremendous contrast of drug store needs of today with those when he first started. "We carry more stock in prescription drugs alone," he says, "than we did in store, stock and fixtures when we first opened up."

The firm employs about seven or eight staffers on a part - time basis as well as the two owners. Key aides include Mrs. Robbie Lynch, who was with the firm several years in the old store and a recent returnee; Pat Quillan and Betty Harris, sales ladies, and Claud Simmons, building engineer.

One of the most remarkable things about the store is that 10 per cent of their customers have been trading with Miller for more than a quarter of a century—many following or preceding him to Pampa from their original homes at Skellytown.

And their aim is to "keep up with progress of medicine" and to keep all our customers so happy that "we'll be having a quarter of a century of relationship with a lot of the younger generation, too," Miller and Hood comment.

Owner Of Saloon Voted Against It

Jim Roby, one of the first residents of Alanreed helped vote himself out of business one time.

It was back in 1902 that he established the first saloon in the town because he knew someone was going to have one and he figured it might as well be him but he didn't necessarily approve.

A few years later he helped close his own doors when the "dry" vote was taken. He was one of the principal dry vote supporters.

Salts And Senna Oldtime Medicine

Mrs. Margie Emory, Boydstun, recalls one of the home remedies that her mother relied on. It was a salts and senna potion that was supposed to cure everything.

Sloan's Liniment and Turpentine were also "old faithful" medicines.

And one of the big entertainments of the day was Dr. Tate's traveling medicine shows.

Whitener Milling Helps To Supply Area Food Needs

Whitener Milling Co. helps Pampa measure up to the multiple economy which enhances its potential — production of feeds fitted to local specifications to enhance ranching and cattle feeding which exist as one of many ways the Top O' Texas has of earning its living.

H. N. Whitener has climaxed a 21-year career in milling work through becoming sole proprietor of the firm here. He had been an employee of J. M. Lawrence in Wheeler until 1955 when Lawrence formed a partnership with Whitener and they established the Lawrence & Whitener Milling Co. here in 1955.

Whitener became the sole owner in 1957, but they still cooperate closely in mutual problems that might arise.

Whitener employs from two to four aides and contributes some $12,000 to $15,000 a year to the economy of the area in the form of annual payroll. Key hands are Chester Bowles and Jimmy Allen, all around men who assist in mixing and in trucking.

They do custom and special mix as well as prepare standard mixes of different feeds which are identified as Whitener's Best. They either blend in the farmer's grain or accept grain in exchange for pre-prepared feeds in cases where the farmer has his own supply of grain.

The milling profession has been making rapid gains in knowledge on most efficiency in feeding, and Whitner prides himself in keeping abreast of the latest innovations—assuring his customers of having new formulas with most efficient balance of antibiotics and meat supplements to achieve the least spending on feeds per pound of gain.

The plant has undergone a steady growth and improvement program in its six years here. They now utilize about a 40x40-foot plant which was enhanced just recently with addition of new grain cracking machines.

Surprise Given School Children

Kids are kids — no matter what their age or what the year.

Like the time in Pampa's first schoolhouse when five youngsters were sitting on their cane-bottomed chairs before a long board, which served as the desk for all of them.

One minute the schoolmaster, John Thomas, was looking at them as their heads hung over their slates; the next minute he heard a crash — and five sets of legs were extended into the air.

Seems that they had followed the time - honored custom of leaning back in their chairs. But these lads had gone too far — right to the floor.

Bobsledding has been an Olympic Game since 1928.

WE'RE CELEBRATING OUR

10th ANNIVERSARY

Of Insurance Service With...



...And Most Grateful For The Opportunity To Be "Along" On The Significant Pampa Progress Story

Here's the gang, anxious to serve you: Above, partners in the firm, l. to r., James Gallemore, Joe Cree and Warren Fatheree.

TOP O' TEXAS in TRANSITION

Balancing your insurance coverage against your many needs for protection calls for professional skill. Our insurance men devote full time to the business of insurance, providing the impact of three full-fledged insurance counselors to assist our clients in obtaining adequate coverage at the best possible premium cost. We'll be happy to analyze your insurance program to assist you in attaining the security of adequate coverage.

Below, office manager Dale Thut and the girls on the staff, l. to r. Glenda Barnes and Carolyn Barrett.



CREE INSURANCE CO.

COMBS WORLEY BLDG. MO 4-3357

Progress For Milady...

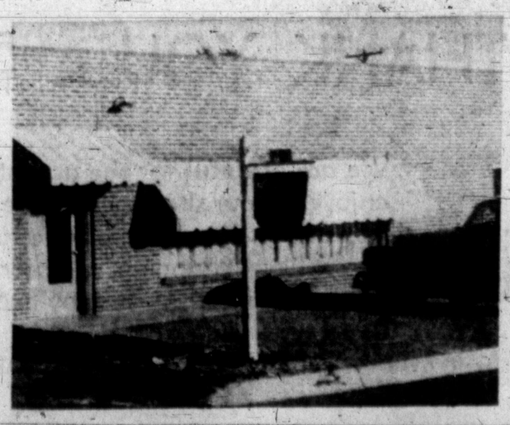
Through Bringing Out Her Best!



Properly prepared and designed coiffure will enhance your appearance immeasurably. We stress styling to bring out your most attractive features. We stress private booths so our clients are not exhibitionists to their neighbors . . . and all seven operators are outstanding hair stylists.

THANK YOU

We are grateful for the chance to grow with a progressive community and happy for the acceptance we've enjoyed since our opening last July. And we're delighted to be participating on Pampa's exciting "Transition" experience.



TOP O' TEXAS in TRANSITION

Mayfayre Beauty Salon

MO 4-7707

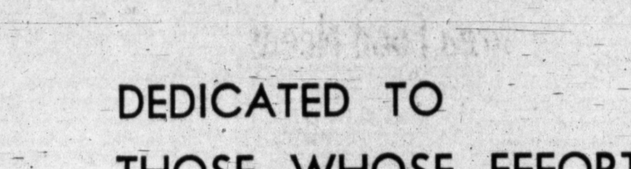
2010 N. Hobart

a monument to tomorrow...

DEDICATED TO THOSE WHOSE EFFORTS OF YESTERDAY ASSURED A BRIGHTER TODAY...



This magnificent structure, scheduled for completion early in December, is to serve as a chapel, mausoleum and memorial dedicated to families of this area. Enough space has been reserved for adding four corridors containing 160 enshrinement places as they are needed.



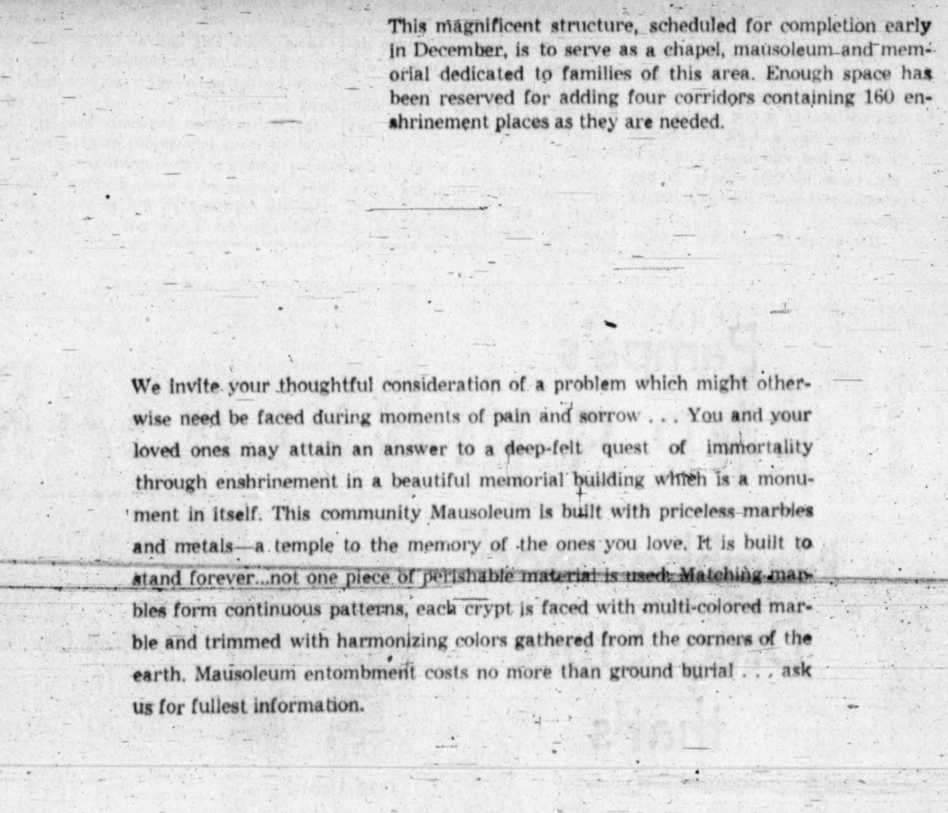
Mr. and Mrs. Hoyt Haynie will be pleased to provide you with any information.

We invite your thoughtful consideration of a problem which might otherwise need be faced during moments of pain and sorrow . . . You and your loved ones may attain an answer to a deep-felt quest of immortality through enshrinement in a beautiful memorial building which is a monument in itself. This community Mausoleum is built with priceless marbles and metals—a temple to the memory of the ones you love. It is built to stand forever...not one piece of perishable material is used. Matching marbles form continuous patterns, each crypt is faced with multi-colored marble and trimmed with harmonizing colors gathered from the corners of the earth. Mausoleum entombment costs no more than ground burial . . . ask us for fullest information.

CHAPEL



CROSS-SECTION OF A CRYPT



PERPETUAL CARE

Memory Gardens Of Pampa, Inc.

Hoyt Haynie, Manager

Temporary Office – 616 N. Somerville

North On Price Rd.

MO 4-8921

MORE EVIDENCE OF

● SATISFYING PERPETUAL CARE

TOP O' TEXAS in TRANSITION

Jeff Truly Has Boosted Conoco Business In Area

Jeff Truly has built up the brand name of Conoco to twice its previous position in the Pampa area while enchancing his bulk operations with addition of butane and propane gas as a new department of his bulk distributing business.

Truly has been the Conoco consignee for the Top O' Texas since 1957, when he assumed a setup with two stations in Pampa and one in Lefors.

He now has four stations in Pampa and ambitious plans to put in two more as soon as the highway routing situation has been finalized, while continuing with the one in Lefors — Red & White Service operated by W. C. Breining.

His Pampa distributorship covers leases held by:

Leon Holmes — at Brown & Hobart.

John Ramsey — at 1300 North Hobart.

Vernon Hutsell — "Vernon & Ray's" at 2101 North Hobart

Josh Cox — at 1500 Alcock.

Cox's Conoco Station was leased by Truly in 1960 and Vernon & Ray's was built new just last spring.

While Truly's distribution points have almost doubled in number, his volume of gasoline pumped — a barometer of his business — actually is two times as great as that he was handling at the outset of his business career. Incidentally, he threw over a liaison position with Pan American after 10 years to enter this business.

His expanded business operations are making a fine impact on Pampa's economy, too, as he started out as a one - man gang and now has a bulk distribution staff of five and is able to hand out some $22,000 a year in pay checks to bolster Pampa's buying power.

Jim Swink is the driver - salesman in his propane - butane department and Truly now has a fleet of three trucks — including a couple of bobtails which deliver gasoline and the bottled gas services.

Truly's next step in expansion will entail entry into the tires, batteries and accessories field, featuring Goodrich and Firestone.



CAMPING WITH FOUNDING FATHERS — The scene above shows several of the people who had early affiliations with Gray County and who were instrumental in formation of the county and Pampa. In the picture are, Tom Crawford, the county's first sheriff, Mrs. Jess Wynne, wife of an early settler and pioneer businessman; Charlie Tignor, after whom Tignor Street is named; Will Wilks, Andrew Kingsmill, a London banker affiliated with the White Deer Land Company and after whom the town of Kingsmill and the street in Pampa are named, and George Tyng, first head of the White Deer Land Company.

Dairy Queen Has New Innovations In Merchandising

New innovations in merchandising Dairy Queen products and other confections are the keynote of the nine-year career of William Self at Pampa's Dairy Queen.

Bill has installed no less than three new techniques in doing business and through them has spearheaded a steady growing business.

He was the first soft ice cream outlet in town to install a drive-in window, and when he did it in about 1955 in the spring the response was so instantaneous that he had to add the rear window to accommodate customers by fall.

About a year later he decided to put in a "Good Humor man" type service of his frozen treats and put a motor scooter operator to work on the project, and this caught on so well he changed to the greater capacity of the familiar blue and white Jeep which patrols the town and is the delight of the kiddies of the various neighborhoods as they hear the tinkle of the music and seek out his goodies.

Once again Self had a "first" when he put on an addition with inside booths on a self - service basis in 1957.

The Dairy Queen business has reflected these innovations in gratifying growth of volume, Self confides, because he's now doing twice the business he did at the outset when he bought out Ben Morris in November, 1952. Ben had founded the business about four years previously.

Self has more expansion plans for the future, but is waiting final word on the Highway 152 widening project before launching final plans. He owns 85 feet of front and has a comfortable space for expansion to the rear or either side once he undertakes his next expansion.

The firm has a staff of 6 to 10 personnel, varying according to season, and a weekly payroll that averages out at around $10,000 a year. Bill has the assistance of his wife, Aline, during rush periods and other key aides are Lois Ousley, Gerald Allen and Letha Moxley.

The Indian population of Arizona is the largest of any state in the Union.

Hawkins Firm Boosts Easier Life In Pampa

Joe Hawkins is contributing mightily to paving the way to more gracious living for Pampa housewives through his expanding appliance operations.

Hawkins has been associated with the essence of pushbutton living for milady of the Top O' Texas since 1950, and had been in refrigeration service for about 15 years before making his debut in the appliance field as the Bendix dealer.

Mergers and changes in manufacturers' scope ultimately prompted Hawkins to become the Hotpoint dealer and eventually General Electric, and he broadens his scope through offering the famous lines of Tappan, Maytag and Zenith.

Hawkins has expanded to triple his original size through the past decade by absorbing additional wings of his building as other businesses relinquished them. He now has a 100-foot front and 55 feet in depth, and devotes about two-thirds of the total area to display space and the rest to service.

Hawkins handled other lines until 1953, when he picked up Tappan and the Maytag laundry line. Then his appliance lines varied until he became the G.E. dealer and the Hoover dealer early in 1959. The Zenith line was added in 1961.

The firm employs a staff of eight counting Joe, and he has grown from a store with one aide and an annual payroll of around $4,000 Hawkins now contributes around $60,000 a year to the economy of the area in the form of annual payroll, and his growth is further reflected by about 10 times his original volume and backed up by selections from six to eight times the merchandise.

Key personnel include David Caldwell, manager; Dick Stiddum, salesman; and service men George Converse, Bill Anderson, Dean Maples and Dickie Watkins.

Hawkins has a fleet of four service trucks and a station wagon to provide the service needs of the area and has the advantage of two-way radios in his service units to expedite the service calls. All the servicemen are capable additions to the sales staff, Joe says.

Boydstun Founded Before The County

A white highway marker with the name Boydstun printed on it in black letters, an elevator and a railroad switch are about all that is left of the community that began in the 1900's, some two years before Gray County was formed.

The country was then an endless stretch of plains offering an abundance of wild fruit — berries and plums when the first settlers arrived on horseback or covered wagons.

Families living in the area at the time were the Henry Boydstuns — for whom the community was named. The Milton Gastevens, John Harrises and George Hamlins. Other families soon followed, however, until almost every section soon had a home or dugout.

Boydstun post office application was made in 1891 and granted by postal department in April of that year. The commission was granted by John Wanamaker, then postmaster general of the United States, who appointed John Fraser postmaster. Fraser held the office from that date until January 31, 1940. The certificate of appointment with successive appointments, dates added, hangs in a prominent place in the home of Fraser's daughter, Mrs. Margie Fraser Emory. On the death of Fraser in 1940 the commission was discontinued.

The first post office was located in Fraser's home and was a division post office. Mail was delivered by carrier from Clarendon to Boydstun and then by another carrier to Mifflin and Eldridge, which was later Alanreed. Groom residents picked up their mail at Boydstun.

The Boydstun school was erected in 1891 on land given by the Frasers for school purposes. Ample room for playgrounds and ball fields was included in the grant which was in the southwest corner of the Fraser home section. Merchants of Claude and Clarendon donated materials for the building which was erected by volunteer labor. Superintendent of the work was C. A. Timmons, a building contractor.

The school was used for many purposes. Sunday school and church services were held there and numerous other programs. It was here also that the Christmas programs were held. First school teacher of Boydstun was Mrs. P. E. Johnson.

Eventually the old Boydstun school building was moved to Groom and a gym made of it.

Residents say most of the Boydstun homes were frame houses; unlike the Pampa area where dugouts were predominant.

The settlers raised most of their own food on the land but did little marketable farming other than enough for exchange for the few staples they had to buy. Oats, however, was the main money crop.

Grain or chuck wagons were used to transport goods to town. The wagons were constructed to hold approximately 50 to 60 bushels of grain and were built up like a box. The oats were sacked to take to Clarendon for market.

The trip to Clarendon for supplies was a comparatively long one in the days prior to modern transportation and was made only every one or two months. The purchases at that time were staples such as beans, potatoes and sugar. Most of the other provisions were raised by the families. And common sense was the order of the day. If coal or wood could not be obtained in the winter for fuel, corn cobs and cow chips were used as a substitute.

The mailman was an indispensible part of the community at that time. The first postman, George Hammond, performed many extra-curricular services. Driving an upright cart to deliver mail, he also brought in groceries and supplies the settlers ran out of before they could make a trip to Clarendon. The railroad in 1902 changed much of this.

Residents recall the construction of the railroad and remember it as one of the entertainments of the day. Upon its completion mail was delivered by rail and many supplies were brought in but the wagon trips to Clarendon were yet prevalent. Mixed teams were used for wagons; heavy horses, ponies, mules.

Primary entertainment was horseback riding, calf riding and bronc riding. Many of the cowboys from neighboring places would gather at one of the homes on Sundays or lax work days and compete against each other. These were the real beginnings of the rodeos as we know them today. Girls as well as boys were excellent riders and also aided in the work.

Central Tire Offers Varied Pampa Service

Central Tire Works provides Pampa with an outlet for versatile, specialized wholesale and retail tire recapping services and Ward Maddox has been spending 20 years in building up an outstanding business.

He has grown from a one-mold operation which actually has a section mold which was used more for repairing holes in tires into today's four - mold setup that's on the verge of being expanded further with addition of another unit to serve compact sizes.

Maddox came here from Elk City, Okla., back in 1941 and his first location was on West Foster. He built his own present plant in 1952, featuring a 25x50-foot building.

In the quest to keep pace with the times, Maddox has turned over his equipment three or four times presenting almost a new outlay about every three or four years nowadays.

The shop now is equipped to accommodate the innovation in tire shaping, featuring the new dual radius tread to afford recapping the round crown and to accommodate the round sidewalls.

He has a staff of five, counting himself and his wife, Eunice, who keeps the books. His son, Vernon, is shop foreman and aides are Arley Bettingfield and Clarence Brit..

Growth of his scope and services might best be reflected in the fact that Ward is doing around six to eight times his original volume and the shop has grown from a man-wife operation into one which keeps five people busy on a full-time basis now.

Pampa's FIRST Neighborhood Drug Store that's



1122 Alcock MO 4-8469

MILLER-HOOD PHARMACY

We're experiencing TEN times the volume and providing you with TEN times the selections over what we could offer when we started out in a little "shanty" at the site of our present large location.

One of our proudest feats is to have regular customers who have been trading with us for more than a quarter of a century—ever since Joe Miller first started out in Skellytown and later following us here!

Our aim is to keep up with the progress of medicine and provide such service that we'll have a 25-year relationship with a lot of the younger generation, too!"



JOE MILLER





JACK HOOD
Partners and Staff Pharmacist

THANK YOU FOR THE CHANCE TO GROW WITH PAMPA!

TOP O' TEXAS in TRANSITION

31 YEARS SERVICE



L. to r., Thelma Jones, Della Phelps and Kay are shown with the arrangement. Roy Kay is in the inset.

TOP O' TEXAS in TRANSITION

We're proudly Contributing Our Part To This Significant Experience . . .

Clayton Floral was founded in 1930 by the Tom Claytons and Ann and Roy Kay carry on now in the family tradition of a stress on service while keeping up with the times.

CLAYTON FLORAL CO.

410 E. FOSTER MO 4-3334

Firestone Store Expansion Shows Faith In Section

Pampa's Firestone Store has pegged the formidable momentum of the "Transition" of the Top O' Texas through investing some $30,000 in a huge expansion program last spring while the firm's trend in adjacent areas has been more to retrenchment.

And Manager Phil Ragland is all enthused with the obviously correct guessing of the trend because the store already is well on the way to his personal goal of doubling their gross and achieving a volume to justify adding two more personnel to the staff.

Ragland has a staff of six in the new store which is about four times as large as the old site at 117 South Cuyler where they did most of their service work outside.

The new location affords a complete brake and front end service on the inside plus greater stocks in appliances, hardware and tires —the latter now running about $75,000 in inventory.

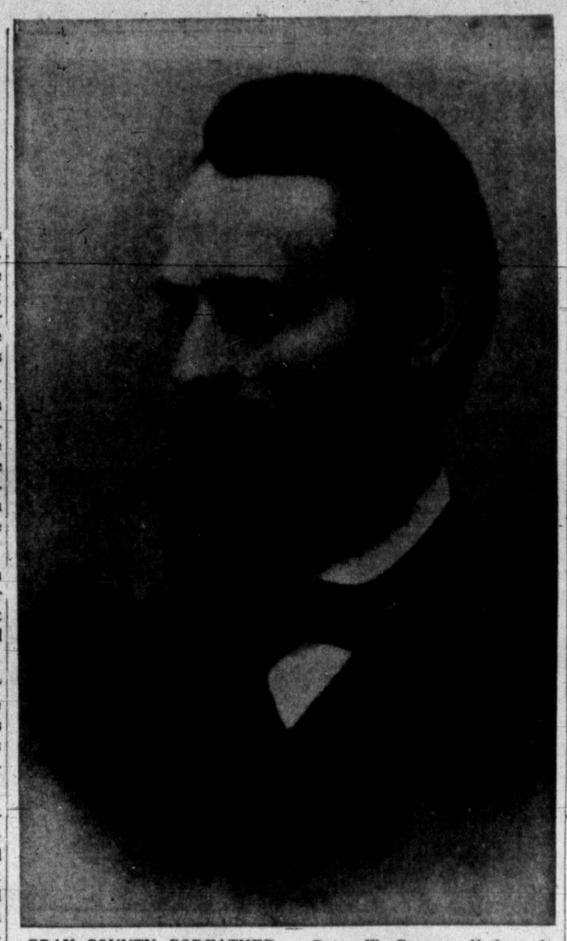
Reflecting the retrenchment activities is the fact that the Firestone store at Borger was closed in 1958, and now Pampa's plant is four times as large. Ragland says he frankly is shooting at a goal of "making this a half - million dollar store," and asserts he's confident they'll be making it.

Ragland came here from the Lubbock store less than five year's ago, and the Pampa store has been in existence since about 1948. The growth of the store since he has been here has been remarkable. They have twice the personnel and nowadays the firm is pouring some $60,000 a year into Pampa's buying power through payroll and purchase of services directly related to other veins of economy here.

The total potential of the safety center to which the store is geared would place the firm in the category of one which can achieve two to three times their present gross, Ragland estimates. The main expansion at the new location is in the service department, and he expects more traffic for these services to enhance retail merchandising, too.

Flanking Ragland in the growing store are Dennis Taylor, office and credit manager; Ken Weaver, commercial sales; Max Nickl, brake department, and servicemen Oran Skinner and Jene Jennings.

The mudskipper has a head and forelegs resembling those of a frog, but the rest of his body is like that of a fish.



GRAY COUNTY GODFATHER — Peter W. Gray, godfather of Gray County, was a noted lawyer and a member of the first Texas Legislature. He served throughout the Civil War and later became a justice of the Supreme Court of Texas. He was described by one historian as ". . . a scholar, a lawyer, and a cultured gentleman. Gray died October 3, 1874.

Schools Keep Apace With Progress

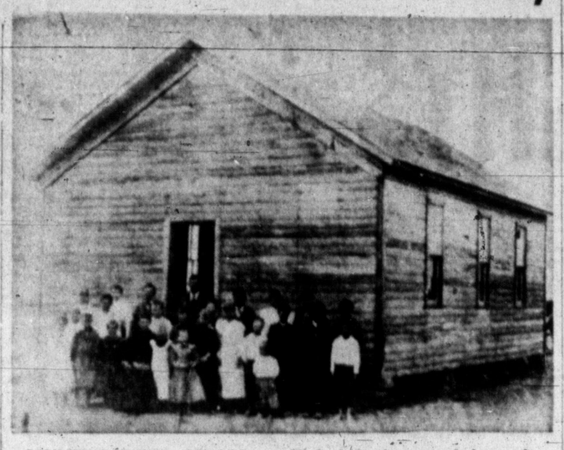
Ten Pupils In First Pampa Class Grow To 6,635 Scholastics Today

On Feb. 10, 1903, the first Pampa school was begun in a one-room plank building on Starkweather Street. Mrs. Edythe Townsend taught ten pupils the first year. The second year Miss Carrington had six students. These teachers taught all the grades, and the curriculum included reading, arithmetic, geography, spelling, history, grammar, algebra and geometry. From Miss Townsend and her ten pupils in 1903, the Pampa Schools have grown to 6,635 scholastics in 1961 who are taught by 290 well-trained, experienced and highly professional teachers. The subjects taught today still include those of earlier years as well as an expanded curriculum designed to meet the needs of the students and the community.

In 1910 the school building known as the "Red Brick," located on the campus of the present Pampa Junior High School, was completed. (The "Red Brick" was razed during the summer of 1959). Still the enrollment grew, and in 1920 the center section of Pampa Junior High School was built. In 1925 the enrollment was 520, in 1926 it was 1,841, and by 1930 the enrollment had jumped to 3,932. During this period of rapid growth Baker, Houston, Mann, and Wilson Elementary Schools were constructed.

In 1928 the east wing was added to Pampa Junior High School, and in 1929 the west wing was built. The Pampa Junior High School Auditorium was added in 1935. This plant served as a combination elementary, junior high, and senior high school.

In 1949 the voters of the Pampa Independent School District approved a bond issue for additional classrooms and auditorium - gymnasiums at the four existing elementary schools. Carver School was constructed in 1951, and in 1952 Lamar Elementary School and Harvester Fieldhouse were opened. Keeping pace with the steadily increasing enrollment, Austin Elementary School was built in 1955. In 1957 construction began on Lee Junior High School which was opened in the fall of 1958. The continued growth of Pampa and the corresponding increase in scholastics made it necessary for the construction of Travis Elementary School in 1959. At the same time, an addition of seventeen classrooms to Pampa Senior High School was approved along with a new Vocational Shop. Additional classrooms and a cafeteria also were added to Baker Elementary School. The necessity for this recent growth in physical plants of the Pampa Schools is substantiated by the marked increase in scholastics from 3,742 in 1945, to 4,094 in 1950, to 5,119 in 1955, and to 6,635 in 1961.



COUNTY'S FIRST SCHOOL — Highwindy is regarded as the first school to be built in Gray County. This 20- by 30-foot building was built in the fall of 1887 and spring of 1888. It wasn't until 1888 that the railroad first came through this area. The first teacher was said to be B. F. Williams who remained from May to September of 1889. This particular group of students was attending school in 1895 and Mrs. L. W. Boney was teacher. Students, left to right, first row: Maggie Boney, Ouida Talley, Lillie Stump, Mrs. L. O. Boney, Tom Moorhead, Hill Boney; second row: Fred Boney, Belle Moorhead, Wheeler Paris, Earl Talley, Grover Boney. Third row: Emma Sohns, Annie Moorhead, Herman Jahns, George Jahns, Tom Boney, Molly Moorhead, Matter Paris and Harley Talley.

The Pampa Independent School District has grown in area until it now encompasses 450 square miles served by an efficient transportation system. A staff of maintenance and custodial personnel maintain the school plants in excellent condition. Ten school cafeterias serve and make available to all students well-balanced, hot nutritional lunches.

The Pampa Schools were organized and operated as a common school district from 1903 until 1917 when the Pampa Independent School District was established by a special act of the Texas Legislature in February of that year. House Bill 358, creating Pampa Independent School District, ordered the election of five trustees. The first trustees elected to serve the independent district were Mr. Charles T. Nicholson, Mr. L. C. McMurtry, Mr. L. H. Green, Mr. T. H. Taylor, and Mrs. W. M. Craven. When the first Board organized, Mr. Charles T. Nicholson was elected President; and Mr. L. C. McMurtcy was elected Secretary. Many, many citizens of Pampa have served faithfully and diligently as school trustees. Chronologically they are: Charles T. Nicholson, L. C. McMurtry, L. H. Greene, T. H. Taylor, W. M. Craven, P. C. Ledrick, C. S. Barrett, L. Behrends, Nels Walberg, J. S. Wynne, G. G. Frashier, W. M. Sullivan, J. M. Daugherty Jr., A. G. McKay, O. A. Davis, T. B. Solomon, C. L. Grey, T. V. Lane, J. L. Noel, C. T. Hunkapillar, Charles C. Cook, R. S. McConnell, C. P. Buckler, Joe M. Smith, J. M. Dodson, Roy McMillen, Tom Rose Sr., L. L. McColm, E. C. Sidwell, V. L. Boyles, M. A. Graham, W. D. Kelley, Dr. H. H. Hicks, R. C. Wilson, M. V. Ward, H. R. Thompson, Clyde Fatheree, George Scott, Doyle F. Osborne, Herman Whatley, A. C. Troop, Frank Smith, J. C. McWilliams, E. L. Green Jr., Rex Rose, Aubrey L. Steele, John Frick, J. M. Nation, D. E. Holt.

The trustees now serving are Warren Fatheree, president; Elmer D. Wilson, vice-president; R. D. Wilkerson, secretary; and Dr. R. M. Hampton and John Gikas. The policy of local responsibility and community independence is easily related to the growth and development of the Pampa Public Schools and to the dedicated leadership given by elected trustees.

International Harvester Long Leader In Area

International Harvester has been a prominent brand name in farming equipment in Pampa and area for more than a half century, but the company - operated store here has been in existence only since 1959.

Hogue-Mills, Pampa Hardware and Equipment Co., R. E. Johnson and another Johnson whom old timers don't seem able to identify by first name but whose origin dates to about 1902 were predecessors dealing in I. — H. trucks and McCormick Deering and International farm equipment.

Wayne Rogers is the manager of the International Harvester Sales & Service now and they already have grown to 13 personnel — an expansion from 10 staffers who were here when the company-owned store came into existence. Just Nov. 1 the firm name changed from McCormick Farm Equipment Store.

Key hands include Ben Johnson, parts manager; Dave Hamlin, service manager; Bob Turner, accountant, and Wayne Holcomb and Chub Morse, salesmen.

The store's contribution to Top O' Texas buying power is formidable, too, because it's now approaching $100,000 a year payroll.

They are showing a commendable growth in volume, Rogers reports, with continued expansion in view through concentrated effort and expanded inventory, and their growth shows signs of attaining a trend which could peg Pampa as the hub of the entire Panhandle in farm equipment and trucks.

The company is featuring a 72-horsepower tractor (the model 660) and the 151 combine, a 15-foot self-propelled unit. Their big tractor is powered to handle four and five-bottom plows, and they feature additional big power in the complete line they carry of industrial equipment — backhoes, loaders, track-type tractors, etc.

The newest item at the McCormick store is the Scout, small quarter-ton truck line which features the small economy four-cylinder engine with 2x4 and 4x4 drive.

The store is real big in truck service and sales around here. They have the most complete line in the area on oil field trucks. They range from heavy-duty tandems to the light duty rig - up trucks and pickups. In fact, International is a national leader in the big truck field for the past several years.



PROMINENT OLDTIMERS — Three pioneers who saw the county develop are Mrs. Mattie Shackleton, Mrs. G. W. (Cap) Arrington, wife of the famous Texas Ranger and early-day peace officer in the area, and Mrs. Kate Lard Heiskell. The picture was made during the Texas Centennial in 1936. Mrs. Shackleton and Mrs. Heiskell were hostesses to oldtimers during the celebration.

Pampa's Library Idea Of Women

In 1907, the first club and library were organized in Pampa. A group of women got together and organized a Library club. Two evenings a week the women met in the basement of the First National Bank.

Mrs. Will Beydler was elected president.

The women gave ice cream socials, spelling bees and other activities to buy books for the library. As there was no place to hold the entertainments they obtained permission from merchants to give them on the side walks in front of stores.

They could not afford a regular librarian. The women in their idle time took turns acting as librarian. The club put on plays and cantatas. This club was the center of social activities until the schools and churches were organized and began to grow and then the club divided its books among the churches and schools.

At the last entertainment of the club it presented a book - play. Each member of the cast represented a book. Mrs. Alex Schneider, Mrs. Walberg's daughter, represented Black Beauty, rubbing black chalk on her face almost ruining her "school girl complexion," and was unable to get it off for over a week.

Up until the time the schools put in desks and seats, planks over boxes and split bottomed chairs were used to sit on and boxes served as desks.

THROUGH 35 YEARS of TRANSITION

from heavy farm equipment to today's modern streamlined store offering tools, giftware, housewares and sporting goods . . .



This is Travis Lively and Travis Lively, Jr., proprietors of Pampa Hardware, and below Mrs. Maxine Ethridge is shown in our housewares department where Pampans have come to depend on her for assistance for 15 years.



While we have been serving Pampa and area for 35 years, we have a tradition of a half century because our predecessor, the late R. E. Johnson, was proprietor for some 15 years previously.

We have been in our present location since 1933, and earlier were located in the present site of the Hillson Hotel and on Ward Street. We now utilize 7000 square feet of merchandising and display space.



THANK YOU...

During these years the nature of our business has worked through three cycles — from implements to heavy hardware and parts to our present well-balanced, adequately stocked light hardware, housewares and gift items. We are most grateful for the acceptance and guidance of our customers in giving us the opportunity to continue to serve them with their needs and desires.

WE'RE DELIGHTED TO BE "ALONG" WITH PAMPA & THE TOP O' TEXAS in TRANSITION

PAMPA HARDWARE CO.

120 N. Cuyler
MO 4-2451

Two Decades Of Service...



We're sharing a 19-year progress story with Pampa and area, our firm originating with C. O. Drew as a partner variously with L. K. Stout and R. D. Wilkerson, and growing from a two-man gang to today's staff of seven — payroll growing from nearly $1000 a year to the present $42,000.

We offer the convenience of a fleet of four trucks in our service department, each being a veritable workshop on wheels.

We strive to keep up with the new ideas, improvements and changes in our field so we may continue to serve our customers better.

TOP O' TEXAS in TRANSITION

Best Selections in Merchandise and the Experience To Do The Job Right

BUILDERS PLUMBING SUPPLY CO.

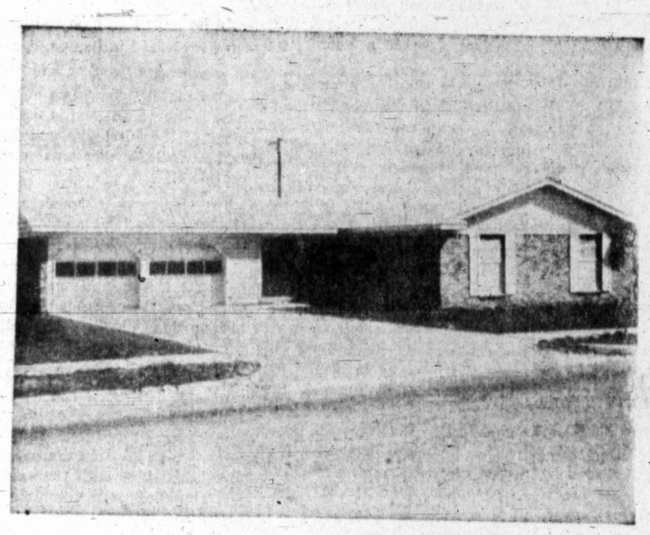
535 S. Cuyler MO 4-8457

COUNTRY CLUB HEIGHTS

Y-O-U-R TRANSITION TO PERMANENCY



Here is a typical scene in Country Club Heights, where about 60 lots remain in one of Pampa's most choice neighborhoods of new and attractive homes.



SELECT THE NEW HOME OF YOUR DREAMS TODAY!

Here is a typical elevation in the Country Club Heights development. Bill Harris will be pleased to show you many floor plans and elevations we have to choose from.

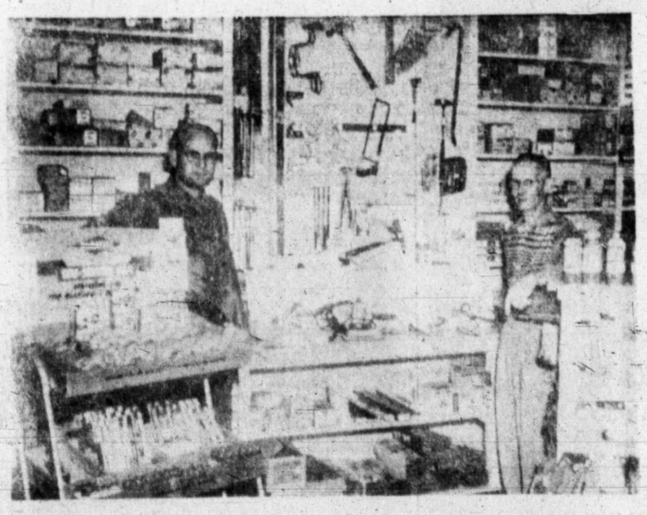
You can select from several homes under construction in Country Club Heights or choose a plan and a choice lot for custom building. The homes in this group are three-bedroom, brick-veneer structures at prices from $14,000 up.

In selecting your new home you have the opportunity to choose one which is practically completed, or at earlier stages of construction if you desire the chance to choose your decorating colors and other fine features.

COMPLETE SELECTIONS

- Coleman Heating & Cooling Systems
- Sterling 12-Star Paints
- Linoleum & Cabinet Topping
- Power and Hand Tools
- Builders Hardware
- Building Materials

Here are Bill Harris, manager and Elmer Abston, assistant manager, in the display room of our Pampa yard. They will be delighted to assist you in any need.





A Salute to Our Founder



BEN TEPE

The 63-year history of the White House Lumber Company's position in helping spearhead the growth of the panhandle is creditable directly to the energies and faith of the late Ben Tepe, who established the original yard in the organization in Canadian in 1898. Mr. Tepe remained interested and active with the organization through all stages of its growth, which kept pace with the remarkable development of this area of Texas, until his death at the age of 87. We are proud to be able to carry on with the policies Mr. Tepe instituted and through which he built up such a successful system as he strived the permanence which is our gratifying accomplishment today.

THANKS For The Chance To GROW With A Progressive Area!

The White House yards consist of seven units, mostly in the panhandle, and we possess the the proud background of consistent growth and dependable quality and value. We pledge more of the same so we may keep the faith our customers have placed in us.

We are delighted to be a part of the Pampa progress story and real proud to be contributing around $90,000 a year to buying power here in the form of annual payroll. In fact, the entire organization has a payroll upwards of a quarter of a million dollars and the higher perceptage of it goes to the panhandle economy.



J. B. WOODINGTON, General Manager — WALTER WORLEY, Auditor — C. C. FITZGERALD, Field Auditor

WHITE HOUSE LUMBER CO.

TOP O' TEXAS in TRANSITION

General Offices: 220 E. Foster MO 4-8475

101 S. BALLARD MO 4-3291



... Sure Sign Of PROGRESS IN FOOD SAVINGS for PAMPA and the WHOLE TOP O' TEXAS in TRANSITION

Ideal's growth from a 7,000-square foot store to a "team" of three totaling some 51,000 feet of display space in Pampa alone speaks for the wide acceptance of our budget-wise shopping opportunities. It's a genuine pleasure to be a part of this area's splendid progress story . . . in Pampa we have three of the finest and most up-to-date super food markets in the entire Top O' Texas. We have most modern equipment in our markets here. They are arranged and furnished with YOU in mind. We strive to make your shopping at Ideal not only the most budget-wise, but in such comfort and convenience that you'll want to come see us often. We realize that our progress is spelled out by your continued acceptance and we're looking forward to sharing these experiences of grocery savings and happy shopping with you for years to come.



Ideal made its Pampa debut in 1940 at the present site of Wright Fashions, and this, the No. 1 store, "graduated" to its present site in 1957. No. 2 was in the Western Auto site, starting in 1942, and had its grand re-opening in its shopping center site in 1960. No. 3 was built new in 1956 — the first shopping center super market in Pampa. Indicative of our modern outlay, we have a total of 883 running feet of refrigerated display space in Pampa, including 239 of self-serve meats and 298 of frozen foods! Your gratifying acceptance of our stores can be observed in the fact that we now contribute close to $300,000 a year in the form of annual payroll at the three stores to Pampa's economy . . . paychecks reflecting the personnel required to serve you efficiently in face of our facilities and selection of our merchandise in increasing volume.



IDEAL NO. 1 – 431 N. Ballard – MO 5-5717



IDEAL NO. 2 – 300 E. Brown – MO 5-5718



IDEAL NO. 3 – 801 W. Francis – MO 5-5575

These Pampans' Behind-The-Scenes Efforts Help To Achieve Conditions Which Encourage More And More To Shop Ideal....



Texas supervisors who are headquartered in Pampa — they are Verl Hagerman, left, grocery department supervisor of Texas Ideal stores, and Hansford Ousley, Texas stores meat supervisor.

Ideal's supervisory staff for Texas is headquartered in Pampa, and most significant of the situation perhaps is the fact that they actually "pioneered" the first Ideal store here Verl Hagaman was first manager here and Hansford Ousley was assistant manager of the meat market then. (Desmond Dean, the meat manager then, incidentally, is general manager of all meat operations in the Ideal system.)

DEPARTMENT HEADS AT PAMPA'S THREE IDEAL STORES...EAGER FOR THE CHANCE TO SERVE YOU BETTER



No. 1 Here are the men who direct operations at Store No. 1, l. to r.; Lewis Epps, market manager; Jim Bradley, produce manager; Hugh Peeples, manager; John Jenkins, assistant manager.

No. 2 The department heads of No. 2 are l. to r. — Charles De Moss, market manager; Tommy McKay, produce manager; Herb Gallagher, assistant manager, and Tommy Clark, manager.





No. 3 At No. 3 you can count on these men for the leadership for which Ideal is famous (l. to r.) — George Knight, market manager; Gerald McKay, assistant manager; Harold Dougherty, manager; and Alvin Ricketson, produce manager.



WIELDS IRON — J. T. Crawford, Gray County's first sheriff who took office Aug. 3, 1902, 55 days after the county was organized, — apparently was adept with a branding iron as well as with the shooting irons of his trade. Here, with the aid of two waddles and a long branding iron, Crawford singes and marks the hide of another maverick.

Clayton Husted Operates Extensive Service Firm

Clayton Husted changed from a supervisory position in heavy duty hauling to a cautious start in dirt contracting back in 1950 and in 11 years has built up a versatile contracting service which pours around $200,000 a year in payroll to the economy of the Top O' Texas.

Husted helped to organize the C. M. Jeffries Trucking Co. and while working with them began to toy with the idea of trying a bulldozing operation. He made the plunge with a couple of tractors and a staff of three men, and in 11 years has grown to 40 pieces of equipment and steady operations by a staff of 50 men.

Clayton Husted Co., Inc., officially incorporated about three years ago, and Husted branched into oil field construction contracting about a year after he went into dirt work.

The expansion just came naturally, he said. "As we did bulldozing jobs in site preparation activities, our customers from time to time came up with a need for crews and asked us if we could fix them up. We supplied crews intermittently like that and before we knew it we actually were in the construction business, too," Clayton says.

The amazing thing about his growth is that he could hardly claim credit for $15,000 a year-payroll at the outset, and nowadays he pays out more than that in paychecks each month.

Key men in the operation, which features yards in Pampa and Perryton, are Jack Curtis, vice - president and sales manager; Frank Stephenson, Perryton branch manager, and E. C. Husted, general manager. Clayton is president of the corporation and does mostly public relations and sales.

They put in the Perryton yard three years ago, and have been functioning from their yard in Pampa at 2701 Alcock ever since the firm originated.

Husted has a 30-year background in this and related work. He engaged in dirt moving work back in the days of the fresno and mule team.

He was in oil field construction work in a supervisory capacity in Winters, Tex., and Farmington, N. M., prior to his stint with trucking operations.

Husted's main goal for the future is to "stay in business and do a good job."

Panhandle Industrial Firm Now Operating In Four Area Towns

Sometimes the operations of a specific firm are so farflung that its real magnitude would come as a surprise to "neighbors" in the town where it operates. That's the obvious case of Panhandle Industrial Co., which started in Pampa in 1954 but now represents a four-town operation that's on the verge of going into export operations and which has a payroll which is approaching a half million dollars a year!

L.L. (Red) Garren is president and general manager of the corporation which has grown from a firm with oil field drilling equipment repair services into one which does such additional functions as manufacturing gas engine parts, utilized the skilled personnel backed up with specialized equipment to do a wide versatility of repair and maintenance services on precision equipment, plus oil well fishing equipment and services now spread to stores from the Rocky Mountains to the Texas Panhandle.

Panhandle Industrial poses as two business fronts in Pampa, the original location perhaps to be recognized as a large welding shop or machine shop by the casual observer.

The store on Price Road is the firm's first outlet in oil well fishing services and now has companion stores in Perryton as well as Farmington, N. M., and Moab, Utah. The Panhandle units are known under the name Panhandle Industrial, but the identity "Basin Industrial Co." is applied to the Rocky Mountain area units.

The machine shop actually is the hub of the versatile operations because it serves as the source of some astonishing capability in all around oil and gas production equipment manufacture and repair service.

Since the firm is gifted with the inventive talent of a competent engineering staff, it is branching into manufacture of parts and equipment of its own development. In addition, this keen insight into labor-saving, time-saving and money-saving modification has prompted other industries with ideas of their own but the need for a source of production to seek them out for fabrication of equipment which they have invented or developed.

Typical of this is a revolutionary hydraulic valve lifter developed and proved in the field by one large production firm, which Panhandle is manufacturing and distributing. This unit is designed to adjust and eliminate all clearance of fuel valves automatically in industrial engines — the source of the greatest damage of burned out parts in this field.

They have a patent pending on a volume control gas metering valve, which has been tested and proved but just is being introduced to the trade. This device is designed to insure a constant gas pressure to each cylinder of an engine, affording an even flow of fuel to each cylinder and thus bringing each up to its full horsepower through the uniform flow of gas fuel. This insures equal distribution of gas to each cylinder —enabling each cylinder to produce its rated horsepower.

Panhandle Industrial also has a significant convenience to the trade in a highly specialized metalizing technique which enables them to spray bronze, brass, tin and various hard metals in the form of alloy or native metal, through an electronic system, and build up points of wear on pistons, rods, crankshafts and other moving parts.

They do it by acetylene and oxygen under heat and pressure and the metal goes onto the prepared rod or worn unit as a hot metal that hardens on contact with the atmosphere. The technique they apply does not require heat treatment of the metal part and thus avoids disturbing the texture of the original metal.

Through this method they repair bearings as well as the customary rods and shafts. In bearing work they can work the shell, too. Whatever is distorted, they bring back to original size and shape through various machining methods. They take the parts and clean them completely, applying a tin alloy and spraying new babbit metal where needed.

Panhandle Industrial also offers a complete pattern service. They have a complete shop and manufacture their own patterns for various products which they produce or need for build-up of worn equipment.

The firm does general repair work for all machines. They do considerable machine work for rotary rigs and are equipped to handle the largest equipment.

In manufacturing, Panhandle Industrial produces about 147 different products and ships all over the United States — ranging from California to the Gulf Coast—mostly to oil refineries. To accommodate this growing phase of their business they are in the midst of setting up a West Texas firm for distribution, called the Tri - State Supply Co., and which they expect to reach the point of development within the year when they will be engaged in exporting their products to oil producers abroad.

Their Rocky Mountain sales organization, newly formed, is the J. C. Hellner Co. at Denver, which will provide service and distribution for products of Panhandle Industrial in Colorado, Kansas, Wyoming, Nevada and Utah. There is another similar sales and service outlet being formed in Houston to serve the gulf coast from Corpus Christi to Baton Rouge, La.

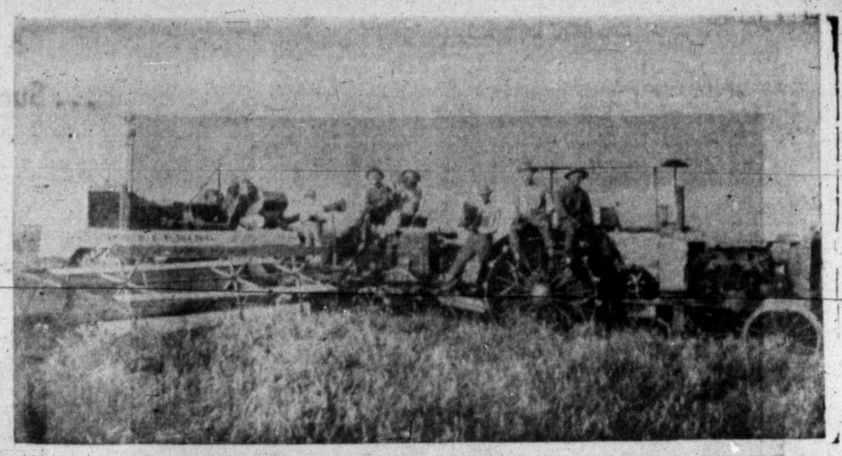
Their network of fishing tool operations was started in 1956, with the Pampa store coming first and buying out the John Orell Co. to branch out to Farmington later that year. They founded the store in Utah in the spring of 1960 and built the new store in Perryton just the past year.

For a firm that started out with seven employees and had a $28,000 annual payroll just seven years ago, Panhandle Industrial's total growth is almost unbelievable. Today they have payroll of $26,000 a onth in the Panhandle area and their payroll in the Rocky Mountain area comes to close to $150,000 a year. It would take little more growth for them to surpass the half million dollar mark in total paychecks.

Key staffers are, besides Garren, Mrs. Bernice Hollars, comptroller and office manager; Carl Pritchard, service manager in the fishing tools department; Lyle Robinson, shop superintendent; Paul Howard and Bob Pritchard, salesmen; C. E. McClelland, Rocky Mountain district manager, and Joe Neal, engineer.

Neal, incidentally, is the man who designed the volume control gas metering valve, which is just going into production.

Garren had been with a large oil field machinery firm before launching the Panhandle Industrial operation in 1954, serving in supervisory capacity for the preceding 11 years on assignments in California, Ohio, and at Houston, Oklahoma City and Odessa.



COMBINES BROUGHT TO AREA IN 1916 — Among the early combines in the area was the one pictured above belonging to Irvin Cole, prominent farmer near Pampa. Cole's son, Nolan, is pictured left, and Cole is standing in the center. Other men shown are custom harvesters. The combine was pulled with a gasoline, Rumley tractor. Combines were scarce in the area until 1920.

PROGRESS THROUGH SECURITY AND A CAREER



We answer a significant need for women to provide themselves with the opportunity to be prepared for such time they might suddenly have to become self-supporting. The comparative short time needed for adequate training for a career such as ours has developed into an "insurance policy" with a growing demand.

In charge at the college are these instructors and registrar, l. to r.: Mrs. Fay Kirkham, Helena Pool, Angeline McCreary and Ted Seymour.



The "Work shop" where students serve residents of the area while doing "laboratory" practice of actual beauty parlor situations.

While providing a basic possibility of a career for residents of the Top O' Texas, we're proud to be a popular economy to milady of the area through availability of beauty aid services at reduced prices as students do actual work as classroom "laboratory" practice. Pampa College of Hair Dressing and Beauty Culture offers the complete instruction schedule of hair styling, hair dressing, care of hair, permanent waving, bleaching, coloring facials, manicuring, pedicuring and sufficient training to enable a graduate to specialize. We expect to add a course in charm, and will have advanced courses as needed.

PAMPA COLLEGE OF HAIR DRESSING & BEAUTY CULTURE

716 W. FOSTER Phone MO 5-3521

Rotating Classes Accommodate Your Immediate Enrollment



Thanks For The Chance To Share...

We're grateful for the acceptance which has enabled our growth from one firm into an organization of four separate outlets in Pampa and a branch operation in Spearman. That includes the Bronze Cafe, the Pampa Barber and Beauty Supply and Mayfayre Salon No. 1 here and No. 2 at Spearman. We shall continue to strive for the best possible effort and through sincere effort and complete service hope to earn your acceptance in the bright future that lies ahead.

GLADYS M. DAVIES, EDUCATIONAL DIRECTOR
TONY DAVIES, BUSINESS MANAGER



Plan Now For Realistic Security Plus A Gainful Career!

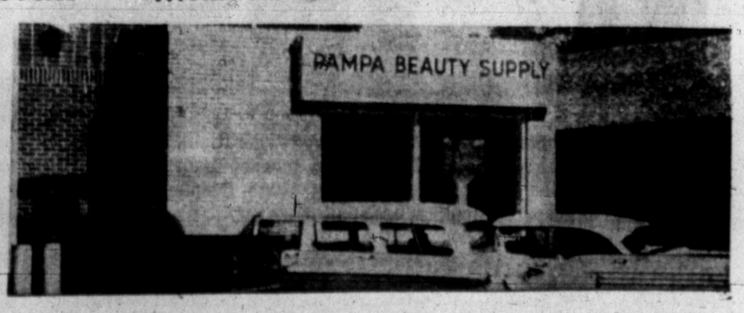
Classroom where the girls are lectured on theory. They are training in such principals as sanitation, sterilization and even anatomy.



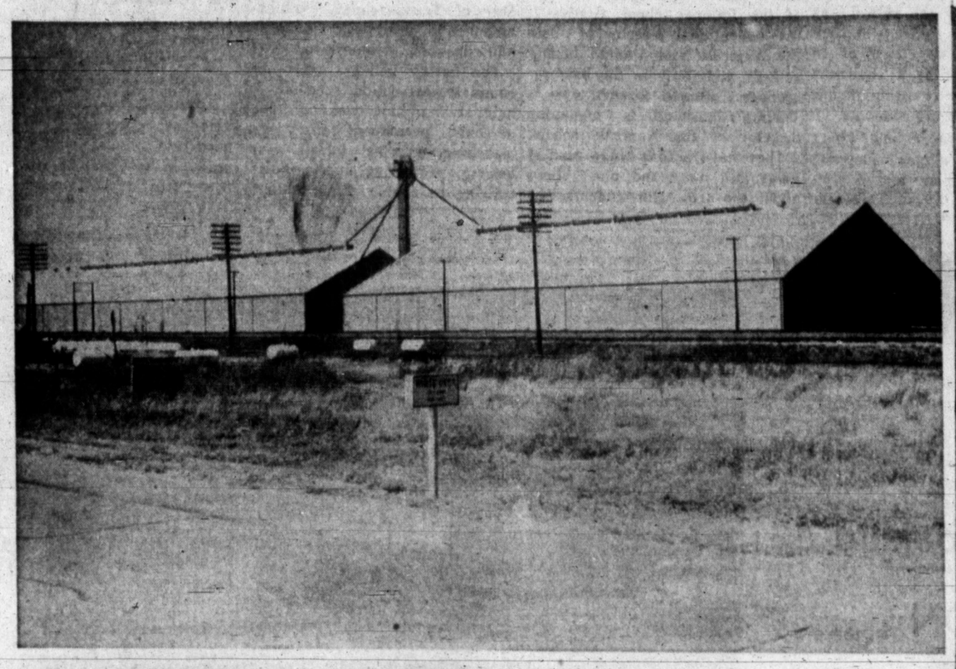
BRONZE CAFE — 101 N. Purviance — MO 5-3521... PAMPA COLLEGE OF HAIR DRESSING & BEAUTY CULTURE, 716 W. FOSTER — MO 5-3521 ...PAMPA BARBER & BEAUTY SUPPLY, 700 W. FOSTER



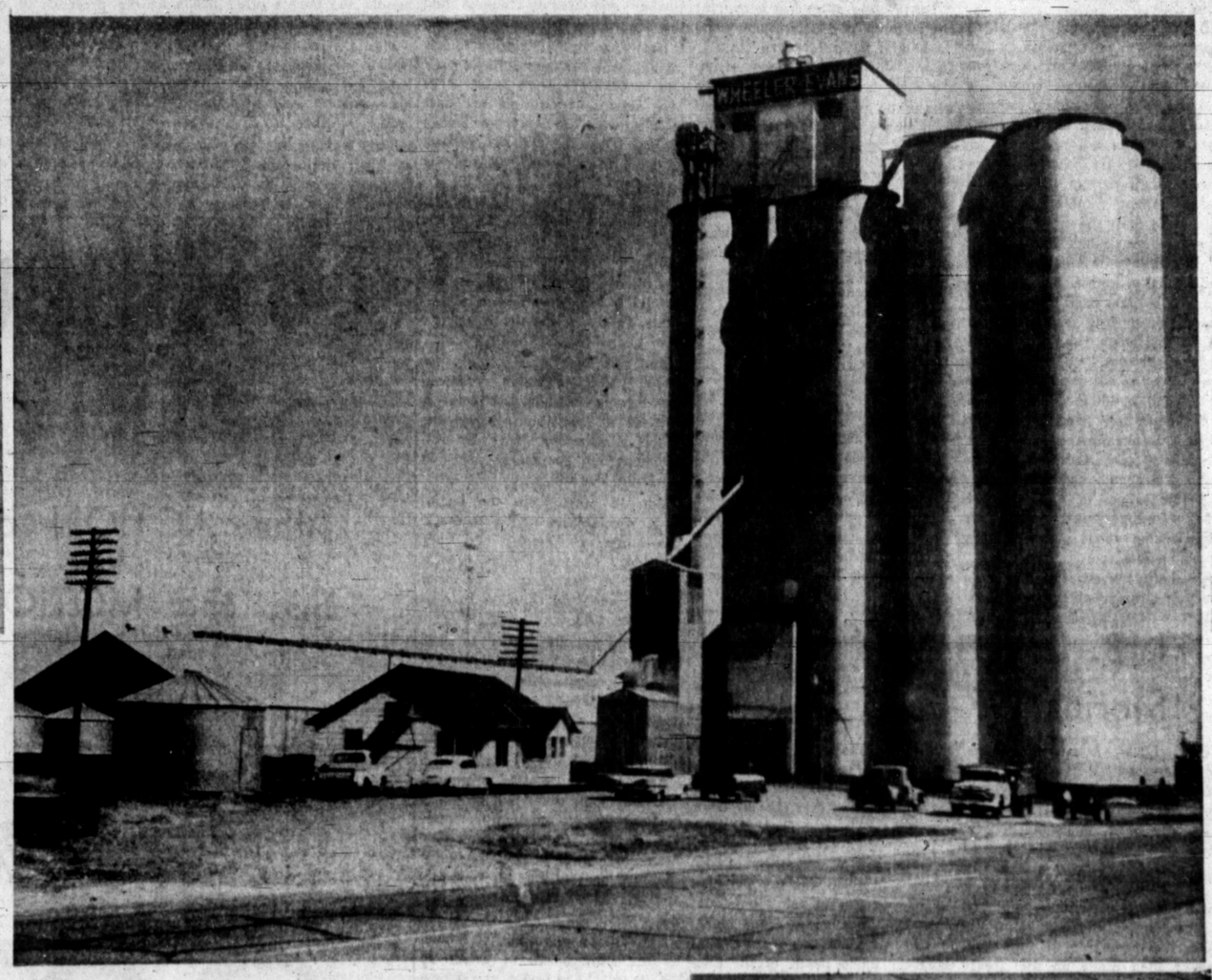




MORE THAN **HALF** the TOTAL MERCHANDISING STORAGE CAPACITY IN THE **TOP O' TEXAS**

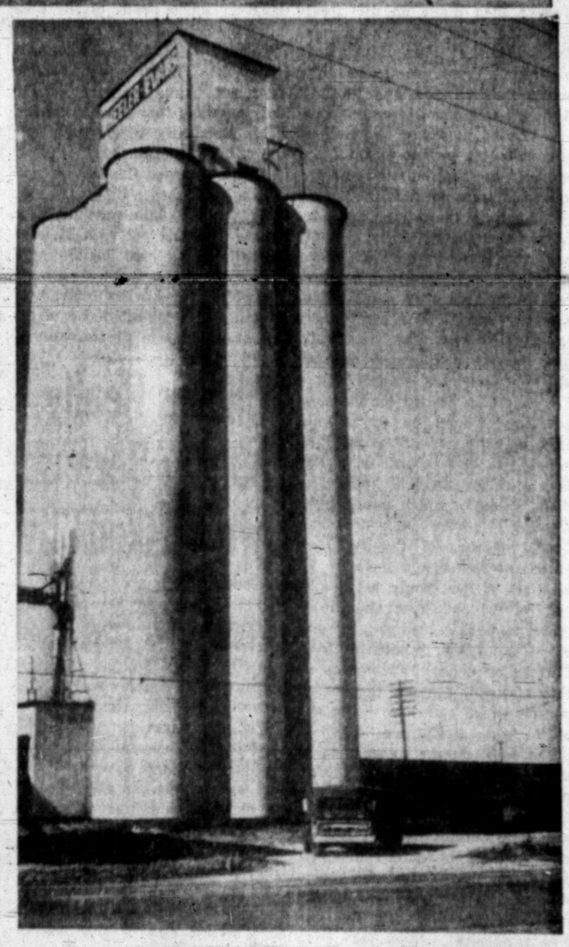


★ WHITE DEER
1,450,000 bushels
With A Half Million More
Coming In The Next Year



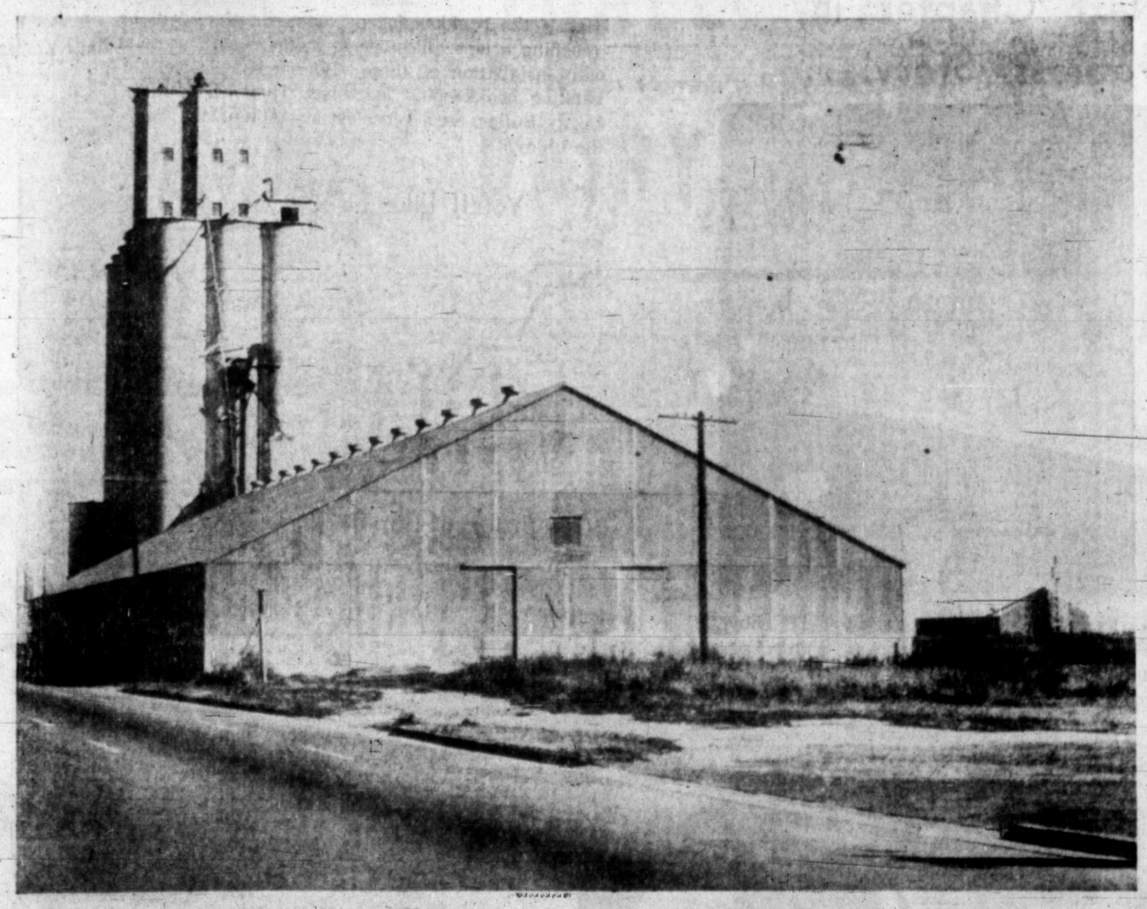
We offer convenience of more than three and a half million bushels of grain storage in our elevators in this area and will increase this by another half million bushels with new facilities planned soon for White Deer. We employ a staff of 12 year-around personnel at White Deer, Kingsmill and Groom and this number doubles at harvest time. We're proud to able to enhance the area's spending power by some $100,000 a year in paychecks! Thanks for the opportunity to share a significant progress story.

★ KINGSMILL
350,000 bushels



★ GROOM 1,800,000 bushels

PROUDLY CONTRIBUTING TO THIS PROGRESS EXPERIENCE...





WAYNE JORDAN
White Deer Manager

MARTIN BAILEY
Office Mgr., White Deer

NOAH CUDE
Kingsmill Manager

FRANK CURRY
Groom Manager

DON CLARK
Groom Office Mgr.

WHEELER-EVANS
ELEVATOR COMPANY

WHITE DEER–883–5451
KINGSMILL–MO 4-6033

Anthony Co. Has Shared 32 Years Of Area Growth

C. R. Anthony Co. has shared 32 years of the formidable Pampa growth experience and Duffy Briscoe, manager for the past eight years, can remember a quarter of a century of it.

Briscoe started out with the Pampa store as a youngster just out of school in 1936 and then was transferred through a "course" of learning with positions in several stores about Texas and Oklahoma before he returned here as manager in 1953. He had been manager at Drumwright, Okla., just before coming "home."

In pace with the growth of the town, Anthony's has done its part in expanding physically through the utility of remodeling to take out the old-fashioned show windows and moving display merchandising stock right up to the area of the display windows. They now have the full expanse of their 50x120-foot building.

Anthony's has been grading up their merchandise steadily for the past 10 years and through their extra merchandising space they are able to put in a third more stock. Through this they now are experiencing about a third more gross volume.

Candidly, the overall Anthony's story is a remarkable progress experience because they have spurted forth from the original small store founded in May, 1922, in an organization of 267 units in at least 19 states today.

The Pampa store has a regular complement of 11 personnel and its annual payroll ranges close to $30,000 — quite a contrast from the early-day staff of a half-dozen who made around $65 a month and with men whose paychecks at $100 a month were tops.

The store features 12 departments, and department heads include: Forest Stafford, assistant manager and men's furnishings; Ruben Strickland, work clothing; Billye Fenton, ladies lingerie; Hattie Hindman, ready-to-wear; Etoy Mitchell, piece goods; Maudine Ricketts, home furnishings; Gwyn Carter, shoe department; Connie Williams, sportswear and infantswear; Linda Hyatt, cashier; Maye Cude, alterations.

Anthony's follows the technique of "seeking out 80 per cent of the people" with merchandise they stock falling into that area of the purchasing power of the nation. They stress giving the customer "a little bit more value for the same amount of money," Briscoe says.

H. B. Lovett Told Many Stories Of Early Days

H. B. Lovett, former Pampa resident and buffalo hunter of considerable renown, had many pioneer tales to tell.

He was born in Dallas county, Texas, Sept. 21, 1858 and moved to Potter county at the age of 4. When 18 Mr. Lovett joined a band of Buffalo hunters employed by the Murfee and Humkemn Co. under the leadership of Tom Sisk. Twelve men made up the group. The band came to a trading post for soldiers at Fort Elliot, near Mobeetie, Texas, to make their summer home and hunt buffalo. Although this country was supposedly called a hunter's paradise, circumstances proved against the hunters, as the buffalo's nature was to migrate north in the spring and south in the winter and Mr. Lovett says that on this trip hunter's were camped so thick along the Red River that what few buffalo in this area were quickly thinned out and it was unprofitable to spend much time here. Mr. Sisk became discouraged and finally disbanded his group.

Lovett then headed for the Brazos River where he stayed until 1897 when he returned to the Panhandle. It was about this time that a roving band of hostile Indians raided a ranch owned by a German family on McClellan Creek southeast of Pampa. They killed the father and mother and brothers of the family before the eyes of the four sisters and took them captive. A company of soldiers was then dispatched from Fort Elliott under the commandership of Lieut. Baldwin to take up pursuit which ended in the rescue of the girls in Kansas.

The most interesting pastime in those days, according to Lovett, was to watch the soldiers at the fort train to ride bareback, run and jump hurdles so if the Indians attacked they could be better prepared to meet the emergency. However, there were few hostile Indians after 1874 when the fort was established. Those that gave trouble were just a roving band of renegades from various tribes.

Mr. Lovett relates an incident when he and a group of exhausted and discouraged hunters were camped along the Red River and were awakened during the night by an uproar. They gave it little thought until the next morning when they wakened to discover hundreds of buffalo grazing within shooting distance.

One of the arts of buffalo hunting was to shoot them in the eyes because they would drop without a struggle and the rest of the herd would not be disturbed. A shot in the heart would kill the animal but it would make such a fuss dying that the others in the heard would scatter and lessen the opportunity of killing more than one or two.

In a big kill the band of 12 men skinned an average of 100 to 110 buffalo a day.

Mr. Lovett, considered an expert among the band, skinned an average of 25 to 30 per day.

In 1876 a law was passed that the buffalo meat must be cut in chunks and put in storehouses. In the spring they could have the meat to market. Every man skinned his own buffalo.

Mrs. Lovett joined her husband here in 1885, riding a train to Vernon which was as far as the railroad ran at the time and traveling the rest of the way in a freight wagon. Mr. and Mrs. Lovett were married at Weatherford in 1885.

The first Lovett home consisted of a dugout 10 x 12 near Lefors. Lovett's first job was tax collector for Henry Rogers of Henrietta. This kept him away from home, leaving his young wife and infant daughter alone much of the time but they recount they were never frightened as everyone was your friend then. Robbers and bandits were not feared because no one had anything that a robber would want. Neighbors were pretty far apart. Lovett began ranch work in 1880, working for the OT, A and Barrow Ranches. He made an early venture into ranching for himself, starting out with 33 head of cattle and then in the hard winter of 1888 lost them all.

In 1929 the Lovetts moved to Pampa and established one of the largest ranches in the territory.

Williams Realty Founded Because Owner Liked City

Quentin William's presence in the real estate business in Pampa represents a measure of enthusiasm for the potential of the Top O' Texas which prompted him to change careers so he could assure permanency here.

Williams came here on the staff of the Department of Agriculture and had been here several years when in about 1952 he decided he'd like to find a career which would avert possibilities of his being transferred from Pampa.

He selected the real estate route when a friend in the business invited him to give consideration to this type business, offering him the opportunity of having a partnership.

By the time Quentin decided real estate was a career he'd like to make his life's endeavor, he acquired sole proprietorship of the business.

Williams has been active largely in brokerage lines although he participated in a limited amount of building activity at the time Pampa was in dire need of housing and all boosters were pushing to overcome such shortages.

He has six associates in the business as well as the service of a full-time secretary, Mrs. Genevieve Henderson. On the sales staff are Mmes. Velma Lewter, and Gloria Blanton, plus Bob Smith, George Neef, Jr., and Carl Williams.

Williams has been active in real estate organizational work and was president of the Pampa Real Estate Board for two years. He has been a director of the state association for the past six years and a member of the Society of Residential Appraisers for three years. He has also been a member of the Farm Brokers Institute for several years and has been elected vice president of the Texas chapter for 1962.

Just last summer Williams completed a three-year course with the Texas Real Estate Institute which qualifies him for a Certified Master Broker's designation upon completing a concentrated course designed to assist his clients with evaluating and making the most of investments in properties.

Pampa Beauty College Owner Real Successful

Gladys M. Davies has parlayed an idea which "Top O' Texans" have proved they like into a fast-growing group of related businesses in Pampa which are pouring upwards of $175,000 in paychecks into the area's economy annually and it's only taken three and a half years to do it.

Mrs. Davies is proprietor of Pampa College of Beauty and Hair Dressing; and the immediate acceptance of the institution has spawned Bronze Cafe, Pampa Barber and Beauty Supply and the Mayfayre Beauty Salon.

Really, to do full justice to her phenomenal "progress story," one need digress to note that Mrs. Davies actually got her start in 1958 with the Amarillo School of Hair Dressing and the Pampa "story" officially started in the spring of 1960!

Candidly, her influx of students from Pampa, Perryton and a trade territory of which Pampa obviously was the hub prompted her to orginate the Pampa school as much for convenience to students as for a desire to seek a new vista of opportunity.

And the chain reaction of related businesses which followed the Pampa opening reflects a part of a Transition experience which is affecting Mrs. Davies' decisions on operations also in Amarillo nowadays.

But, to start from the beginning, Mrs. Davies had a cosmetic laboratory in England and her daughter, Thelma Davies, was a war bride, marrying a GI who brought her from London to Amarillo in 1945.

Thelma got the family to visit her in 1953 and the Davieses stayed six months, charmed with the area and already entranced with possibilities it might offer in the lines of Gladys' interests along beauty culture lines.

Another visit in 1957 prompted the final decision to pull up roots in England and come over here. The matter of establishing the Amarillo beauty school took until the fore part of 1958 to complete and the rest has been fast-moving history.

The Pampa institution is tabbed by the state board of Texas as the largest and most modern school of its type in the state of Texas and the third-largest in the United States. They utilize all of 15,000 square feet of work space and have all the latest equipment and most modern methods.

Mrs. Davies, incidentaly, carries on the special policy of retaining a personal interest in each student and bothers to render personal coaching to students having any difficulty. This perhaps is the story behind her most gratifying accomplishment to date—none of her graduates have failed to pass the state board examination.

The beauty college represents something of a dual drawing card for Pampa as well as providing a unique blend of security and opportunity for a career.

The school's "laboratory" practices of offering certain beauty culture services at reduced prices to ladies who are willing to allow student operators to give them their hairdos provides one drawing card. Another is the beckoning factor of such an institution to would-be beauticians who ultimately will select Pampa as the home of their advanced training.

The training of a beauty school, Mrs. Davies points out, gives a girl an opportunity to be prepared for such time she might have to become self-subsistent.

"With the comparative short time needed for training one for such a gainful profession," she comments, "we feel we have a kind of an "insurance policy" that a thinking woman really cannot afford to be without."

They take on new enrollees at anytime, operating the Pampa school on the rotating system, with students moving up to advanced stages of training according to their hours. They must have 1,000 hours of study and practice by the time they go up to the state board for examination.

The schools in Pampa and Amarillo each carry out good will policies of doing all work free for under-privileged children and also free work for senior citizens. In addition, the Pampa school actually "adopted" a family of three to keep their hair in trim and the students and staff have chipped in to help clothe the children.

They also do the community "show" work which entails entertaining Girl Scout troops for the day, showing them through the school, doing free hairdos and some permanents and providing the youngsters with treats while they're on the "field trip."

The related firms were founded to accommodate needs they found from the school as well as to capitalize on its products.

The Bronze Cafe was installed next door when they found that the limited lunch period of the students was a handicap and many lost valuable eating time hunting for a place which could accommodate crowds sufficient to handle the town's other needs as well as students.

Mrs. Davies is in charge of the restaurant, while Sarah Morris is head cook, Willie Mae Foster is her assistant and Christine Garrett is waitress.

Tony Davies, her son who threw over an engineering career in England to join the fast-growing ventures here, is manager of the Pampa Barber and Beauty Supply business which serves the colleges in both Pampa and Amarillo as well as many other outlets through the panhandle.

Then, the most recent addition to their "chain-reaction" seems to bear an ominous prediction of future growth for the Davieses in the Top O' Texas — the Mayfayre Beauty Salon which is located next to Caldwell's Buffeteria.

This establishment is Mrs. Davies' program to capitalize on the presence of outstanding stylists developed in the school as well as to assist some with such opportunities — something of an incentive to offer as a challenge to students to try to attain higher standards of accomplishments.

A second Mayfayre has just been opened in a new shopping center at Spearman, and a similar venture on a much larger year — a 20-booth unit to be called the Beauty Center.

Both Mayfayres are seven-booth units and stress private booths so the customers will not be exhibitionists to neighbors. Receptionist and manager-operator of the Mayfayre here is Johnnie Bannett, and aides are operators Irene Mulanax, Bettye Hord, Lena Malone, Willie Montgomery, Irene Newsom and Pam Eden.

Instructors on the staff at the Pampa school are Mrs. Angeline McCreary, Mrs. Faye Kirkham and Edward Seymour, while the registrar is Helena Poole. Seymour also is managing director of the Pampa school. Gladys is the educational director of both the Amarillo and Pampa beauty schools and Tony is the business manager. Ronald Resech, who is Thelma's husband, is managing director of the Amarillo school.

They have a long-range plan of going into more and more shops about the area with students who dents' interest in performance by holding styling contests every four months to assure each student of having the chance to compete in at least one and some in two contests.

Three of the men who have trained in Pampa already have caught on with outstanding careers in the beauty culture lines—serving as key salesmen for firms supplying hair tinting materials, and two other male graduates are stylists in Dallas now.

Products of Davies schooling have compiled some enviable records in competition on a state level. Dale Johns took the Lone Star of Texas trophy, which amounts to the "world series" in hair dressing competition.

The beauty colleges offer the complete instruction schedule of hair styling, hair dressing, care of hair, permanent waving, bleaching, coloring, facials, manicuring, pedicuring and sufficient training to enable a graduate to specialize in any one she so desires. They are considering adding a course in charm, too, to be held on Mondays.

They can accommodate up to 300 students at one time in both colleges, and a class of about 150 students is about a typical enrolment, with students at varying degrees of completion.

Advanced courses will be available as experienced operators need and require with plans already in the mill to offer electrode treatment training.

DENVER (UPI) — The Police Department has announced it will have to begin holding more frequent sales of unclaimed, impounded automobiles because its auto pound lot no longer is able to hold those on hand.

Authorities blamed Denver's increase in population over recent years as reason for the upswing in unclaimed vehicles.

COMMUNITY SPIRIT...

the ACTION behind

the MOTION

in our

EXCITING

TRANSITION



Here's a typical scene of facilities now offered by the Farmers' National Bank . . . a meeting of the Jaycees which is one of many organizations to avail themselves of our commodious community room.



W. M. BECKER, President — CLIAN VINSON, Exec. Vice-President — A. W. ANDERSON, Cashier

DIRECTORS

W. M. BECKER, JOHN KOTARA, JR., BOBBIE W. McBRAYER
W. J. STUBBLEFIELD CLIAN VINSON



Here's the bookkeeping department, which will be reaching a new milestone in modern methods soon with installation of three Burroughs Sensimatic banking bookkeeping machines. They are l. to r., Peggy Butler, Sara Wheeley, ary Adams and Pauline Lilley.

The Next Chapter in our Progress Story!...



Here is a typical view of the attractive FNB lobby. Recognizable FNB staffers are, l. to r., Wilma Cornett, Rebecca McCallie and Mrs. Martin H. Bailey (with customer).



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...It's The Essence Of White Deer's Outlook In This Experience...

TOP O' TEXAS in TRANSITION

FARMERS' NATIONAL BANK

WHITE DEER

Richard G. Hughes Enterprises Symbol Of Progress And Opportunity In Pampa

Richard G. (Dick) Hughes poses as one of Pampa's most significant symbols of progress because his enthusiastic efforts and unswerving faith in the area have left an unmistakable imprint on the pattern of permanency that exists here today.

When figuring his position in the "Transition" story it would be difficult to look into any area of growth without noting the Hughes "touch."

Candidly, Dick is president and majority stockholder of no less than 40 corporations which are associated with growth — building and related firms such as construction, electric, heating and air conditioning, plumbing, mortgage loans, investments, title and abstract; insurance, real estate sales, shopping center development, office buildings, and even a radio station.

It happens that Dick has grown into a complex organization that reaches beyond Pampa and Borger to Wichita Falls, Fort Worth, El Paso, Albuquerque, Grants, N. M.; Dallas and Bartlesville. These are locations of Hughes' corporation business interests.

His indelible stamp of influence can be noted all over the nation through the generous devotion to duty he applies to a multitude of national committee and council designations to which he has been assigned.

His list of national offices looks like a who's who in itself; Member Federal National Mortgage Association board; past president National Association of Home Builders (with whom he has held all offices); President Eisenhower's advisor on housing; chairman of EPIC (Economic Planning for Industry Committee) with NAHB; chairman Texas state board of Plumbing Examiners (also credited with steering legislation to make plumbing licenses on a statewide rather than a local basis); general advisor to the Federal National Mortgage Association;

Past chairman of the National Housing Center in Washington; member National Builders Economic Council; former member Voluntary Home Mortgage Credit program; member ACTION (American Council to Improve Our Neighborhoods; former member Urban Renewal Institute; member NAHB past presidents' council; member Texas Association of Home Builders.

Besides the simple fact that Hughes made Pampa the hub of his business career and has kept this as the base of his farflung operations through his years of sporadic growth, he has two significant symbols to his faith in the Top O' Texas:

—The Hughes building and annex — office buildings actually beyond the economic magnitude of a small city the size of Pampa which were erected for the specific purpose of acommodating a growing industry which he felt Pampa could keep only if they had adequate "housing."

—Construction of close to a third of Pampa's total permanent housing.

The Hughes building affords the Top O' Texas the calibre of accommodations normally to be found only in metropolitan areas. In fact, it is credited with enabling Cabot Corporation to stay "home" in Pampa when its administrative staff grew so large that it needed a centralized and commodious headquarters.

The new Hughes annex now under construction and aimed for completion about May or June in 1962 poses as a source of further expansion for present tenants of the original structure.

The Hughes building has a total of 85,000 square feet of space and the annex will add another 22,500 feet with unique convenience of an entire ground floor of parking space for the tenants. The four-story structure with such parking space represents a new innovation for a city the size of Pampa, as the Hughes staff points out: "There's nothing like it in a town of comparable size anywhere."

Hughes enterprises have built more than 2,000 of Pampa's homes since he first entered the housing field in 1940, and with a total 7,000 permanent homes now in Pampa, Hughes can claim credit for just short of a third of the town's housing.

He has an astounding parallel in Borger — Hughes has built 4,500 of the dwellings there! Incidentally in his Gateway Heights program there are only about 85 lots left, while in the Pampa project North Crest, Hughes builders have about 200 left to go in a 500-home program.

The home-building activities of Hughes still is going full blast in the Wichita Falls area, where he has three housing developments spearheaded by the development of the expressway soon to be completed in the northwest corner of town. In the Pampa area the effects of the small recession prompted building activities to be curtailed here in rcent months.

Even so, Hughes interests have 113 staffers who put a total of $670,000 a year into the Top O' Texas' economy in the form of annual payroll. Sixty-five of these are situated in Pampa and the rest in Borger. The total staff working through the southwest add up to 342 personnel who pour approximately $2,344,800 in paychecks into the buying power of the areas where they work.

Key personnel in Pampa—which is general headquarters for all the Hughes interests — include Jay Thompson, vice -president of all corporations and general manager; Earl W. Horttor, vice-president in charge of construction; Frank Mitchum, comptroller and treasurer; Jim Perkins, manager of Hughes Insurance, Inc.; W. E. (Bill)Ballard, manager of Monarch Hardware, Inc.; George Robbins, vice-president and manager of the Pampa office of Hughes Investment, Inc.

Paul Coronis is homes sales manager; Bunny Schultz, Hughes Insurance; R. E. (Bob) Williams, collection manager, all Pampa accounts; Jake Whitworth, architect; A. C. Howard, engineer; Don Dorsett, purchasing agent; Charles Fleming, assistant construction manager; Ray Brady, assistant comptroller; Jearl W. Nichols, building supervisor and air conditioning department manager; Fred Weeks, manager Hugnes building; Eddie Williams, executive assistant.

Speaking of Hughes' total home-building impact, his construction companies have completed more than 11,000 homes since 1940, and his many feats in efficiency, inventiveness and sales ability have been featured in such national magazines as Life, Saturday Evening Post, House & Home and the Home Builders Journal.

One of Hughes' most-publicized feats has included his part in encouraging development of air cooling air conditioning systems for homes through suggesting as early as 1951 that homes in the southwest which lacked air conditioning would be as obsolete in 10 years as a house without a plug-in for an electric refrigerator.

Another which has caught the fancy of many mass builders about the nation was his plan of providing the possibility of "sweat equity" in homes in the $9,000 to $10,000 price range. The buyers are being given the opportunity of doing interior and exterior painting under supervision with the value of the labor being applied to the down payment of the home. A small ad in the Wichita Falls newspaper offering this to would-be buyers attracted 40 home sales the first month it was announced.

Perhaps the most amazing of all of Hughes' activities right now is the mushrooming growth of Hughes Investment Corporation. This organization now has offices in Pampa, Fort Worth, El Paso, Albuquerque, Borger, Wichita Falls, Dallas and Bartlesville and has been described by federal agencies to be the fastest-growing mortgage company in the United States today.

Hughes accurately reflected the attitude which got him so deeply into housing and related industries in a speech to a graduation class in Michigan State College in 1953: "Home ownership is the last great bulwark standing courageously and defiantly against the opponents of the system which has created individual freedoms of opportunity," he said, and then went on to point up the reason behind his logic.

"The housing inventory of the nation is in various stages of deterioration and decay—eight million deteriorated to such an extent that they are not fit to live in, another eight million, though habitable, have certain health and safety deficiencies. Though we have built seven million homes since World War II, 16 million families still live in sub-standard homes," he said.

Richard G. Hughes' very origin speaks for the momentum — the sheer driving force he has exercised all his life and a condition which Pampa has been fortunate enough to experience through his presence here.

Six months before he was born his family lived in Snyder and his grandparents and father were killed in the cyclone that swept the area in May, 1905. His mother was found the next day in the branches of a cottonwood tree five miles away, her back broken.

Hughes was born Nov. 24, 1905, at White Deer, sound and healthy, miraculously despite his mother's terrible experiences. He grew up and went to school in White Deer and went on to West Texas State College at Canyon, developed the versatility of being part time bookkeeper in a bank, worked in service stations, was janitor, and milked cows to finance his schooling.

He went into insurance to overcome a natural shyness, and through working from daylight till dark that first year in White Deer, young Hughes sold $982,000 worth of policies and so impressed his superiors that they nominated him into the coveted "Million Dollar Club." He was an insurance man with a growing business from then on — turning to the greater versatility of general insurance in 1938.

Insurance was his principal job until he made a stab at housing in 1940 as he sought to improve the housing gap in fast - growing Pampa. He built a project of 100 homes on the first program, designed to sell for $250 down and $17.46 monthly, and then formed a company to build 1,100 houses during World War II in Pampa alone.

Through sale of the first 500 units he acquired enough cash to buy out his partners, and then he assumed the risk of rising financial trends, held the remaining 600 homes and sold them for an average of $7,000 apiece in 1947 and 1948, offering them for a thousand dollars under the market price.

Through this maneuver he was able to put $2,130,000 into the till and launch the impressive, farflung ventures for which he has gained himself and Pampa nationwide fame.

Hughes is a living symbol of free enterprise, because he has been on his own ever since he left college at 19 — never drawing a paycheck other than his own since that time.

DO YOU REMEMBER — When the snow was piled up to the awning over the door on the First National Bank and there was a solid bank of snow between the bank and Levine's?

The nights wen you needed two or three quilts to get warm enough so that you could get to sleep?

How the roads running east and west would be blocked with snow for weeks?

In some sections of Europe, sunflower seeds are eaten as nuts and sunflower stalks used as fuel.

Wagner Well Service Pioneer In Its Field

V. E. (Skeet) Wagner was one Pampa area which virtually changed the skyline of the oil patch—truck mounted pulling equipment which eliminated need of derricks as permanent installation.

In fact, Wagner's background as a garage man probably was the determining factor in his being able to go into his own business in the first place, because he had to build over entirely the small cable tool rig which launched his career.

When Wagner bought the old "beat -up" spudder and went into action as a well servicing outfit which kept its equipment on wheels, he was laughed at and criticized for the innovation which "ain't gonna work."

But, work it did and through a well - planned progress program boosted when he drafted his son-in - law, Ken Elsheimer, into the business V. E. Wagner Well Service, Inc., now has a fleet of eight units having just expanded by one more when they purchased a cable tool which was being custom made for delivery late this fall.

The organization has a staff which ranges between 30 and 35 hands and Wagner pours between $150,000 and $175,000 into the economy of the Top O' Texas area in the form of annual payroll.

The firm works to depths of 12,000 feet in handling completions, swabbing, workovers and general maintenance. In fact they also drill wells deeper when needed, but stress maintenance work.

Key personnel include field supervisors C. O. Frier and James Brown, spudder drillers E. A. Henthorne, James Salsman and Tom Hefner, and service unit operators Gene Shorter, Alvin Helms, Dale Walker, James Hughes, with Lloyd Kirkendal serving as full time mechanic. Olev Elsheimer helps her father and husband in the business by serving as office manager while she has the assistance of Mrs. Evelyn McPeak in book work.

The Wagner company's systematic growth can be visualized through the fact that they have carried on the program of purchasing a new servicing unit each year. The presence of capable personnel is the key to it, Wagner confides, because they are striving to acquire equipment to fit the supply of competent personnel they have.

The spudders usually serve on a standing date with one large producing company, and the service units provide well servicing needs on call. The spudders keep busy full time, just moving from well to well on a schedule, applying preventative cleaning services to avoid the major expense of workovers which would be necessary if the wells were neglected.

Wagner grew up in the business as an employee for W. D. Kelley in the early years when he also tried his hand at being a garage operator in Lefors.

He was in Lefors in 1926 when the town had no graded streets, no stores and just a hotel and a postoffice in Judge Wolf's living room, operated by Mrs. Wolf. His venture in the garage business accompanied the hard times of the late 20's and after "nearly starving to death in the depression" Wagner turned back to the oil field to work in drilling operations in 1933.

He advanced from tool dresser to driller and by 1950 had attained the experience and bravery to try a servicing career on his own.

Ken Elsheimer grew up in this area, and after returning from Navy service in Hawaii in World War II he went to work as roughneck for Phillips and following the rotary rigs to various points of the oil patch — Sunray, Andrews, Maysville, Okla— until returning to Pampa to go into partnership with Wagner at the old Pampa Lubrication Co. west of the Chevrolet garage, later to enter the well servicing business with him.

Wagner is doing a commendable bit in promoting the Pampa progress story through participation in ventures which have meant growth here. He is interested in the Harvester Bowl, and has rental buildings on Price Road which are housing some local industry and oil service firms.

And there is an industry - boosting project he's assisting with — the Hi Plains Block Company, which is manufacturing featherlight building blocks. He is a party to financing which would project this from a backyard operation into a small industry in its own right.

Clayton Floral Has Served In Area 31 Years

Clayton Floral Co. shares 31 years of Pampa's growth and development and in Ann and Roy Kay the firm has a new generation to carry it to new heights in the "Transition" that makes ready the greater tomorrow.

Roy actually trained himself for engineering along architectural lines in school days, but succumbed to family tradition and Ann's enthusiasm for the beauty of flowers when he and the preacher changed Ann from a "Clayton" to a "Kay."

That was about 24 years ago, and then for the past 10 years Ann and Roy have been on the ownership side. They were employees of Ann's parents, the Tom Claytons, until they assumed management and let the "old folks" go into semi-retirement.

Clayton Floral has been in the same location through the years, although the present plant was built in 1935 and extensive additions came right after World War II. They have made considerable changes and improvements in interior arrangements and decor since then.

The firm employs five including the Kays, with Mrs. Thelma Jones being designer of many years' experience, and Billie Phelps being office manager and Bobby Grant handling delivery.

They have good selections in pottery and glassware, gift shop items and offer national telegraph floral service.

They are members of the Texas State Florists Association and charter members of the West Texas-New Mexico Floral group.



BILL and ALINE SELF invite you to try any of

THREE WAYS

to get Pampa's Favorite . . .

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And Enjoy The Finest Array of Tasty Treats –

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— Plus —

- SANDWICHES
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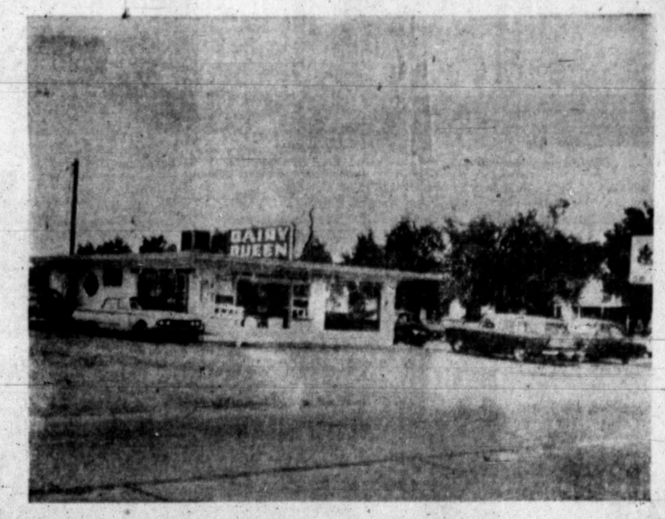


Above is a View of Drive-In Service We Offer . . .



To the left is a scene of self-service facilities inside . . . possible through an addition built in 1957 . . .

Thank You for the chance to share this experience

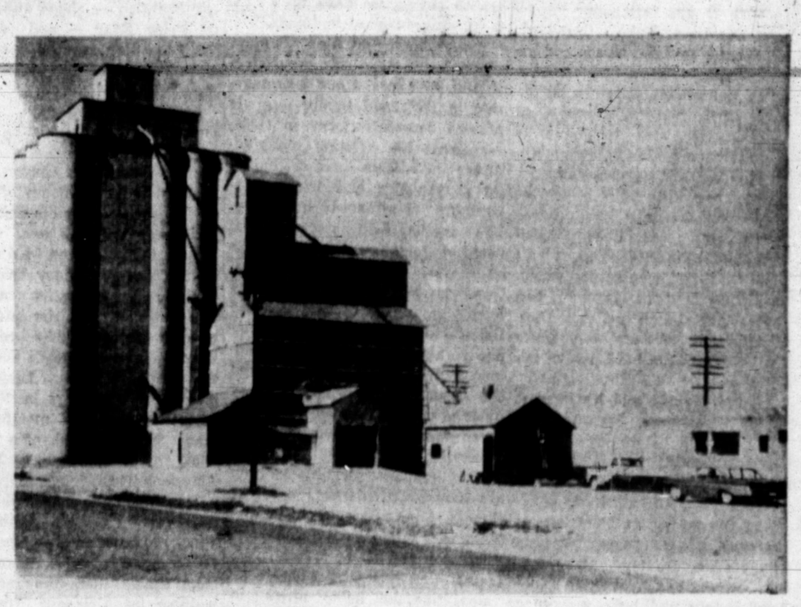
TOP O' TEXAS in TRANSITION

Also via the Blue and White Jeep Serving the Neighborhoods In Summer!

42 YEARS SERVICE TO FARMERS OF THE AREA

WE'RE PROUD TO BE A CONTRIBUTING PART OF THIS BIG EXPERIENCE

TOP O' TEXAS in TRANSITION



We've Grown To 570,000 Bushels Storage Capacity

The Farmers Elevator was founded in 1919 as a 25,000-bushel storage place – the largest in the area at the time. And we were first to have a cone-type plant, with our 240,000-bushel concrete elevator being built in 1947. Our 270,000-bushel flat-type warehouse was built in 1957. We just completed our new concrete-block office and weigh-station last June. We're gratified for the privilege of being able to serve you!



Here's the gang, ready to serve you, (l. to r.) Ronald Shackelford, Robert (Mike) Germany, Morlan Shuman, E. C. Shuman and Joe Perkins.

FARMERS ELEVATOR CO.

White Deer

Motor Inn Auto Supply Aid To Pampa Economy

From its May 1, 1929, beginning in Dalhart, Texas, Motor Inn Auto Supply has grown into its massive five - store wholesale parts and service operation during its amazing 32-year history.

Crawford Atkinson is president and Luke McClelland is vice-president and general manager of the organization which now makes Pampa the hub of an operation expanding over a 150-mile radius and operates branch stores in Borger, Perryton, Dumas, and McLean.

Motor Inn actually contributes close to a third of a million dollars a year to the area's buying power in the form of an annual payroll to a staff of 65 employees.

The beginning for this large organization was a car dealership in Dalhart, operating under the name of Atkinson Motor Company, Inc., selling Hudson-Essexs in 1929 and owned by Crawford Atkinson. The line of cars was changed to Plymouth and Chrysler in 1930. However the dust bowl days led Crawford to seek greener pastures. Asking all traveling men where the best potential was, the general consensus narrowed down to two places — Pampa and Corpus Christi.

"We couldn't afford enough gasoline to go to Corpus, so Pampa it was," chuckled Luke, who was working for Crawford at the time.

August 1, 1933, marked the opening in Pampa of the Motor Inn Service Station, a Magnolia station, situated where the Capri Theatre is now. The station changed to Texaco products in 1934.

The early days of the operation entailed putting back as much profit as possible into parts stock which developed into the major forte of the Motor Inn operation. In 1938, Luke McClelland and Homer Dockery were each sold an interest in the business and became partners in the growing operation. Homer managed the service station, and Luke worked in the parts business.

Candidly, the parts business had approached expansive proportions by the time World War II came along. Motor Inn had two parts vans on the road in 1942, but OPA imposed wartime restrictions forced them to stop this activity because of gas rationing.

At this time, Luke, Crawford, and Homer sold the trucks and invested the proceeds into more parts, put outside salesmen on the road, and became shippers of merchandise. This technique is still the basis of Motor Inn's method of wholesale merchandising.

After operating both a service station and the parts supply house for several years, Luke, Crawford, and Homer decided that their "calling" was in the wholesale parts field. In 1943 they sold the service station to Frank Dial, continuing to operate the parts business from the back part of the building.

In 1944, Homer sold his interest in the parts house back to Luke and Crawford before leaving for the military service.

The first attempt at expansion came in 1945. All indications pointed to Big Spring as being one of the most promising store locations in the state. So, Luke and Crawford bought out Harry Lester Auto Supply and Luke moved to Big pring to manage the first branch store of Motor Inn Auto Supply.

Growing inventory and business forced a step toward expansion of the Pampa physical plant. In 1947, Motor Inn Auto-Supply moved into its new building and its present location at 416 West Foster.

Reminiscent about the past, Crawford recalls, "We designed the new building so that it could be divided into two stores. If we couldn't use all of the building, we could rent out half of it. Since that time, we have remodeled the inside of the building three times to make more room, and we are still crowded and out of space."

Although the move to Big Spring was a profitable one for Motor Inn Auto Supply, the store proved to be too far from the base of operation in Pampa to be properly serviced. In 1949, the store was sold, and Luke moved back to Pampa.

Beginning in 1951, Luke and Crawford started on a rapid expansion program in the Eastern part of the Panhandle of Texas. The present Borger store was built and opened on July 5 of that year. In 1956, the second branch store was opened when T. O. Patton's store in Perryton was purchased.

Expanding south of Pampa in 1958, McLean Auto Supply sold out to Motor Inn. The last branch was also opened in that same year in Dumas.

When the Perryton store was opened under the Motor Inn name, it was located in the frame building that was the home of its previous owner. In 1959, the Perryton store was moved into a new building. The Dumas store was transfered into its new store building in September, 1961. And, the one-man machine shops were opened in the new Dumas building and the Borger store in September 1961.

Even though Motor Inn was expanding and building in its branch locations, it was not standing still in Pampa. In 1960, the Pampa machine shop was moved directly across Foster Street to its present location. The office of the Pampa store was also expanded, for the third time, during this move.

Stopping to look at the present physical plant of Motor Inn, Crawford and Luke admitted that, "With the separate machine shop in Pampa and a 6,000-square-foot warehouse located on the railroad, our Pampa merchandising, storage, and service space covers 25,000-square-feet. Counting the branch stores, we have nearly 45,000-square-feet of buildings."

Today Motor Inn Auto Supply, which began as a sole proprietorship in 1929, spread into a partnership in 1938, and finally into is present corporate form in 1958, represents 180 different manufacturers and affords their customers the convenience and pricing advantages of all direct buying. They are key distributors for such noted automotive manufacturers as Perfect Circle piston rings, Gates rubber products, McQuay-Norris engine parts, and United Delco items. Motor Inn Auto Supply is associated with the Automotive Wholesalers of Texas and the Automotive Service Industry Association, a national group of independent automotive parts distributors.

Store managers of Motor Inn are Henry McClelland, Pampa; Eugene Sims, Borger; Ralph Whitney, Dumas; Don Taylor, Perryton; and R. L. Wright, McLean.

Operating the home office in Pampa — where all the bookkeeping and purchasing is done — is Mrs. Mary Lindsey. Elton Coe is shop foreman of the Pampa shop.

The sales staff includes Aubrey Osborne, John Paul McKinley, Allen Swan, Ray Ooley, and Jerald Rutz, outside salesmen.

Milliron Firm Source Of Much Big Construction

Milliron Engineering not only poses as a source of big construction work originating in Pampa but offers the bright outlook of the possibility of the Top O' Texas becoming the home of a steel building fabricating plant in the near future.

Ralph Milliron founded the firm in 1955 with one pickup and a wheelbarrow after several years as staff engineer for such firms as Groninger and King and the J. E. Carlson Construction Co. He is a graduate civil engineer from the University of California and achieved a lifelong ambition of offering complete construction services as a firm of his own when he started.

The business was incorporated July 1, 1958, when Ed Myatt came into the firm to provide management and financing for the purpose of expansion. Milliron is president, Myatt, vice - president, and Mrs. Maxine Milliron, secretary - treasurer of the corporation.

Myatt changed from a men's clothier to the construction business through the ironic convenience of the fact that Dunlap's bought Friendly Men's Wear from him and his father, Cecil, in 1957. He had been trained in engineering through two years at Texas Tech before going to a 10 - year career with the Civil Aeronautics Administration and then becoming a partner with his dad in the Pampa store.

Milliron does gasoline plant construction, booster station work, erects steel buildings and does concrete work as well as providing engineering services, surveys, plans and estimates.

They have grown from a one-man-gang to a staff of approximately 35 personnel from full time to part time employes with a payroll of $100,000 annually and total expenditures of more than a half million dollars a year in the Pampa area.

Milliron has a fleet of nine vehicles, ranging from gin trucks, station wagons to pickups.

Besides the principals in the corporation, their key personnel include Malcolm Meeks, general superintendent; Ronal Patton, office manager; Tommy King, steel building foreman; Charley Thompson, foreman.

Milliron's present expansion plans entail enlarging their present facilities — shops and offices on Price Road — and continue their familiar type of work with a new emphasis on steel buildings.

They have fabricated smaller buildings in their existing plants — such as small meter houses scattered about the Golden Spread area — but their hopes of attaining fabrication facilities for larger steel buildings are directly related to future and industry which is the primary thing coveted by Pampa in its transition.

Meanwhile, Milliron has compiled a formidable schedule of building completions to vouch for the firm's abilities. They completed four buildings in Perryton in the past several months—Rodman Supply, Panhandle Industrial, Keller Trucking and Pan-American Oil.

They also have such buildings to their credit as the Culberson's Truck Center and body shop, Schlumberger Well Service, Malcolm Hinkle, Inc., the recreation building for Celanese (featuring pre - stressed concrete) among 20 buildings for them. Grayco Machine Shop, Pampa Bearing Service, International Harvester building, Cabot Corporation Shop building, the gasoline plant for Texaco at La Mesa, the TransWestern Compressor station north of town, Pioneer Natural Gas Warehouse at Amarillo, and they are under way on a gas plant for the Sid Richardson estate near Monahans and a 2400-foot office building for Cities Service on the Coronado Inn property.

Pampa Hardware Has Interesting Transition Story

Travis Lively has steered Pampa Hardware through an interesting and significant transition from a firm stressing heavy farm equipment to today's modern houseware, giftware, sporting goods and tools outlet.

Travis has the capable assistance of his son Travis Lively, Jr., who has shared responsibilities in the firm since his return from the service in 1946.

The store has a staff of seven besides the owners and are contributing a total of more than $30,000 to the economy of the Top O' Texas in the form of annual payroll. Maxine Ethridge is a department head who has been with the firm for 15 years — manager of the housewares section of the store.

The senior Lively has been a principal in the firm ever since 1928. Previously he spent several years with Amarillo Hardware Co., a wholesale firm. He moved here in 1928 and has actively operated Pampa Hardware ever since. H. R. Thompson was a party to the firm from the outset of Lively's ownership until they dissolved partnership in 1943 and Thompson carried on in the parts business. In the earlier days the store was formally identified as Pampa Hardware and Implement Co. and the backbone of the business was farm implements. In 1936, farm machinery was discontinued, and with a stock of auto parts, the firm became known as Pampa Hardware & Supply Co.

A continuing program of transition carried it to its present identity simply as Pampa Hardware Co.

They had been located on Foster street at the present site of the Hillson Hotel, but have been in the current location since early in 1933. They have 7000 square feet of space and use it all for display and merchandising.

When Lively first came to Pampa he was a party to buying out the late R. E. Johnson, who had operated the business for some 15 years previously.

They have a definite progress story but the change in the nature of the business and the accompanying advent of inflation does make it most difficult to provide accurate statistical comparisons.

Doubtless the best barometer of this growth in stature and magnitude is the attitude of the Livelys, themselves, and their feeling of warmth for "how well Pampa has been to us."

Travis, Sr., is active in civic groups and has served as an officer both in Rotary and Chamber of Commerce activities.

While young Travis has been active in the Jaycees, his principal interest is in his requirements with the active reserve of the Air Force. He has a rank of lieutenant colonel in the active air reserve and devotes most of his active duty in performing procurement duties. Incidentally, he hasn't flown since the days of duty during World War II.

Emergency Calls

SAN FRANCISCO (UPI) — Our Animals, publication of the San Francisco Society for the Prevention of Cruelty to Animals, said its agents were summoned during two months to help:

A hamster caught in a furnace, a snake caught under a refrigerator, an abandoned goldfish, a sick goose, a crow caught in a washing machine, a parakeet trapped in a light well, three pigeons caught in a scarecrow and a skunk with its head in a can.

Longer Life Predicted

NEW YORK (UPI) — Sammy Baugh, coach of the New York Titans and for 16 years star passer for the Washington Redskins, says a good pro football quarterback should last 20 years in this day of platoons and the Ti-formation.

During the early part of his career, Baugh had to play defense as well as offense and was a single-wing halfback.

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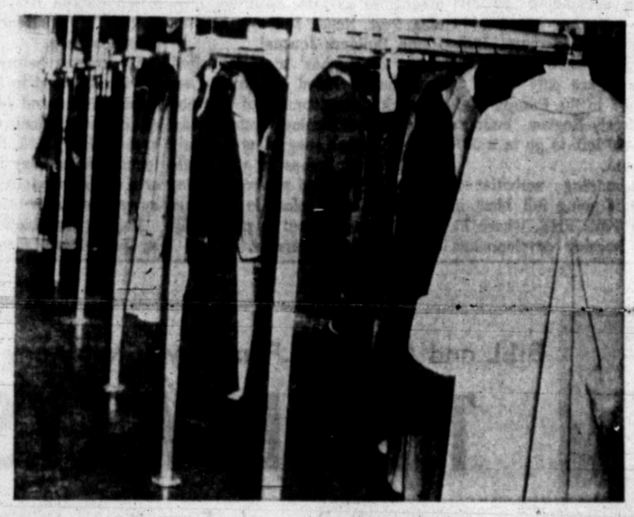







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TOP O' TEXAS in TRANSITION

James Feed Store Proud Of Its Growth In Pampa

Growth of James Feed Store in gardening lines serves as an interesting barometer of the transition through which the Pampa area is going.

Oren James started off in what amounted to almost an exclusive feed business here Sept. 6, 1944, and nowadays the firm is doing as big a job in merchandising garden center items — fertilizers, seeds, insecticides and tools for gardening —as they do in the larger-gross feed department.

James has the full-time assistance of his wife, Virginia Lee, but more recently has had to branch out into the category of a payroll factor because their sons have grown up and turned to other pursuits. It was practically a family proposition while the boys were growing up.

Pampa provides James with the opportunity for the first business he ever owned, although he came here as no stranger to the field. He had managed a similar firm in Borger for seven years before he bought out Clarence Moore, who had originated Pampa Feed Store in about 1933.

For about the first 10 years James went along almost exclusively a feed dealer, and most of the time it was Superior feeds. Even though the garden center operation has been gaining in the total gross, he still does a formidable business in feeds and animal medications.

Another area of James' expansion has been in the hybrid lines. He handles DeKalb hybrid grain sorghum and also the famous DeKalb chicks. Indidentally, he sells about 65 per cent of all hybrid seed in the area.

His garden center business might best be visualized in the fact that he sold around 400 cases of Ortho last season and probably is one of the Panhandle's dominant retailers in this line. In addition, he sells rose plants by the truckload in direct California shipment.

James explains this situation of garden center growth with the comment that people in the Top O' Texas in the last 15 years have switched to outdoor living, and their attentions are more to home-beautiful than for actual subsistence through vegetable gardens.

The business features about six to seven times James' original inventory and they now utilize twice as much space as they did at the outset.

The Jameses still marvel at how they have been able to grow here. They sold two small homes in Borger to raise the small investment they had to start their business and they stretched their credit standing to stock the store completely. They could never have started without the grubstake of cash they gained by selling their residence and a rental property.

EVERYBODY'S PROGRESS STORY...YOU CAN LIVE B-E-T-T-E-R ELECTRICALLY

LIVE STILL BETTER GENERAL ELECTRIC-ALLY!



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Dick Steddum invites you to let him show you G.E. Color Television, now available at Joe Hawkins'....You'll like particularly the new G. E. Designer Portable Television (background)....with up front controls .... switch on already tuned....new performance and convenience.

COLOR TELEVISION Model M940WMD With Trade **$574.95**

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You can have 18.8 cubic feet in the space of an old 10... let Dick Stedum show you the GE Spacemaker Refrigerator-Freezer . . . with the automatic ice maker, solid swing-out shelves, frostguard . . . No frost ever forms, straight line design, white and mix-or-match colors.

