

PLAINS
By
Wendell Talk
Faught

The old Plains Hotel was filled to capacity Friday night for the first time in many years.

Taking credit for the "no vacancy" situation was the weather. With the temperature hovering around 12 degrees, perhaps 90 per cent of the bird population of Plains took shelter in the once-plush quarters.

If I had to choose the happiest man in town right now, I'd have a hard time making up my mind between Tom Warren and Sam Mosley. Tom's happy because he sold his cottonseed, while Sam feels right glamorous since he got his new tooth.

There are a lot of women in Plains who would like to work and it's a shame that there are not enough jobs to go around. We ran a classified ad week before last for some part time female help, and no fewer than 12 people inquired about the job.

This proves something---I'm not sure what. The fact that so many women are looking for work is significant. The situation should be evaluated closely by those interested in a healthy economy for this area.

Half way through a cup of coffee at the drug store the other day, I was joined by Hoss Newsom. Moments later, Ed Hunter joined the party.

Just as Ed's coffee was being doctored up for consumption, the fire whistle blew and both Hoss and Ed took off since they are members of the Plains volunteer Fire Department.

That was Tuesday of last week. The temperature was 18 degrees and it was snowing.

A similar act was repeated at several places over town. The firemen rushed to the call of duty, despite nasty weather conditions, not knowing whether they were enroute to a neighbor's home or an oil field fire many miles away.

This group of volunteers is as important to the safety and welfare of Plains as any group could be. There is often a thankless job, but a necessary one.

At the present time, the Fire Department is attempting to enlist new members. It has only about half as many as it should have. Because of its low numerical strength, it is not even recognized as a fire department by state law.

When the Kansas agriculture officials were visiting here last week, one of them remarked to Bill Overton that his county had only a couple of acres of cotton allotment.

Quipped Bill: "I'll trade you a thousand acres of wheat for it." But Wilson Moon of Temple, assistant state conservationist, warned both men that such a swap would result in more red tape than it would be worth.

District Standings

TEAM	W	L
Plains	4	0
Frenshp9	2	1
Seagraves	2	2
O'Donnell	1	3
Sundown	0	3

VOLUME 1

PLAINS, TEXAS, THURSDAY, FEBRUARY 2, 1961

NUMBER 6

The Plains Record

Cowboys near title after Seagraves win

Final Plans Being Made for Annual Stock Show Here

Final preparations are being made this week for what shapes up to be the largest Yoakum County Fat Stock Show ever held.

The ninth annual event is scheduled for Feb. 17 and 18 at the show grounds in Plains.

Tentative entry list shows 41 beef calves, 33 fat lambs, 86 fat barrows and seven registered Herefords will be entered. The exact number of entries probably won't be known until the show gets underway.

Last year, county 4-H Club members showed 118 animals. Youths earned \$22,013 during the show and the sale which followed.

Official judge of the show will be B. F. Yeates, assistant county agent of Hale County.

General superintendent of the show will be Johnnie L. Fitzgerald. Other superintendents are:

Pat Henard, beef cattle.
W. M. Taylor, swine.
Bill Gray, lambs.
Bob Loe, breeding cattle.

There have been several changes in this year's schedule, according to County Agent Leo White. Judging begins Friday at 1:30 p. m. when lambs are judged. Pig judging follows.

Beef cattle will be judged at 9 a. m. Saturday with the breeding cattle judging following.

The sale will be held Saturday afternoon.

