

The Plains Record

VOLUME 1

PLAINS, TEXAS, THURSDAY, DECEMBER 29, 1960

NUMBER 1

Plains Talk

By WENDELL FAUGHT

It's great to be back home. A lot of water went under the bridge during the 10 months I was away.

There were greater advancements in outer space, the ill-fated mission of the U-2, a presidential election and the marriages of two of my favorite people--Princess Margaret and Buford Duff.

Pat and I have appreciated the many visitors and their words of encouragement.

We've had a lot of pressure in our efforts to get out the first issue while becoming familiar with a new printing process.

Therefore, your interest has been of double value.

Special thanks to Junior Van Liew for unclogging one of our machines for us. He did an excellent job of figuring it out even though he had never seen such a contraption before.

And many, many thanks to all those who took ads in our first issue. With the holidays and all, we never did get to see everyone we wanted to... but we'll be catching up.

From here, the future of Plains is brighter than ever. While many of the area's oil towns have been taking their knocks, this town has continued to go forward. The economy here, fairly evenly distributed between oil, ranching and agriculture, makes for a healthy situation.

But economy alone has not accounted for the prosperity of Plains. Most valuable ingredients by far have been the activity, interest and pride of Plains citizens. Together, these ingredients add up to "confidence," a quality which is imperative if a city, a business or an individual is to grow. New businesses, new homes and new hopes have risen here while other places totaled their losses.

These efforts have not gone unnoticed. People far removed from this area are learning of the splendor of Plains.

Often, I have been asked for the reason. And always my answer is "the people." No recession, no depression, can ever take that away from us.

Clearance Sales Set By Stores

Two Plains stores are announcing year-end clearance sales this week and two others are making plans for January events.

Cogburn-Young Hardware and Appliance is conducting a big two-day sale which begins Friday and runs through Saturday. Most sale items are in the furniture line.

Offering Christmas merchandise at big savings is Curry-Edwards Pharmacy.

Both firms have advertisements in today's issue of The Record. Advertising coming sales events are Moore and Oden Dry Goods and Dortha's Style Shop.

Injured Youngster

Shows Improvement

A 12-year-old boy injured in a collision between a car and bicycle Monday, is improving in the Denver City hospital.

The boy suffered multiple bruises and abrasions. His condition remains serious.

Record Begins Publication

Publication of The Plains Record, a weekly newspaper serving the Plains area, begins with this issue. The newspaper will be published each Thursday.

Offices are located in the building formerly occupied by Curry-Loyd Insurance Agency. Owners of The Record are Mr. and Mrs. Wendell Faught. Each has a wide newspaper background.

Since beginning his newspaper career while a junior high stu-

Building Hits Record



BIG BUILDING---One of the biggest construction jobs in the Plains area during 1960 was this huge grain storage building built by Goodpasture Grain and Milling Company. The building, with room for more than 400 million pounds of grain, is equipped with a modern dryer. Cost ran well above \$100,000.

Area Construction For Past Year Is Near Half Million

Building permits issued by the City of Plains during 1960 totaled \$225,250, but construction immediately adjacent to the city accounted for nearly \$150,000 more.

Another \$93,000 improvements in the city's power, water and sewer systems pushed the grand total to more than \$450,000.

Add to this nearly \$1 million in school improvements and the city winds up 1960 with its greatest construction year ever. Included in the 22 building permits issued by the city during the year were 17 for homes, four for commercial buildings and one for a church building.

The 17 homes were valued at \$151,850, Methodist Church improvements at \$30,000 and four commercial buildings at \$44,400.

Expansion of the city power plant would have added another \$74,000 in permits if the city had been required to obtain same. Another \$14,000 was spent on the water system and \$5,000 on the sewer system.

Immediately outside the city limits, Goodpasture Grain and Milling Company spent considerably more than \$100,000 for the construction of a mammoth grain storage building and dryer.

The building, 304 feet long, 124 feet wide and 46 feet high is capable of storing more than 400 cars of grain--over 40 million pounds. It is equipped with a modern dryer of the latest design, a machine which will dry 70,000 pounds of grain per hour.

Plains Tractor and Hardware building, also just outside the city, was built at a cost of more than \$10,000. On the Lovington Highway, the new Plains Farm Supply building was constructed at a cost of approximately \$20,000.

Although 1960 did not match the previous year's total of \$383,350 in building permits, the overall picture including adjacent areas was well above the 1959 figure.

The coming year promises to show continued growth for the Plains area. Plans for new residences, new business buildings and possibly new construction by the county should assure the year of a good start.

Relatives visiting during Christmas in the home of Mr. and Mrs. Vance Glover were Lt. Charles Gentry of Rolla, Mo., Mr. and Mrs. Virgil Short of Denver City, O. W. Watkins and Mr. and Mrs. Jimmy Cook and son of Roswell.

Faulkenberry Is Mayor

Russell Faulkenberry was elected mayor of Plains last Thursday in a special city election called for the purpose of filling the vacated position. Faulkenberry polled 31 of the 45 votes cast in the election. Archie Whitaker, also a candidate, received the other 14 votes.

The new mayor was sworn into office Tuesday and immediately assumed duties of the city's

highest elective office.

He replaces Roger Curry, mayor here since April of 1956, who has moved to Lubbock. Faulkenberry will serve out the unexpired portion of Curry's term.

Also elected Thursday was a councilman, E. O. Winkles. The new city commissioner was elected to serve out the unexpired term of Amos Smith who has moved outside the city

limits. The term expires this coming April.

Two persons received write-in votes for the councilman's post. Faulkenberry got two write-ins as did Buddy Hanna.

Despite the election, the council still remains one man short since Faulkenberry surrendered his seat on the council to accept the mayor's position. No special election is planned however, since the group has a quorum.

Up for election in April will be the positions held by Winkles and Jack Hayes, along with the unfilled seat relinquished by Faulkenberry.

Kenneth Hale, R. D. Romans and the mayor are serving terms which will expire in April of 1962.

Accountants Open Office

A Plains office for Burnett, Black and Thompson, accountants and auditors, will open on January 2.

The office is located in the building formerly occupied by Curry-Loyd Insurance Agency. Resident partner is Charles B. Thompson. He will live in Brownfield, but will commute back and forth.

Other partners are Virgil Burnett and George A. Black of Brownfield, both well known in the Plains area.

Fisher Couple To Observe Anniversary

Children of Mr. and Mrs. Oscar Fisher will honor their parents Sunday when the couple observes its 50th wedding anniversary.

All friends of Mr. and Mrs. Fisher are invited to attend open house in the Community Building of the Lovington National Bank between 2 and 4 p. m. Sunday.

Wreck Claims Life of Brother

Perry Anthony left Monday night for Billings, Montana to attend funeral services for his brother, Clifford Anthony, 43, who was killed in an automobile accident Christmas morning.

Payment of Poll Taxes Is Slow

Only 135 Yoakum County citizens had paid their poll taxes for 1961 by Wednesday morning.

Deadline for securing a poll tax receipt is January 31.