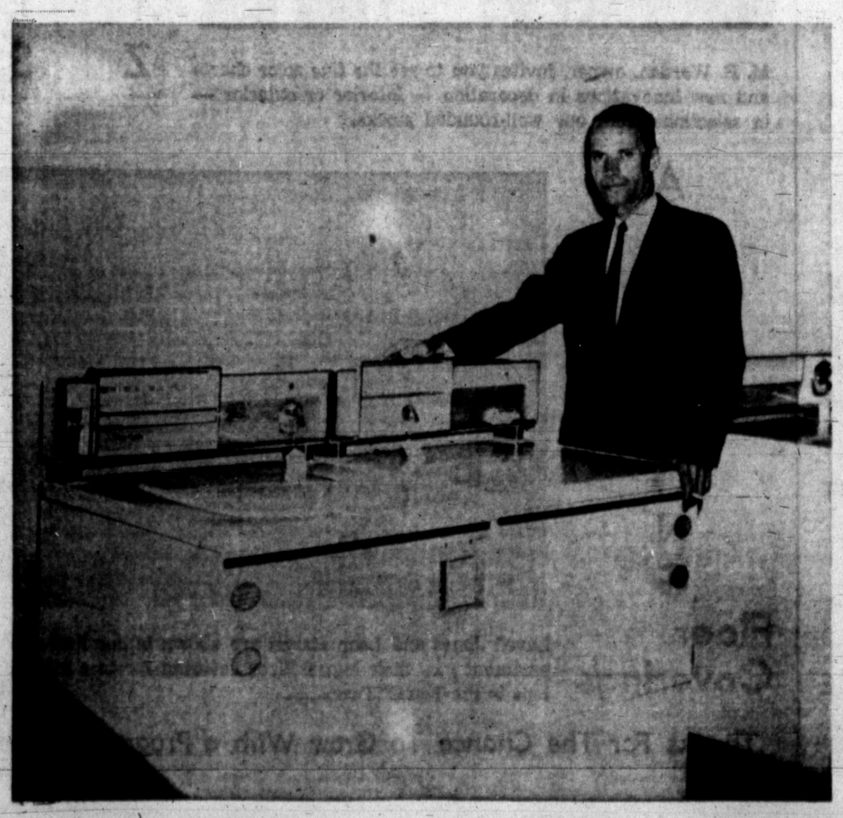
For the most gracious living, you'll want a G.E. Spacemaker . . . **$579.95 With Trade** TCC466

Othe models priced from **$189.95 With Trade** TA212

G.E. Filter Flo Washer & Matching Dryer

Joe Hawkins says you'll never be happy with your "old fashioned" laundry after trying the G.E. Filter-Flo Washer with matching dryer, which fit like built-ins. Touch a key and turn the dial to right combination of wash and rinse temperatures, spin speeds and time for any washable fabrics. Matching dryer with automatic control gives perfest drying results for anything you wash. WA105 OT and DA920T. **$599.95 With Trade**

Automatic Washers from $189.95 (WA 404) Matching Dryer Model DA110 $169.96 up (WT)



TOP O' TEXAS in TRANSITION

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Two-way radio dispatched service facilities available on all appliances, radio and television units, featuring the know-how of technicians with many years' experience and factory-trained application. We have a fleet of four service trucks and a station wagon to bring service right to your home, and well equipped shop facilities for delicate testing and more precision adjustments. Here are the service staffers who are already to help you: l. to r.–George Converse, Dean Maples, Bill Anderson and Dickie Watkins.

THANK YOU

We've been serving the Top O' Texas in measure of more gracious living for about a quarter of a century and have been growing in actual home appliance and television sales and service since 1950

We have the versatility of selection which enables you to pick the units fitted most exactly to your needs, and acceptance of our nationally famous brand names assures you of equally discriminating selections among better units which have been traded in . . . as customers strive to enjoy the advantages of new innovations in push-button living as they are introduced.

We are grateful to be able to relate a progress story which shows a staff grown from one aide to a staff of eight and an annual payroll of around $60,000. We are offering choices from six to eight times as much merchandise that we did at the outset, and our gross volume has grown by 10 times what it was originally.

G.E. SPACEMAKER RANGE WITH THE FOCUSED-HEAT BROILER



Now . . . DIAL your cooking with G.E. keyboard controls, says David Caldwell, as he displays the automatic rotisserie in G.E. Range model J408 (shown) in the deluxe 2-oven unit. It has the electric meat thermometer, automatic oven timer and dinner-dial oven cooking. Oven doors lift off for easiest cleaning . . . **$439.95 With Trade**

Other Ranges from $199.95 With Trade (J301)

Pampa's First City Limits Were Set By Engineer A. H. Doucette

Gray County was less than four years old when a young engineer, destined to take a prominent part in its growth, left Beaumont and headed north to the Panhandle.

He was A. H. Doucette, who broke the county down into sections, laid out the city limits of Pampa for its incorporation, laid out the townsites of Hoover, Kingsmill, Cuyler and White Deer; built the first paved streets, installed the first municipal water and sewer system for Pampa, served the payless office of county surveyor for 30 years, and built the first paved roads leading out of the county seat.

The original town of Pampa, plotted the same year Gray County was organized, covered 38 blocks between Wynne on the east; West on the west; Browning on the north; and Atchison to the south. An engineer named James L. Gray laid out the plat of the then unincorporated town.

The White Deer Land Co. needed a surveyor to break the county down into sections. T. D. Hobart, of the land company, had heard of young Doucette and sent for him to come to the Panhandle for the company.

Doucette arrived in Gray County on April 9, 1906, and began surveying acreage into sections. His first job was to establish section lines for more than 200,000 acres.

But, that was just the beginning.

During the next two years Doucette sectionalized the county and laid out the townsites.

Next came the first detailed map of the county, showing the edge of the plains through each quarter of a section which it passed. In addition, each section in the county was shown with its survey number, abstract reference, and title certificate number.

Ten years after the county was organized, the town of Pampa was organized. Doucette was hired to make the field notes establishing the city limits at that time.

Since the original town of Pampa was platted approximately 100 additions have been made; Doucette making more than 70 of them.

The county was 20 years old when Doucette was again called upon for public service. This time to plan the street, water and sewer system of a town boasting roughly 910 souls.

It was in 1922 — two years after Doucette completed a six-year tenure as county tax assessor-collector — that a civic improvement bond issue for $80,000 was passed. The issue was floated to pave Pampa streets, and install a water and sewer system. The vote was 149 for to 18 against.

At that time, Pampa had a valuation of $962,271.96, a tax rate of 50 cents and no indebtedness.

Doucette's plans called for brick streets on Cuyler, Foster, Ballard, Russell, Frost, Kingsmill and part of Francis. The fabulous "Indian Joe," a master bricklayer, did the job under Doucette's supervision.

A haphazard water system, with only one well, then served Pampa. None of the lines was more than one and one-half inch in diameter.

Under the bond issue the city purchased the entire water system except the well. It drilled one well at the present intersection of Ward and Montagu. The well, drilled by H. H. Heiskell, tossed 80 gallons of water a minute into the new system which was enlarged with an 8 inch cast iron main feeding into 6-inch mains and then down to the 2-inch alley lines and other smaller lines. The system looped from West to Foster and Francis. The 75,000 - gallon water tank behind the fire station was also built at that time.

It took between four and five miles of tile sewer pipe to service the town and carry sewage to the new disposal plant designed to serve a city of 3,000 people. The largest mains were two 10-- inch lines east and west of Cuyler. These lines were served by 8-inch lines and the smaller 6-inch lines. The pipes are still in service today

Six years later, after oil flowed into Gray County, Pampa boomed and Doucette was called again to extend and enlarge the water and sewer system. The disposal plant had to be moved. It was, and moved to its present location northeast of town. The new plant was designed for a population of 10,000 and the old 15-inch outfall line was laid along the draw running southwest-northeast.

The extension program more than doubled the size of the former water and sewer systems. The program also included two more wells, both with the same output capacity — 80 gallons per minute —as the first well.

One year after the brick paving program was finished—1928—Doucette began work on building concrete streets.

For two years Pampa's paved highway system grew with concrete streets instead of brick.

But Gray Countians and others still had to travel through the mud to reach the city limits of the now county seat. From 1929 through 1931 the county poured concrete roads leading to Borger, Lefors, Miami (known as the Old Miami Highway), and Phillips under Doucette's supervision.

There were no black-top roads built around Gray County or in Pampa under Doucette's supervision. He didn't like them.

"Concrete is more expensive so far as the initial cost is concerned, but maintenance on blacktop in the final analysis makes them cost more," Doucette contended.

Pampa's water system today is a far cry from the original haphazard system of one and one-half inch mains to the new 16-inch tube carrying water down Kingsmill. It is also a far cry from the individual sewer systems to the large twin 18-inch outfall lines running to a new disposal plant, designed by Dick Pepin and Wayland Marriman in 1948 and built for a city of up to 25,000 people.

Present engineers disagree with Doucette on paving. They argue that black top is better, especially with soil-cement bases.

Cree Insurance Celebrating Its 10th Anniversary

Cree Insurance Agency is celebrating its 10th anniversary this fall with a commendable record of growth and capacity for service.

Joe Cree has two partners in the firm which he founded in 1951 and the organization has expanded from a one - man operation to an associationship of nine versatile people who render services in three separate departments.

Cree Insurance offers complete insurance services, real estate services and a real estate loan brokerage.

James Gallemore and Warren Fatheree are partners with Joe, and they have the capable associationship of Dale Thut, office manager who heads the loan department, Joan Osborne and Betty Jackson who are in charge of real estate services and secretaries. Carolyn Barrett, Glenda Burns.

Cree first launched his business by purchasing an interest in Chamberlain Insurance Agency and the firm became known as Chamberlain & Cree, but in 1952 the partnership was dissolved and the agency became known as Cree Insurance Agency — the identity it retains to this day.

Joe actually was gaining experience in insurance services during his pre - graduate days at Texas Tech in Lubbock through his activities as a special agent for New York Life Insurance Co. He returned to Pampa, where he was raised and went to school, after he got his degree at Tech and selected general insurance for his career.

Gallemore, a Texas A & M Education graduate, and Fatheree, a Geology graduate of Oklahoma University, team up with Joe as a group of specialists in insurance who took their advanced education training in preparation for careers in the highly specialized field of being completely qualified insurance counsels providing services in the entire field of insurance — life, casualty, fire, hospitalizion, industrial and a myriad of policy coverages needed in the modern complex way of life.

The primary general line companies they represent include Travelers, Westchester and Trinity Universal, while in life they represent Travelers, American National and Southland.

Cree is the primary developer of the life insurance department of the firm, and is a life member of the President's Club of American National, and a member of the Texas Leaders Roundtable — based on certain minimum qualifications in written business and persistency of business written — and a winner of the National Quality Award.

He recently was appointed a regional director of the Texas Association of Insurance Agents which are dedicated to liaison work in legislative business.

The firm is member of the Texas Association of Insurance Agencies and also the National Association of Insurance Agents.

The company is doing about 300 per cent more insurance business then they transacted at the outset and their activities in loans and real estate further boosts their position in the Pampa economy.

Cree analyzes their growth and success to date in the acceptance they have enjoyed from the people of Pampa as a result of extra service they stress, and they strive to continue the high level of their work through the policy of "feeling indebted to continue to render these services through which we gained the confidence of

'Drags' Used In Early Days To Fight Fire

When Gray county was established, there were no modern fire trucks to call when prairie grass caught fire.

What was used was a "drag," developed by the White Deer Land Co. about 1901-02. It was a square sheet 12 to 14 feet on a side, constructed out of row upon row of chain.

Ropes would be attached onto two of the corners. One of them was tied to a wagon, the other was held by a mounted cowboy.

The cowpoke and the wagon would travel a parallel course down one part of the roaring fire. A dozen or so persons would follow behind stamping out with brooms any part of the fire that remained. This was repeated over and over till the fire was out.

And why didn't they use two horsemen instead of just one and the wagon?

T. V. Lane has the answer. "They had to bring the chain out in the wagon," he said, "so use it."

Before the "drag" was invented, there was an even more novel way of handling a fire.

'Twas very obvious and simple the way the old - timers tell it. All they did was catch a steer, kill it, tie ropes onto its legs and employ the same principle used in the "drag."

"Did just about as good a job, too," Lane said.

Ostriches sometimes travel in mixed herds with zebras and various antelopes, according to the Encyclopedia Britannica.

Read the News Classified Ads

Furniture Mart Has Formidable Growth Record

Pampa represents the first step in an expansion of furniture business firms and real estate interests for Charles Whittington, who has compiled a formidable growth through three years of operation of Whittington's Furniture Mart here.

Lige Lindsey is manager of the Pampa store, which is a sister operation to one which Whittington actively manages in Borger. However, Whittington's interest and attention prompts him to devote much of his time to Pampa, where he already has built several rental properties for business locations.

Whittington has been in the furniture business for a total of seven years — the Borger venture being launched in 1954. He had been in television sales and repair and operated a washateria there before that.

Whittington's in Pampa has a staff of five and handles home furnishings as well as appliances. He handles a few used furniture items, too, based on trade-ins he accepts on new merchandise.

They stress items in the medium-priced bracket, brand names of Rush, International, Town & Country, A. Brandt and Westwood in livingroom furniture, and Broyhill, Bassett, LA period, Baumritter and Sheridan in bedroom furniture. They handle Sealy and Englander bedding and Alexander Smith and Bigelow carpeting. The brand name in appliance white goods is Zenith, in which they feature electric refrigerators, ranges and washing machines.

Flanking Lindsey at the store are Orin Judd, salesman, George Summar and J. D. Parker, stock control, and Helen Lindsey, bookkeeper and office manager.

The store's growth can best be reflected in the fact that they now are doing about three times their original volume and through addition of a 50x50 mezzanine about two years ago, they have enhanced their selections through offering about 50 per cent more inventory to choose from.

Besides the property housing his furniture store here, Whittington has office buildings both here and in Borger, and in the past year he built the building housing the Martinizing plant and the do-it-yourself laundry plant in the shopping area built up around the Ideal store on Francis.

Alanreed Friendly And Quiet Village

Alanreed is a friendly little city lying in the southern part of Gray County. There is little activity now. It depends to some extent on tourist trade passing through on Highway 66. Perhaps a large part of its income comes from stock farming and finally from agriculture.

Residents of the village don't show much evidence of worry over the community's fate — but many do remember when Alanreed had a more complete skyline and there was more bustle.

Not that Alanreed was ever a large place. At its peak there were perhaps no more than 300 people living in the town itself. But both sides of main street were filled with buildings.

They remember when the depot or the post office used to be the community's center of entertainment. It was here city folks would gather to meet every train that passed through. There were two a day and some old-timers rarely failed to miss one. The town's first doctor, Dr. J. A. Coppedge, would lead the delegation, especially on Sunday, according to Bill Prock who came to Alanreed in 1911.

In those days, shortly after the turn of the century, the town could boast, besides the depot and post office, a bank, a saloon—a quiet little business that lasted only for a short while — several general and grocery stores, a hotel, a livery stable and blacksmith shop and a confectioners. There was also a newspaper, The Alanreed Herald, later moved to Lefors.

The hotel was a part of the big red brick bank building which has since been torn down and the materials used in the construction of a gymnasium which is in use today.

The first, and apparently only saloon, built in the city, shortly after its founding in 1901, was operated by a man who didn't like liquor.

Mrs. C. G. Castleberry who came to the county in 1901, remembers Tom Roby, the man who owned the saloon.

"He didn't like the idea," she remembers, "but he figured some one would come in and start one to sell liquor to the railroad crews and he thought he could run a more decent saloon than anyone else."

However, when the town voted on the liquor question, Tom Roby readily voted himself out of business.

"He was a fine man," she said.

Around the town, farmers found the area would grow abundant crops, whether it was plowed or not. Principal industry in the early days was stock raising, but slowly farming came more to the fore.

Oldtimers vouch for the fertility of the soil. Although the area immediately surrounding the community is largely dedicated to cotton, wheat was one of the first crops.

However, there was one bad year and the wheat was abandoned. Its fertility once made land in the area more valuable than that around other parts of the county. Alanreed watermelons were known in the East in the early days and were shipped from the town at the price of $10 to $15 a ton.

Later varieties of melons averaged between 45 and 70 pounds apiece.

The country is said to have been covered, at one time, with high grass. Oldsters recall that in many places a horse and rider would be hidden in the lush growth.

Cattle were taken to one of two points, Pampa or Clarendon. In those days a man could buy a white face calf for about $5.

Land, in line with almost everything else, was however, relatively cheap. Guy Hill, whose father, J. H. Hill, planted the first orchard; remembered when his father brought the family to Alanreed, land was about $5 an acre. He said his father bought a section and half of land — with crops — for $5.25 an acre.

Many of the crops, including kafir corn, maize, and cotton were growing wild in the area when they came. He said there was no particular need to plow, the crops would grow to outstanding size in weeks which could be higher than a man's head.

He remembered having two crops of potatoes in one year. Hill, who shared the old family home with his sister Ada, about three miles north of Alanreed, said that when he and his father harvested their spring potatoes, they just planted the small potatoes. That fall they had a larger crop than that harvested in the spring.

"Oh, anything would grow," Ada claimed. "You could plant anything you wanted almost in a garden and it would grow."

They remembered one neighbor who had so many cucumbers he just dumped them into a 50 gallon barrel, salted them down, and gave them away to any of his neighbors who wanted to come get them.

As for game, birds used to be abundant. Lakes in the area sometimes would be black with ducks. Quail and pheasant were plentiful, and 'coons were easy to find.

There were a few deer on the north fork of McClellan Creek. There used to be a lake north of Alanreed, near the present road between there and Lefors. The lake, which dried up after the creek switched its bed, provided lake fishing.

In addition, Reeves Lake, named after the man who owned the property on which the lake stood, was a spot for Sunday outings and picnics. There were plenty of trees around it, and enough water to float small boats.

As for its location, Alanreed is paradoxical. It appears to be on a height, whereas actually, its elevation is 2,239 feet, 241 feet lower than the Pampa elevation. The answer is that the town is located on a ridge.

It is explained that when the railroad surveyor was laying out the line, he picked a route thatfollowed the ridge so as to avoid the necessiyt of building culverts. It's almost a natural divide.

In fact, there was one house in Alanreed built squarely on the divide.

Keeping Mail Safe

BURLINGTON, Vt. (UPI) — The locks on all 90 boxes in the city's new multi-million dollar post office had to be replaced when it was discovered that some of the keys opened more than one box and other boxes woud not lock, when slammed shut.

Ring Gets Around

NEWPORT, Vt. (UPI) — Police here found a high school ring belonging to Margaret T. Donohue five years after it had been lost. She said, "I can't understand how the ring was ever found in Vermont as I have never been there."

Accidents in the U.S. take more than 42,000 lives among men between the ages of 15 and 64 each year.

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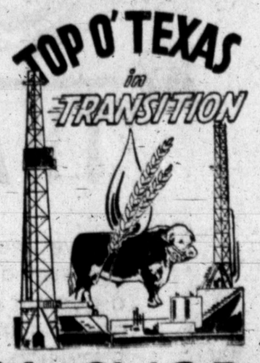

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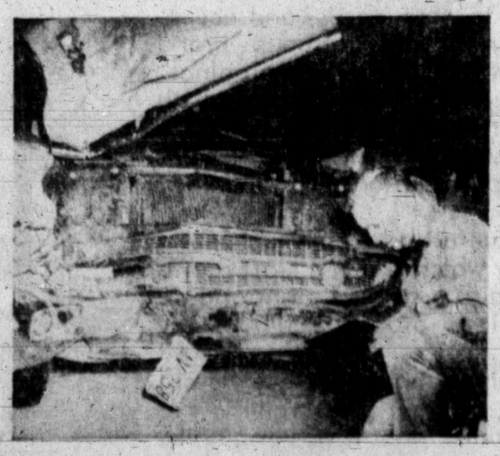

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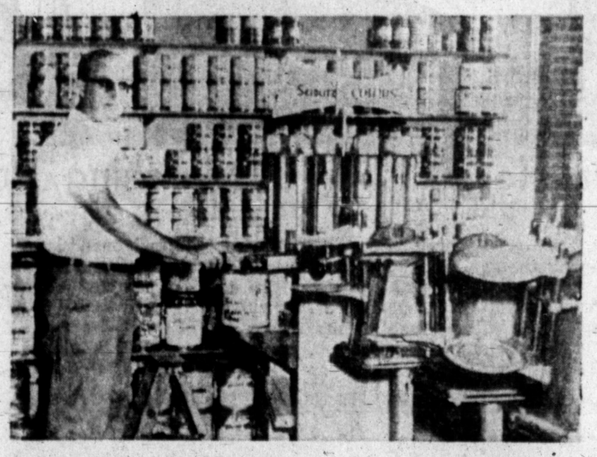

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M. B. Warden, owner, invites you to see the fine color charts and new innovations in decoration — interior or exterior — in selections from our well-rounded stocks.

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Lavell Jones and Leon Harris are shown in our linoleum department . . . their expert floor covering services make ours tops in the Top O' Texas . . .

Thanks For The Chance To Grow With a Progressive Area!

Late T. D. Hobart Saw Area Oil Development

One-time mayor and long - time citizen, the late T. D. Hobart saw most of this Panhandle area develop from a buffalo and cattle range to one of the richest oil fields in the state. He first came to this section in 1886 as a land agent.

Hobart was born October 6, 1855 at Berlin, Washington County, Vermont. Here his father was born, his grandfather had settled and his great grandfather spent his last years. His education was in the schools at Berlin, the Barre Academy and the Vermont Conference Seminary.

For a while he taught school and at one time he was superintenent of the schools. Farm work also took up part of his earlier life. In 1882 he left Vermont for the West, landing in Palestine, Texas, on November 8, and here he went to work for the New York and Texas Land Company, Ltd. This particular firm with an investment of some five million dollars owned the greater part of the I and GN railroad and the H and GN railroad.

He served as lot agent for the company's holdings along the I and GN lines. During parts of 1883 and 1884 he was on surveying expeditions along the Pecos River. In March, 1885, he accompanied a surveying party to West Texas visiting in about eight counties.

Then he made his trip into the Panhandle. In September, 1886, he was transferred to Mobeetie as a land agent at the time when there were no railroads in this sector. His chief job was to settle and adjust disputes which were troubling the company in this area.

The Hon. William Walter Phelps in 1887 purchased the greater part of the NY and Texas Land Company holdings in the Panhandle and Hobart continued as agent for both concerns until February, 1903 when after most of the land had been sold, he resigned and became the manager of the White Deer Land copany owned by Messrs. Foster and Cuyler after whom two of Pampa's principal streets were named.

Most of this land, comprising some 631,000 acres lay in Gray, Carson, Hutchinson and Roberts counties. Hobart was a favorite with the early settlers and allowed them long terms to pay. Colonization was heavy in this territory at the time. In the meantime, he had received a letter from the late Cornelia Adair, Englishwoman, to act as general agent for her vast estate in the Panhandle. This he accepted in June, 1915. This land was the famous JA ranch located in Briscoe. Conley and Hall counties with about 514,000 acres. When Mrs. Adair died Hobart became one of the executors of the estate on Sept. 22, 1921.

Part of Hobart's time was spent ranching on the Washita River in 1891. Hobart helped organize the First State Bank of Pampa and when it merged with the First National Bank he later became president of the organization, a position from which he later resigned. In 1924 business forced him to return as the manager of the White Deer Land company.

In November, 1927, Hobart was unopposed for the office of mayor of Pampa and had this office for one term.

Death claimed Mr. Hobart in 1935.



WHITE DEER LAND OFFICE PAMPA—Land transactions between early settlers and officials of the White Deer Land Company were completed in the building pictured above. At the time the picture was taken, T. D. Hobart was manager and M.K. Brown was assistant. The names White Deer Land Company, Tyng, Hobart, Brown and Buckler have become almost synonymous with Gray County, Pampa, settlement and development. Most of the White Deer land, comprising 631,000 acres, lay in Gray, Carson, Hutchinson and Roberts Counties. Officials promoted colonization in the area by breaking it up into sections and selling it to settlers at a low rate and with long terms to pay. Hobart succeeded George Tyng as manager of the company in 1903 and served in that capacity until 1924. He was succeeded by Brown and Buckler, present managers.

Texas Furniture Co. Longtime Area Firm

Texas Furniture Company has been providing Pampa and area with home furnishings services for two whole generations and in the past two decades has compiled one of the area's most significant growth and expansion stories.

The firm is an outgrowth of the old Malone Furniture and Funeral Home, which was moved to the north half of the present location in the late 20's. Grover Malone had sold out to a Kansas organization which re - named the business "Texas Furniture Co." in 1931, and J. E. Murfee and Charles Cook retained the name when they bought the business 10 years later.

Cook has been general manager of the firm since March 1, 1941, and the establishment's growth has been almost unbelievable.

They doubled their display space when they acquired the south half of the present location on Cuyler in 1944 and this space is augmented with a huge balcony in which they display some of the southwest's most extensive selections in bedroom furnishings.

Topping this off is another building they have used for the past three years — the used furniture department which also doubles as storage space for the parent firm —which is directly behind the main store, facing Ballard Street.

They utilize a total of 24,000 square feet of space — close to five times the original layout when Cook and Murfee first assumed ownership of the business.

They have grown in staff proportionately — employing a total of 15 personnel today as compared with a total group of five when they first assumed the operation of the store in 1941.

Besides Cook, the firm employs Ellis Tribble, office manager; Marie Sutton, cashier, Charles Roberts, furniture salesman; Don Minnick, used furniture store manager, and Mrs. J. L. Jones and R. L. Allford as their qualified interior decorators. Allford also is the assistant manager.

They feature such famous brand names as Drexel, Thomasville Chair, Sprague & Charleton, Tell City Chair Co. in furnishings, Lees and Bigelow in carpeting, Simmons bedding and they have a complete drapery department.

While they already have one of the largest furniture stores in the Texas Panhandle, their objective still is to "grow with the area," and their aim is to be large enough to be able to "serve our territory more than adequately," Cook asserts.

The growth pattern is reflected in their volume and normal selections offered, too. They are doing eight times the volume the store was showing when the present ownership took over and they offer five times the selections they did at the outset.

Texas Furniture Co. stresses medium to better grade merchandise and emphasizes service and quality as opposed to promotional efforts.

Gunmen Staged Pampa Cleanup In Early Times

What can be done when the regular law enforcement officials are not doing their duty?

The answer is simple — hire a couple of gunmen to clean things up.

And that is exactly what five of Pampa's city fathers did back in 1915.

Nobody was safe on the streets at night — or during the day, either.

So M. K. Brown, B. E. Finley, Claude Ledrick, Henry Lippold and Dr. W. Purviance took a trip over to Amarillo to see the chief of police. The chief recommended Jake Farrah and Pat Morrow.

In a day or two, then, Jake arrived in town sporting a pair of spanking white shoes, two six-shooters and a grim desire to get things done.

Several weeks later Pat showed up to give Jake a hand.

The city floated a bond in order to pay them salaries of $125 a month, unreasonably high for the area.

"All men," Dr. Purviance described them, adding that it wasn't too long till things were under control. Besides slapping a blanket of law and order over the area, the hired gunmen even cracked down on friendly-like gambling.

Jake stayed around for a year and a half, but Pat left after three months. Finally, in the middle of the night one time, Jake took off over the hills and was never seen in these parts again.

Nobody has ever explained convincingly why Jake went over the border to Arizona.



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We are pre-fabricating some smaller steel buildings in our existing plant and our long-range plans involve enlarging our facilities in Pampa to accomodate large unit steel fabrication production. Indicative of the smaller structures are the familiar meter houses about the Golden Spread.

These are typical of building projects we have completed. At the top of the page are the Cabot Shops, left; Schlumberger Well Servicing (right) and Culberson Truck Center (below).



Here are the principals in the firm . . Ralph Milliron (right), Maxine Milliron and Ed Myatt.



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We're proud of the fact that we've been able to grow from a one - man - gang with a pickup and a wheelbarrow and now have 35 personnel busy from part-time to full-time and have an annual payroll of $100,000. We have a fleet of nine units, ranging from gin trucks and pickups to station wagons. And we have a building program for the future which would enlarge our present facilities.



MALCOLM MEEKS
General Superintendent



RONAL PATTON
Office Manager



TOMMY KING
Steel Bldg. Foreman



CHAS. THOMPSON
Foreman

Railroad Entered Gray County In 1888—Good Roads Later

By traversing this vast grassy Plains area, the buffalo hunter and the cavalryman opened the way for settlers. And later, when the railroads entered the Panhandle, cities boomed along their routes.

The first settlers came shortly after the mid-1800s on horseback or in covered wagons drawn by oxen or mules. Traveling branches of the old Santa Fe Trail, settlers were part of a national trek Westward.

They were preceded only by Indians, hunters, inhabitants of the Spanish plazas and the first detachments of soldiers.

Indian trails were converted into cattle trails by early-day cowboys and ranchers driving herd to Dodge City, Kan., or Cheyenne, Wyo., the nearest railroads.

Then in 1888 railroads came into this area.

Earlier efforts to build a line through the Panhandle had failed. In 1851 Jefferson Davis, then Secretary of War, had proposed a road across the Plains to the Pacific.

Capt. R. B. Marcy was sent with an expedition of soldiers into what is now Gray County seeking river sources and likely sites for railways. But he reported that the lack of trees or a running stream throughout the area would, in his judgment, be a barrier to a wagon road. And the railroad was not built.

The first line to built into the Panhandle was the Southern Kansas Railroad of Texas, which became the Santa Fe. It was started in 1886 with plans to extend to Fort Elliott. The crew got as far as the north side of the Canadian River and here they stayed for a year, building a bridge.

A few years earlier, the Fort Worth and Denver line had started a railroad in the direction of Denver, Colo. The line was finished in 1888 and a branch was built out of Washburn, in Armstrong County and into Panhandle, Carson County. The Southern Kansas then decided to complete its line from the Canadian River on into the Panhandle, thus making a junction.

This line ran across the northwestern part of Gray County and it was at this time that Pampa was created. Tom Lane was the first section foreman and serving with him was S. C. Case. A section house built by the railroad company formed the nucleus of the city.

In 1903 the Choctaw line extended its railway from Oklahoma to Amarillo through the southern part of the county. And in 1932 the Fort Worth and Denver Line extended its run from Childress to Pampa. For a time the Clinton and Oklahoma Western Railroad Company operated in Pampa, but it was eventually absorbed by the Santa Fe, leaving the two main lines with service here.

Highways and graded roads were established much later. The development of this phase of transportation paralleled the widespread use of the automobile, and the development throughout the state of its highways.

Domestic travel for years was limited to horseback and wagon. Buggies, hacks and surries became the pioneers' means of conveyance to church, school and community gathering; but the wagon was retained to haul supplies from the nearest towns.

At first, Mobeetie, the former Fort Elliott, was the only source of supplies for Gray Countians, but by the 1890's, some residents were going to Miami and others to Clarendon. Trips for supplies — groceries, farm equipment and clothing — were necessarily overnight trips and goods to last for months were bought.

Dr. V. E. Von Brunow, Pampa's first doctor, owned the first car in the area. It was made by the Knox company and was a one-cylinder job guided with a steering bar rather than a wheel.

Others who pioneered cars into the area were the Thomas brothers — Charlie and Sam. They brought in two-cylinder vehicles, but still guided by a bar. Popular makes of cars in those days were the Velie and Reo and then came many of our present-day automobiles.

Cars were all started with a hand crank (and a few well-chosen words, in many cases). Dr. W. Purviance, a colleage of Dr. Brunow for a time, once said he was called to help get the older doctor's car started for a call on a patient. The car, Dr. Purviance said, required a lot of doctoring, too.

Even with cars, travel was limited in those days. Ungraded roads with chuck holes and high centers were prohibitive to any sort of comfortable traveling. And ladies had to veil themselves for protection against dust and wind when riding in the topless vehicles.

The road situation was so provoking, Dr. Brunow acquired a grader from some source — oldtimers Charlie Thut and Ray Wilson never could remember from where — and graded his own road, the first in the county.

It followed much the same course as the present road from Pampa to Lefors, they said.

Gray County then followed the pattern of transportation everywhere in streamlining highways and automobiles. Five paved state highways, two of which are also national, traverse Gray County. State Highway 33 enters the county from the north and crosses the northwestern part of the county. This highway, which is also U.S. 60, was completed in 1929. State Highway 273, extending from the northwest portion of the county to McLean. This highway which is in the southeast corner, was completed in 1934.

State Highway 70, at first designated as 88 then 18, runs due south from Pampa to the Donley County line, there meeting U.S. 66. This highway was completed in 1935 and now extends north to Perryton, making it the link between Perryton and Clarendon.

In 1936 State Highway 75, also designated as U.S. 66, was completed and it traverses the southern part of the county.

The eastern half of State Highway 152, which extends due east to Wheeler county, was completed shortly after 1938.

Old Pampa Press Recounted Some Early Day Events

There were six voters in Gray County when "Granddaddy" Bill Green arrived in the Panhandle from Johnson County.

On election days, the people would have to wait until the cowboys came to town so they could vote properly. The boys would have to hold up the cattle business while they came into town to ballot.

Green came to the Goodnight ranch near Clarendon where he worked for 27 years. He was born in Rome, Georgia, in 1861, the year the Civil War broke out and recalls in the old Pampa Press his job of driving cattle from Louisiana to Texas on horseback, subject to great stampedes, swimming rivers and other interesting happenings in the early history of the Panhandle.

He recounts that in the year 1889, a young man by the name of Homer Miles, who had been reared in McLean and worked for a man by the name of Coplin who had been ill for about two years. It was decided he should have a doctor and should come to Pampa until a doctor could be found. Arriving here, he went to Jim Rider's barn and lay down on the hay, while Coplin went in search of a doctor. The young man died before the doctor arrived and the cause of his death was leprosy. They put the young man in a coffin made of boards from John Henry's barn; as lumber had to be brought from Mobeetie. Then the body was cremated in the coffin and it was thought advisable to burn the barn, and everyone burned the clothing they had on. Judge Wilson and Granddaddy Green dug the grave and held services. The remains of the man still lie at Fairview Cemetery.

Green tells how he was called to the deathbed of his father and having no way to get there borrowed a horse belonging to a young lady; and probably saved her life by doing so. It seems that the horse had eaten loco weed and was subject to running fits. The horse carried Dad Green to a fifty-foot canyon, where he jumped off escaping death but receiving five broken ribs, and a broken collar bone. Kept in the hospital 90 days, Green arrived at his father's home just before his death.

In 1890, three men, Clarence Law, Jim Alton and Bill Green were traveling along toward the North Fork of the Red River north of town. The men had been riding for two days and nights without water, and their throats and tongues were so scorched and swollen that they could not speak. They met John Bounard in the trail and asked him as best they could if he had any water. Bounard said no but that there was plenty where he had camped a few hours before on the North Fork Creek near Lefors and added that he would lead them to it. It was fifteen miles to the creek and they arrived just before sundown. They got painfully off their horses and Bounard said that he would take his tin cup and give each of them a cup full at a time because too much water at one time in their condition might prove fatal. He gave Law the first cup, telling him to drink slowly, then gave Alton and Green water. He then started to give Law his second cup when Law suddenly shouted, "You can't tell me not to drink water. I'm thirsty and I'm going to drink." He ran to the edge of the creek, drank all of the fresh spring water he wanted, and died thirty minutes later with cramps.

"You can't tell me what to do," were the last words spoken by Law.

B & B Pharmacy Had Its Start Early In 1953

When F. L. Stone and the late Herman Foster founded B&B Pharmacy early in 1953 they named it for the street location and low alphabetical conveniences but obviously never dreaming its growth would spread to three stores and beyond Ballard and Browning streets.

The streets were the essence of the firm name, of course, and the two original owners were associated through the coincidence that they served together as officers in the local pharmaceutical association.

It happened that Foster had the Harvester Drug store in the Combs-Worley Building and Stone was a staffer with Wilson Drug when they elected to make the partnership venture.

Irony had it that Foster was to be struck down by a rare case of meningitis only a few months after they founded the store. His widow, Lucille Foster, immediately became active with the business and has done a contributing job in helping the expansion which now has the B&B firm name as the banner for two drug stores and a complete toy store.

The original store is a 25x120-foot building which accommodates a full line drug store. The No. 2 B&B was just opened a little more than a year ago — a completely new building at 403 South Cuyler which is 25x80 and features a full line drugstore, also.

The B&B Toyland is adjacent to the No. 1 drug store and utilizes a 35x80-foot space, making its debut in 1957.

The growth in personnel serves as a good barometer in the growth of their business effort. They started out with a staff of about seven and a payroll that wouldn't likely stretch much past $20,000 a year, whereas the stores have a total of 30 as a nucleus staff which would grow to perhaps 40 at peak periods, and they hand out around $90,000 worth of paychecks a year to enhance the buying power in the Top O' Texas.

Each drug store is completely departmentalized, featuring a fountain, cosmetic corner, drug department, complete prescription department and tobaccos and sundries.

Both Stone and Mrs. Foster are on the staff at the No. 1 store, with Stone putting in his regular stint in the pharmacy, spelled by R. B. Ragsdale, the assistant manager. Mrs. Foster is head bookkeeper and serves as a buyer, and on the sales staff are Mrs. Evora Crawford, Mrs. Emma Olsen, Mrs. Sue Snider, Mrs. Lucille Turner and Mrs. Patsy Newton. The fountain manager is Mrs. Bulah Hyler.

At the No. 2 store, Chester Thompson is store manager, and Vaughn Young is assistant manager who shares pharmacy duties with Thompson. Mrs. LaNeta Hoyler is in charge of cosmetics, and Mary Jo Smith is a drug clerk and Wanda Simpson is in sales. Colleen Murray is fountain manager, assisted by Wanda Gwen.

Mrs. Joe Edwards is manager of B&B Toyland and she is assisted by Mrs. Bonnie Maples. The toy store has grown in leaps and bounds. It started off largely as a holiday season outlet and has become a year around business. The inventory situation has no means of comparison because they carry stocks through the "slow" period around the year than they used to in the Christmas season which they emphasized.

The staff grows to four sales ladies and two full-time gift wrappers in the holiday season.

Inexpensive Idea

BOISE, Idaho (UPI) — An Idaho legislator thinks he has the next candidate for the name-changing trend which makes state colleges into state universities.

State Rep. Carl Burt of Ada County says there is wide support for making Idaho State College into Idaho State University. The University of Idaho is the other major state-supported school in the Gem State. "It won't cost us anything," Burt argues.

Collection Presented

Ithaca, N.Y. (UPI) — Louis V. Keeler of Montclair, N.J., has given the Andrew Dickson White Museum at Cornell University a collection of paintings including some 18th Century works. The collection includes works of Thomas Hill, Franz Post and Alfred Wahlberg.

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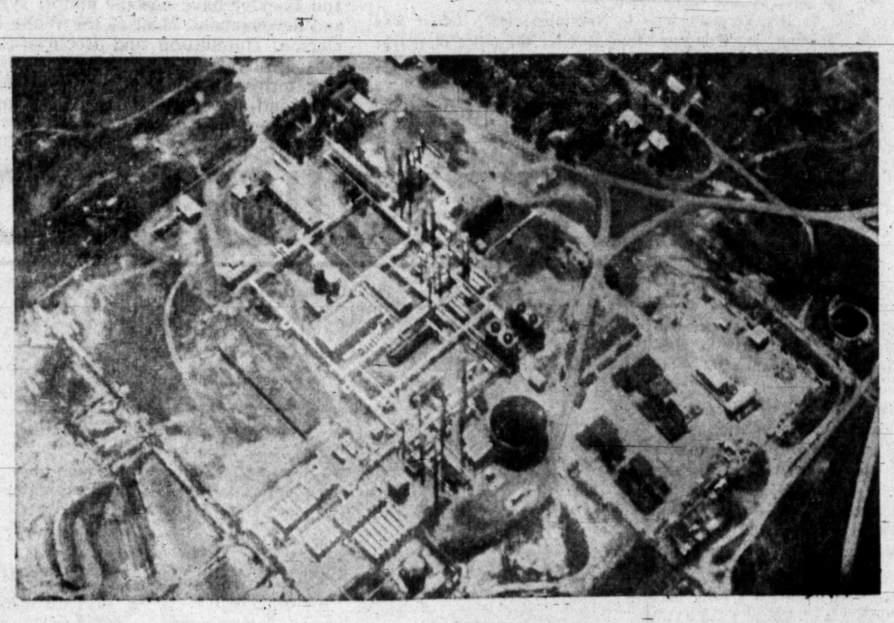
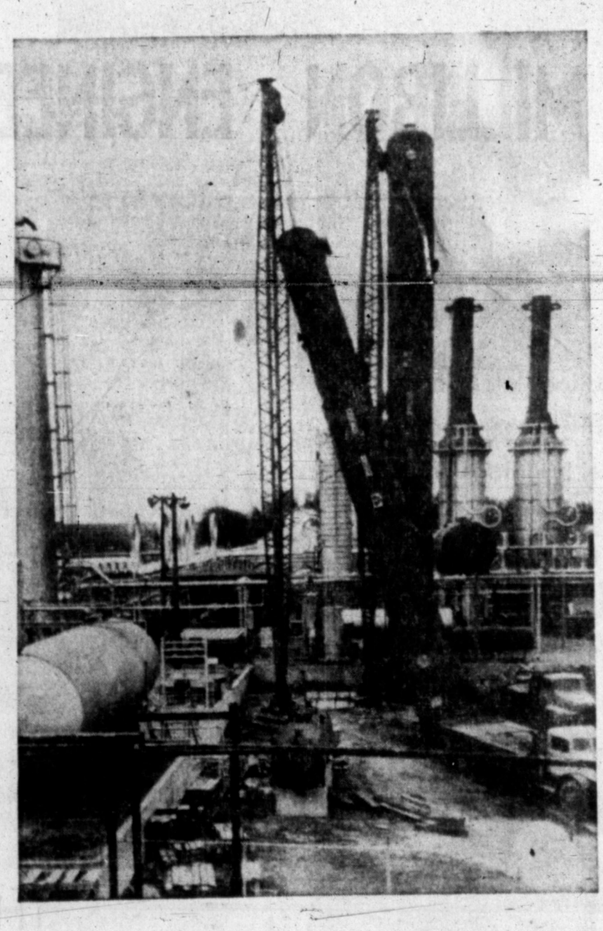


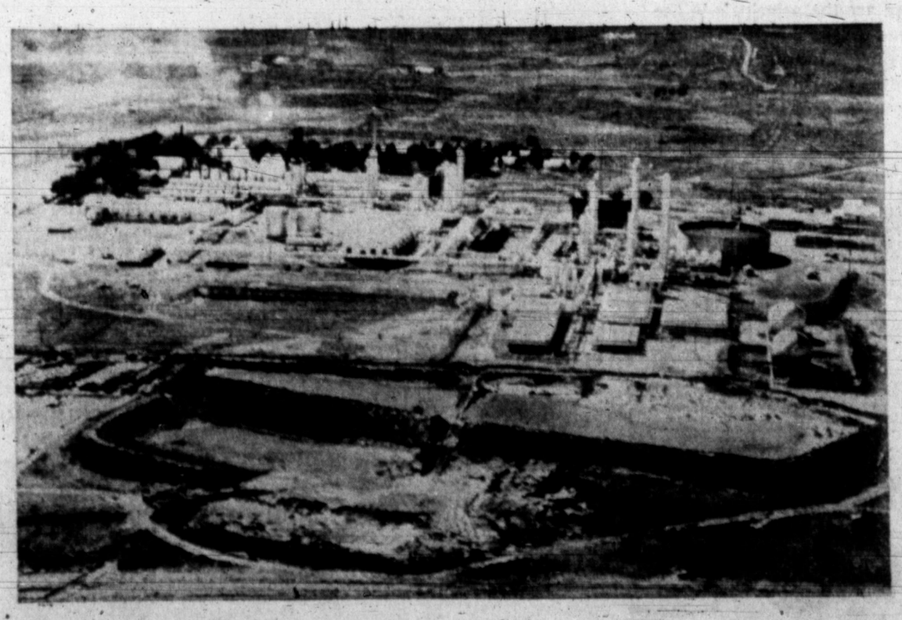
Photo in the center shows technique used in erecting heavy, bulky structures and towers. Note tower is about three-fourths up.

We've been providing the area with large and highly specialized construction work since 1937 and real elated to be performing the functions which stimulate as well as consolidate progress.



We employ from 35 to 100 personnel in our schedule of construction and pipeline-laying activities, and anywhere from $25,000 to $150,000 a year of this actually goes into the Pampa economy.

Above and below are views of typical heavy construction jobs we have done for gasoline plants in the area.



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Hughes Bldg. Pampa MO 4-7171

Pampa Started With Coming Of Railroad

It hasn't been very many years ago since this city of Pampa, boasting more than 24,000 population, was just a wide place in the road.

The beginning of Pampa dates from the building of the Santa Fe Railway, which was completed in 1888. Pampa is located on the territory that comprises a part of what was known as the White Deer Lands, which belonged to an English syndicate and which was actively controlled by Frederic de P. Foster and Cornelius C. Cuyler of New York. Two of the principal streets of Pampa, Cuyler and Foster, are named for these two men.

In 1888, they acquired the historic White Deer Creek and the lands which later belonged to the White Deer Lands Corp. from Carson, Gray, Hutchinson and Roberts Counties. Many of the pioneer men of Gray County worked for the White Deer organization. George Tying, for whom the street in Pampa is named, was one of the more interesting characters who managed the White Deer Lands from 1888 to 1903.

After the completion of the railroad, Tyng laid out the townsite of what is now Pampa. There was some difficulty in finding name for the new dot on the plains. The town had three names Ontario, Sutton and Glasgow, none of which were satisfactory to the U.S. Postoffice department.

Tyng had been in South America where he noted the similiarity of the grass on the Argentine "Pampas" to that in this region. He wrote the postal department suggesting Pampa as the name from the Spanish word "Pampas", meaning plains, and it was accepted.

The first citizen to live in Pampa with his family was Thomas Lane, Santa Fe section foreman. At that time, there was no railroad station building; a boxcar was used which was called an "open station."

On Oct. 29, 1892, Tyng began construction of the first building in Pampa, a frame house located on the site of the old Schneider on the present site of the Dchneider hotel. It was first used as a section house for the railroad.

Sometimes known as "the Father of Pampa," the late T. D. Hobart was one man who was greatly interested in the future of Pampa. He was most interested in selling land only to settlers and not to speculators. Most of the land was sold in small plots of 160 to 640 acres and it was stipulated in the contract that improvements were to be made on this land.

On April 14, 1902, 152 qualified voters living in this area of what is now Gray County, filed a petition for an election to organize the county.

The petition was granted and on June 30, 1902 the first commissioners court of Gray County convened at Lefors, the first county seat. Judge B. M. Baker was the first judge to preside at the newly erected county seat. The present B. M. Baker School was named for Judge Baker.

In the spring of 1905, C. P. Buckler came to Pampa to assist in the development of the White Deer Land Corp. M. K. Brown and Buckler later succeeded Hobart in the management of the corporation.

Prospective settlers became interested in this section in 1903 when eastern speculators bought Texas land and sent carloads of farmers into the state to look at their land. The speculators paid all expenses of the trip and then charged the prospective buyer $25 an acre.

Some of the trains bearing these prospective landowners had to come through Pampa. At that time, Buckler and Brown were selling land around Pampa for $10 to $15 an acre.

The trains had to stop here for water and an exhibit house built on the railroad right - of - way attracted the attention of passengers.

Booklets giving information on the kind of crops grown here and the possibility of future development further attracted their attention. These visitors told their friends back East about this new section and in this way, the Pampa area first became settled with farmers.

The opening of the great Panhandle oil and gas field was the accidental result of a search for the water sources of the Canadian River drainage area.

C. W. Gould, then professor of geology at the University of Oklahoma, was given a commission by Theodore Roosevelt to trace the water sources of the Canadian River drainage area. While engaged in this work in Potter and Hutchinson Counties, during the years 1903, 1904 and 1905, he noted and mapped the structure that later was to produce such valuable quantities of oil and gas.

Gould re - examined his reports in 1916 and told M. C. Nobles of Amarillo of the structure discovery along the Canadian River. Gould was employed by Nobles and his associates to map out the structure more carefully and make a location for a test well. The task was completed in October, 1916, and work started on the first well in the Texas Panhandle.

The well was completed in December, 1918, at a cost of $70,000 It was drilled to a depth of 22,605 feet and had an initial production of 10,000,000 cubic feet of gas daily. That was the beginning and that is another story.

For a look at Pampa itself, we go back to 1902 when our city was a small village with practically no buildings on what is now Cuyler. Among its early prominent citizens were Dr. V. E. von Brunow, the first physician; Charles Cook, the first lawyer; J. N. Duncan, the first mayor; and others already mentioned.

By 1920, there were 500 inhabitants and the red brick school building which still stands on N. Cuyler was erected at a cost of $15,000 and staffed with six regular teachers.

A dugout in the middle of Cuyler housed the first Pampa Postoffice. A $10,000 structure on E. Foster houses that government office today.

In 1927 Pampa adopted the home rule form of government, with a spiral charter, and incorporated therein a Board of City Development supported by taxation. Pampa also had an efficient chamber of commerce headed by progressive and energetic citizens.

A direct result of this far - sighted planning was seen in the 10-year period from 1920 to 1930 when Pampa ranked third in the United States in percentage of gain in population, having reached the 10,470 mark, according to the federal census.

The reasons for the successful growth of Pampa are based on the topography, soil, products and climate. The physical nature of the Panhandle kept it in the hands of the Indians for centuries. It discouraged the attempts of Spanish adventurers to take the land, and it delayed the coming of the white settlers who finally claimed the region as their own.

Development in Gray County was slow and steady until 1926. Then the discovery of oil and the growth of the oil business caused the sudden and almost unbelievable rise in population, wealth and institutions to the position which the county enjoys today.

It must be kept in mind that Gray County does not owe all its success to oil. Before 1926, Gray County has an agricultural region of considerable resources; unlike most oil districts, it is still considered an agricultural and ranching country of great importance.

The three - way development of Gray County's wealth has had a most helpful effect upon the character of its town and citizens. The county in general, and Pampa, in particular, have enjoyed the material advantages which have come from wealth in oil. This sudden wealth has had the stabilizing influencey of the slower, steadier growth of an agricultural region.

The boom which struck Pampa in 1926 did not leave her crippled, as has been the case of many towns suddenly possessed with oil wealth. On the contrary, the boom gave her impetus in growth that has continued since that time and made Pampa a city of fine homes, churches and schools.



CHOW TIME AT CAMP MEETINGS — Pictured is a typical scene at the old camp meetings held before churches were established in the area. Families pooled food for community meals and ate together. Farmers in the area donated beefs to be barbecued for the meetings, which lasted from a week to 10 days, and the ladies would make lemonade to accompany meals. Among the group above are members of the Claude Ledrick family, the A. L. Lard family, including Jeff, Frank, Mrs. H. H. Heiskell, and Mrs. R. M. Hall; Faye Bennett, sister to Lloyd and Raymond of Pampa; Archie King, Sena Walstad (later Mrs. Archie King); Lella McDonald; the Tom Coffee family, Ben Archer, and Milo Blodgett.

Versions Varied About Origin Of Alanreed's Name

The origin of Alanreed's name is obscured by time and failing memories. There are several versions and, for that matter, several names.

The town, formed in 1901 when the railroad was pushing across the uninhabited plain, has been called Springtown, Paul Reed, Prairie Dog Town, Gouge Eye and eventually Alanreed.

As for the Alanreed tag, there are at least four stories. One version has it that the town was named after two railroad hands, a colored section worker and his boss. Another story has it the town was named in memory of two road contractors, obviously a Mr. Alan and a Mr. Reed. Another source says two landowners who donated the property for the town site, contributed the name.

Anyone could be authentic, but the one most repeated concerns a post office and an argument between the railroad and the postmaster.

According to this version, the first postmaster, a pioneer named Mangus, moved the Eldridge post station from the north fork of McClellan Creek up to what is now Alanreed when the railroad pushed through. Although in a different location, Mangus kept the original which was named after a little one-room school near the first site of the post office.

However, the railroad had different ideas. It wanted the new little town named Springtown because of the fresh springs in the vicinity. Neither party agreed. Finally the railroad officials singled out the chief of their section crew, a mulatto Negro named Alan Reed, for the honor. Apparently Mangus was satisfied.

As for the others, an abundance of prairie dogs in the area gave rise to that name for a while, and some still insisted upon calling the village Springtown.

The most unique name was Gouge Eye, which the town bore for many years.

According to J. E. Williams in his book "58 Years in the Panhandle," the nickname had its origin in the town saloon —apparently Tom Roby's.

Mr. Williams relates that a cowboy walked into the saloon early one morning and asked how come so many tame grapes were scattered on the floor. The proprietor told him they were not grapes—they were eye balls gouged out the night before.

Another version has it that a visitor, on leaving Alanreed, was followed by a few of the residents, and when night fell, was beaten and robbed.

Still another story concerns a fight in the Alanreed saloon. Two cowboys disagreed on some forgotten issue. Next came the fight. After slugging it out for a while one cowboy began raking the other with his spurs. The other in return, clawed and gouged at his opponent's eyes. Thereafter, so the story goes, Alanreed was called Gouge Eye and McLean, home of the eyesore cowboy, was called Rusty Shanks.

The spring near Alanreed was responsible for still another name. Springtank.

Campaigning In Olden Days Really Rough

"Why, you have to cover a district as big as the state of Ohio," politicians say of some districts.

If any candidates think they had a tough time of it, they should have hung around this neck of the woods — back, say, about 1882, when the going was really rough.

When this section of the state was first placed in a congressional district the area comprised one-third of the state. This embraced what now comprises 98 counties plus Greer County, eventually donated to Oklahoma.

The district, created on April 21, 1882, stretched west to El Paso; southeast to Corvell; south to Valverde; east to Parker; and all of the present area.

The hardy travelers, who had to campaign by stage coach, horseback — or maybe Shank's Mare —didn't have modern day appliances to woo the then 11th Congressional District voters.

But at least one of the candidates survived to go to Washington. He was Samuel W. T. Lanham, of Weatherford, Parker County, who served from 1883 to the end of 1892.

The continual push westward brought on added population, decreasing the size of the district. In 1892 it was reduced to 79 counties, plus Greer County.

It was redesignated as the 13th Congressional District but still stretched to El Paso. However, Reeves County was the southernmost. Eastland the southeastern corner; and Wise County the farthest east.

The congressional battle that time was won by Jeremiah V. Cockrell, of Anson, Jones County. This second representative to the national legislative halls, too, had to fight the mud and sand of unpaved roads, and byways to take office in 1893 and serve two terms, bringing him up to the end of 1896.

When Jan. 3, 1897, rolled around a Vernon, Wilbarger County, boy named John H. Stevens became representative of the 13th District. During his tenure, Rep. Stevens saw the district again reduced in area to 48 counties in 1901. He probably breathed a sigh of relief to learn he had to campaign only as far south as Young County; west to Bailey County; east to Denton and Cook Counties, and that he no longer had to woo Greer County. They were Okies by that time.

By 1917 the district was narrowed and elongated, the area lessening but the number of counties increasing to 53.

Hatchet Almost Caused Massacre

There are few trees in the Panhandle, so Panhandle boys have little opportunity to emulate the Father of his Country in hacking down a cherry tree with a shining new hatchet.

George Washington was probably no more proud of his hatchet than was Bert Lard though when Bert's father, W. S. Lard, brought him a red hatchet home from Dodge City, Kas.

Bert's father didn't buy the hatchet to scalp Indians, but for economy reasons. Mrs. W. S. Lard had lots of clothes to wash in the old-fashioned three-legged pot. Bert was 10 and his services were needed to chop wood for fires. One day he quit chopping wood when he saw a squirrel and gave chase, leaving his hatchet near the spot where his mother was at work. Two blanket-clad Indians squaws suddenly appeared near Mrs. Lard.

One of the squaws developed a sudden illness, began to roll on the ground. Mrs. Lard hurried to the house, 30 yards away, for coal oil and camphor. When she returned, both the Indians and Bert's hatchet were gone.

When W. S. Lard learned of the incident he became very angry, went to the Comanche village and threatened to kill the whole bunch if the hatchet wasn't returned. One old Indian squaw came forward with the hatchet and another massacre was averted.

This incident happened on the McCamey ranch, seven miles from Mobeetie.

Pampa Glass Boasts Area Growth Mark

M. B. Warden's 20-year background in directing lumber yard operations has played a prominent part in the unique styling of the store plan of Pampa Glass & Paint which has been a part of the local scene since 1958.

"It looks like the front end of a lumber yard here. . .well, it actually is," confides Warden. "We have a store which deals in builders hardware, floor coverings, tools and paints. We leave the framing to be supplied by the others, but we surely are in there to help on the fine finishing."

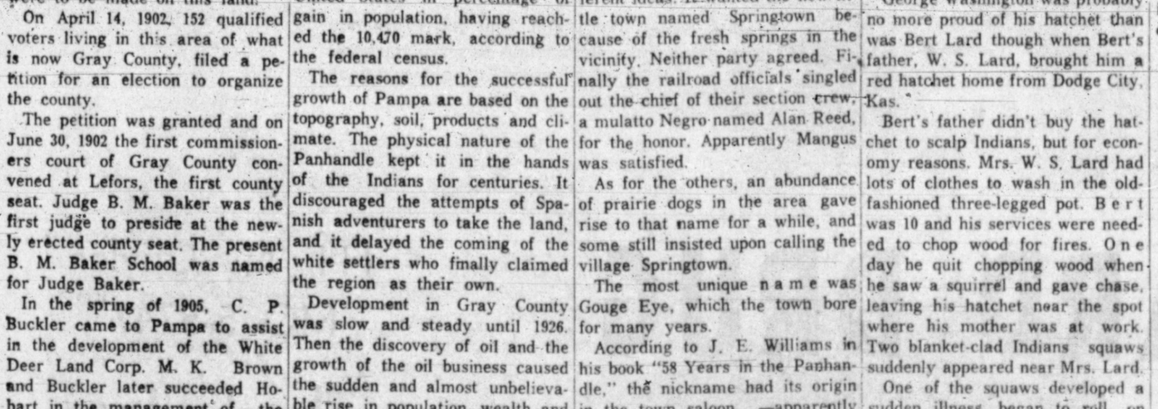
Warden had been with Husted Bros., Long-Bell and White House lumber yard operations at various points in the southwest for two decades before founding his own store. He had been manager of the White House Lumber yard here just before going on his own.

He built his own building when he launched plans for the new business, utilizing a 50x110 - foot plant which represents what Warden describes to be the ultimate in his program. "Now we're going to sit back and do a good job of building up a reputation for finest service available in the lines we handle," he says.

His growth already has set a precedent. He started with two men and upwards of a $12,000 annual payroll, while now he has four besides himself in full - time activity, with an annual $25,000 or more going to bolster the economy of the area, in the form of annual payroll.

Zane Hall is his front end manager, with Lavell Jones and Leon Harris being the floor covering mechanics and Jack Peercy, clerk.

They handle such famous brand names as Libby - Owens - Ford in glass, Siedlitz paints and Armstrong linoleums and floor coverings. The firm's growth is further qualified with the fact that they now carry between four and five times the inventory they did at the start and they are enjoying about 10 times the gross volume.



FIRST BUSINESS DISTRICT — The picture above shows the main drag (now Cuyler Street) of the city of Pampa about 1904. From left to right the buildings are the Johnson Mercantile, later J. N. Duncan's store; the post office and clinic of Dr. V. E. Von Brunow, and the J. Wynne Banks [illegible] store, owned first by Ace Harmon, then by Sam Rider, and later by C. B. Barnard who became Pampa's first Chamber of Commerce president.

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Mary Cantrell, Phone Clerk — Maxine Jeffers, Phone Clerk — Pauline Kerr, Sales Clerk — Lowell Stevens, Service Manager — Richard Taylor, Porter



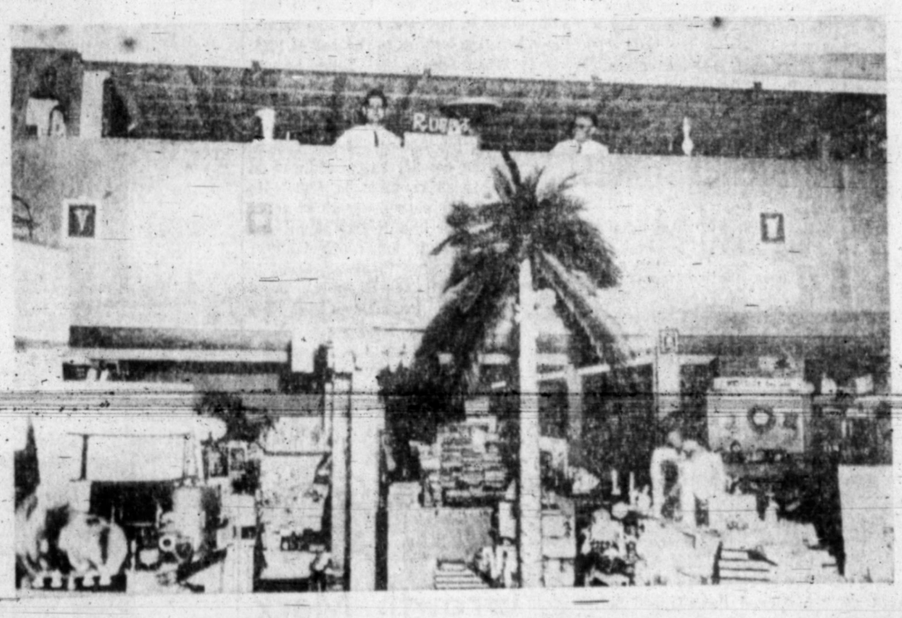
Dorothy Klotz is head of our highly specialized cosmetics department.



Frank Staling and Linn Davis are ready to provide you fast photo finishing service and expert advice on your cameras and accessories.



PAMPA'S SYMBOL OF PROGRESS



- Twice The Staff
- Twice The Inventory
- Six Times The Volume
- 12 Times The Space

Joe Tooley (left) and Tom Beard are our staff pharmacists, anxious to serve you well. Tom is head of our truss-fitting department and a recent partner to the firm.

The present proprietors started in 1948 with a 25 x 25 store, stocks stacked to a 20-foot ceiling, and have grown to a full-sized store with a mezzanine drug department which is as large as our original store.

We take pride in presenting such innovations as palm trees for decor, continuous background music, mobile wrapping counter, lazy susan pharmacy shelving, lounges and free coffee bar to support fountain service, among other features.

Our store has a tradition dating back to 1926 when it was founded by F. P. Shaw, Jr., and has been in its present ownership for 13 years.

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Thanks for the chance to grow with a progressive community!



Let Dorothy Tooley help you with your hearing problems. She is fully qualified and urges that you let her demonstrate the advantages of the Zerith hearing aid.

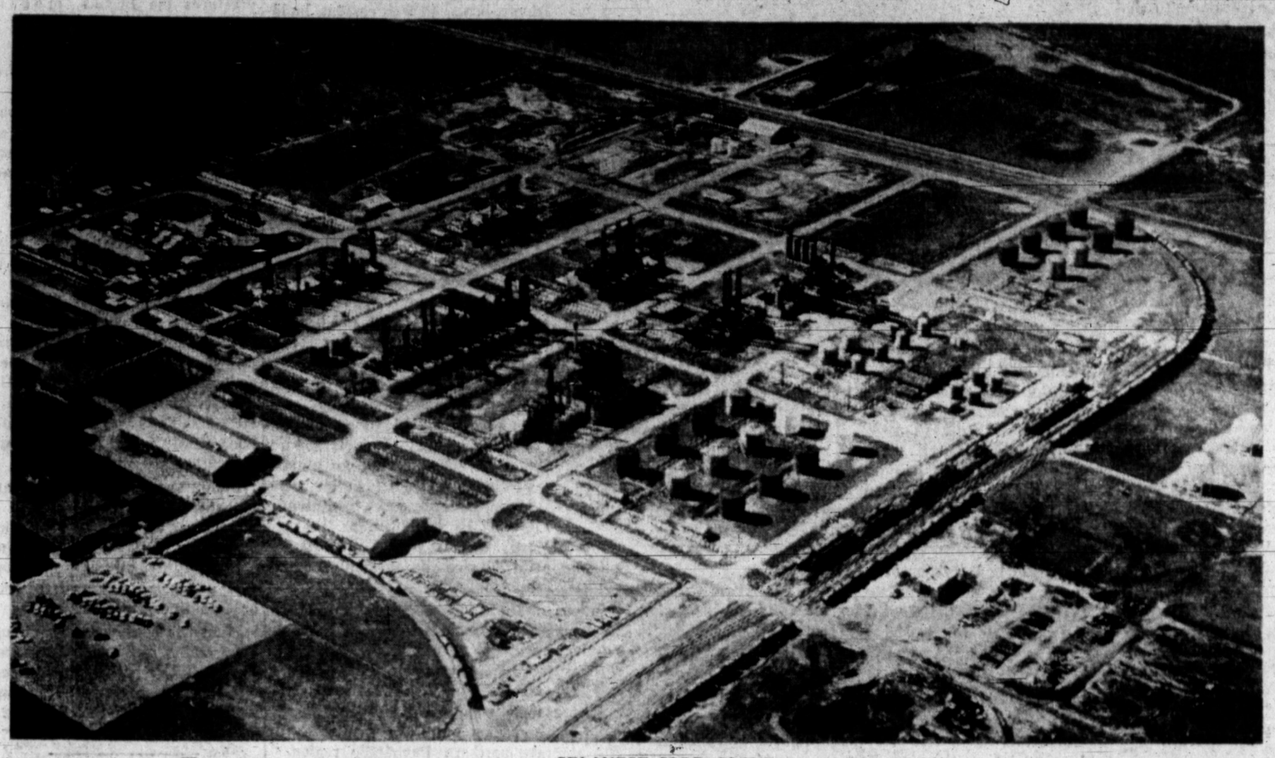


Here's one of our featured "departments" — the portable gift wrapping counter. This is Janie Herr in charge at the moment.

The Pampa Daily News

SERVING THE TOP O' TEXAS 54 YEARS

SECTION 5, PAGE 1

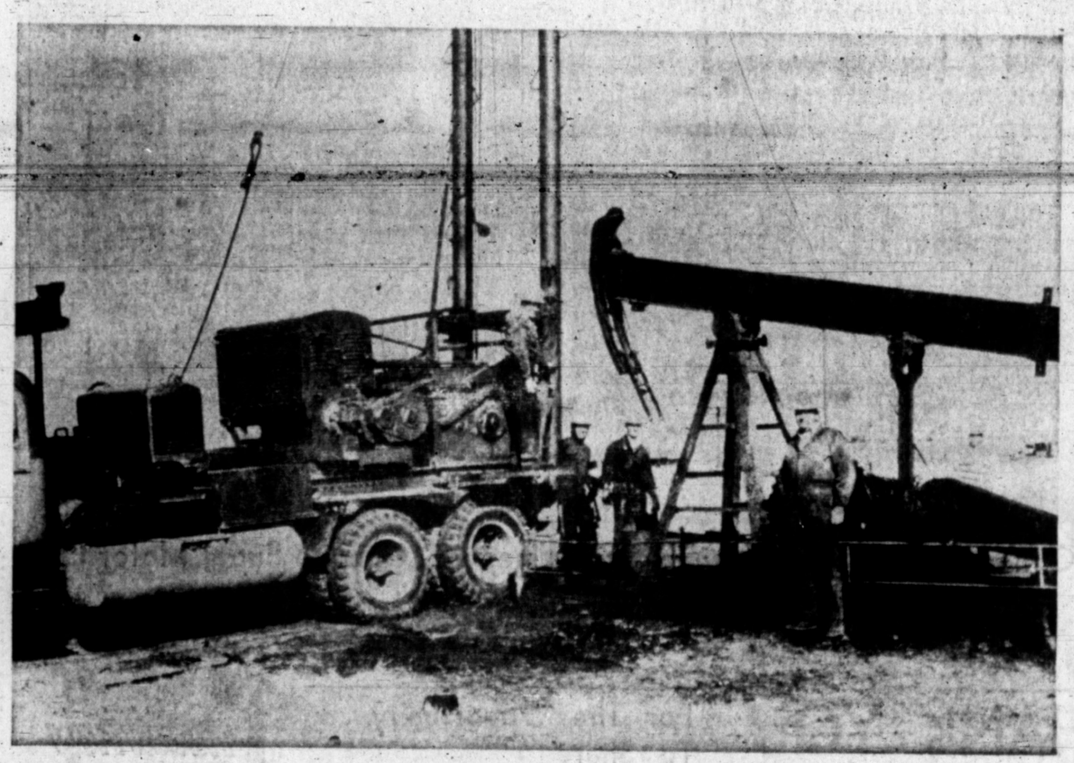


....CELANESE CORP. PLANT

PAMPA and the TOP O' TEXAS in TRANSITION



Oil, Gas And Manufacturing



....A TOP O' TEXAS DRILLING UNIT



...CABOT CORPORATION, MACHINERY DIVISION



....BEACON SUPPLY CO.

By TEX DeWEESE
Daily News Managing Editor

Pampa and Gray County's industrial growth in the oil, gas and manufacturing fields has been one of the most fabulous stories of production pioneering in the Top O' Texas area.

Because of the natural resources of the area this growth has had a major attachment to oil and gas and their related fields.

One of the outstanding differences in Pampa's industrial growth, contrasted with many other areas, is that none of its industrial progress has been attributed to government installations. There is no competition for local labor by war mobilization projects. Neither does Pampa have any military installations contributing temporary industrial growth.

The most recent survey shows the Pampa area has some 55 industrial installations employing nearly 2,500 persons.

Pampa has a diversification of industry. Among products currently manufactured here are gun barr... industrial machines, steel fabrications, oil tanks, oil field pumping equipment, foundry castings, ceramic products, petroleum products, mattresses, feeds, furniture, pipe, soft drinks, meat products, cabinets, tents, awnings, sheet metal pro-

(See INDUSTRIAL, Page 2)



...PANHANDLE PACKING

Panhandle Oil And Gas Field Continues New Development

Official Sees Long Life For Production

By JACK D. MILLER
District Supervisor, Texas Railroad Commission

The first indication of what was to become the fabulous Panhandle Oil and Gas Field occurred as early as 1910 in Wheeler County. It was not, however, until the early 20's that the boom really got under way. Typical boom it was, with shanty towns, saloon girls, and all of the trimmings springing up in the wake of the drillers, lease brokers and others. Little did any of these people suspect the future magnitude of their find.

Today the Panhandle Field area is approximately 150 miles long and varies from 20 to 40 miles in width. It is the largest gas field in the world having produced in excess of 30 trillion cubic feet. It is the second largest oil field in the United States, having produced more than 1 billion barrels.

In the beginning potentials up to 500 barrels a day were not uncommon. Casinghead and gas well gas was produced without restriction; in fact, it was generally considered as much, if not more, of a nuisance than salt water.

In the latter part of 1918, gas was first discovered in northern Potter County. Following the completion of this well, several other wells were drilled into the gas pay, but it was not until May, 1921, that oil was discovered. The discovery well was Gulf Production Company's No. 2 Burnett, which was brought in for 200 barrels in northern Carson County. The development which ensued was slow and confined to the area surrounding this well so that at the close of 1924 there was only 16 wells, producing 1,600 barrels a day. During 1925, 44 new producers were completed in this locality, raising the total daily production to 5,500 barrels.

Wheeler County emerged as an oil producing area when the Mid-West Exploration Company brought in its Laycock No. 2 well in July, 1925. This well produced 120 barrels daily. The next important Wheeler County producer was the Gibson Oil Company's No. 1 Bentley, which was completed in January, 1927, for 750 barrels.

In the early part of 1926, the Dixon-Creek Oil & Refining Company brought in the discovery well in the prolific Borger Pool in Hutchinson County. This strike precipitated the first intensive development program in the Panhandle, and by September, 1926, there were 813 wells producing 165,000 barrels of oil per day.

July, 1926, marked the opening of Gray County production when the Shamrock Oil and Gas Company completed its Worley-Reynolds No. 1, located south of Pampa, for 1,200 barrels Development clung to the south Pampa area until the latter part of 1928, when the Bowers Pool was discovered. Shortly afterward the Marland-Finley Pool was brought in, and development following this discovery continued in all areas.

The oil wells in the various pools in the field were, as a general rule, drilled through one or more gas-containing strata before entering the oil horizon, and in many instances, the wells were completed in such manner that gas from the gas strata was produced along with the oil and gas from the lower oil stratum. As a result, a quantity estimated to be in excess of 4 trillion cubic feet, a large part of which came from the upper gas strata but was produced with the oil, was vented into the air.

Legislative measures pertaining to the Panhandle Gas Reservoir have been numerous. There is such a diversity of interests that any and all of the major bills passed by the Legislature of the State of Texas have been attacked in court many times. The important legislative moves were: Common Purchaser Act, 1931, Market Demand Law, Sour Gas Law, 1933, House Bill 266, 1935, and Senate Bill 407, in 1937.

Senate Bill 407 pertaining to gasoline plant operations and sour gas production became a law under the Governor's signature May 20, 1937. An order of the Texas Railroad Commission effectuating the provisions of this Statute was promulgated July 6, 1937.

On November 18, 1937, the Commission issued an order prorating the East Panhandle Field. This order was immediately enjoined and a temporary injunction was granted until the case could be heard on its merits.

The Commission issued another order on May. 4, 1938, prorating gas in the West Sour Panhandle Field effective May 1, 1938. This order was also attacked and taken before a three-judge Federal court. The court issued a temporary restraining order until the case could be heard on its merits. The case was heard in Austin before a three-judge Federal Court June 23, 1938, and a decision was handed down upholding the Law and the Commission's order.

Various addenda, some as recent as October, 1960, to the basic order promulgated in 1934 have resulted in the present rules and regulations governing the Panhandle Oil Field. The basic proration order for the Texas-Hugoton and West Panhandle Gas Areas dates from 1948 without subsequent major changes.

Since the 1930's the death knell of the oil and gas industry in the Texas Panhandle has been sounded at various times. However, invariably either a new discovery, technological advancement or other development has come along to open completely new horizons. For example, not too many years ago water flood operations were almost discarded as a result of a few early failures. Today the incidents of new water flood projects is moving with the rapidity of a brush fire. The tremendous results of the two major gas injection projects has further resulted in revised estimates of the longevity and ultimate recovery of the field.

Some who initially were pessimistic as to the results of secondary recovery are optimistic to the point of considering Tertiary recovery projects. Reserve estimates vary from two-thirds to three-fourths primary recovery depletions at this time, it is not only possible, but very probable that future technological advances will result in a revision of these estimates.

Three years ago the East Panhandle Gas Field was looked upon as a step-child in the area. Even though it was known to contain large quantities of gas, market outlets were such, as compared to pressures and potentials, that the field was dying on the vine. However, due to various new developments, the number of producing wells in that field has increased by approximately one-third during this period.

The advent of fracturing processes a few years ago resulted in development of a great number of leases that otherwise would not have been economically feasible to produce.

In 1954 there were approximately a dozen producing locations outside the Panhandle Field Area, today there are over four thousand.

In short, history would seem to bear evidence to the fact that the optimists who look forward to innumerable years of oil and gas operations in the Panhandle, have much more to recommend them than do the crepe hangers.

It would be difficult for anyone to deny that the oil and gas industry has become the keystone in this area's economic arch. It would be equally difficult to deny that it will continue as such for many years.



COMING THROUGH — Workers on the Ft. Worth and Denver Railroad, between Pampa and Childress, are in the process of laying down ties for the only railroad line the nation built in 1932. The crane is in the midst of taking a rail from the car behind it and putting it on the wooden ties previously placed by the men. First freight shipment to arrive in Pampa on the FW & D was June 28, 1932. Seventeen days later the first passenger train made a run.

● Industrial

(Continued From Preceding Page)

ducts, boots, oil well cement, builders concrete, and others.

The Panhandle oil and gas field covers six counties and is one of the world's largest developments. The Panhandle field runs in a northwest and southwest direction through Wheeler, Gray, Carson, Hutchinson, Potter and Moore counties.

The field has several thousand producing oil and gas wells, two dozen carbon black, gasoline and other correlated plants. The carbon black plants here manufacture approximately 75 per cent of the world's carbon black.

Oil was discovered in Gray County in 1926. Up until that time the county's economy was almost solely tied to agriculture and agricultural products. But with the oil discovery an almost unbelievable rise began in population, wealth and institutions. It must be set down for the records, though, that Gray county still is rich in agriculture and ranching.

The oil industry operating here produces more than half the natural gas produced in Texas.

Manufacturing in the Pampa metropolitan area is based primarily on the natural resources and raw materials available in the northern Panhandle region.

Since Pampa is located in the approximate geographical center of the Panhandle oil field, it is headquarters for the majority of oil and gas companies operating in the area.

Pampa is the southwestern division headquarters for the Cabot Corp., one of the world's largest manufacturers of carbon black. Also located here is the Franks Division of Cabot which moved to Pampa from Tulsa and manufactures the Franks mobile drilling unit.

The Celanese Corporation of America with its vast plant five miles west of the city is now in its tenth year as one of Pampa's growing industries. Celanese manufactures acetic acid, a basic product in the production of yarn from which wearing apparel of every description is made.

In a survey completed within recent years the value added by manufacturing and processing in industries located in Pampa and Gray County, predicated on U. S. Census of Manufactures for the city and county is conservatively estimated at approximately $15-million. The estimate for 1965 is $16.9-million, for 1970, $20.1-million, for 1975, $23.2-million, and for 1980, $28.9-million.

Pampa and Gray County are potentials for immense growth in the future. With a city population of some 25,000, the surrounding area is sufficiently large to support a population growth of four or five times that figure.

Pampa is considered by all surveys and studies to be an area with industrial development possibilities as great as any comparable section of the United States.

Collection Presented

Ithaca, N.Y. (UPI) — Louis V. Keeler of Montclair, N.J., has given the Andrew Dickson White Museum at Cornell University a collection of paintings including some 18th Century works. The collection includes works of Thomas Hill, Franz Post and Alfred Wahlberg.



HOTTEST BRAND GOING

The Spirit of '76 . . . 1876, that is. Because Conoco, that year, warmed up the Hottest Brand—and it's been a red hot brand ever since. Back then, western settlers used Conoco products to grease their covered wagons and to bring light and to heat their homes.

Today, from the Appalachians to the Rockies and from Canada to the Gulf of Mexico, folks depend on Conoco for the power and protection they need to travel carefree in Conocoland . . . and to fuel trucks, tractors, or tremendous machines when it's time to go to work. For 84 years better products for greater progress, have come from Conoco . . . Hottest Brand Going!

. . . and we take our hat off to: —

CONOCO

TOP O' TEXAS CUSTOMERS SERVED BY THESE CONOCO DEALERS



● Conoco Regular And Premium Gasolines ● Conoco Super Motor Oils
● B. F. Goodrich Tires & Batteries

THANK YOU For The Opportunity To Share

Jeff Truly has been the Conoco consignee for the Top O' Texas since 1957 and we're delighted with the remarkable growth experience we've shown in that period — from two stations here and one in Lefors to FOUR in Pampa with W.C. Breining still operating the one in Lefors . . . and doing twice the volume. Now we've added propane-butane and serve the area with a fleet of three trucks. We expect soon to become distributors in tires, batteries and accessories, too.



Now Available At F-O-U-R Convenient Locations In Pampa.....

SEE THE CONOCO SPORTS PROGRAM DAILY ON KGNC-TV CHANNEL 4 AT 6:15 P.M.



LEON HOLMES
Brown & Hobart
MO 9-9052



JOSH COX
1500 Alcock
MO 5-2552



JOHN RAMSEY
1300 N. Hobart
MO 9-9085



HERMAN WILLIAMS And BILL FARRIS
2101 N. Hobart
MO 9-8166



Here's Jeff Truly (right) and Jim Swink, bottled gas service man, in front of a tankwagon truck.



HILLARD HOLTMAN
Sales Manager
6 Years Service





JAMES QUARY
Plant Superintendent
15 Years Service



MARVIN WOODRUFF
Salesman
14 Years Service



Here are the fellows who serve the growing family of Coke, Kist, NuGrape and Sprite customers over the Top O' Texas . . . l. to r. Bob Mack, Arkus Braden, Marvin Woodruff, Tom Kirby, Robert Starritt, Willard Holtman, Bob Scott.

PAMPA

Coca-Cola

TRADE-MARK REG. U.S. PAT. OFF.

BOTTLING CO.

1518 N. Hobart MO 4-4407



L.R. WALKER
Production
17 Years Service



BOB SCOTT
Salesman
3 Years Service



GEORGE NEWMAN
Production
5 Years Service

99 YEARS

of SERVICE
To The Pampa Area
...OUR PROUD BADGE OF PROGRESS



ROBERT STARRITT
Salesman
3 Years Service

Featuring Coco-Cola In Regular, King Size and cans – Kist in most popular flavors – The ever-popular Nu Grape – plus tasty, tangy, refreshing Sprite – in six-bottle cartons and cases at your favorite grocers'. 100-drink pre-charged dispensers are available for parties and catering activities as well as the familiar coin-vending machines for bottles –







TOM PERRY
Production
2 Years Service

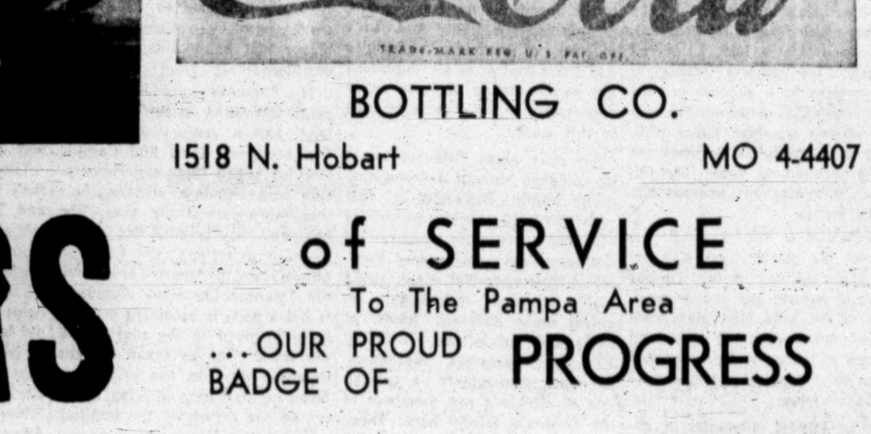
TOM KIRBY
Salesman
2 Years Service

EMILY DAVIS
Production
1 Year Service

THANK YOU!

We're proud to be a veritable institution in Pampa . . . a firm which has shared in more than a third of a century of progress and contributed its bit by pegging this as the hub of an expansive trade territory. We shall strive to continue to deliver the quality of product and service to earn your favors in the bright future that lies ahead.





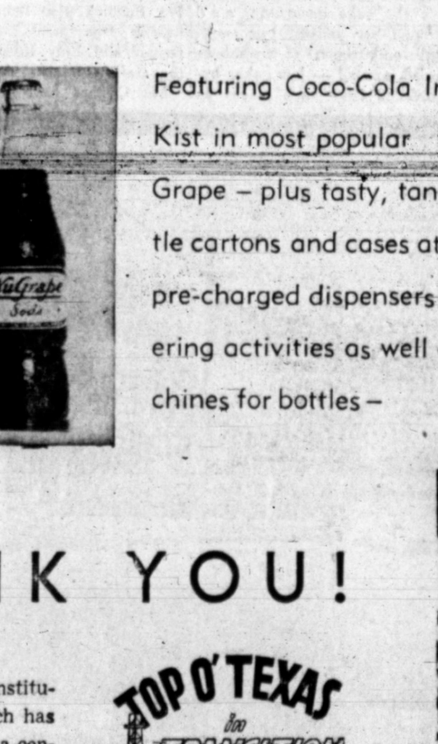
Here's where you can get your favorite soft drinks in the quantities and sizes you prefer — look for the convenient display at your favorite grocers. And here's where Cokes are bottled (the popular flavors of Kist, ever popular NuGrape and the refreshing Sprite, too) . . . in the completely modern plant which has a capacity of 220 bottles per minute. This plant serves the needs of McLean, Alanreed, White Deer, Skellytown, Canadian and points north and east as well as Pampa.

ARKUS BRADEN
Salesman
1 Year Service

MARY BAILEY
Production
1 Year Service



TRESSIA HALL
Office Manager
8 Years Service



ROBERT D. MACK, MANAGER
9 Years Service



KENNETH BANKS
Cooler Repair
4 Years Service



LONNIE CONWAY
Filler Operator
8 Years Service

Chemicals From Celanese Plant Widely Used

Factory Major User Of Area's Big Gas Supply

The Celanese story in the Texas Panhandle began in 1950. In that year, the Celanese Corporation of America began looking for a site upon which to build a petrochemical plant. Long a leader in the field of man-made textile fibres, Celanese had entered the petrochemical manufacturing field in 1945 in order to stabilize and improve its chemical raw material supply. The first plant was located at Bishop in South Texas. The second plant was to use a unique direct oxidation process to transform liquefied petroleum gases into petrochemicals, and it was to be located in the Panhandle due to the availability of natural gas hydrocarbons, water, fuel gas, and rail transportation facilities.

Once the general locale for the plant was established, Celanese officials looked for a community which could absorb the personnel for the new plant, some of whom were transferred from the Bishop plant. It was also necessary that the area be able to provide additional people to complete the staffing. Several sites appeared to meet the requirements. Pampa had maintained a clean, progressive community through the boom days of the new oil and gas fields and was a strong contender from the start. The advantages that Cabot and other industrial pioneers in the area had enjoyed were taken into account. Civic leaders such as Lynn Boyd, Gene Green, Hugh Burdette, Ben Guill, and others helped convince company officials that the new plant should be located here. Once the decision had been reached, a plant site near Kingsmill, on Highway 60, was selected and purchases.

The plant was designed and constructed by Brown & Root, Inc., of Houston — a firm which has also figured prominently in two of the major expansion programs which the plant has undergone in recent years. Another Celanese contractor which has had a significant impact on the economy of the area is Farnsworth & Chambers, Inc., also of Houston. Indeed, the history of the Celanese plant here has been one of almost continuing expansion the past few years.

Production began on October 25, 1952, as a culmination of more than two years spent in site selection, planning, and construction of one of the largest acetic acid producing plants in the world. Acetic acid is an extremely versatile intermediate chemical which finds wide uses in other manufacturing industries. The largest single expansion program, completed late in 1959, almost doubled the plant's output of acetic acid to a present production capability of about 240 million pounds per year. Other additions have included facilities for the production of vinyl acetate, beta - propiolactone, and the acrylate esters.

Operation of the plant is around the clock every day of the year. As one of the major users of natural gas and its products in the area, the plant consumes more than 100 thousand gallons of butane and pentane and about 20 million cubic feet of fuel gas every day.

Other Pampa products, in addition to those already named, include acetic anhydride, butyric acid, acetaldehyde, alcohols, ethyl, methyl, butyl, and 2 - ethyl hexyl acrylate, and glacial acrylic acid. These chemicals find their way into almost every product imaginable. More than 150 million pounds per year of acetic acid and acetic anhydride go into the production of such man - made textiles as Celanese Acetate, Arnel, Forticel, and Celaperm. These fibers are used for suitings, carpeting, lingerie, and draperies. Many of these chemicals are used in plastics, for sheeting, packaging, photographic film, and molded products of many kinds. Others are used in the manufacture of pharmaceuticals such as aspirin and for insecticides, disinfectants, soil conditioners, fumigants, perfumes, paints, and adhesives. If you have a colored telephone in your home, it may be made of cellulose propionate, using propionic acid from Pampa. Many Celanese chemicals are used by the automobile industry for such things as upholstery, fixtures, trim, electrical parts, wire insulation, and antifreeze.

Most of the plant's products are shipped by special rail tank cars. Shipments have been made to every state in the Union and many continents. Most shipments destined for overseas customers are transported in rail tankers to port cities such as the Port of Houston, where they are loaded into ocean-going tankers. Quality standards for these chemicals are very high; the meeting of exacting customer specifications is a specialty at this modern plant. And the meeting of customer schedules and close control of all shipments are so demanding that one entire department at the plant is devoted to this work.

No story about Celanese would be complete without a description of its people. Beginning in 1952 with about 175 people, upwards of 300 people are now employed at the sprawling plant west of Pampa. A petrochemical plant, using highly advanced technology, requires many different kinds of skills and specialized training. Engineers, operators, mechanics, chemists, accountants — specialists of all kinds are members of the Celanese family here. These people may be found represented in amost every church, organization, and group in Pampa — and in White Deer and Panhandle as well. Their average age is in the lower 30's. And as evidence of their ability to get things done on their own, one of the best nine-hole golf courses in the Panhandle is located on a 110-acre tract adjacent to the plant. The course was built entirely by the employees, on their own time, with volunteer labor.

Concerning the future of this member of the Gray County industrial family, Plant Manager Herschel Wilks has this to say: "We canot predict what our size will be in the future. We do know, however, that our company is constantly improving its competitive position in every field of endeavor in which it is engaged, and that the petrochemical industry is one of the exciting new frontiers of industry. Gray County has been good to us — and we have every confidence that bigger and better things are in our future."

The Celanese story began in a small laboratory in Basil, Switzerland, half a century ago when two brothers, Henri and Camille Dreyfus began their experimentation with cellulose acetate for then-unheard-of textile uses. The company they founded has spread in many directions. The Celanese Corporation of America, of which the Celanese Chemical Company is but a part, is becoming increasingly involved in the markets of the world. But as broad as the Celanese story is, one chapter is being written here in Gray County. As one drives by the familiar white spheroid tanks on Highway 60, thoughts turn to the important part that natural gas hydrocarbons — which were burned in flares not so long ago — play in modern chemistry.



McLEAN IN THE EARLY DAYS — McLean was about as big a city as there was in Gray County the day this picture was taken in the very early 1900's. Notice the city water well in the middle of the street.

Coston's Bakery Keeps Modern

Pampa has the unique experience of getting new tasty treats in the way of bakery goods through the highly individualized policy of the Costons' trying new recipes on themselves and "passing on only what we are satisfied as being good."

And Emily and Clay Coston confide they try a lot of delicacies which never get beyond their kitchen.

of trying to produce the goodies They have followed the policy which customers sample elsewhere and then bring them home with the request that the Costons offer the item here. They also experiment on the baking innovations suggested by the kitchens of the nationally famous flour mills' testing laboratories.

They confide candidly that the testing kitchens usually come up with more consistently dependable and popular items.

They have been operating Coston's Bakery since late in 1948, and have experienced a gratifying acceptance here. Clay was a baker in the service and had worked in various bakeries since his high school days. Emily, who helps on a full-time basis,, never did bakery work before they tried their hand in a business of their own. (She did keep books and clerked at a bakery once!)

Nowadays Emily has her own department of distinction because she is the cake decorator and has found her artistry has excited the enthusiasm of neighbors for miles around — her cakes being ordered from such places as Canadian, Guymon, Perryton, White Deer and Groom, and more than occasionally Pampans have taken her cakes to big affairs in Dallas and Fort Worth and distant points in Oklahoma to make receptions of relatives extra special.

This sort of acceptance in cake decorating has been much the same in the way of the rest of their fare, because Emily and Clay started in business when they were one of three bakeries in town. And they have remained Pampa's only home-town bakery for about 12 years now.

The bakery offers a continuously interesting variety of goodies. They bake several breads — French, rye, wholewheat, Dutch, potato, corn pone, fan - tan, salt rising and cinnamon. In addition they have a large variety of sweet and Danish rolls. They make fruit pies and pecan pies, also cookies, brownies, cream puffs, cream horns, eclairs, French pastry and turn overs.

These are in addition to a varying selection of cakes from day to day.

They employ a staff of six besides themselves, and Jeanette Smith has been a clerk with the firm for 12 years. Burt McLean has been assistant baker for four years on a part-time basis (he runs his ranch regularly and comes to help as chores permit). Iva Burdick also helps in the baking department, while Clara Dennis and Judy Horn round out the staff as clerks.

The Costons have dream plans for building their own new bakery plant in the long range future.

Brooks Electric Made Formal Debut In 1943

Tom Brooks probably would have thought you to be daffy back in 1938 if you had predicted he would change to an entirely strange career and then build up one of the most impressive electric contracting organizations in the panhandle.

Perhaps only a few in these parts will remember him as a groceryman, but that's where Brooks compiled a 12-year career before he made a curiosity venture into defense work in the days before Pearl Harbor.

Brooks Electric made its formal debut in 1943 after Tom had learned electricity in radio equipment installation work at Boeing Aircraft in Wichita and furthered his finesse in the new line as a staff electrician for Cabot Corp. in Pampa.

Brooks has an exceptionally diversified operation, offering services through the convenience of four departments — Engineering, Maintenance, Construction and Sales.

He deals in retail and wholesale supplies and has two outlets, in Amarillo and Pampa. In addition he employs a staff of 30 personnel, collecting from $100,000 to $125,000 a year in annual payroll, doing electrical construction and wholesale lighting, and performing projects from the smallest to the biggest.

Brooks Electric has a fleet of eighteen trucks in its setup and operates from Lubbock to the Kansas border. All their maintenance trucks are radio-controlled.

This is a tremendous growth from his origin. Tom started off as a backyard operator who used his garage for a workshop, the trunk of his car for hauling equipment and supplies and operated as a "one-man-gang" the first three months back in 1943 when he started.

He admits the motivating influence of his launching this business career was his correct assessment that there was a great need for electrical contracting services in this area.

And he has followed the fastidious policy of doing work well and thus attributes his continuing growth to the fact that he has insisted that his staff turn out the type of work which proves them better qualified.

Brooks has the distinction of doing some of the largest electric jobs in the panhandle. Some of his projects have been the St. Anthony hospital in Amarillo, the largest single electrical job done in the panhandle, the seven - story addition at the Northwest Texas hospital in Amarillo, which he did concurrently over an 18 - month period.

Others included the Robert E. Lee Junior High School in Pampa and countless industrial projects in the Borger area.

Key people on the Brooks staff are Bob McCracken, electrical engineer; John Brewer, auditor; Roy Turley, bookkeeper; J. W. Brooks, sales manager; Wayne Hutchens, general foreman of construction; and Lowell McBroom, estimator.

Brooks became established in Amarillo 12 years ago but they kept themselves so busy that they didn't get headquarters set up there until January, 1960, when they built new offices and a building. They did all their Amarillo work from the Pampa office, commuting regularly, until that time.

Brooks is prominent in electrical organizations in the area, best evidenced by the fact that he has been president of the panhandle chapter of the National Electrical Contractors Assn.; for the last two years.

The football stadium at West Texas State Teachers College includes outlets for spectators' electric blankets among innovations.

Firestone plus PHILCO equals Preferred Products



We're featuring world-famous Philco radios and television in our much-expanded appliance store, and we cordially invite you to look over our many, many selections and get the benefit of a demonstration in our TV nook.



Here's the new home of the Firestone Store at Pampa . . now four times as big and carrying a $75,000 inventory.

Thank You For The Opportunity To Grow

We completed a $30,000 expansion program last spring in an era when other similar operations are retrenching. Now we have a complete safety center with about a 50 per cent increase in inventory and a staff that's twice as large.

We have a store that's four times the size of our old location and most of the growth has been in our service department where we can accommodate all inside services in tire installation, brake work and othr safety functions.



Here's the gang who are piling up such an impressive record of doing the type of job that's pulling more and more to the Firestone Safety Center: l. to r. Max Nickl, Buddy Lamberson, Phil Ragland, Oran Skinner and Dennis Taylor.



COMPLETE BRAKE AND FRONT END SERVICE

Worry-free motoring starts at the Firestone Store. Ask about our big deal on brake and front end service: Precision adjust brakes and add brake fluid if necessary; scientifically inspect and align front end to manufacturer's specifications; precision balance both both front wheels; check power brake and power steering units where applicable (torsion bar adjustment not included) on any American made car for only $9.95 . . . payday terms.



This is a typical view of our service department . . . complete brake and front end work plus specialized tire services.



Firestone

where your dollar buys MILES more

120 N. Gray Pampa

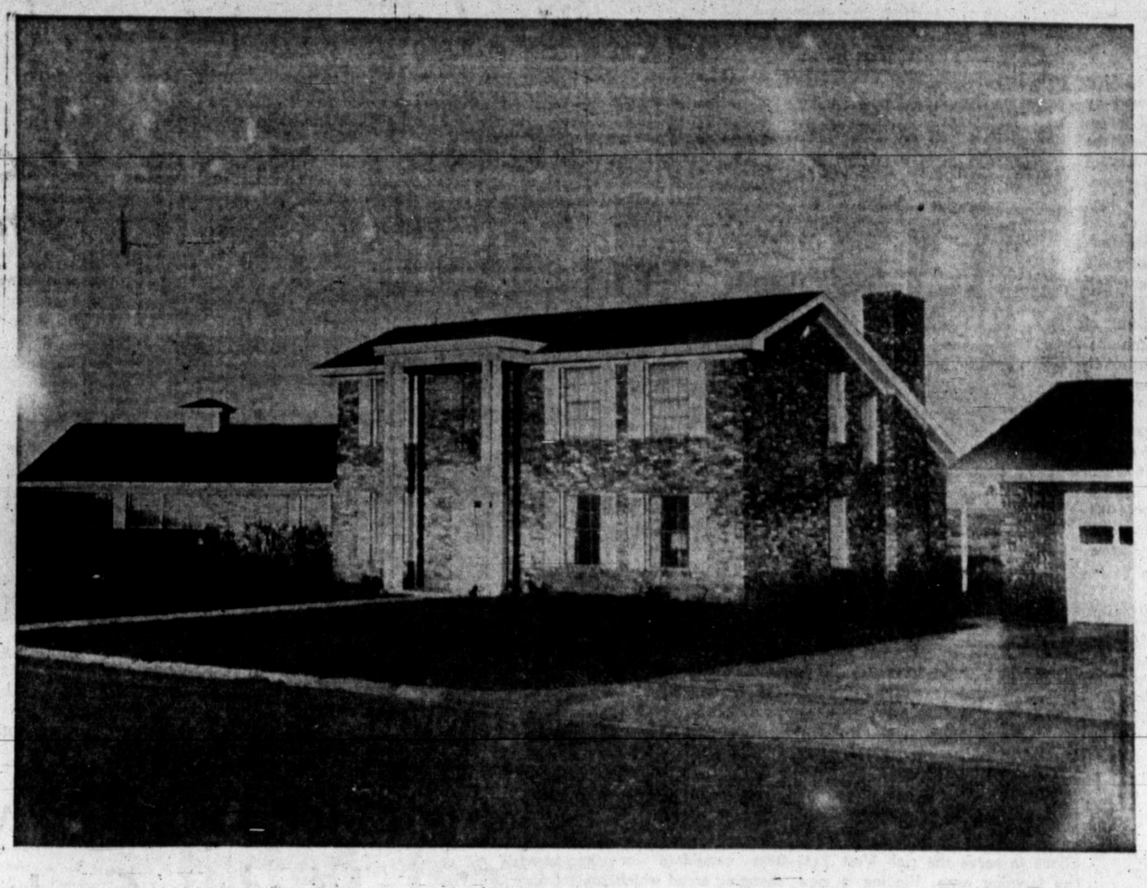
MO 4-8419

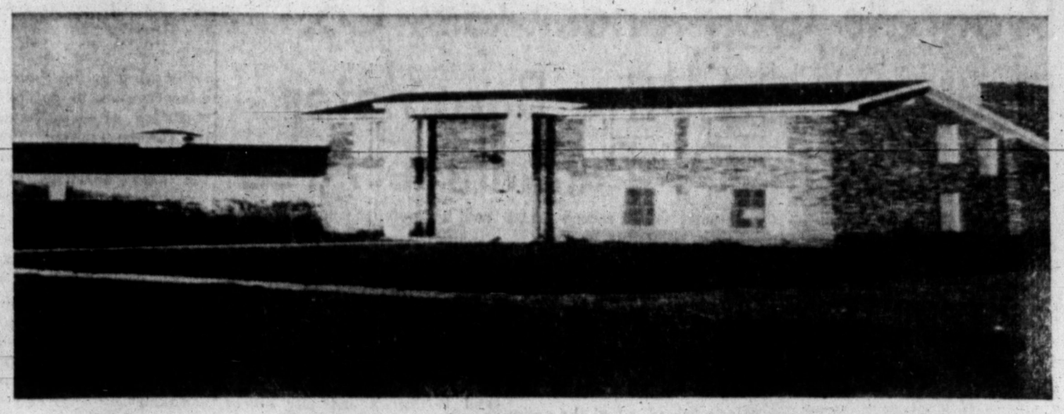
SEE US FOR SPEEDWAY PROVED TIRES

★ our QUALITY is UNMATCHED

★ our PRICES are always LOW

$1 DOWN $1 A WEEK





Your Home Doesn't Really Shrink ...but your INSURANCE DOES!

Your house might SEEM to shrink as your family grows, as indicated by this trick photography of a Pampa home . . . but your insurance coverage really DOES shrink as inflation advances.

In the past few years building costs have come up fast . . . for instance, a home built in 1950 for about $12,000 would cost around $18,000 or more to replace today!

It's our aim to assist you in your insurance planning . . . to have enough coverage to cover TODAY'S replacement costs. We'll be real pleased to help you analyze your insurance program and to assist you in attaining the full amount of protection you need for the best possible price.

Don't let insurance lag in YOUR progress story. All your progress can be wiped out overnight, if you have inadequate protection in wake of a fire!

Panhandle Insurance Agency has complete and versatile services of any type of insurance protection you need . . . as evidenced by the increased and more specialized services now possible in our new, full-time life insurance department as well as a full-time real estate department to round out the scope and thorough services we offer. This is in addition to such specialties as handling the volume of busness to warrant having our own full-time engineer and rate man.

We're Geared To Assist You In Keeping Your Coverage In Pace With Your Progress!



Here's the Pampa staff, dedicated to serving you complete and efficiently: l. to r. Kay Fancher, Sherry Begert, background —Lavern Attaway and Les Hart; Henry Gruben, Jim Brown and Lois Maguire.

36 Years' Dedicated Service While Growing To Texas' Largest Volume Agency

Panhandle Insurance Agency started in 1925 when Wayne and Earl O'Keefe bought a small agency in Panhandle, moved it to Pampa in 1927 to capitalize on greater potential that loomed here . . . and expanded to offices in Amarillo and Borger to accommodate a growing clientele through the years. The Pampa office, like each of the other units, emphasizes being the separate entity which provides our clients with genuine home-town-agency benefits. Candidly, this personalized service with stress on knowing you well enough to render service tailored to YOU, is the essence of our gratifying growth story through the years.





PANHANDLE INSURANCE AGENCY

720 West Francis MO 5-5737

Progress Of Pioneer Gas Co. Declared Sensitive Barometer To Growth Of Panhandle Area

An abundant supply of natural gas — one of nature's most dependable, versatile, and economical resources — is a prime reason why the Texas Panhandle and West Texas rank among the fastest growing areas in America.

For this reason, too, the progress of Pioneer Natural Gas Company is a sensitive barometer of the growth of an area extending from Dalhart and Pampa in the north to Odessa and Midland in the south. In width, Pioneer's operating area stretches from the Texas — New Mexico state line in the west to Quitaque, Turkey, and Big Spring in the east.

One striking example of both the area and the company's growth during the past ten years is the tremendous increase in the number of customers served. In 1950, Pioneer served about 93,000 customers. By the end of 1960, that number leaped over 209,000. At the present rate of growth, that number should exceed 300,000 customers by 1970.

Looking back on the company's phenomenal growth and expansion during the past decade, and also its future, Pioneer Natural Gas Company officials predict a period of even greater progress during the "sixties."

What's behind all of the optimism? Primarily the rapid population increase throughout the West Texas and Panhandle areas served by Pioneer. With an annual increase of more than 500 new businesses and more than 7,500 families during the past few years, there's no reason to believe the present trend won't continue.

In order to take care of this expected increase, Pioneer is continuing to expand its service facilities. The company, whose general offices are located in Amarillo, is spending around 10 million a year for gross plant expansion which includes additional development of both distribution and transmission pipelines and facilities, construction of new city office buildings and warehouses, etc.

With a total of approximately 6,000 miles of gathering, transmission and distribution pipelines, 20 compressor stations, field booster stations and products plants, and 40 district and city offices, Pioneer serves 78 cities and communities in Texas and in Webster Parish, Louisiana — an area about the size of the state of Indiana.

Pioneer and its subsidiary companies employ more than 1,000 full - time employees.

The company has two wholly-owned subsidiaries, Amarillo Oil Company and Pioneer Production Corporation, which are actively engaged in exploration, development and handling of oil and gas.

Pioneer Natural and its predecessors have had a unique experience in that they were not only the discoverers but also the pioneer developers of the Texas Panhandle gas field and made national gas service available to the People of the Western Panhandle - South Plains area from both the Panhandle Field and the Permian Basin.

Discovery is the first step, but discovery has to be followed by utilization before effectual benefits can be realized. Witness the years which followed discovery of the Texas Panhandle gas field before major development took place. Witness the years casinghead gas was flared in the Permian Basin before it was desulpherized, compressed and sent half way across the continent for use. Transporting gas to the point of utilization involves the imagination and ability to organize, finance and operate enormous undertakings.

On March 28, 1958, Pioneer Natural acquired the Empire Southern Gas Company of Fort Worth which was engaged in the production, transmission and distribution of natural gas in Pampa, Big Spring, Brady, Ozona, Gorman and Panhandle, all in Texas, and Minden, Louisiana.

Pioneer officials have been diligent in their efforts to see that adequate natural gas service has been available for every purpose. As an example, Pioneer has contributed to the basic economy of the area it serves by making natural gas available to many farmers for irrigation pumping. The company first got into the irrigation business back in 1952 with a network of irrigation feeder pipelines to serve the rich West Texas farming area. Finding a new low-cost fuel for irrigation pump engines, more than 10,000 farmers are now using gas - powered water wells. The ultimate benefit of this pgoram to the economy is incalculable.

In addition to gains in agriculture and industry, Pioneer has made significant contributions to modern living within the home. Among the numerous applications of gas now gaining popularity is the gas all - year air conditioner, which has the primary advantage of its low operating cost, and the gas waste disposer which consumes all combustible trash and garbage without smoke or odor. A decided upsurge in the use of gas lights for outdoor illumination is taking plare, not only in the area served by Pioneer but also in many other parts of the U.S. Thermostatically-controlled ranges and the many innovations in modern gas appliances have increased the popularity of natural gas even more. There is truly a bright future ahead for the Pioneer plains, Pioneer Natural Gas Company and the industry of which it is a part.



OILFIELD SERVICE — Schlumberger Well Survey Corp. moved from its old location on the Amarillo highway to its new office-garage, 812 S. Cuyler in May, 1960. Schlumberger, a wireline service company, which offers electric logging, perforating and formation-testing services to the oil industry, serves 15 counties in the Panhandle area and is one of more than 100 similar stations in the United States. It also has office locations in Canada, South America, Germany, France, Arabia, Panama, Mexico, and Trinidad with home offices in Paris, France and Houston. (Daily News Photo)

Inexpensive Idea

BOISE, Idaho (UPI) —An Idaho legislator thinks he has the next candidate for the name-changing trend which makes state colleges into state universities.

State Rep. Carl Burt of Ada County says there is wide support for making Idaho State College into Idaho State University. The University of Idaho is the other major state-supported school in the Gem State. "It won't cost us anything," Burt argues.

About 80 per cent of the world's toy balloons are produced in Ashland and Ravenna, Ohio.

Animal Hospital Now Fine, Modern Center

Dr. Kenneth L. Royse has expanded a veterinary practice in Pampa from back-yard and on-the-farm efforts to a fine new Animal Hospital in his two years of participation in the Pampa progress story.

Dr. Royse has the full - time assistance of his wife, Ruby, and the hospital they built and opened July 1, 1960, now is attaining facilities for large animals, too.

They had stressed boarding pets and surgery and treatment facilities for smaller animals but just this fall were putting in pens to accommodate the large animals, too.

The boarding facilities can accommodate up to 30 pets under normal conditions and could handle more in emergencies.

They have just added a kennel boy to their staff, with Eugene Brock assuming the post.

The Royse Animal Hospital has facilities for surgery, medication, laboratory, cage rooms and Dr. Royce carries a full stock of emergency drugs and vaccines.

The Royses have one child, Jim, 11. Dr. Royse is a graduate of Oklahoma State University school of veterinary, and they hail from Elk City, and admit they specifically chose Pampa for the place they desired to live even before he completed his veterinary schooling.

Personally TASTE-TESTED...



You can select from a case-full of such delectables as these 'most any day. Our clerks (l. to r.) Jeanette Smith and Judy Horn will be pleased to help you with your selections.

★ LARGE VARIETY OF FANCY SWEET ROLLS ★ 9 TYPES OF BREAD ★ BROWNIES ★ FRUIT PIES ★ PECAN PIES ★ FRENCH PASTRY ★CREAM PUFFS ★ECLAIRS ★TURNOVERS





Here's a picture store of our specialties . . . (left) Clay Coston is a head baker and a bread specialist; (right) Emily Coston is shown decorating a cake, a knack for which she's gaining fame, far and wide. Below are Burt McLean, Clara Dennis and Iva Burdick removing some pies from the oven.



Decorated Cakes For Weddings, Birthdays And Many Special Occasions!

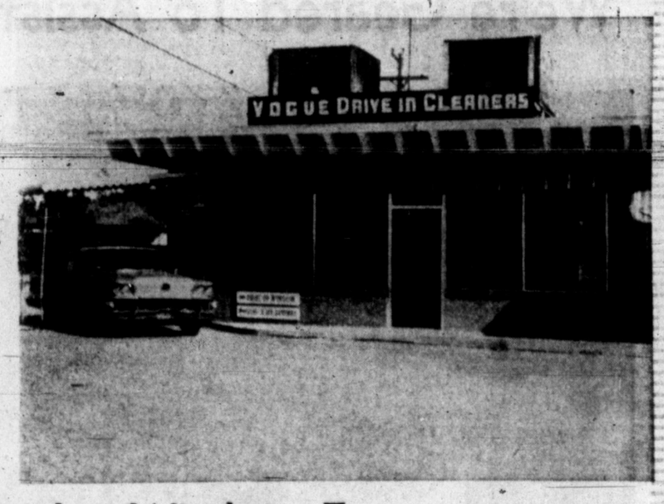
PROUD TO BE "ALONG".

TOP O' TEXAS in TRANSITION

COSTON'S BAKERY

109 W FRANCIS MO 4-7361

Complete Automation In Dry Cleaning



...And Drive-Inn Window, Too...

TOP O' TEXAS in TRANSITION

WE'RE THRILLED TO BE A PART OF THIS EXCITING EXPERIENCE . . . Thank You, Mabel and Fred Malone —

We're proud to offer you services with a 30-year background of know-how while thanking you for the privilege of "writing" a gratifying six-year progress story at our completely modern dry cleaning plant.

Our automatic cleaning unit takes garments through the complete cleaning cycle and then to the deodorizer by pushbutton control. Our finishers feature pants toppers and leggers with automatic control, automatic coat and semi-dress finishers and automatic offset for skirts. Then, puff iron sets in our silk finishing department touch up smaller areas.

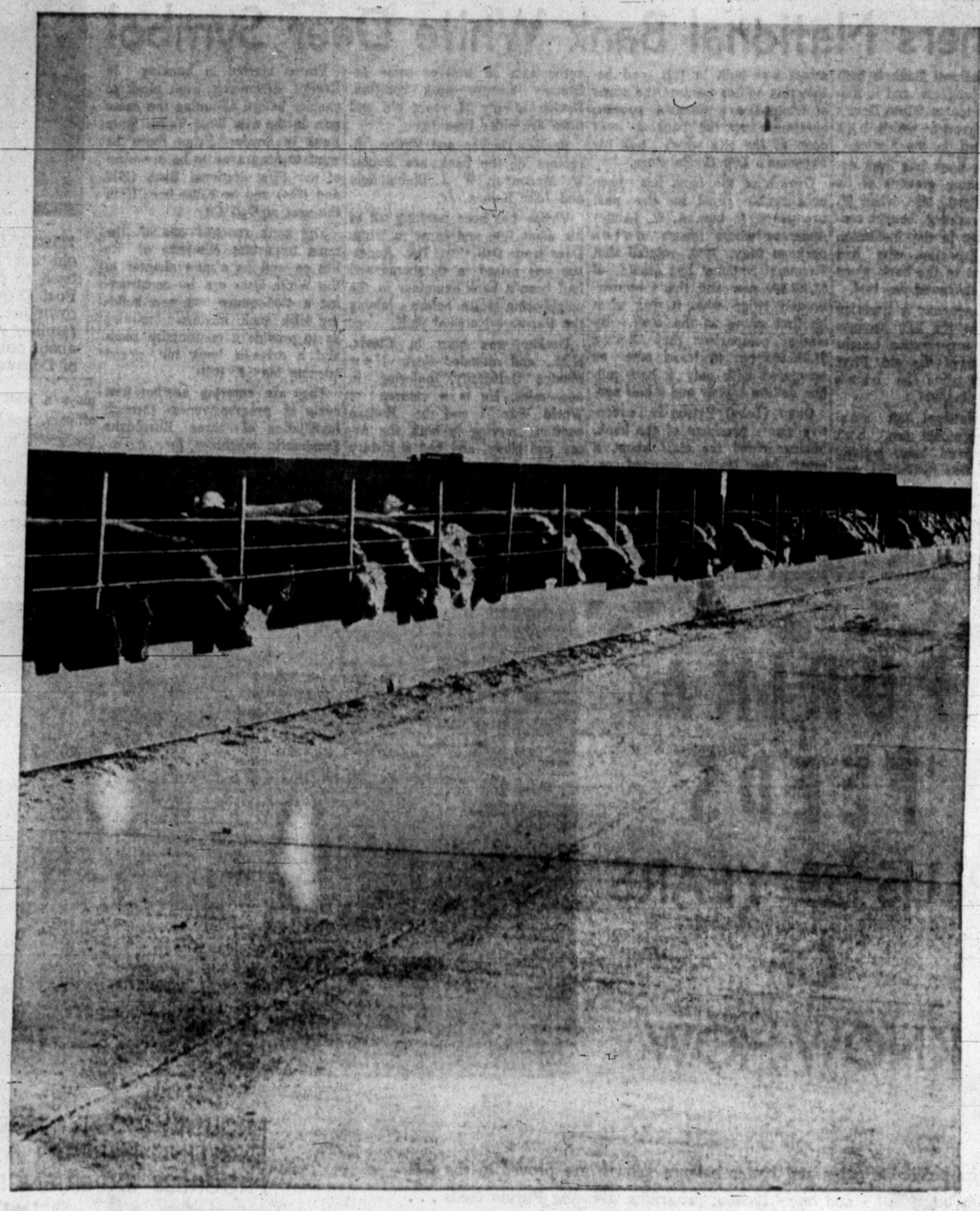




VOGUE DRIVE-INN CLEANERS

1542 Hobart MO 4-7500

Pre-determined beef quality through scientifically planned and tested feeding...



...our proud contribution to this significant experience...

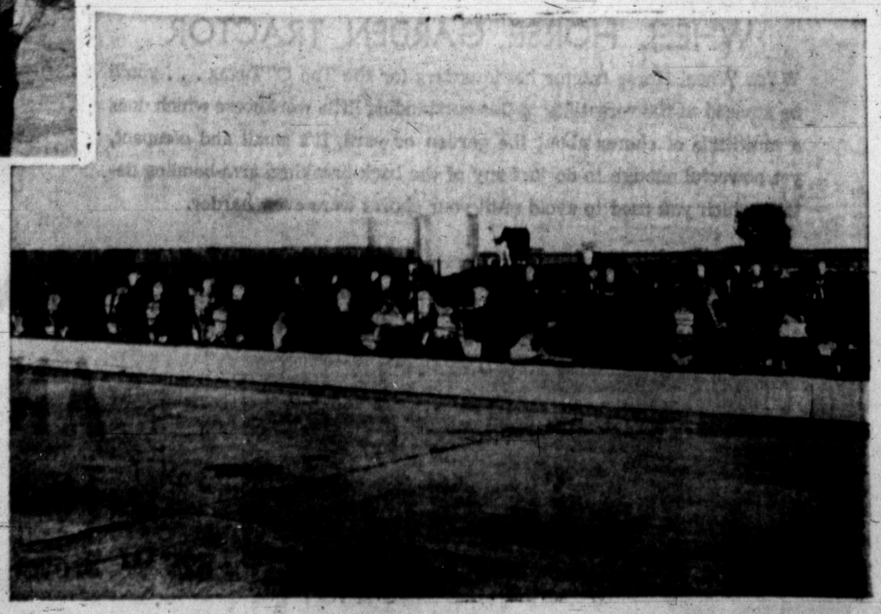


Here are typical scenes of our feed lot operation. In charge are Rex McAnelly (left), manager, and B. M. Rogers, feed lot foreman, in the photo at center.

Although our commercial cattle feeding facilities became available only in the spring of 1960, we're already of size to handle a maximum of 3,700 head of livestock and have plans of attaining a capacity of 7,000 in the foreseeable future. We fed out 9,000 head of cattle in our first year and this year's record is expected to exceed 12,000. We're proud to be spearheading the momentum to a significant new vein of economy for the Top O' Texas—carrying cattle to finishing stages instead of shipping them to other markets for this purpose!



TOP O' TEXAS in TRANSITION



MOODY FARMS FEED LOTS

East Of City

MO 4-6093

Farmers National Bank White Deer Symbol

Farmers' National Bank is both a symbol of progress and a motivating influence to White Deer's new era of growth which has been kicked off in the Sixties.

Actually the bank has been doing some exciting growing of its own since August, 1960, when W. M. Decker, president, bought controlling interest in the institution from J. C. Freeman, who had been prominent in the bank since it first was chartered in 1934.

The bank represents a tradition dating back to the 20's because the founding organization bought out the assets of the old First National Bank when the bank was launched in 1934.

The First National had survived the depression era, but when the national bank holiday occurred and this institution was closed, it ceased to exist as the new bank came into being.

Some history that goes with the bank's predecessor might be related in building dates. The old bank building across the street was built in 1921, and before this edifice became the scene of White Deer's financial system, old-timers say the banking was done at the site which now is Freeman's Dry Goods store.

Growth of the bank has been unbelievably rapid in the past two years. In fact, A. W. (Andy) Anderson whose tenure dates back to May, 1960, related that Farmers' National has assets of $2,452,000 now and that's approximately twice what it was when he first came to the staff. By similar comparison they have $1,388,000 out in loans now, as compared with only a half million dollars a year and a half ago.

Olian (Tobe) Vinson is executive vice - president of the bank, having joined the staff about a month after Decker assumed controlling interest.

With Decker, Vinson and Anderson performing the functional leadership of the bank, White Deer area residents have the presence of energetic youth and enthusiasm as well as some extremely sincere area boosters. Decker is only 34 years old and none are older than 40.

Besides Decker and Vinson, directors of the bank are Bobbie W. McBrayer, W. J. Stubblefield and John Kotara, Jr.

Vinson has been banking all of his adult life, and came to White Deer from Dell City, Tex. Anderson was raised in Oklahoma and had been a bank examiner in the neighboring state before joining the Farmers National staff.

Decker was born in Clovis, N.M., and attended East New Mexico University, majoring in economics. He is a veteran of World War II and the Korean conflict, serving in both the Army and Navy, and has a history of civic leadership. He is president of the Hereford Country Club and a director of the Savings and Loan association there. He is listed in "Who's Who in the Southwest" and once was New Mexico's youngest bank officer.

Vinson started in banking in Kermit, advancing from clerk to cashier before assuming the same post in the new West Texas State Bank in Snyder. From there he went to Seagraves to be president of the First National Bank (1953 and 1954) and he came here from the post at Dell City.

The bank reached one of the most important climaxes of its life as well as a new chapter in the White Deer era by constructing a 4500-square feet new building with such modern facilities as to provide a community room and a drive-in bank for grand opening May 8, 1961.

They are entering another new cycle of progressiveness through installation of three Burroughs Sensimatic machines for completely automatic bookkeeping this fall. They microfilm all their records and offer all the services available through a bank. Their safe deposit vault has 300 boxes available for the public's use.

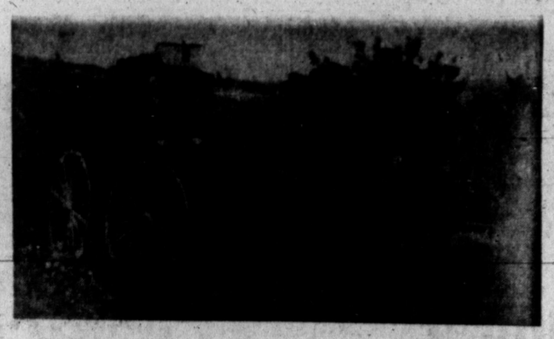
Farmers' National Bank employs a staff of 11, including the officers, and its annual payroll has grown to almost $60,000. This is quite a contrast from the three girls and two officers on the staff when Anderson joined the organization. Indeed, there were two girls and one officer about the time the bank was started—a payroll of less than $4000 a year!

Staffers of today include Mrs. Peggy Butler, head bookkeeper, who directs Mmes. Mary Adams and Pauline Lilly in that department; Mmes. Ruth Bailey and Rebecca McCauley, tellers; Mrs. Wilma Cornette, is filling in as secretary; Mrs. Ellen Turner, hostess in charge of the hospitality room, and Gary Turner, custodian.

Current financial statistics about the bank show $2,192,000 in deposits, $259,000 in capitalization, with $1,388,000 in loans outstanding at present. Most of the loans are for farmers' needs.

The firm is instituting a most modern employees' retirement fund and making every step toward prospects of White Deer being on the brink of an outstanding experience in growth and development.

Bank officials point out such growth outlook as a 200 - house building program on the drawing boards for White Deer right now and they visualize being ready for accommodation of the end result of a helium plant in the White Deer area which already has been cited in news releases.



EARLY-DAY MAIL CARRIER—George Colebank, an old-timer of McLean, is shown with the buggy and team used to carry mail from Mobeetie to the North Fork Post Office in 1903. North Fork is now on the ghost town list, but was once the center for about a dozen families who lived in that community. It was located about nine miles north of McLean near the present site of Densworth.

Finding Space

WASHINGTON (UPI) — The Transportation and Communications Department of the U.S. Chamber of Commerce states that 94 per cent of all off-street parking in the U.S. is represented by the $43/4 billion which private investors have put into parking facilities.

Food Center Owner's Tactics Prove Success

Leonard Doss changed his thinking from "feed" to "food" and embarked upon some unpredictable merchandising tactics influenced by 17 years in farm-related services to develop one of the most amazing progress stories of the era in Pampa with his Food Center.

Everything from his "improbable" location to his unbending determination to remain strictly independent was considered strikes against him when he launched his new business Sept. 8, 1958.

Doss had operated the Harvester Feed Store for 17 years when uncertainty of the cattle market made his business highly unstable. After some careful musing, Doss came up with the philosophy that "people are going to eat whether they fed cattle or not," and elected to try groceries.

Critics were quick to point out that the idea of jumping into the unfamiliar and highly competitive food business might warrant reconsideration, but when they learned he aimed to start his store at the location of 600 South Russell, they shook their heads and clucked their tongues.

The fact that he was going to divert a fleet of trucks he had been operating in behalf of his feed business to the project of buying his own produce and to bring in truckloads of chickens made his close friends feel sorry for him.

But they failed to reckon with Doss's ingenuity and determination because each "mistake" has been parlayed into a "team" of merchandising techniques which has brought Food Center along to be tabbed presently as the fastest-growing independent grocery store in the panhandle!

Doss's trucks can be noted running all over the southern half of the United States, wherever vegetables, fruit and chickens are raised. And his naive' viewpoint that chickens from the source of early feed outlets could be a source of a price condition which would appeal to a food store customer has projected him into the status of wholesaler and shipper of chickens, also.

One of Doss's trademarks has been his consistently featured price on chickens which frequently is lower than competition has been able to acquire them wholesale.

Now for the purpose of keeping his trucks at top efficiency, Doss has become a chicken shipper to the distant markets, and thus can have hauls both ways as he sends his trucks out for fruit and vegetables.

Food Center was built by Doss to specifications in a 40x140-foot plant and he already is cramped for space. So cramped, he allows, that he's now dickering to have a second "Food Center" build in a new shopping center. The new plant is planned for twice the size of the original plant.

"This we figure to be the first step in a big expansion program," Doss confides. "And, frankly, we don't aim to stop there!"

Doss started off at full speed he thought, in 1958 with 10 to 11 staffers, but what has surprised the doubting Thomases he not only didn't fizzle out after the first flurry, but he kept right on growing in volume.

He now has 18 staffers (counting part-time sackers) and a payroll that ranges upwards of a thousand dollars a week.

Doss makes it a thorough family project, too, because he has the assistance of his wife, Martha, in the meat department, and their son, Bobby, is assistant to the manager.

Slim Dennis is the store manager, with Bill Cox as meat manager, Buford Wyatt, produce manager; and checkers are Mrs. Ethel Jay, Mrs. Eulene Rexroate and Dorothy Wright. The department heads also assist at the check stands as the crowds and traffic warrant.

Food Center is a complete supermarket in every sense, featuring complete lines of foods, meats, dairy products, frozen foods, drugs, kitchenwares, light hardware and soft goods. Doss has stayed away from trading stamps (another "can't-be-done," according to sidewalk supervisors of the early days).

The growth is reflected in the fact that they are turning over twice the volume they experienced their first year in business and it's still rising.

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More profitable gains and better balance growth are proved in the 4-H Club boys' calf - and hog - feeding programs stressing Purina feeds . . . that's an experience which Skipper Youngblood of Stinette (Shown with Trophy) confirms, through producing the Grand Champion barrow for the Fort Worth Livestock Exposition, last year. Skipper went through the entire Purina Program — Baby Pig Feed, Pig Startena and into Hog Chow. This is backed up further by the fact that more and more youngsters are turning to Pampa Feew & Grain to furnish the famous laboratory-proved Purina concentrates for their feeding programs.

The same goes for their dads, who have been Purina-users for years and years.

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TOP O' TEXAS in TRANSITION



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TOP O' TEXAS in TRANSITION

School Constructed In 1888 Marked Beginning Of County School System

From the first one-room frame school built in 1888 to the 13-building system throughout the county today — the history of public schooling in Gray County has been one of expansion.

Early in the spring of 1888, B. F. Williams, Gainesville, was hired at $65 a month to teach 13 young sters in the county's first school.

In accordance with Texas law—passed March 26, 1881 — Gray County got four leagues of land for school purposes (in Gaines and Dawson counties). Following close on the heels of the county organization, one of the first meetings of the Gray County Commissioners Court created the fifth school district, in the southwestern corner of the county.

Fittingly enough, it was called Southwest. Its first teacher was Mattie B. Paris.

In the first school year of the newly - organized county, there were 87 pupils throughout the county's 937-acre area. Eighteen of them were attending Snowden (North Fork); 38, McClelland; 18, Lake (Plains); eight, Lefors, Sweetwater; and four, Southwest.

The first school in Pampa was established Feb. 10, 1903, with the creation of the sixth school district. A dilapidated wooden structure of one room, it was located where the Central Baptist Church now stands.

First teacher in the Pampa school was Mrs. Edyth Townsend. After she had taught the 10 enrolled pupils for a year, she was followed by Lillian Carrington, who also ran it for a year — for six pupils. The third teacher was John V. Thomas, who began instructing in the fall of 1905.

From a letter written by Thomas, something can be learned of the first public school in this town. Hired by T. D. Hobart. Thomas found six youngsters of school age; he persuaded three that were over-age to attend and talked the mothers of three others —under-age—in to sending them.

And with that for a nucleus, the first male school teacher in Pampa opened the portals on the first Monday of September, 1905. Freddie Hobart counted Pampa's population for a geography class problem and the total was 52.

The first schoolhouse was a 16 x 20 foot box-type building with hand-made seats. High winds were a problem in the flimsy structure and one time Thomas recalled playing indoor games with the children all on one side of the room to hold the schoolhouse down.

Within sight were 10,000 head of cattle grazing on land owned by Swift and Company. Grazing land and water were available at eight cents an acre.

However, the cattle ranches at the time were breaking up and people were coming into this Panhandle area by train, wagon and horseback. With the result that the last months of this eight - month session were so crowded that Mrs. Thomas was called in to help.

That summer Hobart got busy and by the next September there was a new three - room school building with three teachers and 100 pupils.

When an individual was engaged as a teacher, there was more to it than that — he was also chief fire builder, floorsweeper and janitor. Activities included reading, writing, spelling, arithmetic, geography, history, algebra and on Friday programs of recitations, debates and spelling bees.

With the establishment of the Pampa school, new school districts began to sprout all over the county. Between July 13, 1903, and Feb. 8, 1909, no less than nine separate school districts were organized. In that time too, there were divisions and consolidations of districts.

In those less than six years these were the newly-created districts: seven, Alanreed, July 13, 1903; eight, nine and 10 (Back and Schaffer were two of them), all on Feb. 22, 1904; 11, Bell 12, Aug. 24, 1905; 13, Eldridge; 14, Cottonwood; added to the elementary school county cirriculum — United States and Texas history, and civil government. And the high schools were teaching Latin, Caesar, Virgil, algebra, geometry, trigonometry and modern and medival history.

That same year the county commissioners court made Pampa an independent school district. Since 1920 Pampa has had four schools under its supervision — Pampa, Morten, Hoover and Kingsmill.

First trustees for the Pampa independent school district were C. T. Nicholson, president; L. C. McMurtry, secretary; L. H. Greene, T. H. Taylor and W. M. Craven.

And in the period 1925-26 came tremendous expansion. In 1925 the population had been about 1,000. But in 1926 — the year of the oil boom — the population jumped to 10,000 and $130,000 was voted for additional school buildings. That year Pampa could claim the second largest school district in the nation — complete with a $300,000 high school building (which is now the junior high school building).

From the poorest school district in Gray County, Pampa in 20 years had risen to the position of the richest school district in the entire world. Its assessed valuation was $25,000,000.

In 1876 Gray County was created —not organized — and the Texas legislature passed a law which listed a group of subjects that must be taught throughout the state. Included were orthography, reading writing, English, grammar, composition, geography and arithmetic. To get the proper historical balance, that was the year that Samuel J. Tilden was hustled out of the U.S. presidency by Rutherford B. Hayes in one of the strangest midnight vote switches in American political history.

While there had been some private schooling in the area beforehand, the sentiment in the 1880's changed from the private to the public school. Sources of revenue in 1839 were part of the state occupation tax, a poll tax and an "ad valorem" tax.

In 1840 — still four years before the county's first school — the state school law was rewritten. Among its provisions were an edict that the state school superintendent be elected; all counties be divided into school districts; district and local taxes be authorized; state tax for schools be increased and the school fund be invested in county and other bonds.

The superintendent was to have general supervision over all common schools. That same year the required list of school subjects got some additions — English language plus what the state superintendent and school trustees thought should be added to the curriculum.

Until 1897 the school kids took books to school that they had at home. But after that time the state authorized a textbook board and a uniform system of books for elementary schools.

And during this pre-organization period of the county the rural school's expansion was limited because of the fact that few school districts could get a local tax passed to support them. For two-thirds of the property owners in the area had to approve such a tax — and th well-to-do were not over - enthusiastic about paying for their tenants' schooling.

Date of the first school in Gray County was April, 1888, and that was the beginning of the organized county school system. Prior to that time there had been some tutoring in private homes (example: Perry LeFors) — but most instruction received by area youngsters was done by the method of "doing" — helping the old man out on the farm or the ranch.

Location of that first school — realistically called "Highwindy"—was in the northeast section of the county, five miles from the boundary line on the north and 12 miles from the east boundary. Beginning early in the spring, it lasted from 9 a.m. to 4 p.m. for about five months. Thirteen students, from 6 to 15, attended.

Equipment for the school included a home-made table, one chair, several home-made double seats and a 'recitation bench.' There were no grades and no graduation —when a youngster finished all the books that the teacher could lay his hands on, he was graduated."

The first teachers in this school in order, were B. F. Williams, Will Sowder, Mrs. Annie Boney, Cora Boney and Bena Carter. The trustees were John N. Stump, Jim Jackson and L. E. Boney.

As the county population shifted, the one-room frame structure did, too — from place to place. At one time, it was moved seven miles. School was held in that historical building until the school year, 1928-29.

During 1895-96 the second and third school districts in the county were created. Seventy-six youngsters were attending three schools —Plaines, North Fork and McClelland. And by 1901-02 there were four schools in the county—Plaines, Lefors, McClelland and Sweetwater, with 58 boys and 44 girls in attendance.

In this early period of area school development, Gray County had been created but not organized. Created in 1876, it had had its legal affairs handled by Wheeler County from 1879 to 1899. Then it had been attached to Roberts County which had taken care of its business till 1902.

The big day came June 9, 1902 when the Roberts County Commissioners Court met in special session for the specific purpose of organizing Gray County. Twenty-one days later this county held its first Commissioners Court.

Spudnut Shop One Of City's Newest Firms

Dan Michael is one of Pampa's newest business men having assumed ownership and management of the Spudnut Shop the first of October.

Michael succeeded Lloyd Reyher who founded the business in March, 1959, in a partnership with a brother, but carried on alone when the joint setup was dissolved shortly after they opened.

The firm does wholesale and retail business, providing the nationaly - famous "Spudnuts" to a growing list of outlets where coffee breaks enhance their popularity.

They feature a large variety of icings on the spudnuts and also have the versatility of selections of twists, rolls and fry pies—with up to 15 different items possible on the fare.

Michael came to the Spudnut Shop after about an eight - year background with Core Laboratories, Inc., seven of it in Pampa. He is a Texas Tech graduate with a degree in geology.

The firm employs two full-time aides and one part - timer and Michael will be having additiona staff as growth warrants. The regulars are Ruth Keith and Elsie Nail.

Rig Fuel, Inc. Formd To Aid In Oil Drilling

Rig Fuel, Inc., as the name implies, was organized with view to serving fuel to power oil drilling rigs but under expansion instituted through its incorporation in 1955, the firm now is geared for agriculture as well as industry.

Basically, the firm is a distributor of LP gas and the exciting outlook into the future which might affect it as a Pampa business is the advent of the flame cultivation technique which is just advancing beyond experimental stages.

But that's getting ahead of a story whose progress theme was commendable even before the innovations of agriculture became more closely related to bottle gas.

J. S. (Jack) Skelly is the figurehead of the organization which formally made its debut in 1955 as J. S. Skelly LP Gas. It actually was an outgrowth of an enterprise founded in 1950 and which went through several stages before it ended in its present identity.

The first business was called R&S Equipment Co. and was a Massey-Harris and New Holland farm equipment distributorship. This later branched into the J.S. Skelly Farm Store, which in turn was absorbed into a more versatile business known as Utility Oil and Supply in which Skelly was associated with Clarence Arnold and Lloyd Simpson.

Utility Oil was set up to diversify and they channeled out into phases of business which fit their know-how and supply connections. However, Utility Oil went on to incorporate into an oil distribution firm and when the original partnership divided up, Skelly went his way with the LP gas business in 1953 and the others stayed in oil sales.

Jack started the LP gas business as a one-man, one-truck setup with only part-time extra help and many 20-hour days. Skelly had no more than a $4000 payroll a year at the outset, but saw possibilities of expanding through incorporating and H. C. Grady, Jr., and others became a party to the firm. Grady serves as treasurer, accountant and office manager, and Jack performs as sales manager. They have a staff of five personnel nowadays who pour some $28,000 into the economy of the area in the form of annual payroll.

Driver-salesmen on the staff are Jess Bowermon and Douglas McLear.

The firm provides a 24-hour oil field service and are turning toward the new agricultural innovation of flame cultivation. This is a technique in which specially adapted burners are used on-farm cultivators to burn off the weeds instead of mechanical cultivation, cutting or using expensive chemicals.

More and more of this method is being used on the South Plains, and experimenters are finding it labor saving because the equipment goes over the areas without the strain of pulling equipment while it cuts the ground.

Several advantages include the fact that flame cultivation is providing more effective as it doesn't turn up new earth in which new seeds are surfaced and can sprout.

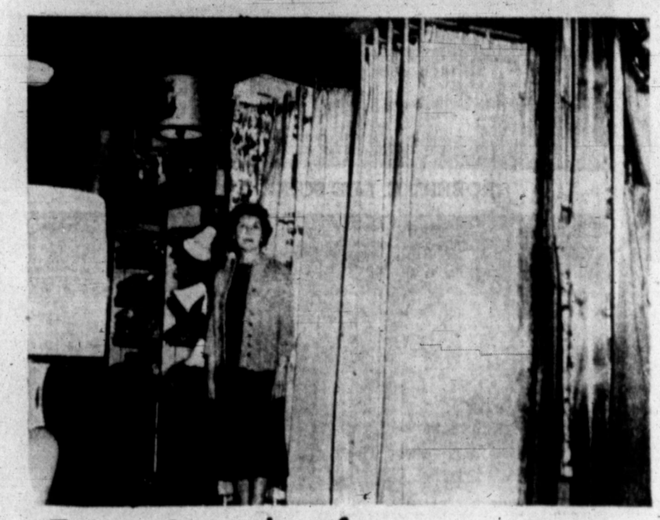
At least a third of the labor in row-crop is cultivating and thus the manpower problem in farming is largely solved in flame cultivating.

The Santa Fe railroad has been using propane burners on their right of ways the past several years to supplant the messy residue of burning with oil, and this lends possibilities to a lot of other uses of LP gas in the future.

This is why Jack Selly and Rig Fuel Inc. are looking to the transition into a more active future with increasing enthusiasm.

SERVICE PLUS QUALITY ...Formula For O-U-R Progress Story





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We offer complete decorating, engineering and planning through the availablity of Mrs. J. L. Jones and R. L. Allford (photo at right) as regular, fulltime staff members.

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TEXAS FURNITURE COMPANY

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Bruce And Sons Storage Operate In Five Cities

Although Bruce & Sons Van & Storage operate in five cities of the panhandle they are separate entities in which Wallace Bruce is the owner of the Pampa terminal.

The firm was founded at Borger 30 years ago and has the unique status of being able to function in a 10-state area under its own permit and through association with Wheaton Van Lines in the east and Lyon Van Lines in the west, they have coast - to - coast hookups.

William LaFat Bruce, the grandfather of the Pampa owner, established the van and storge system in early days of Interstate Commerce Commission control over over-the-road trucking operations and succeeded in getting permission to serve Texas, New Mexico, Arizona, Colorado, Kansas, Nebraska, Missouri, Arkansas, Louisiana and Oklahoma.

This unusual arrangement enables them to operate under their original pattern without having to make elaborate coordination arrangements with existing van lines on an intricate reciprocal program within the 10-state area which would affect rates.

Thus, with terminals in Borger, Amarillo, Perryton and Plainview (along with Pampa) Bruce & Sons can original hauls over a broad expanse of the southwest and midwest.

Two of W. L. Bruce's sons, Wesley L. Bruce and Ira S. Bruce still are active with the firm, which nowadays operates as a corporation with the permits, identified as Bruce & Sons Moving Co., and the separate terminals have been sold to their managers and operate as Bruce & Sons Van & Storage Co.

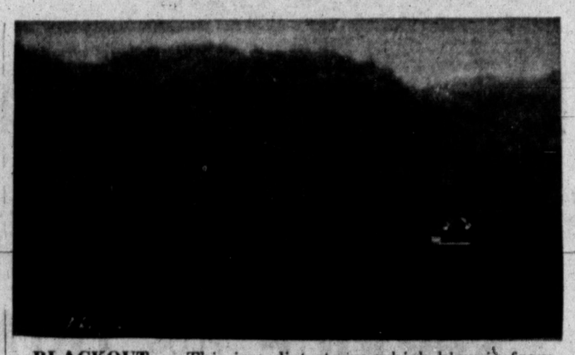
The largest office in the Bruce system is in Pampa, and they have six vans regularly assigned here among a total of 16 operating units which serve the five cities which have terminals.

Managers of other terminals known to the Pampa area include Mr. and Mrs. Boyd Thurman (Wensley Bruce's daughter) in Amarillo, and Paul Baumann, Perryton manager who was trained in the Pampa office.

The Pampa terminal has a 7500-square-foot warehouse and key staffers here are Mrs. Dorothy Heard, head secretary; Ima Tarrant, bookkeeper and sales representative; J. B. Caldwell, head salesman, and drivers John Wood, Ira T. Hicks, Paul Phipps and E. M. Crouse.

Wallace's wife, Doreen, serves in a unique but effective public relations capacity of handling a rental agency to help new people find places to live. This is a service rendered without charge to bolster acceptance of their van and moving services.

The Pampa terminal has some hopes for future expansion but haven't been able to gain city approval due to existing code laws thus far. Their program would include remodeling the front and sides somewhat and possibly adding on.



BLACKOUT — This is a dirt storm which blew in from the north on the night of Sunday, April 14, 1935. High winds helped fan the dirt and keep it moving. Notice the condition of the soil and the model of the car—they help to date the picture. Ever since, this storm has been known as the Panhandle Blackout.

Wheeler-Evans Elevator Co. Are Leaders In Grain Storage

Wheeler - Evans Elevator Co. zposes as the Top O' Texas' dominant grain storage facilities because they have more than half of the total capacity for the entire area.

With elevators at White Deer, Groom and Kingsmill, Wheeler - Evans possesses a total of 3,600,000 bushels of storage capacity in this area popularly describel as the Top O' Texas. This is more than half because the total tally comes to onlv slightly more than six million bushels.

Candidly, the percentage could mount through the simple addition of another 1,600,000 bushels Wheeler - Evans has in a nearby Oklahoma wheat - growing center.

Wayne Jordan functions in the dual role of manager of the White Deer elevator and supervisor of all three Texas Wheeler - Evans operations. The headquarters was moved from Groom to White Deer after the tragic death of Ralph Evans, co - founder of the firm, Oct. 12, 1960 in an auto accident.

Jordan serves as advisor for managers of the other two elevators through his long experience in the business and his background of successful elevator operations and fellow - managers look to his judgment for methods which will best serve their customers.

The system of Wheeler - Evans elevators had its formal beginning as recently as 1950, although both Evans and E. O. Wheeler had been Oklahoma grain operators for around 20 years previously.

Evans was at Eagle City with a small wooden elevator of about 12,000 bushels, and Wheeler had been active at Watonga in similar operations.

When they came together as a team and proceeded to capitalize on the national trend toward storage facilities vastly boosted to accommodate a growing program of government loans, the growth of the Wheeler - Evans system came rapidly.

Jordan had been manager of the Kingsmill plant for many years prior to the Wheeler - Evans ownership. It hal been known previously as Barnett Elevator Co., owned by Dalton Ford and Fannie Barnett.

Even now they are figuring on boosting the capacity at White Deer, now totaling 1,400,000 bushels, by a half million bushels in the near future.

The projected building program would augment the present concrete storage facility which totals 315,000 bushels, with a separate concrete plant which would be connected with the present system by use of a pit conveyor.

Coupled with the Kingsmill facility, the White Deer elevator would grow to a total of 1,800,000 bushels, while Groom comes to a total of 1,800,000.

Staff members in the Wheeler-Evans system include Jordan and Martin Bailey, bookkeeper and office manager White Deer; Noah Cude, manager at Kingsmill, and Frank Curry, manager at Groom and Don Clark, bookkeeper - office manager at Groom.

The organization employs a total staff of 12 personnel at the three elevators throughout the year and this number almost doubles in harvest season. They pour a total of $100,000 into the economy of the area in the form of payroll every year.

Their only sideline is seed cleaning, and the White Deer plant cleans about 90 per cent of th eseed in their trade territory They separate the seed from straw and eliminate under - developed seeds through the sieve and shake method, and treat it for smut and worms by use of Penogen.

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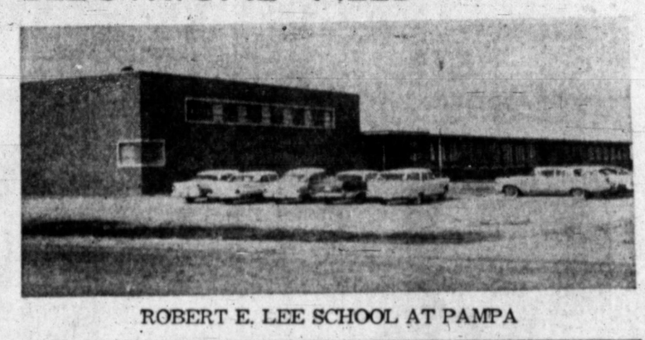
- Construction
- Sales



ROBERT E. LEE SCHOOL AT PAMPA



That's the Northwest Texas Hospital addition above . . . and the St. Anthony's Hospital, largest electrical installation in the panhandle, below. Both are at Amarillo.

TOP O' TEXAS in TRANSITION

Our Badge of Progress...

Some of the Panhandle's Largest Electrical Installations

We've been growing with Pampa and area for 18 years and now are proud to have retail and wholesale outlets both in Pampa and Amarillo. We have a fleet of 18 radio-controlled trucks and serve the entire panhandle area—from Lubbock to the Kansas border. We reached an important climax by building our new Amarillo headquarters in January 1960, after "commuting" to a growing schedule of activities there for 11 years. Thanks for the chance to grow with a progressive community!



WE SPECIALIZE IN THE FINEST BUILT-I N HOME APPLIANCES

YOU WOULD BE SURPRISED AT HOW LITTLE IT COSTS TO ENJOY THE CONVENIENCE OF MODERN BUILT-INS!

See Our Complete Selection Of:

BERNS AIR KING
- HOODS
- FANS
- HEATERS

MARTHA WASHINGTON BUILT-IN APPLIANCES (Gas or Electric)
- DOUBLE & SINGLE OVENS
- BUILT IN COOK TOPS

MR. and MRS. HOMEOWNER call us for any service we may Perform – no job too large or too small. OUR PLEDGE TO YOU SERVICE!



FREE ESTIMATES

LET ONE OF OUR REPRESENTATIVES CALL AT YOUR CONVENIENCE

Brooks Electric — IF IT'S ELECTRICAL

1101 Alcock Ph. MO 4-2565

personal service

the key to our exciting progress story

Weddings In Complete Detail Our Specialty...

Distinctive Floral Services

—HOSPITAL ARRANGEMENTS
—CENTER PIECES
—FUNERAL DESIGNS
—BOUQUETS and CORSAGES

Florists Telegraph Delivery
City-Wide Delivery

TOP O' TEXAS in TRANSITION



Cecil Gill and Vera Cornet are doing an arrangement as Mrs. Pat Hopkins and Wiliam Gray look on.



ROBERTA PUGH



J. C. HOPKINS

Thank You...

We've shared the Pampa progress story for six years and deeply grateful for the chance to grow with a growing area. We pledge to continue to provide the same sincere service and effort that we have to earn your acceptance in the past.

Roberta's Flowers

217 N. Ballard MO 4-3309



HEADER BARGE IN OPERATION — Wheat on the Jess Noel farm near Pampa was harvested in the early days by a header machine such as one pictured above. Noel's father is standing on the ground and Jim McAnulty, Pampa, is at right. Others are custom harvesters who came into the area during harvest time. The barges were a cart-before-the-horse affair which cut, loaded and then released the wheat in stacks. A six-man crew operated each machine, in use in Gray County until about 1916 when the first combines started coming into the area.

Culbertson Insurance Head Active In Pampa

Culberson Insurance Co., operated by Dick Stowers, and specializing in automobile insurance but accommolating customers with other types when the need arises.

In addition Frank gives freely of his time to civic institutions and projects and is active with much fraternal organization work.

He is currently president of the Coronado Hotel Corp., on the Aviation Committee of the Chamber of Commerce (he is a pilot and used to operate a flying school during the war, and he is active with the Masonic lodge and a member of the local Shrine Club.

Culberson is past president of the Pampa Chamber of Commerce (serving during World War II), past president of the Lions Club, a member of the board of trustees of the First Methodist church, and area director of the National Auto Dealers Assn., and president of the Pampa Authorized New Car Dealers Assn.

Culberson's progress story shows an interesting if not amazing contrast in his contribution to the economy of the area. Back in the earliest days, the small car agency employed the partners among perhaps eight staffers and had an annual payroll that doubtless didn't reach $6,000. In fact, when they moved to their new building in 1929 they had a total of 19 personnel and the paycheck totals had grown to the proud proportions of about three times as much.

Today Culberson has a total of 49 personnel and their paychecks total to around a quarter of a million dollars worth of buying power for Pampa and area!

Assisting Frank in management of the firm today is Dick Stowers, vice - president and manager, and deparment heads are Guy Clement, new and used car sales manager; G. A. McClennan, parts manager; Perry Franklin, service manger; T. M. Kivlehen, office manager; Jim Goff, truck shop foreman, and Jim Seedig, body shop foreman.

Jesse Reeves is the ranking salesman of the Culberson staff, having a 32-year background and much of it being the manager of Reeves Oldsmobile which he operated in association with Culberson for many years before they sold the Olds and Cadillac agency in 1957. Other salesmen are Paul Crossman, Dean Monday, Ralph Dunbar, Lige Tarvin, and Claude Ferrell.

Most of the service department force are veritable fixtures with the organization, Culberson relates proudly. "The shop averages 19 to 20 years in background with us," he asserts. They include Gordon Miller, Joe Pate, Henry Holb, John Whelchel, Earl Henry, Melvin Davis, Archie Bullard, James Schaub, Joe Cook, Floyd Pyeatt, Ronnie Atkinson and Harold McCleary who functions as service salesman.

Parts staffers are Johnny Reynolds, Oliver Allston and Herschel Bogle, and Oren Simpson and Earl Dalsing are the truck mechanics. In the body shop are Charley Gurley, Roger Long and James Arter.

Clerical and bookkeeping personnel in the front office include: T. M. Kivlehen, Nona Worden, Jewel Shackelford and Nell Bettis.

Culberson had a real expansive sales operation in the prewar days, as he boosted the potential of his used car merchandising through operating used car sales outlets in Trinidad and Pueblo, Colo., as well as here. In those days his staff included 20 in the sales department alone. In fact, Culberson attained the enviable mark of selling cars at a clip of 1000 units a year as early as 1931-2-3-4.

Growth of the business volume probably more than parellels comparable patterns of growth in Pampa. They are turning around 10 times the gross volume in car sales, considering the factor of inflation, and body and service business is growing steadily, too, showing around a 500 per cent increase over what this phase of the operation attained by the time it became a realistic portion of the total business. Of course, it took some time to build up a backlog of car customers who needed this service at the outset.

Alanreed Bank Holdup Recalled

In the early morning of Aug. 4, 1931, Roy Stevenson and accomplice Roy (Shortie) Magree, both from Lefors robbed the Alanreed bank of $2,300 and shot local resident Jim Bryant.

Bryant owned a blacksmith shop next to the bank and when he saw Stevenson entering the bank assumed he was an electrician he had been expecting to wire his establishment. Upon entering the bank to inquir ehe was told to raise his hands but being hard of hearing ignored the order, Stevenson then shot him, the bullet entering below the stomach.

Now still an active man of 81, Bryant says he knew he had been shot but had no time to pay much attention to it at first as things were beginning to get pretty excited. He says he was the only calm one in the crowd and when he got around to informing the citizens that he was shot he had a hard time convincing them.

Stevenson and Magree were both captured soon there - after and identified by E. B. Hedrick, cashier and Miss Jennie Sherrof, bookkeeper of the bank as the robbers. They were taken to the Pampa jail to await trial.

Bryant says his wound never bothered him much.

World's first surgery in which ether was used as an anesthetic was performed by Dr. Crawford Long, in 1842, at Jefferson, Ga.

One Can Be Many Places At Once By Just Standing In Courthouse

A person seldom realizes that by standing at any given point in the Courthouse or City Hall he can be in 12 places at one time without moving a muscle.

This, of course, is politically speaking.

So, where are you by standing, for example, at the east entrance of the Gray County Court house?

Municipally, you are in the First Ward.

For county purposes, you are in county commissioner Precinct 2; justice of the peace and constable Precinct, 2 (constable's precinct coincides with the J. P. precincts) and voting Precinct 10.

For state purposes, you are in the 87th Legislative District and the 31st State Senatorial District. On the national level, you are in the 18th U.S. Congressional District.

Educationally, you are in the Pampa Independent School District and the 28th District of the state Board of Education.

When it comes to "Courtin' " you have three courts to put up with besides County Court at Law. There is the 31st Judicial District, the 7th Supreme Judicial District and the Northern District of Federal Court.

The largest area taken in by any of the above districts is the Federal Court territory while Ward 1, for the city, is the smallest.

But, it just goes to show that by being in Pampa you can get to all those places by standing in one spot.

The is a far cry from the day the first spark of permanent life was seen at the turn of the century.

Even after the county was organized in 1902 there was no state Board of Education district; no Pampa Independent School District; No. Ward 1. The 18th Congressional District; 87th Legislative District; and 31st state senatorial district were so huge Pampa meant less than a dot on the landscape.

In fact only the county commissioner and justice of the peace precincts, at that time, were of local importance.

With the passing years, the population growth of the county, state — and the Panhandle — resulted in creation of new districts.

Duncan Real Estate Gives Area A Staff Of Qualified Brokers

J. Wade Duncan might well have remained a rancher instead of operating one of Pampa's most prominent real estate operations if his father had resorted to first suspicions when he bought the store that brought them here from Duncan, Okla., in 1906.

Wade says the late J. N. Duncan was looking for the opportunity of the west and came over here in a buggy from Duncan. There was a hardware, implement and general merchandise store and J. D. made a deal for the business and building and went back to Duncan to close out affairs so he might move to Pampa.

Ironically, when he received the deed in the mail he noted the seller had given him title to the building, but did better than a baker's dozen and had thrown in the rest of the block.

At first Duncan became quite disturbed, Wade recalls. "He didn't want any part of the tax responsibilities for all those lots, and for a moment even considered backing out on the deal," he says.

But J. N. thought better of it and the family moved over to Pampa when the town might have been bragging a little to say the population was 50 hardy souls.

Through the years J. N. operated a successful store and built store buildings on the other properties, selling some of the lots as the spirit moved him. He operated the original store from 1907 till about 1915 and as he built up the property he turned his attentions to developing his holdings and also acquiring other interests. Incidentally, he was Pampa's first mayor.

Wade had been ranching in the area for about 16 years when his dad died and he began managing the accumulated estate of business buildings and other properties, so it just came to a natural measure of efficiency that he hung out his shingle as a realty man.

And the firm of Duncan Real Estate provides Pampa and area with convenience of a staff of four real estate brokers who are available for aiding in property management. Wade and his son, Bill, are augmented by Peggy Pirtle and Betty Meadow in the sales department, and they share common clerical personnel with Duncan Insurance, which is operated by kinfolks as a separate entity.

Wade has been managing the Duncan estate for about 21 years, which is an unusual situation among many estates. They find the properties are more efficiently handled thrugh retaining the estate as a complete package.

Among the business rentals they handle through the estate are Zale's, Franklin's, Richard Drug, Bentley's, Tarpley, Dunlap's, Kyle's, Behrman's, Hub Booterie and Fields Men's Wear.

As J. N. got a few dollars ahead he expanded the business building pattern on his properties, the first addition being the present location of Zales, and then Franklin's. These were built for the purpose of being rentals, and as he got money ahead he would put up a 25-foot brick structure till he built the site of Tarpley's. After that he built a bunch of little frame units to accommodate sporadic growth in boom days from 1927 till 1929. Then a fire destroyed these, so he replaced them with brick structures.

He weathered the dust bowl days by anticipating his tenants' welfare. He cut the rent in dust bowl days and when times got better he'd go in and ask them if they were doing well and getting the affirmative would ask for more rent. He didn't have any signed leases, but operated successfully through the gumption of setting up a rent plan that fluctuated with the times.

Toy Sales Rise

NE WYORK (UPI) — Toy sales for 1960 hit more than $1.7 billion, topping the 1959 record by more than 6 per cent, according to the Toy Manufacturers of the U.S.

The impact of the age of science is reflected in the fact that toy counters are stocked with twice as many scientific and technical kits and labs, and the sales rate is double that of a year ago.

J. E. Carlson, Inc. Specializes In Construction And Services

Large and highly specialized construction work is a part of the services available to the southwest from the Pampa area and this is a contribution to the versatility of the Top O' Texas for almost a quarter of a century by J. E. Carlson, Inc.

The business dates back to 1937 when Carlson made his debut in heavy construction in partnership with A. R. Tate, but he went "solo" a year later to carry on with a firm which has ranged from single proprietorship to a family corporation.

J. E. Brought in his son, Milo Carlson, as a partner for about three years beginning in 1940. They identified the business as J. E. Carlson & Son until Milo went to Kansas to pursue some other interests, but they incorporated and adopted the present identity in 1949 when Milo returned.

They do general oil field contracting and perform pipeline installation services plus construction work on gasoline plants and other larger projects.

They have such heavy - duty equipment as lifting cranes, bulldozers, many sizes of ditchers, backhoes, sideboom tractors, lifting poles and the like.

Typical of their work have been such projects as much Cities Service refinery rebuilding and remodeling (they rebuilt the Cities Service booster station in this area after it was wrecked by an explosion a few years back), modification of the Skelly Shafer gasoline plant, new construction involving the Skelly Crawford gas plant northwest of Skellytown and remodeling at the Celanese plant.

The firm has a payroll that piles up to close to a half million dollars a year through their wide expanse of activities. For instance, they have two of their major jobs running up in Kansas right now. At any rate, anywhere from $25,000 to $150,000 a year of this total actually falls into the Pampa area economy.

Key personnel who are best known to the Pampa area include the Carlson father and son team, plus Ray Rexroad, building superintendent; G. B. Crawford, building superintendent; Darrell Bolander, welding superintendent; Roy Libby, former Pampa, welding superintendent; Mrs. Cecil Williams, office manager, and June Strange, secretary - bookkeeper. They keep their general headquarters in the Hughes building here.

The firm carries on a continuous modification program of its own, replacing and adding equipment so they may keep pace with modern innovations which enhance heavy duty construction work.

VERSATILITY

... Our Contribution To This Exciting Experience

TOP O' TEXAS in TRANSITION



Joe Neal, designing engineer, makes last minute adjustments in a newly-patented volume control gas metering valve just going into production. These insure a constant gas pressure to each cylinder of an engine, insuring equal distribution of gas to each cylinder, enabling each to produce its rated horsepower.

We've expanded from oil field drilling equipment repair services to such all-around services as manufacturing of gas engine parts, repair and maintenance on precision equipment, fishing equipment rental and services, complete versatility in metalizing including re-tin-izing to restore pistons, rods, shafts and other moving parts.

MANUFACTURERS Of **147** Different Products For GAS ENGINES

(Repairs for all Makes of Gas Engines)



Here are Lyle Robinson (left), shop superintendent, with Paul Howard (right) and Bob Pritchard, field representative, at our machine shop — the home of much versatility in manufacture and service.

COMPLETE LINE OF RENTAL AND FISHING TOOLS

Experienced and Capable Service Operators

24-Hour Service – Radio Controlled

Here's a typical view of our fishing tool operations. That's Carl Pritchard, service manager, in the picture.

Besides machine shop and manufacturing services, we have four fishing tool rental and service stores from the Rockies to the panhandle, a sales and distribution firm shipping our products from California to the Gulf coast and making plans to export. We've grown from a staff of seven employees with an annual payroll of $28,000 to one which approaches a half million dollars a year nowadays. We're grateful for the acceptance which has pegged our growth and pledge the same zealous effort in the future.



Red Garren, general manager and Bernice Hollars, Comptroller and office manager.



Stores Also at Perryton . . . Rocky Mt. Stores (Basin Industrial Co.) at MOAB, Utah, and Farmington, N.M.

PANHANDLE INDUSTRIAL CO.

Machine Shop & Gas Engine Dept. 423 S. Gray MO 4-4611

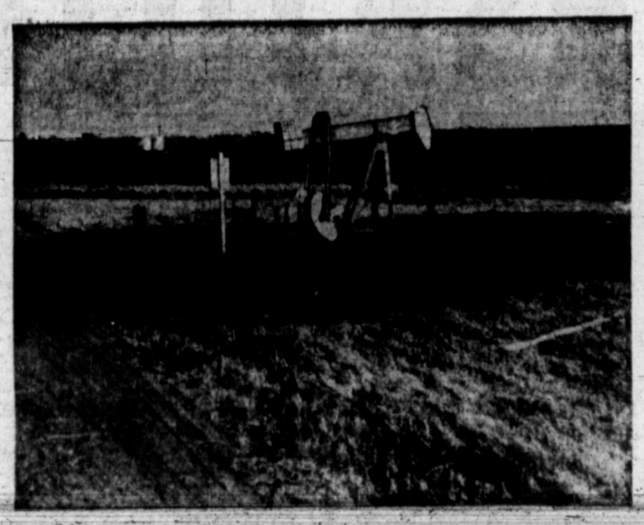
Fishing Tool Dept. Price Rd. MO 5-3311

OIL PLUS CATTLE PLUS FARMING



With A Blend Of
Diversified Industry
To Serve Them All

...E-Q-U-A-L-S





Through recognizing our full potentials and coming up with a realistic plan to capture them as a part of our total economy for tomorrow, Pampa and the Top O' Texas are in a position to continue an unbelievable growth. Looking back, one will recall that gains of yester years came as the result of hard work. Some years and some growth came harder than others. But the expansion is possible and the possibility definitely is there. We pledge to continue to expand our efforts toward attaining this in the tomorrow which is nearer than you might think. And we earnestly invite YOU to go along through exerting your energies and efforts toward the same common cause!



THE CREE COMPANIES

- CREE DRILLING CO., INC.
- CREE OIL, INC.
- Cree Oil & Exploration Co.
- CREE RANCH
- G. B. CREE & SONS
- G .B. CREE ESTATE

Hughes Bldg..

MO 4-8441



GEORGE B. CREE, JR.
Partner



RAYMOND REID
Partner



W. J. CHAMBLESS
In Charge of
management & personnel



FRED ALVEY
Drilling
Superintendent



D. R. BROWN
Field
Superintendent



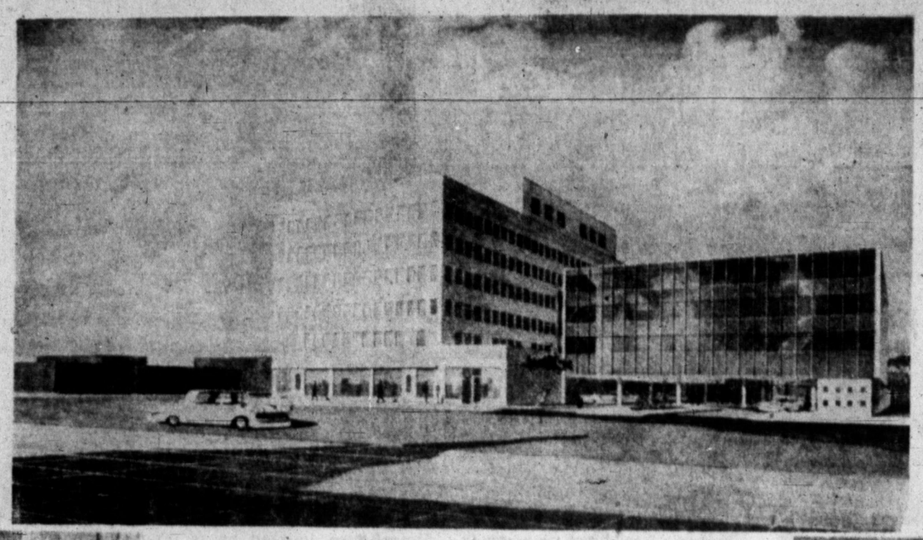
Ralph Collingsworth
Field
Superintendent



C. W. LANGHART
Head
Geologist



AL PRIGMORE
Accountant



Hughes Building Annex, Available For Leasing Office Space; To Be Ready In May 1962



Hughes Insurance Service Staff — Providing needs of "Tip Top Texans" . . . All forms of insurance . . . The officials in the picture are Jim Perkins (left), manager, and Bunny Shultz.



Hughes Building, providing Pampa with 85,000 square feet of office space.

exciting
symbols of
TRANSITION
by

THE HUGHES MORTGAGEES • HOME BUILDERS • INSURANCE COMPANIES

TAKING PRIDE IN PARTICIPATING IN THIS SIGNIFICANT PAMPA PROGRESS STORY!



RICHARD G.
(DICK) HUGHES

PROUD TO BE A CONTRIBUTING FACTOR IN THIS GREAT EXPERIENCE....

TOP O' TEXAS in TRANSITION

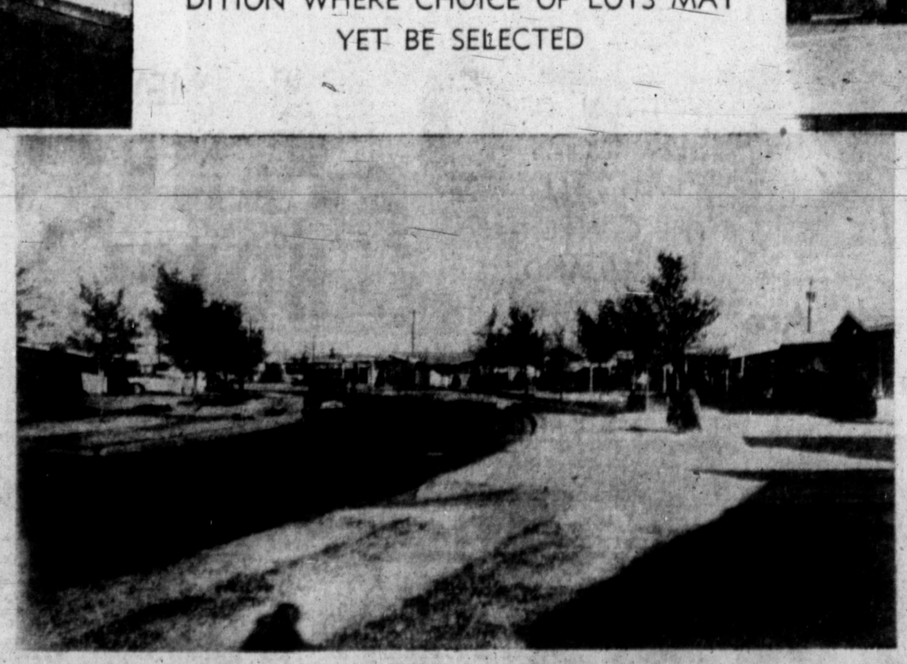


Hughes Investment Corp., Pampa office, a part of the fastest growing mortgage company in U.S. . . . George Robbins, manager, is in the background.

HOMES IN PAMPA'S NORTH CREST ADDITION WHERE CHOICE OF LOTS MAY YET BE SELECTED



Hughes Development Co. Staff . . . Planners and administrators of a large array of progress-geared businesses serving the whole Southwest.



Parker Motor's Story One Of Rapid Success

John Parker provides Pampa with one of the fastest - growing automotive dealerships in the Panhandle due to the fact that he spurned a promotion because it transferred him away from "home" and gambled on returning to blaze a new trail for himself about three years ago.

That, in a nutshell, is the story behind the amazing progress story of Parker Motor Co.—Pampa's newest auto dealership which has grown so solidly it seems to have a taproot like an agency that might well have been in action a quarter of a century.

Parker Motor is the Dodge dealer and, of course, has a growing clientele of Chryslers out around these parts, too.

John's history in the Pampa story actually dates back to 1952 when he cut his eye teeth in the Chrysler Corporation family by selling cars for Pursley Motor Co. He made a brief venture into his own business in 1957 when he opened a small used car lot and after a year he affiliated with a new car dealership here which soon transferred him to an unsolicited position in Oklahoma.

John's step to return to his own venture, hanging out a shingle offering a selection of used cars and coincidental availability of the Dodge dealership came about a year after.

The chronology of John's advancement from a two-car shop, small office and used-car-type lot to today's magnificent 50 x 110 building for storage and new and used car make-ready came fast.

He bought the property and built the new building where the Parker dealership is situated, having it ready for occupancy June 1, 1960, three months after obtaining the Dodge franchise. The dealership now has 126 feet of frontage.

Growth in staff is comparable. He started as a non-man gang in the used car operation and soon had expanded to a couple of aides and perhaps an $8000 to $10,000 annual payroll. Total staff for Parker Motor today numbers 14 men and John bolsters the area's economy to the tune of some $75,000 a year in the form of annual payroll.

Key personnel are Pete Higgins, service manager; Bill Kent, parts manager; A. C. Cox, bookkeeper and office manager, Betty Boyett, assistant; and salesmen J. B. Langwell, Otis White and Ronnie Mullins (John functions as the sales manager). Mechanics are Leo Belcher, Hawk Hawthorne and Tex Greer. Tube men Chambers.

When considering that Parker is turning around 600 cars a year nowadays it takes minor arithmetic to see the impact he has made in the Top O' Texas field. He considered it good when he was able to place 60 units a year in his small used car operation, and the growth is 6 to 1 in the service department and about 10 to 1 in the parts department.

John and his wife, Adney, have four children, and he confides they have been kept so busy keeping pace with the fast - growing business that he has found little time for pursuit of any hobbyist activities.



FIRST LIGHT PLANT — Pampa's first light plant was in operation in 1916. The plant was housed in the Davis Warehouse, located on W. Foster street. Shown here is the interior of the plant.

Cree Drilling Carries On Continuing Program Over Oklahoma-Texas Area

Cree Drilling Company has been a fixture in the Top O' Texas for more than 35 years, posing today as an example of what this area has to offer for industry and energetic effort.

The firm now is producing in the neighborhood of 250 oil wells, mostly in the Texas and Oklahoma Panhandle, and carrying on a continuous program of maintenance and exploitation which is contributing a basic quarter of a million dollars a year to the Pampa area economy.

George Cree, Jr., who grew up in the firm his father and namesake originated, now is president of the corporation and he directs 50 and more personnel through operations which symbolize the core to what made Pampa grow most in the past decade.

Cree Drilling Company poses as one of the firms with the foresight to recognize the area's full potential even before the major production was accomplished.

Going back to the firm's origin, Cree was a boom - following drilling operation which was founded in Oklahoma in 1919, and George B. Cree, Sr., was lured to the panhandle in about 1925, first operating intermittently in Borger and Amarillo before coming to Pampa to establish the hub of his operations here.

G. B. Cree was active with the firm until his death in 1959. In earlier days he operated in partnership with Buzz Hoover, now a separate independent operator.

Surrounding young Cree in the business are Raymond Reid, partner and production superintendent; W. J. Chambless, in charge of management and personnel; Al Prigmore, accountant, Fred Alvey, drilling superintendent; C. W. Lanehart, head of the geology department; D. R. Brown and Ralph Collingsworth, field superintendents.

While Cree has eight rotaries and a string of cable tools for workover projects (they concentrate on drilling their own leases), they are experiencing about 40 per cent activity right now, keeping around three rotary rigs active.

The staff they maintain on a year around basis handles the streamlined operation such as exists at present in the oil production cutback. As they expand into greater exploitation, the nucleus spreads out over a larger selection of rigs to perform in supervisory capacity with well servicing companies' staff members.

Through this method, Cree is responsible for up to double his total payroll in Pampa area paychecks when the business is quickened to a pace of 18 to 20 well - drilling projects a year. They are active on a small percentage of this number durrendy.

Cree carries on a continuous safety program with his rig crews. They have a competitive spirit with awards featuring a supply of gloves for every 30 days the crew goes accident free.

Read the News Classified Ads

Recapturing the Romance of Yester Years

WITH COMPLETE REMODELED AND REDECORATED FACILITIES AND SERVICES PERFORMED AS YOU LIKE IT...IN DOWNTOWN, CENTRAL CONVENIENCE

ALL ROOMS ARE NEWLY DECORATED AND RENOVATED..

COMFORTABLY FURNISHED SUITES, CONNECTING ROOMS, DOUBLES AND TWINS.

FACILITIES FOR OFFICES AND A FEW APARTMENTS BY WEEKLY OR MONTHLY RATE.



CHARCOAL BROILER WITH HICKORY—TANGY, DELICIOUS FLAVOR AND THE TOP O' TEXAS MOST TENDER STEAKS...

BOOTHS, COUNTER AND STOOLS AND DINING ROOM FACILITIES...

6:00 A.M. TILL 9:00 P.M.

(Reserved for private parties after 2:00 p.m. Saturdays)

TOP O' TEXAS in TRANSITION

We're Delighted To Be "Along"





A TOTAL OF 122 ROOMS WITH ALL THE CONVENIENCES AND COMFORTS OF HOME

the NEW PAMPA HOTEL, MOTEL & COFFEE SHOP

121 S. RUSSELL

MO 4-7445



Preston Fowlkes
Owner — Manager

These Department Heads Are Eager To Serve You Well!



Barbara Fowlkes
Office Manager



W. L. Hornsby
Night Manager



Kay Schoening
Concession Dept.



Mary Hudman
Desk Clerk



V. M. Rains
Chef, Coffee Shop



Juanita Rains
Hostess, Coffee Shop

Caldwell's Drive-In Popular City Center

To note the prominence of the name "Caldwell" among Pampa's catering outlets, a stranger would find it hard to visualize that Loyce Caldwell started it all in 1947 with intentions of fashioning about a two - year diversion from the cattle buying market which at the moment seemed a bit unstable.

More amazing about this secondary career, which has clicked to the point that Caldwell now is proprietor of no less than three catering establishments here, is the fact that he entered it with no more experience than teen-age background in dishwashing in a Canyon restaurant while earning his way through school.

Caldwell does have some additional qualification, though, through the fact that he had about 20 years of bakery work in the panhandle. He deserted this field for cattle buying when wartime draft restriction decimated his bakery staff and he quit this business in Dalhart to buy cattle.

Caldwell's Drive Inn was the first catering venture of the type he tried in Pampa, building the establishment on a corner lot he had bought here as an investment about two years previously. This proved immediately successful as a hamburger and cold drink and coffee stand. Indeed, it was the first drive - inwhich was exclusivly that — not a sideline — to be put up in Pampa. He had owned the Courthouse cafe for a year before starting the Drive - Inn.

Caldwell's Charcoal Burger started out in 1951 as a soft ice cream place, but problems of property frontage brought on by the underpass and mediocre acceptance of this type of confectionery at first motivated his changing it to the new approach of preparing charcoal broiled fare when he moved the place to its present location on north Hobart.

Caldwell's Buffeteria was built and formally opened just two years ago, designed to match the concept of simplified service problems of similar establishments in Kansas and at Guymon, Okla., which had shown outstanding acceptance.

Caldwell says the Buffeteria has worked out best of all his catering ventures. "It caught on quickly and has been the easiest to operate of any of the other ventures, he says. "I think it is the restaurateur's answer to growing personnel problems."

The Buffeteria features a wide variety of selections — usually from six to a dozen different salads, four or more vegetables and at least four meats to choose from, offering different choices each day.

Caldwell employs a total of 30 staffers to operate the three firms, and when considering that many work on a part time basis, the three places do a commendable job of pouring some $50,000 a year into the economy of the area in the form of annual payroll. This is some contrast from about $5000 a year the original drive - in operation amassed in payroll when it was run by Caldwell with a small nucleus inside staff and a handful of carhops.

Key personnel at the drive in today are Aldine Price, Winnie Tomlin, Gwyn Masterson and Wimpy Windom. Sallie Hegwer is in charge at the Charcoal Burner and Lois Blocker is chef and manager of the Buffeteria. Mrs. Caldwell (Juanita) presently is assisting by serving as cashier at the Buffeteria.

Meanwhile, Loyce is parlaying the net results from his successful operations as a caterer into additional functions which contribute to Pampa's growth story.

He is a director and stockholder in the local Independent Insurance Co., and has been active in business real estate development through building and leasing business establishments adjacent to his own operations and also developing a residential subdivision in another part of town.

He also is interested in another type of business which offers more versatility to his position in the Pampa pattern — it is an electronic computing equipment leasing operation out of Dallas.

Empire Cafe Gives Oriental Touch To City

Pampa has the distinction of having the authentic oriental touch in the offerings of the Empire Cafe through the efforts of Joe Key Gow, who has been helping write the Pampa progress story for 22 years and 15 of it in operation of his own restaurant.

Gow has Hoo Suey for a partner in the operation and they employ a staff of 14 to 15 employees while providing for the trade from 5:00 a.m. till 1:00 a.m. every day. Joe Key contributes close to $22,000 a year to the economy of the area in the form of annual payroll the Empire's employees collect.

They specialize in imported Chinese foods and athough they carry the complete oriental menu, they also offer a full American fare.

The restaurant underwent a complete face - lifting in 1948 when they closed two months for a thorough renovation and remodeling program. The kitchen and front both were improved extensively at the time.

Gow has had several partners hrough the years, but Hoo Suey has been sharing the business responsibilities since 1957.



1907

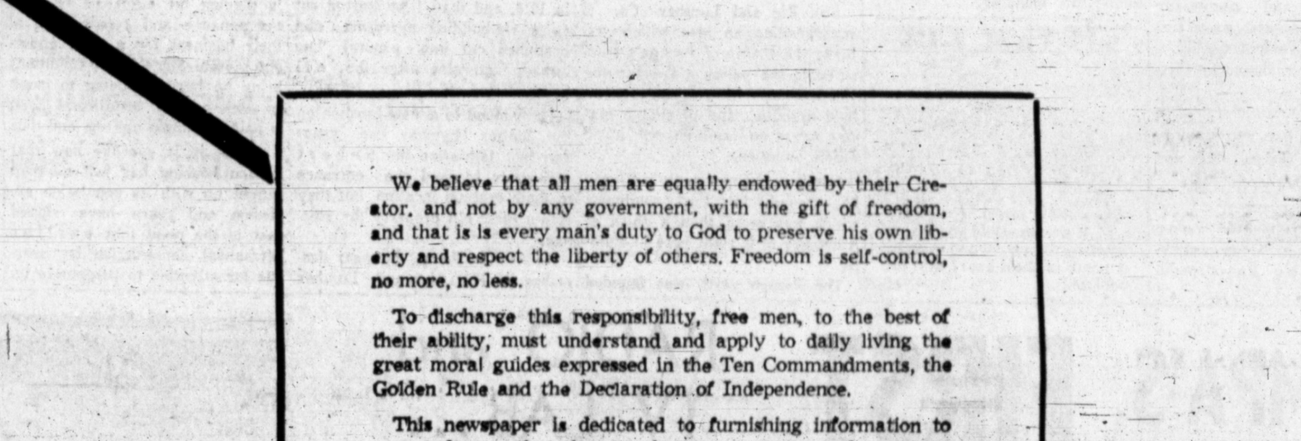
THRU THE YEARS...

The Pampa Daily News

We believe that all men are equally endowed by their Creator, and not by any government, with the gift of freedom, and that is is every man's duty to God to preserve his own liberty and respect the liberty of others. Freedom is self-control, no more, no less.

To discharge this responsibility, free men, to the best of their ability, must understand and apply to daily living the great moral guides expressed in the Ten Commandments, the Golden Rule and the Declaration of Independence.

This newspaper is dedicated to furnishing information to our readers so that they can better promote and preserve their own freedom and encourage others to see its blessings. For only when man understands Freedom and is free to control himself and all he produces, can he develop to his utmost capabilities in harmony with the above moral principles.



1961

When The Pampa Weekly News came into being in 1907, Gray County was as yet in its swaddling clothes. The hardy pioneers were still laboring intensely at laying the firm foundation which is our heritage today.

Then, with the advent of growth, Gray County and the Top o' Texas area developed to the point that it justified a daily newspaper and in 1925, The Pampa Daily News came into being and has since been dedicated to relating the current day by day account of happenings in the local, state, national and international realm.

It is hence appropriate that on the occasion of "Top o' Texas in Transition" we express our appreciation for having the opportunity to serve you through the years by affirming our desire to make tomorrow's paper even better than today's.

Cities Service Project In Waterflooding Will Add To Area's Economy

With almost 40 years of operating experience in the Pampa district, Cities Service Petroleum Company is continuing an aggressive program in the field of gas and oil production and natural gas liquids extraction.

Cities Service entered the Pampa area in 1924, with district headquarters at Borger. Within a year, the company had completed its first well in Pampa. With activity centering in Pampa, district offices soon were moved here.

Today, members of the staff in the Cities Service district office at Pampa supervise operation of more than 500 oil and 10 gas wells in the district. Most of the current drilling activity is concentrated in the Burnett Ranch and Deahl areas of nearby Carson County.

Cities Service and others currently are working on a unitization project in the Southwest Pampa field. Upon unitization, a waterflood project would be initiated that is expected to recover additional volumes of oil. Such a program would provide additional impetus to Gray County oil operations and add substantially to the community's economy.

W. C. Newlin is superintendent of production in the Pampa district.

Cities Service is a pioneer in the field of natural gas liquids extraction in the Pampa area. The company's first natural gasoline plant was started up in August, of 1926. During the intervening years, the plant has been completely rebuilt and continually modernized for greater extraction efficiency, and product quality.

Members of the company's Gasoline Division under the direction of plant Superintendent L. H. Davies operate the Pampa plant, two remote compressor stations serving the White Deer area and a remote absorber to prevent condensation in Cities Service Gas Company's gas transmission line.

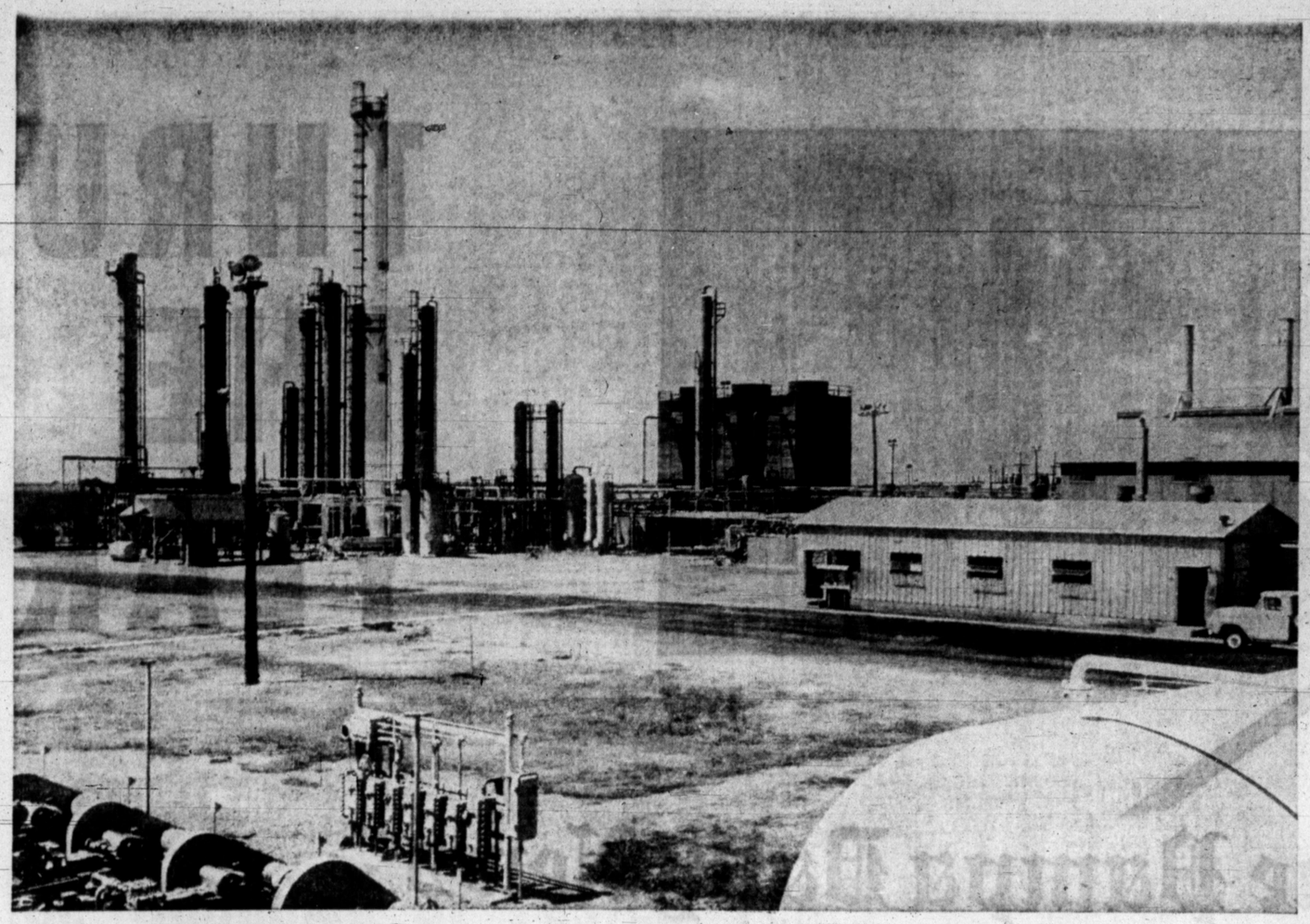
The plant processes approximately 25,000,000 cubic feet of gas daily. From this gas is recovered approximately 124,000 gallons of natural gas liquids daily.

Underground storage for LP-Gas has been developed near the plant for approximately 20,885,000 gallons of products.

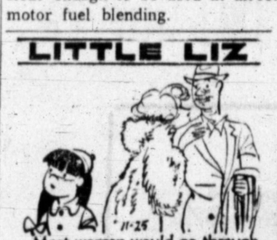
Newest tranportation innovation by Cities Service is the initial delivery last month of approximately 35,000 barrels of natural gasoline from its Pampa plant via crude pipeline to the company's refinery at Ponca City, Okla. Although the natural gasoline was "batched" through crude lines, it arrived at the refinery clear enough to be used in direct motor fuel blending.

Sledge dog teams, oldest form of polar travel, are still used in frozen wastes of the far north and far south.

Printed music originated soon after the invention of typography, according to the Encyclopedia Britannica.



CITIES SERVICE PLANT — Pampa's Cities Service district gasoline division plant, located west of the city, was one of the pioneering gasoline plants in the Panhandle field. The local Cities Service operation has continued to grow since 1924. The plant processses approximately 25,000,000 cubic feet of gas daily. From this gas is recovered approximately 124,000 gallons of natural gas liquids daily.



Most women would go through anything for a man, and to prove it some of them start with his bankroll. ©NEA

Fox Rig And Lumber Stress Maintaining Buildings

Fox Rig and Lumber Co. is spearheading an idea which reflects the theme of Pampa's transition in the policy it's exercising which entails de-emphasizing oil field activities and placing a majors stress on maintenance and repair situations.

Fox is a business with a 47-year background in the southwest which has more than a third of a century of it right here in Pampa.

The Pampa yard was founded in 1926, and they first started out as a rig-building operation and branched out into general line lumber activities after the oil boom cooled off.

Fox moved to a new location on the Borger Highway two years ago last fall after the Hobart underpass blocked the entrance to their original location, but they retain their old property for storage.

As A. C. Troop, manager describes it, Fox Rig and Lumber is placing an emphasis on the maintenance and repair end of their business for a most apparent reason. Since boom conditions bring on hectic building to catch up with growth, insufficient heed is paid to simple upkeep, and thus a lot of it is overdue now that Pampa housing has just about caught up with its population explosion and years have zipped past to the point that earlier permanent construction is overdue for attention to perpetuate its values.

Fox Rig & Lumber carries a complete line of building materials and stocks the complete line of Du Pont paints. They have the famous Weyerhauser Four-Square lumber and have all needs in builders hardware and manual and power tools.

They do not carry on speculative home - building programs, but stress services and stocks for do-it-yourself enthusiasts as well as private contractors.

Three personnel besides Troop carry on the Fox services here. They are James Futch, assistant manager; Earl Dodson, yard man, and Leslie Poe, driver.

Troop is an old-time Fox staffer, having started with them in 1926 and serving as manager here since 1943 when he came here from the Oklahoma City office. The home office is in Ardmore and Pampa's yard is one of 16 Fox has in Oklahoma, Texas and New Mexico.

Panhandle Ice Also Outlets For Sporting Goods

Through the expedience of bolstering their activities in the winter time to stabilize their positon as a Pampa year - around business, Panhandle Ice Company functons as the name implies as well as a sporting goods outlet.

Albert Morrison has been manager of the firm for the past eight years, and Paul Liebmann, is the owner.

Indeed, Liebmann's father founded the firm in 1925 and expanded into an organization of 28 outlets in Kansas, Oklahoma and Texas — including units in White Deer, Skellytown, Panhandle and Canadian (besides the ones still existing) — before cutting back to the existing three in Pampa Borger and Oklahoma City.

The Liebmann interests are quite diversified, but all are outgrowths of the original ice making and selling setup. They have interests in real estate, tire stores, fertilizer application and even Mobile Home sales setups.

They got into the sportsmen's store business here in 1959 when they bought out C. G. Shirley, who had been in the Crossman's location. It coincided with their steps to move the ice - manufacturing facilities to the Borger plant and thus utilize the equipment's space for merchandising.

They handle such boats as Arkansas Traveler, Owens and Dura Craft, Johnson and Mercury and all marine - type sporting goods.

The ice company was first identified as Pampa Ice Co., but two years ago last March they changed to Panhandle Ice Co. to adapt the similar firm name to all the setups.

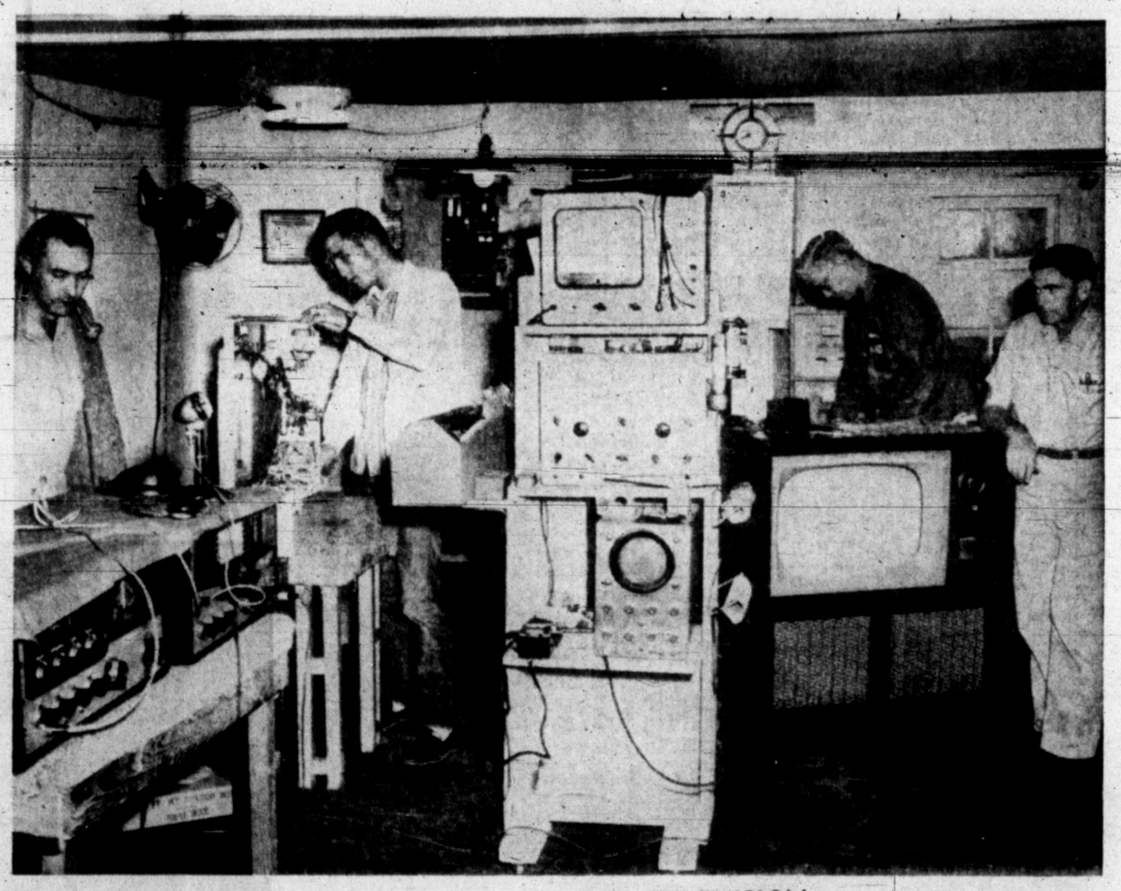
The Pampa operation employs up to 11 personnel in the summertime besides distributing ice through 21 outlets — reselling from grocery stores, service stations and liquor stores and serving such places as restaurants, motels and hotels. The re - sale outlets furnish the location and personnel, although at times Panhandle Ice provides the freezer units to contain it.

PAMPA'S FIRST RADIO and TV LAB...



Here's the Hawkinses . . . l. to r., Bill, Sr., Dale, Bill, Jr., and Red, ever eager to serve you well and grateful for the acceptance we've experienced in the past.

We've Grown Up
From A Sideline
At the Rear of
A Barber Shop
To A Staff Of
Eleven People
In A Highly
Specialized and
Versatile electronics
Service...



MOTOROLA TWO-WAY COMMUNICATIONS

We're your Motorola Two-Way Communications service headquarters for the Top O' Texas . . . photofact-equipped electronic technicians . . . we understand your set best. Quick, expert repair, guaranteed replacement parts, honest workmanship, reasonable cost. You can rely on Hawkins' electronics services — specialized work by specialists . . . in Motorola two-way communications.



We offer complete, reliable services in the electronics field and feature performance - proved brand names in radio and television. Our service department is equipped and staffed to provide you with the asurance of years of experience and the security of complete competence in the field of our specializations.

TOP O' TEXAS in TRANSITION

ADMIRAL TELEVISION

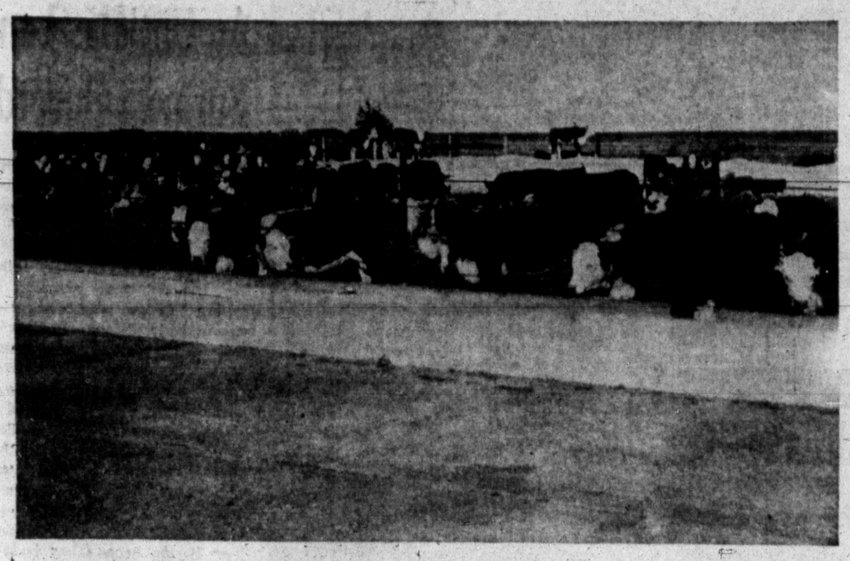
Here's our Admiral TV corner . . . note the beautiful new color TV set in the central background. Admiral . . . with quality that's performance — proved and trouble-free . . . the quality built into every 1962 Admiral TV is the highest standard EVER achieved! New Admiral exclusive Automatic contrast restoration provides purer, clearer blacks and whites. Stop in and see for yoruself!



33 YEARS OF DEDICATED SERVICE

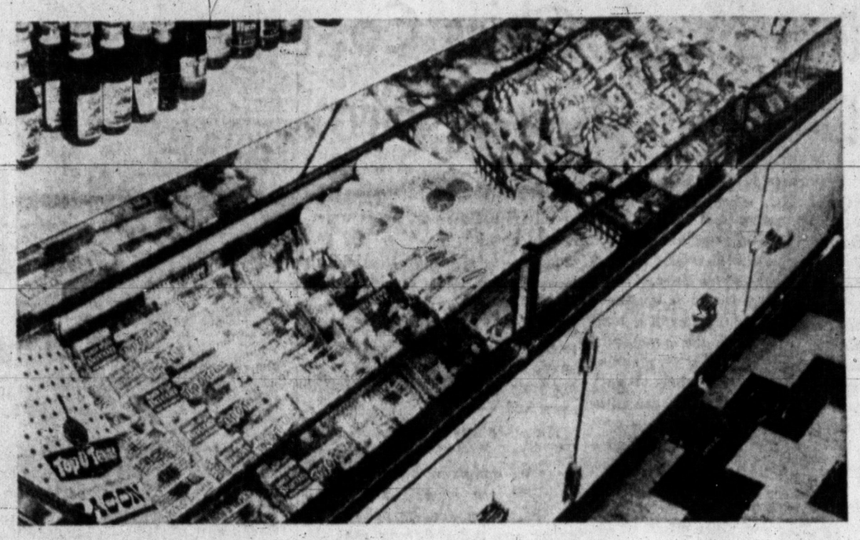
HAWKINS Radio and TV Lab

917 S Barnes
MO 4-3307



Here's a view of a pen of Panhandle Packing cattle at Moody Farm Feed Lots — one of three locations where we feed out our livestock to quality specifications. Last year we processed 10,200 cattle and 52,165 hogs and are running about 20 per cent more in 1961.

Proudly Performing A Multiple Measure Of Economy for the TOP O' TEXAS ★ Our 17-year Progress Story



Here's a typical display of Top O' Texas meats in an area market. We feature the full lines: lunch meats, bologna, wieners, sausage, bacon, ham and finest in fresh beef and pork.

★ Two-And-A-Half Million Dollars Paid To Top O' Texas Farmers And Ranchers For Livestock In 1960

★ Nearly A Third Of A Million Dollars Worth Of Paychecks To 60 Employees In The Past Year.

★ Our Exciting Aim: To Attain A Million Dollar Plant Better To Service Our Growing Trade Territory!



HARRY BURDEN — Vice President and Head Buyer
PAUL CROUCH — General Manager
BILL G. MONROE — Sales Manager
MAX PRESNELL — Accountant and Credit Manager
ED TIGRETT — Manager Livestock Buying Dept.



MARLIN HAYES — Head of Shipping Dept.
PETER SCHMALZ — Head of Beef Sales Dept.
EDDIE COLLINS — Forman of Pork Cutting
LORENE TICE — Wiener Packaging Dept Foreman
PAULA TUNNYHILL — Bacon Department

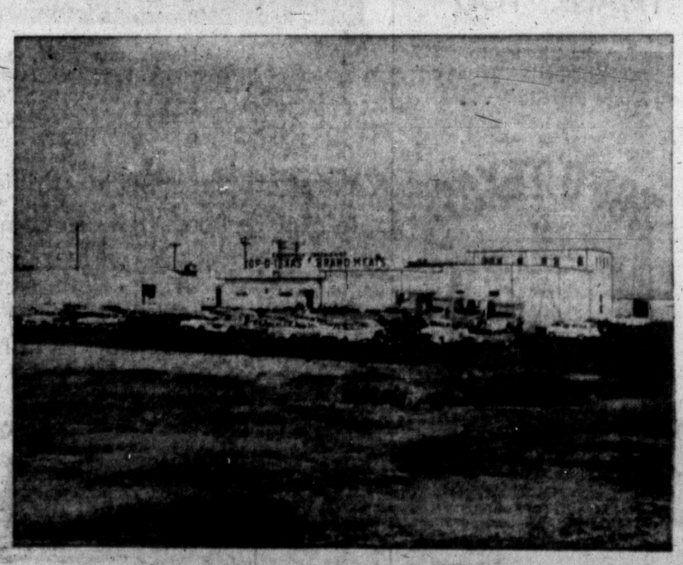


W.M. LEITH — Head of Kill Floor
GENE TURNER — Head of Sausage Kitchen, Cured Meats
FRED PAULSON — Chief Engineer Inedibles Dept.
BILL TIGRETT — Truck and Auto Maintence



SERVING A 10-COUNTY AREA WITH A FLEET OF 10 REFRIGERATED TRUCKS, A PART OF WHICH ARE SHOWN ABOVE

PANHANDLE PACKING CO.



East Frederic – MO 4-6811
Amarillo Phone – DR 3-0781

Home Of

Top o' Texas

Fresh Meats — Lunch Meats
Sausage — Bacon — Hams



. . . WE'RE HEADED FOR A FIVE STATE OPERATION THROUGH ACHIEVING FEDERAL INSPECTION STANDARDS THAT'S THE

Next Climax In Our Progress Story!

We have been working out details for federal inspection and expect within a year to qualify for distribution into a multi-state area: Texas Oklahoma, Kansas, New Mexico and parts of Colorado. We anticipate additional expansion and improvements in our facilities to the tune of $150,000 more investment as we continue with a quickened pace the steady growth program which has accompanied the 17-year progress story Panhandle Packing Co. has fashioned. We're grateful for the acceptance we've enjoyed among the butcher shops, grocery stores and super markets and the housewives of the Top O' Texas who have assisted in making our trade name commonplace in 'most every home. We shall strive to continue to produce the same quality, backed up by the energetic service so we may expect to continue to share the area's magnificent growth experience.

Pittsburgh Glass Co. Diversified Area Firm

Pampa has such specialization as store-front planning as well as versatile paint and glass selections through the facilities of the Pittsburgh Plate Glass Co., which has been here since July, 1957.

W. H. (Bill) Dycus is manager of the store and he heads a staff of four who have the experience and training to assist in planning up to medium-size jobs. They can call for immediate consultation on actual engineering - type planning for most modern fronts.

The store is complete as a outlet for exterior or interior trim — whether for glass effect or for full decoration treatment with any type of paint.

Assisting Dycus on the staff are Keith Alley, salesman; Ross Pool store clerk, and W. E. (Bill) Tyler, glazer.

They do all types of automobile glass work — domestic or foreign models. They do their own installations and carry large stocks for handy selection by body shops in the Pampa area.

In the paint department they carry more than 1500 different colors through utility of the new Fisher paint mixing machine, and they have any number of lines of ready mix colors suited for residential or commercial needs.

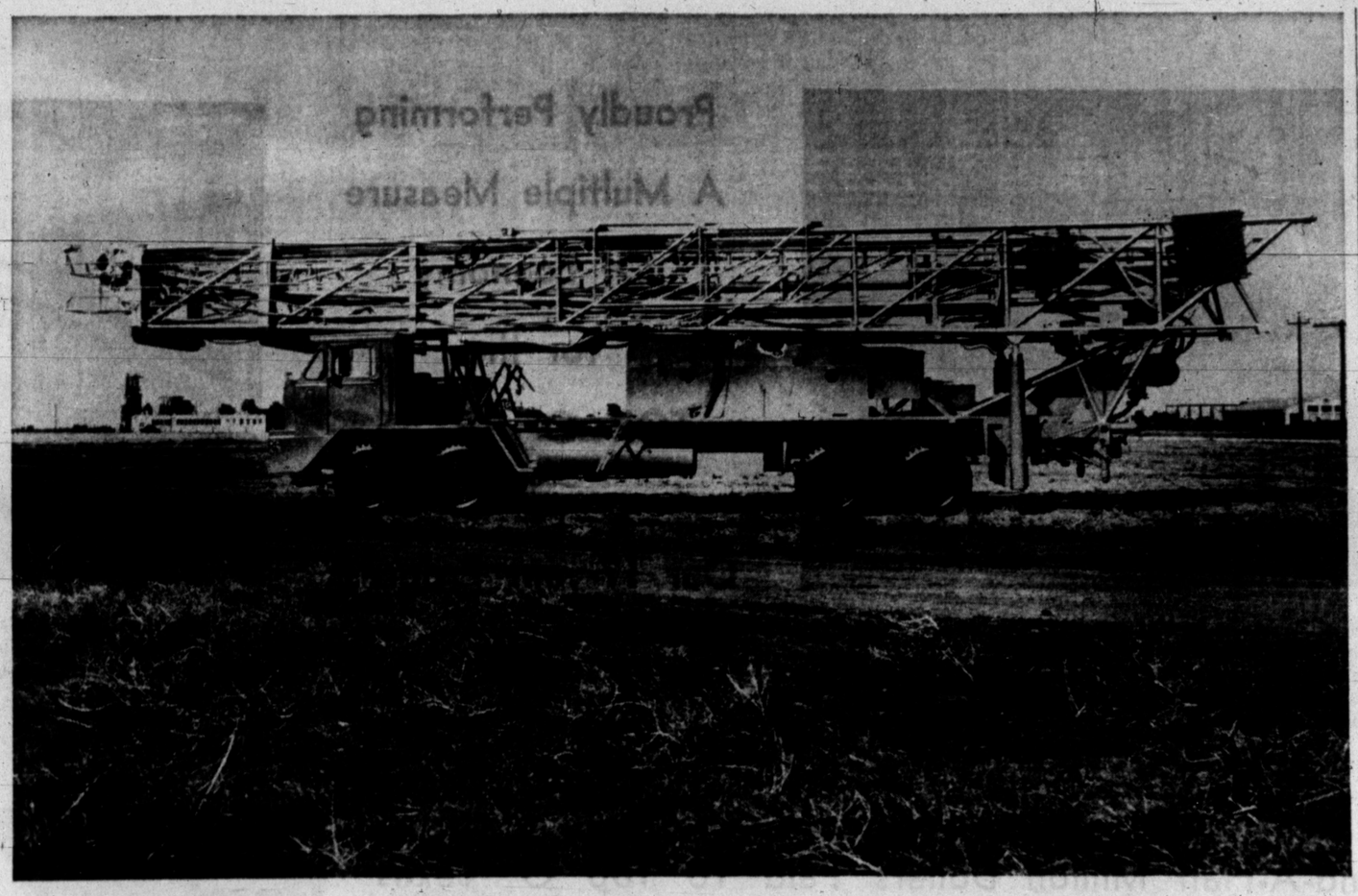
They also carry large assortments of painting tools for the do-it-yourself painter or the commercial decorator.

They're featuring Pittsburgh's famous new latex outside House Paint which is growing rapidly in popularity. This type paint is a permanent, all-weather covering which is so amazing that the painting tools now can be cleaned with soap and water.

They are spearheading a growing trend toward a heavy explosives on dominant glass effect in extra-modern fronts. Typical Pittsburgh installation jobs to be noted about the Pampa area include the J. C. Penney Co., the Capri Theatre, Wright's Fashions, Ollie Hare, Ford's Boy's Wear, the First National Bank addition, the Telephone Company building under construction, and many others.

Pittsburgh Plate Glass is carrying twice the stock the firm started out with here and now enjoying double the volume they did their first full year here, Dycus says.

They utilize all of a 50x125-foot building, and have been in the same location since launching their store to serve the Pampa trade territory.



FRANKS DRILLING UNIT — This is the latest design in portable drilling units manufactured by Cabot Corporation, Machinery Division west of the city. The portable unit is designed for quick tear-down and set-up providing road mobility with less cost moving from job to job.

Duncan Insurance Agency Has Long Business Record

Duncan Insurance Agency is Pampa's oldest insurance firm one one of the oldest continuous b.sinesses under the same ownership in the Top O' Texas.

Kirk and Ray Duncan carry on in the tradition of their father, Ivy Duncan, and actually are setting up a more aggressive approach to the career than did their father because as an attorney at law Ivy actually functioned in insurance as a sideline.

The agency was founded in about 1918 as the elder Duncan, who passed away last July, endeavored to provide an additional service for his clients.

But since the advent of his sons into the business after World War II, the agency has built up to an aggressive, service - emphasizing organization which stresses the protection features of all types of insurance.

They have steered clear of any real estate activities, leaving the operations of their uncle and cousin, Wade and Bill, in a separate firm to handle this.

Kirk and Ray do handle real estate loans through a savings and loan Assn. connection, however.

They have a clerical staff of four to assist in rendering services to their insurance clients. They are Mildred Lafferty, Helen Trimble, Barbara Davis and Jo Keelin.

The Duncan agency represents several of the largest old line capital stock companies. Through this associationship they can offer a versatile and complete insurance service with policy writing in any and every phase of protection needed with the most adequate coverage possible suited to any budget.

The Duncan brothers are prominent in civic affairs and have been in the midst of a constant string of Pampa - boosting programs in their 15-year careers in charge of the agency established by their father.

They belong to the Presbyterian church, Lions Club, Junior Chamber of Commerce and Ray was president of the Jaycees from 1956 to 1957 and was on the Board of City Development from 1957 till 1960.

The firm is in its third location now — starting in the upper level over Behrmann's, now the ladies' shop for Dunlap's, and moving to the site now occupied by Hub's Bootery from 1948 till 1955, when they moved to the present site.

Our words, chicory, crocus, hyssop, myrrh and saffron originated in Mesopotamia.

Washington was born on the 11th of February, according to the Julian, or old-style, calendar.

Kerbow Co. Offers Engineering For Heating, Air-Conditioning

H. Guy Kerbow Co. provides Pampa with the distinction of designing, engineering and installation of heating and air conditioning on the commerical level and for better homes exclusively.

Kerbow started from scratch in Pampa in 1946 after 18 years as an air conditioning factory representative in the southwest.

He is strictly a contractor and an engineer in the business and employs a staff of five besides himself in the heating and air conditioning firm. Ray Gates is foreman and sheet metal specialist who has been with the firm 14 years. Cecil Baggerman is a nine year specialist with the firm, H. Guy Kerbow and G. T. Kerbow are engineers and their bookkeeper is Jane Benton.

They added their sheet metal shop two years after they started in business, and have constantly added machinery and equipment to enhance their operation ever since.

Kerbow is doing about six times his orignal volume and carrying about five times the inventory. The growth in staff is significant, too, because he started out with a helper and a payroll of perhaps $6,000 a year. Now he hands out $26,500 worth of paychecks every year.

He stresses quality control and features one of the most proved brand names in the field —Mueller Climatrol, which has been in the business 106 years as of 1961. They are the oldest in heating and air conditioning and build nothing but high quality equipment.

He stresses the slogan, "Remember — There is no economical substitute for quality."

Ward's Minit Marts Met Quick Success In Area

Ward's Minit Marts present one of Pampa's most unique progress stories through Clarence Ward's changing his original philosophy in super market merchandising to a stress on a smaller scale for faster service while "catering to the forgetful."

The sum of it are four Minit Marts in Pampa and an enthused hope to scatter approximately that many more about Pampa in the long-range future.

Ward started the Minit Mart era in his food store career in 1952, and he candidly admits it was with first intention to do it the super market way as he opened up at 106 North Hobart.

But he had been watching the "7-11" market technique downstate rather curiously and so he elected to try an experimental unit at 2100 North Hobart which he built in 1957.

It caught on so well that he elected to drop any plans to enlarge at 106 No. Hobart and began hunting for more locations to augment the operation. He bought out Elmer Francis at 600 E. Frederic in 1958 and rounded out the present setup in 1959 by buying the store at 716 Prairie Center from Gayle Miller.

The beauty of the concept of small scale merchandising method is that the Wards — Clarence now has sons Jack and Jim as associates in the growing business —are doing about the total gross volume they once achieved in one store on a super market scale but each produces enough margin to be able to contribute a total payroll to Pampa of some $70,000 a year to 15 personnel.

Each store is a separate entity and each is a complete food store in all phases except fresh meats. They stock their meat counters exclusively with lunch meats and cured meats.

Each store has a total of about 100 feet of refrigerated display space and they all are designed to render quick service. The customer can drive right to the door, select his needs and get waited on quickly. That's the idea behind the "Minit Mart" name —pick up what you forgot in "just a minute."

Key personnel serving the four Ward's Minit Marts are Carl Jones, Ida Henley, Mattie Bain, Jerry Boston and, of course, the three Wards.

Clarence already is planning positively on further expansion plans in the next step which would accommodate needed warehousing for the local "chain" of convenience food stores. The next store in the group would be planned to be of sufficient size to provide a Minit Mart in front and a sizeable warehouse at the rear.

The four present stores range in size from 1000 square feet to 1500 square feet, and Ward feels this size range is efficient enough for their needs.

Ward has been in the grocery business in Pampa for 20 years and was operating the old IGA store on South Cuyler when he sold out in 1949. At the time he elected to try a clothing store at Wellington but returned in 1952 to resume food operations by establishing what he expected to be a resumption of a super market operation.

But he struck upon the idea to experiment with the small "fill-in" type store on the extra convenient hours (and Sundays, too) and about five years of experiments prompted him to decide to go the Minit Mart route, exclusively.

30 YEARS of SERVICE to the TOP O' TEXAS

WITH VAN SERVICES TO

★ TEXAS ★ NEW MEXICO ★ ARIZONA ★ COLORADO
★ KANSAS ★ NEBRASKA ★ MISSOURI ★ ARKANSAS
★ LOUISIANA ★ OKLAHOMA



John H. Wood (inset), E. M. Crouse, Ira Hicks (right) and Paul Phipps was absent.

...AND EXTENSIONS TO EITHER COAST!



Doreen and Wallace Bruce who cordially invite you to let them assist you with your moving problems... Doreen handles our unique free rental service department. Office staff (below) are Ima Tarrant, J. B. Caldwell and Dorothy Herd.

Six of our fleet of 16 vans which serve Pampa, Borger, Amarillo, Perryton and Plainview are regularly assigned to the local terminal – the largest in our system, and we're delighted with the acceptance we've enjoyed over more than a quarter of a century of association with residents of the Top O' Texas.



THANK YOU

for the Chance to Share this Story...

BRUCE & SONS

VAN and STORAGE

916 W. BROWN MO 4-6887

TOP O' TEXAS in TRANSITION

COMPETENT, RELIABLE AND FRIENDLY SERVICE



Here's our staff, anxious to assist you L. to r. Bob Smith, Geo. Neef Jr., Velma Lewter, Quentin Williams, Genevieve Henderson, Gloria Blanton and Carl Williams.

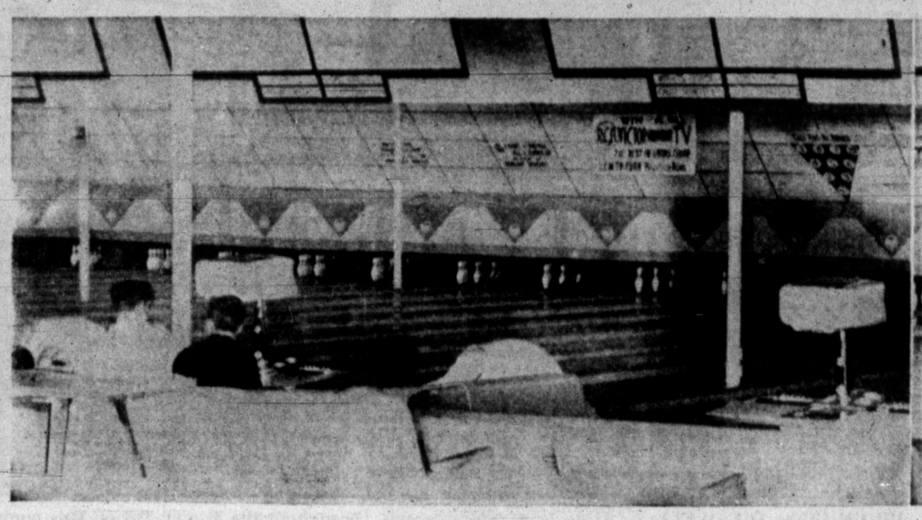
We stress personnel in sufficient numbers to provide you with your complete needs, efficiently and rapidly. We do a thorough and complete service in real estate – from brokerage to appraisals and property management.

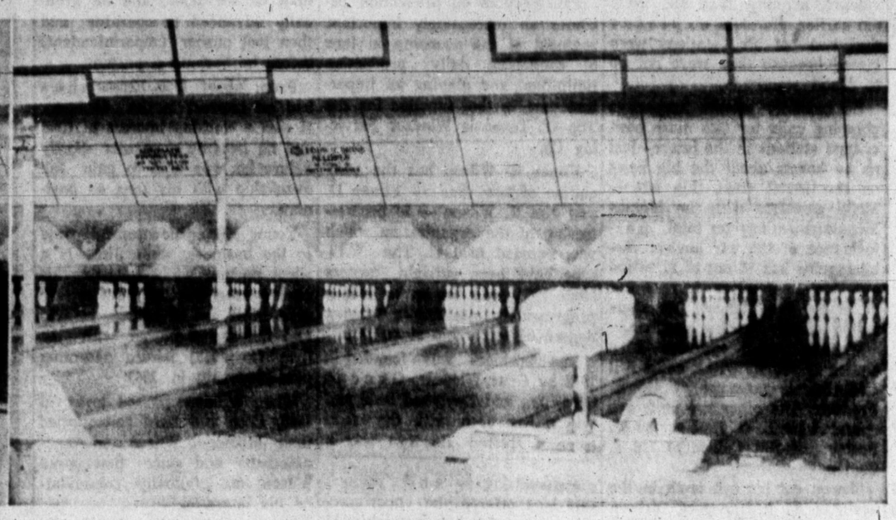
CERTIFIED MASTER BROKER

QUENTIN WILLIAMS, Realtor

113 S. Ballard MO 4-2523

F....that's PROGRESSIVE ...It's.... BOWLING





Now Bowling The AMF "Magic Triangle" Automatic Pin Spotter Way At Harvester Bowl Is M-O-R-E Fun For The Entire Family





That's the pro shop above, with full bowling facilities and a complete selection of balls, bags, shoes and accessories. Here are the gang, anxious to serve you, l. to r.: Kenneth Wesson, Maxine Hawkins, Red Watkins, Howard Musgrave and Ernest Morgan.

Inquire At The Desk... Bowling Instruction; Shoes, Bags, Balls And Accessories.

League Bowling...

FREE To Spectators...
Extra FUN for Participants

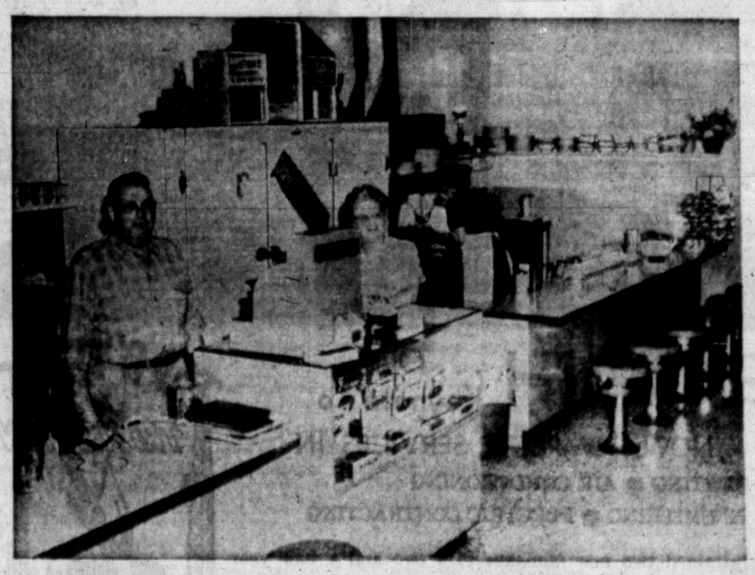


We have a solid schedule of leagues each week night as well as some morning women's sessions. A total of 202 bowling teams compete in Harvester lanes' action each week. You are cordially invited to watch these exciting matches every week – or, better still, JOIN the fun . . . be a league bowler at the Harvester Bowl yourself! Ask at the desk if you'd like assistance in being placed on a team.

We're delighted to have the opportunity to serve the area with most modern facilities for the nations greatest participational sport — bowling. And we're grateful for the acceptance which we've enjoyed since our lanes were opened completely new three and a half years ago. The famous AMF Pinspotters feature the electronic indicator which notes the pins left standing after the first throw. We're open from 8:00 a.m. till midnight for your bowling pleasure. The firm employs eight full-time and part-time staffers to serve you. Our pro shop handles a complete line of balls, shoes and other bowling accessories and we're always ready to help you improve the fit of your ball by plugging and reboring.

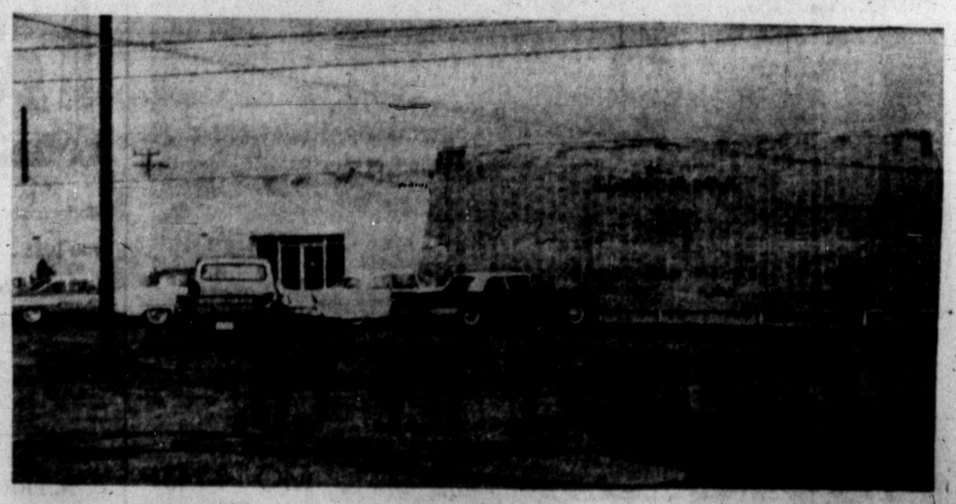






Stop For A Snack Or A Meal At The Coffee Shop

This is our coffee shop, where we feature snacks, sandwiches and short orders for meals. It's a fine place to pick up a snack after an enjoyable session of bowling, too.



HARVESTER BOWL Inc.

1401 E. Hobart

MO 5-3422

Mobile Dealer Got In Business On Vacation Job

A young fellow was hired for a two-weeks' vacation job about 20 years ago, and because someone was fired during the period he stayed on. Because he was an aggressive worker he ultimately became the business owner.

This Algeric experience applies to S. B. Haralson, who has been the Mobil consignee for the Pampa area for the past 11 years. He had worked with the previous agent, Ivan Howard, for 10 years and by the time Howard was ready for retirement Haralson was doing such a complete job Mobil offered him the consigneeship.

Haralson has the assitance of his wife, Martha, who handles book work and is his receptionist, and in addition he employs one to two more aides as business demands.

The firm has a total of four stations in its network of Mobil dealers, and they do a greater volume, actually, than six units did earlier. Haralson explains that two of six stations were closed because they were not up to Mobil standards.

He candidly admits long-range planning calls for two more newer-type stations in the future—just as he boasts about the big news on the Mobil front this fall — Mobil gasolines with the highest Megatane ratings on total performance of the car engine. Mobil regular has 16 out of 21 rating and Mobil premium has 19 out of 21 for the highest Megatane rating of any leading gasoline.

Wallace Jouett operates the station at 900 W. Wilks, while Bill Ledbetter is manager at 415 E. Frederic. The other two units are operated by L. O. Hall at 700 W. Foster and Bill Collier at 120 S. Cuyler.

Sharon cut his eye teeth in the business as a transport driver, but gradually learned to do all of it — book work, buying and merchandising — and through this was offered the opportunity to assume the distributorship 11 years ago when Howard retired.

Windsor Servicing Co. Emphasize's Efficiency

Efficiency in oil production becomes an increasingly important segment of the economy in face of continuing daily production limitation, and playing an important part in that function for the Top O' Texas is Windsor Servicing Co.

Elmer E. Wilson has the association of two sons — Elmer D. and Jim R. Wilson — in proprietorship of the organization which was founded in 1942. The Wilsons have been outright owners since 1959, with the senior Wilson progressively attaining a varying degree of ownership since 1950.

The business was founded in 1942 by Gene Windsor, George Cree, Jr., and Raymond Reid and Wilson has been with the firm since it started. He first was a man on the floor, and he gradually advanced to operator and then tool pusher (superintendent) before he became a partner.

From about 1950 Elmer has had an interest in the business. It was a working interest at first and he became a partner shortly before he was able to gain full ownership with his sons as partners.

Young Elmer devotes full time to the business, while Jim is a silent partner while following his career as a Baptist minister. Elmer came out of college in 1955 and became a pusher with the firm (in 1956) before assuming part-ownership in 1959.

When Windsor passed away in 1950, Cree and Reid relinquished their interest to Wilson and some-associates and since that time Wilson has gradually consolidated his interests.

The company started off with only two rigs in the early days and the magnitude it has reached can best be visualized by taking an accounting of equipment of his in action today. They have 12 pole type pulling units, including five double drums, plus three portable steamers. They have five sets of hydraulic tubing types.

Their 15 units enable them to offer complete services in clean-outs, swabbing, rod and tubing pulling, sand pumping and bailing and steam cleaning.