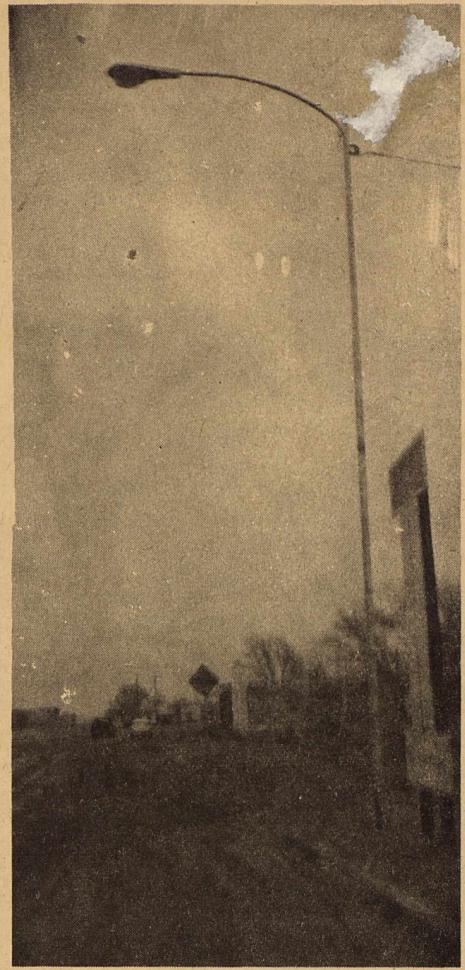
E. W. Craig, tax assessor-collector, explained that interest had been dull because of the off-year coming up. However, he emphasized that anyone planning to vote in any election in 1961 would be required to have a poll tax receipt or a certificate of exemption.

Although there will be no primary or general elections during the coming year, there will be city elections, possibly bond elections and in all probability a special election for the US senate seat being vacated by Lyndon Johnson.

Services were held at 1:30 p. m. Wednesday in Smith Funeral Home Chapel of Billings.

Anthony, who had visited in Plains on several occasions and was well known here, was killed near Billings while driving alone on his 400-mile mail truck route. Investigators said he apparently fell asleep.

He was a native of Southland but moved to Ralls when he was about seven years old. His parents were the late Mr. and Mrs. Sam B. Anthony. Survivors include his wife of the home; three daughters, Debra of the home, Mrs. Edward Mabry of Liberal, Kansas, and Mrs. Frankie Thomas of Billings; one son, Tommy of the home; six brothers and one sister.



STREET LIGHT---Installed this week was the first of the proposed streetlights the Chamber of Commerce hopes will decorate the Highway through the city limits. Ten more lights are expected to arrive soon. Anyone wishing to contribute to the fund should contact Bill Loyd or P. W. St. Romain.

Census Figures Healthy

Plains was one of the fastest growing cities in Texas during the decade between 1950 and 1960.

This and other information reflecting the growth of this area is contained in the official census report released in Washington by the Bureau of Census of the US Department of Commerce.

The report shows the City of Plains to have an official population of 1,195, an increase of 117 per cent over the 1950 figure of 550.

Except for rapidly growing suburbs of Texas metropolitan centers, no other city of comparable size enjoyed the population increase that Plains did. No rural city (under 2,500) in West Texas came close to matching the brilliant Plains record.

The numerical increase of 645 was topped only by Olton's jump of 716 among cities of 2,500 or less in West Texas. But Olton's per cent of increase was much less as that city went from 1,201 to 1,917.

Morton's 1960 population of 2,731 put that city in the urban class, but the gain was only 457. O'Donnell lost ground, dropping from 1,473 to 1,241.

Of significance was the fact that the Plains division, which includes those areas closer to Plains than to any other incorporated city, has a population of 2,538.

Plains than to any other incorporated city, has a population of 2,538.

This means that in addition to its 1,195 residents within the city, Plains has another 1,343 persons residing within the immediate trade territory.

Denver City has a 1960 population of 4,302, a tremendous 132 per cent increase over the 1950 figure of 1,855. But the Denver City division has only 5,494 persons, just 1,155 more than the city alone.

Yoakum County's 1960 population is listed at 8,032, compared with 4,339 in 1950.

Ten years ago, there were 2,405 persons living in either Denver City or Plains, with the remaining 1,934 residing outside the city limits of either. In 1960, there are 5,497 living in the two towns and 2,535 in the county's rural areas.

Therefore, the new census reveals that there was an increase of 601 in rural population, nearly one-third. No other county in Texas showed such an increase in rural population. In fact, there were only a dozen counties which showed any increase at all in rural population. Most of them had heavy losses.

The Plains territory has pretty well absorbed all the increase in rural population since the city serves as the agriculture center of the fast developing cotton and grain area.

School enrollment, post office boxes, utility meters and all other barometers indicate that Plains has continued to grow steadily since the census was completed in April.

Other area cities, especially those which depend heavily on the oil industry, have not been so fortunate. Estimates of population losses of as much as 20 per cent since April have been voiced by officials of neighboring towns.

Payment of City Taxes 75% Complete

About 75 per cent of all city taxes had been paid by this week. Taxes, which were discounted during the first three months of the payment season, will become due in their full amount January 1.

Penalties begin February 1 and taxes are delinquent in June.

Taxpayers Are Nearing Deadline

County taxpayers have the rest of this week to take advantage of the one per cent discount on real estate taxes. After January 1, taxes are due in their full amount.

E. W. Craig, tax assessor-collector, said this week that payment of taxes had been about average.

The county offered a three per cent discount during the month of October, a two per cent discount in November and one per cent in December.

Taxes become delinquent Feb. 1. Unpaid taxes at that time will begin drawing penalties.

City Election Held Likely

Plains citizens probably will be asked to vote next month on revenue bonds to purchase another generator for the city power plant.

The latest generator, accepted November 1, already has been loaded with new customers.

Tentative plans call for a new generator to be leased for the first year from White Motor Company and then purchased after that time with rental fees applied to the purchase price. City officials emphasized that the proposed election would be for revenue bonds, and not tax bonds.

Gas Rate Hiked

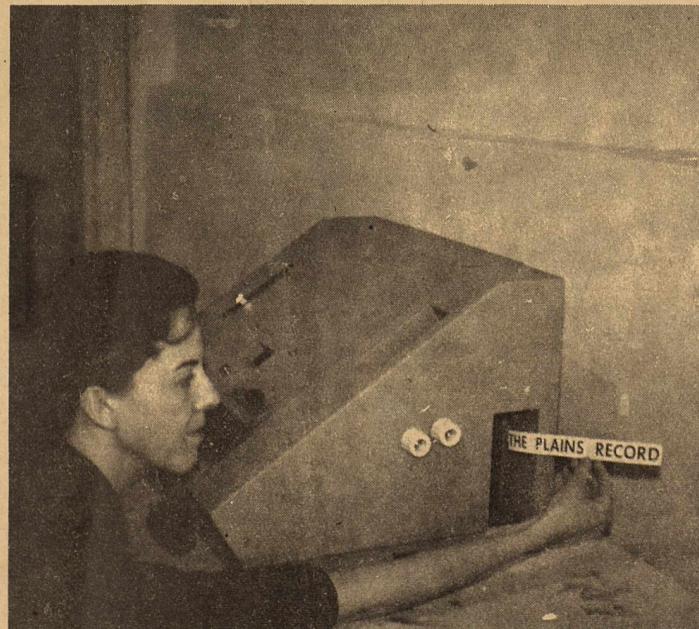
City gas rates will be increased 10 per cent, effective January 1.