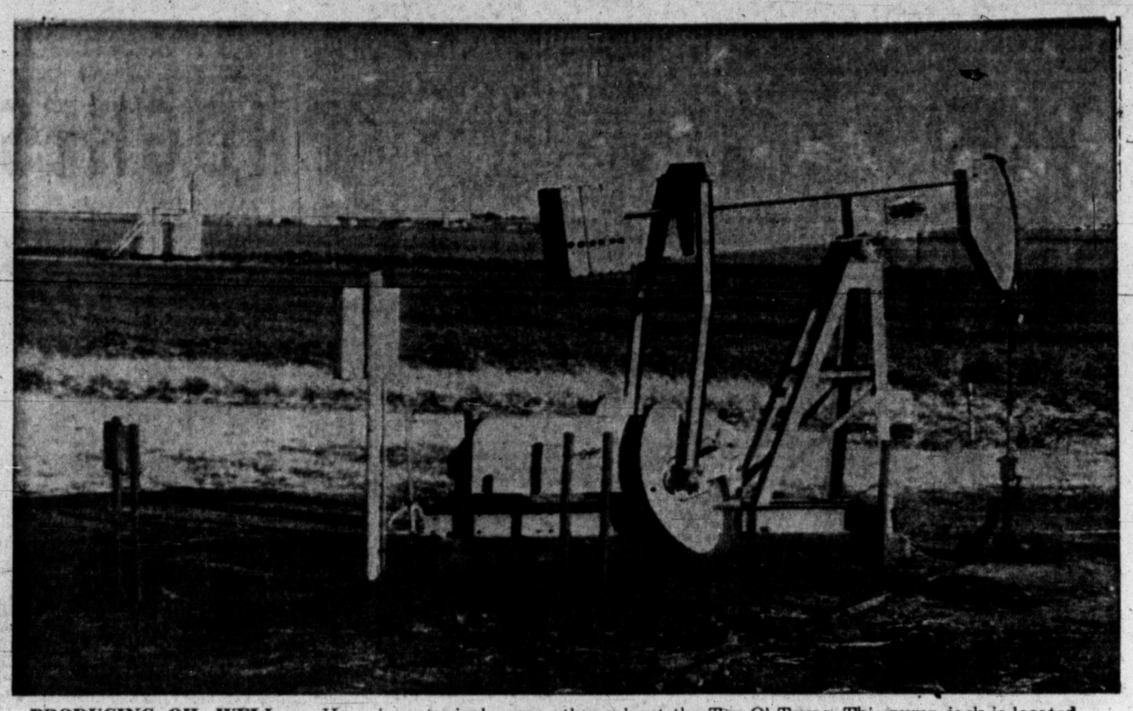
They expand the services they offer to general maintenance assistance, too, as they strive to keep the 40 personnel they keep on their payroll busy most of the time. They have an annual payroll of around $200,000 a year and accept such calls as cleaning, painting and lease mowing operations as well as the well-pulling operations with which they are most commonly associated.

They are radio-controlled on 24-hour call.

Key personnel with Windsor include the two Elmers, Mrs. Drusilla Wilson, in the accounting department; Dale Gallaher, pusher who has been with the firm 10 years and has advanced from the staff of operators; Vincent Simon, bookkeeper and office manager; machine operators Forrest Taylor, Billy Matthews, Gerald Marlar, Bob Marlar, Chuck Randall, Carl Gilpin, D. M. Covey, G. W. Danley, Otis Kidwell, Dave Lee, M. A. Jewel, Warren Williams, W. F. Sandy and Bill Brancsum and Bill Potter is staff mechanic of 10 years.

Long-time floor hands who have served them 10 years or more include John Whitson, Elmer Keller, E. P. Morrison, Roy McCoy and R. F. Marlar.

The steady growth of the company has actually been quickened in the few years the Wilson's have been the owners. They have bought three new Franks double drum units (produced by Cabot) in the past two years, and a new unit was just put into their fleet in the last month. They have bolstered their equipment with an investment of $105,000 worth of units in the past two years.



PRODUCING OIL WELL — Here is a typical scene throughout the Top O' Texas. This pump jack is located west of the city.

Beacon Supply Co. Significant Area Firm

With a keen alertness to interpret need and an eager determination to serve well, Beacon Supply Company has built up one of the most significant independent oil field supply organizations in the midcontinent in its quartet of a century on the Pampa scene.

Beacon actually had ts beginning here Jan. 1, 1935, as Murray Tool and Supply Co. It was a small company with more enthsiasm than cash to invest, and R. W. (Bob) Sidwell, the present vice - president and general manager became the firm's first employee.

The Murray Tool origin was blended into the present identity right after World War II when the original partnership was dissolved and they incorporated as Beacon Supply Co. chartered under Texas laws.

And through the ingenuity and sincere efforts of the growing staff, Beacon soon grew to be the leader on the local scene in supplying equipment to the petroleum industry.

They opened a new warehouse in Borger in 1947, and two years later they displayed their alertness in interpreting the need by becoming the first oilfield supply outlet in the San Juan Basin through setting up a warehouse in Farmington, N. M., in May, 1949.

The fastest spurt in Beacon's growth has come in the past two years as Pampa goes through its actual transition from boom proportions in exploitation to permanency of normal day-to-day production. They pu in a wtarehouse in Beaver, Okla., in 1959, and another at Odessa in 1960. The recent warehouse addition at Lovington, N. M., marked the sixth outlet from which Beacon serves its customers.

They have sales offices in Pampa, Amarillo, Dallas and Tulsa. From the small, veritable "three - man - gang" partnership operation with one aide at the outset, Beacon Supply now has a staff of 55, highly-trained personnel who contribute around a third of a million dollars a year to the economy of the areas they serve in the form of annual payroll.

Key personnel in the Pampa setup include E. C. Sidwell, president, and R. W. Sidwell, vice-president and general manager; H. E. Watkins, secretary - treasurer; G. W. (Bill) Taylor, vice-president in charge of sales, and with the Pampa store are John Gill, engineered products division, and Harold Gregory, store manager.

Men trained in the Pampa area who are in charge of Beacon operations elsewhere now are Bill Alexander, Beaver manager who was field man here; B. B. (Bill) Phillips, district manager at Odessa and once field man here; and Dale Shackelford, Farmington store manager and formerly on the Pampa staff.

Bob Sidwell keynotes the story behind Beacon's growth with these comments, which appeared in the Kansas -Oklahoma Oil Reporter, issue of August, 1961:

"Today, Beacon Supply continues to grow to supply both service and quality products, at the same time adhering to those time-tested conditions and standards which never change.

"Beacon Supply proudly offers an organization composed of two basic and important parts: products and people.

"Over the years it has been our policy to strive continually toward development of quality products. Beacon supply is proud to have its name connected with each item it distributes; we add our own pledge to that of the manufacturer and certify every product as to quality.

"The second Beacon component is service, interpreted in terms of individual knowledge and eagerness to help. Without the human aspect, products alone may be of little value to the buyer. Our employe profit-sharing trust set up in 1955 has enabled us to build a staff of experienced, knowledgeable people to serve the petroleum industry," Sidwell said.

Harold's Iron Works Serves Wide Panhandle Area

Pampa has an ornamental iron works which serves a 250 - mile radius through the interest and efforts of the Stephens brothers who braved a field which another man tried but became discouraged and quit.

That's the interesting story of Harold's Iron Works which started in 1956 after the originator of an ornamental iron shop decided demand was insufficient for a good living.

Harold Stephens started the business into the current cycle as a branch of a cabinet shop he had launched earlier and his brother, Boyd, came into the business in advisory capacity in 1959 and now he's a partner.

They feature two types of ornamental iron. They fabricate wrought iron from raw materials, and also order castings and modify them to assemble them in various shapes and forms.

The shop has jigs set up for the whole procedure, both in wrought iron and cast iron. By making various adjustments in the jig they can conform to almost any design the customer wants.

The operations primarily is a specialized type of welding. They put the ornamental iron units together as they built units to fit drawings on papers, either exploiting the ideas of their customers or dreaming up their own designs.

They have 11 different designs in standard stock selections, and these are produced in quantity. They sell wholesale or retail, serving lumber yards and contractors over a wide area.

Harold is the sales manager for the firm, while Boyd is business manager. Norman McElrath is shop foreman and Brantley Stephens, Harold's son, cuts materials and rolls scrolls and does minor fabrication. They usually employ up to six staffers in the peak periods.

The business is gradually getting into structural steel along with ornamental iron and they hope to develop a large shop which does the combined operations in the long-range future. Their ultimate aim is to serve the entire top half of Texas along with the territories they already serve in Oklahoma and Kansas.

They have experienced about a 400 to 450 per cent increase in volume while serving their customers with the convenience of about two to three times the inventory to select from. They have an annual payroll which has grown from nothing to upwards of $20,000 a year.

The Indian population of Arizona is the largest of any state in the Union.

Modern Fuel Beyond Mains



L. to R.: Jess Bowerman, Jack Skelly, Doug Melear

... FOR POWER OR WARMTH THAT'S OUR CONTRIBUTION TO THIS EXPERIENCE IN PROGRESS ...

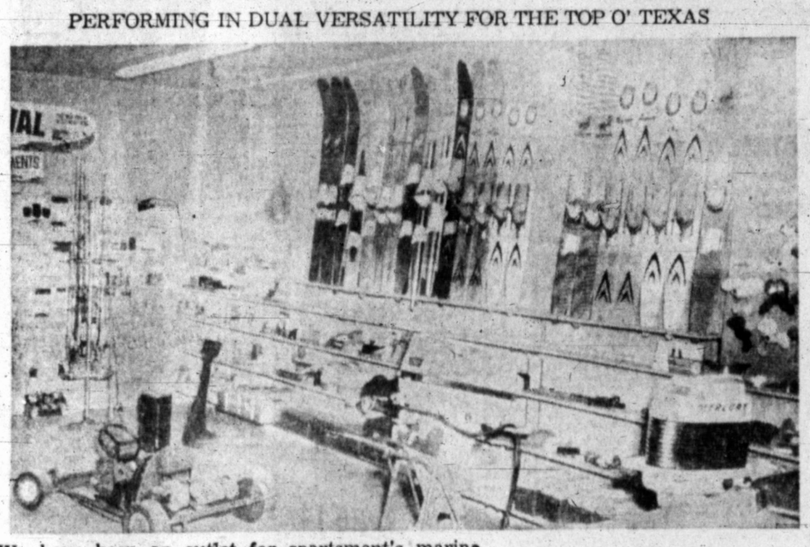
Modern service with the versatility in numbers to serve you best ... we have a fleet of trucks and four full-time personnel to serve more customers who use propane gas for more and more purposes. We offer 24-hour oil field service.

RIG FUEL, INC.

N. PRICE RD. MO 4-4002

ICE • SPORTING GOODS

PERFORMING IN DUAL VERSATILITY FOR THE TOP O' TEXAS



We have been an outlet for sportsment's marine needs since 1959 . . . offering boats by Arkansas Traveler, Owens and Dura Craft. The famous Johnson and Mercury outboard motors can be selected from our stocks. We also handle fishing tackle, water skiing equipment and all marine-type sporting goods.

36 Years Of Service To The Top O' Texas

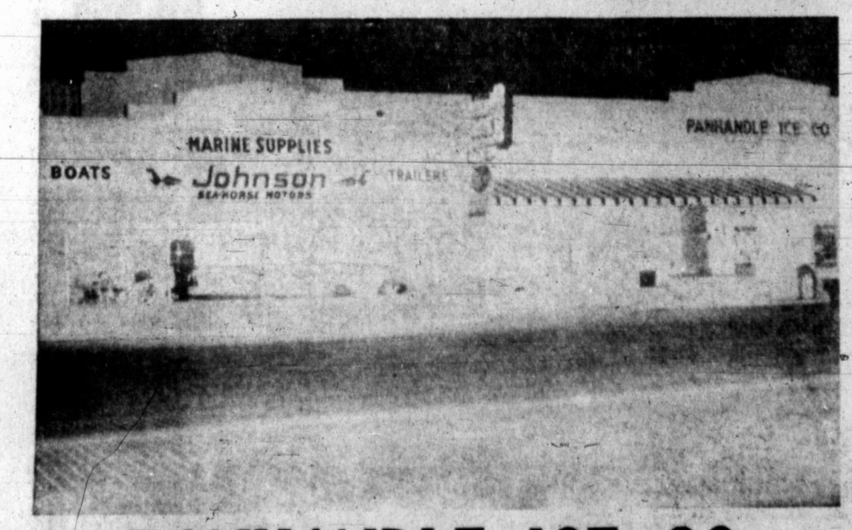


Here's our staff: l to r.— CHARLES ELY, RED MORRISON, DALE BRUMLEY, RUSSELL STEVENSON

Thank You For The Opportunities Of . . .

TOP O' TEXAS in TRANSITION

We started as Pampa Ice Co. in 1925 and were a part of a 28-town system until being streamlined to offer services from Pampa, Borger and Oklahoma City. We have been identified as Panhandle Ice. Co. for the past two years.



PANHANDLE ICE CO.

417 W. Foster MO 4-7431



GROWTH ... Our Keynote To

NOW COMPLETE SERVICES IN

● HEATING ● AIR CONDITIONING
● TINSMITHING ● ELECTRIC CONTRACTING

We attained two new climaxes to a two and a half year career in Pampa in 1961 — buying out Jack Chisholm to add complete electrical contracting facilities and moving to a new larger plant at 1433 North Hobart.

TOP O' TEXAS in TRANSITION

CUSTOM AIRE, Inc. and TRAIL ELECTRIC

1433 N. HOBART MO 5-2401

Cabot's 35-Year Growth Has Been Boon To Pampa

Local Industry Basic To City's Economic Life

The Cabot Corporation first came to the Pampa area in 1926 and 1927, but had its start when Dr. Godfrey Lowell Cabot, its founder, and his brother built a small carbon black plant at Buffalo Mills, Pa., in 1882.

Pampa owes a great deal of its basic growth and progress to the Cabot industrial empire. In 1887 Dr. Cabot bought his brother's interest and operated the company as an individual until 1922. At that time it was incorporated under the name of Godfrey L. Cabot, Inc.

As the demand for carbon black increased, other plants were built and drilling for oil and gas became part of the business, originally to provide the necessary fuel for the production of black and later to sell for industrial and domestic use.

Large gas fields were being developed in West Virginia and, in 1898, Dr. Cabot started operations in Calhoun County. Drilling was begun and a carbon black plant built. Since natural gas for fuel was abundant and inexpensive, other plants were either built or acquired and, during the next few years, all of the Pennsylvania plants were either moved to West Virginia or shut down. As gas production exceeded the demand of the carbon plants, community distribution systems for supply domestic consumers were set up and gas was also sold to pipeline companies and industrial plants.

With the increasing gas costs in the East and the abundance of less expensive gas in the Southwest, the Company decided in 1925 to explore this area for future carbon black plants. A more abundant and cheaper fuel supply was found and carbon black plants were built at Eliasville and Caddo, Texas, both of which were completed in 1926. That same year construction on the Schafer plant at Skellytown got underway. In 1927, the Southwestern headquarters were moved to Pampa as the company's activities in this area expanded. The next couple of years saw the completion of the Bowers, Kingsmill and Armstrong plants in the Texas Panhandle and the Seminole plant near Seminole, Okla. During this time, the Cabot Carbon Company was formed and was the organization's sole producer of carbon black in the United States. During the 1936-37 period, the company built two gasoline plants and the Wickett and Kermit carbon black plants in West Texas. A little later it bought a third plant in the same area. The first furnace plant was constructed at Guymon, Okla., in 1943. That year it also started construction on a furnace plant at Ville Platte, La.

Two years later, it built a channel plant at Guymon, Okla. for the government and operated it for two years. At the end of that period, it bought the plant. In 1948, the General Atlas Carbon Company was purchased. This concern had two furnace plants, the Pampa plant, near Pampa, and the Dixon plant at Guymon, Okla., which was dismantled in 1949 and moved to Big Spring. The Canal furnace plant was built at Franklin, La., in 1951. Considerable foreign expansion has taken place during the past eight years.

One of the interesting stories of industry in the Pampa area is the birth and growth of the Cabot Shops, known today as the Cabot Machinery Division.

When carbon black plants were first introduced to the Southwest, the fabricating of the steel and other equipment took place at the plant sites. Many kinds of machinery used to cut, punch, and drill the frames and other necessary parts were moved from one place to another. Movements were awkward and expensive and the practice proved to be unsatisfactory both to the workers and the company. Management decided that it would be better for all concerned to have a central fabricating plant and to ship the finish-material to the building site. That decision was vital to Pampa.

In the early winter of 1930, a foreman with a crew of 20 men began the construction of a machine shop which engineers had staked out in a cane field just south of the Kingsmill Plant and just north of the Santa Fe Railroad on U.S. Highway 60. The finished project was later named "Cabot Shops".

Operations in the main shop building began late in 1930. Cabot Shops was incorporated July 29, 1930, with a capitalization of $95,000. Its purpose was to function primarily as a manufacturing, construction, and maintenance facility for the Cabot industries in the Southwest Division.

The first outside contracting done by Cabot Shops was the building of a series of cotton gins on the South Plains of Texas and Eastern New Mexico. However, the period from 1930 to 1932 was largely devoted to pipeline construction for Cabot and outside companies, making air conditioner units, rewinding motors, and building warehouses for storage of carbon black.

By 1938 some 40 men were employed regularly and quite often the number of employed rose to 150 during periods of construction of Cabot plants and facilities. The need for a regular flow of work became apparent. This prompted a decision by management to start making well pumping units for the oil industry. As a result of this decision, Cabot Shops, Inc. became one of the top producers of oil field pumping units. In 1956 the enterprise made and sole 3,404 units, its peak year.

World War II prompted the construction of a large gun plant, 65' by 460' and on Christmas Day of 1942 the plant was pouring steel. Since its beginning, the Ordnance Plant has made and delivered thousands of gun barrel forgings to the Army and Navy. When Korea made headlines, the Ordnance Plant was re-equipped with a complete new setup of machine tools and equipment. It is now a completely integrated forging plant, melting its own steel, pouring ingots, forging guns, machining, drilling and heat-treating them ready for shipment to the finishing arsenal.

To keep up with pumping unit sales, a new machine shop one hundred feet wide and a block long was built in 1951 and was equipped with the latest in machinery, including herringbone gear generators, new lathes, radial drills, milling machines and cranes by the dozens.

In 1955, as business expanded a new structural plant 105' by 360' was built. This doubled the structural capacity.

On April 5, 1955, Cabot Shops, Inc. bought the Franks Manufacturing Corp., then located in Tulsa, Okla.

The Franks Corporation was organized in 1930 by Harry H. Franks and Jack H. Roth.

The oil industry had been using a piece of equipment to service and clean oil wells which required a separate motor on the unit in addition to the motor or engine in the truck. Franks had an idea of making a power take-off to fit in the drive shaft of the truck and utilize the truck engine to drive the winch of drawworks of the servicing unit. This idea was perfected and patented and became a first in the oil industry.

Many other ideas were added such as perfecting the pole mast, both single and double, the development of the telescoping derrick, locking devices for the mast and derricks, the friction clutch, air controls, and remote controls.

Soon after the company was organized, the oil companies asked for drilling rigs. These were developed and manufactured by Franks, both the skid rigs and truck mounted. The truck mounted drilling unit utilized a new method of drilling called the "Slim Hole". By this method, wells were drilled to 4,000 feet depth with a portable unit. Quick tear-down and set-up is the main feature of this type unit, providing road mobility with less cost moving from job to job.

The development of the Explorer type unit was the first to provide an industrial engine in a portable unit. The Explorer Carrier unit using either an automotive or industrial type engine has become the basis for most all servicing units today.

Franks was the first to establish Field Service Stores in areas where the customers had units located. This provided quick service to reduce down-time of customers units.

The latest development is the three leg derrick called the "Tri-Scope". This derrick is built in four sizes, 69', 84', 90', and 95'. It is designed to give greater strength with less weight.

In order to better serve its customers, Cabot Shops, Inc. moved the Franks equipment and most of its personnel to Pampa in 1957. This entailed the building of a completely new Derrick and Assembly Structural Shop 65' by 320' with 30' leanto on both sides.

With the increase in personnel it became necessary to expand the office facilities. A new two-story brick office building, 35' by 110' was built and on September 16, 1957 the new offices were opened for official business.

On Oct. 1, 1960, the title of the organization was changed from Cabot Shops, Inc. to Cabot Corporation, Machinery Division.

In addition to the oil field pumping unit equipment and the portable drilling and oil and gas field servicing equipment, the Machinery Division has recently added the new Earthripper, Cabot's all hydraulic Backhoe. The first five Backhoe machines were completed the first of this month. Others now are in production.

Cabot's Western Regional offices in the Hughes Building here in Pampa are headquarters for their diversified operations in six states: Texas, Louisiana, Oklahoma, New Mexico, Kansas, and Wyoming. There are approximately 1,750 employees. Hugh Burdette is Vice President of Cabot Corporation and the General Manager of the Western Region. The home office of the organization is in Boston, Massachusetts.

Cabot Corporation has two carbon black plants in Louisiana (Canal near Franklin and Ville Platte at Ville Platte) and three in Texas (Dixon at Big Spring, Pampa at Pampa, Schafer at Skellytown). Carbon black research and development laboratories and a pilot plant are located west of Pampa. There are two gasoline plants in Texas (Estes at Wickett and Walton at Kermit), and one in Wyoming (Glenrock at Glenrock).

The Company has oil and gas production in Texas, Oklahoma, New Mexico, Kansas, and Louisiana.

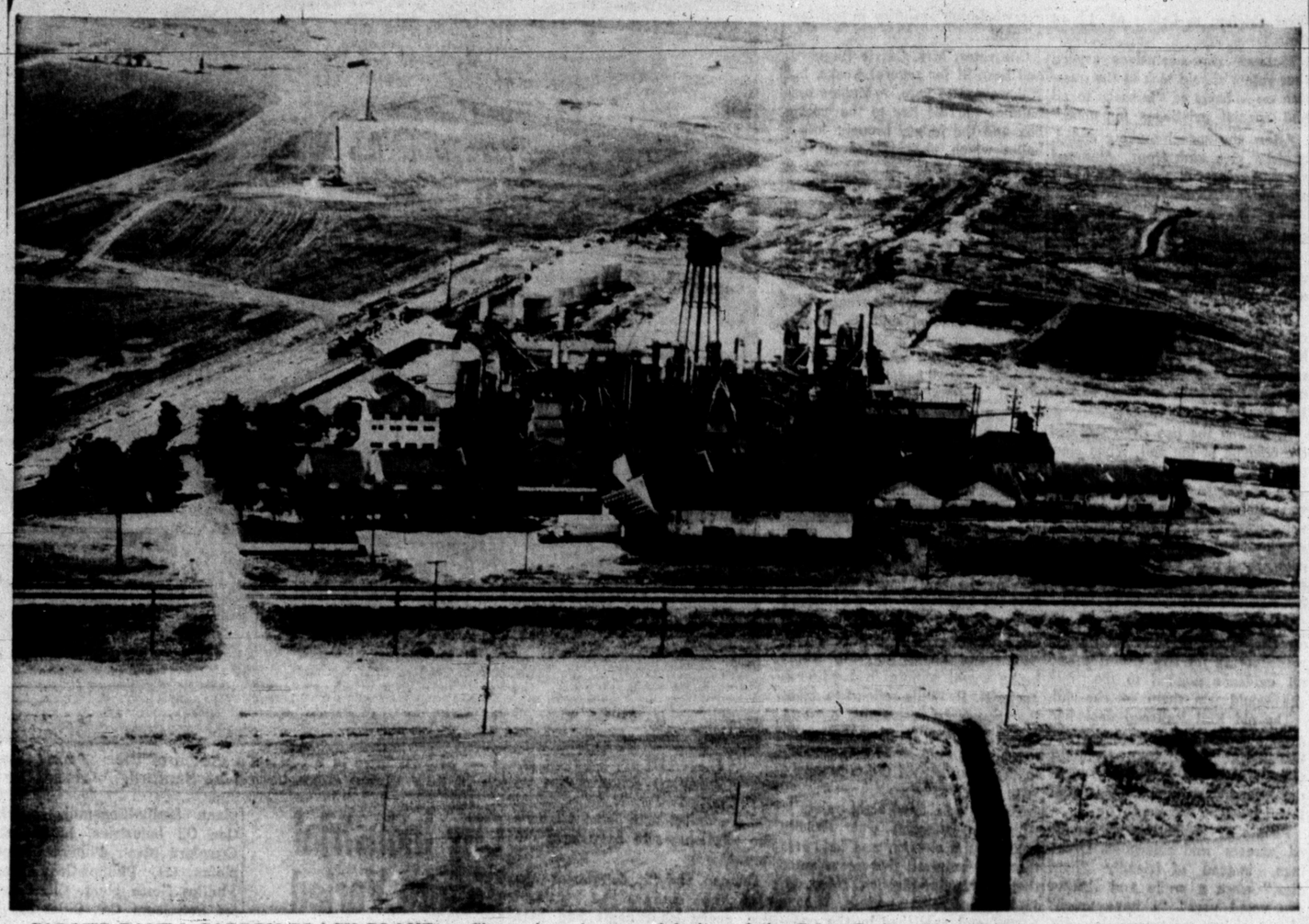
Cabot Engineering Co. plans construction not only for Western Region operations but also for Company operations throughout the world and for outside companies. On-the-spot supervision of these various construction projects is provided by Cabot engineers.

The Cabot Corporation's look into the future probably is best summed up in the comment made by Thomas D. Cabot, president, on the corporation's 75th anniversary.

On that occasion he said:

"As we pass this milestone in the history of our company, I look back with satisfaction and ahead with enthusiasm. A lifetime of work with such devoted associates is a blessing for which I am forever grateful.

"I am confident that the company will continue to prosper and that the younger men who will guide its destinies will continue to build for the service of mankind in a way of which we can all be proud."



CABOT'S PAMPA CARBON BLACK PLANT — Shown here is an aerial view of the Cabot Carbon Black Furnace Plant west of the city.

Chef Elmo Plans Area-Wide Trade

Pampa is the hub of what Byron Hilbun plans to develop into a statewide distribution system for a completely new food preparation known as Chef Elmo's Bready Mix.

It is a pre-seasoned flour for use with roasts, chicken, steaks, chops and makes delicious gravies and white sauces. It is distributed through grocery stores and commercial packs through restaurants.

It is a product manufactured in Loveland, Colo., and through mutual friendships the product became known to the Top O' Texas and thus pegged this area as one of the pioneer distribution points in a product which gives promise of mushrooming rapidly in popularity.

Hilbun has his warehouse and general distribution headquarters in an area of the building which houses the Snack Shack, and he anticipates setting up a Texas-wide distribution system through wholesalers and food brokers.

Bready Mix will be established completely in the Panhandle area before Hilbun attempts to expand to additional Texas markets.

It is so new that the Pampa area distribution setup only began about the middle of October, but within a year Hilbun hopes to spread into a more comprehensive area of the state.

A theremin is a musical instrument that can be played merely by waving one's hands over it.

The historic Liberty Bell was made in England in 1752 and later recast in Philadelphia.

Read the News Classified Ads

Pampa Tent And Awning Offers Covering Adaptable To Demand

Melvin N. Clark has advanced from an order-taker to an actual canvas and aluminum awning manufacturer with adaptations which draws business from more than a 200-mile radius to Pampa.

Clark is the owner of Pampa Tent and Awning Co., and the firm features unusually strong windbreaks which are extremely popular with oil drilling rigs which are active for many miles around.

Candidly, this one item proved so popular when exploitation activity was a dominant thing in the Pampa economy that these same companies which have moved along to more distant areas still seek out the product of Pampa Tent and Awning.

Besides these windbreaks, Clark also makes metal awnings and custom tarpaulin protection units for air conditioners, boats, carports, drive-in canopies, etc.

They carry Nimrod camp trailers which they have for sale or rent. These units have a built-on lean-to. They also do a big job on custom canopies for a variety of uses.

Melvin has the full-time assistance of his father, Bill Clark, who performs as his sales manager, and Joy Thomas is shop foreman. Cora Frieden is seamstress for the canvas services and Juanita Powell is their bookkeeper. In addition the firm has two part-time aids and contributes around $27,000 a year to the economy of the area in the form of annual payroll.

The growth of the business can be visualized in the fact that Melvin bought it from Willie Dowd in its second year of existence in May, 1948, and he remained a one-man operator until about 1951. He did have occasional part-time assistance until he took on full-time help at that point, and the growth has been steady ever since.

Now they carry about 10 times the inventory and are doing about five times their early volime. Melvin does a lot of his own design work.

Melvin came to this business after a couple of years with a dry cleaning pickup and delivery route which he operated as a business for himself.

distinctive elegance



Here are arrangements typical of decorator-influenced selections possible at Foster's. We'll be delighted to help you attain the personality you seek in your new home — or the redecorating program you've been planning.

Our stocks are selected with your decorator needs in mind . . . we cater especially to sensible, yet interpretative moods. And such famous brand names as Heritage, Tradition, Henredon, Dixon Powder Maker, Pennsylvania House and Weiman plus many fine carpetings lend elegance to our decorator selections.

While carrying on a tradition which extends back to 1929, we have climaxed our Pampa "transition" story with a change to distinctive selections in decorator lines. We have grown in the current era (dating from 1950 when Jack Foster assumed operation of the business) from no aides to a staff of four pearsonnel . . . and have attained the exciting climax of having a new 100 x 120-foot store with property for possible enlargement as the need arises.

we cordially invite you to let us help you attain new chapters in your more gracious living . . .

THANK YOU . . . !



TOP O' TEXAS in TRANSITION

Foster's

1621 N Hobart MO 4-6251

Campaign To Remove Courthouse To Pampa In 1928 Proved Plenty Warm

If the county's newcomers think the Nixon - Kennedy tussle for the presidency was a knockout, they should have hung around these parts in 1928 when the county seat election was on.

Old-timers say it was a rip-snorter and Pampa Daily News files bear out that claim

The question was whether the court house should be moved to Pampa or kept in Lefors. It was the fifth time such an election was held in Gray County — and was also the last. Pampa landed the court house 3,678-1,377.

McLean wanted to be the county seat in 1908 and had an election called. But Pampa had its eye to the future and voted almost solidly to keep it in Lefors. McLean never forgot that and in 1928 went all out to keep Pampa from being the big boy of the county.

Then in 1919 — and again in 1925 —special elections to move the county seat were held, but contending Pampa failed.

Then they went to work — and won.

The late Ivy Duncan ramrodded the action and quite a chore it turned out to be. Concerted efforts were made by Duncan and his committee to get poll taxes paid; booster trips to various sections of the county were made; mass meetings in Pampa were called and attended by the voters; wide-spread publicity was given by the press in news stories (highly editorialized) and in paid advertisements.

On Feb. 29 a group of Pampa boosters and a group of Lefors boosters (all from McLean) went before the voters of Knorpp, Hopkins and Grandview communities in the Grandview school.

The Pampans argued that Lefors was unable to provide adequate sanitation for the court house; was not on a railroad main line; had no fire protection; would not adequately serve county officials who had to find living quarters there; was no longer the population center; and could not provide other necessary facilities to meet the needs of a rapidly growing county. They contended it would not be feasible to spend $200,000 in building a new court house under conditions existing in Lefors at that time.

McLean representatives argued that voters should look at the question on a basis of "fairness to all and special privileges for none."

After the speech-making ended, a girl's glee club from Alanreed sang "Lefors will shine — after election."

Then the Pampans passed out cigars.

According to the vote in the rural boxes Duncan and Co. were armed with some good stogies.

After two weeks of intensive campaigning by Pampa court house boosters and those determined to keep the county's business at Lefors the business of voting started.

In Pampa the fire siren sounded the opening of the poll. When election judges opened the doors more than 40 voters jammed the doorway. Before an hour was out, 660 votes were cast and the 2,000 mark was reached a few minutes before noon. By 3 p.m. the city had neared its goal of 3,500 votes with 3,000 ballots cast.

A holiday - like spirit was in the air throughout the city for Pampa was fighting for two victories and all evidence pointed to the fact she would win them — she did.

The old Kell Railroad deal had gone through to give Pampa rail transportation to Clinton, Okla. (Pampans today know the run as the "Doodlebug") which was later taken over by the Santa Fe.

People by the thousands thronged streets and sidewalks. Greetings, instead of friendly "howdies," were a smile and "Have you voted yet?" "I have voted" tags were on most people's coats. Bands marched along the streets and 1,800 school children were turned loose to parade around town. A new Whippet coach, bought by local merchants, was chanced off at 7:30 p.m. after the polls closed as part of the celebration. Mrs. J. L. Nance won the car.

With healthy margins promised by three rural boxes and a feeling of victory in a fourth, Pampa was certain of victory since it had the overwhelming majority in poll taxes paid.

One voter, Mrs. Carrie Haggard, had been ill for several weeks, but still wanted to vote. A Malone ambulance carried her to the voting box and the judges brought her a ballot which she marked in the ambulance. One of the oldest voters of the day was Mrs. L. N. (Grandma) White, according to newspaper reports.

Returns were made known early and the city's expectations of support from the rural boxes were realized at Knorpp, Farrington and Hopkins. Laketon split its support to come out with a 35-35 tie while Lefors, Alanreed and McLean, as expected voted heavily against removal. Pampa swamped the election with a comfortable 325 votes more than the necessary two-thirds majority.

But the battle wasn't won.

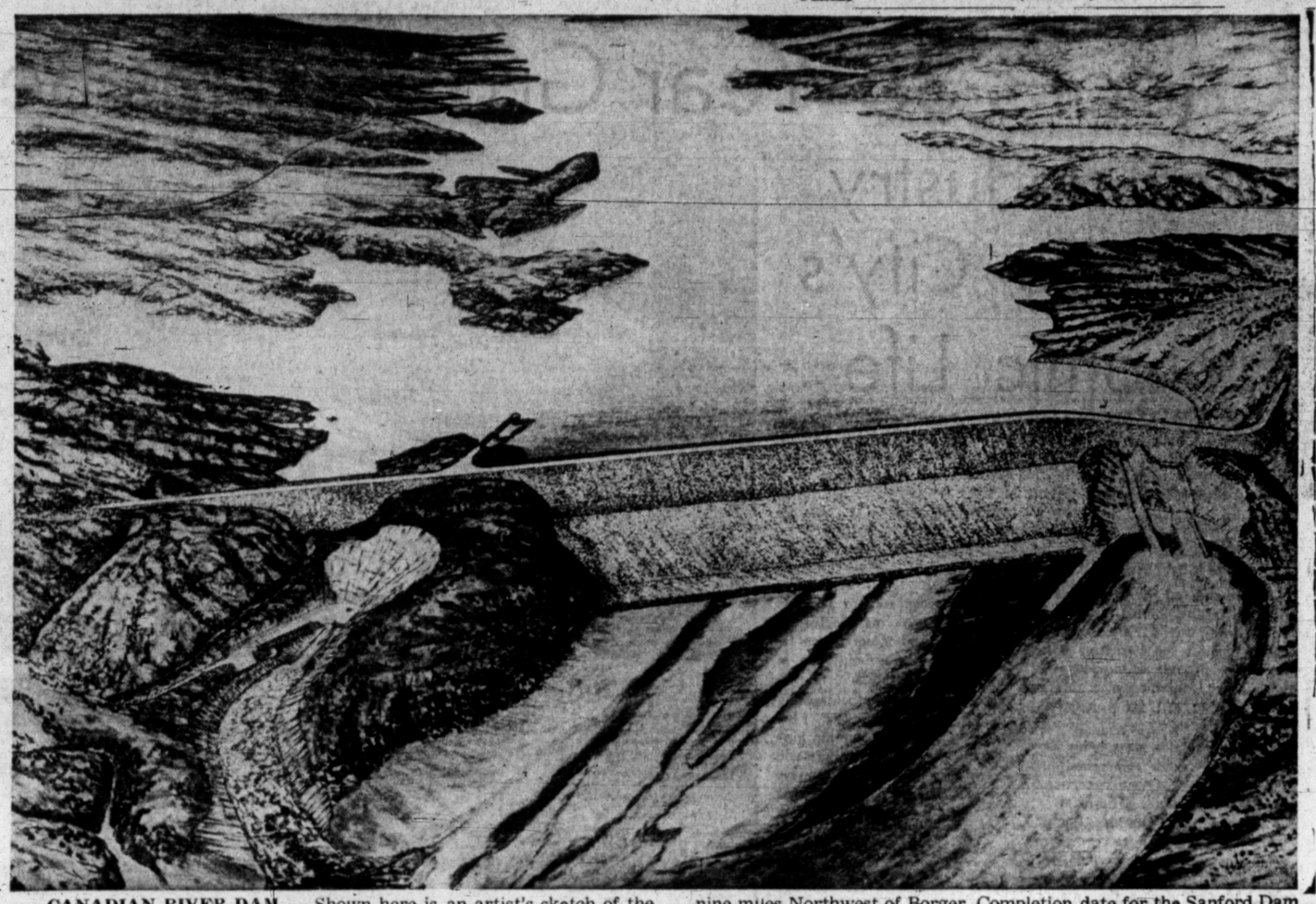
Before the election results were more than a day old attorneys for voters in McLean filed a petition alleging fraud in the election and asked for an injunction against moving the court house to Pampa. McLean contended, in general terms, that at least 1,000 ballots were illegally counted and that with them thrown out, the court house would remain in Lefors. Judge N. P. Willis refused to grant the temporary restraining order and ordered a hearing for argument to be held at 10 a.m. Friday in the Chamber of Commerce rooms.

The petition listed eight points in which the election was illegally held: 1—the election was held less than the required five years since the last similar election. (Mar. 19, 1925); 2—election notices were posted and published by the county clerk instead of the sheriff; 3—the exact geographical location was never established; 4—the election officers were not duly sworn before the polls opened; 5—instruction cards were not posted as required before the polls opened; 6—many people congregated within the 100-foot limit; 7 — Sheriff Graves and deputies conspired with many people to swell the poll-tax lists and poll tax receipts were fraudulently issued; 8 — that for the fraudulent acts listed above the election would have been different.

Duncan and his committee denied the charges and insisted that every legal angle had been checked and that no false poll tax receipts had been issued.

But Judge Willis made short work of the hearing in district court. He denied the plaintiff's petition and declared the election valid.

The official papers of the county were removed before sundown of that same day and brought to Pampa where they were placed in the basement of the First Baptist Church, located then where the



CANADIAN RIVER DAM — Shown here is an artist's sketch of the Canadian River Dam which is now under construction at Sanford, nine miles Northwest of Borger. Completion date for the Sanford Dam is set for 1964.

City Industrial Picture Varied

In addition to Pampa's major industrial plants there are more than a half hundred diversified factories, shops and individual uints contributing to the metropolitan area's industria picture.

There are a dozen or more gasoline plants in Gray County. These include Skelly Schaeffer Combs - Worley Building now stands. The county business was transacted there until the present court house was completed in 1929.

plant, Skelly-Kingsmill, Kerr-McGee Oil Industries, Inc., Skelly-Crawford plant, Phillips Pampa plants (2), Phillips-Gray plant, Phillips North plant, Cities Service Petroleum Co., Cities Service Compressor Station, Coltexo 1, Dorchester Corp., and Shell-Bryan.

Other industries included in the Pampa Industrial Index are:

Pampa Coca Cola Bottling Co., American Marietta, Dr. Pepper Bottling Co., Plains Creamery, Goldsmith Dairy of Pampa, Pampa Foundry, Petroleum Specialty Co., Panhandle Packing Co., Panhandle Ice Co.

Maurer Machinery Co., Panhandle Industrial Machines, Boynton Machine Shop, Pampa Machine Co., Jones-Everett Machine Shop, Lunsford Bit & Machine Shop, Parker Welding Works, Barnett & Wilkinson Granin Co.

Fisher Panhandle Grain Co. E. F. Tubb Grain Co., Ward's Cabinet Shop, Cartwright Cabinet Shop, George Neef Welding Works, Pampa Tent & Awning Co., R. K. Parsley Sheet Metal & Roofing Co., Des Moore Tin Shop, Stapleton Boot — Leather Shop.

Acme Mattress Co., Mid - West Processing Col, Halliburton Oil Well Cementing Co., Lane Wells, Frontier Perforators, Inc., Broducers Chemica Co., Pampa Concrete, Inc., Redi - Mix concrete, Grayco Machine Co., and Schlumberger Co.

400-Foot Well Pampa's First Water Source

Pampa's first water system was a well located on the present site of the city hall.

The year was 1912 and water was pumped from a 400-foot well by a windmill into an adjacent tank.

C. L. Thomas hauled the water in a wagon to customers for 25 cents per barrel.

GROWING W-I-T-H PAMPA

While Stressing Extra Special Service and Most Reliable Brand Names!

— featuring —

UNITED MOTOR SERVICE — DUPONT — SEAL POWER — AC — DELCO REMY — DELCO — FEDERAL MOGUL — TIMKEN— DAYTON — MANY OTHERS.



THANK YOU TOP O' TEXAS in TRANSITION

We are grateful for the acceptance which has enabled us to attain our growth and hereby pledge to continue emphasize the same calibre of service which has earned these favors. H. R. and Ray Thompson, Proprietors.

We are doing 10 times the business, utilizing five times the space and have the availability of eight times as much inventory to select from as we serve auto dealers, independent garageman, service station and fleet operator with the best known brand names in automotive truck and tractor parts. We also feature a well-equipped machine shop with the staff backed up by a whole generation of know-how. We have been serving Pampa and area for 18 years in the exclusive field of automotive parts and were associated with the related field for 12 years previously.



Serving The Top O' Texas Since 1929

H. R. Thompson Parts & Supply

312 W. Kingsmill MO 4-4643

Making Forgetfulness Less Painful!



FOUR CONVENIENT LOCATIONS

● 106 N. HOBART
● 2100 N. HOBART

Open Daily & Sundays
From 7:00 a.m. Till 11:00 p.m.
WHATCHA NEED!

● 600 E. FREDERIC
● 716 PRAIRIE CENTER

Drive Right To The Door . . . Select Your Needs . . . Be Served in "Just A Minute"

THANK YOU

We're approaching our 10th year of service as Pampa's "minute men" in food provisions and delighted with the acceptance we've enjoyed. We carry complete stocks, all the way to good selection in lunch meats and cured meats.

We hope eventually to provide Pampa with the additional convenience of about four more conveniently located stores rendering the same services during the same considerate hours.

TOP O' TEXAS in TRANSITION

WARD'S MINIT MARTS



WHEAT HARVEST TIME — Shown here is one of the first motor driven combines in the Panhandle area. The picture was taken in 1911, near Canadian. The combine was working on a farm owned by W. R. Campbell, 1200 Mary Ellen.

J. C. Penney Co. Affords Area Impressive Transition Story

Pampa has one of its most impressive and interesting transition examples in the J. C. Penney Co. which poses as a barometer of the tremendous potential of the Top O' Texas with year after year of amazing growth here.

A rather fitting climax to this particular story is the 1961 situation. R. M. Samples, 16 - year manager of the store here and a veteran of 36 years with Penney's — longer than Penny's has been in Pampa, points out the Pampa Penney's is compiling its biggest year in history in 1961.

Indeed, it's the only Penney store in the area which is showing sales gains this year. That's indicative of what the Top O' Texas has in store for those who would capitalize on sheer potential.

But this business of showing gains is old and habitual with the Penney store here, because Samples has statistical evidence to show big news along these lines with chronological consistency.

For instance, Samples can relate by memory how the store has a record of doing three times the volume Penney's was doing when he came here in 1945. Backing this up is the fact that his inventory is up triple or more. And when he arrived about 16 years after the store was founded here the firm already had done a nice job of growing.

The store employs a basic nucleus of 24 personnel on a full-time basis nowadays and the staff grows to 40 during peak periods, Samples asserts. They're contributing $130,000 to the buying power of the area in the fact that their pay checks and bonuses count up to that much every year. This is to be contrasted with a staff of 10 and a payroll of $35,000 a year when Samples first came to Pampa.

Penney's has accommodated its steady growth with a physical expansion program of its own starting in 1948 when they took on a third more space by absorbingan adjacement business building and a remodeling program in 1960 added 2500 more square feet of space which expanded its selling area in the basement.

Now they have 75x100 feet on the main floor, 35x75 feet of space in the balcony and a 50x100-foot basement which is devoted one third to storage and the rest to display and merchandising. Their floor space adds up to three times the original store's size.

Sample's staff, he asserts, is one of the secrets to the firm's consistent growth. Key personnel and department heads include Ken Castenian, assistant manager; Guy Coberly, men's department; Mrs. Alvina Williams, boys' department; Mrs. Naomi Matlock, girls department; Mrs. Vina Largent, women's furnishings; Mrs. Johnny Ewing, hosiery, handbags and jewelry department; Mrs. Ruby Myers, infants, Mrs. Mary Frances Ellers, draperies, home furnishings and piece goods departments; Mrs. Anita Freeman, bedding, towels and linens departments; Mrs. Leona Smithhisler, sportswear department, Alice Myers, women's ready - to - wear department; Mrs. Shirley Regal, chief accountant; Mrs. Nell Kinsey, chief merchandise girl; C. W. (Heavy) Ingraham, shoe department; Tom Morgan, receiving clerk; Mrs. Ada Warner, Layaway and credit department; Vivian Stone, advertising and display manager; Alice Cox, alterations department.

Samples believes the new credit card policy of Penney's is going to sprearhead exciting new chapters of growth in the entire Penney organization. Evidence of this in Pampa he points out is the fact that they had 500 applications for charge cards here the first week they were offered.

Samples started out with Penney's at Okmulgee, Okla., as a youngster doing after - school work, and continued to work with Penney's while he was completing his schooling.

By the time he got into college, where he continued a brilliant athletic record which prompted several coaching offers, he had enough experience with Penney's and liked the setup so well that he never varied from a high-school - age conclusion that he'd like to make Penney's his life's career.

Speaking of athletics, Ruhl lettered in five sports in high school and gained his advanced schooling on an athletic scholarship.

He lettered in wrestling in college — he had been the state champion in his weight division in high school — but was too small for the football team. Another athletic exploit with which Samples was credited was winning the Olympic Golden Gloves in his weight division in boxing in 1924.

Samples can take more than a small measure of pride in the fact, that he and his predecessors have assisted in training three outstanding products of the Penney's organization since taking over the Pampa store. Products of the local organization include Harry Hight, now district manager over the Minneapolis area; Horace Johnson, manager of the store in Murphysboro, Tenn.; and Herb Beaty manager of the Hot Springs, Ark., store.

Another graphic example of how Samples has been able to participate with the growth of the Penney's organization can be reflected in the fact that the national organization's goal for annual sales when he first started was $90,000,000. This year they expect to do a billion and 800 million!

The J. C. Penney organization had its beginning in 1902 when James Cash Penney opened a cash - and - carry store in the frontier coal mining town of Kemmerer, Wyo., and invested his $500 life savings plus $1500 he borrowed for a one - third interest in a 25x40 - foot store.

He called the first store the "Golden Rule" and endeavored to follow the principal implied by the name in his business poicy.

By 1910 he had expanded to 14 stores doing an annual business volume of $500,000 and two years later he had zoomed to 34 stores exceeding two million dollars in volume.

From the start Penney's has stressed packing the customer's dollar full of value, quality and satisfaction while asking only a fair profit. They call staff members "associates" rather than empoyees and all participate in the profits of the business; rather qualifying why Penney's everywhere usually has an outstanding staff of people.

Today there are more than 1700 J. C. Penney stores over the United States and the firm employs more than 50,000 personnel.

Sarah Bernhardt, famous actress, made her last stage appearance on Nov. 30, 1922, at Turin, Italy.

Hi-Land Drug Dates Its Start Back To Year '37

Next July 27 Tom Perkins celebrates his 35th anniversary as a drug store operator here and thus lends the distinction of "drug firm with the longest background in Pampa" to his Hi-Land Pharmacy.

Perkins has operated the Hi-Land since about 1955, but his proprietorship history dates back to 1927 when he and C. T. Hunkapillar were partners in founding Pampa Drug No. 2 which later became Perkins Pharmacy and held sway till 1943 when he sold it to H. C. Berry (it was across from Levine's — where the fabric mart has been located.)

Tom made his debut in Pampa a couple of years before he became a business - owner. He was on the staff with Hunkapillar at the original Pampa Drug until the two elected to open the second store.

Perkins assumed sole ownership of No. 2 in 1936 and changed the name to his own.

Perkins laughs to think of the episode which brought him to Pampa "temporarily" on a disappointment that kept him from getting a job he really wanted at Wellington.

He had been corresponding with a druggist in Wellington and agreed on terms of a job there, but before Perkins could get there the druggist engaged another young pharmacist who happened to be passing through, fearing perhaps Tom would change his mind.

Tom says the druggist gave his name to a drug salesman and through this contact Hunkapillar got word to him that he'd be interested in having his services.

He arrived in Pampa Christmas day, 1925, and was sorely disappointed to find a town of about 800 population, no paved streets and just a few barb wire fences.

"I decided then and there I wouldn't be around here very long. I wanted a 'bigger' town like Wellington (about 1500 to 2000 population then!)," he relates.

But Tom confides he liked the people and the work and just hung on. "It was infectuous," he laughs.

After selling out to Berry, Tom was out of the business front here until 1948 when he bought out Fatheree Drug behind the Penney store and operated it until about two years after he opened the Hi-Land Pharmacy.

He had intended to operate both stores but concluded he'd prefer the efficiency of one store and closed up the downtown unit. That's why Perkins says he'll remain content with growth in one store instead of developing a multiple operation. Two ventures in two-store operations have been quite enough for him.

Hi-land Pharmacy has a departmentalized operation. Perkins features a pharmacy, fountain, cosmetics, gifts, notions, sundries and boasts an extra-well - stocked veterinary department.

He employs a staff of 14 personnel. Sharing pharmacist details with him are Lyle Gage, who shares a partnership, and Mary Terrell, and the store has four cosmeticians, Ollie Liviesay, Elizabeth Hollingsworth, Midred Pierce and Rae Le Fevre.

Hi-Land Pharmacy pours close to $50,000 a year into the economy of the area in the form of annual payroll.

This is a tremendous growth, because he had three or four hands in his first business venture here and a payroll of $200 a month or less. They are doing five times the volume, carrying about six times the amount of stock and prescription drugs are up so much in volume and numbers there's no easy way of comparison.

As Tom says, at the outset, a $1200 prescription stock in the pharmacy was considered good, but today it's $12,000 or more. The druggist in the earlier day had bases and mixed them all, whereas today they have brand names and patented goods. They have more antibiotics and penicillins alone nowadays than they had in the entire department in the old days.

Hi-Land Pharmacy features exclusive dealership of the Elizabeth Arden line of cosmetics and Perkins says they have a tremendous line of costume jewelry as a special attraction.

Tex Evans Buick Co. Planning For Future

Tex Evans Buick Co. has shared Pampa's progress "story" for more than a quarter of a century, yet the firm has entered in the past year what its owners visualize to be its most significant era.

This situation virtually pinponts the exciting "Top O' Texas in Transtion" reflected by the Daily News today, because of Evans' cycle of adding the versatility of a dual dealership backed up by a competent service department whose emphasis is the keynote to the firm's continuing success story.

Tex Evans Buick Co. was founded in 1934, only about two or three years after a Buick dealership was reinstated in Pampa through the interests of Tom Rose. Buick had been intermittently offered by agencies here for many years previously. Actually it began as a sidelight by the late Tex Evans, long associated with oil drilling and production here.

When Rose, original Ford dealer, switched to Buick he built up a following that his sales manager, Hugh Johnson, didn't want to relinquish as Tom went back to Ford again. So Hugh coaxed Tex to underwrite the Buick dealership and Evans kept Johnson at the helm for the first 13 years of the dealership's history.

Evans "drafted" sons Clinton and James into the dealership about the timed Johnson left him to assume his own Buick agency, and they now carry on since Tex passed away in the past year.

The senior Evans never considered himself "in" the dealership actively, but Clinton confirms he kept a keen interest in the firm's activities all the while.

They did their major expansion in the new era just last year by taking on the Rambler line of cars through the expediency of buying out Clyde Jonas and then bringing him into their sales staff.

This move has been accompanied by service department adaptation to the additional line of cars. Through the availability of the **Rambler, Evans** feels they have unique versatility in the compacts because it makes a fine sister car to the Buick Special while providing them with the original domestic compact.

Tex Evans Buick is making a major contribution to consolidating Pampa's growth pattern through its own growth from a small dealership with probably a half dozen hands who collected hardly $10,000 a year in annual payroll to an imposing staff of 21 people who improve Pampa's buying power by about $100,000 a year through their paychecks.

Clinton serves as general manager, as James devotes more time to oil and gas interests and he is flanked by such key personnel as John Hennig, service manager; Al Stiggins, parts manager; F. I. Green, used car department manager; Elizabeth Lewis, bookkeeper, Al Meeks, body forman, and salesmen Bob Miller, Clyde Jonas and Connie Lockhart.

The excellence of the service department is creditable largely to the diligent and loyal services of the late Ray Beezley, who served as service manage from the time Tex Evans took over until his death the past spring. Clinton says Beezley had much to do with building up the fine staff and well-equipped shop which has been complimented highly for its spotless appearance and modernness.

Tex Evans has some exciting expansion plans for the future, but yet in embryonic stages. They visualize some building program which will accommodate the new and larger scope of their position as a dual dealership which places a significant emphasis on a most accommodating service department.

They built their present building in 1948 and previously had been located in the current home of Hukill & Son, later in the present Montgomery-Ward warehouse and for a temporary measure during the war through sharing the Tom Rose facilities though long friendship of Tom and Tex.

TOP O' TEXAS in TRANSITION

ULTRA-MODERN TREATMENT

through engineering planned use of

PG and PITTSBURGH PAINTS

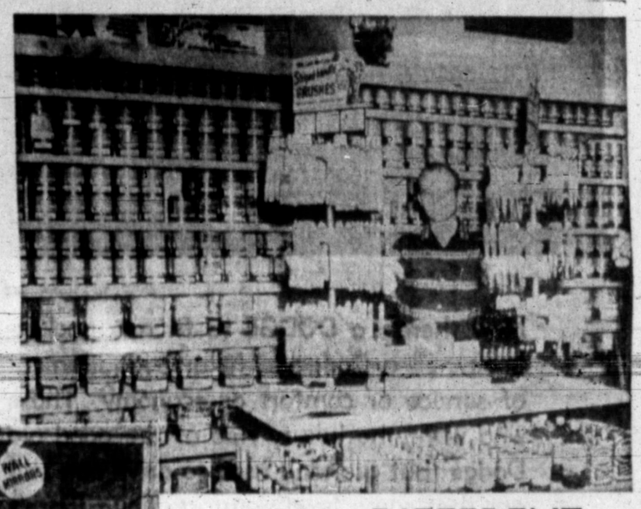


Typical USE OF GLASS AREA IN NEW FRONTS ... REMODELING OR NEW CONSTRUCTION

J. C. Penney Co. at Pampa

NEW! NEW! Pittsburg Latex Outside House Paint

This permanent, all-weather covering is so amazing even the most rank do-it-yourself amateurs can do a good job with it. It covers and stays ,even if you have to paint in damp conditions. Painting tools can be thoroughly cleaned with detergent and water.





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You can have more than 1500 different colors through use of our new Fisher paint mixing machine. Any number of lines in ready-mix colors to serve your needs in interior or exterior, enamel or flat, latex or oil. Anything for residential or commercial need.

AUTO GLASS WORK...DOMESTIC OR FOREIGN

We do our own installations in all types of window and winshield needs for all models and years of cars. We carry large stocks for handy selection and serve as wholesale outlet for Pampa area body shops, too.

We Thank You For The Chance To Share Your Progress Experience





Bill Dycus
Manager



Keith Alley
Salesman



Ross Pool
Store Clerk



Bill Tyler
Glazer

PITTSBURGH PLATE GLASS CO.

112 N. Somerville MO 5-3111



JOHN PARKER HAS THE KEY to Y-O-U-R MOTORING PROGRESS STORY

...there's a great new DODGE to fit any requirement...

Now there's a DODGE to fit any pocketbook . . . a Dodge to fit any requirement of service or comfort or economy. Those who want the luxury ride of the good old Dodge that grandad used to drive can still get that same level comfort. Then there's the exciting new DART – The full-size Dodge which is priced with Ford or Chevy and more than 20 models to choose from – both Six and V8 engines. The LANCER is the lowest priced of all the luxury compacts here for 1962, has room for a family of six and gets miles and miles per gallon. Topping them off are the versatile selections available in the great Dodge truck line – power giants to fit any job requirements. Let us SHOW you . . we don't have to stop with telling you!



These salesmen will be happy to show you many of the reasons why the Dodge and Chryslers are the fastest-growing autos in the Top O' Texas: l. to r. Ottis White, J. B. Langwell and Ronnie Mullins.

Thanks for the acceptance which has enabled us to grow from a one-man staff to 14 reliable, experienced personnel. We're proud to be able to contribute $75,000 a year in payroll to the economy of the Top O' Texas while providing you with better services, better selections in used cars and better deals in new cars.



This is our service departmet (below), and those are the men who are anxious to help you attain the most trouble-free miles of Dodge driving pleasure: l. to r. Harmon Chamber, Pete Higgins, service manager; Tex Greer, Hawk Hawthorne, Reo Belcher and Theo Williams.

At the right are two more of our department heads: Billy Kent, Parts Manager and Betty Boyett, assistant credit manager. (A. C. Cox Credit Manager is in the inset.)



DELIGHTED TO BE SHARING THIS REMARKABLE EXPERIENCE...

TOP O' TEXAS in TRANSITION



PARKER MOTOR CO.

301 S. Cuyler MO 4-2548

YOUR FREEDOM NEWSPAPER

The Pampa Daily News

YOUR FREEDOM NEWSPAPER

SERVING THE TOP O' TEXAS 54 YEARS

SECTION 7, PAGE 1



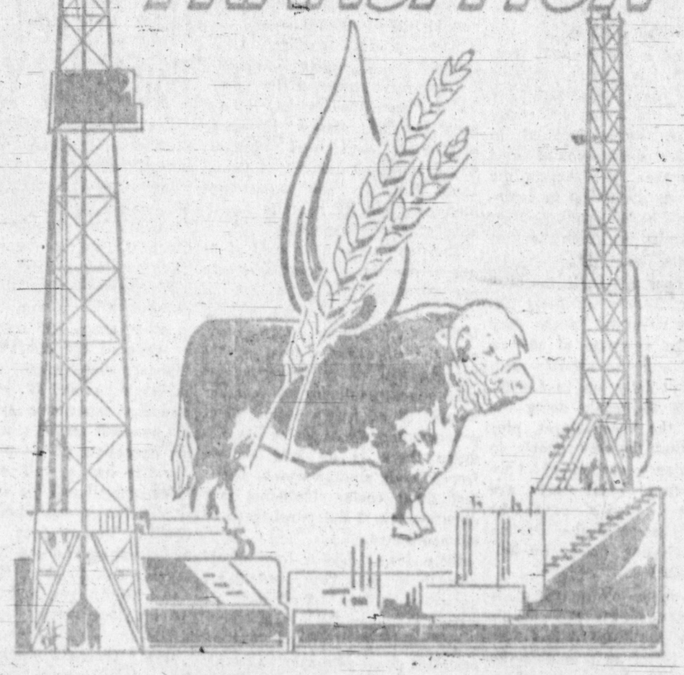
...CENTRAL PARK

PAMPA and the

TOP O' TEXAS

in

TRANSITION



Pampa...A City Well Rounded



....LOVETT MEMORIAL LIBRARY

By THACY D. CARY

President Pampa Historical Society

Four hundred and twenty years ago Francisco Vasquez de Coronado entered the Panhandle of Texas searching for the fabulous "Seven Golden Cities of Cibola". Though he treaded over vast prairies which would in the future yield millions of bushels of golden wheat and millions of dollars of black flowing oil, the explorer was disappointed not to find the object of his arduous search.

Accompanying him however, was a gaunt courageous little Franciscan, Fray Jaun de Padilla, chaplain to the exploration party and the first man to tell the story of Christ to the Indians of the Panhandle. On Ascension Sunday 1541 Father Padilla sang the first service of worship in the Llano Estacado or the staked plains on which we live. Though Coronado returned to Mexico in disappointment, Father Padilla envisioned a greatness and hope in what he saw here and in 1544 he returned to the area to do missionary work among the Wichita Indians, a hostile and treacherous group. To do so cost him his life, and he became the first martyr to the Christian religion in the then future United States.

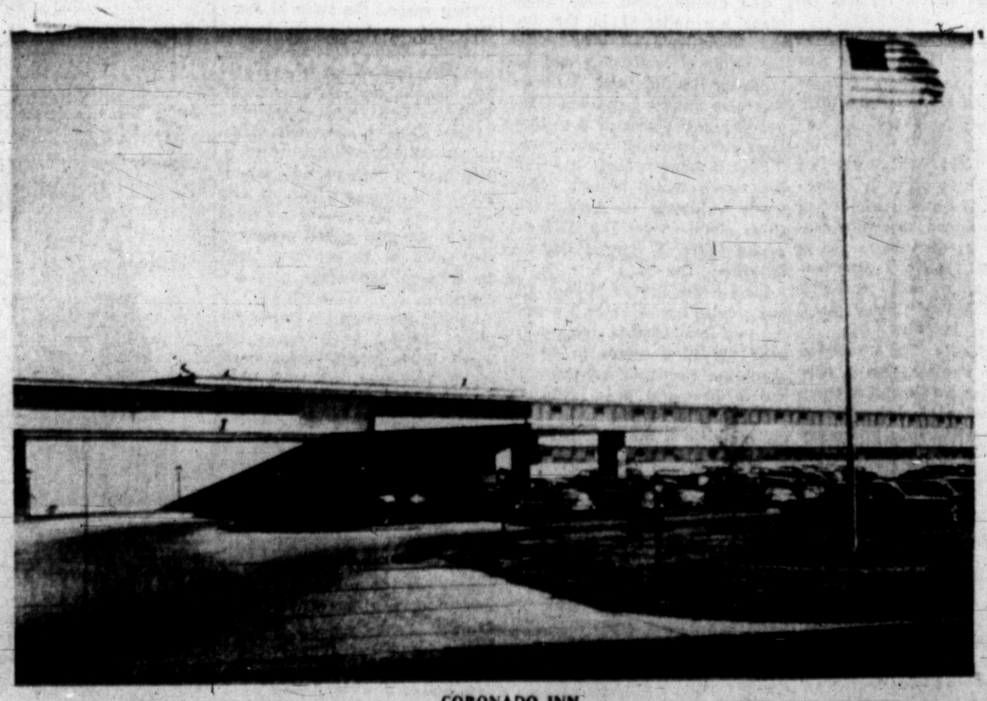
In the intervening four centuries since Christianity and music first came to this region, thousands of people from all over the world have made this area their home, because they, like Father Padilla, saw unlimited possibilities, dreamed dreams—and went to work to make them come true.

Pampa, from its earliest days to the present time has had its share of cultural interests and advantages. Before the first school was built, picnics and barbecues were held in any convenient shady grove of trees and church services were held under brush arbors or in tents. Friends and neighbors would gather for a "Sing" and some favorites among the ear-

(See PAMPANS, Page 4)



...PAMPA YOUTH AND COMMUNITY CENTER



....CORONADO INN

Ideal Food Stores Mean Much To Area's Economy

Pampa is the hub of the Texas phase of a fast-growing organization of super markets which symbolize progressiveness in this part of the country—Ideal Food Stores, grown from a single 1200-square foot unit to an organization of 28 stores ranging from 5000 square feet to 23,800.

In fact, the presence of three Ideal markets in Pampa tell a statistical story that's one of the most significant in the entire organization. That's the most stores Ideal has in any town.

Ideal made its Pampa debut in 1940 when they bought Standard Food Market from F. S. Brown — located in the present site of Wright Fashions — and the initial store was a huge (for the time) 7000-foot setup.

By almost overwhelming contrast, Ideal has three veritable shopping center operations, the smallest of which would literally swallow the original location. In fact, the total dimensions of Ideal food store area now serving the Top O' Texas counts up to something like 51,000 square feet —more than seven times the first store's size.

Just as constrasting is the payroll factor. Back when Ideal No. 1 made its debut in Pampa they had perhaps a group of 10 on their staff and the annual payroll wouldn't tally up to $14,000. Today with 66 people doing the honors at the three stores, plus the fact that the key people in the supervisory system of the Texas group of Ideal stores are located here, Ideal's paychecks undoubtedly sweeten the Pampa area's purchasing power by better than $300,000.

In addition, the position of these stores in the area's economy is even more significant. While they pose as a factor in providing the housewife with better merchandise at better prices, the total Ideal system of super markets in the panhandle areas of Texas and Oklahoma plus an associated sweep into Kansas paid some $2,107,805 in payroll to nearly 600 employees last year, for instance.

The Ideal organization was founded in 1926 by Tom and Jim Blakemore after about six years in managerial capacity of one of the pioneer general stores of Liberal, Kansas, the J. E. George Store.

Ideal got its start as a new firm name installed by the Blakemore brothers to "feel out" the new concept of cash and carry grocery marketing just beginning to become an apparency in the economy of the nation.

Glenn Battin, is head of the Ideal company which was merged with ACF-Wrigley Stores, Inc., only a little more than a year ago. The merger entailed exchange of stock and no cash, and the Ideal organization continues under the same policies and management as when it first made its debut into Pampa.

Incidentally, Desmond Dean, the first market manager in the Pampa No. 1 store now is head of all meat operations, functioning as meat buyer and general manager of all retail meat operations. And another interesting thing about how the Pampa "originals" have come along with the organization is that Desmond's market manager when they first opened here, Hansford Ousley, now is meat supervisor of the Texas stores, residing in Pampa.

Verl Hagaman was the original store manager here and he now headquarters in Pampa as he serves as the grocery department supervisor of the Texas Ideal stores.

Although Ideal No. 1 is the largest of the three stores in Pampa, No. 3 has the distinction of being the first separated "shopping center" to be installed here, being built in 1956. The No. 1 store was completed in 1937, and the No. 2 was rebuilt and had its grand opening Sept. 10, 1950.

Chronologically, No. 2 followed No. 1 to the Pampa scene by only about two years, because it came into being when Ideal bought out the old Harris Bros. Grocery store which was at 308 South Cuyler in 1942. Then No. 3 made its debut officially when it was completed last Pampa "shopping center" type store in 1956.

Hugh Peeples is manager of No. 1 and has had the gratifying experience of assisting Ideal with its history of expansion through 21 years of progress here.

He was second man to the assistant manager (Forrest Baird) [illegible] when they opened No. 2 in 1942, and as the senior man has advanced to manager of the largest store—serving now as something of advisor and "father confessor" to the key fellows in all the stores.

Tommy Clark has been manager of No. 2 for just a few months after three years of grooming as assistant manager under Peeples. Harold Dougherty is manager of No. 3 with a seven year tenure after starting out in produce in the old No. 2 and going to assistant manager and shifting to Borger in the same capacity before coming back here as manager.

Key people at the No. 1 store, besides Peeples, include Johnny Jenkins, assistant manager; Jim Bradley, produce manager, J. W. Daniels, stock manager (an old-timer who came into the organization from the Harris Bros. store in 1942; Bessie Kosomen, bookkeeper and head checker, with the organization for 14 years, Lewis Epps is meat department manager, and he has the assistance of Leon Hinderlites.

They employ a total staff of 31 hands, counting the part-time help and the sack boys.

The store has off-street parking facilities for 175 or more cars, and the store has a total of 334 running feet of refrigerated display space, featuring 92 feet for meats, 98 of frozen foods, 96 of produce and 48 of dairy. In addition there is an 8x10 walk-in frozen foods storage space, 12x16-foot meat cooler, 10x20-foot produce and 10x12 dairy refrigerated storage space.

Store No. 2 has a total of 14 plus three sack boys, and key personnel include Clark, and assistant manager Herb Gallagher; meat manager, Garland Cotten, assistant meat manager; Charley De Moss; produce manager Tommy McKay, and bookkeeper Marie Goodnight.

Clark, who started out as a sack boy with Ideal in Guymon, Okla., in 1949, came to Pampa in 1957.

The store features off-street parking to accommodate about 125 cars, and 318 feet of refrigerated display space. There is a 72-foot meat space, 66 feet for produce, 120 feet of frozen foods (largest in the store's local setup), and a 30-foot dairy bar. They also have the largest meat cooler —15x20, a 12x15-foot produce cooler and a 8x12-foot walk-in frozen foods space.

A total staff of 21 serves the customers of Store No. 3, and besides Dougherty, the key staff members are Gerald McKay, assistant manager; George Knight, meat manager; Bob Mattlock, assistant meat manager; Alvin Ricketson, produce manager, and Vivia Holeman, head checker.

The store has off-street parking for 75 cars and refrigerated display space of 281 feet. There is a 75-foot meat space, 75 feet of produce, 80 feet of frozen foods and 50 feet of dairy bar plus two walk-in units of 8x8 and 6x8 for frozen foods, a 20x10-foot meat cooler and a 20x15-foot space for produce.

Pampa's three stores stand as mute evidence of the remarkable progressiveness of the Ideal organization. All are built light and airy and the cheerful lighting system brings as much power bill for them now as they paid for refrigeration in the olden days.

The overall Ideal long range plans are reflected in the fact that they have an ever-continuing policy of remodeling and up-to dating nickol and facilities, enlarging where possible and building new plants in new locations on a systematic plan.

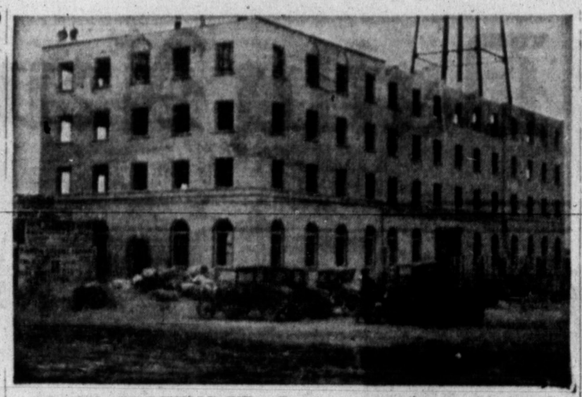
Besides Pampa, Ideal has multiple store setups in two other towns — Liberal and Enid, Okla. Other stores in the Top O' Texas are at Perryton, Borger, Dalhart, Spearman, Dumas.

Ideal has a fleet of 24 vans and has service trucks which are used by staff maintenance men who keep the Ideal stores in tip-top shape on electrical, refrigeration and a structural basis, although the Pampa stores capitalize on the presence of the Malcolm Hinkle refrigeration talents.

Going Up

LAWRENCE, Kan. (UPI) — The most expensive single volume purchased by the University of Kansas Library back in 1905 was "An Eassay on the Early History of Carts and Sailing-Directions" by the Swedish scholar Periplus. Its price was $31.25, and some academic eyebrows went up.

The volume sells for $300 in today's [illegible] and is one of the two most important late 19th Century works on the development of cartography.



PAMPA GROWING UP—Pampa saw a future for itself back in the mid-20's when oil was giving a boom the like of which the town had never seen. New businesses were springing up and established businessmen, like Alex Schneider, were investing large sums in expanding their enterprises. Above is shown the New Schneider Hotel just partially completed. This was to become the south end of what was later known as Million Dollar Row.

F. W. Woolworth Co. Shows Confidence In Future Of Pampa

If anybody has any qualms about the future of Pampa and the Top O' Texas, they should be comforted by the fact that it's a place where F. W. Woolworth Co. owns its own store site in an era when they're stressing capital for stock instead of real estate.

Actually, Woolworth's has had a lengthy share of Pampa's progress story and did its big transition about five years ago when they built the present store which covers 73 x 139 feet. It's about three times the size of the original store which was established here Sept. 22, 1928. The front half of the basement of the new store is available for expansion into sales space in the future if needed.

They were in about half the space of the building which now houses Whittington's Furniture Mart at the outset, and this first home of Woolworth's was doubled in the mid-30's.

Ray Gigoux is manager of the local store, a post he has held since January, 1960. Although Ray has been with Woolworth's intermittently since before the war, he has been on the staff for the last nine years and managed stores in Alliance, Neb., East Salt Lake City and Kearns, Utah, before coming here.

Woolworth's merchandising trend in Pampa is pointing more toward up-grading the merchandise and they are expanding more and more into dry goods as they turn more toward being a total variety department store.

The store here employs a staff of 20 personnel and has up to 25 in peak periods. The payroll runs $1000 a week and more.

Key hands assisting Gigoux are Paul Moore, assistant manager; Helen Minor, personnel manager; Juanita Biggs, lunch counter manager; Evelyn Tingle office girl (manager of the lunch counter when the store was at the old site), and some of the oldest staffers from the point of service are Ruby Culpepper, Adele Moniel, Zelma Hudsen, Delores Hudgens and Stella Waldon (head cook).

Woolworth's has an amazing history since the first store was put in Feb. 22, 1879, at Utica, N. Y. This unit failed in three months due to a poor location, but the second one put into operation at Lancaster, Pa., June 21, 1879, was successful.

Woolworth established 21 stores in the first 10 years and seven failed, but his tenacity and keen concept of merchandising kept his growth consistent and steady and by his death he had 1081 stores with an annual gross of $119,000,000.

Today the organization has a total of 3250 stores in nine countries and compiled a gross of $864,570,642.

For a contrast, that first successful store in Lancaster was a 35x14-foot structure which had seven clerks and $128 worth of items in stock—not a thing worth more than a nickel. His gross sales at the end of his first year was $12,024!

Today Woolworth's employs 85,000 men and women employees in its system and has the commendable record of having introduced paid vacations to its staff in 1895 and paying Christmas bonuses in 1897, thus posing as one of the nation's forerunners to the modern concept of consideration for the help.

Woolworth built the world's first truly modern skyscraper in New York, the Woolworth Building being dedicated April 24, 1913, and it was paid for by cash—$13,000,000.

Vogue Cleaners Has Served Area For Many Years

Fred Malone features Pampa's most complete automation cleaning shop and adds customer convenience with a drive-in window at Vogue Cleaners.

Malone has operated Vogue Cleaners for six years but has been serving Pampa with dry cleaning services for close to two decades through his association in other shops and ownership for a while of the old Pampa Dry Cleaners down town.

Malone has had 30 years of dry cleaning experience and stresses his personal services in the cleaning operations at his plant to this day. He has a staff of four besides himself and his wife, Mabel who helps in rush periods. Mrs. Gladys Taylor does alterations and finishing, Lorene Beck is the regular silk finisher, Nola Dalton the wool finisher and Sue Holt handling the counter and drive-in window.

Vogue Cleaners features the ultra in equipment, an automatic cleaning unit which completely controls humidity in the clothes during the cleaning process. Then they are transferred to the deodorizer. Then they have a pants topper with push button control, a legger with pushbutton control, automatic coat and semi-coat finisher, automatic offset of dress skirts, and the puff iron sets in the silk finishing department to touch up the small places.

Malone was raised in the Hillsboro area, literally growing up in a cleaning plant because his dad operated one. He came to Pampa from Oklahoma.

He bought out the old Pampa Dry Cleaners and operated it for two years before selling it to Glenn Shehan for the purpose of locating near the new hospital. His new building is 30x60 feet and Malone says his business is dedicated to keeping abreast of all the new innovations in dry cleaning.

Pampa Feed Store Began In Year '60

W. A. (Pat) Patton and Nick Nickol provide their customers with the assurance of merchandising on the basis of personal experience in doing because they have at least a 25-year background in ranching to accentuate their efforts as proprietors of Pampa Feed & Grain Co.

They opened the store in June, 1960, and are the area's dealers in Purina feeds while carrying a complete line of seeds and garden supplies and fertilizers, insecticides and tools.

fixtures has been applying nationally-famous Purina feeding programs in boosting 4-H club boys' calf feeding programs and was elated to experience from two to two and a half pounds a day gains as he provided feeds on a large percentage of the programs.

He just expanded his store's potential this fall by taking on the Wheel Horse garden tractor dealership, and he also handles Oakes hog feeders.

Pampa Feed & Grain offers services of custom mixing through a tie-in with the Miami Feed & Grain facilities.

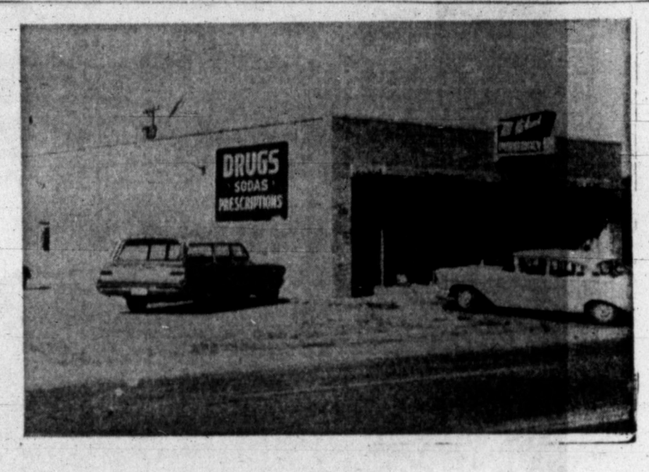
One of his particular prides is the fact that Purina's Steer Fatena is a part of the supplement feeding program of the Moody Farm Feed Lot, and he estimates around 200 cattle are going into finishing stages via the time-proved formulas worked out by Purina.

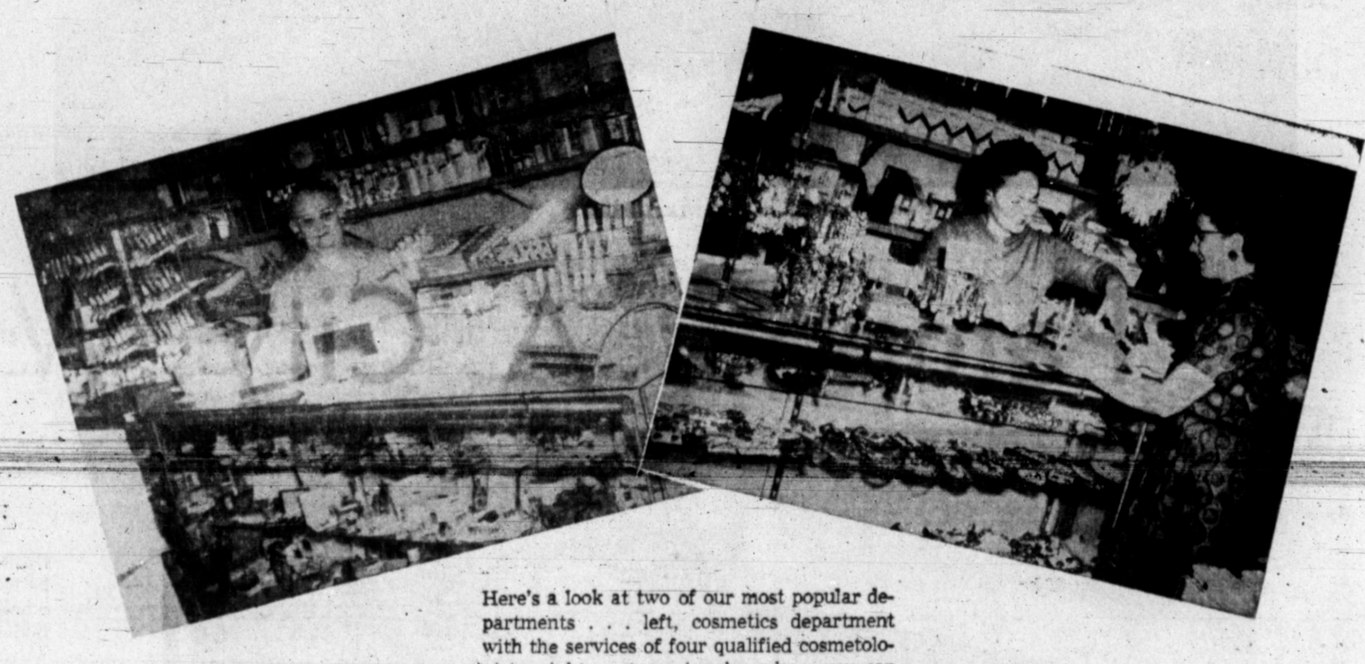
In fact, he confides he did work [illegible] elected to stick with the laboratory - proved Purina feeds exclusively.

35 YEARS BACKGROUND

IN PROUDLY SERVING THE TOP O' TEXAS

PAMPA'S OLDEST DRUGGIST FROM THE POINT OF SERVICE





Here's a look at two of our most popular departments . . . left, cosmetics department with the services of four qualified cosmetologists; right, costume jewelry where you can find the area's most wonderous selections.

THANKS

for the chance to be "along" on an outstanding experience . . .

Our history in serving the Top O 'Texas with its drug needs dates back to the days of Pampa Drug No. 2 (starting in 1927), later Perkins Pharmacy, and after 1948 the changeover from Fatheree Drug to Perkins Drug, we built Hi-Land Pharmacy new in 1955 as part of a two-store "team", but have been exclusively Hi-Land since 1957.

Thank you for the acceptance enabling five times the volume while offering selections from six times the stock. We are proud to be employing 14 personnel and contributing around $50,000 a year to the area's buying power in the form of paychecks.

TOP O' TEXAS in TRANSITION



Our fountain department is shown at the left. And the heart of our store, the prescription department is shown at the right. Pharmacists are, l. to r., Tyle Gage, Tom Perkins and Mary Terrell.



HI-LAND PHARMACY

1307 N. Hobart

MO 4-2504

1961...BIGGEST YEAR IN HISTORY AND STILL GROWING...THAT'S

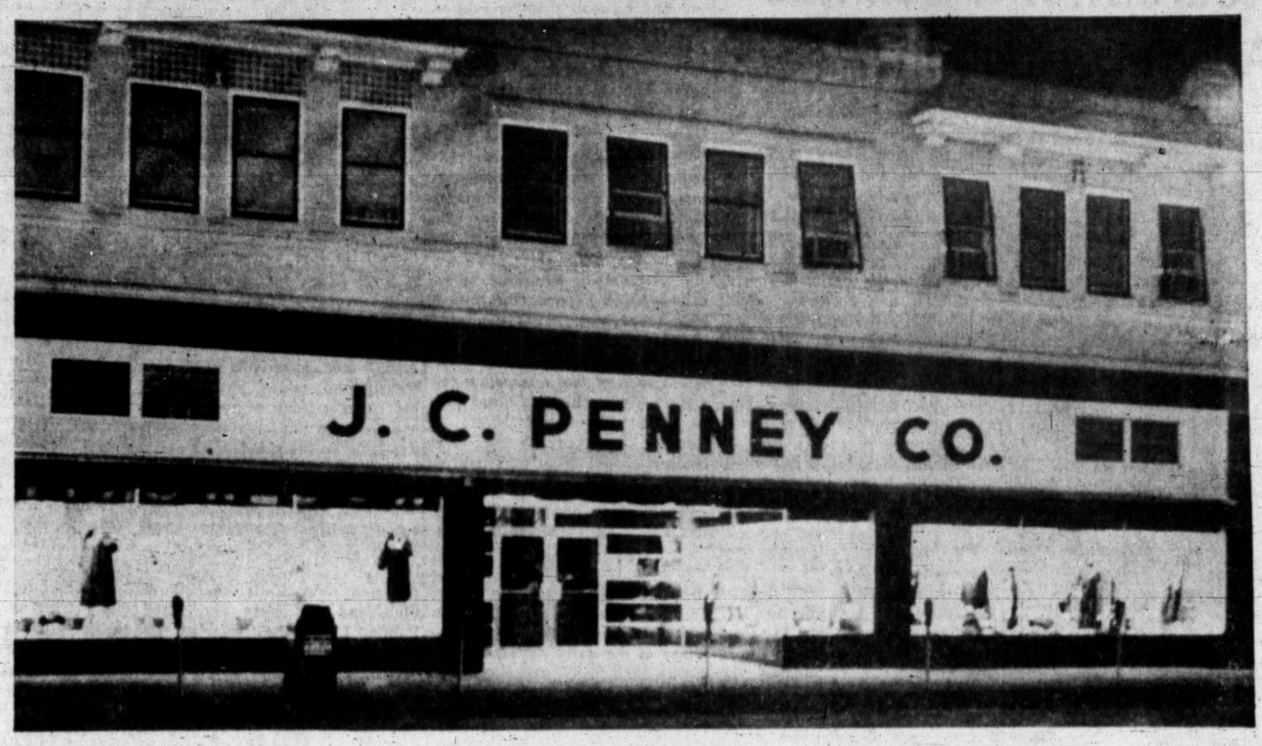
PENNEY'S

We continue to grow in discriminating selections possible. The comparable expansion in our gross volume year by year is a most gratifying experience. These are a mark of everybody's appreciation for our stress on providing every family in the Top O' Texas with the opportunity of selection from Top quality merchandise . . . at prices below those usually expected to be paid for comparable goods.



RUEL SAMPLES
Manager

Quality is pre-tested at Penney's. Samples of all merchandise must pass through examinations in our own testing laboratories before it may be sold through Penney stores. This means you get longer wear, better tailoring and latest styles. Hence, that's the key to our continuing progress story.



Serving You With Budget-Wise Selections From 13 Different Departments . . .

WRAP HER IN LUSH ALL NYLON QUILT DUSTER

Warmest greetings in french blue, aqua, pink, red, lilac, candledight, white. Hand washable, too. Sizes 8 to 18.

9.95





STEP OUT SMARTLY IN GAYMODES

Business - daytime or night, Penney's has the beautiful glamour sheer hose for you. Double loop knit, 100% nylon — sizes 8½ to 11.

98¢ PAIR



PICK REAL FUR GLAMOR

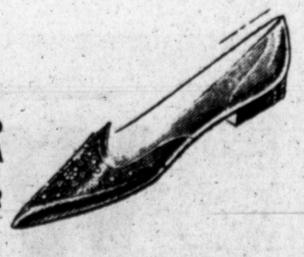
Dyed rabbit collar matches warm sheepskin moc slipper. Light blue, pink, white, black and red. Size 4 to 9.

$2.99 PAIR

LITTLE FLATS JEWEL TRIMMED

Black, lustre colors even gold finish leathers. AA to B, sizes 4½ to 9.

$5.99 PAIR



TOP O' TEXAS in TRANSITION

Thank You For The Chance To Share This Experience...

THREE TIMES THE VOLUME....
THREE TIMES THE SELECTIONS
THREE TIMES THE SPACE
THAT'S PENNEY'S!



KEN CASTENIAN
Assistant Mgr.



GUY COBERLY
Men's Dept.



HEAVY INGRAM
Shoe Dept.



ALWINA WILLIAMS
Boy's Dept.



NAOMI MATLOCK
Girl's Dept.



VINA LARGENT
Women's Finishings



Mrs. Johnny Ewing
Hosiery, Handbags, etc.



RUBY MYERS
Infants Dept.



Mary Francis Ehlers
Piece Goods Dept.



ANITA FREEMAN
Linens Dept.



Leona Smithhisler
Sportswear Dept.



SHIRLEY REGEL
Chief Accountant



NELL KINSEY
Chief Stock Control



TOM MORGAN
Receiving Clerk



ADA WARNER
Credit Manager



ALICE MYERS
Ready-to-Wear



ALICE COX
Alterations



VIVIAN STONE
Adv. & Display Mgr.

MORE CONVENIENTLY THAN EVER THROUGH AVAILABILITY OF PENNEY'S CREDIT CARD...

have you applied yet?

Shop Penney's — you'll live better, you'll save!

Your Own Signature
SIGN IN INK HERE

MRS. MODERN YOU
1234 YOUR STREET
YOUR TOWN, U. S. A.



Easy - care pima cotton broadcloth with collar, convertible cuffs . . . tailoring extras.

3.25



Neat multicolor checks add fashion touch to 100% Acrilan acrylic button downs.

2.98

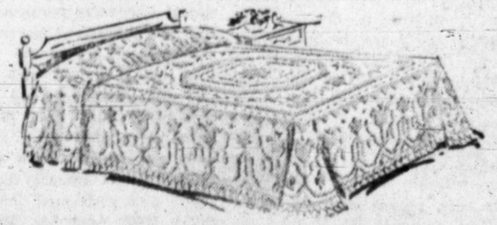


Improved Supersuede Automatic!

55% rayon, 25% acrylic, 20% cotton! Nylon bound!
72" by 84" twin or full, single control.

$15

24% acrylic — it's softer, warmer, stronger! 2 year replacement guarantee, stand up control! Flame, Turquoise, pink, tan, mint, lilac.



You'll want several — for your home, gifts! Lovely rounded corners, rich fringe. Easy-care! Bleached antique white.

HANDSOME, HEFTY LOOP-WEAVE!

- all cotton . . . reversible design
- machine wash, lukewarm water

supersize 80" by 108", 96" by 108"

$10

PENNEY'S OFFER YOU 4 CONVENIENT WAYS TO SHOP FOR YOUR FAMILY

1. Penneys Charge account!
2. Time Payment account!
3. Lay-away!
4. Cash!

PROUDLY SERVING A A GROWING FAMILY OF CUSTOMERS IN PAMPA SINCE 1929!

PENNEY'S
ALWAYS FIRST QUALITY!

Pampans Proud Of City's Cultural Interests And Advantages

Churches, Schools, Recreation Facilities Among Best In Area

(Continued From Page 1)

ly settler were "Old Zip Coon", and "Sallie Goodin'. The more serious music ranged from the songs made popular during the War Between the States to ballads like "Barbara Allen" and 'Kathleen Mavourneen". When the gathering was religious, one old favorite, "Tis the Old Time Religion" was nealy always included in addition to the more meditive hymns such as "Rock of Ages" and "Blest Be the Tie That Binds".

After the first school was established in Pampa on Feb. 10. 1903 with the creation of the sixth school district in Gray County, plays, skits, and various programs were a part of the small community life and everyone in town was usually present for the affair.

Located on the northeast corner of Starkweather and E. Francis where the Central Baptist Church now stands, that first one - room school was taught by Mrs. Edith Townsend, aunt of Mrs. Hallie Tiemann and Harlan Case of Pampa. Mrs. Alex Schneider (then Lollie Sills tells how a savage prairie fire about 1909 nearly put an early finish to the school building and the rest of the town as well. Starting about five miles to the southwest and fanned by strong northery winds the flames roared across the prarie sow the skies black with smoke and the flames a short distance away, she dismissed the pupils and she and Mrs. Shneider carried several stacks of the precious school and library books to safety. They were in such a hurry to escape that a traffic jam of pupils at the schoolyard gate-turnstile caused both to drop their load and anxious moments passed while the books had to again be picked up — but they had to be saved, and were. The town escaped destruction when some of the men plowed a furrow around the outskirts to stop the fire. It continued burning in a northeasterly direction and burned all the way to the railroad where it was finally put out.

Knowledge — one of the key factors in the cultural growth and progress of any group of people — has long been a matter of vital concern to the citizens of Pampa and they have always worked to keep the schools and the public library in step with the expanding city.

Pampa has one of the finest and most modern educational systems in the country consisting of two high schools: Pampa Senior High and Carver High School for colored students; (2) Junior High Schools — Pampa Junior High and Robert E. Lee; and in the order in which they were built the following elementary schools — B. M. Baker, Horace Mann, Woodrow Wilson, Sam Houston, Lamar, Stephen F. Austin, and William Barrett Travis. Each is equipped with cafeteria service, auditoriums, and latest audio visual aid equipment, the Pampa High Field House makes possible a full range of indoor sports and the Harvester Field Stadium, tennis courts, and adjacent facilities afford opportunities for a wide selection of outside sports activity. Enrollment in the Pampa Public school system has swelled from the original 10 pupils in 1903 to a total of 6,300 students in 1961. Where in 1903 there was one teacher, there are now 296 persons employed in the personnel of the system. 250 of these hold degrees and include principals, teachers, nurses, and counselors.

Two churches, St Vincent de Paul Catholic and St. Matthew's Episcopal, maintain parochial schools. St. Vincent's conducts 200 pupils from kindergarten through the eighth grade under the instruction of six Six Sisters of Charity of the Incarnate Word and two lay teachers. St. Matthew's has a total of 66 pupils enrolled from kindergarten through the third grade. The faculty is composed of four teachers and a headmaster.

A privately - owned business college and college of beauty culture supplement the educational opportunities for Pampans.

The first little school house in Pampa also housed church services with itinerant ministers preaching when available. Some of the churches had their organizational meetings in homes or town office buildings, but most of the services were union and the speakers rotated from among the various faiths represented.

In the early 1900's in Pampa the Baptists and Methodists were in the majority with the Christians and Church of Christ next in numbers.

The First Methodist Church was organized in 1906 during a revival meeting with five charter members — Mr. and Mrs. Oscar Coursins, Mr. and Mrs. W. W. Harrah and son, Lee. In 1908, this congregation built the first denominational church building in Pampa at the southeast corner of Foster and Starkweather streets. Now, 55 years later, the original five membership has grown to over 2,000 and is located at Ballard and Foster Streets.

The First Baptist Church was organized in November of 1906 with 13 people attending the charter meeting, accoding to Mr. Charlie Barrett, the only living charter member now in Pampa. The meeting was conducted by Rev. Whatley from Miami and those present and signing the charter were: Dr. and Mrs. A. E. Barrett, Mr. and Mrs. C. S. Barrett, Mrs. M. S. Keahey, Mr. and Mrs. J. D. Edgar, Mrs. Mattie Williams, Mr. and Mrs. B. A. Davidson, Mr and Mrs E. H. Roberts, and Mrs W. S. Paris. In 1914 the church built a concrete block building where the Combs-Worley Building now stands. The church is presently located at Kingsmill and West Streets and is original 13 members has grown to 1,878.

The First Christian Church was organized April 4, 1909 with eight charter members: Mrs. J. F. Meers, Mrs. H. M. Bailey, Mrs. J. M. Bell, Miss Suda Bell, Mrs. Frances Knox, Mr. and Mrs. Henry J. Lippold, and Mrs. J. A. Newman A few weeks later Mrs. Jennie Ledrick, Mr. and Mrs. Lese Ledrick, and Mr. and Mrs. H. B. Lovett became members of the church. Five months later in September 1909 during a meeting conducted by Rev. Otis Hawkins at the old red brick school building, Francis and Cuyler Streets, 58 people joined the Christian Church. In 1911 the first church building of this denomination was erected at the northwest corner of Ballard and Kingsmill Sts., and in 1931 the present building was completed at Kingsmill and Starkweather Sts. The congregation now numbers 878.

From these three original churches the number of houses of worship in Pampa has grown to a total of 44 today. Conducted in sanctuaries of varying styles and artistic decor, the worship experiences of Pampa's church - goers are heightened by the finest choral presentations, accompanied by seven pipe organs, 15 electronic organs, and several hundred pianos and other instruments. The Pampa Ministerial Alliance numbers 25 in membership. Rev. Austin Moore, pastor of First Nazarene Church, is president of the organization.

The Pampa Chapter of the American Guild of Organists promotes a constantly higher standard of performance in the music departments of the city's churches. One of Pampa's most beloved musical activities has been the annual Christmas performance of Handel's "Messiah" presented as a cooperative effort by singers from every church choir in the city. Mrs. Mae Foreman Carr, now of Phoenix, Ariz. pioneered the direction of oratories and cantatas and together with the late Emil Myers of Amarillo the "Messiah" was performed jointly by choirs from Amarillo, Hereford, and Pampa under their direction. Mrs. Carr also organized and directed during the 1940's and 50's the Pampa Piano Symphonies featuring as many as 60 pianists performing at 30 instruments at one time.

Before the Junior High School Auditorium was built the old City Auditorium on the third floor of the city hall was the scene of the finest entertainment the city could provide. This was not always "imported" mbut was very often excellent local talent. Kathryn Vincent's (Mrs. Dudly Steele) Studio of Dance was one of these groups.

In the earlier days hayrides, taffy pulls, dancing, horseback riding and racing were about the extent of the recreational opportunities in Pampa. The first theatre was built about 1909 by W. R. Beydler and called "Part Time". It was located at Kingsmill and Cuyler Streets and tickets sold for 10 and 25 cents. The purchasers were seated on homemade planks laid across upright boards. The equipment for the theatre included a small dynamo located in the back yard used to generate lights. This was a far cry from Pampa's new and beautiful Capri Theatre, built in 1960 as successor to the old LaNora which burned.

The Chatauqua Circuit and Lyceums were eagerly awaited events in and during the summers of 1912 to 1918. These were held on a plot of land deeded to the city by the White Deer Land Co. and designated as a park to be called Abner Square (the project was never completed). Included were clown acts, plays, musical entertainments and were presented on each of five afternoons and nights. Tour schedules were prepared by White and Myers of Kansas City and Pampa civic leaders chose those personalities they wished to invite to Pampa.

Among the ponular personalities who visited Pampa from before World War I until the late 1940's was Harley Sadler and his shows. Pampa photographer Irl Smith remembers making portraits of some of the visiting notables of the early days and having to tack news paper all over the walls to prevent the flash powder from smearing the wallpaper.

The Pampa Fiestas were held from 1937 to 1939 and were staged on the sight of the present rodeo grounds east of Pampa. In 1941 the celebrated Coronado Entrada, a panorama of the 400th anniversary of the coming of the explorer to this area was dramatized in elaborately made sets and costumes. Other fairs, fiestas and July 4th celebrations culminated in the Top - O- Texas Rodeo which began in 1945.

In summer, Lake McClellan dug and dammed by W.P.A. workers during the early 1930's and located in a canyon 25 miles southwest of Pampa affords pleasures of boat racting, fishing, and water skiing for residents of Gray County and the surroundig region. Water capacity is 5,005 acre feet. Rental cabins, boats, picnic area, and a lodge where supplies and food may be obtained are all available on the grounds.

Programs in fine arts are promoted by the Pampa school bands and choirs which have received national recognition. The Pampa Music Teachers Association, the Community Concert Association, the Knife and Fork Club, and the newly re-orgaized Pampa Little Theatre group all maintain and present programs varied in scope and of the highest quality. There are also private instructors in piano, organ, art, and voice who operate studios throughout the city.

Pampa's newest recreational facility is the Pampa Youth & Community Center, a $200,000 brick building situated on 10 acres of land at 1005 W. Harvester. This project was a cumulative effort on the part of 700 individuals, clubs and businesses, but the major portion of the funds which made the Center possible was contributed by Mrs. Inez Carter, member of a pioneer Pampa family.

An average of 600 persons of all ages daily use the 30' X 75' indoor heated swimming pool, large recreation room, smaller game room, refreshment bar, and locker accommodations for both boys and girls. The membership now numbers 2,600 Pampans who participate in square dancing, ping - pong, craft and hobby classes; family night activities, and supervised swimming instruction.

The physical education classes of Pampa High School use the pool for boys swimming classes and a similar period is set up for girls. Pampa High is the only high school in the entire Panhandle offering swimming as a part of its program.

L. Douglas Halley, graduate of Oklahoma State University, and former member of the Dallas Recreational Department Staff is the Center's Director and the board consists of Dr. Joe Donaldson, president; Bill Waters, secretary, and Floyd Watson, treasurer.

Any day or night of the week except Saturday night and Sunday, the crowded parking area, blazing lights, and hundreds of Pampans going to and from the ultra modern building located between Foster and Kingsmill streets on Houston St. indicate the pride and interest of the local cltizenery in Lovett Memorial Library, completed in 1955 at a cost of $333,300. The library was made possible through gifts from the estate of the late Henry B. and Fannie Lovett, a pioneer Gray County couple whose home formerly stood on the land covered by the building. An initial endowment of $60,000 was the gift of Thomas D. Cabot of the Cabot Corp.; and is used for the purchase of books. A large phonograph record collection, Microfilm reader, movie equipment, and kitchen service area, are available to the library's atrons.

The history of library facilities in Pampa dates from 1907 when it was supported from funds raised through parties given by civic groups, bakesales, and other projects, and is one of growth and improvement. Year after year additioanl books have been added and the number now totals over 20,000 volumes and periodicals. Administered by Mrs. Lillian Snow, head - librarian and her staff of five, Lovett Library is a place where Pampans can acquire knowledge, make new friends, increase their skills, pursue hobbies, and interests, and enhance their job opportunities. Next to the churches the library is undoubtedly the most valuable cultural facility in the city, but perhaps this is realized and appreciated to the fullest only by those whose roots and memories extend back to the early days when the Pampa Library consisted of one shelf of books housed in the basement of the First Methodist Church.

Throughout the year artists of the city and area have an opportunity to display their oil paintings, water colors, pen and ink drawings, and other art works to thousands of residents of the area in the library auditorium. Every Thursday afternoon, dozens of Pampa's senior citizens enjoy the recreational and social entertainment provided at the library by the Pampa Altrusa Club. Adult educational courses are open to interested persons and the auditorium facilities are available to the various organizations of the city.

The Pampa Genealogical and Historical Society, organized March 9, 1959, is the first group of its kind to ever be organized in Pampa. It iniated and maintains at the library a collection of books, periodicls, manuscripts, pictures, and other historical data pertaining to the early Pampa and Gray County citizenry, and the Society provide courses and programs of unusual interest.

Thus in 1961, Pampa offers an extra - curricular agenda that would equal that of any progressive and far - sighted community in America. As the "Jewel City" of the Golden Spread, Pampa with her many opportunities might easily be called the "Eighth City of Cibola"!

Longer Life Predicted

NEW YORK (UPI) — Sammy Baugh, coach of the New York Titans and for 16 years star passer for the Washington Redskins, says a good pro football quarterback should last 20 years in this day of platoons and the Ti-formation.

During the early part of his career, Baugh had to play defense as well as offense and was a single-wing halfback.

Highway Corn

ST. LOUIS (UP!) — Motorists on the Daniel Boone expressway near here have been watching a solitary stalk of corn growing from a grass island The stalk is more than 4 feet high.

OUR SPECIALTY: Making The

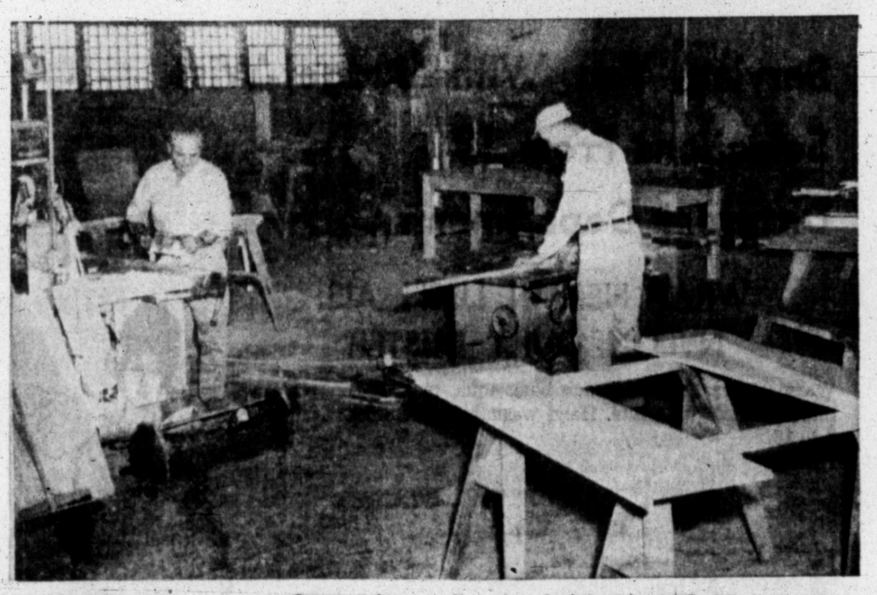
Best Utility Of Space



E. Y. WARD, Prop.

TOP O' TEXAS in TRANSITION





Our spacious, well-equipped shop where qualified planning is carried to completion. We're 13 times as big as the original 24 X 32-foot shop we started with nearly 25 years ago.

We stress finest workmarship and greatest utility of the space at hand. Ranging from the biggest jobs (Pampa Clinic shown was contracted by Ward's) to the smallest, we strive to make the most any of your needs. Below a custom kitchen in the J. B. McCrery home.

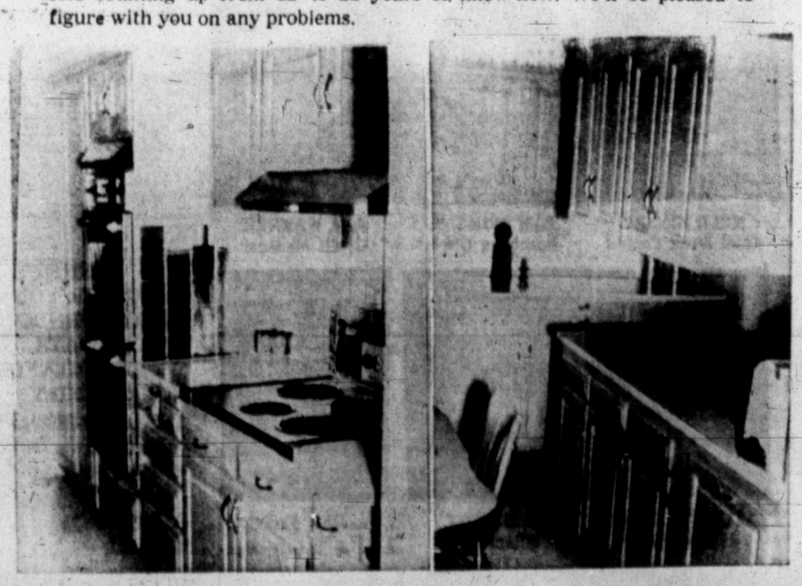


Thank You...

We're grateful for the acceptance we've enjoyed and hereby pledge to strive for the same quality in the future so we may expect to enjoy your continued favors.

Our firm was founded in 1937 to combine the talents of the father-and-sons team of Charles E. Ward and sons, E. V. and M. V. E. V. now carries on alone since his father and brother passed away.

Long experience backs up the quality of our workmanship, with four staffers counting up from 12 to 21 years of know-how. We'll be pleased to figure with you on any problems.



WARD'S CABINET SHOP

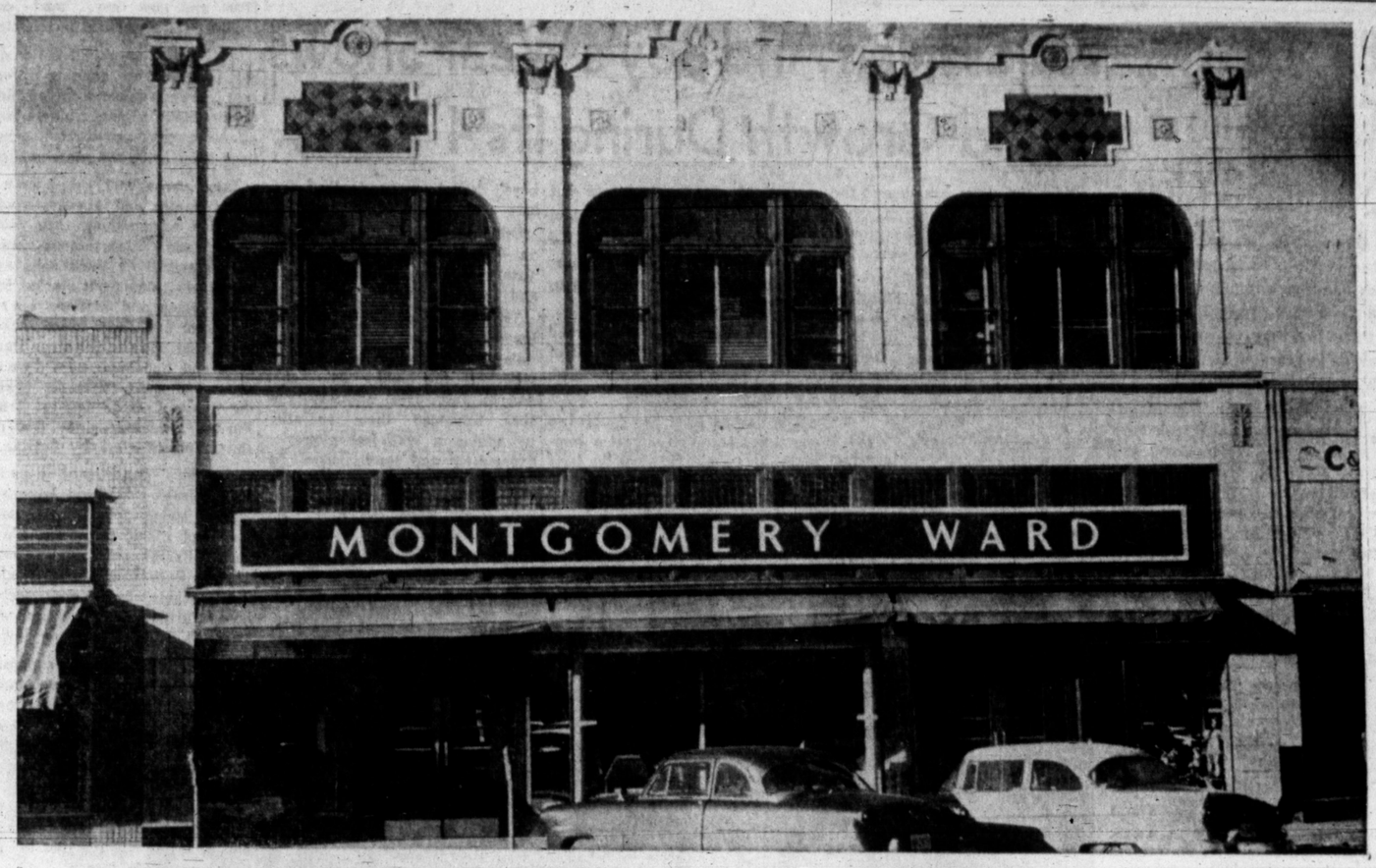
323 S. Starkweather MO 4-2971

MONTGOMERY WARD

AMERICA'S SHOPPING CENTER...

Proudly Participating With Pampa And The

TOP O' TEXAS in TRANSITION



SERVING PAMPA AND AREA FROM TWO CONVENIENT LOCATIONS

- Retail Dept. Store — 217 Cuyler
- Service Dept. Store — 200 N. Ballard





Featuring Airline radios and television and Signature appliances. Backed up by a fully qualified service department.



Quality and fashion at budget prices. That's the every day feature of Wards Ladies ready to wear department. Also complete lines of children's and men's wear.



Our toyland is the show-place of the Top O' Texas during the Christmas season. And selections in gifts were never better . . . throughout the store. Santa's bag is fuller because of Shopping at Wards.

Remember...EXTRA SAVINGS ALWAYS....at WARDS

Selections from 12 different departments and proved quality merchandise at budget-conscious prices.

Complete stocks of men's, ladies and children's clothing and shoes, soft goods, home furnishings, appliances, automotive supplies and accesories, plumbing supplies, building needs, hardware, paints, housewares, gifts and toys.

● MO 4-3255 — Catalog Dept. ● MO 4-3251 — —Store ● MO 4-3151 — Service Dept.



BILL McCOMAS
Manager



PAUL TUCKER
Assistant Manager

108 YEARS OF DEVOTED SERVICE

Ward's Prodly Salutes These Senior Staffers At Pampa



N. F. (WOODY) WOODS
Tire Dept. Manager
26 Years



ARTIELEE SMITH
Catalog Dept. Manager
21 Years



ALICE MILLER
Invoice Records Clerk
33 Years



M. M. WYLIE
Warehouseman
14 Years



RUTH MOSELEY
Fashion Dept. Manager
14 Years

Bill's Cafe Busy Center With 15 Staffers On Job

Bill Perkins has devoted his entire life to catering activities and he has been devoting a decade of it to various restaurant enterprises in Pampa as a climax to about 19 years of service to food lovers in the Top O' Texas.

Since about the middle of October his business has been identified as Bill's Cafe, located at 121 East Kingsmill, but he has been associated variously at the Whiteway Drive Inn, the Court House Cafe and the Whiteway again in two successive locations.

Perkins has the full-time assistance of his wife, Mildred, and they have a staff of 15 personnel offering services from 5:30 a.m. till 1:30 a.m.

Their present location has had a lengthy background as an eating place, with the firm name varying from Johnson's Restaurant to Gus's Restaurant to Woody's Cafe and now Bill's.

Perkins had worked for Wilma and Floyd Voss at the Court House Cafe off and on for several years before trying it on his own.

Hise first venture was the Whiteway Drive In on West Foster for about a year, and then he leased the Court House Cafe for about four and a half years. He returned to the Whiteway and bought the business, operating it for about three years at the original location before moving it out to South Cuyler where he stayed until having the opportunity of getting the building he now occupies. He closed the Whiteway Cafe when he moved just recently.

Bill advises that he had worked in the Wichita Falls area for some time before coming to Pampa. "But," he comments, "that place lost its luster for me and I wanted greener pastures, so I decided to try Pampa when I heard how progressive the area was. And I've been here ever since—longer than I stayed anywhere before."

Fields Men And Boy's Wear Shows Rapid Growth During Its 4 Years

Eddie McCollum has steered the Fields Men's Wear shop in Pampa through a remarkable growth pattern during its four years of existence here.

Fields had been in Stamford and stock and fixtures were moved over to Pampa so they might capitalize on the potential offered here. Coincidentally, Eddie had been a six-year staffer with Friendly Men's Store and about the time Dunlap's bought it to gain their location McCollum became manager of the new Field's.

The Pampa firm is a part of a system of six Fields stores but each operates as an individul unit separately managed and where individual buying is done, attuned to the needs of the community.

Besides Pampa, stores owned by N. B. Fields are located in Brownfield, Lamesa, Sweetwater, Abilene and Arlington.

The Pampa store has doubled in space and taken on almost a complete array of selections in boys wear since they launched their Pampa career. Eddie's wife, Margaret, is in charge of the boys' department and also doubles as bookkeeper.

Other staffers — they have seven — include Tommy Mullins, assistant manager; Melvin Dawson and Pearl Castka.

They have expanded from a 15x100-foot store to the full magnitude of the 30-foot building (by absorbing the barber shop next door in July, 1960) and have further enhanced their operation by adding a 30x30-foot alteration department and storage area by attaching an adjacent building.

The business started out with just Eddie and one aide on the staff and an annual payroll which wouldn't likely exceed $7000 and now they hand out around $475 a week in paychecks.

Statistically speaking, Fields has compiled an exciting progress story, because they're doing double their original volume and affording their customers selections from twice the merchandise.

They stress only the known brand names and guarantee satisfaction on anything they sell. They feature such famous names Curlee and Hyde Park suits and slacks plus Masterbilt slacks, Steven ,Stetson and Mallory hats, Holeproof and Jerks hose, Jockey underwear, Swank jewelry, Paris belts and Pendleton wool dress shirts and sport shirts. In jackets they have Cresco, Pacific Trail, Puritan sweaters and Balon shirts and sweaters by Puritan.

The boys' department brand names feature Madison Lane and Walton suits, Model shirts, pajamas and robes, Dunmore knit shirts, Farrah jeans and Casual slacks; Ram Knit shirts, Pacific Trail jackets, Jerk, and Jockey hose, Puritan Banlon shirts and sweaters, Hugger hats and gloves.

Fields most recent expansion was the addition which accommodated their alteration department as well as permitting fuller stocking of boys' selections the past July. These added attractions are enabling them to be showing an increase in volume through the year even though 1961 has been one of lesser volume due to national economic trends.



KEEPERS OF THE RECORDS — Shown here are officers of the Pampa Genealogical and Historical Society. These are the people who spend hours upon hours digging into the past for the Pampa story from the very beginning. There are many missing links since the founding days and they are the ones who try to piece history for the record. Shown in the photo, back row left to right, are David W. Grayson, parliamentarian; Mrs. B. Royal Cantrell, archivist; Mrs. George Ingrum, second vice president; Luther R. Fruit, first vice president, and Tracy D. Cary, president and founder. Seated, left to right, are Mrs. Willie B. Gull, secretary-treasurer; Mrs. Clifford Drake, librarian; Mrs. Walter Love, recorder, and Mrs. C. A. Tignor, historian. All are from Pampa except Grayson who lives in White Deer.

No Punishment

PINOLE, Calif. (UPI — Mark Ferreira, 5, is told to stay in bed even though he awakes an hour before his parents. He disobeyed these orders recently when he awoke to find the home was burning.

He called his parents, Mr. and Mrs. George A. Ferreira, who managed to get Mark and two other children, Nancy, 3, and David, 11, to safety. Twenty-three firemen put out the blaze, caused by a smoldering carton near a garage wall.

Wht's in a Name?

LONDON (UPI) — Chairman of the Central Horticultural Committee of the National Farmers' Union is E. H. Gardener.

Bobette Beauty Salon Owned By Experienced Women

Jackie Tynes and Edna Prescott have directed Bob-Ette Beauty Salon through all of its expansion program and most of its four years of existence as one of Pampa's most modern beauty culture outlets.

Jean Smith founded it in December, 1957, but Jackie and Edna bought it a month later when she left due to transfer. They had been working in another shop in town and took over the Bob-Ette in the move to capitalize as the opportunity of having their own business presented itself.

When they started it was a four-operator shop and now they feature the convenience of seven position, 11 dryers and a staff of seven operators, a shampoo girl and a receptionist.

Besides Jackie and Edna, the operators are Betty Seals, Linda Smith, Evelyn Lyles, Mary Lou Wingeart, Ruby Fletcher, while Lois Jefferson is shampoo girl and Shirley Slater is receptionist.

Bob-Ette offers a wide variety of services, ranging from pedicures to bleaching. Jackie has a 16-year background as a beautician, while Edna backs up her know-how with a dozen years of experience.

Contractors

IN
- SHEET METAL
- AIR CONDITIONING
- TANK CONSTRUCTION



We have the equipment and the know-how to do all your needs in duct work, louvers, gutter and eaves troughs and spouts, and custom work in sheet metals as well as heating system services.

TOP O' TEXAS in TRANSITION

Thank You . . .

We are grateful for the acceptance we've enjoyed in our 31 years in business in the Top O' Texas.

Des Moore Tin Shop

320 W. Kingsmill MO 5-3071

PAMPA'S FASTEST-GROWING MEN'S & BOYS' STORE

TOP O' TEXAS in TRANSITION

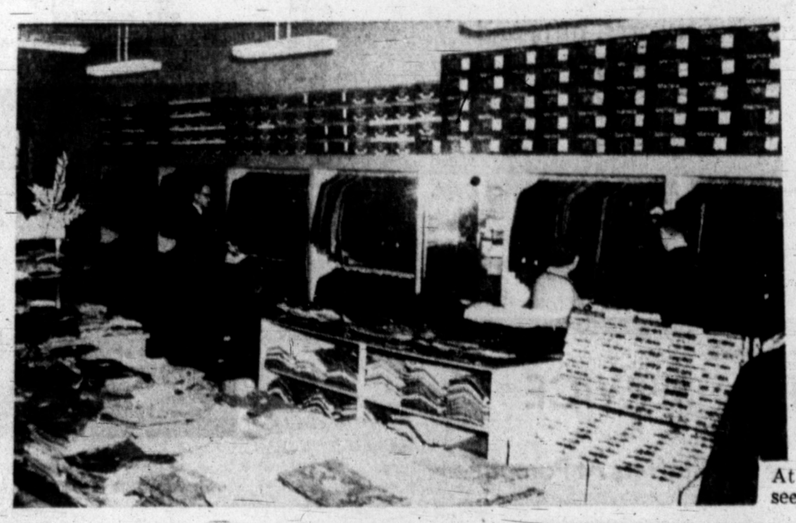
We've grown nearly three times in merchandising space while doubling our volume and selections and adding the versatility of a well-stocked boys' department. An attached 30 x 30 addition just this year helped us increase space for the boys' department and add a complete alteration department.

FEATURING MOST FAMOUS BRAND NAMES FOR THE TOP O' TEXAS

- CURLEE
- STETSON
- CRESCO
- Hyde Park Suits and Slacks
- Stevens — ● Mallory Hats
- Pacific Trail Jackets
- Masterbilt Slacks ● Paris Belts
- Pendleton Wool Shirts
- Puritan Sweaters ● Freeman Shoes
- Jockey Underwear
- Jerks Hose
- Holeproof Hose



● Madison Lane Suits ● Walton Suits ● Model Shirts ● Jerk Sox ● Jockey Sox ● Puritan Banlon Shirts & Sweaters.







At the left is a view of our men's department and the boys' wear can be seen on the right. The picture in the center is a view of our shoe dept.

HERE ARE THE PEOPLE WHO ARE EAGER TO HELP YOU SELECT YOUR NEEDS



EDDIE McCOLLUM
Manager



MARGARET McCOLLUM
Boy's Dept. Mgr.



TOMMY MULLINS
Assistant Manager



BESSIE JONAS
Alterations



PEARL CASTRA
Salesman

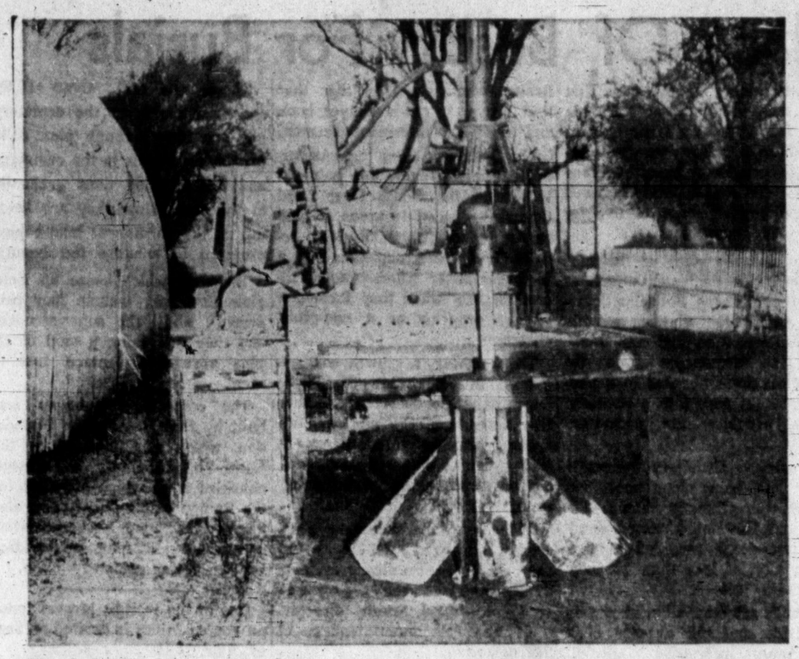
FIELDS

Men's Wear And Boys' Wear

111 W. Kingsmill MO 5-4231

SYMBOLS OF INGENUITY WHICH OUR VERSATILE PERSONNEL AND EQUIPMENT CONTRIBUTE TO A SITUATION

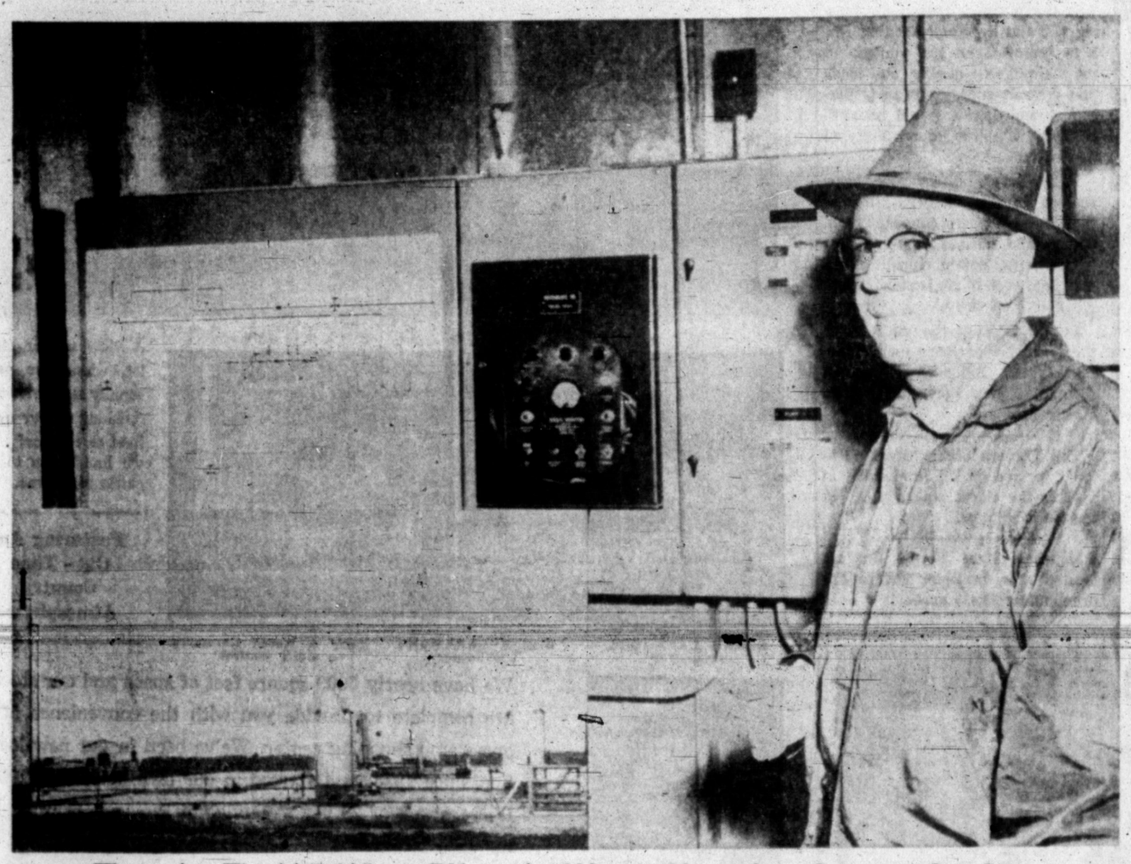
PEGGING the TOP O' TEXAS as HEADQUARTERS: ELECTRICAL SERVICES



Pier hole digging . . . running a shaft of 18-20 inches and fanning out six feet at the bottom . . . averts extra work in forming and concrete foundation preparations. We have five pier hole drillers available to serve the Top O' Texas.



Designed for electric cable installations this sub-soiler-like tool is unusually wellfitted for telephone cable-laying and is doing a lot of that type of work about West Texas now.



E. W. (Suds) Southard inspects control box for a complicated oil production and distribution system which automatically regulates the flow from wells to tank batteries to pipeline. Inset shows the tank Gallery setup.

We're pioneers of automation in the oil patch and are most gratified to have been entrustd with about 90 per cent of the installations in this area. In fact, we have th eversatile equipment and competent personnel to qualify us for projects that few contractors in the Panhandle can do.

Besides the illustrated pier hole digging and cable-plowing operations, we do general electrical contracting, pole line construction ,motor and transformer rewinding and repairing. Besides the Pampa businesses we also have an outlet in Amarillo — Southard Electric Service.

We'll be pleased to figure with you on your next electrical construction or repair needs. Our growth would not have been possible without the wonderful acceptance we have experienced from our friends and customers.

SPECIALISTS in Electric Motor, Generator Transformer Rewinding And Repairs



This is a view of a motor rewinding job. Our shop is completely equipped to do any electric motor job, as well as work on transformers and generators.



EDWARD SIMS
Manager



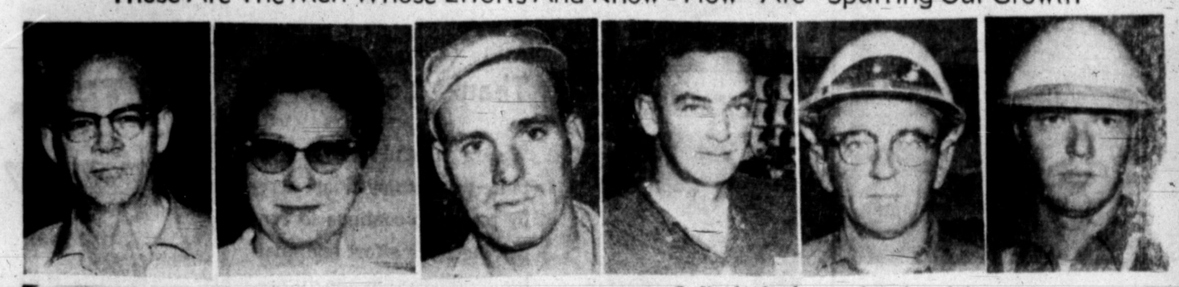
REED BROOKS
Shop Foreman

ON CALL 24 HOURS A DAY RADIO-CONTROLLED TRUCKS



J. B. OLIVER
Winder

These Are The Men Whose Efforts And Know - How Are Spurring Our Growth





Individual photos, for the left, top row: Charles Cobb, manager; Mildred Gridder, bookkeeper; W. W. Brooks, superintendant; Louis Gallemorem, electrical forean; Dale Southard, Speck Winborne and Sid Harrison, construction foremen. Bottom row: Chester Tackett, driver; Red Waters and Jack Williams, mechanics. The group are our electricians l. to r.: Estel Brown, Bill O'Neal, Johnny Meadows, Bill Tomlin and Buzz Shelton.



The Electric Supply

836 W. Foster MO 4-6893

TOP O' TEXAS in TRANSITION

AN EXPERIENCE THAT WE'RE PROUD TO BE SHARRING

NEW & USED MOTOR SALES & SERVICE

Dirksen Electric Motor Service

720 W. Brown MO 9-9571

Black Gold Firm Operates Motel And Restaurant

Edwin L. Hart has just fashioned a new chapter in progress through doubling the space of the restaurant and leasing it to Jack Phillips as the Black Gold Motel and Restaurant continues an effective growth program.

The motel and restaurant was built by James Hendrix only about three years ago and Hart has been operating the venture since he bought it Sept. 1, 1959.

In fact, the 30 - unit motel has all the modern features which place a stress on comfort and Hart frankly admits he has space and the willingness to put on 60 more units as the area shows the need for them.

Hart, who has the full-time assistance of his wife, Lelah, operated the restaurant himself until they found people they felt capable of running the caliber restaurant they desired having connected with the motel.

Phillips supervises the chef operation of the restaurant, while his wife, Ruby, is hostess. They have a successful background in catering, having been in the Parkmoor restaurant in Amarillo before taking over the Black Gold Restaurant operation.

And they're here to help with the ambitious plan of developing a schedule of banquets and parties for the restaurant, which now has a private dining room which seats 80 people. The enlargement program was a 30x40 foot addition completed about the middle of October and they already have had several banquets and meetings.

The dining room is used as auxiliary space for busier days and they have been filling it up every Sunday noon. They also open it up when the regular dining space which seats 44 fills up at times when they do not have a party or banquet.

The restaurant specializes in broasted chicken, charbroiled steaks and have outstanding Mexican dishes. They have the Red Magic charbroiler which is heated by gas and applies an infrared type heat.

The restaurant hours are from 6:00 a.m. till 9:00 p.m. seven days a week and they employ from 12 to 15 personnel.

The Harts employ five besides themselves in operation of the motel, and feature a 20x36 - foot swimming pool with continuous filtering system and heated water, room phones with a 24 - hour switchboard, TWX service, room television, refrigerated air conditioning, central forced air heating, combination shower and tub in ceramic tile baths, and their affiliations include Best Western Motels, AAA and they accept American Express credit cards.

Assisting the Harts on the motel staff are desk clerks Mrs. Ophelia Morris and Genevieve Strickland.



HIGHLAND GENERAL HOSPITAL — This 125-bed hospital built in 1950, serves Pampa and the surrounding area. It's striking architectural design is an example of Pampa's growth.

Fairview Cemetery Gives Area Place Of Beauty For Burials

Almost from the day the first man died in "youthful" Pampa back in 1904 until the present day there has been genuine concern to provide a beautiful place to rest for the departed as well as "no better" place to live for those still among us.

That actually sums up the spirit behind the dedicated efforts of the officers of the Fairview Cemetery Association who serve without compensation and are dedicated to converting even the day plots not embraced in a plan of perpetual care into a program which provides for permanent beauty.

Fairview Cemetery actually came into being four years before it was officially chartered when one Pat Dobbs passed away-the first death recorded in the young city of less than 200 population--in 1904.

Friends selected a burial site on a hillside and the absence of a clergyman prompted M. K. Brown, who helped to dig that first grave, to get a prayer book and read an interment sermon.

The Fairview Cemetery Association officially came into being in 1908 when the White Deer Land Company deeded 10 acres of land to the cause, C. P. Buckler recalls, and the group obtained a 25-year charter which was furthered in 1933 when they formed a 50-year program on a non-profit charter.

The cemetery's growth was enhanced in 1915 when the White Deer Land Co. deeded another five acres, and the plot was increased another three acres in 1925 when the association purchased three acres of adjoining property from W. T. Wilks.

Officers of the cemetery association are Fred Hobart, president; M. K. Brown vice president; C. P. Buckler, secretary-treasurer; Wm. Jarrel Smith, director. Ed Foran is superintendent of the cemetery.

There are still about 11,000 spaces available in the cemetery and the long - range plan calls for paving streets in the cemetery and this is being done gradually at the same time they are keeping up the permanent landscaping program to enhance the beauty.

The staff which keeps up Fairview Cemetery include four personnel and the superintendent and they are using a total of 18-plus acres--7920 square feet of area.

The cemetery's gateway was built by the Gray-Pampa Foundation, which was financed by the estate of Mrs. H. B. Lovett, charities from which provided for the Pampa public library and also helped the cemetery association with air conditioning the building which is the cemetery office.

One of the world's largest open pit copper mines is located at Santa Rita, N.M.

Clint's Locker Provides Service At White Deer

C. D. (Clint) Freeman provides White Deer with super marketing advantages through a unique chain of coincidences which may well enable Clint's Zero Locker to grow into a store whose dimensions equals or betters the magnitude of a surprisingly big "small" business.

Clint has been at the helm of the store which bears his name since 1957, but the store has existed in its present location since 1946 and made its formal debut in the business fraternity of the Panhandle at Skellytown in 1935.

Clint's father, also Clint but with a different second name, started the family project as a 14x20-foot meat market that grew into a general food store a year and half later. They came to White Deer to open a locker plant but got back into groceries through the simple expediency of offering staples to customers when they were "fixing up" the locker plant and desiring to earn enough dollars to feed themselves while making ready with the other phase of the business.

The older Clint and his wife Mildred, had been so long a part of the business world when they finally sold the market and locker business to their son and his wife, Doris, they came back only a few months later in another field, but that's quite another story.

The younger Clint grew up in his parents' business and has branched out from exclusive family staffing to an annual payroll since taking over the helm in the food market.

While the locker plant and associated pursuits in custom butchering are hubs of the business yet, they have a growing business in general foods, also, boosting this through a regular parade of weekly specials which prompt as steady a pattern of traffic as any of the super markets in the Top O' Texas can boast.

Clint places a strong emphasis on personalization. Even his meat business reflects this, because Clint feeds out most of the cattle which he butchers and offers through custom butchering for locker or freezer and features on custom cuts offers through meat case display in his retail counter.

They have a staff of seven counting the owners, and their annual payroll tallies up to around $20,000 nowadays. They have Charles Reed as butcher, Mamie Sims as meat wrapper, Dorothy Mangel checker, and Henry Crump, grocery manager; Johnny Garcia, slaughterhouse man.

They have 600 lockers, mostly claimed, and are utilizing all existing space in doing twice the volume and carrying twice the inventory the store did when they first started out.

That's the essence of possible new "dimensions." Clint has some dream plans which he bravely asserts he might take steps to materialize sooner than one might think if White Deer continues in the growth pattern which has him most enthused.

Pak-A-Burger Puts Stress On Quality

J. W. Lemons originated the popular Pak-A-Burger drive-in as Pampa's first unit with the convenient order-by-speaker system and in eight years has grown to two operations and then retrenched by selling No. 2 to place a stress on quality and control efficiency.

Mrs. Peggy Eckroat is manager of the firm for which she started out as a waitress five years ago. They have a staff of nine personnel to divide up the hours of service they offer — from 10:00 a.m. til 10:00 p.m.

Since Lemons devotes full time to another position, he depends on the efficiency and capability of his staff, and that was the primary reason for leasing out and eventually selling No. 2 to Junior Gaut. He wanted to maintain good quality in foods and a close supervision over personnel and felt it would be impossible with the responsibility of two outlets.

Pak-A-Burger offers four basic entrees in the sandwich line — the Pak-A-Burger; coneys, ham, cheese and various combinations, french fries, potato chips, plus soft ice cream confections, coffee and cold drinks.

Besides Peggy, the staff with the longest experience include Lorene Yates, Billie Gray, Alletha Altman, Agnes Porterfield and Mattie Matney.

The Travers Stakes at Saratoga Springs, N.Y., first run in 1864, is the oldest stakes race in the United States.

Shawnee State Forest, largest foested area in Ohio, covers approximately 33,419 acres.



PAMPA and the



delighted for the opportunity to share this exciting experience

T. J. WORRELL



THANK YOU for the Chance To Share A Remarkable Experience

...The MOST for MILADY!

We have a seven-position shop, 11 dryers and the most modern equipment as well as a staff of operators who are imaginative hair stylists trained for assisting you in making the most of your best features. Our operators besides the owners are Betty Seals, Linda Smith, Evelyn Lyles, Mary Lou Wingeart and Ruby Fletcher. Lois Jefferson is shampoo girl and Shirley Slater is receptionist.

2110 Perryton Hwy. MO 5-3591



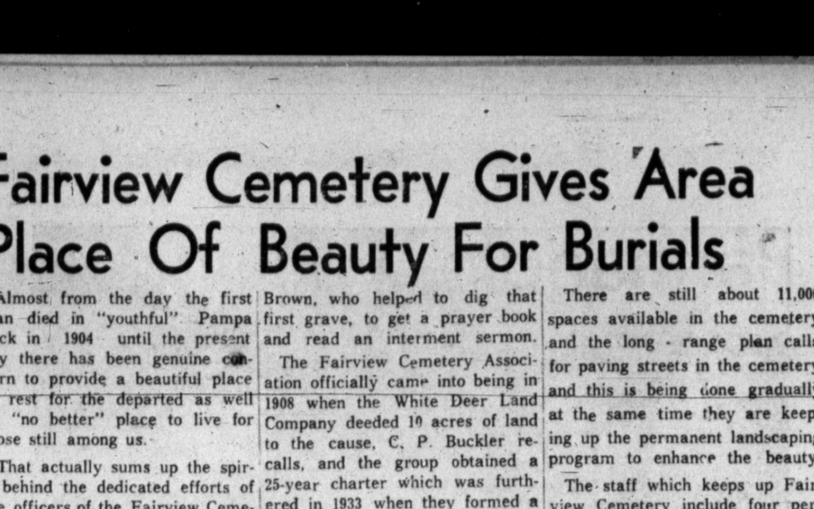
JACKIE TYNES

BOB-ETTE Beauty Salon



EDNA PRESCOTT

Meat Headquarters For The Discriminating





A view of our feed lot, where we personally supervise the finishing of our own beef on the hoof . . . we handle up to 50 cattle at a time.

Featuring An Old - Time Country Atmosphere

BLAKE LARAMORE proprietor

BILLIE LARAMORE bookkeeper

Gary & Karen Laramore stock control



BILL HARTFIELD meat dept. manager



ROBERT PRESTON produce manager

We have nearly 5000 square feet of space and our stocks are complete to provide you with the convenience of a one - stop shopping center. We've been in our new location since 1958, and started in our own busiess in 1951. We're proud of 23 years' service to the Top O' Texas in the food business.

Thank You . . .

We are grateful for the acceptance we've enjoyed and hereby pledge to continue to render the same effort and quality of product in the future.

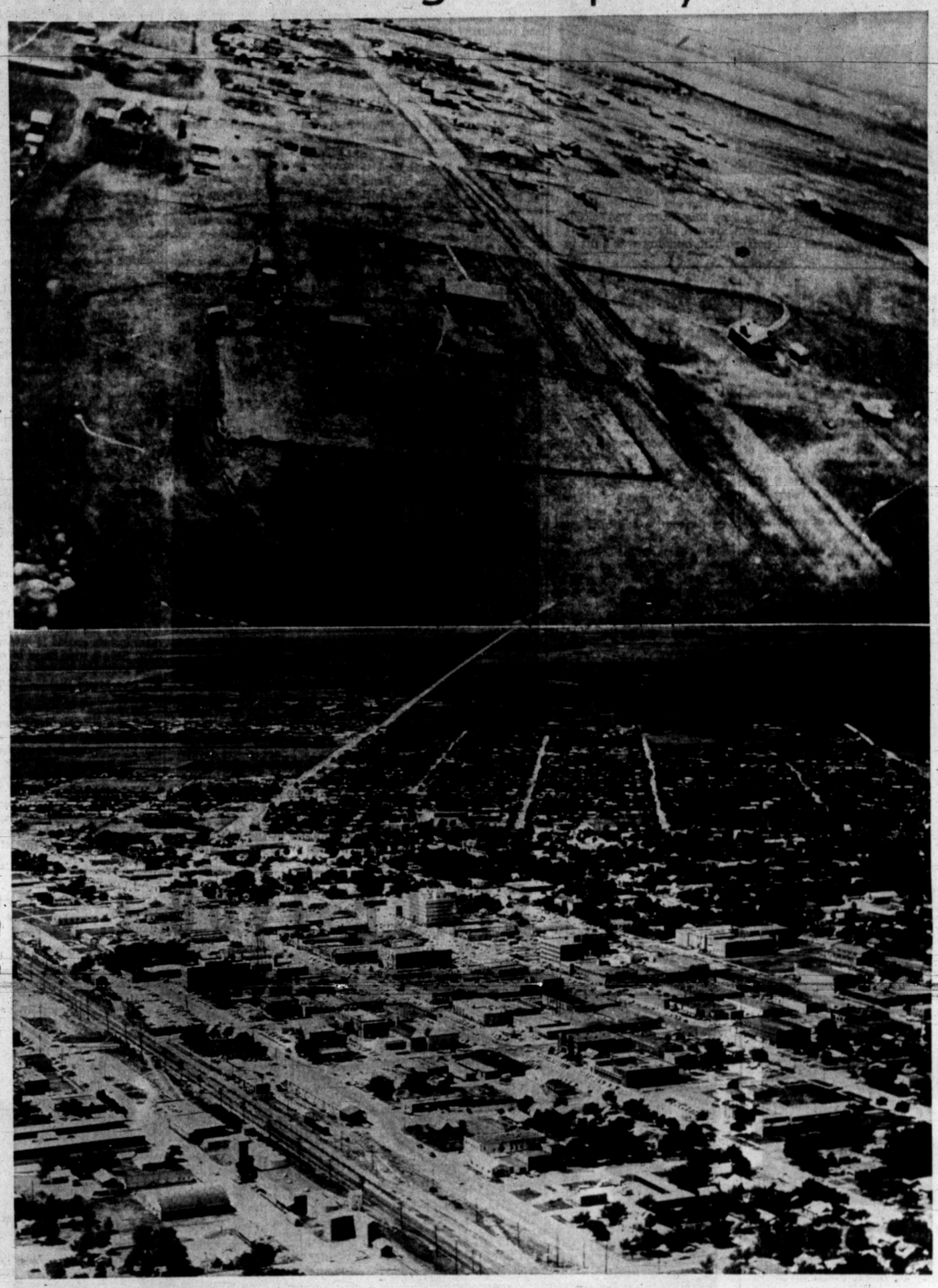




Blake's Country Store

South On Hwy 152 MO 4-3401

Panhandle Packing Company Multi-Million Dollar Operation



PAMPA, THEN AND NOW — The top photo of Pampa was taken in 1920, looking north over the city. The house at the right, owned by C. P. Buckler still stands. At the bottom is Pampa, 1961, which shows the graphic change in the city through the intervening years. The lower photo was taken looking toward the north.

Good Mart Provided For Cattle Producers By Expanding Concern

Two and a half million dollars worth of livestock was purchased from Top O' Texas ranchers and farmers by Panhandle Packing Co. in 1960.

This is a statistical progress story which speaks for an important portion of this area's economy. It actually influences two veins — reflecting some growth for Pampa as a center of production, and posing as a source of revenue for the farming-ranching economy.

Panhandle Packing actually has been through two phases of existence, because it dates back to around the 20's in an era which ended in 1943 when the plant burned down.

Ownership varied from Stockstill and Reynolds to the Barnett Brothers and then to Sam Dunn who is a party to the corporation which rebuilt after the fire.

With Dunn are Harry Burden and Paul Crouch, the new general manager who has spearheaded growth of Panhandle Packing into a meat processing industry which serves a 15-county area of which Pampa is the hub.

The new start of Panhandle Packing dates from 1944, when the newly - formed corporation of Dunn, Burden and Crouch purchased 12 acres of land from the city and built a new 60x100-foot building.

The small, new industry started out with five employees and an annual payroll of about $12,500, as contrasted with today's 60 staffers whose paychecks bolster the buying power of Pampa and area by a formidable $300,000 a year.

The brand name they feature carries the Pampa "nickname" to all parts of the panhandle — "Top O' Texas" — and they produce the full line. . .lunch meats, bologna, wieners, sausage, bacon, ham, etc.

Their long range plans point up some more exciting growth which would make Pampa even more of a hub of distribution. Crouch says they have been working on details for a year and within a year he visualizes being able to attain the milestone of going on a federal inspection basis and thus qualify for distribution into a multi-state area.

Thus, in about a year they'd be taking in Oklahoma, Kansas, New Mexico and parts of Colorado as well as a larger portion of Texas.

This growth would be accommodated with expansion in facilities amounting to around $150,000 more investment.

Speaking of investment, when the new era was launched in 1944, Panhandle Packing represented an investment of about 15 times smaller than the plant's facilities today, and their dream plan is to attain a million dollar operation.

Key figures in the ownership show a long background in cattle-related businesses. Sam Dunn is president and inactive, while Harry Burden, a long-time livestock operator, is vice-president and Paul Crouch is secretary - treasurer and general manager.

Dunn's backgound with Panhandle Packing dates back to 1939 and he actively operated the firm until its fire and the time of the reorganization when they incorporated, rebuilt and started off anew under Crouch's management.

They are highly departmentalized, which backs up the specialized production they do. They have a diversified business which utilizes such departments as baking, slicing, packaging, sausage kitchen, smoke house, lard rendering, rendering plant for inedibles, and they utilize practically all the carcass—selling meat and bone scraps for chicken, hog and turkey feed, inedible greases exported in some cases and going to soapers and feeders in other cases and other portions to plastic manufacturers.

Key personnel include Bill G. Monroe, sales manager; Max Presnell, accountant and credit manager; Ed Tigrett, head livestock buyer.

In the beef department are Peter Schmalz, head of sales; W. M. Leith, foreman of the kill floor.

In the prok department are Eddie Collins, foreman of cutting; Lorene Tice, wiener packaging, department foreman; Paula Tunnyhill, Bacon department; Gene Turner, sausage kitchen and cured meat department head.

Fred Paulson is chief engineer and in charge of the inedibles department, and Bill Tigrett is head of the automotive and truck maintenance department. Marlin Hayes is head of the shipping department.

They have a fleet of 10 refrigerated trucks.

The full magnitude of the operation might best be visualized when considering slaughter statistics. In 1960 Panhandle Packing killed 10,220 cattle and 52,165 hogs.

They make use of three different feed lots for finishing cattle they process, but do not own their own lots. They keep about 1000 head of cattle on feed at all times, using such lots at Dumas, Vernon and in Pampa. They were factors in ultimate organizations of Pampa's Moody Farms Feed Lots.

These different locations are available for geographic advantages on freight. They simply assign a consignment of cattle to the lot nearest where they are purchased.

They have their own formulas for finishing the cattle, buying the feed for their cattle as they are fed in the lots, and paying the feed lot firms so much a day for yardage.

Crouch finds time for considerable civic activities as well as performing in the responsible task of managing the packing firm. He is president of the association of Texas Independent Meat Packers and also is on the board of directors of the National Independent Meat Packers Assn.

He is past president of the Pampa Chamber of Commerce and Top O' Texas Rodeo Assn., past potentate of the Khiva temple and past master of the blue lodge, serves on the board of directors of the West Texas Chambers of Commerce, and is on the board of the Coronado Hotel Corp. and the Independence Insurance Co.

Crouch worked for Pinkney Packing Co., at Amarillo for 12 years before coming here to assist in reorganizing Panhandle Packing. He came to this area from Columbia, Mo., as a wheat harvest worker who was seeking to earn to further his schooling, but never went back.

His son, Jim, is away to college now, but has worked with Crouch the past five years and has intentions of going into related business in the future.

matter of Fact



A card game helped Americans win a crucial battle of the Revolution. The Hessian commander of the British forces was playing cards, when a spy gave him a note warning that Washington's army was crossing the Delaware and would soon attack. Impatiently, the commander pocketed the note and went on with his game. The next morning, at Trenton, Washington surprised the British forces.

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Gordon Company Had Its Active Beginning In '47

Harry Gordon is an example of a State Farm Insurance customer who was so pleased with his experiences as a client that he decided he should capitalize on the first possible opportunity to be a State Farm Agent.

It just happened that he lived next-door to a State Farm agent while working in California during the war and was so impressed with the services of State Farm —yes, his neighbor sold him — and the general acceptance that he might do well to become a State Farm agent.

The coincidence continued and when he returned to Pampa after the war and went to work for Cabot, he noted that the State Farm agency was not active here, and went after it.

Gordon's insurance career dates back to April, 1947, when he launched his State Farm Agency career as a home-based agency which he augmented by retaining his Cabot job for about a year.

But Gordon had gained enough toehold to resign from his Cabot job in 1948 and by 1949 he'd grown enough to warrant putting in an office downtown. Gordon moved to his present location in December, 1953.

Indicative of Gordon's effectiveness is the fact that about one out of every six automobiles in Gray County are insured by State Farm, which has been the world's largest insurer of automobiles for 20 years, with more than six and a half million autos being covered by the company.

State Farm is a full-line insurance company, for that matter. They rank fourth in the nation for home owner policies this year and they offer protection in fire, auto or life, offering almost any type of casualty or fire coverage.

Harry has been one of State Farm's most aggressive agents, having won their career awards every year since they were introduced in 1955. An agent has to be versatile in all lines of the company's insurance to qualify for these coveted designations.

Gordon has the assistance of on efull-time aide, Pat Edministon, who has been providing his clerical assistance for the past six and a half years.

Gordon has considered himself a Pampa fixture since 1939, when he came here to work for the Texas Co. consignee from Oklahoma. He worked for Douglas Aircraft and later served in the Army Engineers until the war was over, and he returned here in 1946 to go to work for Cabot until he made the transition to the insurance career.

Behrman's Provides Area Women With Up-To-Date Fashion Wear

Pampa women are more style conscious than residents of comparable communities anywhere in the U.S. and it's a constant challenge to accommodate their tastes, confides Bunny Behrman, who's been endeavoring to keep pace with the times in wearing apparel for the Top O' Texas for 27 years.

Behrman's has been in the same location ever since Mr. and Mrs. B. M. Berhman (Bunny and Leah) just happened to stop en route to a planned store in El Paso and so liked the people and the area they let the late J. N. Duncan intercept them in Lubbock after they'd left.

Bunny had an eight-year background in furniture in Chicago when he married Leah — whose family had been in the ready-to-wear business in Dallas for years. Her enthusiasm for wearing apparel infected him and they decided to try their fortune in such a venture in El Paso.

They stopped off here and noticed a location in the heart of the business district they liked, but upon consulting Duncan learned he had a prospect who had spoken for the building. They stayed several days and pondered over possibly starting a business here, but went on toward El Paso. They stopped in Lubbock en route and Duncan successfully traced them with a phone call and said the building they liked could be available to them. . .thus started Behrman's of Pampa.

The store had its formal opening in August of 1934, and the Berhmans have had an exciting event of learning the business, learning the climate problems and growing with Pampa ever since.

One of the first lessons they learned was an expensive chapter on Texas dust storms. The first Easter they were in business here saw them come out with a large selection of beautiful whites and pastels.

But they learned fast, and then found most of their studious attentions would have to be to the pace of high style, because women of Pampa, even in the earliest days, have been style conscious. They obviously do a lot of traveling, and "they don't take a back seat to anybody when it comes to being in style," Behrman asserts.

The store gained about a third more additional space in 1959 when a major remodeling took place in which the location absorbed the original space utilized by Richard Drug. The sweeping improvements included the results of interior decorators' professional planning on arrangement and decor of the interior.

They are quite proud of the beautiful ladies lounge which features Fench provincial furnishings, and lending a homey touch is the coffee bar with the functional miniature refrigerator where they are attracting customers to come and meet on shopping expeditions. "Coffee is always on", reminds Bunny, "and we also have pops for the children."

The growth of Behrman's can be reflected in the fact that their original group of five part - time aides to help Leah and Bunny, had a payroll that would hardly have reached $8,000 a year. Today there are 12 besides the owners and the store contributes around $35,000 a year to the economy of the area in the form of payroll.

Key personnel include Mrs. Ellie La Casse, alterations; Vena Riley, cashier - bookkeeper; Vera Lard, bookkeeper, and Josephine Young, saleslady.

Another measure of their growth is the fact that they now offer five times the selections they did at the outset and the store is turning over more than five times the merchandise the Berhmans sold in earlier days.

Read the News Classified Ads

PAK-A-BURGER WITH THE SURE Q-U-A-L-I-T-Y





PEGGY ECKROAT
Manager

Pampa's first order-by-Speaker Drive In . . Whose Eight-Year Progress Story Has Been accented by quality and Better Service . . .

Also Featuring Coneys, Ham, Cheese, french fries and soft ice cream confections.

TOP O' TEXAS in TRANSITION



PAK-A-BURGER
1608 N. Hobart MO 4-2865

Modern Feed Lots Were Opened In '60

Pampa has one of the southwest's fastest - growing cattle feed lots because Moody Farms decided to put some wartime airport landing strip space to "work" again.

Moody Farm Feed Lots were formally launched in the Spring of 1960 when they put in about 12 pens to accommodate around 1200 animals, and they've been adding to take on more new cattle ever since.

Two major additions of 10 and the 11 pens have been put in and their present size would handle a maximum of 3700 head of cattle. But their projections are for a possible maximum eventually of upwards of 7,000 head of cattle at one time. (This is their two - year goal, at any rate.

Rex McAnelly manages the Moody Farms and B. M. Rogers is foreman of the feed lot and directs all the feeding operations.

A barometer of the firm's steady growth can be visualized in the fact that they fed out a total of 9,000 cattle their first year and this year's record is expected to exceed 12,000.

Moody Farm Feed Lots functions in a dual role for the benefit of the Pampa area economy, because it poses as a source of finishing for area ranchers as well as being a special department for the convenience for quite another industry here — Panhandle Packing Co.

Panhandle Packing usually has about 600 head of cattle on feed at the lots, and they can have customized type of feeding to provide the quality and texture of meats they desire for their meat processing operations.

Ranchers are able to carry their steers on through final stages of finishing now through the feed lot's facilities. They can do this with the confidence of having access to supervision of specialized personnel who apply laboratory - proved techniques which produce most efficiency in achieving gains for the cattle.

Two of the charter members of the growing family of Moody Feed Lot users are J. O. Wells and Johnny McMordie, ranchers from the Canadian area.

While Moody Farm feeding programs are about as secret as the specialites of famous chefs, Rogers says they do have a basic program of starting the animals on a 55 per cent concentrate, blending cottonseed hulls, milo, barley and molasses with a good supplement — using Purina Steer Fatina and Paymaster feeds.

They perform in the role of diverting cattle to wheat pasture or to the lots for actual custom finishing.

The lots feature the utility of two Davis mixer trucks which do the mixing of feed rations and deposit the rations to the troughs of the feeding pens through self-unloading augers.

Although Moody Farms bought the old air base site for farming purposes back in 1957, the feed lots program was not in stalled until April 5, 1960, when McAnelly urged the natural convenience the old landing strips would lend to a commercial feeding program. The hard-surfaced runways prove exceedingly practical in foul weather during the winter time.

The feed lots employ a staff of four personnel on a full - time basis. Assisting Rogers are Douglas Rogers, Alfred Corcoran and Henry Bland, and they also employ up to 7 or 8 part time workers for handling cattle as they are unloaded into the pens.

The feed lots contribute upwards of $35,000 a year to the economy of the area in the form of annual payroll.

The feed lots add to this vein of economy through purchase of more than $100,000 worth of grain a year to blend in with their feeding program — actually having to "import" government grain because farmers in the immediate locale have been unable to provide them with their total need.

The feed lots have bought five million pounds of government grain this year. They actually handle more grain than several small grain elevators. Their purchases in medications for preventative measures amounts to more than what a veterinary store would handle.



FIRST COMMERCIAL BUILDING — Pampa and Gray County still were youngsters when the Johnson Mercantile Company set up business here. The old building shown above is the home of Pampa's first retail business. At the time this picture was taken, about 1908, J. N. Duncan, father of Wade and Ivey Duncan, owned the store and advertised hardware, farm implements, groceries and coffins. The building was built in 1902.

Buddy's Super Market Operates In 4 Towns

Buddys' Super Market is a shrine to a tremendous, fast-growing organization of food stores which had their beginning in Pampa in 1950 and now number 10 units in four different cities of the Top O' Texas.

Buddy Francis, manager and part-owner of the new Pampa store, was a party to founding the chain at the old location at 318 North Cuyler 11 years ago and was one of the corporation which owned the whole chain until two years ago.

Buddy sold out to J. C and Dennis Ward, his uncles with whom he was associated for the first seven years of growth of the super market chain and Joe Barnett in 1957.

He returned to the organization dy's Super Market in April, 1959, as manager, after a six-year absence and two years away from the business.

He returned to the orginization as an employee and then bought a fourth interest in the Pampa store just about the middle of this year.

The store attained a new climax in Pampa last May when they moved to the 12,000 - square foot store on West Francis which is more than double the size of their original store.

The new store features a total of 210 runinng feet of refrigerated display space — 60 of meats, 80 of frozen foods, 40 of produce and 30 of dairy bar.

They have parking facilities for 168 cars and own the property where they now are located.

Buddy's features the famous Double Thrift trading stamp.

The entire organization of Buddy's Super Markets — which were named after Francis, incidentally — now numbers 10 units: six in Amarillo, two in Borger and one in Dumas besides the one here.

Their program is to add newer and larger stores and close the smaller ones. The Buddy's program had been continuous expansion ever since the first year in business. They put in their second store in Dumas, next going to Borger and then Amarillo.

The Pampa store employs 15 staffers besides Buddy's devoting full time to the business. They have annual payrolls here of 60,000. Lynn Love is the assistant manager, while Ken Jones is meat manager and Joe Bynum is in charge of produce.

Des Moore Shop Does Tin Work

Des Moore Tin Shop presents such specialization in tinsmithing to enhance the operation of a large plumbing firm as well as a lot of the customary pursuits of a sheet metal shop.

Desmond Moore started working for L. H. Sullins in the late 20's, and then elected to go on his own in about 1930, but retained a close assoiationship with Sullins. Moore still does most of Sullins' duct preparation and installation.

He has about a third of the building which houses Sullins, and Moore features utility of a lot of the newer power units which make tin work today much faster and more efficient.

Moore handles heating and air conditioning contracting and stresses the Payne brand name. In addition he does a lot of gutter work and drain spouts.

He utilizes the macinery in the shop to form the units for custom installations and then completes the forming at the site of installation.

Moore usually has a staff of one to two helpers and figures his typical annual payroll ranges about $8000 to $10,000.

Duenkel-Carmichael Funeral Home Has Served Area For Past 37 Years

Duenkel - Carmichael Funeral Home provides for Pampa and area the amazing personal touch tand tradition of some 37 years of service to this locale which has placed them in the unique position of acceptance reflected by the fact that they have remained the town's only funeral home for many years.

The physical growth of the firm has been in step with their position in the Pampa mortuary directory. Charles Duenkel went to work with Malone Funeral Home in 1924 and Paul Carmichael came here in 1930 to work with Pampa Mortuary. Dunekl actually started on his own in November, 1935, but formed partnership with Carmichael in 1937 to bring the three the total furneral homes in Pampa.

The first location was at 321 N. Frost and they moved to the present location when they bought the property from the Presbyterian church in 1940. They have added on and remodeled from time to time to attain their present complete facilities of three slumber rooms and a chapel with seating capacity of 220 persons and a lot with a total of 100x140 feet of space.

Duenkel - Carmichael has the services of three combination funeral coaches and emergency vehicles, completely equipped, and also a burial insurance department to which one man devotes his exclusive attention on a full-time basis.

The co-owners have the assistance of their sons, Charles A. Duenkel and Bob Carmichael, plus the 24-year background as a staff mortician by Herman Whatley. Harrison Dismukes and George F. Richmond round out the staff. Richmond being the insurance department head for the past 16 years.

Duenkel has been a Pampa resident since coming here as a three-year - old and Carmichael came in 1930 after working for several years at funeral homes in Waxahachie, Fort Worth, Oklahoma City and Hillsboro. He is a native of Granbury, Tex.



THE THREE "TANTAS" (Swiss for "aunts")—Known as Tanta Emma, Tanta Anna and Tanta Lena by friends and relatives, the ladies pictured above all came from Switzerland to Kentucky and then to Gray County in 1884 and 85 and each played a special part in the development of the county. At left is Mrs. Perry LeFors (Emma). At right is Mrs. Henry Thut Sr., (Anna) who helped her husband operate a line riders camp in Lefors—later the Thut Hotel — the only lodging place at one time between Mobeetie and Tascosa; and seated is Mrs. Alex Schneider (Lena), wife of the founder of the Schneider Hotel in Pampa. The three women were sisters whose maiden name was Lang.

Best Trailer Firm Offers Top Service

Pampa has the versatility of providing a wide area with the highly specialized service of customizing and rebuilding wrecked trailers through the talents of Floyd Pletcher and his staff at Best Trailer Sales and Service.

The business was founded in 1955, although it has a background dating to 1947 when Paul Pletcher, Floyd's father, founded Pletcher Trailer Sales at Perryton and after four years there he moved to Pampa to start the original Pampa Trailer Sales.

Pletcher sold out in 1954 to B & B Trailer Sales and then the new organization from which today's Best Trailer Sales has grown into its present two - town operation was founded in 1955.

The trailer business is handled by a family team. Paul assists Floyd here and Floyd's brother, Tommy, runs the Perryton business.

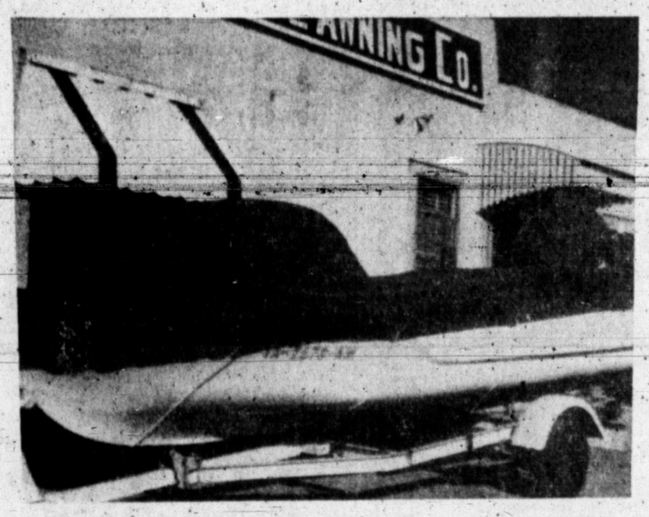
They handle four famous makes —Sheraton, Artcraft, Great Lakes and Skyline. Best carries a stock of around 40 units which they display at the two locations, and these include around 15 new units. They have a wide range of selections available for quick delivery and also accept custom orders on specification desires.

The Pampa business is the home of a complete trailer repair and rebuilding department, and the Pletchers do a lot of the insurance company work over the five-state area to which they are handily accessible.

They have a 50x100 - foot all steel building under construction and they expect to have completion shortly after the first of the year.

SERVING A 200-MILE RADIUS

WITH NEEDS IN WINDBREAKS AND CANVAS OR ALUMINUM AWNINGS AND TARPAULINS



Our oil rig windbreaks are a commonplace view from the panhandle up into Kansas exploration areas, and we feature an increasing line of tarp covers for air conditioners, boats, carports, drive-ins, and many others.

We have changed from an order-book firm to a manufacturer and our products include Nimrod Camp Trailers which we sell or rent, venetian blinds and a large variety of metal and canvas awnings to choose from.

TOP O' TEXAS in TRANSITION

Thank You

We have stressed quality and service through our 13 years in business here and will strive to do the same high calibre work in the future to insoure our continued acceptance.



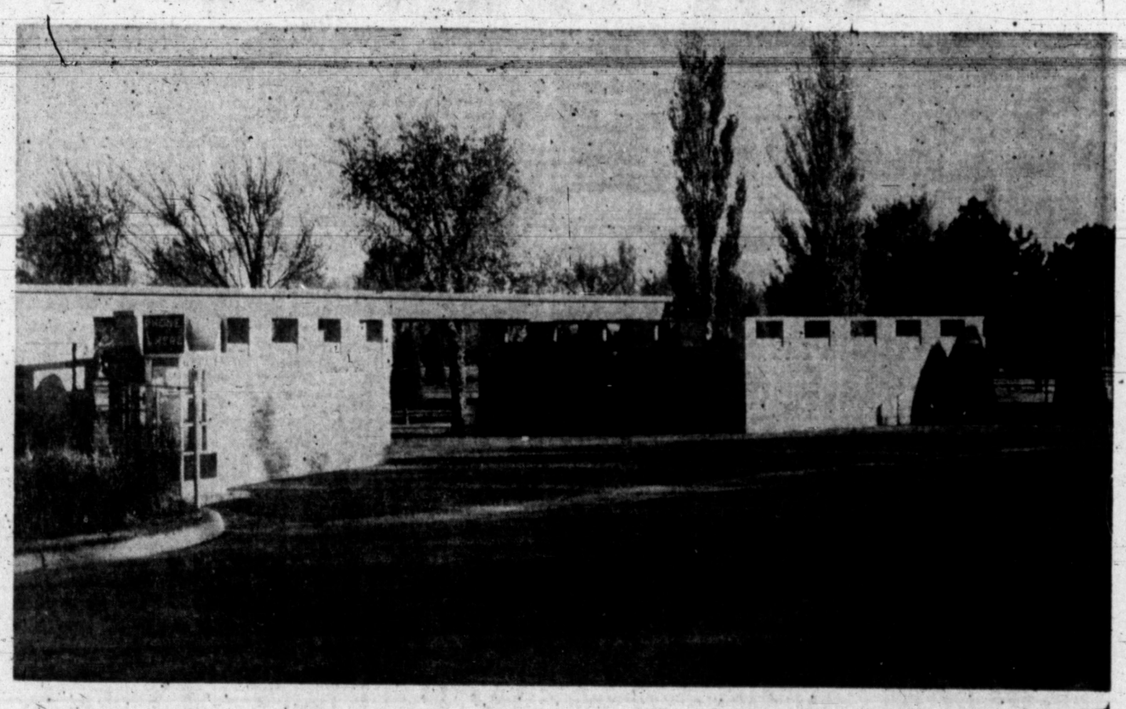
PAMPA TENT & AWNING staff (l. to r.) Ernie Christie, Lloyd Thomas, Melvin Clark, Emil Frieden, Bill Clark, Juanita Powell, Joy Thomas and Cora Frieden.



PAMPA TENT & AWNING

317 E. BROWN MO 4-8541

SINCE 1908



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Video Theaters Show Confidence In Pampa

Faith in the future of the "Top O' Texas" in general and Pampa in particular is reflected in the Video Independent Theatres ambitious step in construction of the magnificent new Capri theatre a little over a year ago.

Because this project came at a time when many movie houses in the nation actually were retrenching, an observer readily can conclude that the potential of this progressive area loomed as exceedingly bright, The Capri replaced the LaNora when it was destroyed by fire.

And that's just the way Video Theatres look at it and as Manager Paul West concurs, they're experiencing a steady increase in movie crowds for several reasons.

"To start with," he confided, "television has lost its novelty and is down on its programming, so it ceases to be the 'competition' it has been. And another factor is that we seem to be on an improving economic cycle."

Of course, the presence of a beautiful, commodious new theatre with a total of 1000 seating capacity to enhance the already-convenient setup where Video had the availability of the La Vista with 750 seating and the Top O' Texas Drive In which accommodates 400 cars and is operating now on a year - around basis, also are contributing factors.

West says the three theatres provide a fine cross - section of entertainment and the latest fine movies as soon as they are available.

The Capri was built to replace the LaNora theatre which was destroyed by fire March 23, 1959.

Video Theatres and its predecessors have been providing the Top O' Texas with high calibre entertainment for about 32 years. Prior to 1949 the theatre group was known as Griffith Theatres, and the parent group goes all the way back to 1929, a part of a circuit out of Oklahoma City.

In West, the theatres have a versatile manager with long years of experience and actually a Pampa product. West grew up here and while a student at Pampa high school he was an usher in the old LaNora Theatre.

After graduation here having advanced from usher to doorman and house manager and operator — West was transferred to Oklahoma and worked in Enid, Sapulpa, Mangum, Bartlesville and Vinita before the War. In fact, he became manager in the theatre group in Vinita in 1942.

After his return from the service he worked in Chandler, Frederick and Altus before being returned to Pampa as manager of the entire group of theatres here in January, 1949.

The Video Independent Theatres employ a staff of 36 personnel, and although the nature of their work is largely part - time, the firm contributes a total of $48,000 to the economy of the area in the form of annual payroll. Key people are Ollie Wilhelm and Dural Goodwin, assistant managers; Kathleen Delney, secretary; James Hallum, chief operator at the Capri, and Sol Flowers, operator at the La Vista.

Richard Drug Factor In Area Progress

Although Joe Tooley advertises his name as "Pampa's Synonym for Drugs," his Richard Drug presents one of the Top O' Texas most amazing stories in physical expansion as well as growth in gross volume.

Joe deserted the ranks of employees as recently as 1948 but he has been a factor in the Panhandle's progress story since 1929 even though his experience in Pampa lasted only a few hours before 1939.

The complication may be cleared up when recollections are made on the history of the drug store Joe now owns. . .or rather is just entering a new era in which he is sharing this ownership with staff pharmacist Tom Beard.

F. P. Shaw, Jr., founded the firm in 1926 and since the first resident manager was named Richards, the store became known as Richards Drug. Shaw had a chain of hotels, restaurants and drug stores and thus owned several stores of the type in the Panhandle.

Young Tooley had heard Shaw wanted a pharmacist and he aspired to the possibilities of a future in the Panhandle, so he left a similar job in Dallas in 1929 and came to Pampa in quest of a job with Shaw.

Shaw hired him on the spot for $150 a month, Tooley recalls, "and I went to work serving the trade and Shaw went apartment hunting for me."

"But Pampa was boomy and places to live were at a premium. The only thing Shaw could find was a $75 a month apartment and I just couldn't afford that kind of rent with my pay. I resigned before I officially was a full-fledged employee — even though I had been working."

But Shaw said, "Wait," and explained he had need for a man in his Panhandle store, too, and would pay the same if Tooley could find satisfactory housing. The fact that Tooley found a five-room house, furnished, for $15 a month settled it. He took the job and kept it until he returned to Pampa in 1939 to go to work for the Harvester Drug.

The rise of Richard Drug under Joe's management has been nothing short of phenomenal. They had a 25x25-foot location which had 20-foot ceilings. Joe used ladders up the walls to serve merchandise and stocked the store to the ceilings. Uniquely, the store was so cramped with stock and sparcity of space that a dozen customers at once was really all they could serve.

Uniquely they now have 12 times the room in their present location, which they occupied Oct. 1, 1958. They had been in the location to the rear of Behrman's which the ladies' store absorbed in the general rearrangement in the business district about that time which enabled several stores to expand in size.

Tooley still marvels at the way he has grown from such a shoestringy start.

Tooley shows a six - time increase in gross volume, twice the inventory (which shows just how much he stacked it in the other store!) and twice the personnel.

He stresses five distinctively specialized departments — prescription (of course), headed by himself and Beard; cameras, headed by Frank Stalling; cosmetics, headed by Dorothy Klotz; hearing aids, headed by his wife, Dorothy, and truss fitting, headed by Beard.

They have eliminated the fountain to make the most of their floor space for direct merchandising, yet accommodating snackers with lounges in which they feature free coffee and have a pop machine for the kiddies.

Richard Drug has countless amazing innovations in merchandising and some are originals with Tooley. For instance, there's a portable wrapping counter which they wheel anywhere in the store to serve current needs in gift wrapping. They have music piped into the store.

The pharmacy department is a 25x25 mezzanine (as big as the entire original store) and sloping ceilings are designed to draw the customers eyes to the heart of the store — the prescription department.

There is lazy susan shelving in the pharmacy, a distinct convenience designed perhaps to save steps for Joe due to his ailing foot, and the store has the south seas effect with palm trees as decor, no less!

Besides the key staffers already mentioned, Mrs. Janie Herr is in charge of drugs and sundries and is part of an efficient, highly specialized staff.

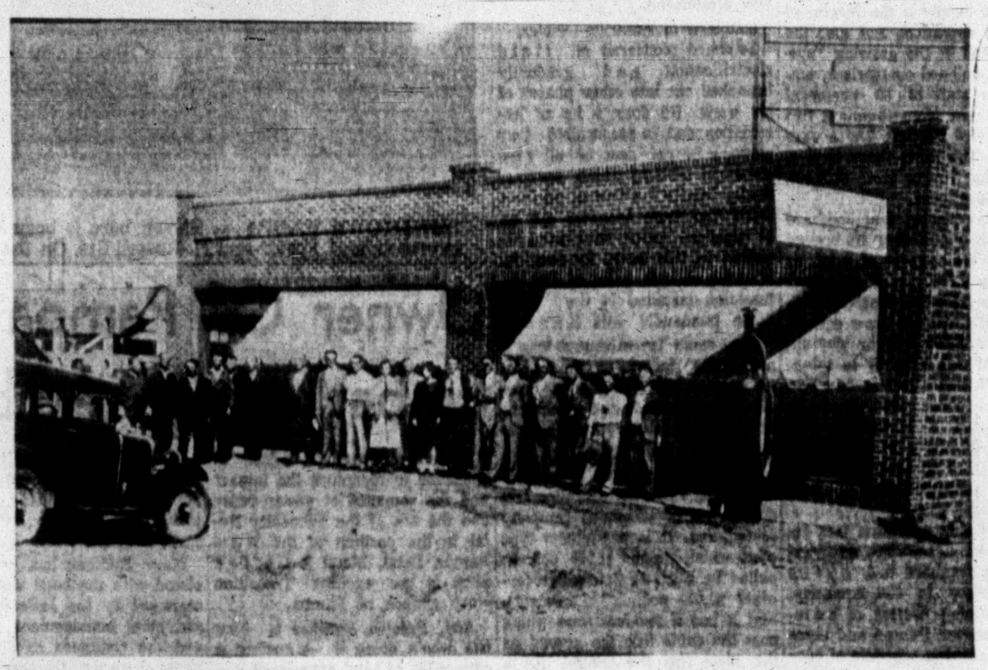
Our 35-Year Progress Report

from a small car Agency to

GENERAL HEADQUARTERS

for the

TOP O' TEXAS



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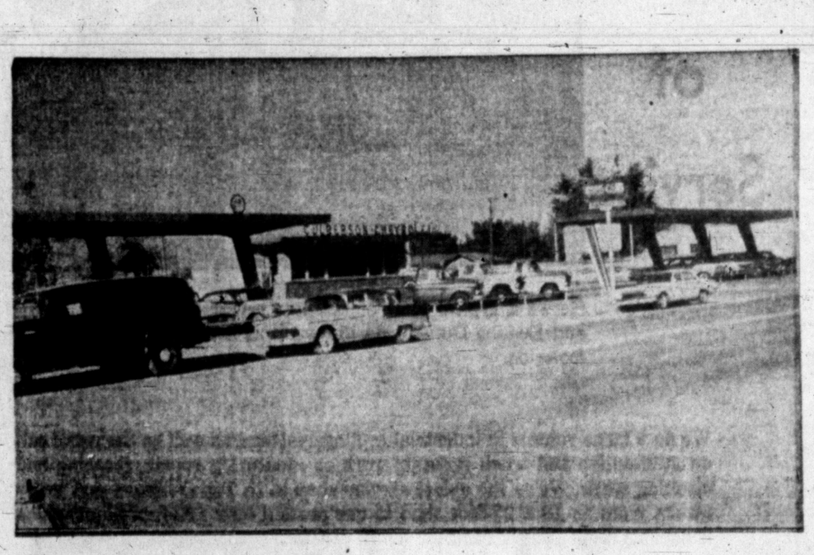

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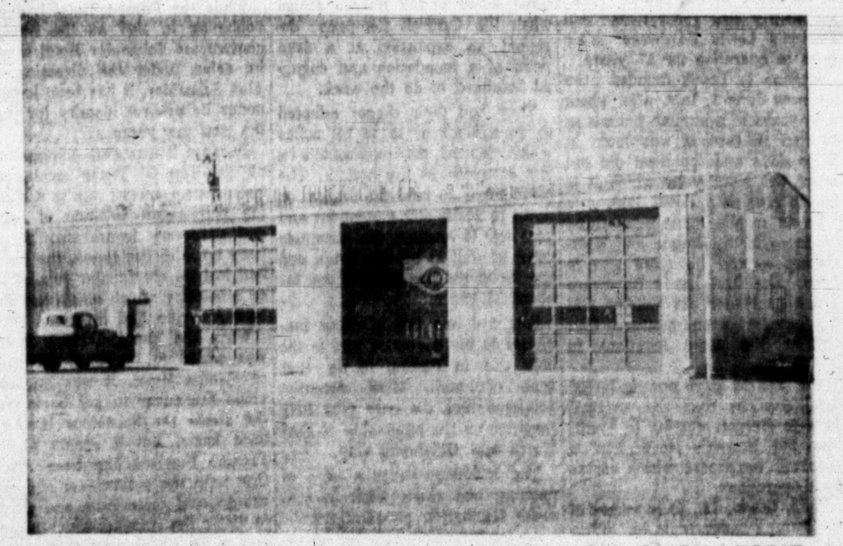

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Our Service Department Averages 20 Years Per Man In Total Experience



Thanks For The Opportunity To Grow With Pampa



—Frank Culberson (left) and Dick Stowers, vice president and manager.

TOP O' TEXAS in TRANSITION

Electric Supply Firm Head Interested In Different Companies

E. W. (Suds) Southard has pioneered electricity into its ultra-modern position as an automatic servant to industry which is part of the life breath of the Top O' Texas while building up a remarkable progress story for himself.

Southard is associated with three different businesses which are related to various phases of electrical services — contracting, pole line construction, cable-laying, pier hole drilling, motor and transformer rewinding.

Pampa knows him in his capacity as the figurehead with The Electric Supply and Dirksen Electric Motor Service. This is effectively rounded out by the presence of a firm identified as Southard Electric Service in Amarillo which does collectively what the two Pampa businesses do separately.

Electric Supply is the largest of the three operations and also the original one in the growing "system" of Southard enterprises, employing a staff of 30 personnel while Dirksen Motor employs five and Southard Electric has a staff of seven. The three shops have a payroll that ranges from $225,000, to $250,000 a year.

When considering that Southard had a staff of two when he braved giving up the security of a job as electrician (of 10 years' standing) with General Atlas Carbon back in 1941. His original crew collected around $3600 a year payroll.

Southard was a party to establishing Dirksen Electric Motor Service in about 1954, and he bought out R. F. Dirksen in 1954 when the latter's ill health prompted him to seek to retire from the responsibilities of his own business.

The Amarillo operation was established as a separate entity in 1958, after Southard had spent several years in the expensive, time-consuming project of commuting between Pampa and there to do the growing schedule of contracts the firm was obtaining.

M. L. Shuler is general manager at Amarillo (he worked with the Pampa staff for many years) and Shuler doubles as field representative for The Electric Supply and Dirksen Electric Motor.

Key personnel in the Southard organization include:

The Electric Supply — Charles Cobb, manager; Mildred Grider, bookkeeper; W. W. Brooks, superintendent; Louis Gallemore, electrical foreman; Dale Southard, Speck Winborne and Sid Harrison, construction foremen; Buzz Shelton, Johnny Meadow, Estel Brown, Bill Tomlin and Bill O'Neal, electricians; Ed Pryor, lineman; Chester Tackett, driver, and Red Woodward and Jack Williams, mechanics.

Dirksen — Howard Sims, manager; Reed Brooks, shop foreman, and J. B. Oliver, winder who has been with the shop since it was established.

Southard in Amarillo—Shuler.

Southard pioneered oil field electrification and gradually branched out into other phases of his work. He does a lot of automation and is responsible for perhaps 90 per cent of all the electrical systems which automatically handle the flow of oil from wells into Tank batteries and on to pipelines which have been installed in this area. In fact, he is credited with a lot of the automation installed in the Oklahoma panhandle and Kansas.

This same inventiveness was a motivating factor in Southard's position as something of a creator in the methods and techniques in advanced construction practices.

Thus, the firm has a remarkable cable - plowing operation and does a lot of telephone company installation. It is a trailer - type plow which weighs 11,000 pounds, pulled by a TD 24 Caterpillar (another 61,000 pounds of weight), and it has a two-foot shoe which puts the cable into the ground as the plow rips the ground like a sub-soiler and the dirt falls back by gravity, to be compacted by the following truck.

This, as is obvious, was designed with view to laying underground electric wiring. But it is so uniquely convenient to telephone table, it is a technique that the telephone companies are using more and more.

Another Speciality of Southard activities is their Pier Hole work. The method was first applied in construction of the Baker school when the Cantrell Company designed an expansion at a deep point of a foundation and engaged Southard to do the work.

They had their digger adapted to do a shaft of 18 to 20 inches which fanned out to about six feet in width at the bottom. The principal is to hold the foundation down to resist soil movement and heaving. It anchors the structure down as well as holding it up, and the technique has been in use for about 15 years.

Southard has five of these machines in his operation and is the only one in Pampa to do that type of work. Until recently, Southard had the only pier hole machine on the other side of Fort Worth and Oklahoma City.

The technique saves a lot of forming and extra work in concrete foundation preparations.

As for the cable plowing operation, Southard has a unit which does a job that only two or three other units in the entire state is capable of.

Southard expresses his gratitude to customers whose acceptance has made his splendid growth experience possible. He says through their interest and desire to attain a progressive position in the area and the sincere and earnest effort of his staff to assist in providing the innovations which add up to progress his interests have been able to grow.

Price of Learning

LAWRENCE, Kan. (UPI) — A $5 contribution received by the Greater University Fund of the University of Kansas was accompanied by the following note:

"I now have three children in college. If you get more than you need, please set it aside for a loan to me."

Traffic Jam

DENVER (UPI) — The Police Department has announced it will have to begin holding more frequent sales of unclaimed, impounded automobiles because its auto pound lot no longer is able to hold those on hand.

Authorities blamed Denver's increase in population over recent years as reason for the upswing in unclaimed vehicles.



DOWNTOWN PAMPA — Shown here is busy street scene at the intersection of Foster and N. Russell Sts. On the left of the picture is City Hall. The Gray County Courthouse and the Pampa Junior High School are shown in the background.

Pampa Boasts Good Hospitals

In 1931 Dr. J. C. McKean, who had been practicing in a clinic over the building which is now the Texas Furniture Store, began a new hospital in Pampa.

Mrs. Phoebe Worley helped finance the building and it began operation in 1931 as the McKean-Woley Hospital. The first doctors to practice in the hospital were Drs. R. M. Bellamy, H. L. Wilder D. C. Hunter, and a Van Sickle.

In 1933 Dr. McKean went to East Texas and the Worley estate took over operation for about six months. They leased it to Dr. M. C. Overton Jr. until 1947 and then sold it to the Cabot companies. Dr. Overton still managed the building on a rental basis until '48 when Dr. Bellamy and Dr. W. C. Jones bought it.

A few years ago a complete remodelling job was done on the building. The Worley is a 48-bed hospital with all modern facilities.

When World War II was over, members of the Gray County medical Association asked the county commission to consider asking taxpayers to vote bonds for a new hospital. Commissioners presented it or the people. A bond issue passed for $475,000 and the federal government matched one-third of the amount. Construction of the building went above that amount and a second bond issue was voted and passed for $150,000.

Ground - breaking at 1224 N. Hobart began in late spring, 1948, and construction was completed Feb. 15, 1950. Highland General was selected as the name of the hospital and the staff is composed of all members of the Gray County Medical Association.

Each year a chief - of - staff is elected from the association. Chet Lander serves as administrator and works with a board of directors appointed by the county judge for staggered, three - year terms.

Short and Long

DUNEDIN, Fla. (UPI) — Paul Runyan played the shortest final match and one of the longest final matches in the history of the PGA championship. He set a record by beating Sam Snead 8 and 7 in 1938 and equalled another by beating Craig Wood 1 up on the 38th hole in 1934.

Owner Of Pampa Hotel-Motel Embarked On Ambitious Project

There's a movement a-foot to endeavor to recapture the impact and the romance of yester years and the era of the Schneider Hotel in the position of the New Pampa Hotel, Motel & Coffee Shop in the exciting Transition story outlook of Pampa.

And, Preston Fowlkes is the one who's doing it — casting a generation of hotel experience and a background of business know-how that actually had its beginning in Pampa 31 years ago into the project.

Fowlkes is just embarking on the ambitious and tedious project to restore this business since last Labor Day to an effective position in the new Pampa's pattern. Indeed, the hotel's convenient, central location still pegs it in the enviable position of posing as something of a hub of things.

While the Pampa Hotel had its beginning in 1927 as the newly-constructed Schneider Hotel made its debut under the direction of Alex Schneider, it has been known under its present identity for just the past few years.

Because it was de - emphasized as the Top O' Texas' center of operations,p erhaps due to a waning enthusiasm in face of age and necessary improvements to keep up with the times, the hotel had lost its spectacular reputation as a hostelry which outclassed the best Amarillo had to offer.

When the 20-unit Pampa Motel was added to the total facilities of Pampa Hotel, it was an obvious maneuver to get back into the stride the Schneider Hotel once knew. But it seems that Preston Fowlkes has been the first with the enthusiasm and the promotional experience and drive to attain the impetus which promises to get the desired momentum under way.

The overall facilities offers Pampa 102 rentable rooms in the hotel portion plus the 20 motel units and a newly remodeled and redecorated dining room now under the management of a bona fide chef.

V. M. Rains is the chef in charge of the coffee shop and his catering efforts are enhanced by the full-time assistance of his wife, Juanita, and although they've been in action only a few weeks, they already have a brisk following in luncheon trade and a growing breakfast and dinner business.

One of the most significant features of the coffee shop is the charcoal broiler and the fact that it has a counter and stools for the first time and booths also have been installed to augment the dining room tables. A complete new backbar has been installed and the coffee shop has been redecorated completely.

In the hotel portion of the operation, Fowlkes has the assistance of his wife, Barbara, who is serving as office manager, and their daughter, Mrs. Kay Schoening, will be active as an aide at the desk until she gets the news stand and concession department into order to require her full time.

W. L. Hornsby came here from Fowlkes' last operation at Hillsboro, where he was assistant manager and clerk. He will be night manager here.

Mary Hudman has been associated with the hotel since it was managed by the Jefferson Standard hotel management company and she continues as desk clerk. Mrs. Jenny Ditmore is head housekeeper and M. L. (Blondie) Parks is maintenance engineer.

Fowlkes expects to have a staff totaling about 25 by the time he reaches full pace, and the business is expected to pour around $100,000 a year into the economy of the area in the form of annual payroll.

He is offering every kind of accommodation from suites down to single rooms, and he is doing remodeling and redecorating to adapt the operation to fit the needs of the community.

Fowlkes expresses confidence the area is destined to continue the growth pattern it has known in recent years, and he feels the Pampa Hotel, Motel and Coffee Shop can be instrumental in assisting with achieving the momentum which will be required.

Part of the tradition Fowlkes seeks to recapture is reflected in the history made as million dollar cattle deals and oil deals were a common thing in the halls of the Schneider Hotel, and the popularity of the place can be actually noted in the fact that the fine terraze tile floors have been worn down a full inch from foot traffic.

The Schneider Hotel was built when Pampa was a town of only 1300 and the town only had an old frame hotel across the street. It had its beginning as a corporate project — with stockholders participating with Alex Schneider in financing it.

If Preston's background is indicative of what's in store for the New Pampa Hotel, then it should have a spectacular future. After getting his start here with Montgomery Ward in May, 1937, he went on the road with Ward's the following January as field merchandiser for the Kansas City region, over eight states, until they transferred him to management of the service store at Fort Worth in the fall of 1940.

But in the quest of an investment for his mother-in-law, Preston was talked into buying a larger place than she could handle as they bought a 20-unit tourist court which soon required so much attention that Fowlkes resigned and tried his hand as a motel owner-manager.

From there they went to Okmulgee, Okla., where they bought the Beau Clair hotel with 50 rooms and 36 apartments. In succession they sold out and bought a 25-unit motel in Ardmore and began additions which now has culminated in a 40-unit motel with a large mobile home court in conjunction.

Trading and dabbling in sidelines ultimately got Fowlkes into a show place for Poled Herefords and later changing over to a working ranch with commercial white faces. After selling the tourist court, Fowlkes traded the ranch for the Del Mar Hotel at Hillsboro which he ultimately traded to obtain the Pampa Hotel setup.

Everywhere Fowlkes has been his presence has spearheaded progressive community measures which resulted in large growth of his own business as well as other community interests. Along the way he has been a Chamber of Commerce president, mayor of the city, organizer of riding clubs and other participation-like civic activities which were designed to enthuse and to band the people together in common interests of boosting the community.

Fowlks' association with Rains is expected to do a formidable job of bolstering attention to the hotel operation. Besides his Amarillo VA hospital background, Rains earlier had been associated with the catering at the Phillips Building in Bartlesville and the 1800 Club in Tulsa and had had a long record of success in food serving

Double Value

COOPER, Tex. (UPI) — One good thing about training a hog to do tricks, says trainer Tab Evans, is that when he retires he has a ready market value.

Evans, whose hog Pork Chop won national tatention through his tricks, was retired recently after he became old and was shipped off to the packing house.

Emergency Calls

SAN FRANCISCO (UPI) — Our Animals, publication of the San Francisco Society for the Prevention of Cruelty to Animals, said its agents were summoned during two months to help:

A hamster caught in a furnace, a snake caught under a refrigerator, an abandoned goldfish, sick goose, a crow caught in a washing machine, a parkeet trapped in a light well, three pigeons caught in a scarecrow and a skunk with its head in a can.

Lewis Hardware Started In Area Many Years Ago

The name Lewis has been synonymous with versatile selections in hardware in the Top O' Texas for nearly two generations and Pampa's Lewis Hardware has been in operation for 27 years.

Eugene J. Lewis founded the business June 3, 1924, after about nine years in a similar pursuit at Borger. In fact, it was Isom in those days and the town did not adopt the identity by which it is known now until about 1929.

Lewis recalls there were three towns — Isom, Borger and Whittinberg — and his store was in Isom. The first Lewis Hardware was a 25x100-foot tin building and it since has been enlarged (but still at the same location) to 50x140 feet.

The Pampa store now is larger in dimensions than the original firm in Borger, coming to 75x130 feet, but Borger's store has a separate warehouse which serves both operations.

E. J. Lewis, Jr., is manager of the Pampa store, while his father still manages the one in Borger.

The Lewises are primarily in industrial hardware, but the Pampa store has a complete gift shop, too. They deal in heavy hardware —tools, power tools, cutting tools, pipe, power transmission equipment, etc.

Four make up the staff in Pampa, with Duane Stafford, Joe Jordan and George Adams, flanking young Lewis. The Borger store employs a staff of 24 personnel and between the two stores, the Lewises pour around $108,000 a year into the buying power of the area through payroll to the two stores.

Pampa's growth is remarkable, showing a six-time increase in gross volume and carrying an inventory that's proportionately larger. The Pampa store started in a location across the street from the present site, a 25x80 - foot plant. They bought the building they are in now in December, 1950.

The Lewis family started out in the hardware business in Panhandel in 1917, and operated there until oil activity began to loom in the Isom (Borger) area. They moved to Isom in 1925 and then put in the branch operation in Pampa to accommodate a growing measure of traffic from this locale about nine years after their debut in Isom.

34 Years of Service



Here's a typical view of radiator repair work. G. W. Hunt (left) and Eugene Dungan do the work as installation man Herb Tanner looks on.

We do a large volume in industrial cooling systtems as well as the usual call on automotive and truck radiator work . . . featuring repair, recoring and cleaning work. We're the oldest service shop in th Top O' Texas and we've grown from an 18 x 25-foot shop to our present 50 x 100-foot plant which is capable of all sizes of radiator work.

Thanks For The Chance To Share . . .

Our shop was founded in 1927 by J. L. Love and under operation of his heirs since 1944. We're grateful for the acceptance which has enabled our constant growth in volume, equipment and manpower with know-how.

Bess and Wally York, Owners



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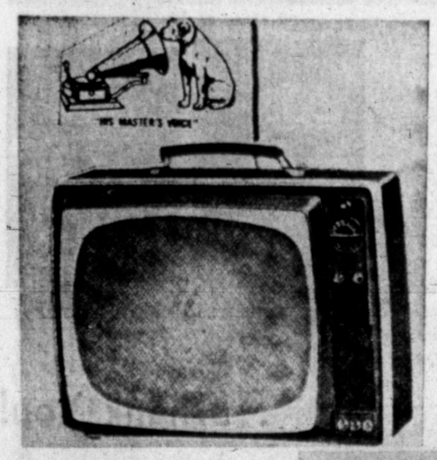

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EAGERLY STRIVING TO STEER YOU TO PROGRESS IN GRACIOUS LIVING...



EVERT CARMON, Owner

MARY CARMON

We've come along from a 25 x 80-foot building to today's 35,000 square feet of space since 1953. In fact, we've just achieved the new milestone of expanding to a sister store handling furnishings and carpeting in Perryton — Cormon's Fine Furniture and Carpeting — this fall and former Pampan Bill Newbrough is the manager. We're proud to have grown from a staff of two or three to today's 14 at Pampa plus four more at Perryton . . . paychecks tally up to around $100,000 a year.





EARL CROUCH, Store Manager



BILL NEWBROUGH, Perryton



GERRY STOUT, Salesman, Perryton & Pampa



NORMAN QUICK, Service Mgr.



DON GROFF, TV Service Mgr.



DAVE CODDINGTON, Salesman, Pampa & Perryton



DONNA CORNUTT, Bookkeeper



MONICA MERRICK, Bookkeeper



CHUNKY LEONARD, Gen. Sales Mgr.

McWilliams Business Activities Spread With City's Growth

Because the depression days required J. C. McWilliams to "spread out" beyond his original business to keep himself in bread and beans, Pampa's amazing transition story can count three separate, versatile firms now in existence.

Mack is involved in two separate partnerships as he renders services in safety, automotive sales and parts and petroleum products. The businesses are:

—McWilliams & Moore Champlin Service with Lee Moore as partner-manager of the operation.

—Pampa Safety Lane with Mel Outhier as partner-manager.

—Dixie Parts and Supply with Mack doing the managing while Mel shares the responsibilities as a partner.

McWilliams has the Willys dealership under the auspices of the safety lane but functions as sales manager for that phase of the business.

The chronology of McWilliams' business activities begins in 1937 when he started with the Champlin service station which he augmented in the lean years of wartime gasoline restrictions by buying the tire re - capping shop across the street (where Dixie Parts now reposes) and doubling as a tire service and General tire dealership.

This venture lasted only a year and McWilliams sought to bolster his business take by changing over to a safety station and stressing front end work plus wheel balance in 1945.

The immediate post war period and the hefty demand for automobiles lured him into the automotive business as he had the opportunity to assume the Hudson-Willys dealership which he moved to the present safety lane location along with the safety lane business in 1951. Meantime he had achieved a growing parts business and operated it in its present site from the date he founded it as a separate business in 1948.

The parts business became large enough to need exclusive space, so Outhier moved the safety lane operation to its present home in 1951, and actively engages in its management while doing the books for both phases of his partnership with McWilliams in exchange for Mack's devoting exclusive attention to management of the parts store.

Ed Henley serves as parts manager and among a staff of four who are employed by Dixie Parts.

Outhier is one of two who staff the safety lane operation, and Moore has five helpers at the service station business.

Thus, McWilliams and his associates represent no small chunk of the Top O' Texas economy because they contribute in the neighborhood of a combined total of $60,000 to the area's buying power in the form of paychecks every year!

This reflects some of the exciting transition story that pegs Pampa's progress, because Mack started out with only three help-Pampa's progress, because Mack tarted out with only three helpers when he first became a part of the area's business front — amassing a payroll that would hardly ring up more the $2,500 a year, sum total in tills of the area's business places back in the 30's!

The multiple operation departed from garage services through the presence of Lester Reynold at the motor repair shop. McWilliams leased the Jeep seyice department to him and he handles all types of automotive repair services.



FIRST BAPTIST CHURCH — Shown here is the First Baptist Church located at the intersection of Kingsmill and N. West Sts. Resident membership in the church is 2,050. An educational building on the west side of the church was recently completed. Dr. Douglas Carver is pastor of the church.

Alexander Graham Bell gave the first public demonstration of his telephone at the Philadelphia World's Fair in 1876.

Coal, source of nearly 90 per cent of the U.S. energy in 1900, accounts for less than 30 per cent of such energy today.

Although they are named after Andreas Dahl, the Swedish botanist, dahlias first were used as food by ancient Mexicans.

Kite flying is the favorite sport on the Maldive Islands, a British-protected sultanate of the Indian Ocean.

Most Of County Land Utilized In Farm Operations

Gray Coutny ranks high in agricultural and livestock production in the Top O' Texas area.

It is interesting to note that in all of Gray county's 935 square miles of land area, or nearly 600,000 acres, between 85 and 90 per cent is in farms and ranches. This is the equivalent of some 530,000 or more acres.

The county has approximately 650 farms and ranches and the average size of each farm or ranch is around 825 acres. There are some 100 that are more than 2,008 acres in size. The greatest number of ranches, 136 of them, are in the 500 to 1,000-acre category.

Principal crops are wheat, barley, corn, cotton, grain sorghums, hay, oats and small mixed grains.

According to a recent survey the predominating soil formations and crop producing areas in the North Panhandle area, predicated on data from the United States Department of Agriculture, areas as follows:

1. Alluvial soils: These soil formations predominate along the principal watercourses traversing the region, especially in the valleys of the South Canadian River and the North Fork of the Red River.

2. Deep, moderately heavy cropland soils: These soil formations predominate throughout the major portion of the region, and especially in Gray, Armstrong, Carson, Hansford, Moore, Ochiltree and Sherman Counties. Crops include wheat, barley, corn, cotton and sorghums.

3. Deep sandy row - crop land soils: These formations predominate in a number of localities, especially in the Collingsworth, Hemphill and Wheeler Counties. In these areas the principal agricultural production consists of beans, cotton, corn, feed crops and sorghums.

4. Deep moderately sandy diversified cropland soils: These formations are scattered throughout the region, especially in Armstrong, Collingsworth, Donley, Hemphill and Moore Counties. Principal agricultural production comprises wheat, sorghums, field crops, cotton and corn.

5. Grazing and feed crop area with medium - depth soils: These formations are scattered throughout the region, especially in Armstrong, Carson, Collingsworth, Gray, Donley and Hansford Counties. Wheat, cotton, feed crops and sorgums are the principal crops.

6. Shallow grazing land soils: These formations are scattered in Hemphill, Hutchinson, Moore, Lipscomb, Roberts and Wheeler counties.

7. Rough, broken and sandy land: Formations of this type are scattered through Collingsworth, Armstrong, Gray, Donley, Hutchinson, Hemphill, Roberts and Moore Counties.

"Playing the advantage" is an old Mississippi River gambler's expression and means "to cheat."

Gilbert Ladies Shop To Mark 25th Year

Sadie and Leon Gilbert will celebrate their silver anniversary of business in Pampa next March and Gilbert's Ladies Shop will be just about to enter a new chapter in its interesting progress story about that time.

Leon confides they're planning a thorough remodeling in their interior decor in the near future.

Gilbert's represents a swap in business careers for the Gilberts, because Leon was a fresh "graduate" from men's clothing lines in a business of his own at Fort Worth just before they came to Pampa in March, 1937.

He sought out the possibilities of Pampa because the depression proved his Fort Worth venture hardly worth the effort he was expanding and he visualized the young, developing territory in the Top O' Texas as having more potential for him.

Leon says it was pretty rough here at first, too, but so it was for everyone because the depression didn't ride its course until the beginning stages of World War II.

The store in Pampa actually was founded on the cash Leon and Sadie realized from selling their home in Fort Worth, and it took many, many years for them to depart from the class of renters when they came to Pampa. Any earnings had to parlayed to the store and they didn't attempt to consolidate their desires for a home until they had the types of stocks in the store they wanted to have associated with the Gilbert trade name.

Incidentally, they have a myriad of famous brand names to show their customers. They feature Carlye, Carl Naftal and Cadillac Italian knit suits and dresses; Youthcraft suits and coats; Junior House, Susan Thomas and Cannady Creations in sportswear; Darlene sweaters and skirts and Rose Marie Reid bathing suits. In accessories they have Hanson gloves, Marja bras, Fortuna and Glydon girdles and Hanes and Roman Stripe hosiery.

They have a staff of eight besides themselves. Key sales personnel are Mae Etta Powers, Mattie Crowson, Gladys Jaynes, Pearl Bynum, Virginia McDonald, Cleone Stone and Bess White. They contribute some $25,000 a year to the economy of the area in the form of annual payroll.

Their location story has seen them at three different spots in their Pampa career. They first were at the present site of Sears, and later in a portion of the building which houses McLellan's. They have been in their present 25x120' - foot store for the past 13 years.

Leon's civic activities are confined to his membership in the chamber of Commerce and the Elks, and he pegs his business as his hobby and thus devotes practically all of his time to it.

He cites a gratifving growth in volume and a continuous growth in inventory since he has been here.

Keyes Pharmacy Open Every Day

Victor Keyes chose Pampa for his place to hang his hat on a business career after about a decade as a pharmacist staffer in drug stores in West Texas and New Mexico and Keyes Pharmacy now poses as a fine three-year progress story for him.

Incidentally, Keyes' store has a 10-year history here, as it was Thompson's Prescription Shop before Victor came upon the scene.

Keyes Pharmacy provides a convenient outlet for patients at both the Pampa Clinic and the new hospital, and he maintains a seven-day schedule designed to accommodate their prescription needs. The store is open from 8:30 a.m. till 8:00 p.m. on weekdays and from 10:00 a.m. till 1:00 p.m on Sundays.

They specialize in prescriptions out carry convenient selections in gift items, cosmetics, candies and have rental and sales of equipment for hospital or sickroom needs.

Sam Morosco assists Victor with pharmacuetical details and Mrs. Margaret Coffee handles the front end with the assistance of Mrs. (Mary) Keyes during rush periods.

Keyes features Dorothy Perkins in cosmetics and carries the full line of King's candies.

The store is showing a constant level in volume and Keyes is gradually increasing stock to enhance selections for customers.

Bob Feller, former hurler for the Cleveland Indians, issued 1,764 bases on balls during his pitching career, a record.

Kansas is known as the "wheat state."

NOW Catering To Banquets And Private Parties in our New Dining Room Plus Utmost Comfort

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We've just completed an expansion program to double our restaurant in size which provided the facilities of a separate dining room that seats 80. We serve 6:00 a.m. till 9:00 p.m., including Sundays. We have expanded facilities of the motel which will accommodate a total of 60 more units which will be ready to put in as demand warrants. The present owners have been in charge since Sept. 1, 1959, and the motel was built new in 1958.





RUBY PHILLIPS JACK PHILLIPS
Restaurant Managers

...Thank You!



LELAH HART



OPHELIA MORRIS



Genevieve Strickland



BLACK GOLD MOTEL and RESTAURANT

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Crossman Climaxes 30 Years In Pampa

Paul Crossman just this fall is climaxing around a 30-year background in appliances and versatile services by moving into his massive new headquarters at 512 W. Foster, having the utility of 8500 square feet of floor space.

Paul Crossman Refrigeration Co. represents Pampa's home of Frigidaire, nationally famous symbols of more gacious living, plus supplemental availability of Zenith radio and television and Hoover Vacuum cleaners.

The tradition of Crossman in the Pampa and area picture shows a measure of determination which saw him start once and find depression years too restricting to permit him to continue.

Then his tenacity caused him to supplement hsi first venture with a sideline job in a grocery store, and then try a service station and tire dealership as another avenue of his approach to "business of my own." The latter he had to leave in favor of a weekly paycheck once more before he made the start that caught hold well enough to enable him to "dig in" to stay in 1940.

Crossman was one of Pampa's early refrigeration supecialists in the late 20's, but apparently there weren't enough home refrigeratos and commercial installations to keep him in bread and beans, so he went to work with Jet Brumley at Barnes and Hastings Grocery for a sure paycheck.

Then his brother George started a service station and Sieberling Tire distributorship at the present site of the Montgomery Ward auto service store and then sold it to Paul.

"It was still depression time," Paul recalls," and I couldn't make it there, either; so I took a job with the sevice department of Wards from 1933 till 1935. Then I went to Thompson Hardware where I stayed till I had the chance to buy the Frigidaire dealership."

Bert Curry had founded the Frigidaire dealership here and Paul bought him out in 1940, first locating where Cizons Jewelry store is located and moving to 108 N. Russell in 154.

This Russell location has another twinge of nostalgia for the "times" Crossman had to fight through, because he had opened a music store as a sideline venture there in 1951. By 1954 decided he couldn't be a slave to two masters and sold the music items to Tarpley's and moved his appliance store into the larger store building, which comprised about 6500 square feet.

Crossman bought the building where he now is situated last February and has just spent around $35,000 and about nine or 10 months in extensive remodeling and enlarging. The building was completely rewired, re - plumbed and refinished and they installed an elevator.

Incidentally, he has just bought the lot to the east and is figuring on razing the old Republic Supply Co. building with plans to erect a new building to house a retail business and service store in the future.

While Crossman's activities were centralized around refrigeration services in the early days, his business now services every home appliance and most brand names. In fact, they are thorough enough to do complete rebuilding if necessary.

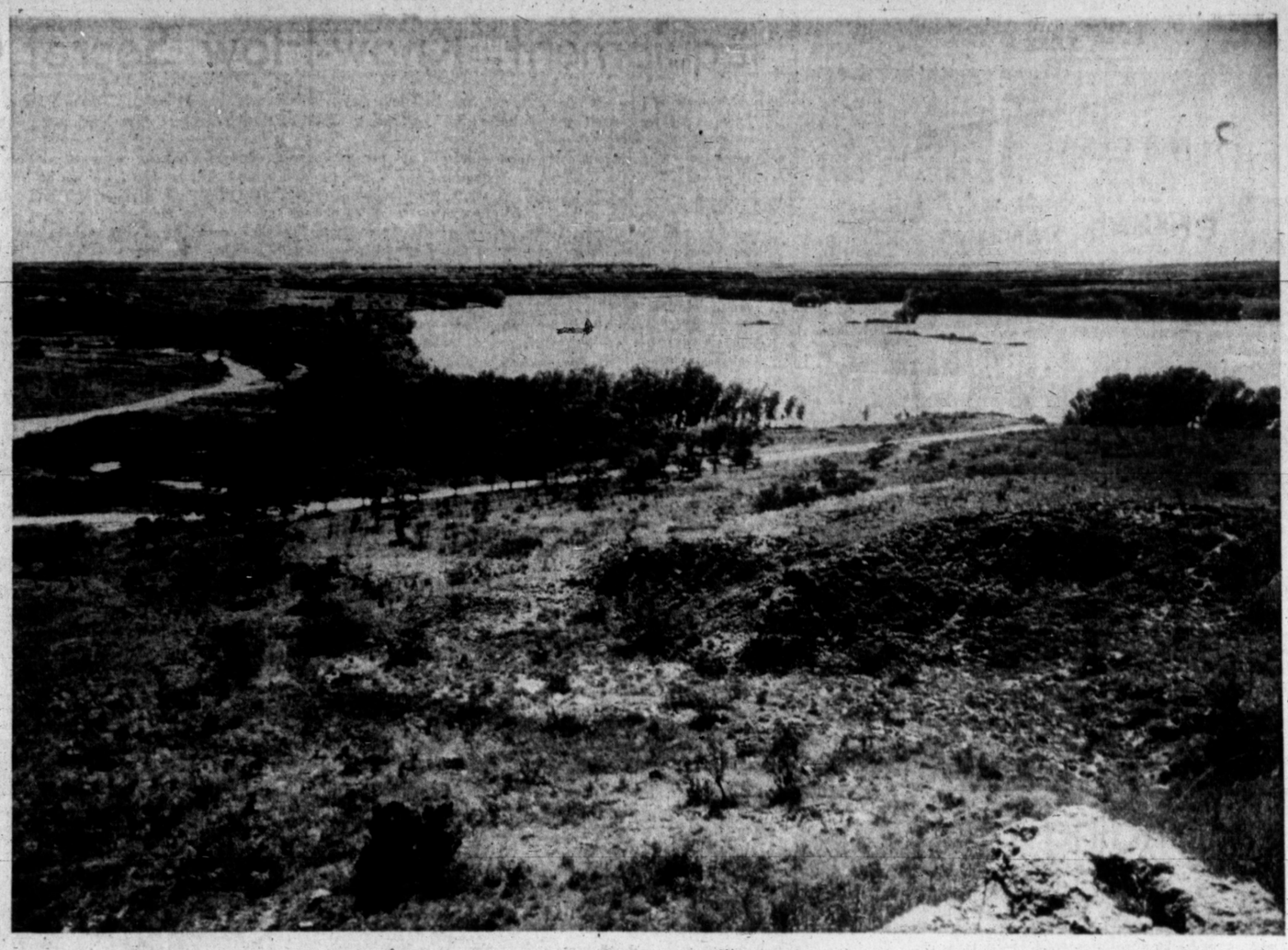
They now have a staff of 10 including his wife, Hazel, and himself, and Crossman takes on two or three extras for peak periods.

His son, David Crossman, is assistant manager and service manager; Mrs. Bertha Riley is office manager and Howard Bronner is sales manager. In the sevice department are David Armstrong, Curtis Eaton and Kenneth Meyers, who also doubles as custodian, and Woodrow Hyde is salesman.

Crossman's has an annual payroll of around $45,000 and they are showing a 6-to-1 increase in gross volume and carrying an inventory that's about 10 times what they offered when he first went into this business.

Paul has been most active in civic affairs in Pampa through the years and he is considered the key Democratic leader of the county. He stresses efforts to stimulate interest among young people in the area in political activities, striving to get them to take the time to participate in political affairs.

He usually serves as a delegate to the state conventions and also takes time out to attend the national conventions. Through his political interests Crossman has been active in all city council and school affairs, and takes a keen interest in all local matters pertaining to government.



LAKE McCLELLAN — A recreation area of the Panhandle, Lake McClellan is located 27 miles southeast of Pampa. The lake offers fishing, water skiing and is surrounded by picnic tables and camping grounds.

Voss Cleaners Carry On 35-Year Tradition In Pampa

Floyd Voss carries on a 35-year tradition in Pampa with the fully modern Voss Cleaners while having the distinction of being the only local graduate of the technical school of the National Institute of Dry Cleaning.

Voss Cleaners dates back to 1926 when E. W. (Ernie) Voss started with the Southside Tailors shop on South Cuyler and about four years later changed the firm to Voss Cleaners.

When the firm was moved to 18 North Cuyler in 1952, it was operated until the close of World War II, when they sold out to Master Cleaners.

Floyd came into the ownership for the first time (although he learned the trade and worked with his dad ever since he was a youngster) in 1949 when the two bought the old 57 Cleaners (named after the telephone number) and re-established the Voss Cleaners firm name.

They remained partners until Ernie's death in 1957, and Floyd has carried on alone since that time.

The shop has three finishing units, two wool presses and a silk unit. They have all new cleaning equipment which was installed four years ago.

When the elder Voss first came to Pampa there was only one other shop in town, and not long after he opened shop the other firm closed and left him the only cleaning service in town for a time.

Floyd's distinction of being a graduate technician with the national institute is a feat which is shared by only a few in the Panhandle of Texas.

Sullins Plumbing Has Been Serving Pampa Since 1919

For a man who came here to spend a month on a temporary job during the depression days prior to the First World War, L. H. Sullins has stretched out the few days to 46 years and fashioned a real remarkable progress story with Pampa.

L. H. Sullins Plumbing came into existence in 1919, four years after Sullins arrived on the scene, and for a time he was the small town's only plumbing outlet. He bought out the one plumber who preceded him here—W. B. Lyons—at the time he opened shop.

But Sullins had trained in electrical and plumbing activities around Wichita Falls and in those hectic teens a man had to go and get a job to find one and he planned to be in Pampa about 30 days when he came to help build the town's first light plant.

He had the chance to work for the light company and thus extended his "month's stay" for a period of a few years. By 1919 he visualized Pampa had a future and decided to tie his kite to it, and thus has been growing with Pampa ever since.

Sullins started out in a little wood shack about 30x15 - feet where Behrman's is located, and they had a sizeable back yard in which to work on tanks. In about 1925 he built a 32x50 - foot shop where Woolworth's is, at the corner of the alley, and by this time had a staff of six fellows working with him plus the assistance of his wife, Rose and a payroll which amounted to around $600 a month.

The present location, where Sullins utilizes about two thirds of the 90x60 - foot space and leases the remainder to Des Moore Tin Shop, became their home in 1947.

Sullins now has a staff of four aides, including his son, Dick Sullins, and Wayne Anderson, George Hancock and O. S. Nelson.

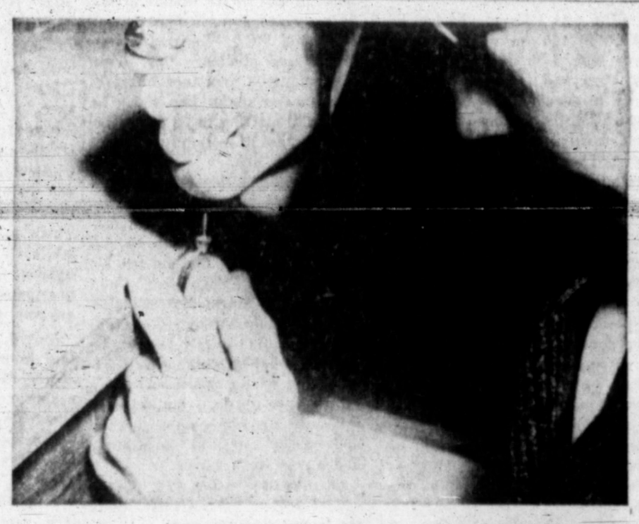
Sullins handles all the brand names in air conditioning and heating and features Kohler, Standard and Crane in plumbing materials and fixtures.



Diamond Specialists

and

Pampa's Finest, Most Complete Gift Store





We personally select finest diamonds and help with planning and designing exclusive moutings. Our famous brand names in gift lines is our badge of of quality: Reed & Barton, Gorham, Lunt, Towle, Heirloom, International sterling . . . Spode, Wedgwood, Royal Worchester, Royal Doulton in English bone Chinas; Franciscan, Lenox Haviland, Caselton, Flintridge, chinas, American porcelain, Fostoria, Hawkes crystals . . . American Tourister fibre glass luggage . . . Seth Thomas Clocks . . . Hamilton, Longines and Longines-Wittnauer, LeCoultree watches. Stop in . . . see our wonderous selections! Convenient terms . . . No interest or carrying charges.



ELL McCARLEY
Founder



BONNIE McCARLEY
Ofice Manager

McCARLEY'S HAS THE TOP O' TEXAS MOST COMPLETE BRIDAL SERVICE

Here are typical gift selections available in our store. Lower right, Tom Stein is shown doing watch repair where we have most modern equipment for most thorough job.



PAUL McCARLEY
Sales Manager





Proudly Sharing a 32-Year Tradition

McCarley's Jewelry

106 N. Cuyler

House of Fine Diamonds
Watches China Silverware
Glass And Luggage

MO 4-8437



ALANREED BOOSTERS — One of the early developers of Alanreed and a man who played one of the major roles in the community in southern Gray County was George Ed Castleberry, left, shown here on the porch of his company building. With him is the company's business manager Neal Hayden. This picture was taken during the frontier days in Alanreed.

Equipment, Know-How Secret Of Ward Cabinet Shop

"Women of the Pampa area know what they want and a lot of them have a mental picture of what it's going to look like when they get it."

These words by E. V. Ward express the unique situation behind a tremendous progress story for Ward's Cabinet Shop. And the fact that Ward is filling this delicate bill is another mark to the credit of the Top O' Texas because such versatility is an important part of a total package of availability which Pampa and area present.

The tools behind Ward's ability to deliver the goods to such a discriminating clientele come in the form of the equipment and the know-how.

It happens that Ward's Cabinet Shop does all kinds of millwork, custom cabinet work and even home building and construction work. They do all custom work to specification, priding themselves in serving the people who come in with a problem and some space and helping to plan the best ultimate utility of that space.

Ward's Cabinet Shop has close to a quarter of a century of history with Pampa and started out as a three-way partnership between a construction - specialist father and two sons who grew up under his apron-and-hammer tutelage and then had several years' teaching background in Panhandle area schools' manual training departments.

E. V.'s brother, M. V., came up with the idea of setting up a highly specialized cabinet shop. The boys had worked with their father, Charles E. Ward, in the summers and taught school in winters until M. V. persuaded the others to join him and combine their talents for custom cabinet work among other services.

They started off by buying out the Case Planing Mill and adapted the equipment to doing their needs in cabinet making and lumber finishing.

Ward's sold out all the original equipment in 1950 and put in all new equipment in power machinery. They have portable equipment they take on construction jobs and keep stationary equipment in the shop.

The firm started out with a 24x32 - foot frame building on Starkweather and Craven, which they enlarged three times before building their own new building across the street — 80x96 feet which now has a total of 10,000 square feet of space with the storage they have at the rear now.

E. V. carries on alone since the death of his brother and father. M. V. passed away in the fall of 1953 and Charles passed away in March, 1958.

The business now employs a staff of five besides E. V., and in busier times it has had as many as eight carpenters and cabinet makers on its regular staff. E. V. has annual payroll that ranges from $30,000 to $40,000 a year.

"We strive to keep our little crew busy rather than keeping a big crew and sitting around," he explains.

Long experience symbolizes the staff. Vernon Langley has been with the firm 21 years, and James Gray has been with them 17 years. L. L. (Les) Davis and Billy Light are credited with a dozen years of service with the firm, while Charles Kilgore, a two-year man, rounds out the staff.

They do work of all sizes and calibres. The Pampa Clinic is the biggest job they've done and they have contracted several homes in the $50,000 class here. They have constructed homes ranging from small 700-foot GI and FHA dwellings to some of the largest in town.

They also do a lot of customized remodeling.

But their total scope is a measure of the magnitude of Pampa and the total of what it has to offer to people of the area. The versatility of Ward's is just another example of the fact that it takes a lot of outstanding individuality as well as talent to make for a progressive community.

Ollie Hare Men's Wear Backed By Years Of Service

Pampa's Ollie Hare Men's Wear has been part of the local scene for slightly less than two years but represents a tradition dating back a quarter of a century and exemplifies what industry and enthusiasm can do in the Top O' Texas.

Pat Watson is partner - manager of Ollie Hare, which was part of a two - town, multiple operation founded by his father-in - law which was consolidated to the one outlet at the time of Ollie's untimely death July 26, 1951.

The Ollie Hare story is an interesting one for the Panhandle area because it reflects what can be done with the opportunity of the Top O' Texas when a bit of ingenuity is applied.

Ollie was a Borger barber back in 1935 and he dabbled on the side with a rear - of - shop tailor shop and featured wall racks with a selection of samples from which he sold custom - made suits and hustled a few more dollars of living money through organizing shoe clubs on a 50 cent payment plan.

He became a full - fledged men's clothing merchant when he got in a thousand dollars worth of neckwear, probably due to a salesman's slipping in an extra cipher, and decided to sell it instead of return it.

At any rate, Ollie not only had built up a formidable men's haber dashery business in Borger by the time he sold it the day before his death, but he also was partner with Pat in a children's shop and also had a ladies store in Borger.

All the other stores besides the Pampa venture were sold as the family consolidated Ollie's holdings during his long, hopeless battle with cancer.

Watson had worked with Ollie in Borger for a while but he and June, his wife, had gone to Phoenix to run the Ken Flowers Men's Store for a couple of years before they decided to return to establish another Ollie Hare's in Pampa in partnership with Ollie. Mrs. Hare remains a partner in the firm.

Pat has the assistance of three other regular staffers besides extras they take on for rush periods. Darrel Seitz and Charles Martin are full - time salesmen, and Leana Pearl Reed handles the alterations department. The store contributes around $20,000 a year to the economy of the area in the form of annual payroll.

They feature such famous brand names as Hart, Schafner and Marx and Shoeman in suits, Dobbs and Stetson in hats, Mayfair, Hershey and H. S. & M in slacks, Manhattan, Mr. John, Jayson and Excello in dress shirts and sport shirts; Don Loper, Munsingwear and Rich Guild knitwear, Pendelton and Jantzen sportswear and Nettleton and Weyeberg Massagic shoes.

The firm owns the entire building which embraces the entire corner which is called Pampa's "Fashion Corner," where Ollie Hare, Wright's Fashions and Ford's Boys' Wear are connected on the interior for convenience of shopping all three stores without having to go outside. Each have separate outside entrances, of course.

The arrangement was possible through Hare's acquiring the old Ideal Food Market building and remodeling it to accommodate three business firms.

C&M TV, Furniture Expanding Business

Evert Carmon not only has fashioned an almost unbelievable growth story with his C & M TV and Furniture store in Pampa but now is embarking on new chapters in progress with a similar venture at Perryton.

Carmon's Pampa carreer began in 1952 as an exclusively television sales and service outlet but catapulted into the full home furnishings lines he now features as business and available store space permitted.

The Perryton business made its debut the first of November, under the banner "Carmon's Fine Furniture and Carpeting" and establishing such key personnel as Bill Newbrough as manager and Jerry Stout who have been helpful in assisting the Pampa growth experience to date.

Evert had an RCA television store which utilized a 25x80 - foot building and by the middle of 1953 he projected himself into the full RCA and RCA Whirlpool electronics and appliance line, even expanding the appliance offerings with another major line which he held until electing to go exclusively with the RCA family about three years ago.

The furniture department came first in 1958 as a cautious, experimental sideline. But he had run-enough of a test on it to be sufficiently enthused that he felt his next step — an "explosive" jump into super marketing potential made possible through the availability of the Furr's downtown super market location — warranted taking on big space and going into furnishings in a big way. In these he stresses name brands and quality lines of furnishings and carpeting.

Carmon is using all 35,000 square feet of the store and finds the handy off-street parking space additionally advantageous to his Pampa progress story. They now are the largest store of their type in the entire Top O' Texas area —in fact, within a 2500 square mile area.

His staff has grown from two or three aides at the outset to a complement of 14 people at Pampa (now to be stretched out by four more on the Carmon payroll in Perryton). Thus, he has swelled from hardly $15,000 annual payroll back in 1952 to a figure that would stack up to a total more like $100,000 per year now.

Besides assistance of his wife, Mary, and full-time attention of his own, Evert has services of Earl Crouch as store manager and Chunky Leonard as sales manager with seven years background with C & M as key personnel.

Others on the staff include Norman Quick, service manager; Don Goff, TV service manager; Dave Coddington, salesman; Dona Cornutt, accounting department, and Monica Merrick, bookkeeper.

Mary is the store's cedit manager.

C & M has a reputation for one of the town's most enthusiastic traffic-drawing promotional firms and their annual "Midnight Marathon" program in December which entails night - shirt - clad staffers pitting wakefulness against that of customers who test their endurance for late hours attracts a lot of attention.

Indeed, they have an everyday fare in merchandising which is unque for the entire Panhandle area for its magnitude. For instance, few similar firms have the precedent of bringing in 300 tons of freight in one year, such as C & M does. This carload buying on all their stock-acquisition, explains Crouch, the manager, brings along discounts which enable this to sell at full markup on a basis up to 25 per cent below normal prices.