Councilmen explained the raise was necessary due to a 35 per cent increase in rates to the city by El Paso Natural Gas Company.

El Paso was granted a 6 per cent increase in rates last May

but the council voted against passing the hike on to consumers. Commissioners explained they did not feel the city could absorb all of the latest increase.

In making the announcement, city officials said the increase was in line with those of other towns in the area.



HEADLINER---Pulling a strip of type film from the new Headliner machine at The Record office is Mrs. Wendell Faught. The machine sets several different type sizes and faces.

The Plains Record

Published Each Thursday at Plains, Texas

WENDELL AND PAT FAUGHT, OWNERS AND PUBLISHERS



The symbol of Father Time is considerably older than the popular conception of Santa Claus. The Santa that we recognize today is of somewhat recent vintage when compared with Father Time, who is traced to Greek legend.

Father Time, complete with scythe and time-worn brow, comes to us as a descendant of the Greek god Cronus, lord of the universe. But, whereas Father Time is considered somewhat venerable, Cronus, like many of mythology's earthy gods, was not altogether an admirable fellow.

Bad Habit

According to legend, Cronus was warned that one of his children would dispose of him. To prevent such a happening, he developed a habit of swallowing them at birth. His wife, Rhea, upon the birth of their child, Zeus, hid the infant and presented Cronus with a stone wrapped in swaddling clothes.

Everything ended happily. Cronus disgorged the stone—as well as the previous children he had swallowed. Zeus later, as prophesized, dethroned his father and settled on Mount Olympus where he ruled as chief god of the Greek pantheon.

Symbol Emerges

Through the years, Cronus' name became confused with the word "cronos" which means time. Eventually, someone placed an hour glass in his empty hand and, together with the scythe, the popular image of Father Time was presented to the world.

The New Year Babe is not quite so easy to date, although it is known that a baby was paraded as a symbol of rebirth during the ancient Greek festival of Dionysus, which would make the Babe symbol almost as old as that of Father Time. A chief ceremony in the Eleusinian Mysteries also featured the image of a child.

More recently, a 14th century German folk song depicts the New Year Babe as we know it today—the symbol of a fresh, New Year.



With the beginning of the year 1961 we are well into this "new" decade—a decade which will undoubtedly bring mankind to achievements that were unthought of by our ancestors.

The probing fingers and the electric brains of satellites are unraveling mysteries of the "far beyond" and today man stands, literally, with one foot poised for a jump into outer space.

There could be no better time than the beginning of a New Year to ponder the question of whether or not we might be much better off if we considerably lowered our sights—and concentrated upon the sorely aching pains of the world at our doorstep before we take on any additional responsibilities.

It is somewhat ironic that we gaze longingly upon a distant star and yet have no eyes for the desperate needs of our earthly environment.

We live in troubled times. The nations of the world are scattered, isolated islands and groups of islands, united and dis-united by treaties, alliances, differing political philosophies and economic conditions.

We would certainly fare better in the years ahead if some of the energy being consumed in the search for propellants and materials with which to conquer space were devoted to a concerted effort to build a more cohesive family of nations on earth.

It is not enough to shrug it off by saying "one cannot live in the same house with enemies." We can, this great nation of ours—and each of us as individuals—begin to build a better world. We can do it simply by setting our sights on a much higher goal than the moon. We can work for peace, for Christianity, for humanity with such zeal that we might set an example for the rest of the world to emulate.



A PRAYER FOR THE NEW YEAR

May 1961 bring happiness and prosperity to you and your family, and a deeper understanding between all men on earth . . . everywhere.

Watch for our January Clearance!

MOORE & ODEN
Dry Goods—Ready-to-Wear

Times Square Hails New Year Arrival

The question of "who's first"—the United States or Russia—gets no argument insofar as the arrival of a New Year is concerned. When the first roar goes up in Times Square, the New Year is eight hours old in Moscow. But, don't fret, Father Time has already served up the New Year to a number of world citizens before he reached Russia.

Actually, New Zealanders, residents of the Chatham Islands, are first to see each New Year. Australia, Asia, Africa, Europe and South America follow before the New Year reaches the coast of Maine and makes its leisurely three-hour trip across California, and two hours more to get to Alaska.

The New Year originates at the starting point of time—the Admiralty's date line, near the Chatham Islands. From this point, the line curves east and west of the 180th meridian in such a way that it lies always in the ocean.

But for us, of course, the New Year begins with the roar in Times Square. Sitting comfortably by TV sets, gathered with our friends, wherever we may be, it is the New Year—and who's to care if it is eight hours old in Moscow, six hours old in Paris, or two hours old in Buenos Aires?

New Year in July

The Moslem calendar consists of 12 months of the year beginning with the approximate new moon without any intercalation to keep them geared to the seasonal equinoxes. Thus the months, and New Years, retrograde through the entire year in about 33½ years.



By F. L. Rowley

HENRY K. WATERFORD scanned the sample invitation his wife had handed him. "So we're having a New Year get-together? I think it's a wonderful idea, Mary. I'll give me a chance to show those three brothers of mine how well THEY might have done. They never would listen to me in business matters."

"Tom and James haven't fared too badly," said Mary. "But poor Edward has had a hard time of it. It rather makes me proud of you, dear. You're so far ahead of the rest of the clan."

Henry bowed. He felt that he had earned his wife's praise. "Spare no expense on this party, honey," he said. "I want my younger brothers and their families to remember this New Year's Eve as long as they live. Do you think we should send Edward the train fare? He's got two kids, you know."

Correction

"Five," Mary corrected him. "But you're forgetting that Edward also has the Waterford pride. He wouldn't accept the money if we sent it. Remember the fuss he made about that lot you gave him?"

"Do I? And he insisted on giving me the twenty-five shares of stock that dad had left him. When I wanted to set him up in business he wouldn't hear of it. Sometimes I wonder if Edward's pride isn't

holding him back. What do you think?"

"I'm sure I don't know, dear," said Mary. "But please don't embarrass any of your brothers."

They all showed up New Year's Eve. Henry glowed with pride while his three brothers and their families 'oohed' and 'aahed' their way through the richly furnished house.

"You've done real well, Henry," said Tom approvingly as he



They all showed up New Year's Eve and Henry glowed with pride.

reached for his second cocktail. Henry shrugged. "And how are you boys doing?"

Reports

"James has been made sales manager of his company," said plump Mrs. James Waterford proudly.

"And Tom got himself a promotion only last week," said that brother's wife, not to be outdone. "And Edward?" asked Henry. "How have you been getting along?"

"Oh—we're managing," said Edward quietly. "Our assets are here with us—five healthy children."