The business concentrates on large purchases, taking lower markups and shooting for volume, and three years of this method has produced amazing results for Carmon.

While carrying on a busy store operator's life, Carmon also finds time for a big schedule of civic activity. He's active with the Downtown Kwanis club (he's a past president of Kiwanis at Minco), exalted ruler of the Elks lodge, and a member of the Chamber of Commerce, Country Club, Pampa Club and Masonic Lodge and member Church of Christ.

Evert and Mary have three children, Sharon, Randy and Sandy.

Earl Crouch, who is manager of both stores (Pampa and the new one at Perryton), has been with the firm for three years, coming to the organization after four years with SIC. He had been the manager in Pampa and also with the Amarillo office. He is a native of the Panhandle area and went to Pittsburgh University and Carnegie Tech.

Chunky Leonard is the oldest employee on the staff and he is general sales manager. He, too, is a native of the area, having grown up in Mobeetie in a family of six children. He has two brothers who are Baptist ministers and another a major in the Air Force. Leonard is considered one of the top salesmen in his line in the Top O' Texas.

Bill Newbrough is another finance company "graduate," having come to C & M from the G.E. Credit Corporation, having had six years service as field manager for them.

E. F. Tubb Offers Area Grain Space

E. F. Tubb has built up a small coal and wheat storage business at Kingsmill from a one-man operation to one offering the Top O' Texas nearly a third of a million bushels of additional storage capacity.

Tubb has an array of new steel buildings for storage and has expanded from a small wooden elevator with only 12,000 bushels' capacity through the expedient of "adding a little every year."

E. F. Tubb Grain Co. has been present in the area since 1935, and Tubb got his start by buying out the old Eckla Grain Co., picking up prior experience in the area as a rancher.

He handled coal and grain when he first started, storing coal in an adjacent warehouse and dabbling a bit in wheat during the harvest season. By having the fuel business in season, Tubb rounded out the business which kept him active the year around.

Now he employs two and himself regularly and the staff doubles during the couple of months of harvest season. His full - time aides are F. O. Keeton and R. A. Gault. He is exclusively a grain dealer and storage man now and also does considerable seed treating. Mrs. W. L. Smith is bookkeeper.

Tubb kept books for the Farmers Elevator at White Deer for years before entering business himself at Kingsmill. He took over the elevator from the cooperative which owned it on a lease for a couple of years before he bought the business.

MOBILE HOMES ...Your Key To Modern, Luxurious Living





FLOYD PLETCHER
Pampa Manager



PAUL PLETCHER
Founder



TOMMY PLETCHER
Perryton Manager

Also Specializing In Rebuilding, Repairing and Coustomizing Trailers

Besides doing a lot of insurance work on repairing and rebuilding wrecked trailers, we also customize in our modern and completely equipped facility which draws units from a five-state area. We handle four famous makes in new trailers — Sheraton, Aircraft, Great Lakes and Skyline.

Thanks For The Chance To Grow With A Progressive Area...

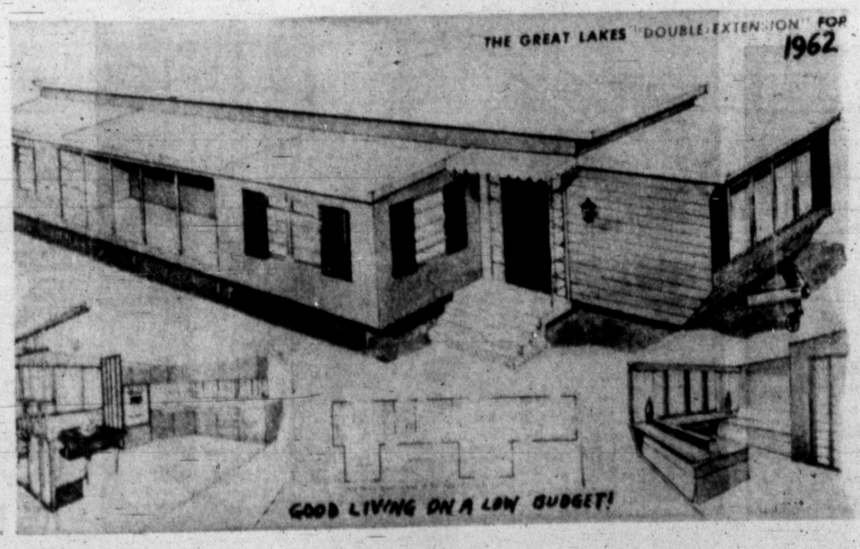
Our business was founded in 1955, but the tradition carries back 14 years ago when Paul Pletcher founded our first trailer sales outlet in Perryton and made our debut in Pampa in 1951.



New Chapters A-Comin' In O U R Progress Story!

We are now in our new all-steel bulding which is 50x100 feet in size and we'll be adding finishing touches the first of the year. We will utilize the extra space for storage and display of used furniture taken in on trades for new trailers.





BEST TRAILER SALES & SERVICE

PAMPA-PERRYTON

WEST OF CITY MO 4-3250

Coronado Inn Symbol Of Pampa's Progress And Unity Of Effort

Coronado Inn poses as an actual living shrine to the progressiveness and togetherness of the Top O' Texas.

When its formal opening was held a year ago last January it marked the climax to 12 years of planning, dreaming and doing and involved the physical efforts of 392 fund-raising local boosters and the generosity and faith of some 1,400 investing local citizens.

The magnificent $1,350,000 plant actually enters Pampa into a new era — that of a general convention headquarters for not only the Top O' Texas but for a vast five-state area. The presence of the hotel lends the attitude of a small convention city to Pampa, which is in a most handy geographic position for regional organizations in the many-state zone in which the community nestles.

Indicative of the possibilities is the fact that the tri-regional Junior Chamber of Commerce convention will be headquartered at the Coronado right after the first of the year . . . or the recent Business and Professional Women's session in late October which hardly would have been lured to Pampa before the Coronado came into being.

More evidence of how Pampa can be pegged as the place to go to see folks you know is this schedule of conventions which were brought here in the 1961 season:

ASC agricultural meeting, drawing 150 persons; Chamber of Commerce Managers of West Texas, 100 attendance; Episcopal Diocese of Northwest Texas, close to 400 registration; District Rotary convention, 300 attendance; Federation of Women's Clubs meeting, 150 attendance; Highway 60 Association meeting, 100 attendance; Lions convention, 500 attendance; Duplicate Bridge tournament, 125 attendance; Region Five Desk and Derrick Seminar, 60 attendance.

In addition Coronado poses as a veritable social center of the busy Top O' Texas, because it is beginning to be the meeting place of informal parties including large meetings of ladies bridge clubs, such civic luncheon club sessions as Rotary, Kiwanis, Optimists, Toastmasters, Altrusa, Newcomers Club and Desk & Derrick club.

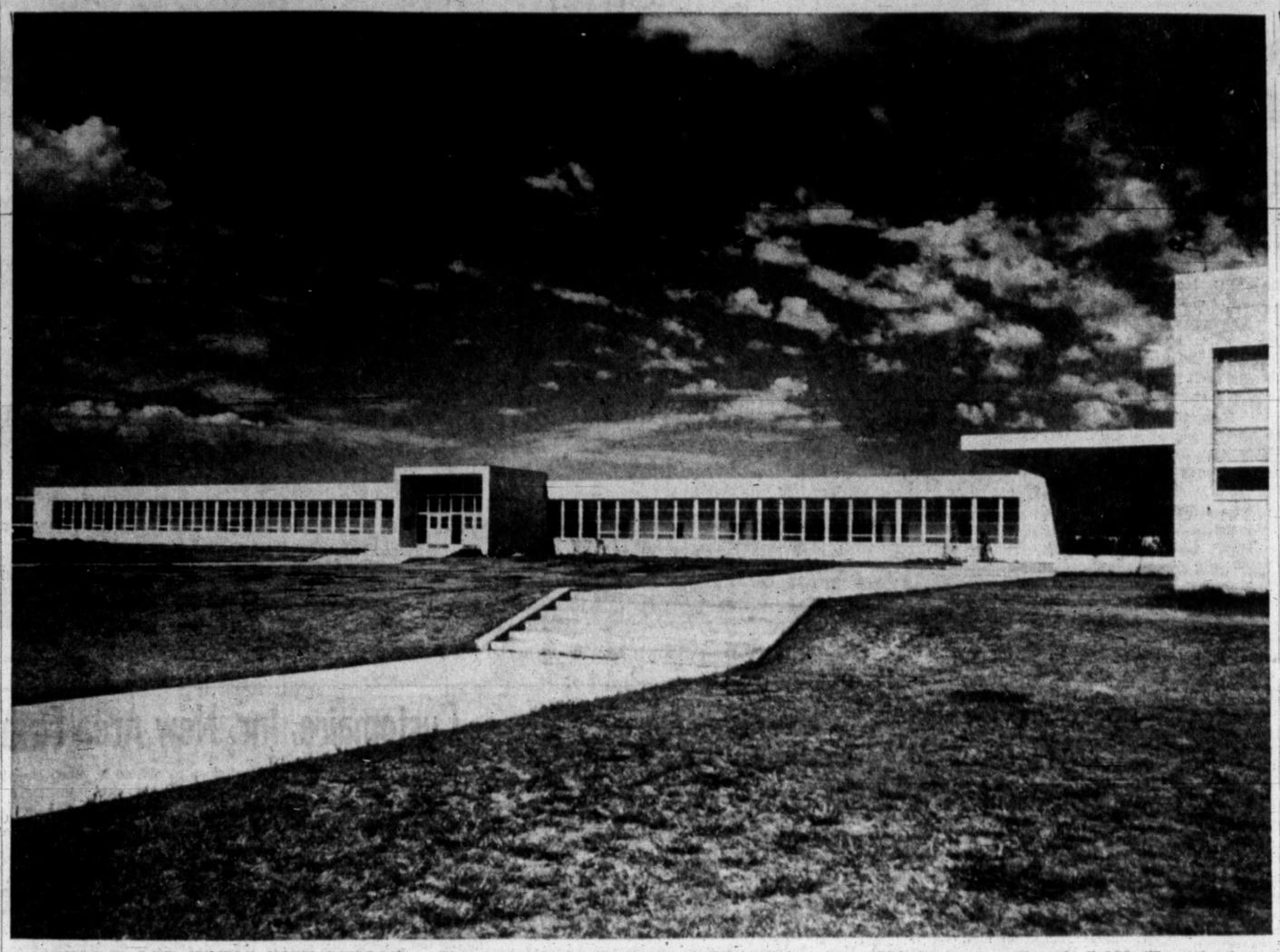
The firm's regular dining facilities can accommodate up to 175 persons at the same time, and the Starlight room — designed as a large ballroom — can accommodate 300 for dinner. They have smaller party rooms, such as the Quivera and Cibola rooms which will accommodate 40 apiece and about 20 can use the Emerald room for dinners or meetings.

One of the most outstanding facilities of the Coronado and its convention handiness is its unlimited off-street and off-highway parking. They have paved lots actually taking care of 300 cars and adjacent and nearby parking can handle a lot more vehicles.

Perhaps among the most beckoning features of the Coronado is its complete convention service, wherein the staff actually takes over and does the clerical details through inviting, pre-registering, sending brochures, handling reservation cards, etc. This proves to be a most advantageous service for small organizations which do not have trained staffs to handle these details.

Another favorite with the visiting delegates is the fine fare the catering services of the Coronado provides through the direction of George Mason, head chef since the Inn was opened. Mason has a long background of successful catering and has been in charge for such hotels as the Muehlebach and President in Kansas City, Brown Palace in Denver and Antlers in Colorado Springs.

James J. O'Connor is the new manager of the Coronado Inn, having ultimately succeeded Stuart Kines. Leo Nelson had been temporary manager for the interim since Kines resigned last spring to assume management of a Masonic home in New England, and O'Connor's appointment was effective in early November.



ROBERT E. LEE JUNIOR HIGH SCHOOL — This junior high school, completed in September, 1958, has an enrollment of 922. The school is located on Charles St. and is one of the most modern educational plants in the Panhandle. Jack Nickols is principal.

O'Connor came here from Trenton, N. J., where he had been manager of the American Hotel Corp. Stacy - Trent Hotel. O'Connor has a 10-year background in hotel management.

The hotel accommodations provide for 100 units and up to 175 persons at one time, featuring suites, connecting rooms, studio rooms, sample rooms and everything is air conditioned, with room phones, television and a comfortable, casual atmosphere amid its Danish modern furnishings throughout and a contemporary decoration scheme.

It is a beautifully landscaped plant, featuring a kidney-shaped heated swimming pool and facilities to afford entry to the rooms via drive-in approaches to enable the tourist or guest to have the same handiness of a motel, yet experience the lush surroundings and services of a hotel through the inner corridors which serve the guest rooms, the lobby, the coffee shop and dining rooms, the business firms which have leased quarters within the plant and the party and private dining rooms.

The Coronado requires a staff of 62 personnel to serve the multitude of comforts and accommodations to provide for its guests, its dining customers, coffee shop patrons and banquet and convention facilities. Indeed the Inn it self contributes around a quarter of a million dollars a year to the economy of the area as payroll.

Besides O'Connor and Mason, the key staff members are Mack Harmon, engineer; Mrs. Nina Board, housekeeper; Bobby Wilson, food steward and Joyce Hardin, auditor.

The starfish slides its stomach out of its mouth, surrounds it with food and then pulls it back into its body.

About 45 per cent of the population of Hawaii, 50th state, is composed of people less than 30 years old.

The Indian population of Arizona is the largest of any state in the Union.

Xerophytes are to be found in the desert. They are plants adapted to growth with a limited water supply.

White Deer Folk Took New Start After Big Storm

Old-timers of White Deer say the disaster of the June 8, 1951, tornado probably was the motivating factor in the rebirth of the little town which now shows signs of growing up past any magnitude it ever had in earlier heydays.

"We all were coasting along on the contentment a person gets with having a little bit and blindly failing to look ahead to improvement in the future," a businessman in White Deer explains.

Then when the tornado struck and tore down a lot of those shacky little homes, some of the fellows woke up and built back larger and nicer places. This caused others who weren't affected to seek more showy places and a building burst began.

Dick Hughes, who grew up in White Deer but by this time was centralized in Pampa, spearheaded much of this construction, and White Deer began to achieve homes valued from $15,000 to $50,000.

Now the town is in the phase of enthusing precedents which point up some interesting potential which would spur new building.

Candidly, there is a program on the drawing boards right now which would entail construction of 200 new homes in a project to accommodate advent of prospective new industry. News releases already have tabbed the area as the locale for a new helium plant.

In addition the business district is getting stronger and more versatile and the skeletonized main drag of a few years ago has been "filling up" with a diversity of businesses.

There has been more than spasmodic remodeling, redecorating, new construction and "new-fronting" going on in White Deer in the past year. Spearheading this has been the new bank building and the eminent outlook that the bank business alone has doubled in resources and their loans for progress-keyed activities have nearly tripled.

Yes, there's enthusiasm in well there should be.

NOW...Feed Lot Operations

To Lend More Personal Impact

In Our Growing Position Of

THE PLACE FOR YOUR BEEF



Elmer Fite and Bill Calloway, meat market manager, shown with cattle they are feeding at Moody Feed Lots. Below, Bill and Vendel Matthews are shown processing a half beef. Howard Reed (left) is assisting.



BEEF HALVES AND QUARTERS

Cut and Wrapped for Your Home Freezer...

TOP O' TEXAS in TRANSITION

FITE FOOD MARKET

1333 N. Hobart MO 4-4092

Ward's Pampa Store One Of 600 In U.S.

Montgomery Ward & Company has nearly a third of a century of Pampa's tradition, actually helping to spearhead the development of the Top O' Texas from hamlet proportions to a significant merchandising center.

The Pampa store is one of some 600 retail stores with which Wards serves the key merchandising areas of the nation, and its catalog department is augmented by countless catalog order stores in towns in which Wards has augmented its representation.

The Wards opened in its present location in December, 1929, and since has grown in magnitude to the point that it provides selections for customers from 12 distinctly different departments and enhanced now by three floors of display space in the main store and an automotive and appliance service annex which doubles with warehouse space.

Wards utilizes a total of 26,600 square feet of space to convenience their growing clientele of customers in the Top O' Texas. Positive evidence of this is the fact that they are now doing three times the business they experienced at the outset and still are amid a much more diversified business district in which stores offering similar merchandise have multiplied many-fold.

Another barometer of their growth is the fact that an original staff of maybe a dozen personnel now has grown to 37 staffers who might well be augmented by several other-part - time aides during peak periods.

Bill McComas has been manager of the store for the past seven years. He has been with the organization for 15 years and the fact that he's a Penney's "graduate," having grown up in soft goods merchandising with them in Wichita over nearly a nine - year career before joining Wards.

Bill came here from the Ranger store. He was an assistant manager with Wards for about two and a half years before he got his first managership at Leavenworth, Kan. His first store assistant managership was at the historic Maryville store — Wards first retail store — in April, 1948. He also was assistant manager at Joplin and Springfield, Mo., before coming to Texas.

They now utilize 16,000 square feet in the two - story building and mezzanine which is the main store. The separate building which serves as their auto and appliance service center was acquired about five years ago.

Wards offers a full line of men's, ladies and children's clothing, home furnishings, appliances, automotive supplies, plumbing supplies, building mattrials, hardware, paints, housewares, toys and soft goods in their department store operation.

Their gift lines and toy department reaches a significant peak in selections available for the Christmas season.

McCormas has the able assistance of Paul Tucker, the assistant manager, and key personel with long experience are N. F. (Woody) Woods, tire department manager, here 26 years; Artiie Lee Smith, catalog department manager, here 21 years; Alice Mille, invoice records clerk with the company 32 years and seven of it here; M. M. Wylie, warehouseman, 13 years experience, Ruth Moseley, fashion department head, 13 years.

Recent expansion of Wards Texas facilities, which is featured by a 15-acre plant which was just opened in March, 1960, enables the Pampa store to have two-day delivery on anything the organization carries and thus enables them to utilize space here for freshest merchandise in even greater areas of selection and more imposing display.

The firm's impact on the economy of the Pampa area is doubly significant because they not only provide real budget selections in commonly needed merchandise but also contribute to the area's buying power through pouring more than a fifth of a million dollars worth of paychecks into the Top O' Texas. Growth in payroll can be viewed as most outstanding because Wards probably paid less than $1000 a month to their help in Pampa when they first started in business here.

Wards has an 89-year history in the United States. They started out in the second story room of a Chicago business building in September, 1872, publishing a one-sheet mail order circular.

Today they are a multi-billion-dollar business which ranks among the top 10 of the nation in total gross sales.



PERRY LEFORS AIRFIELD — Shown here is an aerial view of the Gray County airport located north of the city on Price Road.

Roberta's Flowers Keeping Up Steady Expansion Program

When Roberta's Flowers was founded in February, 1955, it ultimately paved the way for two florist shop employees to attain their lives' ambitions of having their own business.

As it happened, Mrs. Roberta Pugh was the first to attain the goal as her partner at the outset was Mrs. Ouida Thomas, and J. C. Hopkins was a staffer with the new florist shop.

But J. C. bought Mrs. Thomas's interest in 1957 and has carried on in a steady growth program ever since.

Both Roberta and J. C. had been out of flowers briefly just before the new business was launched. Roberta was a full-time housewife and Hopkins was with Zale's, but the advent of Roberta's Flowers enabled both to return to their first love in the career world.

They specialize in weddings and in parties, and are equipped to do a complete wedding service — from the direction of the rehearsal to the wedding itself. Their services include the items of decor, runners and all the items which add the final touch to carrying out the wedding in proper which add the final touch to carrying out the wedding in proper style.

They have a staff of six, counting the owners. Personnel include Cecil Gill, arranger on the staff since 1956, Vera Cornett, designer; Mrs. (Pat) Hopkins, bookkeeper, and William Gary, delivery.

The firm is a member of the Florist Telegraph Delivery, Southern Florists Assn., and Roberta represents them in the Texas State Florist Assn., while J. C. is a director with the West Texas-New Mexico Florists Assn. elected at the meeting at Lubbock this year.

Hopkins is active with the Jaycees and the Kiwanis club.

They have built up outstanding acceptance in brand names which they have featured through the years. They handle Airline radios and television, Signature appliances, Riverside tires and batteries, Power-Kraft tools, Hawthorne bikes, Hawthorne guns and sporting goods, Golden Brent in better men's wear, Carol Brent in better women's lingeries, Carol Bent in fashion dresses and coats and Pinehurst shoes.

Customaire, Inc. New Area Firm

Growth is the keynote of the fine progress story of Custom Aire, Inc., which has stretched out into a dual operation in the short space of two and a half years in business in Pampa.

Owners of the business are C. O. Drew, R. D. Wilkerson and Ray Browning, with Ray performing as the general manager of the business.

They carry on a contracting business in heating and air conditioning installation and service plus custom sheet metal.

Just this year the organization took on new magnitude by buying out Jack Chisholm and adding the facilities and services of Trail Electric to what they have to offer. This electric contracting firm is a direct subsidiary of Custom Aire, under Browning's management.

And now the organization features a total staff of eight personnel and has a payroll that's close to $50,000 a year. That represents a growth from three or four staffers who collected some $20,000 in paychecks their first year in business.

Here are the key people: Everett Peace and Max Alexander are the tinsmiths, Warren Welt, refrigeration service man, Johnnie Denton, electrician, and Pat Prosser, bookkeeper and office manager.

The firms feature the brand names of G.E. in heating and air conditioning and Tappan in electric built-ins. They just a few months go moved from their original location at 513 South Cuyler to 1433 North Hobart where they have almost twice the space. They have a 50x140-foot building and devote about three fourths of it to workshop needs — dividing it about half and half between the two different firm names.

Read the News Classified Ads

Hom And Gee Store Contributes Much To Progress Of Area

Business School Helpful To Area

Pampa has the convenience of a business college because the the J. J. Rances decided Pampa might have the type of future they desired to share and they came to establish their own institution Jan. 3, 1952, after 30 years of background on staffs of similar schools.

Both J. J. and Jessie L. Rance are active in the Pampa Modern School of Business and offer such instruction as shorthand, transcription, business English, office machines, bookkeeping and accounting, typing (including electric) ad business mathematics.

Rance was instructor in Draughon's School of Business in Houston for a year and was an instructor with Hartnett School of business in Hammond, Ind., as well as with the Gates school at Waterloo in his 30-year background in schools before coming here.

He also had served a superintendent of schools in public systems.

They started out above the Empire Cafe for the first year they operated the school, and moved to the present location after that. They lease the building but own all the personal property connected with the school.

They have had a peak enrolment of 59 students and have an average enrollment of around 45. They started out with 12 students and five typewriters, and now have 32 typewriters and five electric calculators.

They provide six to nine-month courses and help their students prepare themselves for gainful employment. The school operates as a free employment bureau for the students and the Rances try to assist in attaining ultimate placement — letting the graduates capitalize on their full capabilities.

George Hom has compiled an interesting growth story at Hom & Gee's Grocery in Pampa, now doing about three times his original volume and expanding his staff to the point where he now is pouring about three times the dollars into the buying power of the area on payday!

Hom came here in 1948 from Mississippi and with Tommy Gee bought out Brannon Grocery. The store was a 45x35-foot plant and had been in business here about five or six years when Hom and Gee came here.

They only had two or three employees at the start and a payroll amounting to no more than $9000 a year. Nowadays they hand out around $30,000 a year in payroll, while employing a staff of eight.

George has full-time assistance of his wife, Jane, who helps in clerical and bookkeeping duties and his daughter, Mary, helps with checking. A. D. Speck is the meat department head, and Jerry Dickenson doubles as produce manager and assistant manager.

Hom & Gee carries about twice the original inventory through the convenience of having about half again more space. They increased the plant to 45x50 feet when a complete remodeling program was carried out in 1957.

Hom has been sole owner since 1958, with Gee going to Amarillo at the time, where he now is running a meat market.

Hom & Gee feature Affiliated Grocer connections and stress Del Monte and Shurfine brand names while offering the personalize service of custom cuts in th emeat department. They have more than 100 feet of refrigerated display space — 32 feet of custom and self-serve meats, 19 of produce, 16 of frozen foods, 16 of double-deck dairy bar and eight of ice cream.

Six of every seven households in the U.S. have at least one television set.

Read the News Classified Ads

41 YEARS of PROGRESS

We are not the oldest established business in Pampa, but we are next to the oldest under the same ownership.

We have seen and helped Pampa grow from a population of less than one thousand to its present five thousand.

We are wholesale distributors for a-ten county area, featuring nationally known brand names in everything from cigars, cigarettes, tobaccos, paper goods, shelf drugs, soda fountain supplies, and other various items of merchandise.

We are thankful for the opportunity to have had a share in the growth and progress of this area.

Clyde F. Fatheree, Gene Fatheree — Owners

W. C. Brown, J. L. Bain, G. R. Fugate — Sales Representatives

Delin Griffin — Warehouseman

PAMPA WHOLESALE Co.

L RANCH MOTEL



RUBY AND BYRON HILBUN, PROPRIETORS
Cordially Invite You!

HI-WAY 60-152 EAST
MO. 4-4629

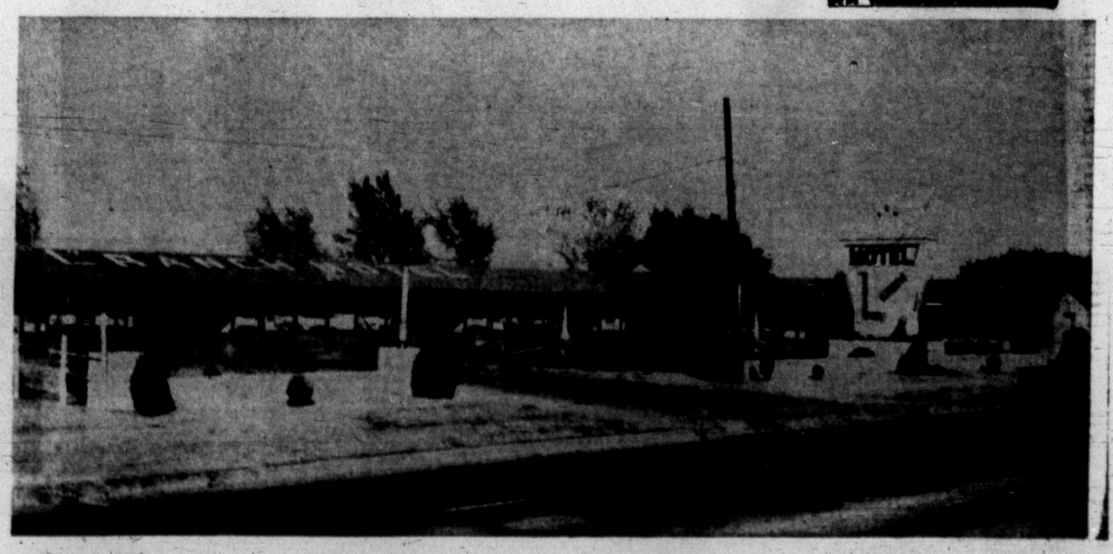
AAA

HEADQUARTERS
fo the
COMMERCIAL MEN
In The
TOP O' TEXAS

We feature the utility of 16 units with wall-to-wall carpeting, refrigerated air conditioning, vented wall heaters, TV and telephones in all rooms, carports, vibramatic mattresses and cordially invite you to make the L Ranch your headquarters for social company or for sales or factory repesentatives you have occasion to do business with.

PROGRESS WITH PAMPA AND THE 12 YEARS OF





Sears Store Provides Access To All Kinds Of Good Merchandise

Pampa has a "chunk" of the nation's largest business in the catalog order store of Sears which has been here since June 8, 1953. Incidentally, Sears is celebrating its Diamond anniversary this year.

Sears Roebuck & Co. sold upwards of five billion dollars worth of merchandise throughout the nation in 1960, and the local catalog store is near maximum of its type operated by Sears in the nation.

They have an impressive array of hard line and soft line goods on display here. They utilize almost the entire floor space of a 25x125 foot store for display and working area, and, incidentally, anything they have on display is available for immediate purchase.

Opal Stevens is manager of the store, and she has been on the staff ever since it opened. She left the head cashier's post with Southwest Investment when she "joined" the Sears family at the time the store was opened by Mrs. Nadine Arney, the original manager who stayed for the first two years. Mrs. Stevens was originally assistant manager.

They have a staff of nine personell and occasionally pick up extra help for peak periods. Thus, Sears contributes some $36,000 a year to the economy of the area in the form of paychecks.

Mrs. Mavis Bybee is assistant manager, while Mrs. Ora B. Elem is credit manager; Laulene Stewart, assistant credit manager; Mrs. Mary Cantrell and Maxine Jeffers, phone clerks; Pauline Kerr, sales clerd; Lowell Stevens, service manager, and Richard Taylor, porter.

The store's growth in Pampa can be visualized when noting it is doing between six and eight times its original volume, and growth of staff from an original five (about $15,000 a year payroll) to today's basic nucleus of nine.

They stress featured lines each month and the stock they show sticks close to items of most continuous popularity in the Pampa trade territory.

The overall Sears store is nothing short of fantastic. The organization had its meager beginning back in 1886 in Spring Valley, Minn., when young Richards Sears was railroad telegrapher and was cognizant of the fact that the local jewelry had refused a shipment of watches. He got a "buy" and sold the watches so handily he ordered some more, soon having a flourishing watch business.

To get more centrally located in a large city, Sears moved to Chicago and ran a classified ad for a watch repairman. Alva C. Roebuck answered the ad; hence one of the most famous names in the world in mail order merchandising.

It might be added that Roebuck's inauspicious beginning was at a salary of $3.50 per week plus room and board.

They got into the mail order business and branched out into other merchandise quickly. The ideas was such a hit that in 1893 the firm sold 400 million dollars worth of merchandise and by the next year the gross was up to 750 million.

Actually, the firm's business was so teriffic that they encountered growing pains that could have put them out of business quickly if they hadn't brought Julius Rosenwald into the organization. He streamlined the business to establish efficiency inhanding orders.

They were getting all the orders they dreamed of, but it was taking at time as long as four months to fill them.

Indeed, one experience typifies some of their problems:

One customer wrote to Dears, "For heavens sake, quit sending sewing machines. I've already got five and I don't know what to do with them!"

In 1906 Sears built a five-million - dollar mail order plant in Chicago. In 1925 they made an experimental switch into retail sales, setting up a pilot store in Evansville, Ind., just to test our what they could do in a large city with a retail outet. It caught so fast and so thorcughly, by 1930 they counted 53 per cent of their total business with their network of retail stores.

By about 1934 they began putting in catalog order houses such as the one in Pampa to offset the retail stores in larger cities. Now the mail order houses and the retail stores have pool stocks and utilize tremendous warehouses which further enhance the buying power of Sears.

Another interesting factor about Sears is its employee profit-sharing program. Each year the corporation contributes part of its earnings to the employee profit-sharing fund, and the trust fund is put to work under the surveillance of a managing group which invests in blue chip stocks.

They are investing in Sears stock, too, but not making a run on it to cause it to spurt up artificially. The employees own 22 per cent of Sears stock today and under the present trend they'll own the company which employs them.



CORNERSTONE CEREMONY — This photo taken in the early 1920's, shows the laying of the cornerstone of Pampa Junior High School on Browning St. At the right of the school is the Old Red School which was torn down recently, to make room for more recreation area. F. P. Reid, mayor of the city at that time, lived in the house shown at far right of the photo.

Fite Super Market Adds Personal Touch

Elmer Fite has a continuing progress story at Fite Food Market which exemplifies the transition stories that compile much of Pampa's future.

Fite Food Market is one of the Panhandle's most aggressive independent food stores, and has fashioned a remarkable growth and expansion record in its seven years on the local scene.

Actually, the store itself existed earlier as one of the units in a chain operation until consolidations prompted the previous owners to offer the store to Elmer. Elmer laughs as he recalls that he came over merely to "look with the prior determination that I wasn't going to buy" but he went home that night the owner of a store.

And he started off "full speed ahead" in his determination to make Fite Food Market a fixture in the traffic trends of Pampa clientele to the north side. One can readily visualize his strong sway of influence along those lines by recollecting that Fite's was adjoining a maize field when Elmer first took over.

One need only to note the shopping strip which exists on Hobart street northward to visualize the momentum Elmer has spearheaded.

Even the fact that Elmer got slowed down to a hobble by circulatory troubles which ultimately caused him to have to become a double amputee didn't dampen his enthusiasm for pressing his business forward toward new vistas of expansion.

For instance, Elmer's way of combatting his physical ails has been to get himself busier "so I wouldn't have time to begin feeling sorry for myself" and in this measure he has enhanced his meat department through turning to commercial feed lot operations so he might oversee feeding out the cattle which go through his own meat processing operations.

"We make it so personal," he confides, "that we pull out a half beef and cut off whatever you want!"

To further this growing meat operation he's contemplating about a 10x20-foot annex to the side of the building to afford more beef processing space. He just completed an elegant mahogany paneling redecorating job in his office, now carpeted and with TV!

The fact that he doesn't own the building is no deterrent. Elmer has already put on a 1200 square foot addition to extend the building to the alley to provide more elbow room to enhance refrigeration expansion he needed.

"I needed the space and just put it on . . . I'll just give it to the owner when my lease is up," he says.

Elmer has a complete super market from drug lines, to soft goods to foodstuffs that even offer the exotic. "Come in and I'll even show you fried worms and chocolate coated ants," he invites.

Elmer admits he put in such "different stuff" for conversation pieces and it turns out that "customers buy them, too."

The store had a basic 4000 square feet, plus the 1200 Elmer has added. He has self serve and also a service counter for red meats with a total of nearly 200 feet of refrigerated display space as well as three large walk-in areas for cooler as well as sharp freeze needs.

He devotes 50 feet of refrigeration to meat display, 40 to produce 40 to frozen foods, 30 to dairy, 20 to ice cream and a special 10-foot frozen juice department.

Elmer has the full-time assistance of his wife, Loraine, who is office manager, and a total of 10 on his payroll. Bill Callaway is the meat market manager, with Vendel Matthews being his assistant. Ray Williams is the grocery department manager, and Izetta Armstrong and Ronald Lynch are the senior checkers and they get help from all the department heads as needed. Pat Ritthaler is assistant bookkeeper.

They maintain store hours of 8:00 a.m. till 7:00 p.m. on week days (staying open an hour later on Saturdays) and stay open on Sundays from 9:00 a.m. till 6:00 p.m. with services of only a skeleton crew.

Fite's is an Affiliated Grocers store and Elmer is on the organization's board of directors.

Elmer's presence in the Pampa business fraternity represented a homecoming for him in 1954, because he had been with Standard Food Markets as manager before Ideal bought the store and launched it's Texas career with that operation.

Fite then joined the McCartt Super Market organization (since bought out by Safeway) and was on the staff of an Amarillo store for a while during the wait fo him to open the new super market in Borger in 1940.

He left McCartt's to enter the shopping center venture at Phillips and actually had two of them over a nine-year period. He owned the Buena Vista Community Center and the Phillips Business Center, operating a cafe, a drug store, two grocery stores and a dry goods store. During the war he employed 48 women and three "over 60"-year-olds and successfully combatted the difficult task of having enough help to keep the big operations going.

Accidental falls brought death to 18,700 persons in 1960.

Pampa Wholesale Co. Was Once A Sideline

Pampa Wholesale Co. was founded in 1932 as a sideline to Clyde Fatheree's family drug store operations and has emerged as a panhandle wide distribution setup which is located in Pampa.

Clyde Fatheree is in partnership with his brother, Gene, and Pampa Wholesale presents the remarkable story of a firm that started out in the basement of the family drug store and grew until it became the sole source of the Fatheree operations.

This was a remarkable feat in itself, because the Fatherees had operated as many as three drug stores at one time. They had been a part of the Pampa scene since 1920 and were proprietors of the Plains Drug Store in Dumas for nearly a quarter of a century!

The drug store career ended in 1948, and their father, V. E. Fatheree, had been a party to the versatile operation until his death in 1950.

Pampa Wholesale's original 40 x50 -foot space in the Rose building grew nearly triple when they moved to their present site in 1948. The stocks have been gradually increased until now they carry regular supplies of more than three times their original and they stress the nationally known brand names in everything in lines of fountain supplies, shelf drugs, tobaccos, cigars' cigarettes, candies and paper goods.

When they started there was a staff of two handling all the wholesale operations — a salesman and a warehousman. Now the wholesale business employs four besides the two Fatherees (who devote full time to it).

Their warehouse man is Dee Griffin, and salesmen who cover the territory are W. C. Brown, J. L. Bain and G. R. Fugate.

The Fatherees have been quite active in civic affairs. Each has been president of the Chamber of Commerce and both have been members of the city commission at different times. Clyde also has been a member of the local board of education and is a charter member of the Pampa Country Club.

Dances, Riding, Roping Provided Early Day Fun

"Never missed a set from sundown till sunup" is the brag of many early - day pioneers to the area as they reminisce about the all - night square dances held during the early days.

This was the primary form of entertainment then and the dances were held in school buildings and homes.

Transportation by wagon or buggy over long distances of ranchland made it useless for anybody to plan to go anywhere and come home the same night. So everybody went prepared to spend the night dancing.

Food for midnight snacks was prepared by all the ladies and music was furnished by a team of area "fiddlers." A good caller was in great demand during those days.

What about baby sitters then? They had never heard of them. Instead, parents would rig up the wagon with bedding material, load up the whole family and go to the dance. While the parents danced, the kids slept "snug as a bug."

Riding horses and watching regular cowboys match skill in roping calves were other forums of entertainment. The forerunner of the modern - day rodeo, these matches would be staged, usually, on Sunday afternoons with neighbors gathered around to watch.

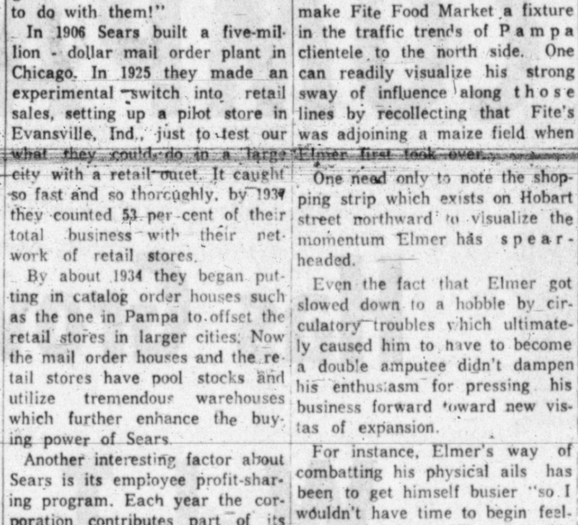
Community meals, particularly during the camp meeting revivals, were also high on the activity list. Many families, camping out on revival grounds, would pool their food and eat together between church services.

Visiting in the early days didn't mean "dropping" in" for an evening of bridge or a brief conversation over a cup of coffee. It was necessarily an all - night — or even an all - week affair. Again transportation played a vital role in this form of activity.

Despite all the hardships of travel and everything, however, old-timers recall that people had more time for visiting and enjoying each other in the old days.

Women would swap recipes and needlework patterns and discuss ideas on raising chickens, gardens and other domestic ideas. Women were horseback riders, too and they rode over to each other's houses rather than meet in the back yard.

Men also talked shop — cattle, farming, land — and while most of their working hours were spent riding horseback, punching cattle and other things that go with ranch life, they still liked to match their roping and riding skill in their spare time.



THUT HOTEL IN THE EARLY DAYS — As the only lodging place between Mobeetie and Tascosa before the turn of the century, the Henry Thut home in Lefors, pictured above, served as a line rider's camp for cowboys herding cattle or guarding fences in the area. The home also served as post office for Lefors for years. In the picture above are members of th Thut family. Left to right they are Mrs. Thut, Charlie, now county clerk, Henry, Jr., Annie (the late Mrs. C. P. Buckler of Pampa) and George. The Thut home was the only building in the townsite of Lefors until 1902 when the court house was built.



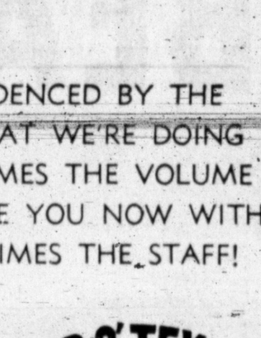
THE HOME OF THAT

EXTRA SPECIAL PERSONAL SERVICE and "COME BACK AGAIN" VALUES



AS EVIDENCED BY THE FACT THAT WE'RE DOING THREE TIMES THE VOLUME AND SERVE YOU NOW WITH THREE TIMES THE STAFF!

THANKS For The Chance To Share



A. D. Speck, our meat manager, is proud to provide you with the most personal service in town . . . and the finest cuts!



George Hom Jane Hom Mary Hom

Jerry Dickenson, produce manager, always has a tempting display of fresh fruits and fresh vegetables . . .



We have budget-considering prices in alluring selection of every day needs in just any kitchen. We feature such famous names as Shurfine and Del Monte at every day low prices. Come in and see how the cash register tape shows the reason why more and more are shopping here . . Buccaneer stamps too . . . double on Wednesday!

HOM & GEE GROCERY

421 E. FREDERIC MO 4-8531

McCarley's Jewelry Store Head Studies To Be Gemologist

Paul McCarley provides Pampa with the services of one of the Panhandle's few gem specialists while earning McCarley's Jewelry the reputation of being the area's "diamond merchant."

McCarley is pursuing the formal studies for a gemologist rating and is just a few weeks away from final qualification in the diamond course. To round out requirements of a gem specialist qualified in all rare gems, Paul figures he needs a little more than two more years of advanced study.

McCarley's has compiled a 32-year tradition in Pampa, having been moved here from Borger by his father, Ell McCarley back in 1928 as the second store in the McCarley "organization." After about a year here the senior McCarley was extra-enthused about Pampa's potential and so he closed the Borger store in 1930 to devote full time to the one here.

McCarley's first was in the old First National Bank building and moved to the present site in about 1940.

H. E. McCarley came into the store with his father in earlier years and became successively a partner and then sole owner in about 1932, and Ell left Pampa for a while to try ventures successively in Mineral Wells and Longview before he elected to return to the old "home town."

With his father available, H. E. decided to turn management of the store over to him so he might do a bit in ranching and eventually sold the store back to his father in 1953.

Paul by this time joined the staff and early in 1960 when Ell was killed in an auto accident he became a partner in the firm, assuming directorship [illegible] jewelry department [illegible] as sales manager and [illegible]

The store has Paul's mother, Bonnie, also a partner, as a regular staffer, serving as bookkeeper and saleslady, and Tom Stein is watchmaker. Opal Marshall is bookkeeper and they have one saleslady.

McCarley's is a complete line gift store, featuring the finer lines in the way of sterling, china and crystal besides the familiar watch and jewelry items.

They handle such famous brand names in sterling silver as Reed & Barton, Gorham, Lunt, Towle, Heirloom and International. In china they feature Spode, Wedgwood, Lenox, Royal Worcester, Royal Doulton, Franciscan, Haviland, Casselton and Flintridge.

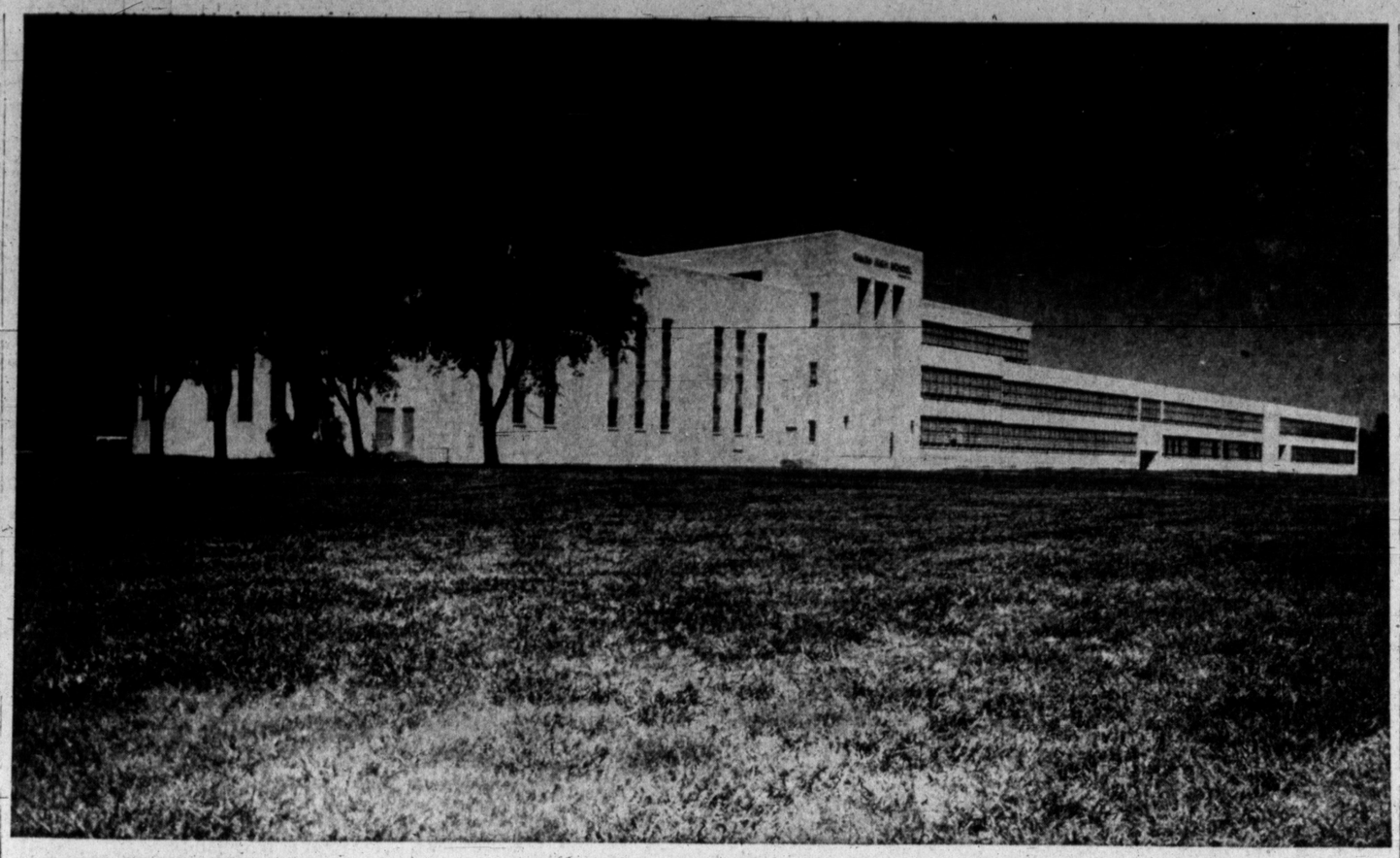
In crystal they offer Fostoria and Hawkes, English Earthenware and Franciscan pottery, and the watches they feature include Hamilton, Longines-Wittnauer and LeCoultre and Rolex. Watch bands they carry include Spiedel, Kreisler, Flex-Let, Frostner.

They have Art-carved, Columbia and Priscilla wedding rings, and handle Columbia, Tru - Fit and Cardinal diamonds while buying diamonds separately to stress top quality gems.

McCarley's has the finest luggage, American Tourister of all fiberglas construction, Dirilyte metal gift items, Seth Thomas clocks.

They have a complete line of men's jewelry, Kreisler lighters, and serve as headquarters for the famous Hagerty silver foam, the silver polish used for years in the White House and now available to the general trade in small quantities for the first time. For years Hagerty's was exclusive to first families and available only in gallon quantities.

They have all the modern equipment in their repair department, utilizing an electronic timing machine for watch repair, and each watch is completely disassembled, cleaned, oiled and adjusted and then reassembled in the process of cleaning. They do engraving and jewelry repair of almost any kind.



PAMPA SENIOR HIGH SCHOOL — Located at 111 Harvester, Pampa High School has 1,003 students enrolled. The main building was completed in 1941. Since that time the building has been remodeled several times. The east wing of the school was completed in 1959. The field house, just north of the school, was completed in 1951. Cameron Marsh is principal of the school.

Blake's Country Store Is Modern Pampa Industry

Demand by a large percentage of the cafes in town is projecting Blake Laramore from a small grocery operation into a meat processing business whose magnitude would surprise even his closest friends.

Blake is the proprietor of Blake's Country Store, which has been a part of the local scene since 1958, but his background in the food business dates back to 1951 in his own business and to 1938 as an employe.

The name "country store" points up old-time country atmosphere and it seems this atmosphere is the aura behind Blake's advent into the meat supply business.

In fact, he has his own feed lot at the rear of his store to feed cattle to his specifications as he strives to produce a consistent quality cuts and such popular processed meats as the hamburger he prepares for a growing drive-in trade.

Blake keeps 32 to 50 head of cattle on feed, and works in cooperation with Panhandle Packing Co. for slaughter and curing, although Blake does his own processing and makes his own sausage.

Blake has a staff of five, including himself, and the store has an annual payroll of around $25,000. Bill Hartfield is head of the meat department, Robert Preston assistant manager and produce manager, and his son, Gary, is in charge of stock control and delivery services. Louis Gibson assists in delivery.

His wife, Billee, also assists, serving as bookkeeper and head check girl.

Blake features a completely modern store, with 90 feet of refrigerated display space, including 24 feet of semi-self - service meats, 24 of produce, 18 of frozen foods, 12 of dairy bar and 12 of ice cream. He has 120 running feet of gondolas, a total of 30 feet of drugs and soft goods area and 80 feet of wall shelving.

Pampa Warehouse And Transfer Rapidly Growing Panhandle Firm

Pampa has a business with international complexion and a remarkable growth story in the family - owned and operated Pampa Warehouse and Transfer company.

The Musgraves actively running the business which L. H. Musgrave had helped to found and spearhead through formative years of growth are brothers Paul and Earl Musgrave, whose wives do their bit in helping with clerical activities.

Indeed, they also have the assistance of a cousin, Wayne Musgrave, who shares full-time driving duties with Bill Cook, a long-time employee.

The senior Musgrave was extremely active in the business until his untimely death a little over a year ago, and his sons have carried on in the same tradition with which he established an effective growing business.

Paul was instrumental in launching the business in 1950, which H. E. McCarley actually financed into initial action and remained a silent partner until the Musgrave family was able to buy him out in 1952. Paul had a working interest in the business which his dad assumed when he left for a couple of years of service activity during the Korean conflict and then elected to seek college training through the GI-bill after he returned.

Paul capitalized on the opportunity of working with Allied Van Lines in the daytime while taking **in night school in Houston, and** within a year soaked up enough understanding for dispatching and back-haul organization that he decided to return to Pampa to assume an increasing part in the family venture.

Pampa Warehouse and Transfer is affiliated with United Van Lines, preferring to associate with an organization in which the agents affiliated actually own the company, and the local firm features services in local, long distance and international hauls.

Indicative of the international complexion were two invoices Paul showed on Pampa W & T's activities calling for hauls respectively to Saudi Arabia and to Venezuela within the week when interviewed for the Transition issue.

The Musgraves have three large semis which are almost constantly busy on hauls ranging from east coast to the west coast as well as the top reaches of the nation.

The firm rents the convenient brick and concrete warehouse from the former owner, McCarley, and offers its customers the facilities of Santa Fe railroad siding and freight truck dock facilities as the Musgraves utilize a 7500 square foot main floor plus 2500 feet more of balcony storage space which is devoted to handling plastic - protected upholstred goods.

Both Paul and Earl have a background of military service. Earl has been with the firm on a permanent basis for the past year, although he grew up as an aide among the staff of drivers. Both Earl and Paul have had extensive driver backgrounds. Earl had worked for Cabot for a while after a couple of years in the Army.

Bernice and Melba Musgrave, wives of Paul and Earl, respectively, put in time as needed to assist the operation.

The Musgraves proudly relate that their business has been experiencing a steady growth through the years, with the current totals surpassing their all - time record some time ago.

BEACON SUPPLY COMPANY

FOR 25 YEARS Beacon Supply Company has built on the twin foundation of products and services.

For verification of product quality we invite you to check the fine manufacturers we represent.

To verify our claims of outstanding personnel, we invite you to visit our warehouse and sales offices and become acquainted with our people.

Has Grown W-I-T-H PAMPA and Area

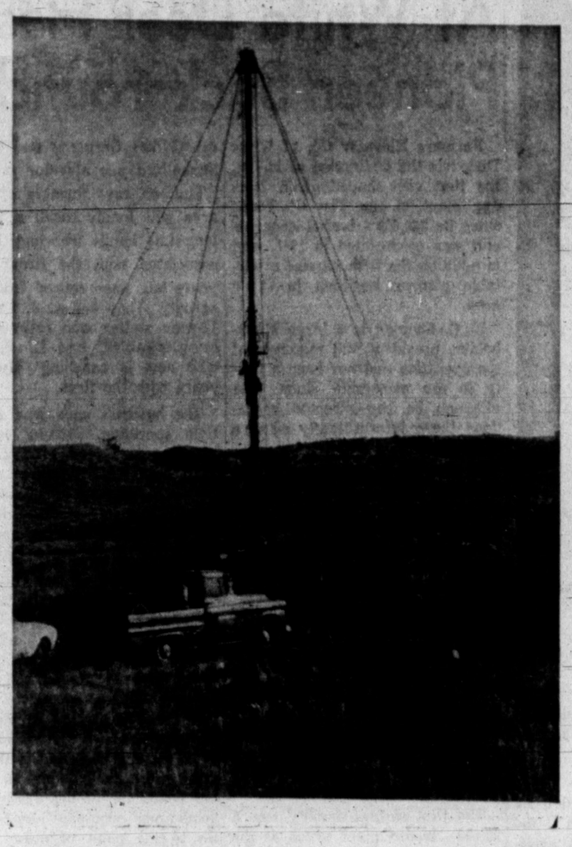
TOP O' TEXAS in TRANSITION

STORES –

- TEXAS — Pampa, Borger, Odessa
- OKLAHOMA — Beaver
- NEW MEXICO — Farmington, Lovington

SALES OFFICES – Amarillo, Tex. – Dallas, Tex. – Midland, Tex. – Tulsa, Okla.

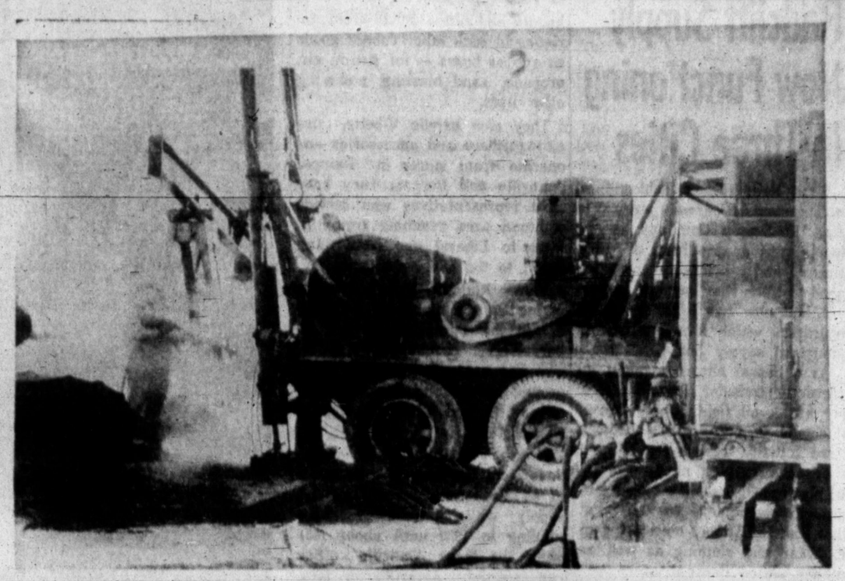
BEACON SUPPLY COMPANY



EQUIPMENT PLUS ABILITY PLUS EXPERIENCE EQUALS WINDSOR

SERVICING CO.

925 W. Brown
MO 4-2471





Elmer E. Wilson, Drusilla Wilson and Elmer D. Wilson, who are proprietors with another son Jim.



General maintenance services are part of work we do . . cleaning, painting, lease mowing . . . completions. We strive to do the best possible job and are proud to be able to keep a large complement of competent men employed. These tubing loys are part of fine sets that we have available.

We have the type of equipment which assures you of being confident or having the right equipment for the best possible job. We have a background of nearly 20 years of servicing wells in the Top O' Texas. We stress a better quality of service and utilize the technique of closer supervision of individual jobs through better trained personnel and a more secure program for our employees.

Thank You For The Chance To Be 'Along'

TOP O' TEXAS in TRANSITION

This is a Franks double drum pole type pulling unit and part of 15 units which we have available. There are five double drums among 12 pole type units and we have three portable streamers. A new doubble drum unit we added to our fleet last month is the third Franks unit we have added in the past two years — representing a $15,000 investment in just these few months.



We've expanded from two rigs to a firm with a total of 15 units offering a multitude of services, supporting no less than 40 families in the Top O' Texas. We're proud to be contributing to the community life, not only in an annual payroll of $200,000 but to the part that our personnel plays in church, school and community activities.



DALE GALLAHER
Pusher



VINCENT SIMONS
Office Manager



Forrest Taylor
Operator

Billy Matthews
Operator

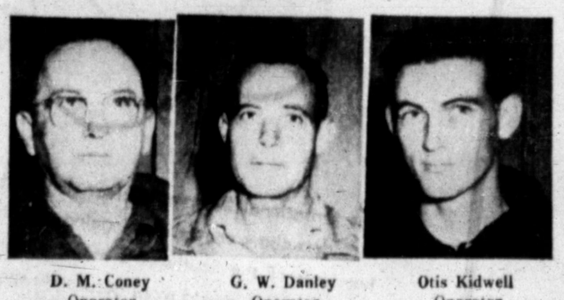
Gerald Marlor
Operator



Bob Marlar
Operator

Chuck Randall
Operator

Carl Gilpin
Operator



D. M. Coney
Operator

G. W. Danley
Operator

Otis Kidwell
Operator



Dave Lee
Operator

M. A. Jewel
Operator

Warren Williams
Operator



W. F. Sandy
Operator

Bill Branscum
Operator

Bill Potter
Operator

Radcliff Supply Now Functioning In Three Cities

Fred Radcliff has fashioned an outstanding progress story in Radcliff Supply Company as he has stayed a step head of the times and bridged transition needs before they became apparent and now has a three - town operation which functions as an industrial supply house.

As a casual observer might incorrectly consider Radcliff Supply as an oil field supply house, it should be noted that's the way Fred actually started. But shifting times and varying needs prompted him to sell down his stocks and alter replacements to the point that Radcliff Supply now is big in footwear and clothing as well as rubber-related items.

Radcliff is the largest operator in rubber footwear in the Panhandle and offers 30 different varieties in such other rubber goods as rubber hoses — for steam, air, propane, sand blasting, among other uses.

They also handle V-belts, fire extinguishers and accessories and operate from stores in Pampa, Amarillo and Borger. They have field representatives who service a broad area reaching from El Paso to Liberal and from Jal, N.M., to the Oklahoma line.

Elmer Radcliff, Fred's brother, is the Pampa manager, and others in the Pampa store are Albert Berry, purchasing agent who has a 30-year grocery background here; John Radcliff, Carroll Smith and C. W. Thompson on the floor.

Pampa was the base of operations from the time it was founded as Fred bought out Longhart Supply while purchasing the building in 1930 until about 1951 when the large Amarillo office was started. Amarillo, in fact, just doubled its space recently when Fred moved from the Polk street location to Tenth street.

Managers of the other stores are known to Pampa because they had been here with Radcliff's or in other capacity. Ed Prince is the Borger manager and was here three years. George McClure is general manager in Amarillo and he was known here as a Bovaird Supply Co. man.

Fred Radcliff, incidentally, had been with Bovaid for 15 years before getting into his own business. He also is a partner with another brother, Glen, in the Radcliff Electric shop here.

Elmer worked here for Fred in 1930 till 1932 and then went into the Navy for six years, returning to the store in 1939 and has been managing it ever since.

Radcliff opened Borger first in 1940 but due to wartime restrictions he closed shop there until he re-established the store in 1949. Two years later the Amarillo store was founded.

While Pampa's operation employs a staff of seven, Radcliff's employs 30 in all three stores and payroll totals in the entie area stack up to around $150-000 a year. This is a growth from three original staffers and paychecks that totaled about $3,000.

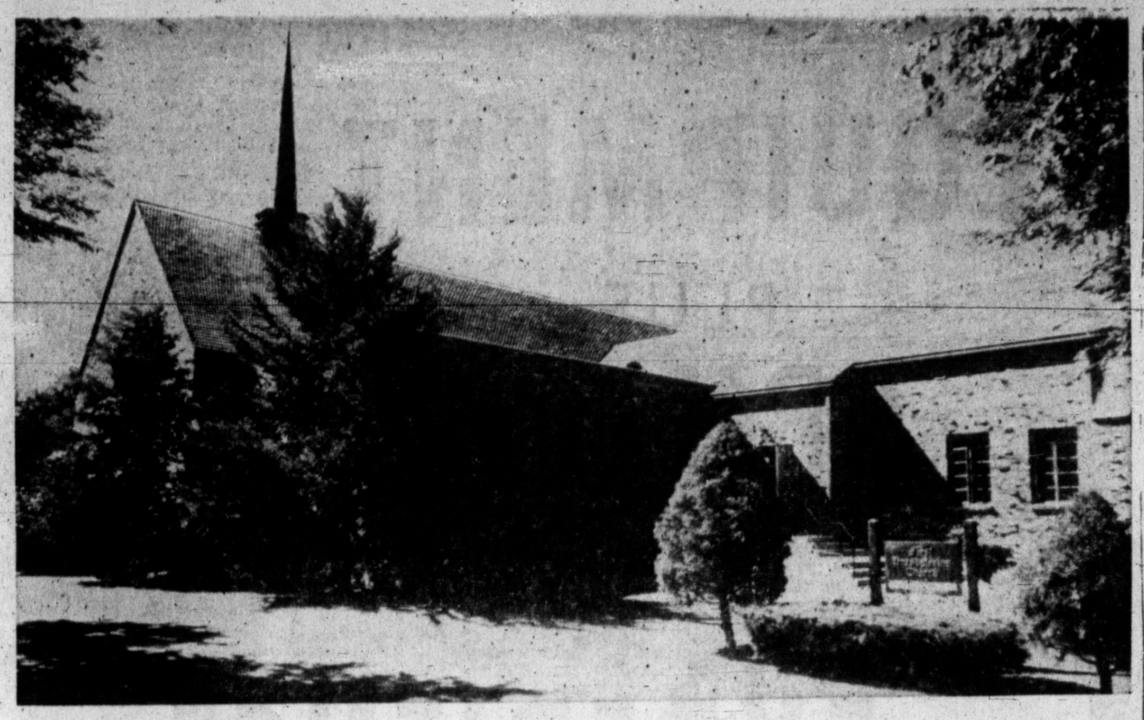
matter of fact



Ferdinand Magellan discovered what are now called the Marianas Islands in 1521. The poetic navigator decided to call them the Isles of the Lateen Sails." But his poetic streak died when natives looted him at Guam. Instead, he named the islands the "Ladrones," meaning thieves. And so the islands were known until missionaries renamed them the Marianas—a kinder, less colorful name.

© Encyclopedia Britannica

The football stadium at West Texas State Teachers College includes outlets for spectators' electric blankets among innovations.



FIRST PRESBYTERIAN CHURCH — This modernistic church was built in 1941. It is located at 525 N. Gray. The first Presbyterian church services were held in Pampa, July, 10, 1927, with a church enrollment of 75 members. Since that time the church has increased in membership to 590.

Versatility Key To Progress Of Dr. J. T. Worrell

If it's versatility you're seeking, you'll have to go far to exceed quadruples as veterinarian, rancher and purebred Hereford breeder, animal hospital operator and city meat inspector.

Dr. Worrell has been participating in the Pampa progress story since 1928 when he arrived on the scene to put in the city's sanitation system while functioning as the city health inspector for 12 years and following up with 12 years as the city laboratory technician.

Coincidentally he has been practicing as a veterinarian who built a large and small animal hospital to accommodate a growing need for specialized attention to pets as well as domestic animals. The hospital also features kennels for boarding 32 pets.

His cattle raising has been as prominent as his other contributions to the area, because at one time Dr. Worrell had the famous Prince Domino to sire his herd and over six years the big bull grew to 2400 pounds and during World War II Dr. Worrell sold the animal to Charles Hickman.

Dr. Worrell was raised on a farm and in his youth he noted the need for veterinary assistance and elected to go to college to learn this specialized science. Although he was born and raised at Mexico City, Mo., the family came to Ralls in 1912, and Worrell went to the Arkansas Veterinary College at Fayetteville and then served as assistant state veterinarian in 1917 to 1920 except for a short period in the army, and was in charge of state sanitations. After his stint as a state employee, Dr. Worrell was in charge of a serum plant in Fort Worth before coming to Pampa.

He has the full - time assistance of his wife, Gussie K.

Boyd Lumber Co. Cog In Pampa's Building Program

Lynn Boyd Lumber Co. has fashioned a lot of Pampa's progress story through performing the permanence of operating as a contracting yard and building up Boyd Annex with a group which they expect to number 46 homes upon completion.

The Boyd Annex program still is under way, with 30 lots to go and the homes coming in a price range from $12,000 up.

The yard has been a part of the Pampa scene since 1926, coming here from Ardmore as Lynn Boyd was following the oil boom.

They came as rig building contractors and branched into homes as the oil activities slowed down.

The organization keeps a staff of eight personnel busy full time and contribute from $50,000 to $60,000 to the area's economy in the form of annual payroll.

C. B. Homer is construction superintendent for the yard and John Schoolfield is head salesman. Lynn Boyd also puts in full time as general manager.

Since home - building activity's briskness has lessened, the yard is stressing smaller projects and is doing more and more in the way of small jobs and repair work.

They just attained a new progress story of their own last January, tearing down the old temporary construction which had been their office and display room through the years and replacing it with a modern permanent construction of 120 x 100 feet.

They have diverted from specializing to design their business to attract more customers, but they still stock to accommodate oil field needs as well as home builders and do - it - yourself repair and redecorators.

Farmers Elevator Co. At White Deer Has Pioneer Background

Farmers Elevator Co. of White Deer has the distinction of having the first cone-shaped grain storage plant in the Top O' Texas since its 240,000 - bushel concrete unit was constructed in 1947, and in addition the firm carries a veritable pioneer tradition in the area.

E C. Shuman is a large stockholder, president and manager of the operation and has been a party to the ownership since 1951 although he had directed operations there intermittently since 1932.

In fact, Shuman has a real respectable total of 35 years in the grain business in the panhandle, interspersed with some construction experience which saw him as foreman of the masonry activity as the First National Bank building in Pampa was erected in 1950 and 1951.

The firm has been known as Farmers Elevator Co. ever since it was founded in 1919 by A. J. Dauer and E. H. Grimes, and has carried through varying direction until Shuman returned to stay and began to accummulate stock on the business 10 years ago.

The first storage facility was a 25,000 - bushel plant which at the time was the largest in the area. There were three other 12,000 bushel buildings in White Deer at the time, units owned by General Mills, Liske Elevator and Strader Grain, and the last of these is just being dismantled.

Farmers marked its first expansion with a 10,000-bushel addition in about 1928, and then they build a round-top barn with another 25,000 bushels' space in 1935. The concrete plant increased their capacity to 300,000 bushels in 1947, and then a 270,000-bushel warehouse boosted them well past the half-million mark in 1957.

Shuman employs up to 10 or 12 in peak periods and carries a staff of four the year around. He devotes full time and has the assistance of his son, Morlan, as assistant manager and secretary-treasurer of the firm, and Robert (Mike) Germany and Ronald Shakelford are elevator men.

Shuman says farmers of the area will fondly recall a pair of long-time hands who had been associated with the firm many years but since retired from that activity. They are A. J. Calhoun, 15-year staffer who retired after being disabled, and L. R. Hull, who now is ranching after 16 years with the firm.

The business once was a multiple operation, starting out by handling coal, feed, seed and "almost anything the farmer wanted to buy," Shuman comments: "In fact, I sold lots of flour for the old Great West Milling and Elevator Co. in the early days."

Shuman says he was enticed to the panhandle from the Dallas area in about 1917 (just before he went into service for World War I) when a cousin urged him to come to Tulia. He worked in the elevator there about five or six years and turned to construction with his father in the Canyon area, moving back and forth from grain work to building as varying conditions of depression and good times prompted him to shuttle to the point of most opportunity.

He mannaged the Farmers elevator at Happy, Tex. for a while starting in 1924, and then went to construction work until J. N. Beasley contacted him in 1928 with the plan to buy an elevator in White Deer if Shuman would manage it. Shuman returned to handle the Beasley elevator for four years and then accepted the post at Farmers' in White Deer until 1932 to 1945. He started to work at Farmers' again in 1951 and has been buying stock in the firm ever since.

Farmers Elevator Co. reached a new climax last June when they completed a fine new office building and scale, featuring concrete block construction and supplanting a little three-room shanty which had been their headquarters through the years previously.

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The sensational 3-curve nuclear log that stands head-and shoulders above competitive logging techniques! The log that hundreds of the Southwest's major oil and gas producers swear by—not at—to more accurately spot oil and gas bearing zones, and distinguish between them. The log that, because it can read through casing, is effective in re-evaluating plugged wells or low producers . . . many of which have been re-completed for volumn production.

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Isotron and Quadrajet are just two of a whole troop of outstanding completion services available to results-minded oil men through Frontier research and development. Additionally, we offer both bullet and jet perforating, bridge plug and rental portable mast . . . plus a complete line-up of logs, incuding caliper, temperature, gamma ray, gamma gamma, and gamma ray neutron. A call or telegram will bring a fast-stepping, sharp-shooting team of Frontiermen to your location, "pronto."

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Here's the advanced "super-punch" that sets up your formation for more effective fracturing . . . the horizontal four-hole technique that allows fracturing without risk of communication. Quadrajet's controlled charge permits low-pressure completions, which avoid casing expansion and cement crushing. Available for all wells 4" or larger. Quadrajet . . . the method that has an enviable reputation for producing higher, sustained oil flows.

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John Hatcher
Sales Mgr.







Bob Echols
Location Mgr.



FIRST METHODIST CHURCH — This church, located at the corner of Foster and Ballard Streets, was built in 1928. Resident membership of the church is 1,812. An educational building was recently completed at the east side of the church. Dr. Hubert H. Bratcher is pastor.

Foster Furniture Fashions Unusual Progress Story

Jack Foster is fashioning a remarkable "progress story" in furniture merchandising at Foster Furniture in Pampa after changing careers to perpetuate a 21 - year tradition his father had set.

Foster's business experience has been in accounting — he is a CPA — and it varied from internal revenue service to South American drilling business before the death of his father, Frank.

The first Foster - operated furniture firm was known as Pampa Furniture, and after Frank's death in 1950, Jack started in by closing out the old stocks and then restocking on an up - grading program and performing the transition to decorator selections.

He now has an exclusive type store with stocking and services related to decorator moods. He features such brand names as Heritage, Tradition, Henrdon, Dixon Powder Maker, Pennsylvania House, Weiman and fine carpeting and decorator accessories.

Jack started out as a veritable one - man operation and now has grown to a staff of four besides himself. Robert Mitchell is assistant manager, and Jack has the assistance as needed from his wife, Adrienne, who helps in buying and assists in decorator planning although not on a full - time basis. The firm has a $20,000 annual payroll.

The store is in a new, convenient location on North Hobart which was built for opening in June, 1959. It is a 100x120 - foot plant which also accommodates their warehousing needs. The firm first was located at 317 Kingsmill. The new building is designed for further expansion as needed, because they are in an area with enough available space to supplement the present parking area if they need to use it for enlarging their building.

Jack's father opened his furniture store in Pampa in 1929 after three years with a similar operation in Amarillo. The family came from Drumright, Okla., where Frank had been a banker but he left the field after his health broke. He enjoyed complete recovery in the climate of the panhandle area.

Jack's business growth has been most gratifying. He has experienced a double volume and carries more than twice his original selections in furnishings.

He is most enthused in Pampa's potential and confidently states that he aims to grow with the area as the need comes along. He expects the area to regain the pace in growth it had a few years ago and plans to be ready for it.

Going Up

LAWRENCE, Kan. (UPI) — The most expensive single volume purchased by the University of Kansas Library back in 1905 was "An Eassay on the Early History of Carts and Sailing-Directions" by the Swedish scholar Periplus. Its price was $31.25, and some academic eyebrows went up.

The volume sells for $200 in today's book market, a librarian said. It now is considered one of the two most important late 19th Century works on the development of cartography.

Approximately 85 billion paper towels are used annually in the United States.

Panhandle Insurance Agency Set Precedent

When the O'Keefe brothers bought a small insurance agency in Panhandle in 1925 they little dreamed they were setting a precedent which would spawn the largest volume agency in the state of Texas.

In fact, this same momentum brought together such an enthusiastic force of personnel that the principals have been instrumental in establishing almost unbelievable development in progress-keyed business corporations which provide the Top O' Texas with significant possibilities in finance, investment, life insurance and savings through the availability of no less than three other corporations.

Candidly, the Panhandle Insurance Agency still is a separate entity which functions as an effective home-town agency for Pampa, Borger and Amarillo. The Pampa office simply marked the beginning of this amazing chain-reaction progress story.

Getting the horse back in front of the cart once more, Wayne and Earl O'Keefe bought a small agency in Panhandle. After about two years they moved their business to Pampa because they visualized this locale offered greater potential for them.

Their expansion to neighboring towns of Borger (in the early 30's) and Amarillo (in the late 30's) came in steps to accommodate growing clientele in the respective areas with home - town services. Their overall aggressiveness has motivated a growth story which pegs them today as the largest insurance agency in Texas.

Because they were making their start in the depression years, the O'Keefe brothers (without planning it) started a finance company to help customers who couldn't pay premiums on insurance they needed in the required advance chunks. With other merchants in town they formed the Southwestern Investment Co. The first and only purpose of this small firm was to finance insurance premiums, but the SIC has since grown to proportions that make it a commonplace thing to the entire southwest.

Since the Panhandle Insurance Agency was a source for all types of insurance and one of their early partners, Farris Oden, had a special flare for Life insurance, it came only natural that he would spearhead the development of Western National Life Insurance Co., over which he now serves as president and to which he now devotes full time.

Security Federal Savings and Loan Association is still another organization which principals of the PIA assisted in establishing. It now serves a wide area with bases in Pampa and Amarillo.

These related functions are not physically connected with Panhandle Insurance Agency, but they exist in the interesting coincidence that enthusiastic principals of the PIA — the first of the group to be active in the Top O' Texas —were instrumental to promoting the beginning of their services as they spearheaded the pattern of progress which helped Pampa and area to grow.

The Pampa office of the PIA places a major emphasis on providing the personnel and the know-how to offer their customers quick and thorough personalized service. Each office of the agency considers itself as a home-town unit dedicated in the service of their clients.

Of course, the phenomenal growth of PIA has had to be accompanied by growth of the principals who own the firm, and thus the list of partners is considerably larger as the firm provided partnerships to retain the calibe of personnel they desired to operate the business best.

Partners who are on the management committee today are S. Wayne O'Keefe, Leslie H. Hart, Creed Bogan, Bob Parsons and Bob O'Keefe.

Other partners are Harold West, Jack Bryant, James Cleveland, Farris Oden, C. C. Bogan, Jr., Hugh Dickey, Kay Fancher and Henry Gruben.

Oden is still a partner although he devotes his full time to the life insurance firm. He is a former mayor of Pampa and was manager of the Pampa office of the PIA for many years.

Hart has been manager of the Pampa office ever since 1951. He has been with the firm since 1946, when he expressed intentions of going into the finance business. While seeking someone through whom to write insurance he was confronted by a proposition from Oden and thus became a full time PIA staffer.

Panhandle Insurance Agency has a total staff of 58 personnel and hands out close to $300,000 a year in paychecks to enhance the Top O' Texas buying power. They have their own full-time engineer, their own rate man and they are in the process of building up a life insurance department and a real estate department at all three offices — Pampa, Amarillo and Borger.

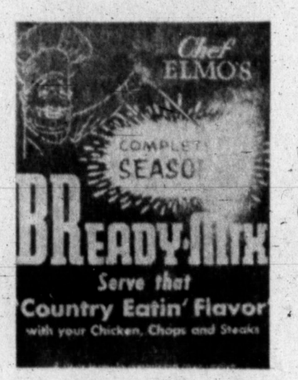
The Pampa office has a staff of 10 and a payroll that approaches $75,000 a year. Fancher is the assistant manager here, with Gruben and Jim Brown serving as solicitors and Lois McGuire serving as assistant office manager.

PIA features all old line stock companies and represent the largest such companies in existence.

Hart, the local manager, was originally from Waco and came to Pampa in 1938. He had been with Liberty Investment Co. out of Houston before becoming affiliated with PIA. He was married to Charles Hill in 1940 and they have two children, seven-year-old twins, Charles Jeanette and Leslie Lynn.

He is active in civic affairs, and is a perfect - attendance Kiwanian since 1946, is a past president and has served in all offices on the district level and lieutenant governor of the Texas - Oklahoma district in 1953. He is on the board of stewards of the First Methodist church and has served on the board of directors of the Pampa Country Club. He is a member of the Masonic lodge.

Chef Elmo's Bready Mix



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- Chicken
- Steaks
- Chops

Most Delicious Gravies and White Sauce with Chef Elmo's!

Pampa Is The Hub of Our Wholesale Distributionship for all of Texas – Phone Byron Hilbun At MO 4-4629 For Details of Distributorship . . . Housewives!–

TOP O' TEXAS in TRANSITION

Ask For It At Your Favorite GROCERS

TOGETHER

WE GROW IN STATURE AND MAGNITUDE



Here are the three partners: l. to r. Mel Outhier, Pampa Safety Lane manager, Mack McWilliams, Dixie Parts Manager; and Lee Moore Champion Service Station manager. Parts manager, Ed Henley.

TOP O' TEXAS in TRANSITION

Combining efforts to offer complete services in automotive needs . . from safety factors to petroleum products to replacement parts (plus availability of the Jeep) . . and proudly contributing around $60,000 a year to the economy of the area in the form of annual payroll. Thank you for the chance to share a splendid progress experience.

Pampa Safety Lane
417 S. CUYLER MO 5-5771

Dixie Parts & Supply
417 S. CUYLER MO 5-5771

McWilliams & Moore Service Station
424 S. Cuyler MO 4-2311

CHAMPLIN Petroleum Products

Also Headquarters For The Famous Willys Jeep

MORE and MORE

ARE SHOPPING

FURR'S SUPER MARKETS

IN THE

TOP O' TEXAS

Thank You For The Chance To Participate

We've Been Serving This Area Since 1941 . . . and Now Have Twice The Store Space Since Building The New Plant In 1958

TOP O' TEXAS in TRANSITION

FURR'S – 1420 N. Hobart – MO 4-8161

OUR MOTIVATING PART
IN THE



INDEPENDENCE INSURANCE...

A Two And A Half Million Dollar Company Envisioning
A Goal of Thirty Million Dollars In A Ten Year Growth
Program



Putting Top Of Texas Money To Work For The
TOP OF TEXAS



Here are the functional officers of the company who make up our office staff: (top) Bob Hudson, president; Jodie Hudson, office manager and receptionist; John McCausland, executive vice president and manager.

Our Agents Earnestly Devoted To Our Common Aim Of

GROWING W-I-T-H AND F-O-R THE TOP OF TEXAS AND AREA



BILL CROWELL
Pampa



JOHN COLLARD
Spearman



RAUL E. DAVIS
Pampa



R. F. McDONALD
Pampa



TOMMY FLETCHER
Perryton



MORRIS SPENCER
Pampa

Our basic fundamental is to help in developing Pampa as a community as well as all the surrounding area by bringing money back into the panhandle area to put it to work at home instead of funneling it out of the state. We aim to provide realistic isurance protection for residents of the area while keeping Top O' Texas capital at work to enhance Top O' Texas progress.

INDEPENDENCE INSURANCE CO.

892 W. Francis

MO 4-2579

YOUR FREEDOM NEWSPAPER

The Pampa Daily News

YOUR FREEDOM NEWSPAPER

SERVING THE TOP O' TEXAS 34 YEARS (SECTION 9)



CIVIC CLUB PRESIDENTS — Left side, top to bottom, Forrest Cloyd, Morning Optimist; Bennie Shackleford, Junior Chamber of Commerce; John Pharr, Evening Optimist, and W. L. Veale, Noon Lions. Center Photo is Gordon Lyons, Chamber of Commerce. Right side, top to bottom, E. J. Lewis, Jr., Evening Lions; Bob Allford, Pampa Kiwanis; Roy C. Sparkman, Rotary, and John McCausland, Top O' Texas Kiwanis.



UNITED FUND OFFICERS — Left to right; John Gikas, second vice president; Floyd Watson, president, and F. E. Imel, treasurer.



GIRL AND BOY SCOUT OFFICIALS—Left to right: Marena Skelly, district advisor; Brantley Hudson, executive director; Jay Leith, district executive, and Marian Osborne, executive director.



City Of Active Citizens

By E. O. WEDGEWORTH
Manager, Pampa Chamber Of Commerce

Pampa, "The Friendly City at the Top O' Texas", is indebted to many stout-hearted men and women for their vision, good planning, and hard work in making it the fine community it is today.

The beginning of Pampa dates from the building of the Santa Fe Railway, which was completed in 1888. Pampa is located in the territory that comprises a part of what was known as the White Deer Lands, which belonged to an English syndicate and which was actively controlled by Frederic de P. Foster and Cornelius C. Cuyler of New York.

Two of the principal streets of Pampa are named for them. In 1888 they acquired the historic White Deer Creek and the lands which later belonged to the White Deer Lands Corporation, from Carson, Gray, Hutchinson and Roberts Counties. Many of the pioneer men of Gray County worked for the White Deer organization. George Tyng, for whom a street in Pampa is named, was an interesting character who managed the White Deer Lands from 1888 to 1903.

After the building of the railway, Tyng laid out the townsite of what is now Pampa. There was some difficulty in finding a name for the new dot on the Plains. First known a Ontario, the town later was called Sutton, then Glasgow. Tyng had been in South America, where he noted the similarity of the grass on the Argentine "pampas" to that in his own region. He wrote the postal department suggesting Pampa as the name, from the Spanish word "Pampas" meaning plains, and it was accepted.

In 1888 Pampa was a very unpretentious place. The first citizen to live in Pampa with his family was Thomas Lane, Santa Fe section foreman. At that time there was no railway station building; a box car was used which was called "open station". On Oct. 29, Tyng began construction of the first building in Pampa, a frame house located on the present site of the Pampa Motel. It was first used as a section house for the railroad. A portion of it was later known as the "Old Schneider Hotel". The present Pampa Hotel was built across the street from this location.

The first wheat crop was planted in the Panhandle of

(See STOUT-HEARTED, page 9)



CHAMBER OF COMMERCE EXECUTIVES — Standing behind Gordon Lyons, president, are left to right, Aubrey Steele, finance director; Lucian Young, vice president, and E. O. Wedgeworth, general manager.

Civic Clubs Contribute Much To City's Growth And Welfare

Members Give Their Time And Effort For Pampa's Progress

There probably are no more active citizens in Pampa than those to be found on the membership rolls of the city's eight civic clubs — Rotary, Jaycees, Noon Lions, Evening Lions, Morning Optimists, Evening Optimists, Noon Kiwanis, and Evening Kiwanis Clubs.

Various committees from these clubs and organizations contribute much to Pampa and the surrounding area in the way of community services. Here are brief histories of these clubs and their activities:

ROTARY CLUB

The Pampa Rotary Club was chartered in 1927 with Charles Cook Sr. as its first president and 24 charter members. Four of the charter members are still active in the Club. They are DeLea Vicars, C. P. Buckler, M. K. Brown, and P. O. Sanders. From its original membership the Club now boasts 100 members.

The Rotary Club organization is unique in that its membership is comprised of one man in each profession or business who is a leader in that field of enterprise. Members of the local club represent their professional classification in the Club.

The motto of the Club is "Service Above Self" through four avenues of service. These are Club Service, Vocational Service, Community Service, and International Service.

In Community Service the people of Pampa see more of the workings of the local club. Rotary Club members are proud of their record in Community Projects, such as the United Fund, Boy and Girl Scouts, Boys Ranch, Welfare projects, Community Hotel, Youth Center, and many other community undertakings.

NOON LIONS CLUB

The Pampa Lions Club was organized April 22, 1927 by 18 Pampa businessmen. H. Otto Studer was the first President.

In the course of almost 35 years, members of the club have served those less fortunate by providing dental, medical, surgical and hospital care; by furnishing eyeglasses and clothing and by sending children to the Lions Camp for Crippled Children at Kerrville, Texas.

The only fund raising project for these programs is the club's annual minstrel show.

Members of the Pampa Lions Club always are found ready to respond to the Lions motto "We Serve."

From the original 18 members on charter night 34 years ago, the Club has grown to more than 100 members in 1961.

EVENING LIONS CLUB

In 1956 several members of the Pampa Noon Lions Club started a movement to form an evening club because they felt there was a definite need for a club that would meet at some time other than noon to accomodate many men who were interested in Lionism, but could not attend a noon meeting. This group, headed by Lion Ralph Thomas, contacted approximately 60 interested prospective members and from this 60 there were 33 who chartered the club.

The charter for the Pampa Evening Lions Club was granted in May, 1956. Dr. Phil Gates was the first president. Gene Lewis is the president for the current club year.

Main projects of the Evening Lions have been their annual light bulb sale and the trash barrel painting project each spring. The proceeds from these two events go to the Texas Lions League for Crippled Children which is the supporting institution of the camp for crippled children at Kerrville. Part of the money is retained to go for local charities such as glasses for people who could not otherwise afford them.

Since its origination, the Evening Lions club has been active in civic work in Pampa and the membership feels that what they may lack in numbers they can make-up with 100 per cent membership participation in club projects and events.

PAMPA JAYCEES

As with the history of any organization, there are many lost memories that hold the tie between the past and the present.

Sometime between October, 1929, and the summer of 1930, a group of young business men in Pampa undertook the organizing of a Junior Chamber of Commerce. Some of the men who played important parts in this organization were, Brownie Acres (temporary president) and at that time with the theaters in Pampa, Bob Watson, with the Western Union, Joe Lazareth, and Carl Benefiel, now in Amarillo.

Some of the early members were Clarence Kennedy, Dr. C. H. Schulkey, H. L. Polley, Bill Fraser, Dick Hughes, "Skeet" Jackson, Gilmore Nunn, Tex DeWeese, Harold Miller, Jack Dunn, Bob Gordon, and many more who should be listed if there were more accurate records from which to draw.

Over the past thirty-one or two years of it's existence, the Pampa Jaycee organization has served the Top of Texas with community development type projects. Energetic young leaders have been the bi-products of these projects and have provided the community with able civic leadership that have made Pampa what it is today.

At present the Jaycee Club stands 75 members strong with a long list of committees and projects. Such as the annual Pancake Supper at the High School, hanging the downtown Christmas decorations, co-sponsors of the annual Career Clinic, aiding to support Camp Sweeny Hospital for diabetic children, furnish manpower for all types of Community improvement works, serve as a division head for the United Fund Drive, serve as a walking blood bank, set up hospitality booths on Highway 60 over the Memorial Day, 4th of July and Labor Day holidays.

PAMPA KIWANIS CLUB

"We Build." With that thought in mind on Friday, Aug. 22, 1930, thirty - five civic minded citizens of the growing community of Pampa formed the Kiwanis Club of Pampa. And build these men did into a present club membership exceeding 100 members and a list of achievements which reflects the steady growth of Pampa from a boom town to a stable city of the Texas Panhandle.

The achievements show an emphasis on youth. The Pampa Kiwanis Club sponsored a safety first program in the grade schools of Pampa by selecting junior police who served at street and road crossings. The Club thereafter purchased a tract of land, then at the edge of the city on East Kingsmill, and developed it into Pampa's first Girl Scout building.

One of the landmark's of the Pampa Kiwanis Club's contribution to the youth of the city was a summer softball program for boys and girls started in 1944 and conducted for some eleven years. Eligibility to participate for boys and girls 12 through 18 years was based on church school attendance, and the program soon grew into a $6,000.00 investment in equipment at Kiwanis Park on Hobart Street and with club members contributing some 2,000 man hours each summer to the program.

In 1952 and 1953, in arrangement with American Field Service, the Club sponsored three German students who studied in Pampa High School and stayed with Kiwanians. In 1958, the Club sponsored the formation of the Key Club at Pampa High School that has provided not only the school but the city with a group of eager, young boosters; and that same year saw the formation of the Top O' Texas Kiwanis Club in Pampa through the sponsorship of the Downtown Club.

Pampa Kiwanis has received many honors through efforts of individual members as a club. Honorable mention came from Kiwanis International for achievements during the years 1938 (J.B. Massa, president); 1948 (Leib Langston, president); and 1952 (E. L. Henderson, president). District Achievement Awards were received also during the foregoing years as well as in 1950 (Herman Whatley, president). Fred Thompson served the Texas - Oklahoma District as Lieutenant Governor in 1936 and as Governor in 1941. Ed Weiss served as Lieutenant Governor in 1948; Leslie Hart was Lieutenant Governor in 1953; and Warren Hasse served in that capacity in 1958.

Two charter members, H. R. Thompson and Edwin S. Vicars, are active members today. Bob Allford, is the current club president. Dr. Weldon Adair will head the Club as president during the coming year.

TOP O' TEXAS KIWANIS

Second youngest among Pampa's service clubs is the Top O' Texas Kiwanis Club which was organized in July of 1958 and chartered in September, 1958. First officers were installed Jan. 24, 1959.

The club originally was sponsored by the Downtown Kiwanis Club. There were 25 charter members and the Top O' Texas Kiwanians have been one of the city's most active groups ever since.

Among projects sponsored by the Top O' Texas Kiwanians:

Magic Show, rodeo stands, underprivileged children's program, co - sponsor of Pampa Key Club and work among the needy at Christmas time.

The club works closely with its parent club, the Downtown Pampa Kiwanis Club.

William Fry recently was elected Top O' Texas president of the club to serve during 1962. Current president is John McCausland.

EVENING OPTIMIST CLUB

The Pampa Evening Optimist club was chartered on April 29, 1954, the charter president, 1954-55, was John Clark. John D. Pharr is the 1961 - 62 president.

The club had 43 members when chartered, and now has eight of the original charter members, three of the past presidents still active, and one, New Secrest, serving as Lt. Governor for the district this year.

The club was originally formed to take care of boys in the community who wanted to play baseball and to box. The club has grown in the past seven years to an organization that was serving approximatly 90 boys in ages from 8 to 15 to a club that now owns a boys club building, three baseball diamonds, completely with lights, fences, etc., on a plot of ground that covers ten acres, and taking care of 950 boys in the age groups, eight through high school in baseball, boxing, basketball, bowling, bycycle safety, oratorical contests and recreation.

The program had reached such a large scale of operation in 1959 that the club sponsored the formation of the Pampa Breakfast Club to help fill the need for manpower. During 1960 - 61 the two clubs spent in excess of 20,000 manhours working with the youth of Pampa.

The evening Optimists meet weekly on Monday nights at 6:30 p.m. at Pooles Steak House.

BREAKFAST OPTIMIST CLUB

The Breakfast Optimist Club of Pampa was organized by the (Evening) Optimist Club in 1959, under the leadership of Newt Secrest, president, and Harold Anderson, new club building chairman.

The chartered was granted, Sept. 10, 1959, with 39 members. Kendall Green was elected first president. The Charter Banquet was held Oct. 25, 1959.

To further the motto of the Optimist Clubs, "Friends of the Boy, the club observes, "Youth Appreciation Week" to honor young citizens of the community. It also honors the outstanding student of the month as Junior Optimist of the month.

The club has worked jointly with the Optimists of Pampa to improve the Optimist Boys Club building and grounds. The clubs have a concession building surrounded by three baseball parks, all lighted, complete with dugouts and fences.

There are 40 baseball teams participating in the Optimists Little League Program, all in uniform. The Oratorical Contest for young boys, carries a scholarship for the top winner. The club's boxing program takes up about four months in the winter.

The main source of funds to support these programs is the Optimist Christmas Trees sale each year.



FIRST COURT HOUSE BUILT IN LEFORS — Gray County's first court house at Lefors was built after the county was organized and was completed the latter part of 1902. The building cost $2,350 and was contracted by Harlan Case. First elected officials of the county were George Sanders, county judge; J. S. Denson, attorney; Siler Faulkner, district and county clerk; J. T. Crawford, sheriff and tax collector; J. W. Holder, tax assessor; Henry Thut, treasurer; J. E. Williams, commissioner, precinct 1; C. A. Whaley, commissioner, precinct 2; T. E. Johnson, precinct 3; and S. B. Owens, precinct 4. The dedication brought residents from all over the county for special ceremonies and a picnic.

Some Offer

FRANKFURT, Germany (UPI) — A postage stamp dealer, claiming that sorting stamps abolishes circulatory troubles, has offered 25,000 unsorted stamps as a "sure cure" for harrassed business executives.

LONDON (UPI — Rural councils plan to turn their garbage collectors into white collar workers. To remove the "stigma" of being a garbage man, they plan to introduce waterproof paper bags to be collected "by smart young men in white collars."

Why Not

BARNSTABLE, England (UPI) — The real estate firm of Brighton Gay has its office in Joy St.

We Help You To REMEMBER

How Things Were

before

You Progressed



And Hereby Offer Our Condolences To Any Who Have Failed To Keep Those Cherishable Memories Of Yester Years!



PHONE MOhawk 5-5351 and make an appointment for your sitting, so your exciting progress story can be complete without regrettable omissions!

We do oil coloring as well as direct color photography . . . and we are proud of the award-winning record we have compiled in both color and black and white portrait work.

Our equipment includes a large array of advanced equipment which will enhance the advent of natural color in Portraiture as well as commercial photography and we're equipped to do all of our own color processing.





IRENE AND IRL SIMTH

Thank You . . .

We have been our own business for the past 25 years and functioning in employee status in the same pursuit for 8 years before that. We're grateful for suuch fine acceptance.

PROUD TO BE PARTICIPATING

TOP O' TEXAS in TRANSITION

SMITH'S STUDIO

122 W. Foster MO 5-5351

Culberson Chevrolet Founded Here In 1926

Frank Culberson selected the Top O' Texas as his hope for a bright future when he was enthused by T. F. Smalling into participating in founding a new automobile agency here in 1926, and he has compiled an amazing 35-year record, spearheading a lot of Pampa's growth.

Culberson had been a school teacher and later in bank management and later a bank examiner in New Mexico for a combined total of about 12 years when he undertook the brave switch into a field in which he was totally unfamiliar.

But how Culberson Chevrolet has grown — now presenting a highly departmentalized operation with subsidiary businesses providing services in related financing, leasing and insurance — is proof that he learned quickly and effectively.

Frank entered the career which first was identified as Culberson-Smalling Chevrolet Co., and the two remained as a team until 1941 when Culberson bought him out.

Shortly afterwards the firm adopted its present name — Culberson Chevrolet Co. — and became incorporated in about 1944.

Culberson's first started off in the site now occupied by Thompson Parts and spent the first three years there, until they built the first development in the site where the present main plant stands.

As Culberson grew and the town grew, the present home of the new car sales and automotive service department expanded to its magnitude which now utilizes three - quarters of a block. And continuing growth has prompted them to become a multiple front operation in the past couple of years.

In fact, units which have "chipped off" the originals are the used car lot at 812 W. Foster and the new 40x60 - foot truck center and 30x40 - foot body shop across the street.

Besides departmentalization of the Chevrolet and truck sales, service and body servive outlets, Culberson also has some companion operations to enhance the versatility of his services:

Culberson Rental & Leasing Co., which was established in 1957, and offers the availability of 110 units ranging from 1959 to 1961 model passenger cars and up to 2½ - ton trucks with related equipment such as trailers and floats.

Culberson Investment Co., founded in 1954, through which the firm carries most of its papers.

Eagle Radiator Shop's Metallic Bird Is Symbol

There's a small eagle reposing atop the cab of a pickup truck in Pampa which is a symbol. Besides being the symbol or trademark of the Eagle Radiator Shop the metallic bird is symbolic of a measure of quality which is the essence of the firm's acceptance through 34 years of progress in the Top O' Texas.

Wally and Bea York are proprietors of the business which was founded by her father in 1927 and which they have operated themselves for the past 17 years.

J. L. Love established the business although he was not a radiator man back in 1927, and the firm name was selected as a standard of quality and tradition because of a miniature metal eagle a friend in Missouri had made for Love.

Love kept the metallic bird as a keepsake until he decided to try a business of his own, and named the radiator shop Eagle Radiator Shop as he displayed the actual lucky piece on a post in front of the shop.

The original bird still exists as the symbol or charm for the shop. Now they carry it as the radiator ornament for the shop's pickup because they nearly lost it when a windstorm blew down the post and a passerby carried off the bird. It was lost for about a week.

Dick Halbert was the one who influenced Love into setting up a radiator shop — he knew this type of work and persuaded Love to underwrite the venture which he promised to run. Dewey Wilson joined the staff as the new firm grew and Wally York actually performed as a shop apprentice in the late 20's. But the depression years prompted York to leave the business to provide employment in the shop for Wilson, since there was just a small amount of work available.

For several years York worked for various oil producing companies in this area as a pumper, and after Love passed away in 1942, they assumed the business but leased it for about one year.

The Yorks took over active management of the business in 1944 and have been building up a remarkable volume ever since.

Three staffers put in full time besides Wally and Bea. They are G. W. Hunt and Eugene Dungan, radiator men, and Herb Tanner, installation man.

It's the oldest service shop in the Top O' Texas, and the present plant was built new in 1946 with an addition being put on in 1957. They now utilize a 50x100-foot plant — growth from an original shop of 18x25 feet. They built the new plant over the old one and repaired the original shop after the new one was completed — never missing a day of operation.

Harold Barrett Long In Auto Business

Harold Barrett brings a 30-year background in Ford Motor Co. services to Pampa as he joins the significant progress story of this progressive community.

Harold Barrett Ford, Inc., became successor to Kissee Ford June 19, 1961, to climax a two-year search for "just the right" Ford dealership.

Barrett had been associated with Bill Doneges Ford in Tulsa of 15 years, serving as vice president and general manager, and previously had been affilicated in similar positions with the Fred Jones organization in Oklahoma City and with the dealership in Enid.

Operating on the theory that an automobile is no better than the service behind it, Barrett anticipates a strong emphasis on bettering his service department and his early expansion program already reflects this.

The original staff of about 15 personnel had been increased to 25 by this fall, and Barrett visualizes a total complement of 30 personnel by the time he attains the position he is aiming for in the local automotive dealership pattern.

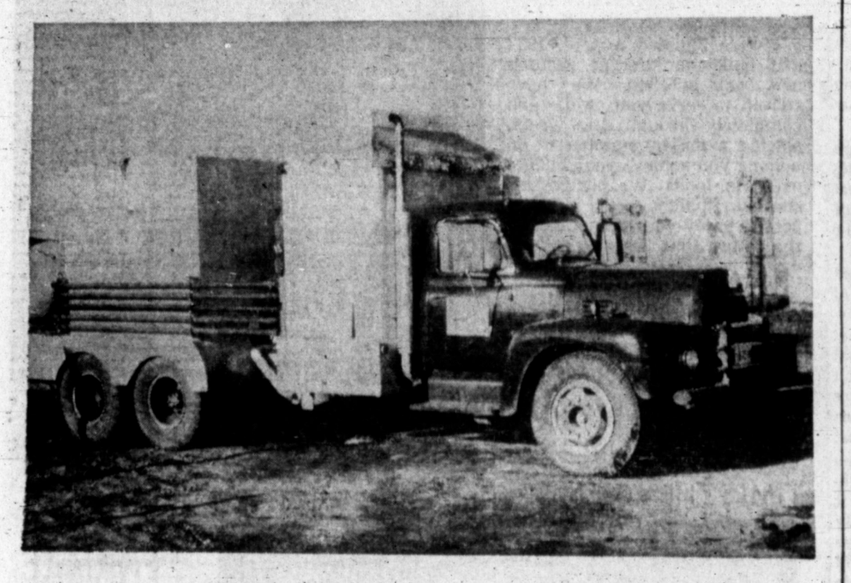
"We are putting a lot of emphasis on taking care of Ford owners in the community," Barrett confides, "and we will be doing this at a fair price and with all work guaranteed."

Key staffers include George Kleburg, sales manager; Jess Brown, used car manager; Dick Cook, parts manager; Al Hines, service manager; Wilma Barnes, accountant and secretary - treasurer of the corporation; Ray Schultz, body shop foreman (in charge of their 24-hour wrecker service); and their growing sales staff at present includes Don Evans, Ralph Reid, and Mack McClarnan.

Barrett promises to measure up a formidable boost in Pampa's buying power — the firm's annual payroll hovering at around $70,000 a year when he took over and his expansion plans are expected to level it off at around $160,000 to $175,000 a year.

Barrett and his wife, Ruth, currently are renting a home in Pampa and are contemplateing building or buying a home in the near future. They have three grown children, two daughters pursuing advanced education and a son in financial business in Tulsa.

SPECIALIZED OIL WELL SERVICE



HEADQUARTERED IN

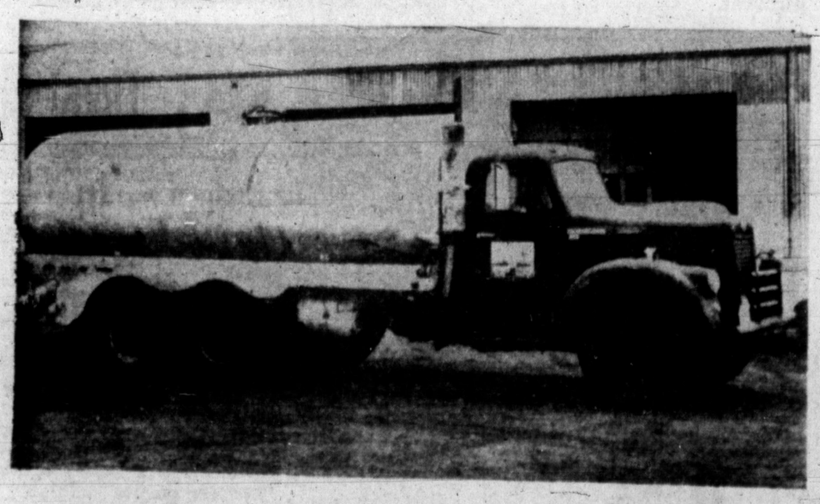
Pampa A-N-D Perryton

TOP O' TEXAS in TRANSITION

- Radio Dispatched
- 24-Hour Service

THANKS FOR THE OPPORTUNITY TO SERVE YOU!

We perform such services as hot oiling flow lines and wells, hot water and cold water wells, kill wells, pressure test flow lines, remove paraffin of all kinds, unseat pumps and go into tubing as needed. We'll do your wells on a schedule basis – monthly, every six weeks or on three-or six-month intervals . . . or do the job on call. Many operators in the oil-producing areas are avoiding costly stoppages by having periodic well-treating and line-treating programs.



ALLEN SERVICE CORP.

PRICE ROAD MO 4-4289

GROWING W-I-T-H the Top O' Texas



MARILYN and CARL BEAVERS, proprietor



HERE ARE THE PEOPLE WHO SE SINCERE EFFORTS SPEARHEAD OUR EXCITING GROWTH EXPERIENCE!

In only 20 months, our Pampa store has doubled its staff, increased its inventory by $30,000 and we've doubled our corresponding gross in four months in a row over a year ago. And we're striving to keep it up by serving you better than ever!



RICHIE GARDNER
Assistant Manager



CAROL WELCH
Service Manager

featuring just about everything for the home . . appliances, selected home furnishings, auto s[illegible]ies and accessories, sporting goods, boats, motors, Davis tires, h[illegible]wares, hardware . . . Stop in . . . our display of merchandise will actually help you with your Christmas shopping!

Thank you, Pampa and area for the acceptance which has placed us in a formidable position among comparative stores in towns of equal and larger size.



KEN WEAVER



KELLY PALMER
SALESMEN



JACK SHAPELY



MARY MATTHEW
Office Manager

Thank You

for the opportunity

to share an

exciting progress

experience . . .

TOP O' TEXAS in TRANSITION

WHAT'S NEW? WESTERN AUTO QUALITY . . . BUDGET PRICES AND DISCRIMINATING SELECTIONS . . . AT

Skellytown

OPENED IN THE PAST MONTH!



GENE CRABLE
Manager



Here's our new Skellytown store . . . where we're aiming to provide the same versatility in selection and quality service that has helped the Pampa firm to grow so fast.

WESTERN AUTO

ASSOCIATE STORE
306 S. Cuyler
MO 4-7488

Scott Oil Co. Has Ambitious Growth Program

Jack Vaughn and Howard Buckingham, Jr., have ambitious expansion plans for Scott Oil Co., Inc., as the Sinclair distributorship prepares to grow into the full expanse of its territory to cover practically the entire Panhandle of Texas.

They are principal stockholders in the corporation which is an outgrowth of a 28-year-old distributorship in this area.

The Sinclair distribution started out as a company operation in 1933 and within the first year Dee Cordova became consignee.

Howard's father took on the consignee post in 1939 and remained active with it in various stages of ownership ranging from sole prprietor to expansion-geared partnerships until about 1955.

Young Howard has been associated in an ownership status since 1940 and although the family has been a party to the business constantly since, the firm name has varied from time to time to identify new partners.

Bob Alford was a partner with the Buckinghams until 1946, and George Scott became a partner in 1953. The firm was first incorporated as Buckingham Oil Co., Inc., in 1946 and it became Scott Oil Co., Inc., in about 1955, retaining that name even though Vaughn bought Scott's interests last spring.

They have six stations in their system and dream plans to spread out to extra towns surrounding Pampa, the hub of their operation.

Station operators are:

J. O. Reed — 1048 W. Brown.

Ogden & Son — 501 W. Foster.

Brewer's Service Station — 125 W. Francis (the original unit).

Caskey's — McLean.

Harley Smith Service — Perryton.

Ben White's Station — Lefors.

They envision placing stations in Borger, Spearman and Fritch soon, and long-range programs they hope for would have expansion into much of the total expanse of their franchise territory. They reach to Shamrock east, to Fritch west, to the Oklahoma border north, and Clarendon south.

Besides Jack and Howard, they have a staff of five aides and an annual payroll of about $40,000. This is some growth from a one-man gang the Sinclair distributorship had in the earlier days. They only had two stations at the outset.



THEY "SERVE" TO SERVE — Members of the Pampa Shrine Club are shown here getting ready to set up for another barbecue serving. The Shrine caterers use this method to raise funds for their work in aiding crippled children of the Pampa area. All proceeds from the catering projects go to help crippled children walk and run again.

Crippled Child Aid Main Concern Of Shrine Club

Pampa has many active clubs and organizations and one of the most active of these is the Pampa Shrine Club, a non-profit organization which was organized with some ten charter members back in the early 40s.

From that first handful of interested Shriners 20 years ago, the Pampa Club has grown to approximately 270 members with more than 160 active in service to the community.

Since the beginning, the Shriners have had the care and treatment of crippled children as their main concern and project. They especially seek the child suffering from a bone deformity, not over 15 years of age, and with parents who cannot afford to pay for treatments. However, children with other types of deformities, severe burns, arthritis, hairlip and many other ailments have been helped.

First funds for the crippled children's work were raised by private subscription. Then the Club started sponsoring a circus each year, then wrestling matches and barbeques to finance the work. Today, the Club has a first class barbeque catering service. The Shriners prepare and serve the food for large or small occasions, and will do it either ranch style or for a more formal type dinner. All proceeds from these projects go to help crippled children to walk and run and become self-supporting later in life.

From one or two cases a year, they now care for 12 to 15 crippled children each year. Presently they also are helping to put three students through college who would not otherwise be able to go. It is estimated the Shriners have sent some 200 children to hospitals for treatment which otherwise might not have been possible.

When a case of a crippled child is brought to their attention, the Shriners investigate to see what can be done for the child. Upon certification by the family physican, application is made to get the child in an appropriate instituton. One of the 17 Shrine Hospitals in the United States, Hawaii and Canada or the Scottish Rite Hospital in Dallas always stand ready to take the child.

Anyone knowing of a crippled child who needs help, has only to contact Aubrey L. Jones, Coordinator of Crippled Children Services for this area; Roy Kay, Paul Crouch, Oscar Shearer, or any member or officer of the Pampa Shrine Club.

One pair of house mice has about 60 young per year.

Radio And TV Lab Operated By B. Hawkins

Hawkins Radio & TV Lab has the historic touch of being the first radio service shop in Pampa for the fact that Bill Hawkins Sr. was a barber with a radio bug and he set up shop in the back of his "shave and haircut parlor" 32 years ago.

Hawkins had been barbering ever since he was a 14-year-old and he moved to Pampa in about 1928 from the old home town of LaBelle, Mo., where he also had been tinkering with radio in a hobbyist fashion.

Electronics has been the full-time, exclusive approach of Hawkins since the early 30's and his keen interest in the field has been so infectuous that three sons are associated with him as well as his wife, Zula, and son Dale's wife, Mary Ann.

Although Hawkins Radio & TV Lab is a considerable family affair they also contribute a more formidable chunk to the economy of the area because they've grown to the point that they also employ five personnel besides the four Hawkinses who are active in the business and pay upwards of $30,000 a year in paychecks to others besides the family members.

As the field of electronics expanded, so did the Hawkinses and they have been just as deeply involved in the growth of television in the Pampa area as they were in pioneering radio here. And they do a majority of the two-way radio service business in the area, too.

This communications system service expands over an amazingly wide territory, because they serve as far south as the Milliron ranch in Wellington. Along these lines the Hawkins brothers have a subsidiary business to provide a lease antenna for two-way radio systems (known as the Panhandle Tower Co.).

Besides Bill, Sr., Dale, William F., Jr., and Red are active in the business, and they have a fleet of four pickups and two cars, all radio controlled, to serve their clientele.

They have been in their present location for nearly a quarter of a century and completed a significant expansion program last fall — almost doubling their total floor space. They started out with the office area as the entire shop space and kept adding on until attaining their present size.

The Hawkins boys have been active with their father intermittently since they grew up, but it has become a complete family operation through the expansive growth of the past few years. Bill Jr., was in it before he went into the Navy in World War II, and had a ham license to enhance his interest in radio since he was a 13-year-old. Red and Dale elected to join the family team in electronics after they got out of the army, although Red had a stint in gasoline refinery work and Dale was a painter for about seven years.

Nearly A

THIRD OF A CENTURY OF SERVICE

to the

TOP O' TEXAS



Flossie Anderson (right background) is shown with Mabel Reynolds (left) and Janelle Tolbert (in western outfit) ready to serve you in our western store. That's Grant Anderson in the shoe repair shop below.

EXPERT SHOE REPAIR AND BOOT-MAKING



Featuring most famous brand names in western wear . . . and Don Hoy hats, Lee's and Levi Strauss, Desert Flower fiesta dresses, Prior shirts and slacks for the gals and Gross of Denver western suits for men.



THANK YOU FOR THE CHANCE TO GROW WITH A PROGRESSIVE COMMUNITY

ANDERSON Western Wear

123 E. KINGSMILL MO 5-3101

Proudly Rounding Out A Quarter Of A Century Of Service...

TOP O' TEXAS in TRANSITION



Thank You...

We were founded Aug. 7, 1937 and built our present location new back in 1940. We have strived to serve you well and completely through the years, placing a major emphasis on helping you achieve your budget needs in foods. We pledge this continued policy so we may expect to enjoy your acceptance in the future that lies ahead.

—CATHERINE AND MITCHELL C. HILL



WE'VE GROWN FROM ONE HELPER TO A STAFF OF TEN . . . CARRYING THREE TIMES THE STOCK AND DOING FIVE TIMES THE VOLUME!

Freshest Fruits And Vegetables



Here's James Calvin Hill, produce manager and promotional director, in our always tempting fruit and vegetable department.

Complete Super Market



Elizabeth Tillery, head checker, is ready to help you find your needs in our general department.

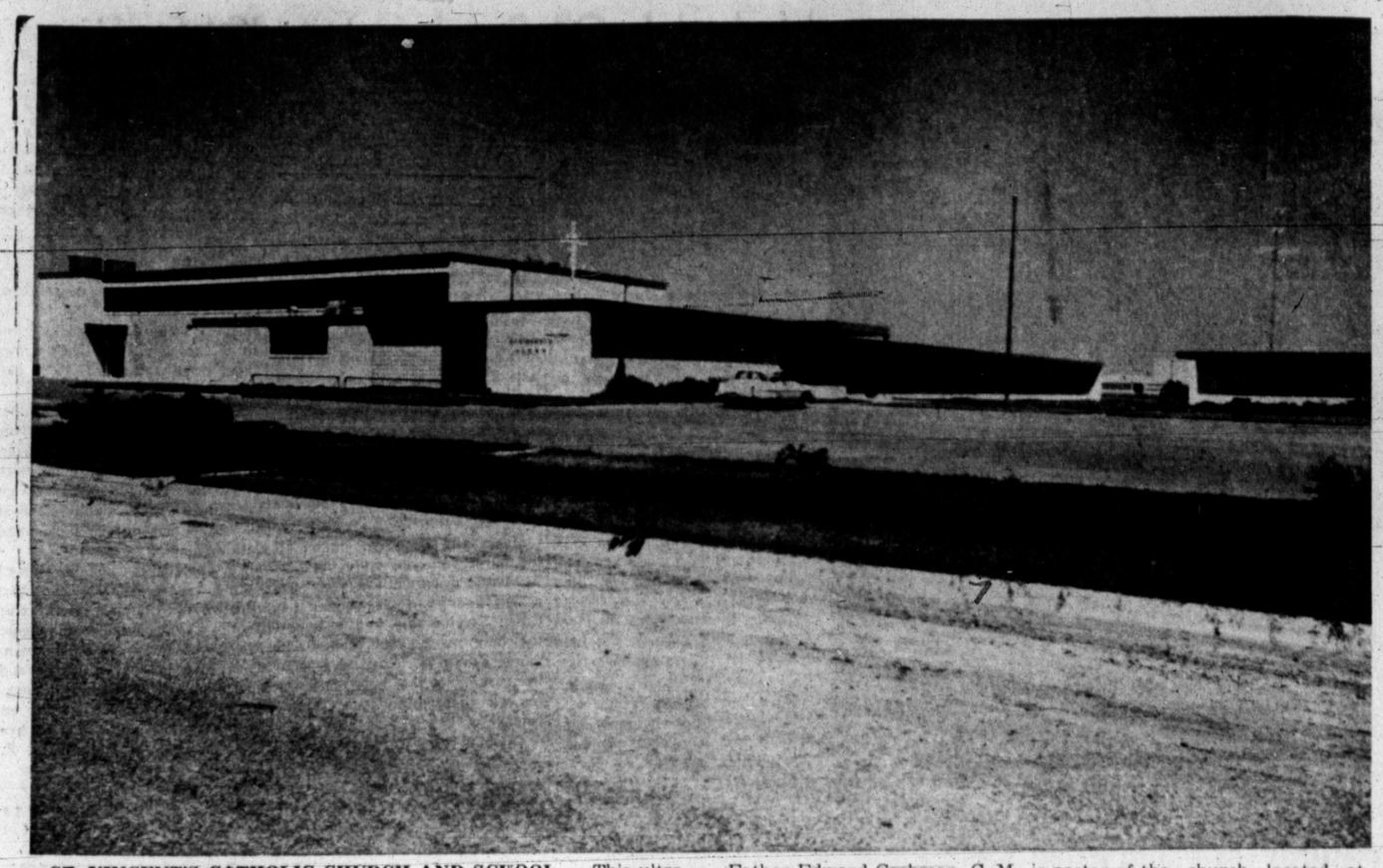
Finest In Meats



Chester Pass, meat manager and Edith West, wrapper who's been with us 10 years, are shown in our meat department.

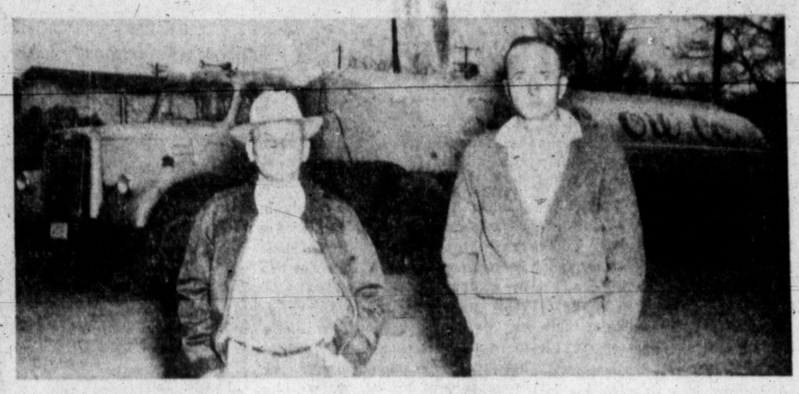
MITCHELL'S GROCERY & MARKET

638 S. Cuyler MO 5-5451



ST. VINCENT'S CATHOLIC CHURCH AND SCHOOL — This ultra modern school was completed in 1959 and has an enrollment of 202 students. The auditorium and gymnasium is used for Mass Father Edward Cashman, C. M., is pastor of the church located at 2300 N. Hobart.

Deep Rock... Cities Service... Cosden



H. L. Meers (left) and L. J. Long are Shown with tankwagon in background.



Deep Rock Products In Pampa At
● 323 W. BROWN ● 801 W. BROWN
● 1300 ALCOCK

Cosden Products At
● 800 E. FREDERIC ● 1300 N. HOBART

THANKS FOR THE CHANCE TO GROW WITH PAMPA & AREA

M&L OIL CO.

MO 4-4241 516 S. GRAY

Smith Studio Looks Ahead To Color Era

Irl Smith is going through the fascinating "transition" of preparing Smith Studio for the significant new era that seems ahead in photography — natural color in both portraiture and in commercial uses.

Smith has been serving the Pampa area with skilled photography services for nearly 33 years now, and the past 25 years has been in business for himself.

He started out as a staff technician and photographer in Fred's Studio (located where the Courthouse Cafe is now) and eventually bought the studio and moved to the present location.

Smith is a studious photographer and his wife, Irene, is learning the revolutionary new techniques of color with him so they may provide Pampa with a full impact in color with the effectiveness of a bona fide "team."

Irl has the complete layout for handling natural color now, but still is in the process of acquainting himself in all the phases of the exciting innovation in photography before he goes the route of offering exclusively natural color services.

The studio features such advanced equipment as color analyzers, special enlarger with color head, complete film developing facilities to accommodate color separation, another for paper processing, a special dryer for matte finishes, stainless steel drum for glossies, new type speed light on a high frequency synchronizer from camera to light and special commercial cameras.

To keep abreast of the innovations in photography technique and effects, Smith is attending most of the advanced schools and the state, regional and national photography conventions to exchange of ideas.

Irl takes most of the pictures while his wife prints most of the portraits and handles the oil coloring and reception duties. Irene learned photography to accommodate Irl's needs and now is as much of an artisan in it as he is. Irl and Irene work as a team in doing wedding photography and are much in demand in Pampa and surrounding towns.

Smith has compiled a real enviable record in state judging in his natural color work even though he considers himself still in embryonic stages in the field. He won the loving cup presented for the best picture of a bride in direct color this year. This was awarded by Meisel Photochrome Corp of Dallas, a color finishing plant.

Both he and Irene have had 14 of their photographs hung for display at the national meetings in the past several years. Anytime they have sent entries they have had at least one or two judged worthy of display.

When considering that only 600 out of 40,000 entries have been selected for display, the Smiths are quite proud of their record.

The Smiths now own the building in which they are located and utilize all 25x90 feet of it. They were in a 12x90-foot shop at first and thus have doubled their space. They have remodeled to add two large balconies and have a large framing department where they offer selections from 100 mouldings carried in stock.

Freeman Variety Store Presents Wide Selection

White Deer area residents have convenient selections of dry goods and variety items because the Clint Freemans found time heavy on their hands after they sold their locker and food business to their son.

Actually, Clint and Mildred started out with a 25-foot store front with a token stock in dry goods shortly after they sold Clint's Zero Locker Nov. 1, 1957.

They doubled in size and expanded into variety items in March, 1959, through the expediency of buying out their daughter and her husband, Betty and Charles Timmons. The young couple had founded the store next door Oct. 1, 1958, but were dissatisfied with it and Mr. Freeman took over because he felt the two stores could be operated together.

Mrs. Freeman has handled most of the store responsibilities since they sold the food store because Clint is farming a 278-acre place east of White Deer which they bought after leaving the food business.

She has the assistance of one daughter, Mrs. Frances Taylor, and says she has made the store completely a family affair all along. Other daughters, Mary Ann (Pokey) Cade, Betty and Pat, who is still at home, have worked in the store. Young C. W. is only nine and hasn't been given the opportunity of sharing such family responsibilities yet, but already is showing an interest.

The Freeman business career presents one of the most amazing and interesting progress stories of the area, because Clint and Mildred started out in Skellytown in depression years with the barest shoestring.

To begin with, they had been working for $12.50 a week plus rent on a home as a staff member of the Black Grocery Store when Clint bought a beef and a hog on credit, rented a building on credit and opened shop in a 14x20-foot meat market. This was July 25, 1935.

They had come along well enough by Christmas time, 1936, to be able to buy out their former employers and go into a full fledged, general food business. They sold this business to Clyde Horner in 1944, and were out two years before being enthused into establishing the locker business which they expanded before they opened through selling groceries to tide themselves over.

The dry goods business came on a whim. They realized the vacant store building had been a dry goods store six or seven years before and calculated that it was about time White Deer would appreciate having its own store of that type.

Their calculations were right, it seems, as the store is carrying on with steady, growing business. Thus, the Freemans are contributing to a trend of improving the White Deer business district and the buying public is making it worth their while.

HOLLYWOOD (UPI) — Yves Montand, an accomplished linguist, is dubbing his lines in French and Italian as well as English in 20th Century Fox's screen adaptation of William Faulkner's "Sanctuary."

GIFT SHOPPING

IS ALWAYS IN SEASON AT

Dunlap's

IN PAMPA





HERE ARE MANY, MANY REASONS WHY!



Joe Thompson and Winnie Flowers say let them help you with your gift selections in these candies and fancy foods (left). Our Men's department (right) has a myraid of choices from accessories to suits and complete outfittings. Let Lou Troja or Ted Everhart help you.

and DOTTIE DUNLAP, Personal Shopper is always ready to do your shopping for you if you're busy or indisposed. Just call MO 4-7417. Ask for DOTTIE! Dunlap's has Free Delivery, too.

Three floors of selections in quality-proved brand-names-you-know is the story behind our position as Gift Headquarters of the Top O' Texas as well as serving Pampa as the department store for the entire family.

You can always count on us to have those "just right" special seasonal gift lines . . . typified this Christmas season by handmade candies, made expressly for Dunlap's . . . plus the answer for hard-to-please, have-everything type — Wolferman's fancy food products in gift packages.

Dunlap's is most gratified to have enjoyed such tremendous acceptance in only six years in Pampa . . . grown from 3000 square feet of space to today's double-front, three-floor unit with 15,000 square feet of merchandising space. And we're proud to be able to contribute some $125,000 a year to the area's economy — payroll! We pledge to continue to provide you the same quality and service in the future.

CHRISTMAS SHOPPING WAS NEVER BETTER!

For milady's gifts, left, you can have helpful suggestions from (l. to r.) Lilly Wilton, Dora Thompson and Alpha Bradley. Renata Diez (right), and Anita Griggs can show to real practical gifts in their respective departments.



THANK YOU
for the Chance
to grow with Pampa
and The





McAndrew Planning Bigger Auto Agency

Charles McAndrew is symbolic of the bright future most hold for Pampa and the Top O' Texas through his enthusiastic efforts to project himself into the ranks of dominant new car dealers in the area.

McAndrew Pontiac has just completed its grand opening, and the firm represents Chuck's "graduation" from the ranks of a used car operator into a full-fledged new car operator with complete services.

McAndrew has signaled his intentions of providing Pampa and area with a most aggressive Pontiac dealership through doing an extensive remodeling and redecorating project at his headquarters, which he took over through buying out Joe Lee Pontiac about a month ago and then going through these thorough improvements before having his formal opening.

McAndrew has a staff of 10 personnel, with his brother Jack performing as specialist in air conditioning and automatic transmissions and Ernie Pearson a 40-year man who is the service manager, Gerard Leger as parts manager. Don Pendergrass is mechanic. Edith Leger will be bookkeeper and office manager, and Ed MaGuire will be sales manager.

The Legers are parents of Mrs. (Betty Jo) McAndrew, who will assist as needed in the business department as time out from her family of five youngsters from 10 years to 10 months old will permit.

The agency has a completely new service department, now featuring all of the electronic testing devices and gauges so that Pontiac customers may have a topflight service deparment to depend on.

McAndrew uses the entire half block and has dressed up the neighborhood through installation of new lighting over the used car department.

While emerging aggressively in automobile merchandising McAndrew also will be putting their main stress on giving service to his customers. Since he has a 10-year background in used car sales, McAndrew is gong to i do a more aggressive job in this department, too. Incidentally, he brought 10 of his better units from Enid, Okla., business he sold out to come here.

The presence of McAndrew in the Pampa automotive field came as one of the most amazing coincidences of their lives. They had been well-entrenced at Enid, with a successful business and no dream of ever leaving.

But Bob Williams, who had worked with McAndrew on several business deals in the past, thought of McAndrew when he learned the news of the possibility of transferring the ownership of the Pontiac agency.

"He called me one Tuesday," Chuck recalls, "and told me he believed a dealership was available and that he felt Pampa would be great for me and perhaps I could do something for Pampa. He talked me into at least coming over and looking at it.

Chuck has a history of being a civic enthusiast, and while he hasn't had time yet for any affiliations of the like in Pampa, he probably will be just as busy here as he was in Enid. He had a record of being a leader in the Catholic church at Enid and was active in the Holy Name Society and also the Enid American Legion.

Read the News Classified Ads



LAYING FIRST SIDE WALKS — This photo taken 56 years ago in 1905, shows the laying of the first sidewalk in Pampa. The sidewalk being layed is on the west side of S. Cuyler St. between Atchison and Foster Streets.

Wright Fashions Features Medium Price Style Line

Rankin E. Wright adds to Pampa's repute as a ladies style center through presence of Wright Fashions, Inc., here since August, 1960.

Wright is associated with his brother, John Wright, in the business and actively manages the Pampa store while John devotes most of his time to interests in Amarillo in a similar venture.

Wright's has a staff of eight personnel and they have been experiencing steady increases, month by month, since making their debut in Pampa.

Wright's aides include Mrs. Lucille Husted, Nettie Campbell, Marjorie Smith and Allie Morgan, sales ladies; Thelma Irwin, cashier, Mrs. Maude Russell, alterations, and Fannie Oliver, maid.

Oddly enough, Rankin and John had been contemplating setting up a store in Pampa when the building they occupy became available and they stepped right into the field instead of spending months dickering and pondering.

They did an extensive remodeling job on the building before opening.

The store emphasizes medium priced goods in high fashion lines and features such famous brand names as Adele's and Roth Le Clover suits, Krowyn and Kingsley coats, Georgia Bullock, Anne Murray, Charles Cooper, Mr. Eddie and Alper Schwartz dresses; Jantzen, Pendleton and Garland sportswear, Lady Manhattan and Lady Hathaway blouses, Vanity Fair lingerie, De Mario accessories, and Estel Lander and Scandia cosmetics.

Rankin had two years with a suburban ladies store in Amarillo before coming here and his previous experience included mostly hotel work in Colorado Springs, Phoenix and Oklahoma City. He had been in ready-to-wear work earlier during school days.

M And L Oil Represents Remarkable Growth Story

M&L Oil Company represents a remarkable growth story from two men in a service station to three - brand-name petroleum distributorship serving 14 stations and commercial outlets which expand over an eight-town territoy.

H. L. Meers and L. C. Long are principals in the business which features such banners as Deep Rock, Cosden and Cities Service.

The present Deep Rock station at 1300 Alcock, now managed by Rex Gage, was their starting point. They changed over from other careers to a partneship in this firm as an independent gasoline outlet in about 1950.

The quest for name brand merchandise brought them the Deep Rock distributorship first in 1955, and their chronology of other dealerships was completed in 1960 when they took on the Cosden line. The Cities Service business is only in bulk sales in the field to industrial outlets such as rigs, etc.

Meers had been a farmer and Long was in the wholesale gas business when they combined their energies and nest eggs to enter the service station career.

Their total of 14 stations — about to be increased by one when a new Cosden outlet in White Deer is completed about the first of the year — includes a dozen Deep Rock units.

Three Deep Rock stations are located in Pampa — at 232 W. Brown, operated by Grover Lewis; at 801 W. Brown, operated by Brooks Riley, and Gage's unit on Alcock. Other operators are in surrounding towns: Thurston Young at Wheeler, Wiley Pettit at Kingsmill, John Edens at Stinnett, C. L. Hunt at Dumas, J. D. Walls at Dumas, T. C. Selby at Hartley, Mack McKee at Etter and Broadway Supply, at Sunray.

The two Cosden stations in Pampa are Hampton Service at East Frederic and Mills Service at 1300 N. Hobart.

Meers and Long carried on all the bulk operations from the 1300 Alcock location until a year and a half ago when they added the Cities Service line and absorbed the bulk station for that brand name at 516 S. Gray and have been running the bulk business for all three brands at that point.

Although they do have storage space at the plant, the firm doesn't use the tanks because they handle most shipments direct from the refinery to the station.

IGA Food Liner Is Super Market With Many Lines

Elmer and Louis Fisher propelled themselves into a new era of progress in 1957 by rebuilding their own store building after a fire destroyed the place where they started 12 years ago.

That's the essence of their progress story at IGA Food Liner, which is further consolidated by some statistical tidbits like business volume and stocks being up to match a staff that's grown about three times to 12 to 15 personnel.

They have a complete super market which offers everything from all foodstuffs to housewares, drugs and notions. IGA is open every day of the year except Christmas. They maintain hours of 7:00 a.m. til 8:00 p.m. and Saturday till 9:00 p.m.

Key personnel include Carl Sexton, meat market manager, assisted by Clarence Horton; George Taylor, produce manager; Richard Johnson, assistant manager; and, of course, Elmer and Louise share the general manager duties. Aides in the market, on custom butchering wrapping are Mrs. Frank Poarch and Mrs. F. E. Stout.

Playing cards did not appear with ornate back designs until about 1850.

21 Years of Service





GLADYS and BOB ROBINSON . . .
providing the Top O' Texas with its need in glass — paints — tools — decorator needs — and fine gift selections.

...home of
HIGH FASHION
at
MEDIUM PRICES



DELIGHTED TO BE PARTICIPATING...

TOP O' TEXAS in TRANSITION



Featuring PRATT and LAMBERT PAINTS

Johnny Reeves says there are 750 different colors a multitude of decorator selections . . .
We match your sample regardless of original brand.





COMPLETE GIFT LINES FEATURING CUT GLASS AND MILK GLASS . . .
This department has grown in popularity through eight years of experience. Mary McWater is ready to serve you.

THANK YOU . . .

While we've been in business since 1940, we can chalk up a third of a century of know-how in the building trades through lumber yard experience here and in Liberal, Kansas.

We stress best known brand names and pride ourselves in the fact that our customers rely on us as "headquarters" for best planning on redecoration — interior or exterior!

TOP O' TEXAS in TRANSITION

WRIGHT FASHIONS Inc.
AT THE FASHION CORNER
222 N. CUYLER
MO 4-4633

HOME BUILDERS SUPPLY
312 W. Foster
MO 4-8411

Southwestern Public Service Story Dates Back To Middle '20s

The 1925 electric picture of Pampa is a far cry from that portrayed in this year of 1961, and Ruth Sewell, senior clerk in the Pampa District office of Southwestern Public Service Company has the facts to prove it.

This employee, with 36 years service — she came with Public Service only 4 months after the company had purchased the property from Frank Grogan — remembers well those 1925 days.

"Back then we had only 4 employees — a manager, two men at the engine plant, and myself. All told, there were only 256 customers, and back in those days about all people used were a few glaring bulbs hanging on a wire brought down from the ceiling. The electric hand iron was just coming into its own, and a kilowatt hour of electricity cost about 35 cents — who says they were the 'good old days', says Ruth.

To get the 1961 comparison, we talked to Gordon Lyons, the present Pampa district manager. "From 4 employees in 1925 to 51 today accounting for a monthly payroll in excess of $22,000. From 256 customers to a total of 9,419. From an electrical capacity of 2 kilowatts to modern steam generating stations that, through dependable high lines, bring unlimited amounts of electricity to our Pampa area," is quite anadvancement said Lyons.

"But, of perhaps most importance to our costumers, is the tremendous reduction in the cost of electricity. Where a kilowatt hour of electricity cost 35 cents in 1925, today our average Pampa residential customer pays less than 2 cents per kilowatt hour for using any electric appliance he adds to make his living better," the district manager pointed out.

"How do you manage to have enough electricity for all the industrial, commercial and residential uses?", we asked Lyons.

"I won't say it's easy, said Lyons. "It takes lots of hard work on the part of our planning engineers and it takes millions of dollars which we must raise in the competitive open market. Over our entire system we must raise about 20 million dollars a year just to add the new equipment that is necessary for use to give dependable electricity int he amounts our customers require. Unlike the 'main street merchant' who needs to know, what his customers will be buying say, 6 months from now, we must know what our customers will be using 5 years from now. For example, it takes a minimum of 3 years from the time we place the order with the manufacturer to install and have operating a multi - million dollar electricity generator. You can see that we have to make the correct decision," Lyons said.

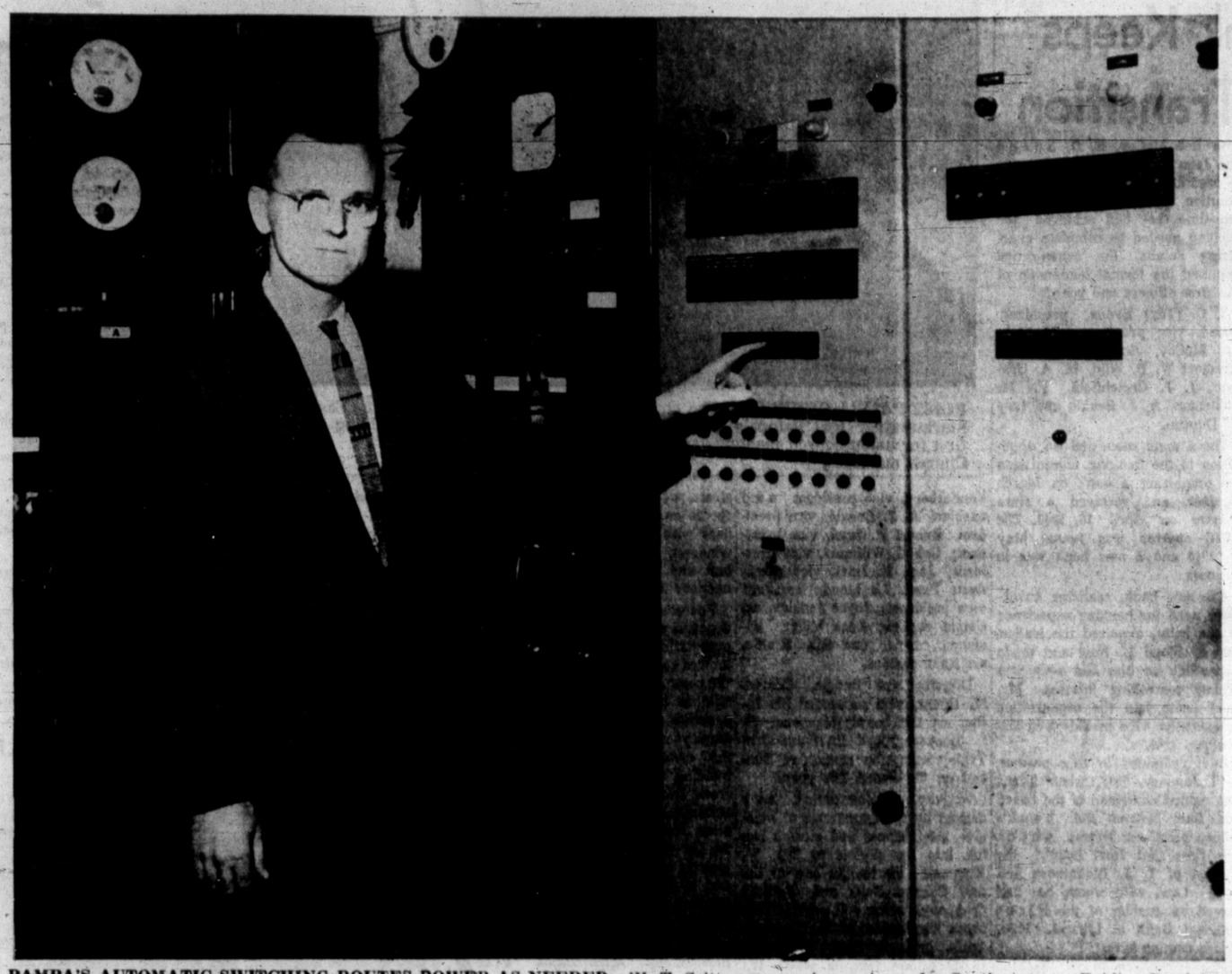
Continued Mr. Lyons, "Our policy is to stay ahead of the electric needs of our customers and this is reflected by the fact that 63 per cent of our plant has been built within the last ten years. This also reflects the tremendous growth of the area we serve and it is believed that our company has one of the highest percentage of new equipment in the electric industry."

"Let's look at the growth in the Pampa area alone," said Lyons, "back in 1944 we had 3 industrial customers. This rose to 94 in 1951, and today the figure has more than doubled with 195 industrial customers — and the usage! Those 3 customers in 1944 used only 1,945,060 kilowatt hours yearly, whereas our 195 customers today are using over 100,000,000 kilowatt hours."

"And, our commercial customers — in 1944 there were 716 who used slightly over 4¼ million kilowatt hours per year. In 1951 the number had risen to one thousand and nine, using twice as much electricity and today there are 1,162 commercial customers using almost 23 million kilowatt hours per year.

"The residential picture also reflects the amazing growth of the Pampa area. In 1944 there were 2,939 residences being served, and 2,700,000 kilowatt hours were consumed. 1951 saw 4,334 residences using just over 6 million kilowatt hours, while today our residential customers total 8,062, and the total usage is now over 25 million kilowatt hours per year."

"We are, of course, glad to be a part of this wonderful expanding Pampa area and we are glad, too, that through dependable electric service — all you need at the touch of a button — that we are able to contribute our part to Pampa's growth," Lyons said.



PAMPA'S AUTOMATIC SWITCHING ROUTES POWER AS NEEDED—W. T. Seitz, power sales engineer for Southwestern Public Service Company points out controls that make it possible to operate automatic switching by remote control. From his point electric power can be routed as is necessary by conditions existing at the time.

"We get our electricity here over three high voltage transmission lines. There are two 69,000 volt lines that come down from our interchange near Borger, and a new 115,000 volt line that comes from Nichols Station. These lines come into the Kingsmill Interchange west of town and then the power is sent to several substations around the outskirts of Pampa, eventually moving into our city distribution system. In the last several years we have invested over a million dollars to bring dependable service to the Pampa area."

Ring Gets Around

NEWPORT, Vt. (UPI) — Police here found a high school ring belonging to Margaret T. Donohue five years after it had been lost. She said, "I can't understand how the ring was ever found in Vermont as I have never been there."

Heath's Clothing Store Has Long Pampa Tradition

Mark Heath carries on a 32-year tradition with Heath's Men's Wear but shares that history with two previous owners of the men's store in the Combs-Worley building.

Frank M. Carter founded the business as the first business for himself that he had, and operated it eight or nine years before selling out to Wanner Men's Wear.

Heath bought the business in February, 1955, from the Wanner estate.

He had been a gas engineer at the present Kerr-McGee plant for years previously. He had been an employe in a men's store years ago for a couple of years and that's what prompted him to choose this business when he made the decision to have his own business.

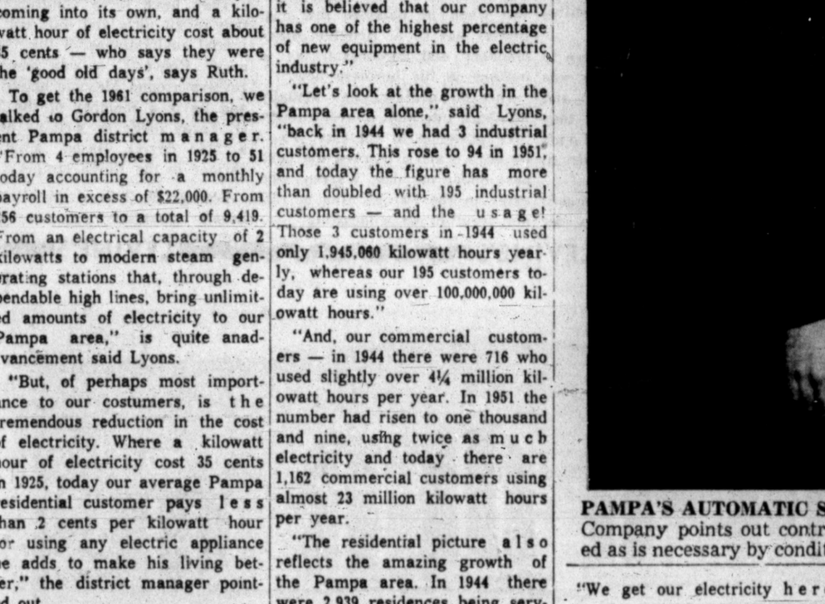
Heath has two regular employees, Bill Elkins and Carlton Freeman and his wife, Floy, keeps books and helps in selling.

Heath has done a remarkable job of growing in his "efficiency store" which stresses utility of a comparative small space to the fullest extent. He has two large storage spaces to service his stocks which provide his customers nowadays with twice the selections they did when Heath started out.

They feature such brand names as Louis Roth and Griffon clothing, Field & Stream and MacGregor sportswear, Enro and Arrow shirts, Hathaway shirts, Knox and Borsalino hats, Enro (formerly Faultless) underwear, Pioneer belts, jewelry and leather goods, and Bronzini and Mr. John ties.

Heath keeps busy in civic affairs, too, being a member of the Rotary club, Country Club, Pampa Club and American Legion.

Our Proud Contribution To The Pampa Story . . . An



Exclusive Boys' Store

CLIMAXING A DOZEN YEARS OF SERVICE AND GROWTH WITH A PROGRESSIVE AREA

A view of our store . . . . Mabel Ford and John Allford are ready to serve you.

Emphasizing finest brand names in boys' lines . . . Calvin's K. S. wear, Kaynee shirts, Robroy and Munsingwear knit shirts, Jantzen sweaters, Copperfield, O'Brien and B & G slacks, Levis, Lee's and Tex'n jeans, Charmoll school jackets, Jockey shorts, Bau Brummel ties, Hugger caps.

TOP O' TEXAS in TRANSITION

PROUD TO BE "ALONG"

FORD'S BOYS WEAR

At Fashion Square

110 E. Francis MO 4-7322

TOP O' TEXAS in TRANSITION

a QUARTER of a CENTURY of TRADITION

Our Badge Of Progress



STRESSING TIME-PROVED BRAND NAMES IN MEN'S CLOTHING!

- HART, SCHAFNER & MARX SCHOEMAN in Suits and Sport Ensembles

ALSO

- MAYFAIR
- EXCELLO

In Slacks

- NETTLETON
- WEYENBURG MASSAGIC

In Shoes



- STETSON
- DOBBS

In Hats

- MANHATTAN
- MR. JOHN
- JAYSON
- EXCELLO

In Dress And Sport Shirts

- PENDLETON
- JANTZEN

In Sports Wear

- MUNSING WEAR
- RICH GUILD

In Knit Wear

THANKS FOR THE CHANCE TO SERVE YOU



Members of our staff (in photo above) are, L. to r. Darrell Seitz, Lena Reed, Pat Watson and Charles Martin.

OLLIE HARE

STORE FOR MEN

LOCATED ON PAMPA'S "FASHION CORNER"

220 N. CUYLER MO 5-4041

Citizens Bank Keeps Pace With Transition

Citizens Bank and Trust Company exemplifies the significance of this area's transition by embarking on a new vista of expansion, although it already has attained the astonishing position of multiplying its capital resources approximately 30-fold in its 21 years of service.

In keeping with the growth of the community, the bank has kept pace by enlarging its quarters to meet the demands of the "fabulous fifties and the soaring sixties." The history of the bank's "home" is a study in contrast from the original building on a 25-foot front, when the bank formally introduced itself to the Top O' Texas area on May 25, 1940.

Eleven years later, 123 W. Kingsmill was remodeled and expanded to two-and-a-half times the space previously occupied. "The friendly bank with friendly service" held a grand opening July 21, 1951 and invited all of its local and area neighbors to view this step forward in modern banking facilities which at the time reflected the progress, growth and development of the area.

Today, after another ten - year period marked with progress and prosperity locally, as well as throughout the nation, the bank is celebrating its twenty - first birthday by erecting a two - story structure, which will be one of the most modern banking institutions in the southwest.

There are so many amazing facets to this story of growth that any segment of it could be pegged as an exciting progress edition in itself. Take the staff, for instance. There were seven employees who received about $10,000 a year in paychecks in 1941.

Today, the bank's 30 member staff bolsters the Pampa economy by about $175,000 a year in the form of payroll.

This story of resources can be better visualized in the simple comparison of a table of years:

	Deposits	Loans	Captial Structure
1940	$ 351,000	$ 277,000	$ 90,000
1945	4,806,000	495,000	150,000
1950	6,204,000	2,181,000	329,000
1955	7,957,000	2,839,000	551,000
1960	9,717,000	3,854,000	763,000

The bank's chronology began with Bob McCoy, E. O. Snead and John F. Sturgeon, who sought to organize a second financial institution in Pampa in 1940. By the time they had achieved the backing needed to complete chartering details, the organization assumed the formal leadership of the first officers and board:

S. C. (Tex) Evans, president; Snead, vice president and cashier; McCoy, vice president; and directors W. B. Wild, M. A. Graham, J. J. Crutchfield, F. M. Culberson, A. J. Beagle and Ivey E. Duncan.

These men submitted an application to the banking commission for organizing a bank on March 28, 1940, and received a state charter on April 16; 1940. The FDIC charter was issued May 27, 1940 and a new bank was in business.

The new bank, realizing an obvious need for banking experience at the helm, acquired the leadership of Floyd E. Imel and made it possible for him and associates to buy controlling interest. Mr. Imel came into the organization as executive vice president in December, 1940.

Imel remained in this position until January, 1947, when Evans was named chairman of the board and Imel became the bank's second president. It was about this time that Imel bought the interest of T. J. Blakemore and C. W. Law, with whom he had served as cashier of the First National Bank in Liberal, Kan. before coming here.

Imel's background in banking had been in the Liberal locale prior to coming to Pampa. He began as bookkeeper for the Forgan, Okla. bank before joining the Liberal staff.

At the time Imel came into the organization at Citizens, the directors who served with him were Evans, Beagle, Duncan, John F. Sturgeon, B. L. Hoover and Blakemore.

For a time, the directorship was increased with Law, Dr. C. E. High and V. L. Boyles serving on the board.

Present officers of the bank are F. E. Imel, president and chairman of the board; Elma Vanderberg, vice president and cashier; A. J. Beagle, vice president Robert E. Imel, vice president; Bob C. Williams, vice president; Jack E. Imel, vice president; Freda Le Mond, assistant vice president; Joyce Jenkins, assistant cashier; Lora Miller, assistant cashier and Bill Kindle, assistant cashier.

Director are Beagle, Clinton, M. Evans, who succeeded his father on the board this year; B. L. Hoover, Floyd Imel and Jim Tripplehorn, who succeeded Duncan on the board this year.

Activity of construction, evidenced by the framework of massive steel beams and girders rising into the skyline at 300 W. Kingsmill, marks the site of the new Citizens Bank and Trust Company, which will provide four times the space of the present bank, with a floor space of 16,000 square feet, of which 12,000 square feet is for immediate use, and the remaining 4,000 square feet for future expansion.

Early 1962 is the present date set for completion of the building, which will be "one of the most beautiful and modern banking plants in Texas" according to Frank Winfree of the Frank and Winfree Co. of Denison, which company deals exclusively in the construction of banks. Exterior structure of the bank will be polished jet granite, whiteface brick, porcelain paneling and gold metal trim.

Added facilities will include a parking area for 35 cars off the street, as well as accomodations for 20 cars at a time doing business with the three drive - in windows, that will have tube system and intercom telephone connections with the bank proper.

Featured will be day and night depository for 24-hour service; an automatic elevator to take customers to the second floor, where the community room will be available to the general public; plus a coffee room for executives and employees. On the main floor of the completely air conditioned building will be five teller windows, two exchange windows, two statement windows, two installment receiving windows, as well as the office area, which will include two private office rooms and a 19x32 area allotted to a growing personal - loan department.

While the bank has had trust department authorization all along, this is a phase of service which will be expanded in the new and larger building. There will be a customer's conference room adjacent to the safe deposit box vault, which will be increased to 1200 units including 100 of the new larger boxes.

Citizens Bank has modern equipment to expedite the most complete banking and trust services; Burroughs Sensimatic bookkeeping, Bell and Howell - microfilming and National Cash Register proof. Services include checking and savings accounts, all types of loans, escrow, cashier's checks, bank money orders, trusts, sale and redemption of savings bonds, permanent record by microfilming, counseling, plus many extraordinary services and facilities offered by a most progressive and friendly bank.



FIRST PAMPA CHURCH — The church above, constructed in 1903 at Foster and Starkweather was Pampa's first modern church building. The building was used first for union church meetings and later became the property of First Methodist Church members.

Single Bliss

LONDON (UPI) — Evening News and Star definition of a bachelor: "A man who can put his socks on from either end."

Triangle Well Service Company Started In Pampa 13 Years Ago

One of the greatest contrasts reflected by the Top O' Texas Transition story is the experience of a man who had to hold down a daytime job to "support" his venture into business 13 years ago and now pours $125,000 worth of paychecks into Pampa's economy each year nowadays.

That's the progress story of Chuck Hoover and Triangle Well Servicing Co.

He started out in 1948 in partnership with Andy Webb and C. W. Henry with a single drum, double-pole Walker-Neer unit in his well-servicing business.

Hoover remained at his job as production foreman for an oil producer in the daytime while Andy did the daytime trick on their rig. Then Hoover did the night operator job. Just when he slept, he recalls, even mystifies him.

The youthful firm had grown to two rigs by 1950 when Hoover was able to buy out his partners and assume sole ownership. Now they have six rigs in action — four single drum and two double drum, and all pole type.

They have the latest models available, featuring the new air operated units, which are a departure from the older hydraulic powered units.

Triangle Well Service has a staff of 26 personnel and Hoover has the assistance from such competent leadership offered by pushers Lee Hoover and Dale Walker and operators A. G. Brummett, Ed Woods, Leonard Palmer, Jessie Bliss, J. C. Callaway, Jack Blackmon, Jerry Green and F. E. Matheny.

Besides the six rigs, Hoover also offers services of four steamers, and one of his pulling rigs is designed for well-deepening and can drill 3500 feet.

This provides a new vista of operation for the servicing company, and Hoover wryly admits he was influenced perhaps by a yen for a bit of wildcatting of his own when he obtained this rig. Hoover has O. S. Henville, office manager and accountant, as a partner in his business now.

This oil drilling bug actually was born into him, Hoover admits. "We grew up in Oil City, Pa.," he says, "and I learned the business under my dad, Warren, who came to the Pampa area in 1935 and went broke wildcatting."

"I suppose this is like gambling spirit," he adds. "It just grows on you. That probably explains my determination to bring in one of my own.

"Back when I was drilling for B. L. Hoover and batting 1,000, the first time I drilled a dryhole for him was the time I had an interest in it. And since then, I have accumulated an interest in five dry holes. They say a wildcatter does well to bring in one inseven, so I suppose we're just about average."

Hoover's wife, Helen Sue, is active in the business as needed through telephone - answering services and contact work in his behalf, but has been restricted in activity in the past year due to ill health.

They have three children, but they're all girls and thus not potential understudies in the business. Hoover's outside interests revolve around Masonic activities, and he is a member of the Top O' Texas lodge as well as being a 32nd degree Mason and a shriner in the Khiva temple.

Triangle Well Servicing offers a broad versatility in services,

TOP O' TEXAS in TRANSITION

55 YEARS of PROGRESS



FIRST NATIONAL BANK
In Pampa
Member FDIC

LEVINE'S LEVINE'S LEVINE'S



Low Margin
Fast Turnover

TOP O' TEXAS in TRANSITION

. . . that's been our formula for success during our 35 years of doing business in Pampa. Levine's in Pampa not only is a pioneer in the Top O' Texas but remains the oldest operating store in the 75 store system which serves the entire southwest.

We have continuously grown with the community and are determined to keep pace with the contiued expansion of the Top O' Texas, offering quality merchandise at the lowest possible prices.

Serving Pampa And The
Top O' Texas Since 1924

LEVINE'S

LEVINE'S LEVINE'S LEVINE'S

Stout-Hearted Men And Women Built Pampa To Present Status

Successors To Those Who Pioneered Carry On With Future Plans

(Continued From Page 1)

Texas in the fall of 1891. The crop was a failure and it was twenty years after that before much farming was done on the plains. The Panhandle, at that time, was largely a cattle country and farming came much later. Today the average annual output of wheat in the Top O' Texas area is approximately 15,000,000 bushels. Supplementing wheat as the chief agriculture products are grain sorghums, barley, corn, hay, oats and rye.

Pampa was fortunate in having a man greatly interested in its future connected with it from the beginning. This citizen was the late T. D. Hobart. Mr. Hobart has often been called the "Father of Pampa". He was interested in selling land only to settlers and not to speculators. Most of the land was sold in small plots of 160 to 640 acres, and it was stipulated in the contract that improvements were to be made on this land.

On April 14, 1902, one hundred fifty - two qualified voters living in the area of what is now Gray County filed a petition for an election to organize the County. The petition was granted and on June 30, 1902, the first Commissioners Court of Gray County convened at Lefors, that town being the first county seat of Gray County. Judge B. M. Baker was the first judge to preside at the newly erected county seat, and the present B. M. Baker School was named for him.

In the spring of 1905, C. P. Buckler came to Pampa to assist in the development of the White Deer Land Corporation. M. K. Brown and Buckler later succeeded Mr. Hobart in the management of the lands. Prospective settlers became interesed in this section in 1903 when some eastern speculators bought Texas land and sent carloads of farmers into Texas to lookat their land. They paid all expenses of the prospective buyers and charged them $25 an acre. Some of the trains bearing these prospective purchasers had to come through Pampa. At that time Buckler and Brown were selling land around here for from $10 to $15 an acre. The trains had to stop here for water and they had a little exhibit house built on the railroad right - of - way. Then they had booklets printed in 1907 which gave information on the kinds of crops grown here and the possibility of future development. This attracted a large number of farmers, and they told their friends back East. In this way, the country was first settled with farmers.

The opening of the great Panhandle oil and gas field was a result of an accident in the performance of another task. C. N. Gould, then professor of geology at the University of Oklahoma, was given a commission by Theodore Roosevelt to trace the water sources of the Canadian River drainage area. While engaged in this work in Potter and Hutchison Counties, during the year of 1903, 1904, and 1905, he noted and mapped the structure that later was to produce such valuable quantities of oil and gas. Gould reexamined his reports in 1916 and told M. C. Nobles of Amarillo of the structure discovery along the Canadian River. Gould was then employed by Nobles and several Amarillo associates to map out the structure more carefully and make a location for a test well. This task was completed in October of 1916 and work started on the first well in the Texas Panhandle. It was completed in December, 1918, at a cost of $70,000. The well was drilled to a depth of 2,605 feet and had an initial production of 10,000,000 cubic feet of gas daily. It was located in Potter County about thirty miles north of Amarillo, and was designated the Amarillo Oil Company Number 1 Masterson.

It was not until three years later that oil was discovered. The first oil well was drilled by the Gulf Oil Company on the Burnett Ranch in Carson County, a few miles east of several completed gas wells. The first production in Gray County was gas, and the first oil well for the area that was to dominate the whole field in production and number of wells was the Number 1 Worley - Reynolds, drilled by the Wilcox Oil and Gas Company. From that time Gray County forged ahead, soon overtaking other counties in the production of oil and gas. The oil boom swept over the Panhandle, leaving in its wake new prosperity. Pampa is located in towns, railroads, industry and prosperity. Pampa is located in the heart of this 175 - mile long oil field which stretches in a northwest and southwest direction through Wheeler, Gray, Carson, Hutchinson, Potter and Moore Counties in the Panhandle of Texas. It is headquarters for many oil companies, industries, and other activities in the Panhandle oil fields.

Looking back briefly to Pampa in 1902 you see a small village with practically no houses on what is now Cuyler Street. Among its early prominent citizens were Dr. E. von Brunow, the first physician, Charles Cook, the first lawyer, J. N. Duncan, the first mayor and others already mentioned. By 1910 there were 500 inhabitants, and the red brick school building on North Cuyler Street was erected at a cost of $15,000 and staffed with six regular teachers. A dugout in the middle of Cuyler Street housed the first Pampa Post Office. A complete modern structure houses it today.

In 1927 Pampa adopted the home rule form of government with a special charter and incorporated therin a Board of City Development, headed by progressive and energetic citizens, A direct result of this far - sighted planning was seen in the 10 - year period from 1920 to 1930 when Pampa ranked third in the United States in percentage of gain in population, having reached the 10,470 mark according to the Federal census. Since these early days the growth of Pampa and Gray County has been spectacular.

The discovery of oil and gas in Gray County in 1926 caused Pampa to enjoy a sudden and almost unbelievable rise in population, wealth and institutions to the enviable position which the city enjoys today. Yet, it must be kept in mind that Pampa does not owe all its success to oil. Before 1926 Gray County was an agricultural region of considerable importance, and unlike most oil towns, Pampa is still considered an agricultural and ranching area of great importance. This three - way development has had a most helpful effect upon the character of the town and its citizens. Pampa has enjoyed the material advantages which have come from wealth in oil and gas and has had the stabilizing influece of the slower, steady growth of an agriculture and ranching region. The "oil boom" which struck Pampa in 1926 did not leave her crippled, as has been the case of many towns suddenly possessed with oil wealth; on the contrary, it gave impetus to growth continuously since that time, in a city of fine homes, churches, retail stores, schools, and public buildings.

The history of Pampa, during the first half of the century, gives a fine comparison with the fast moving community of today. Pampa being located in the upper Panhandle of Texas distinguishes itself as the Top O' Texas City, "Where Wheat Grows and Oil Flows." The City of Pampa, operating under the City Manager form of government, has long been noted for its progressive, yet conservative public officials.

The excellent school system, including the magnificient high school, two junior highs, and several elementary schools, plus parochial schools and business college, are serving the educational needs of the community. The school enrollment totals more than 6,500 students — Pampa can truly be proud of its schools.

Pampa is considered a strong church town with more than fifty - five active church organizations representing most all faiths. Many churches have enjoyed new building programs within recent years.

The recreational facilities of Pampa has not gone without attention as the city has ten parks and playgrounds, three theatres, tennis courts, four swimming pools, two golf courses, a fine little league baseball program a semi - pro baseball team, two modern bowling alleys, and McClellan lake for boating and fishing. With the completion of the Canadian River Dam, Pampa's recreational facilities will be further enhanced. Pampa, today, is a far cry from the little dot on the map at the turn of the century and like most good towns, the progress made has been due to the farsightedness, determination, courage and sterling character of the men and women who have played key roles in leading the development of the community.

The Pampa Chamber of Commerce and Board of City Development deserves much credit for their progressive program of work down through the years. The Chamber maintains an active group of Committees constantly working for the betterment of the city and its trade area. Thirty - nine men have served as presidents of the Pampa Chamber since its organization in 1925. C. B. Barnard had the honor of serving as the first president in 1925. Gordon Lyons is leading the organization during the current fiscal year. Even though the Chamber's program of work is to great to mention, in detail, some of the outstanding activities and accomplishments include:

1. A well developed system of highways into Pampa including the Pampa to Perryton Highway which was spear headed by the local Chamber by raising more than $70,000 for providing rights-of - way thrugh Roberts County.

2. The promotion of Highland General Hospital which has made Pampa the hospital center of the northeast Panhandle.

3. Organization and promotion of the Top O' Texas Stock Show which serves a six county area, the Top O ' Texas Hereford Association and a balanced agriculture and livestock program.

4. Constant program for industrial development and service to existing industries.

5. Encouragement and promotion of public improvements that add to the livability of the community.

6. A well - rounded retail trade extension program

Pampa's many civic clubs have played important roles in Pampa's steady growth with such clubs and organizations as Lions, Rotary, Kiwanis, Optimist, Jaycees, B. & G. W., Altrusa, fine organizations in Boy Scouts, Girl Scouts, Community Concert Association, Knife and Fork Club, and many other community groups taking leading roles. It has been said that "'No town is better than its civic organizations". Pampa can well be proud of this group of civic leaders who stand ready to cooperate and work for things in the general interest of the community.

The spirit of Pampa, and its people, has always been outstanding. Pampans have always taken pride in their "hometown". It has been said on many occasions that "if a newcomer to Pampa stays long enough to wear out a pair of shoes, he will not want to leave". This is true because the people of Pampa are a friendly tribe and always willing to take a newcomer into their midst and make him feel welcome.

The 46 per cent growth in population of the city during the past decade is a tribute to the people who live here, for "Cities don't just happen — they are built".

The future of Pampa is pretty well summed up by Gordon Lyons, president of the Chamber of Commerce when he said, "The way Pampa goes during the next ten years depends on the attitude of its people and their willingness to assume their responsibilities necessary in seeing that our town is able to compete with other cities for development expected to come to the Southwest. The Canadian River Dam should provide Pampa and the Top O' Texas area additonal advantages that will make possible its contined growth."

AUTHOR'S NOTE — Credit is hereby given to Frances Darlene Prouse for the early day history in the forgoing article It is taken from her thesis, "History of Gray County."

Taking to Wheels

NEEDHAM, Mass. (UPI) —Rev. John H. Westerhoff III of the Needham Congregational Church rides a bicycle as he makes his parish visits.

He estimates that he covers at least 20 miles a week on his two-wheeler. "It's time-saving getting through traffic," he said, "and I can always find a parking place."

Canadian Dam Will Solve Area Problem

Construction of the Canadian River dam, nine miles northwest of Borger in Hutchinson County, will bring to Pampa and the Top O' Texas area a solution to a long-time surface water supply problem.

Costs of the complete Canadian River project, which has been started this Fall, will approximate $96-million. It will take six years to complete. Two and a half years will be required to build the dam and start impounding water.

It will take five years to build the aqueduct system which will be needed to serve the eleven participating project cities, including Pampa, Borger and Amarillo in the immediate area.

On the basis of current plans water should be available to Pampa and the other cities by 1968.

Pampa's share of the cost of the project will be $2,006,000 for the dam and reservoir and approximately $3,991,000 for the aqueduct system.

All of the participating cities in the Canadian River Water Project now use ground water for their supplies. The completion of the dam will overcome the increasingly difficult and expensive problem of obtaining ground water. The Canadian River project is designed to make use of surface water and conserve ground water for future use. The project also will provide flood control on the Canadian River and bring about many recreational and fish and wild life benefits.

The Canadian River Municipal Water Authority, which controls the project, was established under Texas laws with power to contract with the United States government for repayment of the reimbursable costs of the project.

The Authority, through the years, will be responsible for operating and maintaining the project works, including any recreational facilities when the job is completed.

The Authority Board is constituted by representatives designated by the governing bodies of the member cities. These member cities are Pampa, Borger, Amarillo, Plainview, Lubbock, Levelland, Brownfield, Slaton, Tahoka, O'Donnell and Lamesa.

New York City uses 435 pounds of paper per capita annually.

THANK YOU

for the chance to Grow W-I-T-H

PAMPA and the

TOP O' TEXAS in TRANSITION

Poll-Parrot SHOES For Boys and Girls

The RAND Shoe

Soft Pedals by QUEEN QUALITY

Randcraft SHOES FOR YOUNG MEN

Trim Tred Shoes For Women

JUMPING-JACKS JUNIORS

The Edwin Clapp SHOE ESTABLISHED 1853



We attained a new climax in our growth story last August when our store was completely remodeled and enlarged to provide more efficient selections for our customers . . . we feature such famous brand names and shoe styles as Trim Tred, Paradise and Custom Craft for women . . . Rand, Edwin Clapp and Randcraft for men . . . and Poll Parrot and Jumping Jacks for the youngsters.



And here's our staff . . . shown in our spacious and conveniently arranged store . . . left to right: W. C. Fry, Charles Rhyne, James Malone, Duggan Smith, Irma McWright, Frank Smith and Almeda Coonrod.

Customcraft

paradise Kittens Kitten-ettes

SMITH'S QUALITY SHOES

207 N. Cuyler MO 5-5321

NEW CHAPTERS IN O-U-R PROGRESS STORY



We attained a climax in our own progress story last January as we completed this new 120 x 100 foot office and store to supplant the temporary structure which had served our needs during the years of Pampa's most hectic growth.

While we have diversified our business through stocking items suitable for do-it-yourself repairs and remodeling and entered the field of home-building to afford more discriminating selections by the budget conscious home buyer, we still stock to accommodate oil field needs as we continue to care for the people whose needs lured us here in the first place in 1926!

Proud To Be Participating

TOP O' TEXAS in TRANSITION

Lynn Boyd (GOOD LUMBER)

805 S. Cuyler MO 4-7441

Garden Lanes Bowling Has Rich Background

Few business places in the Top O' Texas and perhaps the entire southwest can match the graphic and positive progress story presented through seemingly unending chapters during around a third of a century by Garden Lanes.

This bowling establishment has the rich historic background of a setup which started back in the 30's or earlier as a completely manual, four - lane operation known as Berry's Alleys. And its evolution brought it along to the eight-lane semi - automatic Pampa Lanes and arrived as a 12-lane operation under the new name, new ownership and newly automatic setup owned by Josephine and Gil Bergund which had its formal opening in July, 1958.

The Burgunds bought the firm in May, 1958, due to a strange coincidence of a Sunday ride which brought them from Amarillo to Pampa shortly after they had sold a 12-lane bowling business in Pasco, Wash., at the culmination of eight years in the business. (They were waiting for mail in Amarillo and took the ride to break the boredom.)

Ironically, Gil actually is a baker by trade and he had been in that business for about 15 years when he decided that pursuit was too much of a grind and as a bowler he had the enthusiasm for the sport to be willing to try his hand as a career bowling alley operator.

The chronological history of the bowling activities of Pampa goes back to the days when Berry's Alleys were in the site where the bus depot is now, and after a fire which closed up the alleys and, old-timers recall, leagues had to close out the season's activities in Borger, the damaged plant was bought by Stanley Brake and M. P. Downs.

Brake and Downs moved into the building which now houses the Pittsburgh Plate Glass Co. and added four more lanes, while reconditioning the damaged maple hardwood of the old alley.

Slim Davis bought Brake and Downs out and in turn sold the business to the Petries (Mrs. Petrie now is Mrs. G. K. Reading), who operated the firm from 1942 till 1948 when John Hutchins bought the business.

The Petries had carried along a recondition program to provide four new alley beds and complete replacement of the fire - damaged timbers of the Berry Alleys, and when they sold out to Hutchins he added semi-automatic pinsetters to continue the progress pattern. And as the Pampa Lanes went along, owners in succession were L. L. (Buck) Riddle and Carl Carlton before Beulah and Elmer Nichols bought it and entered the transition of removing equipment and materials from the downtown location and moving to the northside location where the lanes still are.

The Nichols program included increasing the size to 12 lanes and they operated the business about six years before the Burgunds took over.

Besides putting in Brunswick automatic pinsetting machines, the Burgunds have an ambitious expansion program which eventually will add four more alleys and the building already has had a preliminary addition to accommodate a pro shop which enables ball drilling and a display space for balls, shoes, bags and accessories which they sell.

The history of the function of the bowling alleys really is amazing to behold. The Berry Alleys date back to the times when the operators actually hand-set the pins — no racks to set them, and Mrs. Reading frankly recalls of the hours she spent in the pit setting pins double so customers could bowl when she and her husband ran the place.

While the Burgunds accommodate a total of 130 bowling teams as they have league sessions numbering two a day for all but Saturday and Sunday, plus three junior loops on Saturdays and a high school all-star circuit in the middle of the week, Pampa had only three leagues and only 24 teams in action in town in the days of World War II. Today there probably are 1300 league bowlers active in 332 bowling loops as compared with 50 bowlers in 1942!

The Burgunds have remodeled the building completely and have added a snack bar to their other accommodations.

Garden Lanes employs a staff of nine personnel, including Josephine and Gil. There are two in the restaurant, the assistant manager is Rennie Haven, and Calvin Griggs is the mechanic, with Ralph Lewis and Billy Stone assisting in maintenance.

Gate Firm Pioneered Valve Business

Pampa is the scene of pioneer activities in providing the highly specialized service of valves in oil flow lines which is becoming extra significant in this year of economizing to offset production cutbacks.

Gate Valve Shop & Supply is this business and it has close to a 30-year tradition here although Bob Coley has been attached to the business for the past 15 years.

At one time they were one of the few shops of the sort in the entire country but similar operations are springing up in a lot of areas as Gate Valve continues to prove effectiveness of their operation in the economy-minded oil producing areas.

Even though Gate Valve Shop has been on the scene almost since the oil excitement began in Pampa, the firm has come into its own most in the most recent era as producers salvage old equipment insteac of replacing with new and capitalize on Gate's ability to rebuild worn valves for perhaps a fourth the price of new equipment.

Anyhow, Jerry Coley, manager of the store says they're doing five times the volume now and are employing twice the staff they used when his dad first came into the firm.

There are five staffers besides Bob and Jerry and they have around $35,000 annual payroll — a growth from about $6,000 a year in 1947. Tommie Swindle is shop foreman, and E. D. Taylor is the welder and W. J. Mosher, floor mechanic.

They do repair and rebuilding of gate valves, plug valves and relief valves. They tear down the units, sand blast them for thorough cleaning, build them up and grind in and reseat, and reassemble them and then test them. Then they are repainted and ready to go back into operations at refineries, oil lines, gas plants or Christmas tree flowing oil production units.

Gate Valve hopes to continue their expansion program in the future, and looks back to a commendable physical growth in the past. They own their own facilities, having stretched out from two small shop buildings to a new 36x103-foot building they erected in 1960. This more than doubled their original 3000-foot setup.

Both Coleys are active in city affairs. Bob is on the board of stewards in the First Methodist church and a member of the Chamber of Commerce. Jerry is a member of the breakfast Optimists club and the Chamber of Commerce.

Gets New Contract

HOLLYWOOD (UPI) — Horst Buchholz has been signed to a multiple picture contract by producer-director Billy Wilder for two pictures with Joshua Logan on the basis of his performance in Logan's "Fanny."

CONSERVATION...

OUR PROUD CONTRIBUTION TO Y-O-U-R TRANSITION TO THE ECONOMY THAT OFFSETS PRODUCTION CUTBACKS

Rebuilt Values Cost As Little As One-Fourth the Price Of New Ones



Bob (Right) and Jerry Coley, Owner & Manager





We repair, rebuild and reseat gate valves, plug valves and relief valves. We tear down units, clean them thoroughly and machine the units reassemble and test them out. Besides doing a complete job on valve services for refineries, oil lines, gas plants and Christmas trees, we also carry a line of new units.

We carry on a 30-year tradition and the present ownership has been in effect for about half of the period. We have grown to a staff of five men and are proud to contribute some $35,000 in paychecks to the buying power of the area each year . . . a 6-to-1 growth! We utilize twice the space while doing five times the volume.

GATE Valve Shop and Supply

120 W. Tuke MO 4-3841

TOP O' TEXAS in TRANSITION

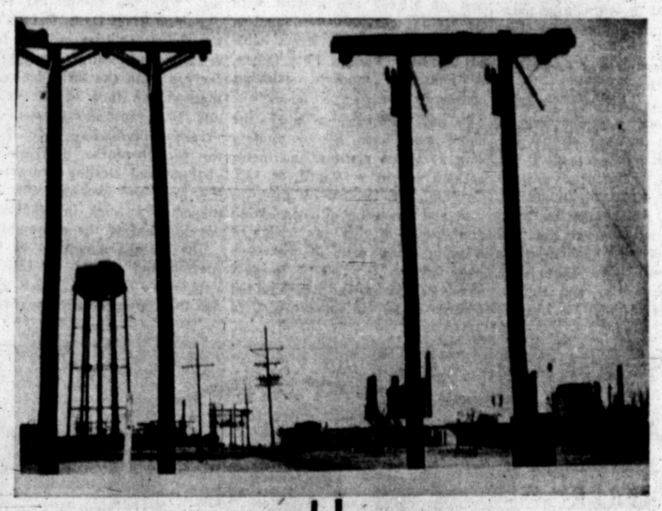
I'm helping to put the spotlight on TOP O' TEXAS IN TRANSITION!





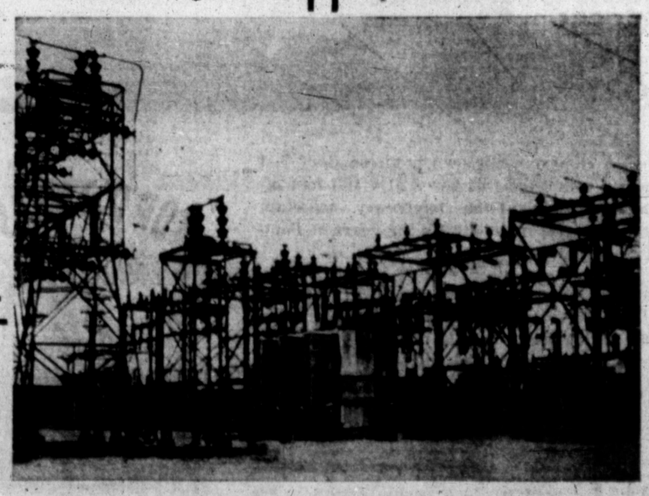
"I'm glad to be a part of this growing area and I'm glad, too, that I can help contribute to its progress with dependable, abundant and low-cost electric power for industry, stores, offices and homes", says Reddy.

Modern, efficient equipment, like Kingsmill interchange (right)' helps get electric power to industry (below, right), to offices and stores and the homes of those who come here because of industrial growth like Mrs. Homer Johnson (below).



Modern Pampa office pictured above is the fifth that company has occupied since 1925 – another sign of a growing area.





SOUTHWESTERN PUBLIC SERVICE COMPANY

ELECTRIC POWER FOR MODERN LIVING

ELECTRIC POWER FOR INDUSTRY

Dunlap's Continues Growth With Pampa

Dunlaps presents a symbol of Pampa's transition through an amazing growth story it has compiled in about six years here.

The presence of the department store in the local business district reflects that organization's faith in Pampa's future. They arrived on the scene at a moment when a lot of organizations were retrenching in much of the hub of oil economy in West Texas.

Their ability to grow in such a reassuring manner during their brief "career" in Pampa provides evidence of what's in store for those who would exert the energies and efforts to exploit the future which lies ahead.

Lou Troja is the manager of Dunlap's here, a post he has held for the past two years. He has been with Dunlap's for seven years but a veteran of more than a quarter of a century in retail merchandising.

The significant irony of Troja's business career is that he actually is a graduate pharmacist who never practiced in the career for which he took his schooling.

Dunlap's came to Pampa through the expediencey of buying out Murfee's dry goods store — first obtaining a 25x120-foot area — and achieving a first step in expansion by buying out Friendly Men's Store and obatining their present main floor dimensions of 50x120 feet.

Dunlap's continued its growth pattern by obtaining second story facilities through the unique arrangement of combining the upstairs area of the building to the north over two neighboring stores. They have access to this expanded area through use of a double-opening elevator.

They accummulated a total of around 15,000 square feet of merchandising space through the availability of a mezzanine which expands over an area of about half the total space of the main floor.

Their departmentalization is complete through convenient arrangements of the three different floors of merchandising space. The main floor offers a complete men's shop, boys' goods from size six up, a shoe department and selections in hosiery, handbags, toiletries and luggage.

The mezzanine has a complete home furnishings department, and offers piece goods, draperies, bedding and gift items. The new second story area offers complete children's wear — up to six for boys and to size 14 for girls — as well as complete lingerie selections, foundation garments, ladies ready-to-wear, sportswear, millinery, the tailor shop and layaway office.

Further evidence of the completeness of the Dunlap's operation in Pampa is the presence of their home delivery service, the telephone order service of Dottie Dunlap, personal shopper.

And, of particularly significant popularity is the gift wrap service they feature. They also feature such seasonal selections as hand made candies for the holidays, made expressly for the Dunlap Company, plus Wolferman's fancy food products in gift packages.

The store has a staff of 23 personnel which grows to 30 during rush seasons. They contribute an impressive $125,000 to the economy of the area in the form of annual payroll, which represents a growth of more than double, as the store hardly had a staff of 10 when they started out here.

They measure up to an interesting growth in volume and selections, too. For instance, Troja estimates they are doing three times their original volume while offering selections from twice the amount of inventory.

Key people on the staff at Dunlap's include Troja, Ted Everhart, assistant manager; Frances Bradley, head of the ready-to-wear department; Winnie Flowers, lingerie; Renata Diez, household goods, piece goods and bedding; Anita Griggs, hosiery, handbags and jewelry; Bobbie Johnson, office manager; Juanita Pharis, shoe department; Dora Thomason, millinery, and Mrs. Vi Burgess, in charge of the tailor shop.

Dunlap's is an organization which now has 27 stores in its system, and it has a 38-year background in business. Their home office is in Lubbock, where they have three separate stores, and Pampa is Dunlaps representative in the group in the Top O' Texas.

As for long-range planning involving Dunlap's in Pampa, their eventualities must await new growth trends. But since Dunlap's has been going into shopping centers in the progressive towns of this size where they happen to develop, if Pampa develops a shopping center trend Dunlap's doubtless will be figuring in terms of going along.

Going back to the unique situation of Troja's throwing over a pharmacy career for his retail merchandising career, two simple explanations suffice. He was a child of the depression when a job was a job and he felt fortunate to have one with Montgomery Ward while schooling. After working his way through school with them, he just kept right on with the sort of career they offered.

Indeed, he stayed with Wards for 16 years, serving variously as store manager and traveling promotional man until illness prompted him to leave the organization. He was with an independent retail outlet in Vernon for seven years when he selected the opportunities of Dunlap's when he decided he'd like to return to a chain operation.

Troja managed the Pecos store for five years before coming to Pampa.

Read the News Classified Ads



SECOND NEWSPAPER IN PAMPA — The Pampa Weekly News was the second newspaper in Pampa, immediately following The Crony. The man in the center of the group is the editor of The News, N. J. Smith. The two men flanking him and the woman near the gate are unidentified. The Pampa Weekly News, a predecessor of the Pampa Daily News, was purchased in 1907 by Smith from L. L. Ladd, who had begun the paper in Miami and delivered it here. The News was located at the present site of the American Lgion Hall.

Bentley's Store In Pampa Is One Of Five In Chain

Bentley's has compiled an interesting growth story in its 16 years as a part of the Pampa scene.

The Pampa store is one of five in the organization and it has a history of steady growth in volume as well as expansion in size.

Mrs. Ruth Hutchens has been the manager for 11 years and has served on the staff here since the store opened in the small building at 101 N. Cuyler.

They moved to the present location in 1950 and have remodeled and refixtured it several times.

Bentley's founded its original store in Plainview in 1937 and Paul Aleskin, field supervisor of Borger and Pampa, opened it up.

Pampa was next, opening in 1949, and then came the Borger store, now at 514 Main St., in 1947. The Enid, Okla., store was opened in about 1948, and the newest unit is the one at Lubbock at 1106 Broadway, opened in March, 1958.

Officers of the Bentley Corporation are B. R. Solnick, president; Dan Miller, vice-president; Sobert Rochmill, vice-president, Aleskin, secretary, and C. R. Solnick, treasurer.

The growth of the system can be visualized best when considering they opened the first store with about a $40,000 volume and now the group of five exceeds a million dollars a year. They have a New York buying office—Lasersolin and Donegor, and now employ more than 50 personnel and have a payroll in the neighborhood of $200,000 a year. They keep in constant touch with fashion trends through sending buyers to the major fashion markets at Dallas, Los Angeles and New York six to eight times a year.

Personnel at the Pampa store include Margaret Nichols, Jimmie Jordan, Bess Bates, Vivian Petersen, Mamie Peeples, Carolyn Jones and Nancy Barnes.

Mrs. Hutchens laughingly recalls that she entered the business world for a full-time career on the unlikely venture of hunting nylons during the war years.

"I came down town to try to get nylons and found people in line for them. I decided it might be smart to get a job and get nylons that way. And I've been working evern since!" she explains.

Smith Shoe Store Puts Faith In Pampa

Smith's Quality Shoes typifies the confidence exhibited by "tip top Texans" in Pampa's future with its record of a complete remodeling program last summer and dream plans of putting up another operation in a shopping center of the future.

As Pampa continues to grow as merchandising hub of the Top O' Texas, what might be termed as dream plans may well materialize in a gratifyingly near future.

Frank D. Smith is the owner of the store which features nationally famous brand names of Rand, Trim Tred, Poll Parrot in familiar serviceable quality shoes as well as such high style lines as Edwin Clapp, Paradise, Cutom Craft.

He has been a party to the Pampa area progress story since 1939, when he bought into the store while it was a part of the old Jones-Roberts chain. He became sole owner in 1941.

Frank had a momentary venture in multiple operations back in the early 50's when he took on a second store in Borger, placing Paul Castleberry, who had been with him here, as manager and later selling it to Castleberry.

Frank now has the assistance of his son, Duggan Smith, in the store and since Doug has asumed managerial reins from time to time, the hope of becoming a two-store operation as soon as Pampa's shopping center plans materialize can be enhanced by the presence of availability of sufficient leadership.

The remodeling program completed last summer entailed a complete change in fixtures as well as efficiency in arrangements to afford more merchandising space through better utility of what they already had.

They cut down open space in the front to adapt it to display so they could have more merchandise out for selling.

Smith came here after a career with C. R. Anthony — he had been assistant manager of the Hutchinson, Kan., store and manager at Salina before he came to Pampa in quest of a business of his own. Dug has worked with him ever since he has been big enough to reach the counters.

Smith's has a staff of five personnel besides the two Smiths and they take on extras during rush periods. Staffers are Irma McWright, Almeda Coonrod, Bill Fry, James Malone and Charles Rhyne.

They have a remarkable growth story. Their gross volume is up close to four to one and they carry about twice as much merchandise as at the outset. Frank had a staff of three (counting himself) when he started and a payroll that amounted to little over $100 a week. The fact that he contributes some $26,000 a year to the economy of the area in the form of annual payroll speaks well for his growth in this department.

He has been most active in civic affairs. He is a former school board member, and president of the Chamber of Commerce in 1947; a member of the Board of City Development, Lions club Pampa Country Club and the Masons. Dug is following up in civic activities, too, now being active in the Jaycees, a committee chairman for the Chamber of Commerce, and a lieutenant with the National Guard.

The whole Smith family has had a hand in operation of the store, as Frank's wife, Mildred, managed the store during World War II.

What's in a Name

GRAVESENT, England (UPI)— Leader of the local Salvation Army band is a man named Blowers.

TOP O' TEXAS for TRANSITION

With real pride we
share a remarkable experience
in progress with an aggressive area...

THANK YOU FOR THE
CHANCE TO BE "ALONG"

KENNETH ROYSE

TOP O' TEXAS for TRANSITION

WE ARE PROUD TO BE

PROGRESSING

WITH A PROGRESSIVE

COMMUNITY



AERIAL VIEW OF PAMPA CELANESE PLANT

During our years of sharing Pampa's exciting Transition, our plant has experienced rapid development and expansion. On October 25, 1952, our plant started production with 175 employees, and we presently have a staff of approximately 270. An expansion in facilities, completed in 1959, almost doubled our output of acetic acid. We now produce 240 million pounds of acetate each year.

We also have manufacturing facilities for acetic anhydrire, vinyl acetate, beta-propiolactone and acrylate esters. The chemicals produced at our plant are used in the manufacturing of such noted textiles as Celanese Acetate, Arnel, Celaperm, Fortisan and Forticel for wearing apparel, carpeting and draperies. In addition we provide chemicals for the manufacture of many pharmaceuticals, upholstering materials, automobile parts, telephone, disinfectants, soil conditioners, fumigants and many others.

Celanese Chemicals Are Used World Wide

Shipments of Celanese chemicals have been made to almost every state in the union and to many continents. Most shipments destined for overseas customers are loaded into ocean-going tankers. Quality standards for these chemicals are very high; the meeting of exacting customer specifications is a speciality of our plant.



Celanese
CORPORATION OF AMERICA



TOP O' TEXAS in TRANSITION



VERSATILITY

The Essence Of O-U-R Progress Story

★ Oil Field Explosive Services

★ Formation Blasting

★ Fire Extinguishing

...And The Personnel With The Know-How



HELEN AND OSCAR (CHENNIE) CHENOWETH

★ Bulldozing And Earth Moving

★ Oil Field Construction

★ Roustabout Services

★ String Shots

★ Pipe Shots



JAMES CHENOWETH, Office Manager
BILL LAMBRIGHT, General Supt.
OSCAR HAMMOND, Foreman
M. F. PARKER, Foreman
LLOYD ADDINGTON, Dozer Operator

★ Welding

★ Paraffin Cutting

PIONEERS IN OIL AND GAS WELL SHOOTING

...Fully Insured...

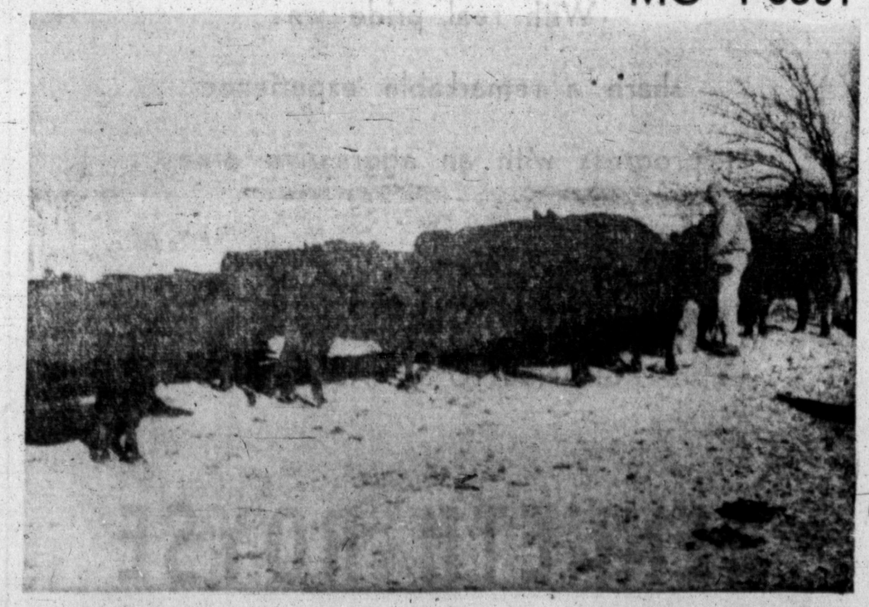
The CHENNIE Companies

303 N. Starkweather — MO 4-6581



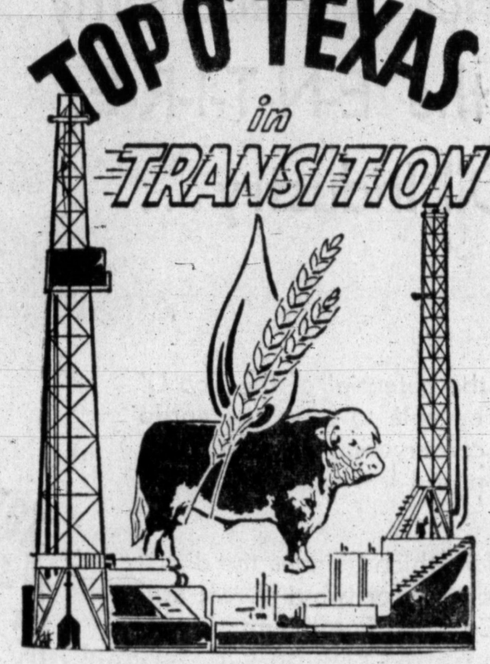
Thank You

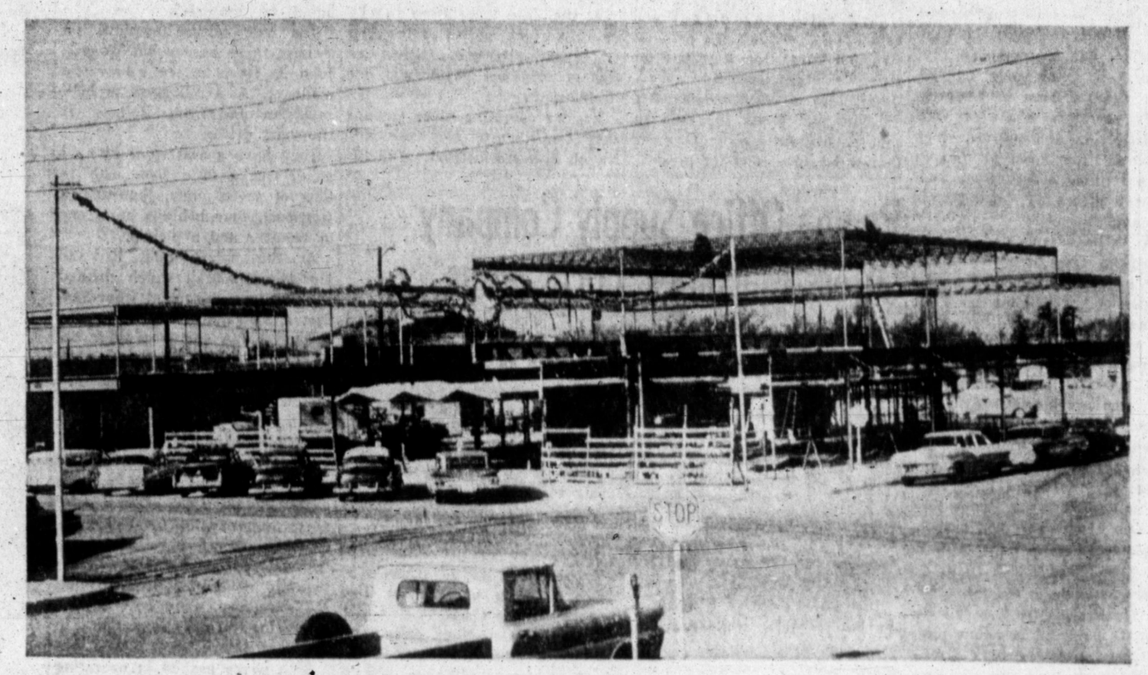
In just 11 years we've grown from a one-truck operator to a team of 25 to 50 personnel rendering a wide variety of services to the oil patch while contributing around $1,000,000 a year in payroll dollars to the area's buying power. We're deeply grateful for the chance to grow with a progressive area and pledge to continue the same earnest effort in the future!



FRIENDLY SERVICE IS THE ESSENCE OF OUR PROGRESS

... early signs of our latest contribution to the Pampa Transition Experience



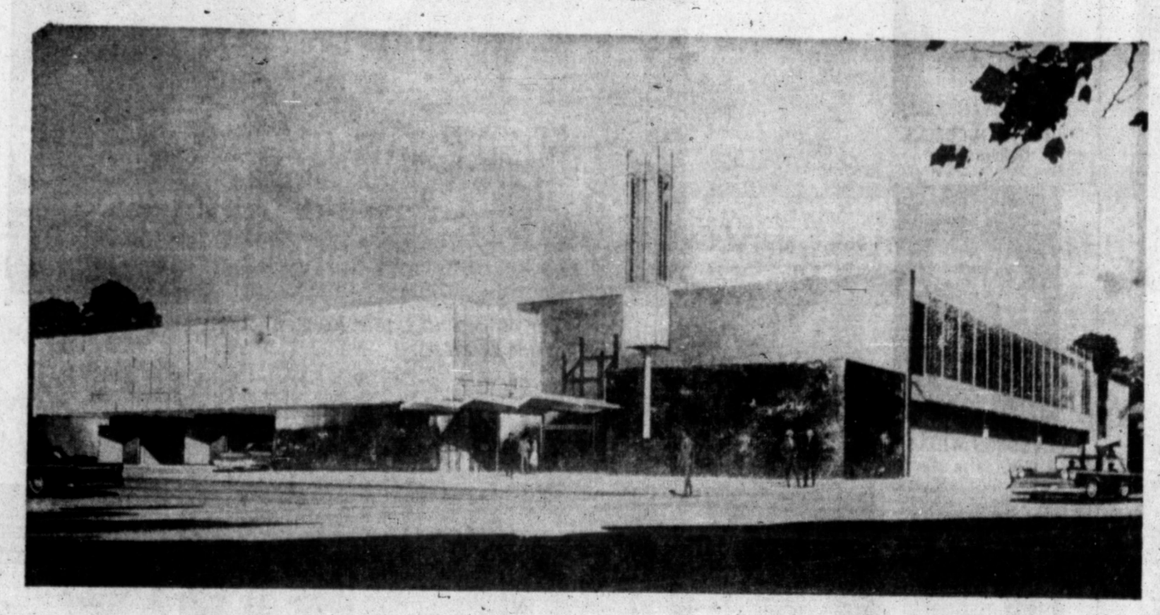


THANK YOU

for the opportunity of sharing Y-O-U-R Progress Story

We are proud of our 21 years of service to the Top O' Texas area. Too, we are tremendously proud of the fact that our growth has kept pace with the expansion of this progressive community.

Spring 1962 is the "Target Date" for completion of this structure of functional beauty, which will have every banking facility to serve the expanding and changing needs of the prosperous future.



. . the architect's conception of our new home at 300 West Kingsmill with projected completion date next Spring.



F. E. Imel, Chairman of the board and president . . .

DIRECTORS:
A. J. BEAGLE
C. M. EVANS
B. L. HOOVER
F. E. IMEL
JIM TRIPPLEHORN

Our confidence in the future development and continued growth of Pampa and the surrounding communities; our faith in the citizens of the Top O' Texas area, who have made our growth possible, have inspired us to plan this two-story bank building to bring a new high in customer service by providing growth space for new services and a more highly efficient grouping of related departments as well as 3-drive in windows, a 35-car parking area for your convenience plus a community room for you to enjoy.

All Deposits Insured by Federal Deposit Insurance Corporation

★★★★★★

A FRIENDLY BANK WITH FRIENDLY SERVICE

CITIZENS BANK and TRUST CO.

Anderson Store Is Famous For Western Wear

Flossie and Grant Anderson put in a few leather coats to "put to work" extra space in the new home of their shoe and boot shop and have developed the most amazing western wear store in the southwest!

That transition in their business careers started in February, 1958, and in the short space of not quite four years they've become more famous for Anderson Western Wear than bootmaking.

And that's going some, too, because Grant's fame in bootmaking has spread far and wide. They are supplying demand for his handicraft from coast to coast and are filling orders from such far-away places as Canada and Germany.

Not to be overclouded by the bootmaking fame,the western wear business, which is Flossie's "concession" is building up a bit of international flavor, too. They now are serving the Organs, a Pampa man who is husband of the daughter of the Argentina premier, who provide their entire family with western wear at Anderson's during their annual pilgrimmages to his home town.

Anderson first went into business in Pampa in 1929, going first into shoe repair and then branching out into custom-made boots in 1934.

They maintain a normal, one-man technician's pace in this department now, but in hectic post-war years when the boys were flocking home and anxious for boots after several years in GI issue, they employed as many as three bootmakers at a time for a while.

Boot customers stay with a bootmaker through the years, they confirm. They have made boots for Linda and Bobby Lee Andis, for instance, since they were three year-olds and now another who has worn Anderson-made boots since early childhood.

They keep a card file of the measurements, and after a customer gets to the 20's, the feet usually don't change appreciably, they say. They have to remeasure for each new boot through the earlier years.

The business employs two aides —Mrs. Mabel Reynolds and Janelle Tolbert. Flossie and Grant put in full time, and she had been active with him, handling books, before they branched into western wear.

They moved from their old shop to the present 15-x-80-foot building in 1958, and that initial selection of leather coats for men, women and children went well enough for them to reorder quickly. They soon branched out into full lines of western wear to accommodate demand.

They carry famous Brand names such as Bandera hats for men and boys, Don Hoy hats for girls; Lee's and Levis Strauss, Desert Flower fiesta dresses, Prior shirt and pants for ladies, children and little girls; Gross of Denver western suits for men.

Shamrock's Products Are Popular In Area

Ray Kuhn and Jim Nation are Shamrock petroleum products distributors for Pampa and area and their 21-year progress story present important significance in self-improvement.

They selected Pampa's looming potential in preference to a Phillips jobber setup in Sunray when they had the opportunity to purchase Shamrock Products Co. from the widows of the Maddox brothers in December, 1940, Both men had died in a plane crash about a year before.

At the time there were only two Shamrock outlets in the Top O' Texas — the still-existent station at 400 West Foster and one in Miami.

Besides operating three stations they own themselves, Kuhn and Nation also are distributors in LP gas and have a branch distribution point in gas in Wheeler. Their service station business is centralized in Pampa now.

Stations they serve include the original unit, now leased by Charley Ford, James Lewis' Shamrock Station on the Amarillo highway and Green Shamrock Service on Highway 60 east, near the city limits.

The firm carries quite a selection of motor oils, and they function as the area's jobbers for Shell oil as well as that distributed by Shamrock.

The bulk service employs a staff of three besides the owners. John R. Davis is the service manager, A. O. Doggett is LPG salesman and Cecil Holmes is transport driver.

They have grown from three small trucks to a firm with a fleet of seven units, featuring a transport, four bobtails here, one in Wheeler and a pickup.

At the outset they had an 1100-gallon bobtail which hauled their daily requirement from Sunray, a 500-gallon LPG truck with a hand pump and a gasoline delivery truck that had two 340-gallon tanks on it. Even the little unit went to the refinery a lot of the time.

Their growth best can be figured in the fact that they're now delivering 100 times the amount of butane they did at first and about 10 times the gasoline.

They own all three stations, building the one on the Amarillo highway about 1954 and buying the other two. They have dream plans for further expansion in the near future.

Both wives assited in operating the firm during the war, when both men were in the service. Hazel Nation and Lula Kuhn are sisters, and the fact that Charley Ford is married to the third sister points up the family team which is doing a big job in Shamrock products in the Top O' Texas.

Both Ray and Jim are active in civic affairs. Ray is a Lions Club member, while Jim is a Kiwanian, and both have been officers of the Pampa Country Club and both are Elks. They are members of the Presbyterian church.

Pampa Office Supply Company Offers Machines, Furnishings

Pampa Office Supply has been furnishing the Top O' Texas with its business machines, office furnishings and fixtures plus school supplies for almost a third of a century.

Harold Miller has been at the helm of the business for the past 14 years, and his two predecessors were Hub Walker who founded it in 1928 and L. N. Atchison who had run the store since 1935 when Miller bought it.

The store employs a staff of six beside Miller while providing sales and service on such famous brand names as National and Burroughs adding machines, all brands of portable typewriters, and also the National bookkeeping machines.

In addition they have a complete line of greeting cards — Hallmark and Gibson — and do a thorough job on smaller individual gift lines involving office-associated items. They feature Montag and Eaton stationery goods, plus Wilson-Jones and Bogrum & Pease loose leaf binders.

Their complete stocks in office furnishings include Shaw-Walker in metal and Stationers Manufacturing and Gunlocke in fine wood chairs and Jasper Office Furnishings in fine wood desk and chair sets.

The extent of their selections can best be visualized in the fact that they have a regular display of seven different desk-and chair sets and they have an upstairs storage room that's full of filing cabinets.

In addition Pampa Office Supply has a full line of school supplies, drafting supplies and fine papers for office use.

Key staffers include Alice Gates oldest employee from the point of service (18 years with the firm), bookkeeper and salesman, and Bill Rutledge, manager.

NEW YORK (UPI) — Many embellishments, such as rich sauces, gravies, dressings-or table fats have more calories than the food they are served with.

Nutritionists at the U.S. Department of Agriculture suggest that weight watchers substitute seasonings that add practically no calories, Samples: spices, herbs, vinegars, or tart fruit juices.

THANK YOU..

for the opportunity to enhance the economy of the E-N-T-I-R-E Oil Industry...

Our growth is symbolic of the potential of the Top O' Texas and we're proud to be able to serve the entire oil industry with services of conservation which enhance more economical production and less expensive maintenance.

We have a sales organization which handles the distribution of manufactured products for two different outlets – Petroleum specialty Co. and Paramount Equipment Co.

Petroleum Specialty's products include Crall scrapers, multi-coat and multi-bake plastic coating for sucker rods, scrapered sucker rods fittings and pipe. Our products are important factors in alleviating losses through paraffin and corrosion resistance.

Paramount makes polish rod clamps, sub-elevators, rod hangers and other related products.

TOP O' TEXAS in TRANSITION

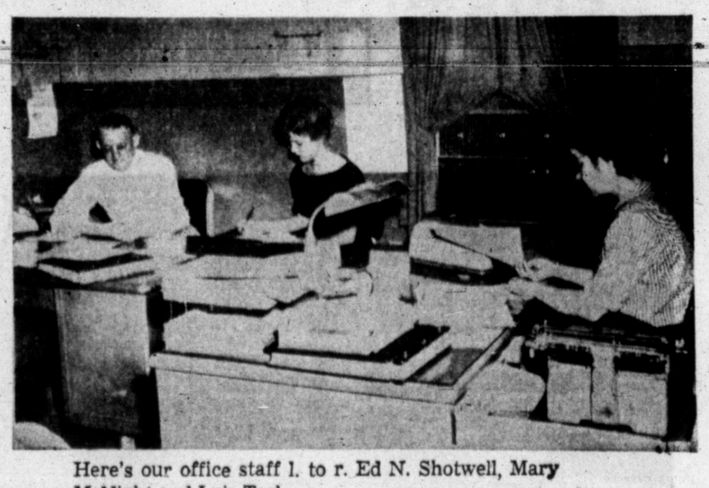
Featuring Protective Plastic Coatings Applied To Avert Losses In Production Efficiency Due To Paraffin or Corrosion Resistance...



CHICK HICKMAN
General Mgr.



JUDSON WELLS
Gen. Sales Mgr.



Here's our office staff l. to r. Ed N. Shotwell, Mary McNight and Lois Teel.



TOM LAPKA
Gen. Supt. of Plants



BILL CHAPMAN
Special Rep.



J. L. NABORS
Plant Mgr.



MARVIN FARRIELL
Plant Mgr.



W. B. COLWELL
Auditor



D. P. JOHNSON
Liaison Mgr.

Crall Products, Inc.

GENERAL OFFICE at 754 W. WILKS – PAMPA MO 4-8446

SALES OFFICES AT TULSA, OKLA. – CALGARY, ALBERTA, CANADA – MIDLAND, TEXAS – DALLAS, TEXAS –

–SALES REPRESENTATIVES FOR–

Petroleum Specialty Co.
PAMPA
902 W. Brown MO 9-9721

Other plants and warehouses in Odessa, Texas; Shreveport, La.; Russell, Kan.; Casper, Wyo.; Oklahoma City; Farmington, N.M.; Wooster, O.; Edmonton, Alberta, Canada.

Paramount Equipment Co.
PAMPA
754 W. Wilks MO 4-8446

THIRD OF A CENTURY TRADITION



AND STILL GROWING

TOP O' TEXAS in TRANSITION

Thank You...

The present owners have shared the Pampa progress story for the past three years, adding such expansion and improvement chapters of their own as installing new automatic pin spotters, adding a snack bar, a pro shop and preparing for future expansion by four more lanes.



We're proud of our tradition dating back to the 30's when Pampa only had four bowling lanes and three leagues, and posing as a true mark of the steady growth which saw our bowling setup grow to eight lanes, then 12 and going through the transition of hand-set pins, semi-automatic and now automatic facilities. We're delighted to be a symbol of progress in a progressive area.



Here's the gang, l. to r., Gil Burgund, Jo Burgund, Harold Haston and Rennie Haven.

GARDEN LANES
BRUNSWICK AUTOMATIC PINSETTER
2111 N. Hobart MO 9-9069



WHERE THE WHEAT GROWS AND OIL FLOWS — Oil derricks make a picturesque setting for these combines at wheat harvest time in the Panhandle area.

Western Auto Has Vivid Record

If there is any firm, which reflects potential of the immediacy in the Top O' Texas, it's the Western Auto Store where owner-manager Carl Beavers already has piloted an amazing volume growth in Pampa, founded a branch store in Skellytown and is musing over establishing a separate service department for the store here.

Beavers' amazing progress story has been compiled in just short of two years, because the store was opened here April 17, 1960, after Carl had been field engineer for the company stors' Wichita division for six years previously.

His efforts in behalf of his own expansion program come from a background of planning progress for others, because Carl's main job had been to help plan new stores and design arrangements in remodeling and expansion projects. The fact that Beavers had four years previously with Oklahoma Tire while getting his college education counts up to a total of 10 years background in his present business before he came here.

Carl has the part-time assistance of his wife Marilyn, in rush periods and employs a staff of seven people besides himself. Gene Crable, who has been a salesman on the Pampa staff, now will be manger of the new store in Skellytown — which had its grand opening about Thanksgiving. Other staffers include Richie Gardner, assistant manager; Ken Weaver, Kelly Palmer, and Jack Shapley, salesmen, Carol Welch, service manager, and Mary Matthew, bookkeeper and office manager.

Western Auto handles just about everything for the home, featuring a full line of appliances, some furnishings, and the usual run of automotive supplies and accessories, sporting goods, boats, motors, famous Davis tires, housewares, hardware, etc.

The 50x140-foot store building in Pampa was newly remodeled just before Western Auto moved in, and it was designed to acommodate the exact needs of the new store.

Beavers' growth story is amazing statistically even though the business has been in existence only about 20 months. They have doubled their staff and now contribute around $40,000 a year to the economy of the area in the form of annual payroll. They have increased their inventory by about $30,000, and the gross volume and its potential can better be visualized when considering that in four months they doubled their corresponding figure of a year ago.

Carl's effectiveness in the Pampa picture perhaps can be weighed on a national basis, too, because he won a trip to Hawaii just this year in competition with other Western Auto outlets, and only 240 dealers of the entire nation won the trip. When comparing grosses of other Western Auto Stores of comparable size, the Pampa store poses as one of the top in volume.

Carl is active in civic affairs, being a member of the Lions Club, Chamber of Commerce and is a member of the United Commercial Travelers. He is a bowler and sponsors two league teams.

Jailed Rancher Was Inebriated, And Not Noted Outlaw Pretty Boy Floyd

The phone rang insistenly one night at the home of the Pampa police chief.

"Chief?" the voice at the other end said, "this is the police station and we've got 'Pretty Boy' Floyd down here."

"He's got a wad of bills on him," the voice continued," and he says he is all set to rob the bank in town."

The chief dressed hurriedly and hustled down to take over interrogation of the prize catch.

And the sight that greeted him was enough to amaze any man, especially in the middle of the night. Four armed men stood guard over one of the cells in city jail — with their guns drawn, ready for the slightest move from the prisoner.

The chief looked the situation over, glanced at his armed men, ordered the cell door unlocked and entered. Three of the four policemen left the premises — immediatly.

Before the chief on the floor lay a man — very, very drunk. He heard the man mumble he was a "Pretty Boy" Floyd. After questioning him for a spell, the chief left the cell.

Next morning the prisoner went before the judge — and was dismissed.

For the "culprit" was a neighboring rancher whom police Chief John V. Andrews knew very well, Andrews said later he knew the minute he walked into the cell that the prisoner was a local man.

Several days afterward the rancher bought Andrews a hat, a token — no doubt of Andrews' understanding way.

Read the News Classified Ads

Serving The Top O' Texas With those **GOOD GULF**

Gasolines & Petroleum Products



We've grown from a "network" of three service stations to a convenient spread of 10 over the Top O' Texas (Seven in Pampa) in the 18 years that Bill Fannon has been consignee. Our bulk plant facilities serve a grawing family of Gulf customers with a fleet of five bobtails, two pickups through the efforts of an organization of nine personnel Our facilities feature a 40x 80-foot warehouse and 100,000 gallons of storage for gasoline, kerosene and diesel fuels.

BOTTLE GAS HEADQUARTERS

Our butane department was added in 1952 and we serve an increasing group of customers with two butane trucks. Our driver-salesman shown are (l. to r.) George Murphy, Elmer Prock and Wayne Fannon. Inset is Ben Ward. We offer 24-hour service and we have the know-how to assist you in carburetion needs. You'll like our speedy, efficient service.

TOP O' TEXAS in TRANSITION



GULF OIL PRODUCTS

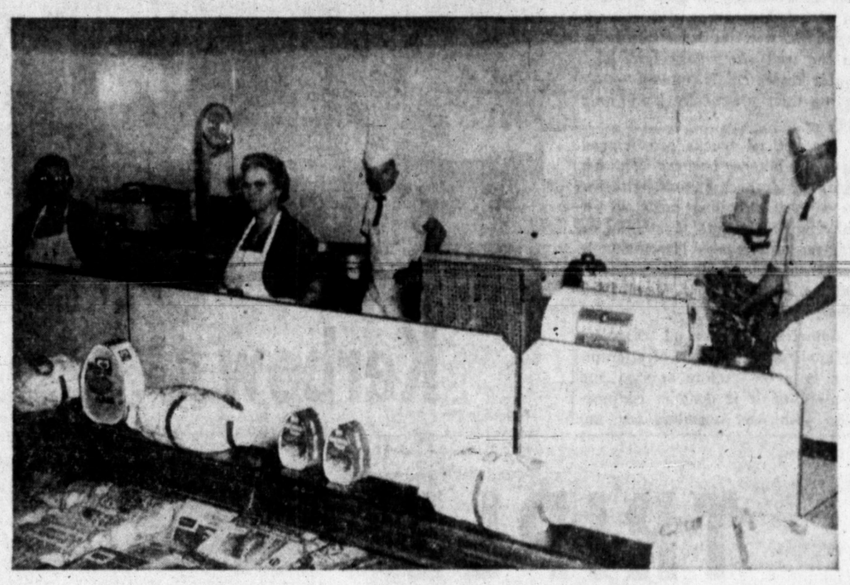
- Automotive Petroleum Products
- Butane — Propane Gas

W. S. BILL FANNON, CONSIGNEE-JOBBER

609 W. Brown MO 4-2611

an exciting **16-YEAR PROGRESS REPORT**

Responsible for the popularity of our meat department are Carl Sexton (right), manager, and Clarence Horton, shown processing custom cuts as Mmes. Frank Poarch and F. E. Stout, (right) wrap them for the freezer.



Twice The Space... Triple The Volume... Twice The Stock

WE'RE DELIGHTED TO BE PARTICIPATING WITH TOP O' TEXAS in TRANSITION





ELMER FISHER



LOUISE FISHER

Open Every Day Of The Year... Except Christmas

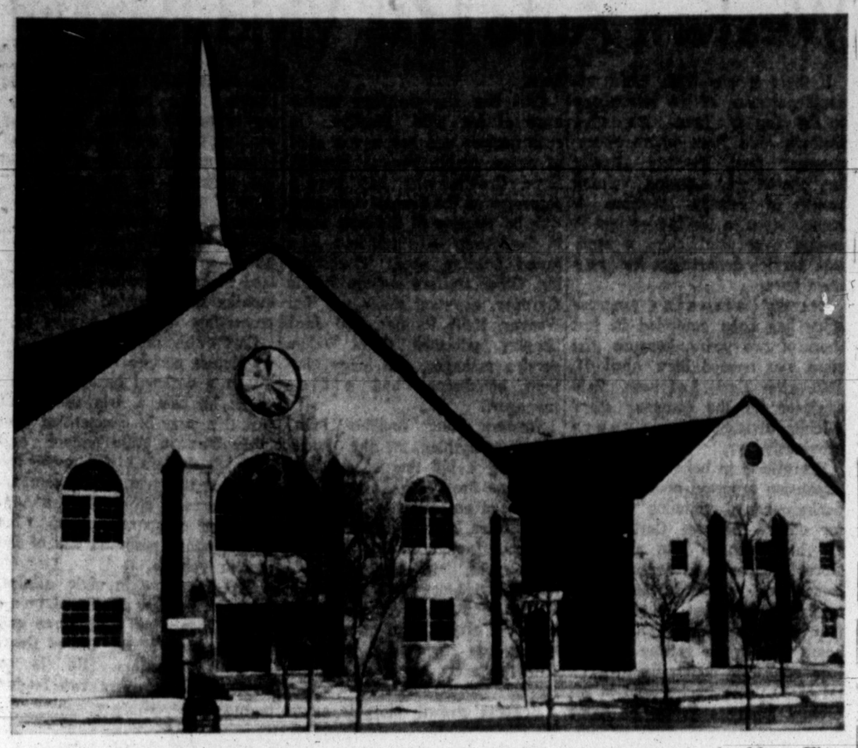


WITH COMPLETE SUPER MARKET ADVANTAGES—IN BUDGET PRICING AS WELL AS VARIETY OF SELECTION

Here's a general view of our store. In th foreground are Richard Johnson (left), assistant manager, and George Taylor, produce manager.

IGA FOOD LINER

600 S. Cuyler MO 9-9941



CHURCH OF CHRIST — Among Pampa's many religious structures is the Mary Ellen and Harvester Church of Christ, shown here. The church membership has grown to 673 today. Jay Channell is the minister. The church was built in 1951.

Zale's Jewelers In Pampa One Of Big Chain Of Gem Retailers

Pampa has the distinction of being represented by the nation's largest retail jewelers through presence of Zale's Jewelers here for 21 years.

Actually, the fabulous Zale story had just barely started when the Pampa store was founded in October, 1940. It was one of the first 20 stores in the system which now numbers 222 stores in 33 states.

Zale's in Pampa has carried on a constant aggressive progress experience as reflected by the fact that they topped steady growth through a whole generation here by completing an extensive interior redecoration program here in the past year.

The interior was completely face-lifted and the store gained the utility of more convenient merchandising space as well as placing the repair department on the main floor.

They used to have a balcony on each side, with the repair department located upstairs. Now they have eliminated the balcony and accommodated main floor convenient space by adding a new store room in the rear with a second story for additional storage.

Sam Jacobson is manager of the store, having held the post for a year and a half. He has been with the Zale's organization for four years and has a 10-year background in retail and wholesale jewelry merchandising which included five years with a San Francisco wholesale distributor, Nanco, Inc., in whose services he did selling and buying and functioned over a territory that reached as far as Hawaii.

Zale's has 11 personnel on the regular staff and they have 5 to 10 extras they pick up during rush periods. The firm contributes some $50,000 a year to the economy of the area in the form of annual payroll.

Johnny Carter is the assistant manger, while Dewey Wheat is watchmaker and Virginia Cox, a veteran of 20 years experience with the local store, is office manager.

Alma Ash, Gertie Shaw and Hazel Scherer are in charge of the silver and crystal department. Others on the sales staff are Ruth McQuary, credit dept., Billie Tarvin, Thelma Malone, Charles Caldwell and Leola Higginbotham.

Jacobson is a native of this area, having been born and reared in Amarillo, finishing high school in Los Angeles and then attending the University of Missouri at Columbia. He was owner of two theatres — the Liberty and Palo — in Amarillo before he went to California to become district manager of the wholesale jewlery firm.

Sam is quite active in civic affairs, as is customary among Zale personnel He is a member of the Lions Club, is a Mason and a Shriner and is a Legionnaire, a member of the Post 222 in Honolulu. He belongs to the Temple B'Nai Israel in Amarillo.

He is the current chairman of the Merchants Activities Committee of the Chamber of Commerce.

The famous name for jewelry, Zale's had its official founding as a small jewelry store in Wichita Falls in 1924. Morris B. Zale the founder. Morris is chairman of the board for the Zale Jewelry Co., which now employs more than 2600 persons in its 222 stores.

The company's traditional policy of high quality merchandise offered on liberal credit terms is credited with being one of the main reasons behind its phenomenal growth.

Constant improvement and progressive planning for the future also have contributed to the success of the Zale enterprise, Zale says.

Zale's first expansion came in 1928 when the first "branch" store was opened in Tulsa. Then a third store was added to the Zale "family" in Oklahoma City a year later.

Even during the difficult depression years the young Zale organization continued to spread out, with stores acquired in Amarillo and Austin. The sixth opened in Springfield, Mo., in 1936.

"Those days could have been disastrous," recalls Zale, "but we added stores during the depression because a couple of good ideas paid off — advertising and installment selling."

At the outbreak of World War II, 12 new stores had been added to the lengthening Zale chain — including the Pampa unit. But during war years expansion leveled off.

Return to peacetime saw the company launch an unprecedented period of accelerated growth. They gained new stores in Iowa, New Mexico, Kansas, Louisiana and Nebraska as well as fanning out more extensively in Texas and Oklahoma.

There were 85 stores in the Zale group by July, 1958, with a long-term expansion program under way in cities from border to border. This phase of growth saw new stores spirnging up in California, Colorado, Arizona, Washington, Georgia, Tennessee, Indiana, Wyoming, Virginia, Kentucky and Utah. Later came stores in Alabama, Arkansas, Mississippi, Oregon, Illinois, Michigan and Ohio, and more recently, New Jersey.

With much of the nation's population shifting to surburan areas, thereby creating a need for improved customer service, the Zale company presently is developing a special program of suburban expansion, says Ben A. Lipshy, company president, who has been with the organization since 1926.

Zale stores recently have been opened in shopping centers in Denton, Tex.; La Mirada, Calif., Lawton, Okla.; Huntsville, Ala.; Denver and Houston.

Today Zale's stands at the head of the retail jewelry industry. Not limited to its coast to foast network of retail stores, the Dallas-based Zale organization maintains buying facilities in key diamond markets all over the world — including London, Tel - Aviv and Antwerp.

The company's production offices are located in New York City, where thousands of Zale diamonds are processed each week.

The Fine Jewelers Guild also is a subsidiary of the diversified Zale company. An association of fine jewelry stores across the nation, the Guild represents some of the most prominent jewelry stores in the country. Buying facilities for the Guild division are located in such cities as London, Tel-Aviv and Tokyo.

As the first jewelry store in history to be listed on the American Stock Exchange, Zale's claims more than 2300 stockholders, recording net sales in excess of $53 million for the fiscal year ended March 31, 1961.

Oldest U.S. high school press association is the Oklahoma Interscholastic Press Association, founded in 1916.

WE SPECIALIZE IN

ABOVE AVERAGE AUTOS

TRIPLE AAA MOTORS

1961 PONTIAC Bonneville, white with red interior, Power & air, like new $3495

1961 CHEVROLET Impala 4 door, V8, P.G., factory air, Gold & Ivory 7,000 miles $2595

1960 FALCON 4 door custom trim, Radio, Heater, Standard Shift, A-1 ..... $1595

1959 CHEVROLET Impala Coupe, P.G., V8, white, turquoise Interior, Like New $1895

1957 CADILLAC fleetwood, 4 door, full power, factory air cond., like new $2095

1961 CORVAIR 4 door, P.G., Radio, Heater, 2 tone, W.W. tires, never been registered $1995

1962 HAWK by Studebaker, 4 speed transmission, white with red interior $3495

1959 OLDS Super 88, 4 door, full power, factory air conditioner, Like New $1995

1959 FORD Galaxie 4 door V8, Cruiseomatic, Turq. & White, Sharp $1695

1957 CHEVROLET Bel Air 4 door Hard Top Cont. Kit, new tires. Black with red interior, 1-owner, like new $1195

MO 5-2016 811 W. Wilks MO 5-4031

Richardson Trucking Firm Owns Fleet Of 20 Vehicles

J. T. Richardson shows transition in the true sense of the word through correctly interpreting the decline of the rig era in the oil patch to build up a fine trucking business in the past eight years.

Richardson had been a rig building contractor for about eight years prior to his venture into trucking.

He made the transition to trucks in 1953, starting off with three 3-ton trucks, buying one new unit and two second hand. Now his fleet has grown to 20 units which are capable of hot oil treatment, water and brine hauling, and his system is augmented by two sets of boilers for injecting hot water into wells to reduce paraffin.

Richardson has the full - time assistance of his wife, Lola, who assists in dispatching via radio and felephone contact. He has a staff of 18 to 20 hands and contributes around $90,000 a year to the area's economy in the form of annual payroll.

Richardson has yards in Pampa and Perryton, setting up the branch operation in the past few months. Since he was doing a lot of work up in that area, he elected to assign several units over there and save road time. He keeps six trucks in Perryton, and Travis Bradstreet is the pusher there. Zell Bradstreet, his wife, does the dispatching.

He has a semi-branch operation in the Borger area, too, as Milton Vaughn has served that area with a hot oil unit stationed in the Sinclair yard at Borger for the past three or four years.

The Pampa pusher is John Gee, and the shop foreman who is responsible for keeping the fleet of trucks up is J. B. Rose, also stationed in Pampa. Pampa remains the general headquarters for the farflung organization.

The Richardson trucks include 100-barrel tankers for hauling water or spraying lease roads, and vacuum trucks for fluid and water hauling. The boilers include one in the Skellyton area and one in the Lefors area, and tank trucks haul water from the boiler to the well site where the hot water treatment is applied — arriving their practically boiling hot.

The hot oil trucks are rigged up with butane burners which bring oil from the tank batteries to almost a boiling point so it may be poured into the tubing or casing, wherever treatment is designated, to melt the accumulations of paraffin in the flow lines.

Sometimes the hot oil treatment is applied as a method of attempting to avoid pulling service and sometimes it is done in conjunction with well - pulling to enhance further attempts to bolster production.

Richardson's career in the trucking business was more or less as an oil field "water boy," as he hauled brine to the drilling rig to provide for circulation as the wells were drilled. He branched out into the versatility of different services as he parlayed profits into expansion of his fleet so he might offer more services.

He first was located in a rented building on Barnes street — the old Spokesman location — and now his Pampa yard has 350 feet of frontage on Price road and he has a new steel building erected in 1958. In Perryton he has 200 feet of frontage on Industrial Road, and a new steel building which was completed recently, to supplant a trailer house.

Richardson is a member of fraternal clubs in the Pampa area, belonging to the Masons, Shrine, Elks and Moose Clubs. He is a bowling sponsor but by hobby is a fisherman and hunter.

North America has more than 400 species of mammals, of which about one-fourth are mice.

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Cecil Baggerman and Ray Gates, foreman, are shown above in the sheet metal shop making ducts. Below, (l. to r.), Baggerman, Guy Kerbow and Gates.



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Furr's Supermarket Has Progress Story 36 Years In Pampa

Furr's has been a leader in Pampa's progress story for all 38 years of its presence in the Top O' Texas through the trend of keeping representation of the largest and most moder plant through the years.

It took two new construction programs to do the job. The first was in 1941 when they founded their Pampa operation by building the 10,000 - square foot plant which remained their home until 1958. That's the present home of C & M appliance store on north Somerville.

Then as the era brought on need for more space to accommodate more customers with more selections in merchandise, Furr's went to the exciting new climax represented in the 20,000-square foot plant on North Hobart which was opened in October, 1958. They present 285 running feet of refrigerated display space in the expansive store.