Mrs. Tom Waterford coughed. Henry could see that his brothers were amused by Edward's statement. He noticed a glint of scorn in their silent appraisal of Edward's "best" suit.



NEW BUILDING---One of the many new buildings constructed in the Plains area during 1960 was the new home of Plains Tractor and Hardware, owned by Woody Wilmeth. The business opened in its new building last summer.

Suddenly Henry felt guilty. "I think our Edward has outsmarted us all," he said.

"How's that?" asked James in surprise.

"Well—just look at him. He's surrounded by those who think he's a great guy. He's the picture of health. I'll bet you don't have some doctor restricting your diet, do you, Edward?"

Edward smiled. "No. Do you?"

Wiset

"We all do," said Henry, nodding toward James and Tom.

Neither denied it. "Yes sir, Edward, you're pretty foxy. I think your wisest move was in giving me that stock to keep for you."

Edward held out his hand. "Thanks Henry! You always were a better business man than I."

"That's your fault," said Henry. "But I can still teach you—if you'll come into business with me."

Edward studied his little flock. Then his eyes sought Helen's. She nodded happily. "Dinner's ready!" announced

Mary Waterford. When the others had filed into the dining room she caught Henry's sleeve. "I heard that story about the stock," she said softly. "That was sweet of you, dear."

Henry grinned. "That's what big brothers are for, isn't it?" he asked.

The old believe anything; the middle-aged suspect everything; the young know everything.

THE STRENGTH OF YOUR CITY DEPENDS ON...

SERVICE

"Service" Means satisfying the Needs of ALL Citizens of Plains,

It's a big job, but your city is always trying to do just that.

Building

For A Better Plains!

CITY OF PLAINS

Lights Water Gas Sewer

A PRAYER FOR THE NEW YEAR

May 1961 bring happiness and prosperity to you and your family, and a deeper understanding between all men on earth . . . everywhere.

Watch for our January Clearance!

MOORE & ODEN
Dry Goods—Ready-to-Wear

1960 Was Eventful Year for Plains

More people attended church, more students attended classes, more new businesses opened, more babies were born, more people voted and more money was spent on construction in 1960 than during any other year in the history of Plains.

The "Soaring Sixties" were just that during the first 12 months. Despite the fact that many areas were experiencing a recession, Plains chalked up a great year, hardly a week passed without new signs of growth cropping up somewhere.

Together, these accomplishments add up to the top Plains story for 1960, their aggregate far overshadowing the individual highlights which kept this city jumping all year long.

Sports again played a big part in Plains' life during the past 12 months. The Cowboy football team breezed unbeaten through the district, got by its bi-district foe and then topped its regional opponent before losing out in the quarterfinals while trying for its 13th victory. The basketball team failed to make it to the state tournament

in Austin last spring, but the Cowboys won their district and took the bi-district before losing out in the regional.

Widening of Highway 380 last spring and summer climaxed a dream of long standing for many people of Plains. When completed, it gave the city a wide, modern thoroughfare through the heart of town. Property owners subscribed the mon-

ey to pay for the curbs and gutters and now are raising money to provide attractive street lights.

Federal designation of the highway from Brownfield to Plains to Lovington was a tremendous asset to Plains. Final approval is expected when the Federal Numbering Association convenes in January.

Some nip and tuck elections during the primaries kept the summer from being dull. And during the general election in

November, the county went Republican although Plains stayed in the Democratic column by a narrow margin.

Although farm production fell short of the 1959 totals, 1960 saw more big cotton and grain crops.

Other big news in 1960 was big because it offered hope for the future. A substantial increase

in cotton allotments for 1961 was hailed as a terrific boon to agriculture. Experiments with new crops held promises of greater things to come in the years ahead.

In all, 1960 will go down as one of the most beneficial years ever—if not the most beneficial. The new year promises to keep pace with its predecessor.

TRAFFIC TRACKS

It's nice to be important, but it's more important to be nice—especially in traffic.

Take it easy, and drive with care. Where you're going will still be there!

Prophecy come true: "The chariots shall rage in the streets; they shall jostle one against another in the broad ways; they shall seem like torches; they shall run like the lightnings." From the Book of Nahum, Old Testament, about 713 B.C. In Texas in 1959, traffic deaths totaled 2,453, traffic injuries about 140,000, traffic losses about 381 million dollars.

Counting Time Man's Problem For Centuries

Time is, as no one can deny, very valuable, so it is not surprising man learned how to count it accurately, down to the minute, even to the second. But, man is not yet, the complete master of time.

The Gregorian Calendar, presented to the world in 1582, brought about the first achievement of any unity on the world time front. But, it took a long time to catch on. England didn't adopt the Gregorian system until 1752, after most other European countries had done so.

Egyptians

The ancient Egyptians devised a fairly accurate calendar, similar to the Gregorian in that it was divided into 12 periods and consisted of 365 days. The difference between the Egyptian method and our present time counting system, however, was that the 12 periods used in Egypt consisted of 30 days each, with the remaining 5 days of the year "tacked on" to the last period, or month, without any provision for leap years.

The purpose of our Leap Years, then, is not to give every girl the chance to catch herself a man. Instead, Leap Years help us keep the calendar and the solar equinoxes congruent. An adjustment is necessary because of the fact that the solar year consists of 365 days, 5 hours, 48 minutes and 46 seconds. Without Leap Years, we would have to do something with the extra hours.

How To Tell

How are Leap Years determined? Years divisible by four are Leap Years—except the years numbering the centuries. They are Leap Years only if divisible by four after the ciphers have been removed.

The use of this system guarantees the accuracy of the Gregorian calendar until 2500 A.D. Perhaps before that time arrives, someone will come up with the "perfect" method of marking time.

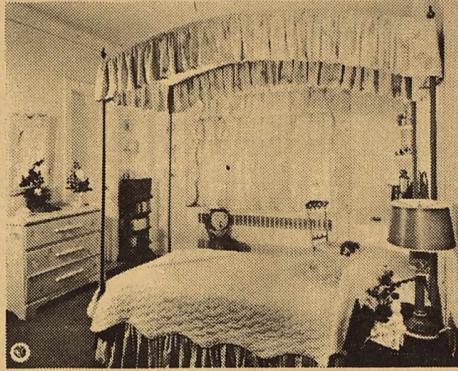
About New Years, Past and Present

The Egyptians were first to develop an "exact" system for measuring time. They developed a calendar about 4,000 B.C. The "beginning," which they estimated according to the Mundane era of Alexander, was set at 5502 B.C.

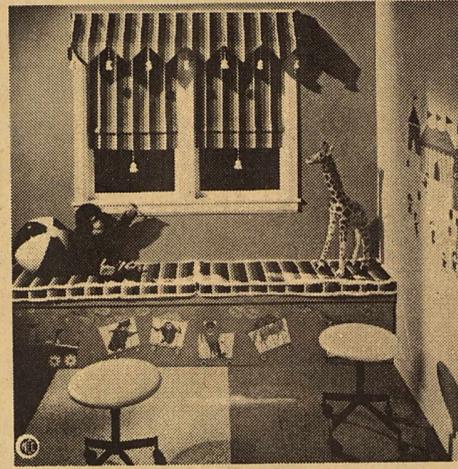
The Jewish calendar reads 5722, in relation to 1961 A.D. The Jews adopted their calendar in the 15th century.

Use of the notation A.D. was inaugurated by Germany's Charles III, who affixed the symbolism to the years of his reign beginning in 879.

The month of January takes its name from Janus, a two-faced Roman god supposedly possessed of the power to look back over the past and tell what the future held. He was depicted with key in hand, denoting the ability to open all doors and gateways.



BUTTERFLY BOUDOIR—Butterflies abound in this child's bedroom created by Helen Schlossman, NSID. Cotton is also dominant in the picture-framed embroidered organdy tiers, butterfly chintz canopy and dust ruffle, and quilted coverlet.



CHILDREN PLAYING—Washable cotton in bold stripes is used for an awning canopy and roller shades with a circus air in this children's room. Fluffy white cotton pom-poms by Conso are used to accent the window canopy.

A laborer working on a county highway said to the foreman: "I've been on this job 2 weeks and I still haven't got a shovel." "Don't complain," said the foreman. "We've been paying you, haven't we?" "It's not that," said the laborer. "All the other guys around here have something to lean on."

Rhymes of the Times

THOSE WHO WORRY ABOUT GETTING AHEAD MIGHT BE ADVISED TO TRY WORKING INSTEAD. AGERI-AFFS

A repair in time may save you "9"!

SEE US FOR EXPERT TV REPAIR SERVICE

Have minor repairs made before they become serious ones. Our service is fast, rates are low; we get to the source of trouble in a hurry! Call 0000.

PHONE 6-8374

Plains Electronics

Insecticide Residues Studied

Do insecticides build up residues in the soil and then affect the production of subsequent crops? More and more people associated with crop production are asking this question, and the Texas Agricultural Experiment Station decided to find the answer.

Two field experiments were conducted during 1955-59 to determine the effects of large amounts of insecticides applied to soil on the germination, growth and yield of several crops. One test was on Miller soil type near College Station and the other was on Denton soil type near Denton, Texas.

Insecticides applied at Denton were toxaphene, DDT, parathion, dieldrin and benzenehexachloride (BHC). Initial applications included two dosage levels, the equivalent of the calculated amounts that would be applied over periods of 10 and 20 years respectively. The above insecticides, with the exception of parathion, were included in the initial treatment of soil plots at College Station. Dosage, however, was the equivalent of the amount of insecticides normally applied during 5 years. No additional

A couple visiting in Africa went on a three-day shooting party. Toward the end of the final day, with every one else having bagged a tiger or something, the little lady remained empty handed. But she was still in there trying.

With her next shot she gave a happy cry. "Tom!" she called "I finally hit something. Just listen to that language!"

New British safety slogan: "Steer Clear of 'Tavern Fog.'"



PORTUGUESE PARLOR—A modern adaptation of the drop-side sofa, covered in brown corduroy, helped Melanie Kahane, AID, design this contemporary library-living room on a Portuguese theme. The sofa, two armchairs, a desk chair, and a bench are modern adaptations of Portuguese provincial and are used with a combination of colors including vin rose pink with mustard, amethyst, and dark brown to create the Portuguese theme.

ABUNDANT LIFE

by ORAL ROBERTS

HOW YOU CAN RELEASE GOD'S POWER

You have within you, this very moment, the means of releasing God's power into your own life.

If you will take three simple steps, I promise you that a new experience will be yours—not once but many, many times.

First, mentally accept the fact that it can be done and that you can do it! Don't be like those people who never release God's power into their lives because they don't believe they can. Not to try is an awful sin. Not to try is to rob God of His power to help you.

Remember, you will never be able to release God's power for your salvation, for your physical and mental healing, for the help you need most when you face life's storms—never—unless you want to. Instead of wishing, cooperate with your desires. Translate your wants into action.

Second, harmonize what you want God's power to do for you with what the Bible promises you can have in this life. Study the promises of God. Mark them in your Bible as you read them. Think of them in the light of

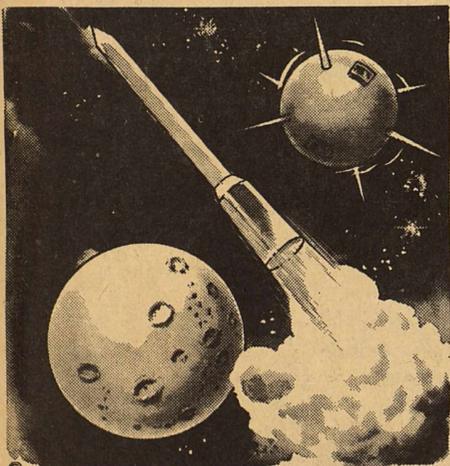
what Jesus did for people while He was on earth and through His disciples.

Learn the will of God for your life by studying the acts of Jesus and the acts of the people in the Bible. When you want something, measure its worth according to the way you believe it will honor God and bless others.

Third, practice the Golden Rule, or the law of unselfishness. Always judge your desires by this rule.

The Bible teaches clearly that God "healeth all our diseases, and forgiveth all our iniquities." It is His good pleasure to give us the kingdom, for He said, "Beloved, I wish above all things that thou mayest prosper and be in health, even as thy soul prospereth" (3 John 2).

You have the power within you to release God's power. Know what you want. Translate your wants into action. Let God have a chance to meet your needs. You have the power to release God's power this very instant.



HORIZONS UNLIMITED In The New Year...1961

We are living in a wonderful new age! Man is reaching out to conquer space . . . to explore and widen our universe such as we've never dreamed possible! It's going to bring amazing wonders into all of our lives, and with this thought, we hope that you also have an abundance of the "timeless values" . . .

health . . . wealth . . . and happiness for you and all your family

S&H Green Stamps—Double on Tuesday with purchase of \$2.50 or more

PIC & PAY GROCERY

J. S. WAGLEY PHONE GL6-4211



MASSEY FERGUSON MACHINERY

"The Only Tractor With The Ferguson System"

The Complete Farm Store

FARM—RANCH—HOME SUPPLIES

Plains Tractor & Hardware Co.

PHONE GL6-8555

PLAINS, TEXAS



PHILLIPS 66—WHOLESALE

* BUTANE * GASOLINE * OIL * DIESEL FUEL * TRACTOR TIRES * BATTERIES

WILMETH OIL CO.

PHONE GL6-4233

PLAINS, TEXAS

Record Your Baby's Growth the Frogge Club Way!

BABY and CHILDREN'S CLUB

Membership is \$24.95 for entire year . . .

(to be paid in advance)

Every 3 months, beginning in February, May, August, November . . . we will make the following pictures:

ALL PICTURES MUST BE MADE IN MONTHS INDICATED ABOVE

1.	2 - 8x10 12 - Billfold	2.	2 - 8x10 2 - 5x7	3.	2 - 5x7 24 - Billfold
4.	1 - 8x10 2 - 5x7 6 - Billfold	5.	1 - 8x10 1 - 5x7 2 - 3x5 6 - Billfold		

You select the one you desire each quarter

A. Studio Value of 55.60

You save \$30.65

OFFER CLOSSES JANUARY 25, 1961

An added BONUS of 1—11x14 Goldtone Portrait Valued at \$15.95 will be given FREE to those joining by Jan. 15, 1961. This makes your total savings \$46.70.