Earl Barnett is manager of the Pampa store, a post he has held for the past four years. He has been with Furr's for 14 years and came here from Abilene. He had been manager at Lubbock and at Abilene before being transferred to the Pampa operation.

The store employs a staff of 32 personnel — and pours about $1500 a week into the economy of the area in the form of payroll. This is quite a growth from an original staff of around eight people who collected less money in a year than today's staff does in 10 weeks!

The store is experiencing a continuous growth in gross volume and keeps apace with the times and trends of advanced super marketing through the technique of performing as a veritable department store through offering more and more in soft goods, cosmetics and such hard goods as cameras and gift items.

The Pampa store has these department heads assisting Barnett in attaining the growth the store is experiencing: Rex Tucker, assistant manager, Doyle Green, meat department manager; Joe Golden, produce manager, and Jackie Collins, head of the general merchandise department.

Furr's has an interesting history of progress for the southwest, because the firm started out as a mercantile store in Kirkland, Tex., about 57 years ago with the father, C. W. Furr, founding it.

After gradual early growth, Roy and C. W. went to Amarillo in 1925 to expand the stores. In 1929 Roy went to Lubbock and bought out the "M" System store to expand Furr's into a chain operation, and Key Furr remained in charge in Amarillo and although the stores were different entities for a period they were merged in 1956.

Now Key is chairman of the board of the food stores and Roy serves as president of Furr, Inc. Furr's Cafeterias now number nine in New Mexico and Texas cities.

At present there are 63 Furr's stores in Colorado, New Mexico and Texas. They have operated firms in Oklahoma and Kansas. The Furr's organization has "grown up" from only 30 stores in the past five years.



MAIN STREET, 1908 — Stand today on Cuyler, just south of the intersection formed by the main street and Atchison and face north. The scene before you would be vastly different from that shown above, but the picture shows what the photographer saw in 1908 on the same spot. On the east side of Cuyler stood the C. B. Barnard store, built by Ace Harmond; a tin shop; Dormer Sims' confectionery (the two-story building); the First State Bank (Pampa's first bank) and at the end of the block, the first building built by Dr. V. E. Von Brunow in which the post office was located. Down in the next block, on the corner was the First National Bank Building. On the west side of the street is the little exhibit house for the White Deer Land Company. The house later became the first law office in Pampa for Charles Cook, the first lawyer and father of Charles Cook. Next to the small building is the Johnson Mercantile Company building which was later owned by J. N. Duncan.

Chennie Companies Serve 4-State Area With Explosive Line Needs

Oscar Chenoweth provides Pampa and area not only with a versatile oil field service but the tradition of one of the few remaining pioneers in the fast-disappearing art of well-shooting.

Ironically, a comparative few in the oil patch might recognize him by either name, but just say 'Chennie" and you have the identity which one and all know.

Thus, he embraces all of his services under the common heading of "The Chennie Companies" and through them he provides services throughout the Panhandles of Texas and Oklahoma, plus most of New Mexico and even Kansas.

Chennie does all types of oil field explosives services — from shooting formations for production improvement to clearing out junk in holes which might be impeding drilling operations to shooting out oil well fires.

Indeed, he launched his illustrious and exciting career as a man in business for himself as the Chennie Torpedo Co., when he reached the crossroads of leaving the employee status and becoming an employer in the dangerous field in 1950. That was when he moved here from Borger to found the Chennie company.

The torpedo business was his exclusive pursuit until about 1955, and since then he has gradually expanded into different types of services in the sincere effort to render the services asked of him by clientele who desire his product in more than the phases of oil activity in which they were introduced to the Chennie touch.

Thus, Chennie companies provide bulldozing and earth moving services of many descriptions, paraffin cutting, welding, oil field construction . . . and just about everything but pulling operations and cleanouts.

Uniquely enough, Chennie is doing a big and growing professional bit in what started out as his major diversion — ranching. He and his wife, Helen, are raising pedigreed Aberdeen Angus cattle on the side for a hobby that's getting beyond avocation stages nowadays. They have a ranch they call Sand and Sage down by Wheeler, and they have been operating it actively themselves the past three years.

The Chennie Companies have the services of their son, James Chenoweth, as office manager and dispatcher. Chennie himself devotes full time to general managership of the pursuits even though the ranch operation is experiencing exciting growth.

They employ a staff of 25 to 50 employees, dependent on the extent of activities they are handling. They basic nucleus numbers about 25 and the remainder picked up in the open labor market from day to day as needed.

Bill Lambright is general superintendent, while foremen are Oscar Hammond and M. F. Parker. Lloyd Addington is a versatile, all-round operator who is their main bulldozer operator.

The Chennie Companies contribute a healthy total of around $100,00 a year to the economy of the area in the form of annual payroll. One need only reflect that as recently as 1950, the firm was a veritable one-man-gang — one truck and one phone.

Chennie was raised in Panhandle and worked for a long time with the world famous Tex Thornton who is called all over the world to shoot out fires. Chennie moved to Borger in about 1930, and was on the Du Pont staff as a shooter from the early 30's til 1950 when he went into his own business.

Acme Mattress Firm Rebuilding Specialists

Pampa provides another distribution system in the efforts of Gene Tollison at Acme Mattress and Spring Co. which performs the specialty of mattress rebuilding and custom work for a territory reaching into Kansas and Oklahoma as well as much of the Texas panhandle.

The firm was founded by his father, C. H. Tollison, in 1956 and Gene came here from the Amarillo plant because he was impressed with the potential of the "capital" of the Top O' Texas.

Actually, C. H. has devoted his career to starting a similar firm and training a manager to operate it and the trainee remaining in the factory - like operation as a partner.

Thus, it's no surprising that the Tollison influence is felt in the mattress - making field throughout west Texas.

Gene is a party to ownership of the plant they're running in Odessa now, and C. H. is managing it.

The Pampa mattress operation has all the latest equipment in the field. They have a Garnett felting machine which cords cotton in layers, featuring a picker which tears and fluffs up the cotton padding, and a filling machine which places cotton into the ticking.

The operation also has a tape-edge machine which puts the binding around the edge and a roll-edge machine which forms the roll around the edge of the mattress. The operation is completed by a regular power machine which makes the covers and a sterilizer which prepares the bedding for ultimate use by the public.

While they do custom mattress building and making over, they do mostly renovating, stressing facilities and features to enable a customer to save about 50 per cent on the price of a new one and usually getting a better quality product, Tollison claims.

Tollison prides himself in equipment of such scope that he could go either route — mass-producers of new mattresses or renovation outlet. Gene says the state health inspector advised him the Pampa plant was the only mattress shop between Wichita Falls and Amarillo which could be called on by Civil Defense for mattress production in event of an atomic war.

Gene employs a staff of three, including himself. He has a helper in mattress work and a seamstress and at times "drafts" his wife, Peggy, to assist when they're busiest.

They do about 40 per cent of their total business for customers over the lengthy trade - territory they serve, Gene says, and he reminds that they are equipped to offer one-day service for people in town.

He is active in civic work, being a member of the board of directors of the local Optimist Club.

Coca Cola Bottling Co. Serves Wide Area From Its Pampa Plant

Pampa is hub of an expansive distribution of Coca Cola and a variety of popular flavors in soft drinks with a versatility in dispensing availability which didn't even exist perhaps a decade ago.

Pampa Coca Cola Bottling Co. is owned and operated by Robert Mack, who succeeded Joe Sanger, the founder, as proprietor eight years ago. Sanger had a group of Coca Cola bottling plants through the southwest with a background of about a quarter of a century.

The Pampa plant achieved a new climax in physical growth just six years ago when they moved to the present high speed, large capacity setup where they operate now. They had been in the old Buick place (now the Montgomery Ward warehouse) for years before moving to the present site.

They have bottling capacity for 220 bottles of pop per minute nowadays, as compared with 60 a minute in the old plant.

The Coca Cola plant has a fleet of the most modern palletized loading trucks for distribution to McLean, Alanreed, White Deer, Skellytown and east to Canadian and the Oklahoma border.

Their growth in staff is comparable with the capacity of the plant even though there is more automation. Fifteen years ago the plant had about a half dozen personnel and a payroll of around $15,000 a year and now they have up to 12 staffers and the payroll hits around $60,000 a year.

Key personnel are James Quary, plant superintendent; Mrs. Tressia Hall, about eight years office manager; Hilliard Holtman, Sales manager, and driver - salesmen Robert Starritt, Robert Scott, Tom Kirby and Aryius Bradley. Marvin Woodruff is checker, Kenneth Banks in charge of pre - mix and bottles repair. Arkie Cowan, filler - separator; and in production are George Newman, L. R. Walker, Mrs. Emily Davis, Mrs. Mary Bailey and Tom Perry.

They are considerably in the pre - mix business nowadays, and offer a service in Coke, root beer, orange, and Sprite in dispensing tanks which turn out fountain-type service in 100 - drink lots. The Coca Cola plant recharges the tanks and services the dispensing units with pre - mix service anywhere from fountains to private parties and special events.

The plant also offers the full line of flavors under the Kist brand name as well as king size, regular size and cans for Coca Cola, plus service on bottle dispensing machines as well as the pre - mix type of outlet.

Mansura, La., was founded by ex-soldiers of Napoleon's armies who were reminded of Mansura, Egypt, by the flat prairies.



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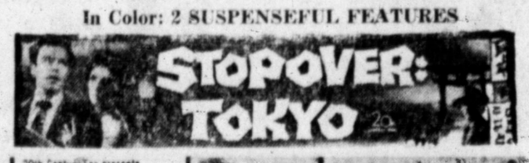

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First National Bank Has Had Gratifying Growth Since 1906

Since banks pose as a barometer of the growth potential and prosperity of an area, the remarkable story of the First National Bank in Pampa shows not only a gratifying pace for the past but a trend which speaks most hopefully for the transition into the future.

Because the bank was founded back in 1906 when Pampa was hardly more than a wide place in the road and a few nickles and dimes had more buying power than a greenback does today, the statistical growth of the institution can be measured as nothing less than astronomical.

For instance, they had capitalization of $10,000 and deposits that totaled only $29,600 after they'd been in existence about a year. By overwhelming contrast, the September quarterly report this year showed capitalization up nearly 150 times at $1,481,999; deposits up nearly 60 times to $17,553,919, and loans multiplied by 28 times as they posed at $7,021,280.

The bank can tell a true rags to riches story, too, because M. K. Brown, its first depositor, relates they made much use of a rubber stamp during its first days as First State Bank of Pampa. They'd use the stamp on another bank's check blanks to convert them to their own use.

By the same token, they had about 20 feet of the building which preceded the Moses Variety Store site for their first years before they attained ownership of their own home on the first 25 feet of the present location.

Indeed, First National for years was a 25x40-foot plant on the corner, and they achieved the first climax to their own physical growth story during the historic year of 1927.

This year was historic because they grew to a 50x40 size but more fame and publicity went with the fact that while they were remodeling the infamous Matt Kime gang hi-jacked the bank one noonday in the spring and escaped with $28,000.

Old-timers recall Matt Kime and company hit the bank during the noon hour and locked all the employees and customers present in the vault. Amusingly, some school children who had stopped by en route to school were put into the vault, too, and were more excited over consequences of being late to school than sensing the impact that they'd experienced the exciting and frightening moment of witnessing a bank robbery.

But, going back to the earlier days, the history of the bank shows it to have been launched Jan. 14, 1906, even though the 1956 golden anniversary was formally observed on June 21.

While M. K. Brown recalls Joe Cole to be the bank's first "hired hand" who "cashiered, swept the floor and did all the work," history from bank minutes shows B. E. Finley (eventually the bank's first active president) was the first cashier.

The bank got its start when a group of business people in Pampa expressed the desire to have a banking institution here and prevailed upon J. R. P. (Frank) Sewell to come over here from Texhoma and lay the groundwork for organizing the bank.

As Brown recalls it, "seven or eight of us put up $100 apiece to get it started and we eventually raised enough for the starting capital. Actually, I was out of town a the time, but T. D. Hobart put up the money for me, so I was a charter stockholder."

While the dates show the bank had a cashier before it had a president, both early dates depart from the day of the month the bank considered its anniversary date. Finley is shown as cashier starting Jan. 14, 1906, and Sewell is shown as the president beginning July 14, 1906.

Sadly enough, the formal records of the bank for the earliest days seem lost to posterity because an heir of one of the early principals borrowed them and now the present bank officials have lost track of them.

One fortunate situation existed to enable the Daily News to gather together the essence of the history. Jerald Sims, a vice president, used the bank as the subject of his thesis in college and thus serves as source of certain needed data.

From Sims' papers came the chronology of the early officers. Sewell's presidency seems to take effect as of July 14, 1906 and continued until Dec. 14, 1909, with R. H. Collier succeeding him five days later and continuing until July, 1915. T. D. Hobart became the third president at this time and continued until January, 1920. This ended an era of honorary, inactive presidents because after this date the president became the functional leader of the business.

One ironic twist comes with Sewell's departure. When he reached a crossroads that indicated he should give up either his Texhoma bank position or the one in Pampa, he weighed the potential and made the decision which history proves was a mistake. Texhoma, though larger then, did not get appreciably larger while Pampa mushroomed.

B. E. Finley emerged from his lengthy career as cashier of the young bank to the presidency when the board chose to have the position assume the functional leadership of the institution. Candidly, he had been the pilot of the bank through all the years of honorary presidencies.

He became the president Jan. 13, 1920 and continued in the post until his death Sept. 28, 1934, and he was succeeded to the presidency by De Lea Vicars Oct. 31, 1934. Vicars had become cashier after Finley was elevated to the presidency.

Vicars continued in the post until A. A. Schuneman succeeded him Apr. 1, 1944, and Schuneman has continued at the helm ever since.

The cashiers who have served the bank were Finley, then Vicars and Vicars' brother, Edwin, came to the post June 9, 1934, to serve until 1942 F. A. Peek was vice president from 1942 till 1944 and C. M. Carlock the post of cashier Jan. 9, 1945, and served 10 years. B. D. Robison, who holds the post now, was named to the position in 1955.

Thus there is a gap from 1907 and 1910 to 1945. The deposits had grown from $29,600 to $46,900 by 1910, capitalization was up to $25,000 by 1910 and loans and discounts actually were higher than the level of deposits (47,900) after three years.

Five-year notations of the bank's comparative financial pattern show this::

	Deposits	Loans & Discounts	Capitalization
1945	$9,600,000	$1,450,000	$ 420,000
1950	11,900,000	2,800,000	660,000
1955	14,100,000	5,000,000	790,000
1960	16,900,000	6,000,000	1,226,000

And the growth continues, as reflected by the September 27, 1961, quarterly report which show $17,553,919 in deposits, $7,021,280 in loans and $1,481,888 in capitalization.

The year-by-year record of deposits tells another interesting story of growth, although varying a bit from year to year due perhaps to shifting economic conditions of the area:

1950	$13,900,000	1956	$13,600,000
1951	12,500,000	1957	15,900,000
1952	13,100,000	958	15,500,000
1953	14,300,000	1959	16,500,000
1954	12,900,000	1960	16,900,000
1955	14,100,000	1961	17,553,919

Comparisons of growth are most interesting in other areas, too. For instance, they had around 50 or 60 customers in the early days while there are more than 6000 depositors nowadays.

When M. K. Brown rode up on a horse and tied it to a hitching post as he went in to deposit the first $200 deposit it can be contrasted with the fact that today's modern facilities can accommodate deposits in the magnificent brick and stone structure which spans 75 feet across and a depth of 140 feet plus a connected drive-in bank which utilizes a full 75x140 space in the corresponding lots facing Ballard street.

After utilizing a 50x40 foot plant from 1927 they achieved the mighty growth to a 50x140-foot new plant in 1951, and added the drive-in facilities in 1958. Incidentally, they first considered having a snorkel-type drive-in as an elevated projection from the side of the building on the Foster street side. But they watched a similar type drive-in bank operation in another Texas town and abandoned the idea when the first experiment failed to prove practical.

The bank's officers are the deceased J. E. Murfee, Jr., who remains in memoriam chairman of the board because the board chose not to elect a successor for the moment after his death last July; Schuneman, president; Frank M. Carter, vice president; Robison, vice president and cashier; Floyd F. Watson, vice president; Sims, vice president; Paul D. Keim, assistant vice president; Leora Rose, assistant cashier; Loretta Robinson, assistant cashier; Arthell Gibson, assistant cashier; Bill Hayes, assistant cashier; Adell Myers, assistant cashier, and Bennie Shackelford, assistant cashier.

The bank's directors have remained largely the same since reorganizational days accompanying the bank holiday of the 30's. They are, Murfee, still not replaced; E. J. Dunigan, Jr., C. P. Buckler, E. L. Green, Jr, Carter, Schuneman and Watson.

Their long-range plans are simple, yet most progressive, "We intend to continue to grow with the area," explains Schuneman. "We intend to continue to follow the policy of stressing an organizational approach . . . one of teamwork rather than one of individual personalities."

The new bank building is designed for functional convenience while posing as one of Pampa's more attractive structures.

The bookkeeping department and installment loan departments are in separate suites to the east, as is the vault with the safe deposit department. The balcony surrounds the lobby in an L shape and provides the same private, departmental conveniences as in the past.

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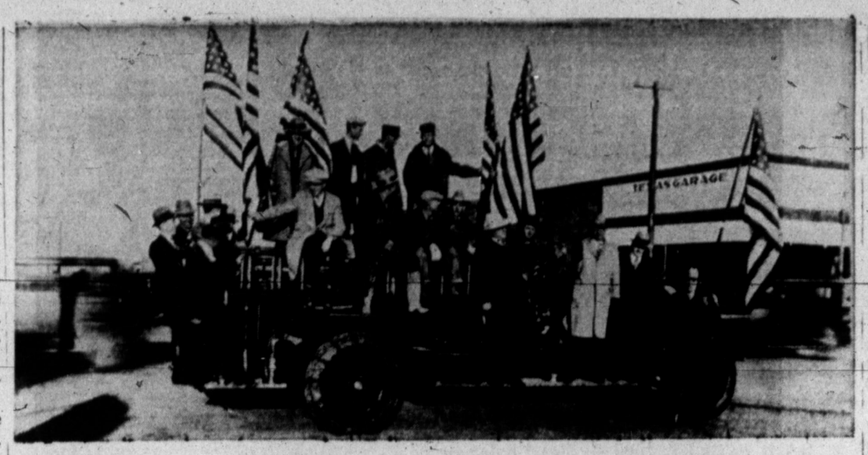


AFTER 20 YEARS, SUCCESS — A group of jubilant Pampans are pictured above on flagbedecked fire truck as they rode with the county records from Lefors to Pampa on March 16, 1928 when the county seat was changed by election of the people. The records were piled in the truck bed where hose is usually carried and were brought to Pampa the same day. District Judge N. P. Willis denied a petition to enjoin the moving of county records from Lefors to Pampa.

Photo Art Studio Plans Expansion To New Outlets

Jacquelyne Culver marks an important milestone in an interesting "mutual traffic" experiment linking jewelry store operations indirectly with photography studio as Pampa's transition story relates the advent of her Photo Arts Studio.

Jacquelyne is a specialist in children's portraits and situation pictures who has the talented assistance of her mother and father, Gaye and Joel Culver, who now are preparing to blaze a trail of Photo Arts Studios as companion operations with the growing organization of Cizon's Jewelry stores.

Joel just recently sold out his Big Spring studio to embark on the venture to expand into a system of photography outlets. He figures on assisting his daughter with establishing her business in Pampa and then following the footsteps of the growing organization of Cizon's — who already are in Amarillo and Roswell as well as the Big Spring and Pampa sites.

Joel has been a professional photographer for about 20 years. He started his career in San Diego, Calif., and returned home to West Texas about 10 years ago, and Jacquelyne trained with him for the past five or six years while picking up advanced techniques in such notable photography schools as Lefler School of Color in Springfield, Mo., National Artists School in Chicago and Douglas School in San Antonio.

She has the able tutleage of a person with schooling under Mortensen of Laguna Beach, Calif., recognized as one of the most prominent artists in the world, because Joel trained with him while in California.

Photo Arts offers Pampa and area such versatility as the new fully automatic portrait camera which enables the photographer to be free to work with the subject instead of fussing around with changing filmholders and focusing. They feature non-glare, no-heat electronic lighting and contributes to the comfort of the sitter and thus enhances the possibilities of having the best poses.

Besides having her parents as aides in starting the photo studio business, Jacquelyne already has made a fine start in achieving a payroll to bolster the area's buying power. She has five aides to help her — Mrs. Irene Johnson, re-toucher; Stella Williams, coloring aide (Jacquelyne does most of the coloring herself); and technician assistants Carol Choate, Nancy Andrews and Nancy Nidifer.

Home Supply Serves Area Lumber Need

Home Builders Supply marks achievement of more than a third of a century of service to the building trade in the Top O' Texas for Bob Robinson, who founded this business in 1940 after 15 years with a local lumber firm.

Bob has the full-time assistance of his wife, Gladys, and they have a total staff of four, counting themselves.

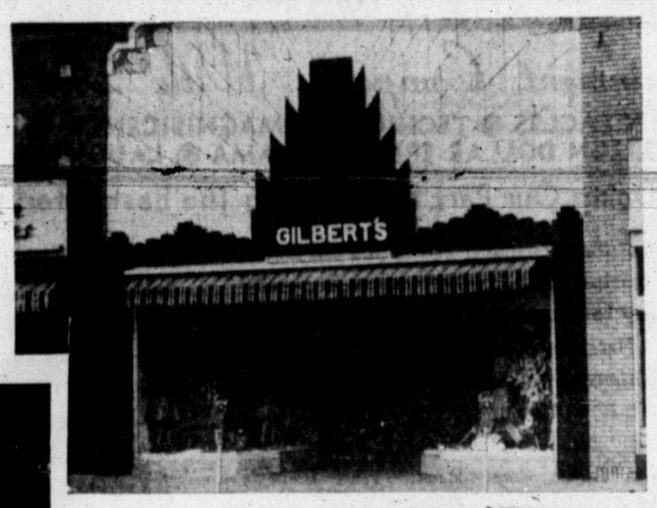
The growth story of Home Builders Supply is comparable with the best in the Pampa area. They started with one third of their present space — a total of about 1800 square feet. Now they have a total of 50x90 feet. They do three times their original business and offer selections from four times the stock.

Home Builders features Libby-Owens-Ford glass for business fronts as well as the full line of glass, plus well-known Pratt & Lambert paints and a color blending machine which offers 750 different colors in Pratt & Lambert decoration colors. Rounding out items of decoration is their line of Joliet wallpapers.

Indeed, the blender is so accurate that it portions out measurements as small as a 48th of an ounce and they pride themselves in being able to match any sample that a customer brings in, regardless of original brand.

They have a full line of tools, featuring De Walt and Delta power tools and Millers Falls hand and electric tools. The store has a complete gift department now, which was added about eight years ago, and features such outstanding selections as milk glass and cutglass.

SINCE 1937...





SADIE and LEON GILBERT

Here's our staff, ready to serve you. l. to r. they are: Mrs. M. E. Powers, Mrs. Mattie Crowson, Bess White, Iona Cornwell, Gladys Jaynes, Pearl Bynum and Virginia McDonald.

Thank You...

We're grateful for the chance to serve you, and, assuming we've experienced our growth through acceptance of our policies of the past, we hereby pledge a continued stress on the same principles of quality and service in the future.

TOP O' TEXAS in TRANSITION

Style At Fair Prices...



Famous brand names you can find at Gilbert's are Carlye, Carl Naftal, Cadillas Italian, Youthcraft, Junior House, Susan Thomas, Cannady Creations, Darlene, Rose Marie Reid, Hanson, Marja, Fortuna, Glydon, Hanes and Roman Stripe.

GILBERT'S LADIES SHOP

209 N. Cuyler MO 5-5745

PROUDLY CARRYING ON A 32-YEAR TRADITION



Here's the gang, anxious to serve you well: l. to r. Carlton Freeman, Floy Heath, Mark Heath and Bill Elkins.

THANKS FOR THE OPPORTUNITY TO GROW WITH A PROGRESSIVE AREA!

Our business was founded by Frank Carter in 1929, who operated it about nine years, and the present owners suceeded Wanner's Men's War in 1955. We place a major emphasis on personal service . . . maintaining a store that's small enough to enable us to know you personally, yet large enough to furnish you with the brand names you know and prefer.

HOME OF:

ARROW–ENRO–HATHAWAY SHIRTS

KNOX-BORSALINO HATS PIONEER

belts, jewelry, leather goods

BRONZINI–MR. JOHN TIES

MacGREGOR–FIELD & STREAM SPORTSWEAR

TOP O' TEXAS in TRANSITION

HEATH'S Men's Wear

Combs-Worley Bldg. MO 4-2141

Grayco Machine Shop Plans 1962 Expansion

Claude Wilson has grown from a one-lathe partnership operation at Grayco Machine and Welding Works to a five-lathe machine shop which sprawls out over more than half of a city block and provides the Top O' Texas with the talents of six full-time machinists.

Claude has spelled out a tremendous 10-year progress story at Grayco (the name was coined through his identification of his service to all of Gray County and says he already is cramped in his 8160 square feet of space.

Wilson started in partnership with Bob Coley in 1951 and after about year and a half he moved from the original location next to Gate Valve on Tuke to 816 S. Hobart. Grayco moved to the present site in about 1957 when the underpass project hemmed him in.

Grayco has so many chapters of growth in its progress story that each has to be enumerated to be visualized. They had an 18x35-foot space in their first site, and then grew to 40x60 when they went over to Hobart. In almost annual expansions, they went up to 40x100 and then added a 24x48-foot building before the underpass came along.

Their present site is expandable, and Claude allows as how he is figuring on spreading out some more in about 1962.

The shop has grown from the original 18-inch lathe, which he bought second hand, to the present outlay of five lathes ranging in sweep from 17 inches to 42 inches. They also have such items as a milling machine, drill press, radial drills, boring mill, grinders, and do general babbit and bearing work as well as welding. They have the latest equipment in metalizing.

Growth in staff best can be compared with the note that they have 11 on the Grayco staff today as compared with the fact that Claude was a one-man operator the first four mounths. He pays out around $60,000 a year in payroll now.

Key staffers are his son, Don Wilson, office manager; Barney McMullan, shop foreman; machinists Paul Turner, Joe Hill Emil Wilson, I. M. Virden, Don Riddle and M. F. (Mack) Williams. Robert Preston is welder and Alex Holt is porter and handy man.

Grayco is doing about 10 times the firm's original volume of work and has about five times the equipment the firm had when Claude started.

They do general machine work and fabrication. Their welding usually includes service to past installations they have handled. Most of their work is in gas engines at the refineries and pump work on a large scale.

Wilson had been with Baasch-Ross Co. for 15 years before going into business for himself, and eight years of it had been as shop foreman. When Baasch - Ross bought out the Phillips Machine Shop in 1936 Wilson was working with Phillips and he transferred to Pampa at the time.

Mitchell C. Hill Nearing Quarter Century In City

When next August 7th rolls around Mitchell C. Hill will have completed a quarter of a century of dedicated food service to the Top O' Texas.

Mitchell's Grocery and Market represents a switch in careers for Hill even before he launched the original plan to convert his college education into a career of instruction.

Hill actually had about a three-year delay in his Pampa venture because he went to Piggly Wiggly in Dallas out of college and stayed there until he sought out a dryer climate and came to this locale.

He credits Guymon, Okla., with the inspiration which started him on his own. He first went to Guymon where he met and married Catherine while working for Nash Brothers Food Store. Mitchell and Catherine got to Pampa via Amarillo where he worked with Furr's and was transferred here before they launched their store Aug. 7, 1937.

Catherine has been Mitchell's most enthusiastic booster as well as aide throughout the years of their business, and now they have the furthered family teamwork with their son, James Calvin Hill, who is their produce manager and in charge of their promotional efforts.

The Hills started out at 541 S. Cuyler (where the banana house now is located) and then moved to their present location in 1940. They built this plant new, a 75x85 store with off-street parking around the building which will accommodate 75 cars.

They have a staff of 10 besides the owners, and have extra help in peak periods. Chester Pass is meat manager, and Elizabeth Tillery is head checker. Mrs. Edith West, wrapper in the meat processing department, has been with the firm 10 years.

Mitchell was in on founding the Affiliated Food Stores group and has been proud to watch it grow to a nationwide organization which just this year is expanding into Canada. Thus, Mitchell's is one of the boosters of the famous Shurfine label as well as Shurfresh farm products.

Mitchell's has a complete super market offering, providing a full line of foods, meats and frozen goods as well as drugs, soft goods, toys, housewares and they are stocking a large selection of Christmas goods for this season.

They offer the utility of close to 200 running feet of refrigerated display space. Their 50 feet of meats is self service and they have 20 feet of produce, plus an extra 30 that's wet display but not refrigerated. There are 15 feet of frozen foods, 20 feet of ice cream and a total of 35 feet of dairy selections in a triple -deck case.

The business growth of Mitchell's can best be summed up in the fact that they are doing more than five times the volume of their original year and carrying more than triple their original inventory.

They started off with just one helper — Clint Johnson was their first butcher — and now the staff of 10 shows how much they've grown in personnel!

Memory Gardens Burial Grounds Area Of Beauty

Pampa attains a new milestone in consolidating progress through perpetuation of memories in the form of the beautiful Memory Gardens mausoleum which is scheduled for completion in its first phase of construction in the next month.

Memory Gardens of Pampa, Inc., is under the management of Hoyt Haynie and has been carried into exciting new chapters of improvement in the past year and a half as plans for mausoleum were perfected and then about 80 per cent of the 160 chapel spaces were reserved before the first section was completed.

Hoyt, who has the full - time assistance of his wife, Mildred, came to Pampa a year and a half ago after long association with cemetery association activities of brothers in Las Cruces (Hillcrest Memorial) and Houston (Woodlawn).

Through his connections with brothers in the other cemetery associations, where mausoleum projects also are under way, Haynie has been able to acquire services of mausoleum specialists for his construction staff, and they devote full time to constructing such memorials.

The first portion of the Pampa mausoleum is the unit which will double as chapel, mausoleum and memorial dedicated to families of the area. As additional spaces are reserved corridors will be added as wings to the chapel, and they visualize the possibility of being able to build a corridor each summer until the full need is provided.

Memory Gardens provides a beautiful perpetual care cemetery as well as the mausoleum, and about 80 per cent of its developed burial tract area has been reserved already. They have utilized seven and a half acres of a total 25-acre tract, and the remaining 17½ acres is dedicated property which is set aside for ultimate use in a perpetual care cemetery.

Haynie says an option exists for Memory Gardens to acquire additional land adjacent to the present cemetery property if and when needed for further development.

The Memory Gardens plot is the newest cemetery development in the Top O' Texas and has maintenance regulations to enhance the permanent beauty and perpetual care program, including restriction to use of flat type markers.

The Memory Gardens Memorial Mausoleum is built with priceless marbles and metals and with intentions to have an edifice that will stand forever, not one piece of perishable material is used.



CUYLER STREET AWASH — It had snowed for two months in the winter of 1912-13 when this picture was taken. It was shot from the east side of what is now the 100-block of S. Cuyler — facing southwest. Between the watery street and the row of buildings is Jim Sanders' team of horses and carriage. From left to right, some of the structures are: building in which Dr. V. E. Von Brunow had his office and the post office was situated; Jess Wynne's residence; J. C. Studer's meat market; a confectionery store; George Cox's barber shopp; and a combination restaurant and rooming house. Working with Cox in the barber shop were J. M. Tate, Hamp Brown and J. V. White.

Document Gives Data On Start Of Post Office

A scorched document gives the actual beginning of a federal post office in Pampa. It was signed by John Wanamaker, postmaster general of the United States, and authorized Thomas Lane to become Pampa's first postmaster in November, 1892.

For a while, a half dugout served as headquarters where Pampans received their mail. Soon afterward, the Lane residence was the official postoffice. Lane was the father of T. V. Lane, 222 E. Brown.

The third postoffice was located in the Bruno building where Levine's store now is located. Dr. Bruno was postmaster; Miss Claudene Barnes was later made postmistress. The postoffice was then rated as second class.

Miss Barnes was followed by W. A. Crawford and the postoffice was moved to the Duncan Estate building, where the Western Auto Store is situated. During Crawford's time was situated. During Crawford's time in office, the postoffice received its first class rating. This was July 1, 1928.

D. E. Cecil followed Crawford. Then, H. C. Walker was postmaster until he retired. S. C. Surratt served as temporary postmaster for 18 months and in 1944, W. B. Weatherred, was appointed head of the Pampa postoffice.

The post office remained in the Duncan building until 1933, when the present building was constructed. Pampa then had a population of approximately 10,000, but the massive Southwestern style building is still capable of handling the mails of the city. It is the only federal building in Pampa.

It was 1926 when O. K. Gaylor, present postmaster, was made assistant postmaster. Clarence Coffin was then a member of the staff. They were the only two regular employees when the postoffice received its second class rating. Shortly afterward, John Dixon came here.

County Political Shifts Frequent In Bygone Days

Since the begining of politically recorded time — in this instance 1882 — the area now known as Gray County, Texas, has taken quite a kicking around in legislative circles.

This, of course, has been to the advantage rather than its disadvantage since the shifts usually meant less area to be covered by a congressman, state senator, or state representative.

Since 1882, this area has been in three U.S. Congressional districts; three state senatorial districts; and six state representative districts.

From 1882 to 1892 the area was in the 11th U.S. Congressional District; 9th State Senatorial District; and 43rd State Representative District.

From 1892 to 1901 the area was in the 13th Congressional District; 29th State Senatorial District; and 102 nd State Representative District.

Finally, in 1917, the old 13th Congressional District was changed to the present 18th Congressional District, but the state districts remained the same.

When 1921 rolled around the state districts were reshuffled again and the area came up with the 31st State Senatorial District and 122nd State Representative District.

In 1933 the 18th Congressional District was reduced in area, but retained its numerical designation.

In 1952 the State Legislative District was changed again, geographically. It is now the 87th district and boasts only three counties instead of four — Gray, Wheeler and Donley. Collingsworth County was dropped.

Ford's Boys Wear Unique Spot In 'Fashion Center'

Mabel Ford says she got bored with being unable to find enough to do when she was keeping books for her husband's business in the late 40's, so she started her own business and got so busy "poor Charley now has to do his own books."

That's the dominating sidelight of Ford's Boys Wear which is an outgrowth of a children's store she ran for 10 years.

Actually, Mabel bought out Simmons Children's Store on South Cuyler and ran it as Ford's Youth Store until selling the business as it adopted the new identity, "Mayes Youth Store."

She sold out in the summer of 1960 with the intentions of founding an exclusive boys' store, and had her grand opening in the area popularly called "Fashion Corner" Aug. 1, 1960. She shares the location with Ollie Hare and Wright's Fashions to provide veritable department store proportions in wearing apparel for the entire family.

Mrs. Ford has one aide in the shop — John Allford, who has been with the firm since the opening.

The store has been showing a constant growth, compiling about a 50 per cent increase in volume in the only corresponding months Mrs. Ford has had the new business, and carrying about double the original stock.

Famous brand names she features are Calvin's clothing, K.C. boys wear, Kaynee shirts, Robroy knit shirts, Jantzen sweaters, B&G Slacks; Levis, Lee's and Tex'n jeans; Weldon pajamas, Donmoor knit shirts, Jockey shorts, Esquire and Jockey sox, Charmoll school jackets, David Copperfield and O'Brien casual slacks, Munsingwear shirts, Hugger caps and Beau Brummel ties.

Mrs. Ford had a 20-year teaching career in Guymon before she and her husband came to Pampa to operate the Shamrock station at 400 West Foster, and she launched her own career back in 1949 when his bookkeeping needs didn't keep her ousy enough.

When the state was admitted to the Union in 1803, Chillicothe was the capital of Ohio.

79 YEARS OF

GROWING...

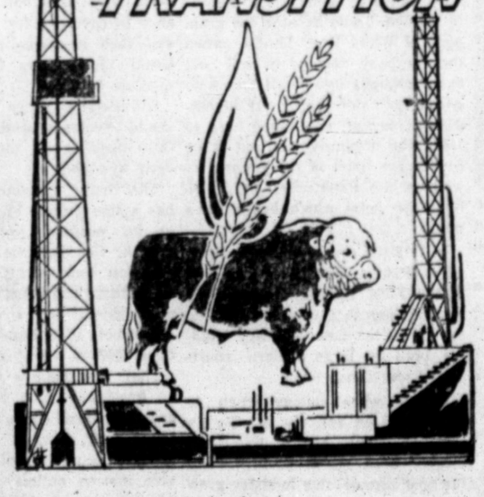
CONTRIBUTING...

SUCCEEDING...



DR. GODFREY L. CABOT
FOUNDER

TOP O' TEXAS in TRANSITION



1882 . . . marked the beginning of Cabot with the construction of a small carbon black plant at Buffalo Mills, Pennsylvania by Godfrey L. Cabot and his brother. In 1887 Dr. Cabot bought his brother out and operated as an individual until 1922 at which time he incorporated under the name of Godfrey L. Cabot, Inc.

1925 . . . The southwestern division was established with headquarters at Breckenridge, Texas. In 1926 Cabot built their first Texas carbon black plants at Caddo and Eliasville. In 1927 the southwestern division headquarters was moved to Pampa, and it was during this period that the Cabot Carbon Company was formed.

1961 — Today the Cabot Corporation employs 850 people in the Pampa area. This has been made possible through the continued growth of the carbon black business plus expansion into diversified fields such as: oil and gas exploration and development and the operation of a most modern manufacturing plant which produces oil field pumping units, portable well drilling and servicing rigs, earth moving equipment, gun tubes and steel fabrication. We are proud of our part in the development and growth of Pampa.

CABOT

First Recorded Exploration Of Gray County Made By U.S. Army Force Seeking Source Of Red River

For many years prior to 1876, Gray County was known only as a part of the great grassy quadrangle known as the Great Plains, or the Llano Estacado, meaning Staked Plains, as no boundary lines of the Panhandle of Texas had been determined. Early settlers tell of their difficulty in traversing this sea of grass which often reached as high as their wagon beds.

Numerous explorers may have made expeditions across this part of the plains, but the first recorded as having entered the county is Capt. Randolph B. Marcy, of the Fifth Infantry of the United States Army. Accompanied by George B. McClellan, brevet captain of the United States Engineers, in 1852, Marcy led an expedition of soldiers into what is now Gray County, seeking the source of Red River.

Marcy said in the account of his travels that the Canadian and North Fork of Red River were often confused, perhaps, because the Indians had apparently called both of them "Red River" because of the reddish appearance of the water. He also said Plains Indians had sought to discourage travelers from entering the Panhandle by telling them that the water was bad, and that they would die of thirst if they tried to cross the long stretches of dry land.

In his report filed with the War Department, No. 8, 1853, Marcy states that coming over the trail from Fort Smith, Ark., in May, he crossed a stream which he named Sweetwater Creek (in Wheeler County) because the water was good.

On June 16, 1852, Marcy's expedition reached the head of the North Fork of Red River, which is near Pampa. To be sure of his findings, Captain Marcy took ten men and went across 25 miles north to the Canadian, becoming the first white man on record to distinguish between the two rivers.

From Marcy's description of the site on which they camped that June evening, it must have been located exactly where Lefors is now. That evening he buried a bottle with a message in it describing their expedition and its results. That bottle buried among the roots of one of the largest trees on the south bank of the river, still awaits discovery somewhere in the sand near Lefors. Marcy named McClellan Creek in Gray County for Captain McClellan. "Whom," he said, "I believe to be the first white man to ever set eyes upon it."

But Captain Marcy proved himself a poor prophet when he gave his view on the projected building self a poor roshet when h gavyn- of a railroad through the plains, from the Atlantic to the Pacific. He said, "Throughout its entire surface, this country presents, in my judgment, an impassable barrier to a wagon road, and I am fully impressed with the belief that a route crossing this desert anywhere between the 33rd parallel of latitude and its northern limit will never be selected for a Pacific railway, or, indeed, a road of any description."

After the Marcy expendition, there is a space in history of about 20 years, when few white men were in the territory. Then came the decade of the buffalo hunters when the extinction of the buffalo became the most amazing industry in the history of the plains. According to Gen. Nelson A. Miles' calculation there must have been more than 6,000,000 buffalo in the Texas Panhandle, alone.

The early settlers will tell you that these plains were literally lined with the bleached bones, and when the going was tough, many of them kept food in the larder by gathering wagonloads of bones, and selling them to the freighters, or hauling them to the nearest railroad, where they brought $8 per ton.

Of course, the earliest known inhabitants of the Panhandle were the Indians. The Comanche and his allies, the Kiowa and the Cheyenne were in possession of this country when the early explorers arrived. Horses had been brought to the Plains by the Spaniards, but many of them escaped, and in a few years great herds of them were running wild. With a horse under him, the Plains Indian became a formidable foe.

The Indian depended on the buffalo largely for his food, clothing and shelter. By a special treaty with the Indians, made in 1869, the United States government promised the Indians to prevent buffalo hunting south of the Arkansas River. In spite of this promise, when buffalo became scarce north of the river, the hunter and the trader came into the Panhandle, knowing the hazard when he came.

In June 1874, the Indians left their reservations in Indian territory and went on the warpath. The battle of Adobe Walls and similar depredations were in revenge for the white man's disregard of treaty. The German family, traveling west from their native Georgia, fell victims to the warring Cheyennes. All of the family were killed except four sisters, who were taken captives.

One of the most daring engagements of General MacKenzie's campaign to drive the Indians back to the reservations, was the "Charge of the Wagon Train," which took place on McClellan Creek, in Gray County, in November of 1874. Lieutenant Frank D. Baldwin, in the Panhandle with General MacKenzie and General Miles, came upon a Cheyenne village, the chief of which was the dreaded Gray Beard.

Lieutenant Baldwin's command was composed of an empty supply wagon train, protected by a small detail of soldiers. In spite of this he decided to attack. He used his army wagons as tanks and battered down Gray Beard's camp. After the Indians had been routed the two younger German children were found in the wreckage of the camp. Their rescue resulted later in the recovery of their elder sisters, who had been carried into New Mexico. The government took over their guardianship and education. They have been in Gray County several times to visit the site of their rescue, which since 1936, has been marked with an historical marker.

In the year 1876, Gray County was marked upon the map. This region had been part of the Bexar district. In August of that year, the legislature passed a law cutting into 54 counties all the territory lying north of a line running west to New Mexico from the southeast corner of Nolan County, and west of a line running from the same place north to Oklahoma, the northeast corner of Lipscomb County. This was the first and only time where more than a dozen or so counties had been created by one act of the Legislature at the same time.

As few of these newly created counties had any citizens whatsoever, and none of them at the time had the required number of 150 qualified voters to organize for self government, it was necessary to "attack" all of them to the most conveniently located counties which had been organized, "for judicial, surveying, and all other purposes." (This paragraph is quoted from R. C. Crane's history of the Act of 1876).

Along with many of our Panhandle counties, Gray County was named for a distinguished Texas, Peter W. Gray. Mr. Gray, a native Virginian, had come to Houston, Texas, in 1837, where he was reared and educated. He was a member of the first Texas legislature and later a district Judge in South Texas. He served as a member of the Confederate Congress all through the Civil War. After the war, he practiced law in Houston until he was appointed judge of the supreme court, a position he held only for a few months until he died in Houston, Oct. 3, 1874. He was a lawyer, scholar, a cultured gentleman. He gave Mr. Yoakum aid in compiling his history of Texas.

In accordance with the legislative provision for counties not sufficiently populated to organize, Gray County, with nine other Panhandle counties was first attached to Clay County. Later when Wheeler organized, she was attached to Wheeler. After Roberts County's organization, Gray was "attached" for the last time. Various reasons have been given as to why Gray came to Roberts, but some of the old timers say that the reason for the switch, was to help Miami get the county seat back from Parnell which had been a bitter bone of contention for many years.

June 9, 1902, Gray County was organized at a special meeting of the commissioners court in Roberts County, a petition with the names of 152 qualified voters having been filed April 14, previously. The first officers of the new county were G. H. Saunders, county judge; J. T. Crawford, sheriff; L. O. Boney, assessor; J. T. Pollard, surveyor; Henry Thut, treasurer; Siler Faulkner, county and district clerk; H. B. Lovett, commissioner; J. A. Hopkins, J. C. Short, and Perry LeFors were justices of the peace for their several precincts. J. H. Henry, was presiding officer for the election.

The county seat was Lefors, and on June 30, 1902, the first commissioners court of the newly organized county convened there. The first act of the court was to approve Crawford's bond as tax collector, with D. C. Davis, T. J. Roby and L. H. Webb as sureties. Henry Thut was instructed to get the county money which had been deposited in the treasury at Austin, while the county was unorganized. The amount was $7,307.98.

Mr. Faulkner went to Miami to get the county records, and later said that he brought them all back under his arm, as there were only six or seven small deed records.

The first purchases made by the county of Gray, in 1902 were itemized as being "five gallons of coal oil, an oil can, two lamps, two brooms and a vault." When the cold weather set in, in November the county officials added four stoves, and paid a citizen $1.25 to haul them over from Miami."

That same spring the county entered into a contract with Henry Weckesser, of Miami, to build a court house for $2,208.50. This old frame courthouse was long a landmark of the early days where many interesting cases were tried.

On Jan. 12, 1903, the first district court of Gray County was held, with Judge B. M. Baker, the first district judge, I. D. Miller, district attorney, and Siler Faulkner, district clerk. The first grand jury impaneled had Perry LeFors as its foreman.

The first settler in Lefors of whom we have a record was Travis Leach, who came to the valley and settled in the early '80's. The first stageline for passengers that ran through Gray County, stopped at the Leach home for dinner, en route from Mobeetie to Tascosa.

Perry LeFors, for which the town was named secured a postoffice for the town in 1889, and Henry Thut was its first postmaster. Mr. Thut had bought the land from Leach, who had homesteaded it.

Lefors was a town without a resident for five or six years, only the courthouse and a small schoolhouse being located on the townsite proper. Mr. and Mrs. Henry Thut, Sr., lived within a mile, where they operated the only hotel between Mobeetie and Tascosa. The Perry LeFors family lived about ten miles east.

The first civil case tried in county court was a grass burning charge against the Rock Island Railway. The first marriage license was issued to George H. Jahns and Miss Nettie Renner.

The first election was held at the building later known as the Schneider Hotel. Attemps to move the county seat, from its position exactly in the center of the county were an election to change it to McLean, in 1907 which failed, as did votes in 1919 and 1924 to move it to Pampa. Not until 1928 did such an election carry.

Some of the unique aspects of the little county seat were the subject of an Associated Press feature story which appeared in March, 1927. Says this account;

Lefors, quaint town in Gray County, near Pampa, has many distinctions. Lefors is the smallest county seat in Texas, and boasts that it is the only county seat without a jail. The jail has been moved to Pampa. Though on an otherwise treeless plain, the town is hard by a forest of giant cottonwoods. The water wells are only nine feet deep. When a man wants to dig a well, he procures a post-hole digger, bores down about nine feet, and obtains clear, sparkling water."

"But perhaps the most interesting facts are these: The cotton wood trees bear grapes and virtually all of the residents drink grape juice the year round: and although 50 years old this town's cemetery contains only four graves."

"The towering cottonwoods do not actually bear grapes, but they do support the wild grape vines that entwine them and hang down like veils — For a generation Lefors has gone on drinking its grape juice and sawing its wood, and now oil is beginning to touch it with the magic of life — The town with its dream valley is perking up. The cottonwoods are being transformed into new homes."

In 1888, Gray County had its first railroad, when the Santa Fe built through it to Panhandle in Carson County. For some years the railway station was a box car set beside the tracks.

Following is a statement from M. K. Brown, regarding early history of White Deer Lands, an English syndicate, holding some 631,000 acres of land in Gray, Carson, Hutchinson and Roberts counties: "In 1902, Mr. Andrew Kingsmill, a baker from London, England, came to the Panhandle to inspect the property. At suggestion of Mr. George Tyng, who was first manager for White Deer Lands, he entered into a contract with Mr. T. D. Hobart, to take over the management and development of property.

In 1903, M. K. Brown arrived from England to assist Mr. Hobart in the development of White Deer Lands, and for many years was Mr. Hobart's assistant. In 1905, P. Buckler came to the scene, and later joined the office force."

Mr. Brown was a nephew of Andrew Kingsmill. He stated that Block 3, I. and G.N.R.R. and Block B-2, H and GN.RR, surveys, are the only two blocks of land of White Deer Lands actually in Gray County. The greater bulk is in adjoining counties. But Pampa is built on Block 3. The long-time payments on land and lenient policies of the company brought many permanent residents to Gray County.

The early history of Pampa and other towns in the county is being given elsewhere, but we will mention some of the earliest residents of the county.

Henry Thut has laready been mentioned as being the county's first postmaster, and treasurer. He and his wife moved here from Kentucky, in 1884. They were accompanied by Mr. Thut's sister, the first young, unmarried lady to settle in the country. She married Perry LeFors. Mr. Thut was noted for his gardens and especially the large cabbages he raised and made into sauerkraut for the soldiers at Fort Elliott, also for his apple orchards.

Jess Wynne came to Gray County in 1880 and settled on McClellan Creek, with S. V. Barton. To him is credited the story of how George Tyng came to give the name of Pampa to that city. Wynne worked for the Diamond F. ranch. But he quit in 1903, and was the first man to buy land from the company, in 1900, before it was divided.

Joseph W. Harrah was a typical buffalo hunter and pioneer, says Newton P. Willis in his history of Gray County, published in 1937. Mr. Harrah first came to the Panhandle in 1775, and in 1880 settled on Cantonment Creek in Gray County. His son, Oran W. Harrah was said to be the first white child born in Gray County. Two daughters of Mr. Harrah, lived in Miami, Mrs. J. M. Gill and Mrs. Bert Kgreutsberger.

Then there were Tobe Odom, who operated the Z Bar Z ranch, located in Gray County in 1861 just above the Cantonment settlement; and Henry B. Lovett, buffalo hunter, rancher, county official and oil man, who came to the Panhandle in 1877 and settled with his wife in Gray County, on McClellan Creek, in 1886; T. D. Hobart, called by some, "The Father of Pampa," who became the manager of White Deer Lands, when the company decided to sell out their holdings into small farms to encourage permanent residents; Alex Schneider, who came here in 1886, who organized and led the first brass band in the county, as well as the Panhandle, and also built the hotel which bears his name.

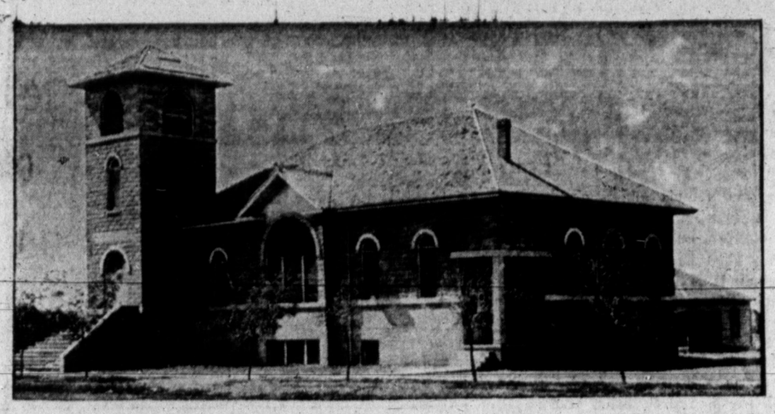
In 1928 the county seat was moved to Pampa, and court was held in the First Baptist Church, the old building that was located on the site of the Combs-Worley building, until the large modern courthouse was constructed.

In 1910, wheat raising began to be carried on actively in Gray County, which before this, had largely been ranch country. For the next decade, this industry grew to large proportions. Top year of the period was in 1919, when Pampa shipped 2,255,000 bushels of golden grain.

Gray County's first oil was brought in on Jaunuary 31, 1925, and thus began a new era. Located in the world's largest gas field, and plenty of the "black gold" with it, Pampa's population jumped from 1,000 in 1926 to 10,000 in one year.

Today Gray County is said to be one of the wealthiest counties in Texas. Hopkins school district is the wealthiest school district in the state.

The wealth of Gray County is remarkable, not only for its rapid increase, during the past quarter century, but also for the fact that much of its wealth has been reserved for the future. Many of the broad acres of its agricultural domain are yet waiting for the tug of the tractor. It has been said that Gray County could easily support four times its present population.



FIRST BAPTISTS SECOND BUILDING—This was the second building of the First Baptist Church. It was constructed in 1914 and used until the new building at 203 N. West was begun. The Baptists were organized in 1906 and met in the school house until 1914. The building was later used as the Gray County Courthouse after the county seat was moved from Lefors to Pampa in 1928.

Gulf Oil Holds Area Potential In High Esteem

Gulf Oil Co. has displayed a tremendous enthusiasm for the potential of the Top O' Texas by investing close to a million dollars in the past five years in a building program to enhance its service to a fast - growing clientele.

The big climax to the continuing program was reached just last April when Gulf Oil Products Wholesale Distributors moved to their new $225,000 bulk plant at 609 West Brown. They had been at the old site of 501 W. Atchison through the years previously.

W. S. Bill Fannon has been the consignee for the past 19 years and he has been affiliated with the firm since 1933 when John C. Haynes was the consignee.

Fannon has experienced a tremendous growth in the distribution system, because only three Gulf stations were located in the area at the time he assumed management. Now there are 10 - seven in Pampa and units in Skellytown, White Deer and Lefors.

The stations represent about two - thirds of a million dollars in construction expenditures by Gulf in the past five years as the firm has carried on a transition and expansion program to modernize and enlarge their facilities while experiencing about a five - to - one growth in volume.

Gulf stations sreved by the distributorship here include:

Tom Kitchens Gulf at Brown and Russell.

Vernon Osborn Service at Francis and Ballard.

Bobby Hayes Gulf at Brown and Gillespie.

Fred Helms Gulf at Brown and Huff.

L & H (Carl Lawrence and Willie Hunt) Gulf at Alcock and Wells.

C. W. (Bill) Kennemer's Gulf at 19th and North Hobart.

Gene Winegeart Gulf at Foster and Gray.

Operators of neighboring stations are L. L. Vaughn at Skellytown, Ike Richardson at White Deer and Frank Mote at Lefors.

Fannon feels that Gulf has just about expanded to the total network they need for peak efficiency in coverage for Pampa now, and thus he visualizes no additional installations for the immediate future.

His long - range plans now would revolve around keeping the Gulf installations the most modern available.

The bulk distribution system has a fine growth history to back up its position in the area's growth. For instance, when Fannon first took over the consignee setup there were just himself, his wife, Edna, and a driver. Fannon dobuts if he handed out more than $2000 a year in paychecks.

They now have a staff of seven besides Fannon and his wife and the payroll has grown to $40,000 a year. This is further augmented by payroll of the 10 service station outlets, which Fannon estimates to tally up to more than $160,000 a year.

Besides the gasoline, lubricants and oils the Gulf company distributes, they also have the full line of tires and batteries, also under the Gulf brand name. Fannon also is in the butane business which was added to his distribution system in 1952.

Staff members include Ben Ward, senior driver with 15 years background; Elmer Prock and Bill's brother, Wayne, drivers with seven years experience; drivers and salesmen George Murphy and Leon Miller, plus the office and accounting staff of George Bradford and Wajnda Smith.

They have a fleet of five bobtails and two pickups. Fannon is a combination jobber and consignee, with the jobber status existing with butane products and remaining a consignee on the rest.

He started with one truck and business purted to prompt adding a second truck in 1952 plus a couple of butane units when he added butane sales that same year.

Fannon is owner of the station on Alcock and leases all the others except the five which Gulf Corporation owns.

The Gulf bulk plant features a 40 x 80 foot warehouse and storage capacity of 100,000 gallons for gasoline, kerosene and diesels.

The Winegeart station at Foster and Gray is the original Gulf station remaining in the system — built in about 1926, Fannon says.

Crall Products Pampa Born Industrial Firm

There is a 15 - year progress story for Petroleum Specialties company which exemplifies most amazing accomplishments for a Pampa — "born" organization—two manufacturers and a sales firm which have spread to a dozen other cities throughout the oil industry.

The three firm names revolve around the organization launched by Chick Hickman and Bill Crall who worked out and patented a spiral paraffin scraper.

The first of three businesses was Petroleum Specialty Co., established in 1946 as a manufacturing organization. Then came Paramount Equipment Co., another manufacturing outlet which had been operating in Tulsa for 30 years and bought out and brought to Pampa in 1955. A year later they formed Cross Products as a sales organization to market items made by the two manufacturing plants.

Petroleum Specialty makes Crall scrapers, multi - coat and multibake plastic coating for sucker rods, scrapered sucker rods, fittings, and pipe and its biggest use is for paraffin removal and corrosion resistance.

Paramount makes polish rod clamps sub - elevators, rod hangers and other related items.

Pampa is the home of the trio's general offices and the base of all of their procurement.

The overall organization has grown to a total staff of about 50 personnel and responsible for a quarter of a million dollars a year in paychecks. Of this, Pampa has nearly half of the total personnel and since the administrative and engineering staff is here they pour the major portion —approximately $150,000 a year — of the direct payroll into this area's economy. And, a large part of their plants, sales and other personnel operate on a commission basis as manufacturers agents they have a hand in perhaps a total of a third of a million dollars of the economy of the area a year.

The company has plants on Pampa, Odessa, Shreveport, La.; Russell, Kan., Casper Wyo.; Oklahoma City, Farmington, N. M.; Wooster, O; and Edmonton, Alberta Canada. They have sales offices in Dallas, Tulsa, Calgary Alberta; Midland and all points where plants are located.

Paramount has warehouses in the same places, but does its basic manufacturing in Pampa.

The Petroleum Specialty plant is on West Brown, across from the Barrett Ford Agency, while Paramount is located in 754 W. Wilks.

Key personnel include Judson Wells, general sales manager; Tom Lapka, general superintendent of plants; Bill Chapman, special representative, J. L. Nabors is plant manager for Petroleum Specialty here, while Marvin Ferriell is plant manager for Paramount. W. B. Coldwell is auditor. Joe Gordon has been their legal consultant since inception of the company and is on their board of directors and serves in advisory capacity.

Hickman, who functions as general manager, had the assistance of his wife, Joyce, in the bookkeeping department in the earlier days.

Heading the office staff is F. W. Shotwell, general accountant and office manager, and Key office clerks are Lois Teel and Mary McKnight.

D. P. Johnson is one of the oldest hands from the point of service, who has been in Pampa 20 years, and serves now as alternate plant manager over the entire organization.

Hickman has been in Pampa since 1928, coming out as he followed the boom. He had been with Acme Lumber Co. before the war, and returned from duty as flight instructor in the Army Air Corps to become district manage for Bethlehem Supply Co. before deciding to go into business for himself.

Jess Graham Has Added To Store

Jess Graham has come a long way in a short period of appliance and home furnishings business, showing the amazing record of doubling his offerings at the halfway point when he became sole proprietor.

Jess has had a 13-year background in appliances and attained the first climax of his buiness career in 1955 when he entered a parnership with Ogden & Son in a TV and appliance store.

Graham made the big step as a giant step when he bought out the Ogdens in 1958, expanding to almost double his original size and adding furniture.

So, now it's Jess Graham TV, Appliances and Furniture and they serve a growng clientele from a 50-foot front and offer selections from up to 20 times their original inventory. They are doing about 150 per cent the volume they started off with and they have three times the staff.

Graham entered a new expansion cycle just a couple of months ago when he added the Westinghouse line. He had been Norge dealer all along, and also handled Motorola and Packard Bell electronics. He features a complete service department in appliances as well as radio and television.

They have three staff members besides Jess and his wife, Judy, who operates as office manager. Casey Evans is salesman and bookkeeper. Bill Henry is appliance service man and Tracy Dunigan is electronics repair man.

He was an Oklahoma farmer before entering the appliance field 13 years ago.

A. L. Weatherred Braves Risk To Start A Career

A. L. Weatherred presents the interesting story of a man who braved the risk of giving up the security of a job to try a career of his own in a strange field and "growing" to provide Pampa with the services of a painting contractor capable of large industrial services.

In fact, mute evidence of the magnitude of services offered by Weatherred are such outstanding projects as the Celanese plant system of tanks, the Texas Co. plant in Amarillo and the Cities Service plant here. Humble pipe line, Merten station, also all of Humble Sales Co. service stations in this area.

Weatherred keeps a nucleus of five busy around the year and usually has a staff of eight to 10 doing an extensive program of steam cleaning, sand blasting and spray painting in the oil patch in the Top O' Texas.

tial lines.

A. L. serves as something of a general superintendent of his operations, and key staffers are W. D. Weatherred and Tom Black. Even though their activities are curtailed during the bad weather season, Weatherred's anual payroll stacks up to around $40,000 nowadays.

Weatherred had the services of his two sons, Thurman and James, while they were growing up. However, Thurman now is a bank examiner for the Federal Reserve Bank in Dallas and James is a senior in college and working for Moser Steel in Lubbock. His wife, Lucille, rounds out the family "team" in the business by handling telephone contact for him.

Mayfayre Salon Beauty Center

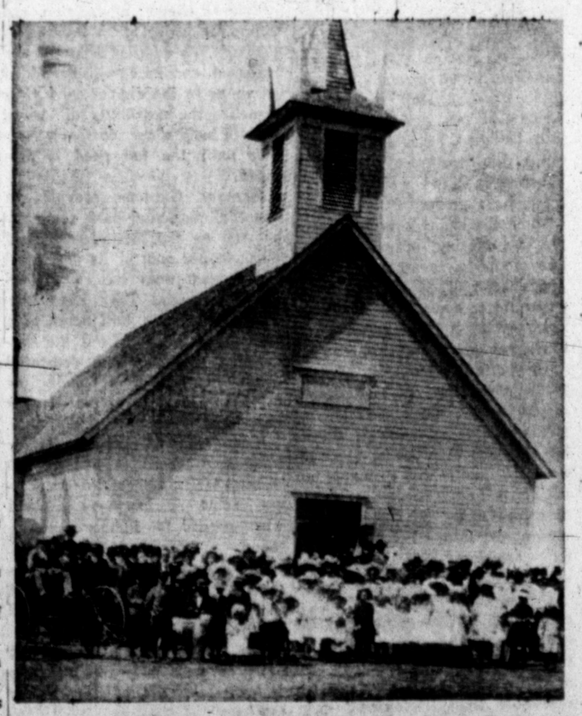
Pampa's delightful potential and a continuing transition experience is most evident in "new chapters" attained in a comparative few days before this Transition issue was distributed ... new ownership of the Mayfayre Beauty Salon and transitional growth of the Pampa College of Beauty Culture and Hair Dressing.

Principals in the Mayfayre Beauty Salon situation is the new owner, Johnnie Ball. Johnnie is a product of the college and she and her husband, Fred, became owners of the Mayfayre at the end of November.

The shop continues with the same outstanding staff and with the same outstanding features which stress privacy through availability of individual cubicles for the customers who may have their hairdo privately.

On the staff at the Mayfayre are Johnnie Bannett, Irene Mulanax, Bettye Hord, Lena Malone, Willie Montgomery, Irene Newsom and Pam Eden.

Meanwhile, to devote undivided attentions to the growing Pampa school and to accommodate a new school she has taken over in Liberal, Kan., Mrs. Gladys M Davies, proprietor of the Pampa college, has sold her interests in the beauty college she operated in Amarillo and also has enabled beauty school graduates to make the most of opportunity by selling the second Mayfayre salon in Spearman.



FIRST CHRISTIAN DEDICATION — Dressed up in their Sunday best are members of the First Christian Church at dedication services of the church's first building in Pampa. The date of the occasion is April 16, 1911, and the location was at Kingsmill and Ballard. This building served the church until 1925.

Cab Firm Has Radio-Controlled Fleet In Round-The-Clock Service

P. G. (Mack) McElroy had been doing oil field construction work in these parts for around 16 years when he reacted to a long - time yen to establish the Yellow Cab business in Pampa. He was partner with E. E. Quilts for a short period the first year he operated here.

And Mack has done a remarkable job of growing ever since. He started out with two units in 1947 and built the business up to a peak which at times has kept up to 10 cabs in action. He started with about a year and a half in service in Borger before coming to Pampa.

Right now Yellow Cab has eight vehicles at its radio - controlled command and provides for Pampa and area taxi service on 24 - hour call.

McElroy keeps his fleet of vehicles so busy that he has occasion to have his own mechanical service department, and he is carrying on the unique approach of providing a veritable "self-employed" system with his drivers.

Mack provides the car, insurance and upkeep, while the driver furnishes his own fuel and in return gets a better commission setup.

He started this method as an experiment to see if he couldn't control overhead, and found while it offset the higher commission, it gave the efficient drivers a chance to garner better profits through their own careful efforts to keep their own overhead down.

Yellow Cab has seven to eight cabs in action in the daytime and three to four operate at night. One of the basic efficiencies they maintain in dispatching is done through inquiring the direction the passenger desires to travel so he might be dispatched more quickly through assignment of a cab already in transit, if possible.

Mrs. Ruby Collins is the head dispatcher, in charge of the switchboard and radio mike during the daytime shift, while Fay Bettis and Juanita Hambrick do the night dispatching.

McElroy works as many hometown men as possible, and his oldest driver from the point of service at the moment is Grady Phillips. Other long - time drivers are Buck Cooper, Ernest Crow and Noah Crow.

The taxi service operates on the zone system under city ordinance, on prices regulated by the city commission. The tariff has not been raised in five or six years and only has been raised once since the firm has been serving Pampa.

McElroy had been in carbon black plant construction in this area before going into the cab business. He had been working in Louisiana and was transferred by Phillips Panhandle to do a reconstruction job of their carbon black plant in 1931.

During the war he was in construction with United Engineers for the government.

Hoover Played Prominent Role In Oil Growth

One of the most prominent names in the growth story of Pampa and aea is B. L. (Buzz) Hoover, who actually has helped to "write" a lot of chapters of the oil development here through his career as an oil drilling contractor, oil producer and rancher.

Hoover migrated to the Top O' Texas from Oklahoma 36 years ago, and operated for about 20 years as a partner with the late George Cree, dissolving partnership during the war.

He is doing more than a figurative bit in the current "Transition" experience of Pampa and area through his policy in recent years to reduce his holdings to afford the opportunity of "new blood to come in and work with us."

Hoover still is active in oil production on a lesser scale, maintaining 10 to 12 wells. He sold 72 units he had been producing to Kewanee about 10 years ago.

He also is owner and operator of the J. M. Johnson Drilling Co., and it too has been withdrawn from the active field of exploitation because lesser activity in the oil patch has resulted in general retrenching of drilling activities.

The Johnson company has three rigs and had operated four units in Oklahoma, Texas, New Mexico and Kansas during times of more drilling activity.

The drilling firm was named after Hoover's field superintendent, J. M. Johnson, and it has been operating since 1954. Johnson passed away in about 1955, but Hoover continued to operate the drilling firm under his name.

Hoover employed up to 66 personnel during his peak periods of operations, but now his firm is keeping a skeleton staff of four personnel — himself, Otho Henville, bookkeeper; June Allen, receptionist, and Carl Galbreath, truck driver.

Hoover is leasing out his ranches, too, at present but actively operated them during the war.

Hoover, who is a member of the Chamber of Commerce, a Mason and a Shriner, has two boys in college, both attending Texas Tech. His son Buzz Jr., and son-in-law, Gene Paul Devers, are studying for engineering careers. Devers is married to the former Barbara Hoover, and they have a three-year-old son who, grandpappy Buzz says, rules the whole roost.

Hoover came to Pampa back in the days when the small village had no sidewalks, and "we had to walk in mud up to our ankles lots of times," he recalls.

When Hoover first came here there were a few oil wells in Borger and only one well had been discovered south of Pampa.

Mexico Outlines Rural Aid Plans

MEXICO CITY (UPI)— Mexico expects to spend some $880 million on public works programs in rural areas during 1962, it was announced.

Members of congress said the bill would be presented for a vote next week and was expected to be passed unanimously.

The money will be used for the construction of new roads, schools and expanding agricultural facilities.

Shooting Impulse Costs Man $52.50

OROVILLE, Calif. (UPI)—Donald B. Parsons was fined $52.50 Wednesday for disturbing the peace.

He explained that he fired six shots into his TV set, blasted three lamps, shattered four windows and blew holes in his living room's walls and ceiling because "I just felt like firing my iron."

Velvet Touch

NEW YORK (UPI) — When you take a sculptured velvet garment to your drycleaner, the National Institute of Drycleaning suggests that you call his attention to the fiber content.

It will help if you tell or give him the information from the hang tag as to fiber content and any other care information. This clue will help him in cleaning the garment.

Davis Electric Firm Has Long Shared In Panhandle Progress

There's a 45 - year tradition behind Davis Electric in Pampa although the present owners have participated in only about 32 years of it and 15 as owners.

Robert E. Burns and his son, Don E. Burns, have been joint proprietors since about 1957. Bob was an employe of the business as of 1929 and bought half interest from the widow of his uncle in 1946.

The business was established in 1916 by Frank Davis, coincident with the time that Pampa was getting its first public utilities system. Frank was a nephew of the trio who started the water and light system here, Alexander Davis and his sons, W.P. and Al.

The name Davis Electric has continued through the years although the ownership has been in hands of others most of the time.

Frank Hunt and Sherman Burns, Bob's uncle, bought out Davis and Bob came to work for him in 1929. They continued with the business throughout the remainder of their lives, and Bob bought out their respective widows when they passed away.

Don trained throughout his high school days with his father and later worked for about a year with a competitor before returning to become a partner with his father.

They do general electrical contracting and feature industrial installations and commercial buildings. They do all maintenance and installation work, although they do not do any electric motor rewinding.

They now are in the process of putting in automation installations for the Cities Service gasoline plant, which marks the new trend which they expect to dominate in their field for the next few years.

They have a complete electric supply store, and have extensive stocks in all electric construction needs.

They have a basic staff of five people and increase staff to accommodate extra needs. Besides the two Burnses, they have Dale McKean, general all - round store man; T. W. Nolte, appliance repair, and Larry Holmes, apprentice. Bob's wife, Jessie, puts in full time and serves as credit manager.

They have an annual payroll of about $25,000, and they show about a double increase — both in gross volume and in staff and their inventory has grown about three-to - one.

The Burns family is active in civic affairs. Don is a member of the Optimists and on the electric board, and both are members of the Chamber of Commerce. Bob is deacon in the Church of Christ on Mary Ellen and Harvester.

EIGHT-YEAR PROGRESS REPORT:

from an oil field "Water Boy" to a . . .

Versatile 20-Unit Trucking Service



Proudly "Along"

TOP O' TEXAS in TRANSITION

We have hot oil units, 100-gallon tankers for water hauling or spraying lease roads, vacuum trucks for fluid hauling, boilers in the Skellytown and Lefors areas for hot water well treatment and we provide services from bases of operation in Pampa, Perryton and Borger. Latest in our progress story include completion of a new all-steel building at Perryton in the past year, duplicating the same expansion we experienced in Pampa in 1958.

J. T. RICHARDSON

Hot Oil . . . Vacuum & Tank Trucks
Office: 1616 Williston, MO 5-5641 Shop: Price Rd.

AT YOUR SERVICE...

8 YELLOW CABS...24 HOURS A DAY...RADIO DISPATCHED



Here is Ruby Collins at the microphone . . . she and other dispatchers, l. to r., Fay Bettis, Juanita Hamrick, strive to provide you with the fastest and most efficient service through radio control. Drivers shown below are l, to r.: Rachell Medley, Ernest Crow, Grady Phillips, Leslie Miller, James W. Morris, A. C. Hardin, William Crow, E. (Buck) Cooper and in inset are Eldon Scobee, Elmo Benham and Glin Woodruff. With the dispitchers is Mrs. McElroy (right).



P. G. (Mack) McELROY
Owner

Thanks For The Chance To Grow W-I-T-H

We're deeply grateful for the experience of growing in such magnitude that we now offer 24-hour service with a fleet of four to eight cabs ready to serve you. We shall continue to render the same sincere, speedy service so we may experience your continued patronage.

TOP O' TEXAS in TRANSITION



FOURTEEN YEARS' SERVICE TO THE TOP O' TEXAS . . . that's our proud progress story and we're delighted for the acceptance which has enabled us to grow from two units to a peak of 10 cabs and now 24-hour service with a fleet of eight vehicles. Fares on a zone basis predetermined by city commission regulations. Only one raise in fares in our experience of service to Pampa and area.

YELLOW CAB CO.

311 S. CUYLER MO 4-4646

White Auto Has 17 On Staff To Serve Customers

The White Auto Store of Pampa is No. 6 in a chain which has grown to 83 outlets since it was opened here in 1935.

Lucian Young has been the manager of the Pampa store since 1956, and the store employs a staff of 17 people, including Gleen Adams, assistant manager, Dallas Hodges, appliance manager; Charles Tingle, furniture sales manager, and Mrs. Carla Ross, credit manager.

Young has been with the firm for 14 years and has assisted with a growth experience which has seen the store remodel completely and expand by adding several feet to the mezzanine and 10 feet at the rear and affording about five or six feet more merchandising space by putting in an open front to eliminate display windows.

Of course, their biggest jump was in 1946 when they moved across the street to their present building, almost doubling their space which now has grown to a 50x140-foot building.

All through the years the Pampa operation has been one of the better outlets for White's company stores. And Young points out last year was the store's highest volume year in history.

The business volume has constantly grown, and Young says the 45 per cent increase in his tenure at the store marks a good barometer of their growth.

They offer general hardware, appliances (small and large), auto accessories, sporting goods, gifts, housewares, furniture, paints and radios and television.

White's was founded in 1930 and in 31 years the organization's total sales volume has spurted up from nearly $33,000 to fifty four million dollars in 1960. The Pampa store alone out-grosses by almost double today the total volume all six White's stores were selling when the Pampa outlet was first started.



IRON RAILS BRING NEW LIFE TO PANHANDLE — The old Choctaw line, stretching its iron rails across the plains about the turn of the century, spelled the birth of two towns in the southern part of the county, McLean and Alanreed. The scene above shows a railroad building crew laying tracks for the old Choctaw line, now the Rock Island. It wasn't until the line was laid that the two towns were organized. Both towns were formed in about 1902.

Kyle Shoe Stores Stock Lines For The Entire Family

Pampa is the home of one of the Texas Panhandle's most organteresting young shoe team organizations — Kyle's Shoes, which has graced the local business district for five year, and started in Amarillo just 10 years ago.

K. O. Arrington and J. Crawford Roberts are partners in the venture, and Roberts admits the present two stores "are only the beginning."

They already are figuring on another operation in an Amarillo shopping center.

The two stores have common brand names, featuring such famous brand names as City Club for men, Rhythm Step, Vitality and Velvet Step for women, Weatherbird for children and City Club, Jr., for boys.

Addition of the top - line Florsheim men's shoe to the Pampa stocks highlights quality offerings here, Roberts says.

They also handle a complete line of hosiery, handbags, polishes and all shoe-type accessories.

The Pampa store has a staff of five personnel, including Roberts. They include Lucille Inmon, Winnie Cole, Benny Sparks and Myrtle Johnson.

Bob Clements Cleaning Plant One Of Section's Most Modern

Bob Clements had the ingenuity to shift with the rolling sands of time and trend to provide Pampa with one of its finest and most up-to-date cleaning plants.

Bob Clements Tailoring and Dry Cleaning is an outgrowth of a military store that Bob founded in Pampa to serve the military base in 1943.

He started doing alterations on their uniforms and got into the custom uniform and accessories business as a result because the base had graduating classes and a constant demand for tailored jobs.

As the base was moving out in 1945 Clements diverted his attention to dry cleaning, influenced by some 20 years' background in that specialized pursuit.

Clements had been in business in several different places — Big Spring, Friona, Albany, Skellytown and White Deer — before joining the Pampa "story" in 1943. His military store was where the Moses cafeteria is, and moved two or three doors down the store to 114 W. Foster for 10 years of dry cleaning operations before he built his new plant.

The present location features veritable automation in the 46x90-foot building with a fur storage addition they put on the rear in 1958. The new plant was completed in 1955 and represents more than triple their original size.

Clements has a seven - press shop, featuring four silk finishing units, a pants department and a coat department (featuring the adjustoform) and do an amazingly large percentage of silks.

In addition the business has a shirt laundry department complete with automatic finisher, and all the cleaning equipment in the back is automatic.

Even the conveyors in the front are automatic. Through push-button control, the track-like racks rotate around and stop according to code selected. Thus, when a patron calls for his garments, the clerk determines their position on the rock through card file and pushes a button to have that area of the rack rotate forward.

Clements has a staff of 18 personnel and pours some $65,000 a year into the area's economy in the form of payroll. That's a big jump from a $1500 annual payroll he had with one helper in the military store and the $6000 payroll he supported with two aides and himself in his original two-press cleaning shop here.

L Ranch Motel Is Center For Traveling Men

Ruby and Byron Hilbun are Pampa Motel operators because they found insurance restrictions too great to permit them to continue in their first-chosen oil field service career and they have been operators of the L Ranch Motel since July, 1959.

They bought out Mrs. Frank Lard who disposed of the property after her husband passed away. Frank had built the motel in two projects — a six-unit program completed in 1949 and a 10 - unit addition in 1953.

The Hilbuns operated oil well shooting pursuits here for a total of 23 years, first as Byron was an employee of Rock Glycerin Co. and later he continued with a similar operation under the name of Rock Specialty Co. which he owned.

He had been attracted to the highly specialized, but dangerous business of preparing wells for sand frac work through using underground explosives to clean the walls to make the sand-blasting more effective Indeed, well shooting was first designed as a method of fractur.ma-.wotefgnrh tions under the surface to afford better flow in oil production.

Although Hilbun was shooting with the Primacord which helped to eliminate a lot of the danger of a pre-mature blast, the pursuit still was considered tricky enough to where insurance rates ran too high to warrant his keeping on with the work.

Since well shooting was all they knew, they elected to try a career of serving people with motel or hotel accommodations and thus jumped at the opportunity to buy the L-Ranch.

Both Ruby and Byron devote full time to the motel operation and they also employ two maids to assist them. They feature wall-to-wall carpeting, refrigerated air conditioning, TV in all the rooms, continuous background music, vented wall heater, vibramatic mattresses and carports.

The Hilbuns hope to build more units as the need arises and they own five acres of ground and have plenty of room for expansion.

They cater to the commercial trade. The motel has AAA membership and they honor the Hilton Carte Blanc and American Express credit cards.

Byron is a member of the Lions Club, the Chamber of Commerce, the Pampa Masonic Lodge and Shrine Club, and Ruby is a member of the Beta Sigma Phi business women's sorority.

The Hilbuns have two children, Doug, 15, and Carol, 11.

Partners Create Auto Center For Pampa Service

Two men saw their jobs "run out" but had the ingenuity to create their own. For that reason Pampa has the versatility of an independent garage which does body work as well as mechanical services.

Olen Anderson and Frank Skidmore are partners at Pampa Auto Center, which has existed since April, 1959, but both have been on the Pampa scene since 1952.

Olen had the background of an auto machine shop specialist and worked for seven years with Thompson Parts, Motor Supply of Texas and at Goff's Garage. But when Jim Goff had the opportunity of managing the Culberson Truck Center, Olen decided not to leave the shop they had operated independently.

Frank worked for seven years in the body department of Pursley Motor Co., and then when the Chrysler dealership disbanded he was left without a job.

Frank and Olen had wistfully dream-talked of having a shop of their own for three or four years but never summoned quite the bravery to chance it. Now that both had their jobs slip away from them, they decided to make the plunge.

They have done a nice job of growing already, moving from their original site at 409 S. Russell after eight months when they bought their present cluster of three buildings on Houston and East Atchison, which they have divided into a portion of leased space and a portion they use themselves. They use a 75x30-foot space and are getting ready to add a separate 20x24 paint room, and a 75x40-foot rental area and the rest in storage.

They are gradually accumulating more and more equipment to enhance their services. The next big step in their well - planned growth would be installation of a lift.

They do any kind of motor, brake or tuneup work and do all body services, including glass installation.

Their teamwork is most interesting, because each helps the other if his department is not busy. Frank has enugh mechanical background to assist Olen when the body shop isn't rushed. And Olen has sufficient body experience to be an aid to Frank when the mechanical shop isn't too busy.

They have remained a two-man team thus far but visualize expanding with more help as times and businees demand repuires.

Addington's Western Wear Started Out As Pawn Shop Center

B. F. and Robert Addington present Pampa with the magnitude of a completely stocked western wear and sporting goods store as the shrine to an original pawn shop whose sidelines became the dominating phase of the business.

Bob has been a 15-year partner to the firm B. F. established back in 1926, and his dad has a career of similar operations dating back about 45 years. He had stores in Wyoming and Montana before he came to Pampa.

The transition to the present stocks and magnitude came about through B. F.'s quest for capitalizing on the traffic his pawn shop attracted in the early days of the oil boom here.

He first took on a few sporting goods, guns, ammunition and some diamonds, and went from there. "We stocked anything that wouldn't eat," Addington chuckIss, "and it seemed that almost everything we took on was wanted by the people in this area."

Addington's Western Store does a big job in sporting goods, and B. F. estimates that two-thirds of his volume is in guns, ammunition, fishing tackle and outdoor-sports-related activities.

They have a staff of four, including themselves. Charley Rittlaer is regular salesman and Howard Cody is part-time aide.

They're doing 10 times their original volume of business and carrying 10 times the stock, too. They're operating in triple the space, since they started in the smaller building at 317 S. Cuyler across the tracks and built the present 50x120 plant about 13 years ago, first using 25 feet of it and later taking over the whole area. They also have 75 feet of rental property adjacent.

In the early years Addington was alone, but had the help of his wife, Effie, who helped with regularity as needed throughout the years, until Bob was able to join the staff.

They feature these brand names: Browning, Winchester, Remington, Savage, Colt, Smith & Wesson in firearms, and all the best brands in fishing paraphernalia. In western goods they have Tony Lama and Justin boots, Bradford hats, Tem-Tex shirts and complete line of Levis.

High Style for the Top O' Texas



Here's an interior view of our store . . ready to serve you are, l. to r., Ruth Hutchens, Vivian Peterson, Nancy Barnes, Margaret Nichols, Bess Bates, Mamie Peeples and Jimmie Jordan.

Dedicated to providing the ladies of the area with fashionable merchandise and nationally-known brand names at fair prices . . we're proud of the growth we've experienced and hereby pledg to continue to place the same emphasis on service, offer selections from most complete stocks and stress fair treatment to everybody.



PROUD TO BE ALONG . . .

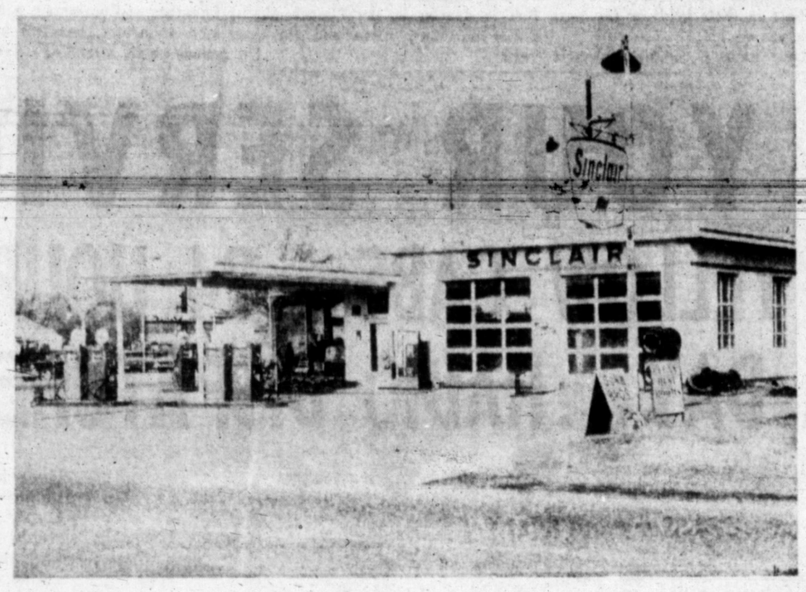
TOP O' TEXAS in TRANSITION

Bentley's

CLOTHING

113 N. Cuyler MO 5-5715

SINCLAIR . . . Proud To Be Serving Pampa And The



TOP O' TEXAS in TRANSITION

THESE ARE YOUR SINCLAIR DEALERS IN PAMPA



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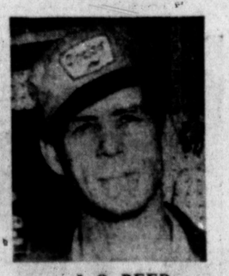

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SINCLAIR PRODUCTS ALSO ARE AVAILABLE AT
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Thank You for the opportunity to grow with a progressive area!

Sinclair

SCOTT OIL CO.

Top O' Texas Distributor

400 E. Tyng MO 4-3751

Sinclair

Allen Firm Pioneered In Hot Oil Treatment

Allen Service Corp. is one of the Top O' Texas,' pioneers in hot oil treatment for sluggish oil wells, and Jimmy Allen threw over a successful well - servicing business in Hobbs N. M. in favor of casting his lot with the significant potential of Pampa.

Jimmy started out in partnership with his brother, Merle, who actually founded the business in 1950 while Jimmy still was operating at Hobbs. But Jimmy soon sold out his business there and joined Merle.

They had just one hot oil unit at the outset and remained a one-man operation for the first six months. They purchased more and more equipment to accommodate mort services for which a need showed up in the Pampa oil patch.

Jimmy and Merle remained partners for about four or five years, with Jimmy eventually buyng sole ownership. The fleet had expanded to nine units when Jimmy took over, and now it has grown to a total of 15 units—four hot oilers and 11 100-barrel tankers

Allen employs a staff of 22 personnel and pays out $125,000 a year in paychecks to bolster this area's economy. After that lean first year, at the point where Allen officially had a full - fledged payroll, the company considers its first fully-staffed year to have attained a payroll of $18,000.

Key people working with the organization, which has yards both in Pampa and Perryton, include Andy Anderson, office manager; Max Callaway, Robbie Cade and Jesse Conner, pushers. Three drivers who have been with the firm since it was founded are Luke Savage, Joe Keas and Buck Teague. Cade is the Perryton office manager.

They emphasize delivery of brine and frac water to rigs and crude hauling. They treat wells with hot oil or the more-penetrating condensate, analyzing needs and servicing the well as ordered by the owner or as determined by Allen men in cases where the owners expect them to service by their own judgment.

They heat the treating fluids to 225 degrees and then pump them into the well.

Allen is a Mason and a Shriner and a member of the Pampa Shrine Club.

Four-R Industrial Supply Services Vast Top O' Texas Trade Territory

Pampa has the convenience of a locally - owned welding and industrial supply business which also has such needed therapy supplies as medical gases in 4-R Industrial Supply.

Bill Tidwell is manager of the business and has been associated with the firm for 21 years and manager since 1946.

Indeed, Bill has gone through several phases of ownership, even being a stockholder in the business himself from 1949 till 1953, as the store progressed from a branch office of an Oklahoma City distributorship to area-owned, as is the case today.

Bob Curry of Pampa is president of the corporation and Rodney Weddington and Robert Haynes of Borger are the other owners, have been the proprietors since Sept. 1, 1958.

The business serves an expansive trade territory, reaching west to the Oklahoma line and south to Highway 66, with outlets in Borger and Pampa. They have a total of six trucks, equally divided between the two stores.

A total of 13 staffers serve the Top O' Texas with the products 4-R supplies — Linde gas, Miller and P & H welders, Cleco, and Proto industrial tools, Purox, Osywell and Meco welding torches, Lufkin and Starrett hand precision tools, Norton abrasives and Wilson & Fiber metal and safety equipment.

The organization has been experiencing an enviabe growth in the three years of its present ownership. They are doing twice the volume and carry an inventory that's half again larger.

Key personnel in the organization include Tidwell, and Richard Barber, his counterpart in Borger, Bill's wife, Geneva, is office manager here, and Leland Lowery is delivery man. Bill Tidwell, Jr., is field territory man out of the Pampa office, augmenting his dad in the sales work.

The Tidwells are quite active in civic affairs. He is the recently-chosen second vice - president of the Top O' Texas Rodeo and is a member of the Top O' Texas Kiwanis Club and the Chamber of Commerce. Geneva has been active with Pampa PTA work through the years.

Triple A Motors Offer Selection With Stock Pool

Triple A Motors represents a unique phase of teamwork where two separate used car dealers share a lot and pool their stocks for better selection and still maintain two separate businesses!

Principal in this unusual arrangement are Jimmy McBroom's Motors and Bill Rich's Motors. McBroom owns the lot and leases half of it and half the office space to Bill. They even share the services of a full - time commission salesman, Eldon Knight.

The unusual part of this arrangement is that they keep separate inventories and arrange financing separately. Both carry their own papers on older units and each handles financing on the newer cars in different financial institutions.

Both function as agencies for their respective lending outlets and can approve notes they negotiate.

Each has almost equal numbers in a total stock that ranges from 40 to 50 vehicles, which range from 1950 models to the new 1962's.

They feature scarce items, such as sports models and special units in the new cars they carry in stock among the most popular makes. They say this technique is followed because surrounding farm - town dealers do not care to stock such items and they do it as an accommodation to their clientele in fringes of the Pampa trade territory.

Both McBroom and Rich do their buying within a 200 mile radius of Pampa and most of the units they stock come from used car stocks within 100 to 150 miles.

Jimmy and Bill have both been in auto sales in Pampa and area for around 10 years. McBroom started out in partnership with C. C. Mead, being with him about six years. Rich was with the Pontiac dealer here about nine years and then went into his own used car operation, first locating on Brown street and after a few months sharing the location with McBroom.

Both are active in the Chamber of Commerce, and Bill engages in Boy Scout work.

Religion Has Been Vital Force In County History

Religion, a vital force throughout the history of Gray County, expressed itself in the early days in the old camp meetings.

Preachers would visit the area and families for miles around would gather up goods enough to last a week and would camp out at the revival meeting grounds. A big tabernacle would be constructed or a tent set up to house the services and families would sing, listen to sermons and enjoy visiting with each other.

Camp meetings would be held periodically with a preacher from first one denomination and then the other visiting the area.

From the tabernacle services arose the union churches in school houses or homes wherever there was room enough for Sunday School classes and preaching services.

Baptists and Methodists seemed to be in the majority in the old days and gradually enough people came into the area to begin construction on church buildings. Other denominations came into the area until today there is a church on nearly every corner, providing a choice for everybody.

The Methodist Church in Pampa has grown from a small, empty store building to a vast, modern plant in less than 50 years. The first revival meeting for this church was in 1906 when the late J. A. Laney came into the area.

Three different buildings were used, one a small frame building furnished by the late W. W. Harrah, before the church was built at its present site at Ballard and E. Foster.

Later, in 1934, both the Harrah Methodist Church and the McCullough Methodist Church were organized. Mr. and Mrs. Harrah lent financial support to the Harrah Chapel at that time and the church operated on a half-time basis until 1938 when services each Sunday were begun.

The McCullough Church, later changed to St. Paul Methodist Church.

Another Methodist Church in operation since May, 1932, is the St. Mark CME Church, organized in the old Carver School building with the late F. L. Jones as pastor.

The First Baptist Church got its Whatley organized it with 10 members who met in the school house serving Pampa at that time. In 1914 a concrete-block building was constructed where the Combs-Worley building now stands.

In 1922 the present building was begun at the church's present location, 203 N. West.

Rev. Douglas Carver joined the church as pastor in '42 and has served in that capacity ever since.

With this start, Baptists in Pampa have organized the Central Baptist Church, Calvary Baptist, Hobart Street, Progressive Baptist Gospel Mission, and the Bible Progressive Baptist Gospel Mission and the Baptist tabernackle.

Another early church was the St. Matthews Episcopal which met at first in the home of C. P. Buckler. The service of communion and confirmation was conducted by Rev. E. Cecil Seaman, then bishop of the Missionary district of North Texas.

In 1928 a mission was organized with M. K. Brown as the first warden. Episcopalians met in the mortuary and other convenient places until 1932 when building was constructed at 707 W. Browning. In 1941 Rev. Edgar Henshaw took charge of the church as well as missions in Borger, Dumas and Dalhart. During the war he also served churches in Shamrock, Clarendon, Quanah and Childress.

The First Christian Church was organized in 1909.

The Presbyterian Church in Pampa was organized in 1926 with 75 charter members. A missionary from Amarillo was a founding father of the local church. Prior to this time, Presbyterians had worked with other denominations in a community church.

Services were first held in the former junior high school building and later in the American Legion Hall, where the fire station now stands. The church met in the Rex Theatre building until a building was constructed at Frost and Browning. The present church was erected at the corner of Gray and Montagu in 1940.

Catholic mass was first offered in Pampa in 1926 in the home of Dr. and Mrs. A. R. Sawyer, 321 N. Gray.

Construction of Holy Souls Church building began in 1928 and in November of that year it was dedicated with Rev. Joseph Wonderly, pastor. In the fall of 1937 the Holy Soul's parochial school was opened.

The Church of the Brethren had its origin in the area near Laketon in 1895. In 1927 a building was moved to Pampa on the corner of Lincoln and Nelson and 10 years later it was relocated at 600 N. Frost J. R. Jackson served as the first pastor.

The organization of the Seventh Day Adventists in 1934 was an outgrowth of a Sabbath school which had begun about eight years before with four families on the church roll. By 1934 the membership had increased to 19 families and an organization was effected by officials of the Texico Conference.

Before the Francis Avenue Church of Christ was built, members of this denomination met in homes. Then in 1927 a church was built at Warren and Francis with 35 charter members. In 1933 new facilities were needed and the building was enlarged. Plans were begun in 1940 for a new church, but were postponed during World War II. A culmination of all former plans was the completion of a modern brick building at Mary Ellen and Harvester in 1951.

Central Church of Christ was formed in 1934 with about 60 members as the nucleus. A brick building was built at Buckler and N. Somerville.

The first meeting of the First Church of Christ Scientist was in the home of Mrs. Emma LeFors, still a charter member. A room in the First National Bank building was rented in 1928 for services and in 1933 the Pampa church was made a branch of the Mother Church in Boston.

The Nazarene Church was organized in 1930 by John Britton on North Christy. The group met at several locations before moving to the present location at 500 N. West.

The Pentecostal Holiness, formed with five members in 1928, has grown to include more than 40 and is located at Alcock and Zimmers.

The Salvation Army was organized in 1929 by Ensign Edgar King.

Jehovah's Witnesses began operating in Pampa in 1930. The church carries no church roster, all members are ministers and the congregation is a company known as "servants."



THANK YOU

for the chance to grow W-I-T-H a progressive area!

RADCLIFF SUPPLY CO.

112 E. Brown MO 4-4651

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- FLORSHEIM and CITY CLUB for MEN
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Rhythm Step's Finest

Dress Shoes in Alligator or Alligator Lizzard

Colors — Brown, Rust, Black or caramel, Hi or Mid-Heels.
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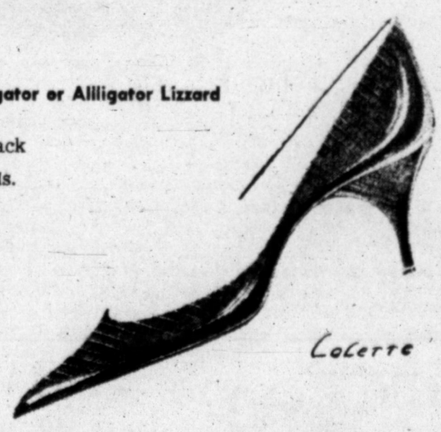
SEE THESE FOR CHRISTMAS PRESENTS



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ALL MATCHING LIZZARD BAGS 25% O-F-F

HEADQUARTERS for FLATS

Delighted to Be "Along" . . .

We feature Flats in all widths . . . AAA to C, Sizes 4 to 10.

One Rack Special $4.00

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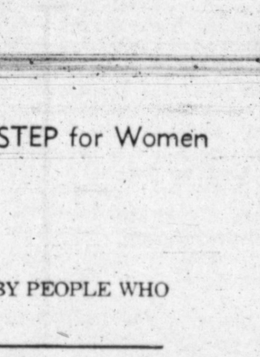

These are $6.95 to 47.95 Flats. All Colors for Christmas . . . Also Jeweled Flats.

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121 N. Cuyler MO 9-9442

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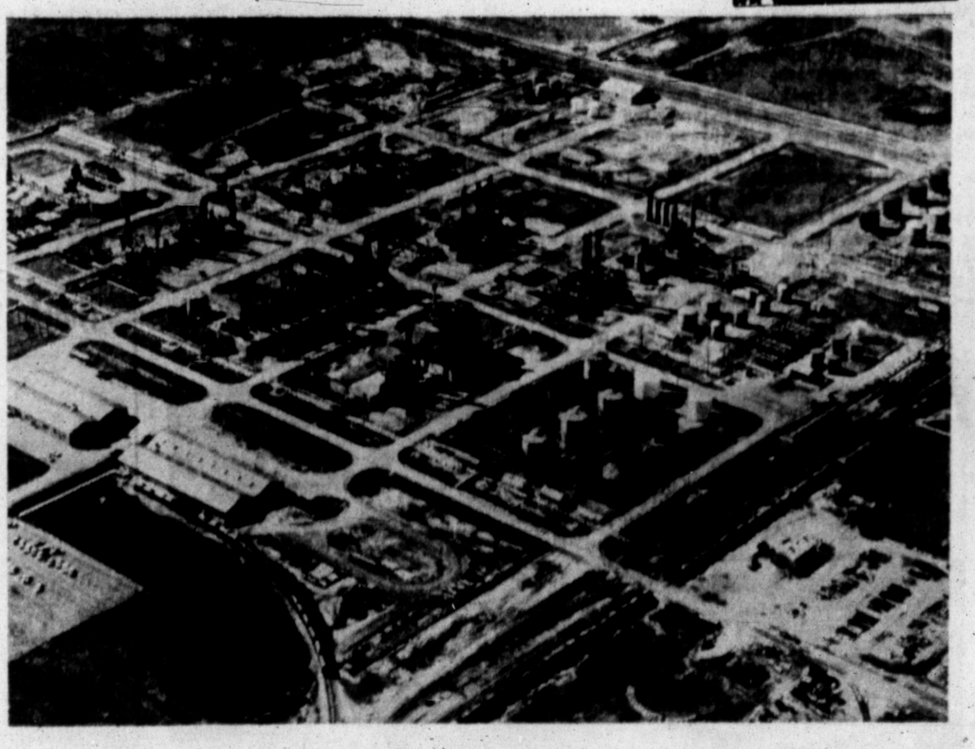
BIGGEST PROJECTS

With An Insistence For Top Quality



Among our larger painting jobs has been the Celanese plant in Pampa (shown here).



Thank You

for the chance to share a marvelous experience . . .

In addition to home-decorating, we have advanced to major industrial jobs . . . from steam cleaning to sand blasting to spray painting . . . in our 15 years of painting services to the Top O' Texas. We also rent compressors and handle sand blasting sand We're proud tohave been able to grow from a one-man unit to a staff of up to 10 men, utilizing five compressor rigs.

A. L. WEATHERRED Painting And Sand Blasting

1322 CHARLES MO 4-4001

Residents Of England Were Early Settlers In Vicinity Of Pampa

McLean, the second city of Gray County, has an interesting background. Even though there are few, if any, records available and stories of the "old timers" vary, there are a few facts that can be substantiated.

When the Rock Island Rail Road was built through the south end of Gray County, just about the only activity was the cattle business. Shipping points were Memphis, Clarendon and Childress, all some 30 to 70 miles away. Rowe Brothers, formerly of England, were the dominant ranchers and their property extended from about McClellan Creek on the north to Clarendon and Memphis on the south. Their north headquarters was located about six miles southwest of the present town of McLean. With the completion of the railroad in 1901 or 1902, there was a loading switch laid and cattle chutes built in just about the same area where they are now located, the Rowe interests having donated a track of about 80 acres for that purpose and with the hopes that there might be a railroad shop built later. That dream has never materialized. The siding and loading tracks became known as McLean which was the name of the secretary of the Texas Railroad Commission. Since this is a story built from recollections of early residents of the area, a description, as handed down, is in order. McLean was a rather small man, a very immaculate dresser and always wore a derby hat. Being small and of great dignity, he has been referred to as a sort of "banty rooster" type.

The earliest recorded deeds show that the State of Texas deeded considerable acreage of public lands to Alfred Rowe and Rowe Brothers. The town of McLean is located on a portion of those lands and specifically, Section 22 in Block R of lands deeded to Alfred Rowe March 17, 1884, letter Patent number 344, the deed being signed by the Governor of Texas, John Ireland. The dedication deed of the orignal townsite was dated Nov. 28, 1902, with all streets and alleys set apart as public domain. The lots did not sell too well, as evidenced by a deed from Alfred Rowes to Adam Davidson and associates, dated Aug. 18, 1905 and the estimated remaining acres of the original 640 being 414 acres. The consideration as recorded in this transaction being $4300.

McLean has always been a shipping and shopping, or supply center. It never had any industrial installations. Through the fifty years, it has been a residence center for farm and ranching interests and in later years, a residence center for the oil field people. The present population is, officially, 1495, but since it has a "fringe" that is not counted as being city residents, the actual population will exceed 2,000. This is based on meter installations. It has some 40 blocks of paved streets, seven churches, two modern school buildings and some fifty or sixty retail business establishments of all types.

McLean has a few distinctions that other cities and towns cannot claim .All of the land on which the original townsite consisted was once mortgaged to residents of Birmingham, England. Another distinction is that the sale of alcoholic beverages has never been legalized. (Not that it was not readily available according to the old settlers). Just about the first public building was a Methodist church, built about 1903.

Then a school, or perhaps both were built about the same time. The entire town was situated inside the Rowe Ranch and was fenced off from the ranch with a barbed wire fence and the town residents used all of the vacant lands inside the fence for a public pasture. That prevailed until the town was incorporated in 1909 with C. S. Rice as the first mayor. About 1904, the McLean News was established but no files were kept until about 1906 or 1907.

The record of when the postoffice was established is not available but it presumed to have been established about 1902 and C. C Cooke is recalled as being the first postmaster. He was in that position and also in the general mercantile business in 1906. Seems that most recollections begin about 1905, or '06 or '07. At this period, there were three general stores — all carried everything that the farmer and rancher would require. There was a bank, two wagon yards, two livery stables, a postoffice and a lumber yard about this time. The water supply was from a well drilled in the middle of what is now Highway 66, and Main street with a windmill doing the pumping. At this period, there were three churches and farming had replaced, to some extent, cattle ranching. It would seem that this period might be considered a most prosperous one for the town as it is recalled that 300 or 400 cars of watermelons were shipped each season and about the same amount of corn and grain sorghums were also shipped each season. The area south of the present railroad station was used for an assembling area for shippers. Corn and maize heads were hauled in and dumped there by the farmers and when all of the crops were gathered, corn shellers were set up and threshing machines brought in and the grains were processed for shipment. Hogs were a popular farm animal and several hundred cars of them were shipped each year. The business of the railroad was so great that it required four telegraph operators to handle the messages. (Cotton as a big money crop did not amount to much until in the middle or late 20s.)

This same area was used for the community baseball games and other forms of recreation. There being no movies, no television nor radio, these early day people had to make their own recreation and as is usual in such cases, the practical joke was one of their mainstays. Many newcomers were "entertained" by being the honor guest on a snipe hunt or a badger hunt. There is the story of one mayor, a practical joker, who had the tables turned on him. A group of residents that had been the butt of his jokes framed him into a most embarrassing situation. They sent one of their group to Shamrock and he sent a message to the mayor that a man answering the description of an escaped desperado had boarded the westbound train. The mayor got busy and deputized a posse and went to meet the train. In the posse were the ones who organized the joke and of course they informed all of the others what to expect. When the engine reached the water tank; the train stopped to take on water and the engineer hopped down to inspect his engine and to use his long oil can. The mayor walked up behind him and stuck his gun in the engineer's back with the instructions to reach for the sky. This frightened the railroad man and when the mayor found out that he had no desperado, he lowered is gun and had to take a railroad man's "dressing down." This was too much for his dignity and he soon resigned his job as mayor.

Another tale is of the town marshal being the butt of a joke. As stated elsewhere, McLean has never legalized liquors but they could be had. Two cowpokes, bent on fun, came to town and pretended to be getting pretty happy. This was reported to the marshal and he proceeded to lock them up and give them a lecture on their behavior. This lecture started and the boys seemed to resent it. To carry on, they got the marshal and proceeded to ride him as they would a horse. The only damage was the dignity of the marshal. There are numerous other tales of such doings, some funny, some not so humorous, but no doubt these people did have their fun.

Now, McLean has grown up. It has its schools, its churches, its lodges and civic clubs and television, radio and telephone and just about everything that is necessary for modern living. It is a small city that is prospering.

A city that is peopled by a homeowning majority. Just a typical American town that has grown in fifty years from an Englishman's cow pasture to a modern village.

Levine's Store Pioneer In Area

Levine's in Pampa not only is a pioneer in the Top O'Texas business fraternity but remains the oldest operating store in the 75-unit system which serve the entire southwest.

In fact, Levine's was started in Iowa Park in about 1923, founded by Wm. Morris Levine, about a year before the Pampa store was started in a location across the street from the present site. The original Pampa Levine's spot was where the land title office is and they experienced the 34th anniversary in their present location just last October.

Murray Lilienfeld is the local manager and has been at the helm of the Pampa store for the past three years. In Lilienfeld, Levine's has the services of a man with extensive experience in retail merchandising. He was comptroller for a 50-store operation prior to his association with Levine's, and has been associated mainly in the management end of the retail field all of his life.

Murray and Selma, his wife, have three daughters and a son.

The Pampa store symbolizes the policy of Levine's which helped the organization's founder to grow into the large, multiple-town operation. Levine's followed the pattern of oil development from the early 20's until the depression and had a policy of offering quality merchandise at reasonable prices.

They stress low margin and fast turnover, featuring moderate to medium-priced merchandise for the entire family and the home.

Just how well-received this technique of merchandising is in the Pampa area can be evidenced by the fact that Levine's now is offering four times the selections and shows an average retail volume increase ranging about four-to-one.

They have a staff of 15 regulars and have up to 28 personnel for peak periods. They contribute around $100,000 to the economy of the area every year in the form of annual payroll. This is to be contrasted by four to five hands who worked for them in the early days when a paycheck of $50 a month was considered quite good pay.

They have continuously grown with the community and are determined to keep pace with continued expansion of the Top O' Texas, population-wise and merchandising-wise.

Condensation trails left by aircraft most often are formed at heights of 25,000 feet and above, according to Encyclopedia Britannica.

Harvester Bowl Recreation Spot

Harvester Bowl enhances the Top O' Texas as a source of wholesome recreation on a participation basis through accommodating 202 bowling leagues and providing the Pampa area with the most modern bowling facilities.

Harvester Bowl provides the availability of 20 lanes with the famous AMF automatic pinspotter units with telescores which enable the spectators to view scoring of league and tournament activity as it is in progress.

The bowling alley employs a staff of eight part-time and full-time employees as well as offering and redriling bowling balls, tions and pro-shop conveniences offered by Red Watson, alley manager.

Watson's pro shop sells balls and provides the services of plugging and redrilling bowling balsl, while offering selections in shoes, bags, shirts, socks and accessories. Assisting Watson in instruction is Howard Musgrave, the assistant manager of the alley.

Harvester Bowl has five women's leagues, six for men, one mixed doubles operation and a junior loop for school youngsters, while accommodating tournament schedules on Saturdays and Sundays.

Open bowling is available through most of the days and some lanes are available at league time some evenings.

The new bowling alley was constructed three and a half years ago, started by an investment group from Plainview, but before its completion an organization of local sportsmen purchased the plant and remain in charge.

Staffers who are operating the Harvester Bowl are Watson and Musgrave; Kenenth Wesson, mechanic; Ernest Morgan, mechanics helper; Maxine Hawkins, desk clerk; Jimmy Chilton, custodian, and part-time desk aides Eileen Greer and Bill Abernathy. Camerine Hoiler is in charge of the coffee shop and her helpers include Nadine Fletcher and Clemmie Ross.

Harvester's lanes presents one of the finest bowling establishments in the Top O' Texas and the equipment and facilities are kept in tip top shape. They follow the customary procedure of reconditioning and resurfacing the alleys ever two years to maintain rigid ABC standards, and in keeping with this policy they carry on a frequent redecoration program to maintain the operations in the highest standards.

Both Howard and Red are members of the Professional Bowlers Association and are PBA tournament bowlers.

330 THOUSAND PRESCRIPTIONS

Our Eight-Year "Progress Report"

AND OUR EXCITING BADGE OF APPROVAL DISPLAYED BY OUR CUSTOMERS IN THE TOP O' TEXAS



Nearly a third of a million prescriptions filled for our customers in Pampa and area . . . that's the growing area with a highly specialized service. We pride ourselves in freshest stocks and most complete stocks and the ability to make available to you immediately the latest life-saving miracle drugs as your physician designates it in the therapy to help to keep "Tip Top Texans" the halest and heartiest people in the nation!

TOYLAND Founded In 1957

We founded our toy store as a sideline to avert a cramp for space during the busy gift seasons. And in four short years it has grown in such magnitude that we now feature full selections on year-around basis and actually keep two personnel gift wrapping full-time! We offer a myriad of selections . . . just shopping around will help you choose for the youngsters whom you've always considered hard to buy for!

Thank You For The Aceptance Which Helped Us Grow...

We are most grateful for the opportunity to grow in a progressive area, and our expansion story actually more-than-coincides with the area's amazing growth. We are proud to be a contributing factor in the area's economy through having a formidable payroll to personnel in the two specifically separate stores, and hereby pledge to continue the same sincere effort in the future so we may continue to earn your favors.

TOP O' TEXAS in TRANSITION

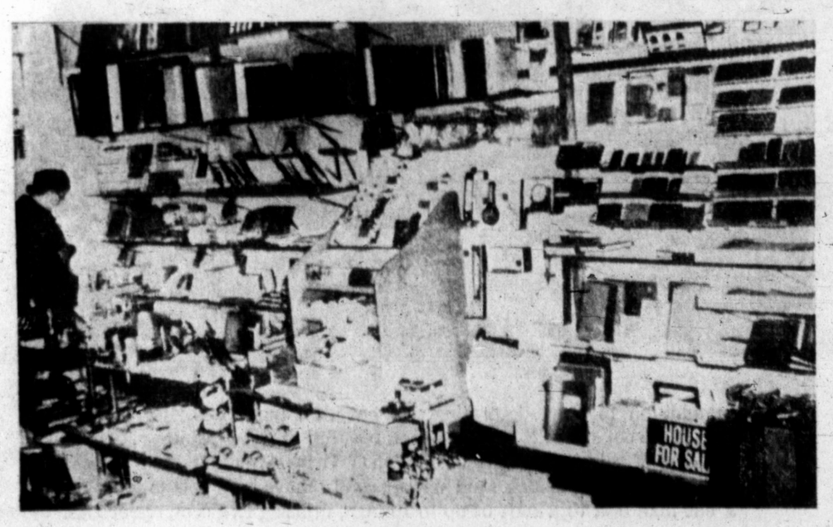


B & B PHARMACY AND B&B TOYLAND

CORNER BALLARD & BROWNING

Pharmacy MO 5-5788 Toyland MO 5-3112

MOST VERSATILE SELECTIONS IN OFFICE SUPPLIES



PROUD TO BE ALONG:

TOP O' TEXAS in TRANSITION

FINEST GIFT SELECTIONS

We share 33 years of Pampa's growth experience . . . the store was founded in 1928 by Hub Walker, operated from 1935 by L. N. Atchinson and owned by Harold Miller for the past 14 years.

Our complete stocks include school supplies, drafting supplies and fine papers as well as office record books and ledgers.

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NATIONAL and BURROUGHS ADDERS and BOOKKEEPERS

ALL BRANDS OF PORTABLE TYPEWRITERS

PAMPA OFFICE SUPPLY

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