4 OR MORE POSES TO CHOOSE FROM

GOOD FOR INDIVIDUAL PORTRAITS ONLY

— ALL WORK GUARANTEED TO PLEASE —

or Further Information—Call 4632

NORMAN & CHARLOTTE FROG Owners & Opera

Frogge Studio

417 West Main

BROWNFIELD, TEXAS

Brownfield

END-O-YEAR

Clearance!

BIG Savings

That old saying, "It TAKES money to MAKE money" was never truer! The money you spend right here in your home area, stays HERE to work for you and the entire community. And that's the secret of economic "good times." A dollar that circulates from customer to merchant to wage-earner actually earns "interest" each time it changes hands! So remember — the BEST TIME to shop is now — the BEST PLACE to shop is here — in your own community.

BIG Values

2

FRIDAY AND SATURDAY DECEMBER 30, 31

2

Big Days

TWO DAYS ONLY—ACT NOW

Big Days

SALE TERMS—Prices as advertised "CASH". No Refunds, No Exchanges. ALL SALES FINAL.

Additional Charges for Payment Plan. Up to 24 MONTHS to pay on Retail Merchants approved credit.

Turquoise
MEMPHIS DIVAN
Has Paratex, World's Finest Upholstery Padding
Reg. Price 239.95
Sale Price 179.95
Memphis Matching
CHAIR
Reg. Price 85.00
Sale Price 55.00
Sealy (Silk Plastic)
RED—I—BED
Reg. Price 269.95
Sale Price 219.95

Golden Sealy
RED—I—BED
Reg. 298.95
Now 225.00

All Occasional
TABLES
Solid Maple, Oak, Walnut, Etc.
25% OFF

DESK and CHAIR
Reg. 89.95
Sale Price 69.00

ALL LAMPS
Lamps--Lamps--Lamps
LESS 30%
Better Hurry--they're going fast!

Harvest Oak
DRESSER
Reg. Price 179.95
Sale Price 159.95

BEDROOM SUITE
Twin Bed, Triple Dresser
Reg. 289.95
Now 198.00

Memphis
LONG DIVAN
Rubberized Hair Padding
Lifetime Construction
Market Special
Reg. Price 199.95
Sale Price 149.95

Sealy 20-yr. Posturepedic Mattress
RED—I—BED
Reg. Price 245.95
Sale Price 189.00

**SAVE ON CLOSEOUT!
LIVING ROOMS! DINING ROOMS**

**BIG "BUYS" IN SPECIAL VALUES
BEDROOMS! IN RUGS!!!**

Performance Tested
Approved Fabric
KROEHLER
Two-Piece
Reg. Price 279.00
Sale Price 219.95

Sealy Faom Cushion (Brown)
FASHONITER
Reg. Price 389.95
Sale Price 295.00

LOUNGE CHAIRS
GREEN STRATLOUNGER
Was 189.95---Now 98.00

COMBINATIONS
Maytag Washer-Dryer
\$100 OFF

DINETTE SUITS
20% OFF
Regular National
Advertised Prices

MIRRORS—PICTURES
25% OFF

Three-Piece
BEDROOM SUITE
Plastic Top, 15-Drawer
Chest-Desk, Dresser, Bed
Reg. 298.00
Now 259.00

OK Blond Oak
BEDROOM SUITE
Double Dresser,
Bed, Night Stand
Reg. Price 105.95
Sale Price 89.95

SMOKE STANDS
LESS 25%

ALL BEDDING
Sealy, U. S. Korton, Etc.
20% OFF

All Occasional
UPHOLSTERED CHAIRS
25% OFF
National Regular Prices

PLASTIC FLOWERS
25% Off

SPECIAL NOTICE!

Prices shown as regular prices are nationally recognized and advertised figures. They ARE NOT inflated prices!

Beware of false claims of advertisers who resort to trickery to attract business.

SAVE! SAVE! SAVE!

WE DON'T PULL ANY PUNCHES. EVERYONE KNOWS "ONE DOES NOT GET ANYTHING FOR NOTHING." WE ARE TRYING TO HELP YOU GET YOUR FULL DOLLAR VALUE PLUS A SPECIAL SAVINGS DURING THESE TWO DAYS PRE-INVENTORY. YOU WILL SAVE!

Used Kelvinator
REFRIGERATOR
125.00

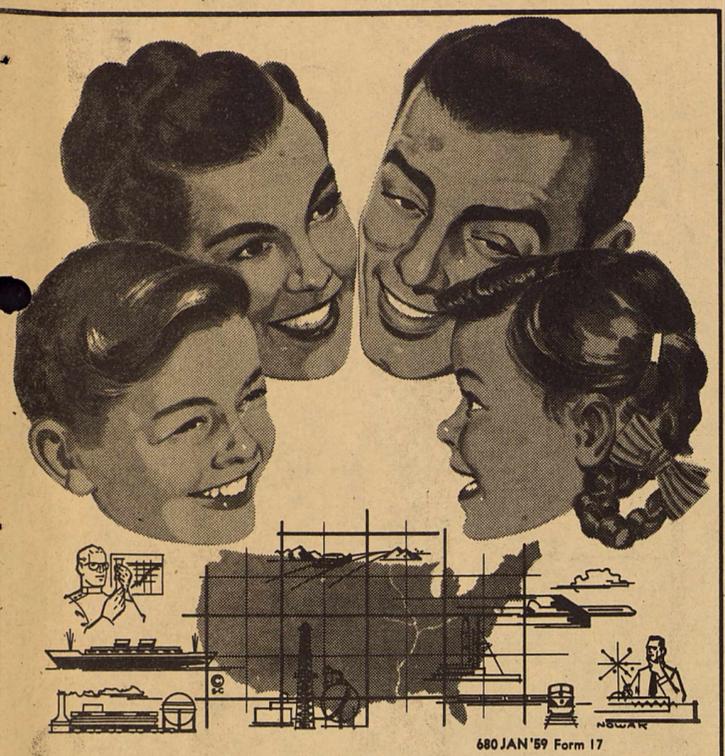
New Kelvinator
REFRIGERATOR
200.00

Used Freezers
100.00

USED
Washers-Dryers
89.95

COGBURN YOUNG

Hardware Furniture Appliances



680 JAN '59 Form 17

CHOOSE THE BANK THAT GROWS WITH YOU!

Each year brings with it new needs, problems and achievements for you, your loved ones and our entire community. And, since your bank should be your financial guardian . . . the one to help you in all matters involving money . . . it is vital that your bank keep pace with you. That's why you should make our bank, your bank . . . we are constantly improving our facilities and services to do a better job for you. Come in and get better acquainted with our diversified services right away.

PLAINS STATE BANK
Member FDIC

Choose Supplements For Cost, Protein

Feeds which supply low cost protein and low cost energy are matters of real concern to beef producers. Grain is considered the cheapest energy source, and protein supplements should be chosen on the basis of their protein content and cost.

U.D. Thompson, extension animal husbandman, says that anyone considering the purchase of a supplemental protein feed for beef cattle should note the price per 100 pounds, the percentage of crude protein supplied by the oil seed protein meals, percentage of equivalent protein from non-protein nitrogen, and the crude fat and fiber content. The higher fiber content feeds should be cheaper than others.

Determine cost of crude protein on a per pound basis, says Thompson. Divide price per cwt. by percent protein: as cottonseed meal 41 percent @ \$3.50 per cwt.; \$3.50 / 41 equals \$.085 per pound. Urea 262 percent equivalent protein @ \$5.50 per cwt.; \$5.50 / 262 equals \$.021 per pound.

Other factors should also be considered when choosing a supplement. Mixtures containing ingredients which limit consumption have the advantage of saving labor and distributing herd consumption more evenly. Mixtures of salt and cottonseed meal have had extensive use for this type of feeding, but Thompson warns that water must be readily available when excessive amounts of salt are consumed.

The amount and quality of roughages fed may also influence selection of a supplement. More feed is needed where forage is limited, thus a feed supplement which includes both protein meal and grain may be more useful than a straight protein supplement. The possibility of vitamin deficiency also has a bearing on the choice

of feed supplements. No one has yet found a supplement that fills all needs and is economical to all beef producers, Thompson says that individual feeders must decide

what supplement to feed in their particular operation. He concludes by suggesting a conference with the county agent before deciding on any one feed supplement.

Americans are forgetting how to walk, one writer says. But the walkers are learning how to jump, and that helps some.

--Dallas News.

A Martian was approached by a Bowery bum. "Can you spare a dime, fellah?" whined the derelict. "What's a dime?" asked the Martian. "You're right," replied the bum, "make it a quarter."

BONES LAUNDRY
Phone GL 6 8400

OUR STORE POLICY and How It Serves You

This business is here to serve you individually, and the community as a whole, in every possible way. Its success depends upon your continued patronage, and you may be sure we shall put forth every effort to make your dealings with us both pleasant and profitable to you.

It is our firm intention to offer a high quality of merchandise at prices which mean 100 cents worth in every dollar spent. We fully intend always to maintain a high standard of store convenience, courtesy, intelligent service, and the utmost fairness in business relationships. In a word, it's our policy

TO SERVE YOU SO WELL
WE SHALL DESERVE YOUR
CONTINUED PATRONAGE

COGBURN-YOUNG

Hardware--Furniture--Appliances

"WHERE YOUR \$\$\$ HAVE MORE CENTS"

WATCH
for our
BIG
clearance
SALE
coming
SOON
at
DORTHA'S
style shop

For Want of a Nail

*For want of a nail, a shoe was lost;
For want of a shoe, a horse was lost;
For want of a horse, a rider was lost;
For want of a rider, a kingdom was lost.*



Through the centuries this bit of philosophy has been used to bring home a fact we've all observed . . . how an insignificant event can lead to more and more important occurrences . . . and eventually to great calamity . . . or to great good.

► The casual purchase of a pair of shoes . . . a garden hose . . . an occasional chair . . . a tube of toothpaste . . . multiplied thousands of times . . . is the base upon which the prosperity of every community is erected.

► Better paying jobs, more profitable business, more valuable property . . . better schools, stronger churches, fuller living . . . depend on these thousands of little transactions . . . each

one important as each brick is important in a great structure, and as the fabled nail was important to all the people of a kingdom.

► One drop of water out of the ocean makes it a smaller ocean; every penny of local money that is spent in some other town makes this community smaller and less prosperous . . . and every penny that is spent here at home means a little better place to live for all of us who make our homes here.

★ Buy at home . . . where your dollars go on working for you

Record Is Printed by Offset

The Plains Record is being published by "offset", a chemical process which is changing the complexion of weekly newspaper plants.

In the past three or four years, hundreds of weekly newspapers have converted to the offset process. Since 1958, more than a dozen West Texas weeklies have joined the offset bandwagon. The list includes newspapers at Farwell, Olton, Canyon and Friona, all of them being among the state's finest weeklies.

Offset offers a greater flexibility of makeup and design, liberal use of local photographs

and a more distinctive print for both type and pictures.

Type is set on special machines which have been installed in The Record office. News stories, headlines and ads are set on strips of paper and then pasted to sheets of paper the size of newspaper pages.

The "pasteups" then are photographed with a special camera. A plate is made from the negative and the paper is printed from the plate.

With the exception of camera and press work, all work toward the production of The Record is being done in the office here. Camera and press work, invol-

ving only about an hour, is being done by Plains Publishers in Friona, a company which publishes more than 20 newspapers.

Record "pasteups", ready to

be photographed, will be delivered to Friona each Thursday. Completed newspapers will be brought to Plains where they will be addressed, wrapped and distributed.

Local Events

Mr. and Mrs. Joe Curry had as holiday guests their sons and families, Bill of Lazbuddie and Shirley of Denver City.

The Rev. and Mrs. Johnnie Moore and family returned Wednesday after spending the holidays with their parents, Mr. and Mrs. J. W. Moore and Mr. and Mrs. Dave Aylesworth in Muleshoe.

Mr. and Mrs. Truett Jones of Tokio spent the Christmas holidays with their parents in Lamesa.

Visitors this week in the home of Mr. and Mrs. Russell Faulkemberry are her father, H. A. Jones, her sister, Mrs. Earl Hedeen, Mr. Hedeen and their two children, Gary and Shirley Mae, all of Beresford, South Dakota.

Mr. and Mrs. Roy Stockstill and family spent the holidays with relatives in Fort Worth and in Louisiana.

Mr. and Mrs. R. J. Van Liew and family spent Christmas Day in Morton with his his mother, Mrs. Alice Van Liew.

Holiday visitors in the home of Mr. and Mrs. C. C. Copeland were their daughters, Jan of Lovington and Mrs. Jerry Holbert and family of Brownfield, and Mrs. Copeland's parents, Mr. and Mrs. George Winters of Oklahoma City.

Dr. and Mrs. Clyde Lynn and family spent the holidays with friends and relatives in Abilene Oklahoma City and Durant, Okla.

Wednesday visitors in the home of Mr. and Mrs. Vance Glover were Mr. and Mrs. John Nalda of Roswell.

Christmas visitors in the home of Mr. and Mrs. Frank Sudduth were Mr. and Mrs. R. G. Sudduth and family of Carlsbad, Mr. and Mrs. Doyle Sudduth of Charleston, Calif., Mr. and Mrs. Willard Sudduth and family of Hobbs, Mrs. Calud Montgomery and Phil of Brownfield, Mr. and Mrs. Claud B. Montgomery of Roswell, Mr. and Mrs. Benny Little of Brownfield, Mr. and Mrs. Lee Miller and family of Brownfield, Mr. and Mrs. Delbert Burt and boys of Plains and Mr. and Mrs. Earl Robertson and family, Plains.



BY VERN SANFORD
When you go gulf fishing, for speckled trout, chances are you use live bait. Most people do.

But there is a cheaper way to do it. And it's lots more exciting and challenging. Besides that it's faster—so you stand a good chance of boating more fish.

I refer to the use of artificial lures.

I decided long ago that the man who wants to "meat fish," should use live shrimp, or other live bait. If he wants to have the maximum fun and challenge, he should use artificial bait.

To begin with, a speckled trout is a very bold fish, when it comes to hitting a bait. The instant a "speck" decides to take a bait he clobbers it.

With the live shrimp and cork-sinker rig, a fisherman gets a fair warning. A trout grabs the shrimp, the cork-float plunks under, and the fisherman simply sets the hook and reels it in.

Shrimp weigh very little. So the fighting trout doesn't have much weight to flop about in its mouth, to assist him in throwing the hook.

Most shrimp fishermen use a single hook, but it is big enough to dig in and hold. Many a trout will get a shrimp down far, where the tougher and thicker meat is. This isn't always true, but normally the larger single hook stays home.

CHECKSWIVELS CAREFULLY
Before anyone can catch trout on artificials, he has to discover which color and size they are taking.

I like to keep a snap swivel on the end of my line until I learn which bait the fish strike best. This makes it easier to change the lures, until you find the one that's catching them.

If you are using a strong leader, be sure that the snap will not twist open, and if there is a possibility that it might open by itself, take it off and tie the leader direct to the lure.

When you catch your first trout on an artificial lure, you will know why I prefer them. You will get no warning. When a trout hits that lure he'll almost jerk your arm out of socket.

LIGHT RIGS ADD TO FUN
I have caught lots of trout with the same light rig I use for bass, a direct drive reel

and a light rod. But I must admit that it's better to have a reel with a built-in drag. Many is the time I've had a reel handle jerked out of my hand, and my knuckles cracked. When this happens, you have lost your fish.

Usually, a fish will set the hook as it takes the lure. But not always. I set the hook. Then I'm sure that the fish is hooked as deeply as possible.

The first time a trout comes out of the water and bangs the lure against his jaws you'll be glad you set those hooks. The weight of that lure is one thing in the fish's favor. If you keep a tight line and the hooks

are in solidly, the trout won't get off. But if the hooks are set in the tissue skin, common in trout, anything can happen.

Some lures have very small treble hooks. I like to replace these with larger ones that can get behind the jawbone, or deep enough in the trough area of the mouth to hold.

However, don't use hooks that are so large they tend to kill the lure action.

The initial strike of a large speckled trout will send chills racing down your spine.

When a trout breaks the water and flops your lure from side to side, you'll nearly flip your lid hoping that the hook holds.

For All Your... Building Needs

- Lumber
- Paint
- Hardware
- Tools

All types Livestock Feed

J. E. Cooke & Sons LUMBER CO.

PHONE GL6-3443 PLAINS, TEXAS

ANNOUNCING...

THE OPENING OF A PLAINS OFFICE FOR

Burnett, Black & Thompson

ACCOUNTANTS AND AUDITORS

Curry-Loyd Building

Charles B. Thompson

Resident Partner

Save Water With Bench Levelling

We are wasting our valuable irrigation water by applying the water to land with 1% to 3% slope, James Valiant, Water Engineer at Halfway, said today.

Valiant is completing the first of several years' testing at the High Plains Research Foundation to determine the value of water applied to grain sorghum on a level bench and on sloping land.

Three plots of the same area were planted in grain sorghum, one on a bench and the other two were planted directly down the slope varying from 1% to 3%.

The level bench received 16.9 inches of irrigation water per acre with no run-off. The grain sorghum yield was 5,800 pounds per acre.

One of the sloping areas received the same 16.9 inches of water but 2.5 inches per acre or 15% of the applied water was lost in run-off. The yield on this plot was 3900 pounds per acre.

The second area on the slope was irrigated both pre-plant

and during the growing season so that the soil contained adequate moisture at all times. This irrigation procedure required 24.5 inches of water per acre with 5.9 inches lost by run-off. Grain sorghum yield on this area was 3700 pounds per acre.

The loss in water run-off and top soil erosion alone would be enough to justify benching, Valiant said. However, the additional profits from the 2,000 pounds per acre increase on the bench yield makes benching profitable.

Weeds were controlled and the borders on the benches maintained with a custom-made bordering machine and by use of a propane burner.

INDIAN LODGE NO TEEPEE
An apartment is awaiting you in a quaint Indian Lodge constructed of adobe. Despite its historic exterior, it is modern on the inside with running water, gas heat and bath.

This quaint and beautiful lodge, complete with dining room and numerous recreational facilities, is located high up in the Davis Mountains. It is in the farm western tip of Texas on the 1,541 acre park just west of Fort Davis in Jeff Davis County.

There the nights are cool and good weather stays the year 'round, so you can enjoy trail riding, picnicking, tennis, badminton, croquet, dancing, and numerous other games and sports.

Lots of other sights in the area too -- including the McDonald Observatory.

It is not necessary to prime an alert mind with alcohol.

REMEMBER US FOR

Form 16
ALL KINDS OF PRINTING
Form 15

Yes, to make a good impression see us for business, direct-mail, social and personal printing. We do the job quickly, accurately, and our rates are reasonable. Call.

GL 6-4116

THE PLAINS RECORD



HAPPY NEW YEAR!

WE WISH YOU A BOXFUL OF DELIGHTFUL FUN 'N' SURPRISES...

Ring out the old, ring in the new...

Here's our wish that you have a happy and exciting holiday celebration that will last ALL the year through! We'd like to take just a moment, too, and say "Thank You" one and all for your patronage. We'll do our best to continue to please you!



Plains Frozen Foods

McGinty Bros. Phone GL 6-8722

DRASTIC Reductions!

Dr. West's Germ Fighter
Toothbrushes
1-3 OFF

STYLE
Hair Spray
\$1.49 VALUE
\$1.00 & tax

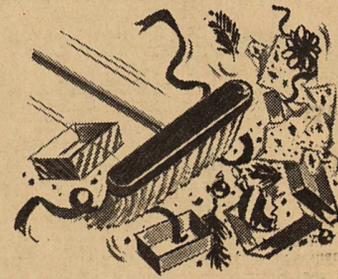
RUBBING
ALCOHOL
PINT
\$.39

Electric Blanket
GE DUAL CONTROL
\$39.95 VALUE
\$29.95 & tax

Electric Blanket
GE SINGLE CONTROL
\$24.95 VALUE
\$19.95

Three-piece Breezeaway
LUGGAGE
\$32.50 VALUE
\$22.50

ALL CHRISTMAS MERCHANDISE MUST CLEAR NOW!



15 Christmas Tree
LIGHTS

REG. \$5.35 & \$1.19

1-3 OFF

ALL
Christmas Cards

1-3 OFF

All Christmas

Decorations

1-3 OFF

XMAS WRAP &

RIBBON

1-3 OFF

MANY-MANY MORE ITEMS

CURRY EDWARDS PHARMACY