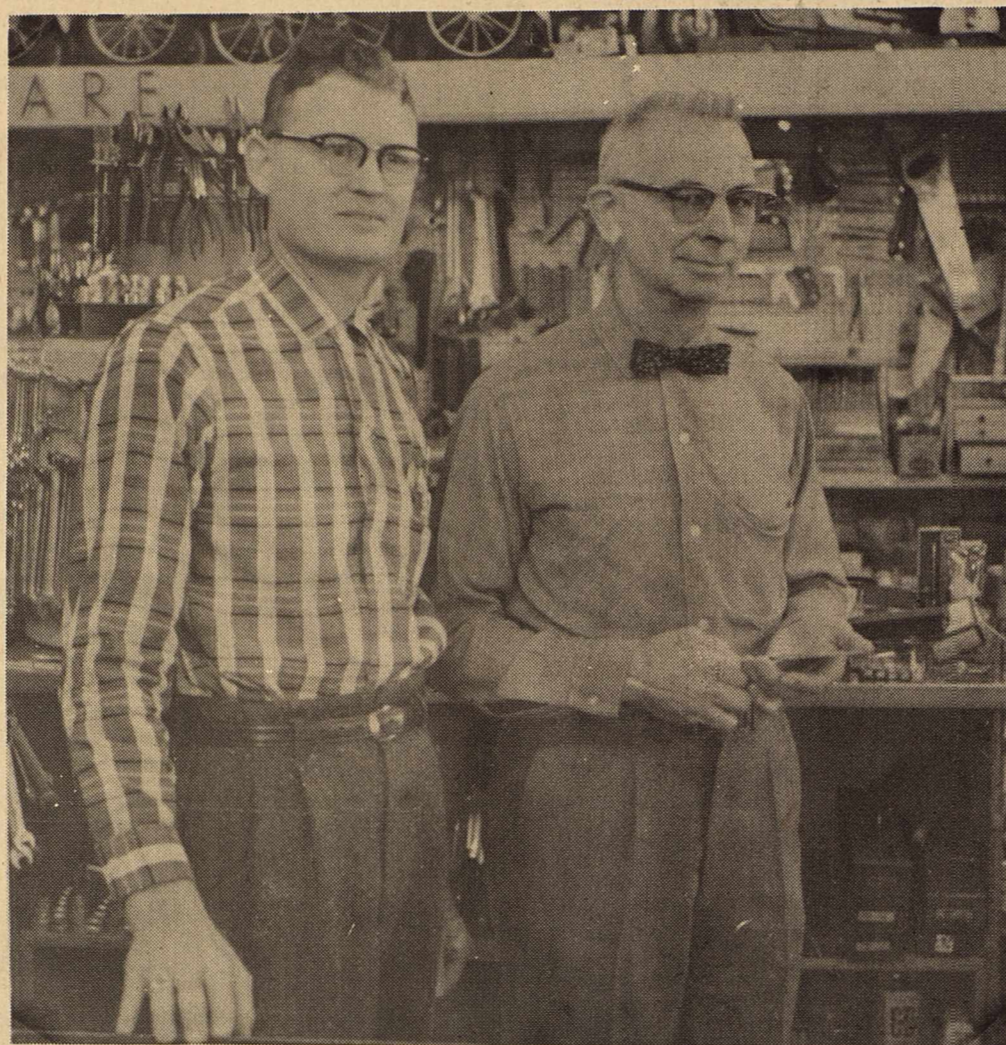
The show is sponsored annually by the Yoakum County Livestock and Improvement Association. Gene Bennett is president of the organization.

Deadlines For News Are Given

In order to organize its schedule into a more efficient operation, The Plains Record has announced deadlines for editorial copy.

Effective immediately, all news to appear in the newspaper must reach the office by noon on Wednesday during the week publication is desired. Material arriving after that time will be published the following week, if its news value still is of importance.

CONTINUED ON PAGE 3



STORE OWNERS---Foy Cogburn, left, and Robert Young are owners of Cogburn-Young Hardware, Furniture and Appliance Co. which is observing its 10th anniversary in Plains.

Cogburn-Young Buys Through Own Company

"It seems fantastic now, but a dream during the depression is paying off," remarked Foy Cogburn, partner of Cogburn-Young Hardware and Furniture Co., as he reviewed the mammoth growth of a hardware wholesale firm which had its inception in 1932.

The progressive Plains business firm is a member of that wholesale company. Cogburn credits the success of the local firm, in large part, to this fact.

Cogburn-Young Co. was founded Jan. 1, 1951 by Foy L. Cogburn and Robert L. Young and their wives who are real hard workers in the business.

From the beginning, the store has been under that same management and in the same location, just across the street from the old courthouse. For the past 10 years, Cogburn-Young has grown along with Plains, continuously improving to

meet the needs of citizens.

Beginning as a small business in quarters only 25 feet wide, Cogburn-Young has, under the capable management of its founders, expanded to four times its original size.

"The new expansion which took place three years ago made our store the largest and most attractive store with modern up-to-date fixtures and display of quality hardware and houseware merchandise in the city," Cogburn says.

"Our stock of merchandise 10 years ago was somewhat the same as today, except for several hundred new items which

eral hundred new items which have been brought on the market since the beginning of the business. We are constantly adding new items that help the citizens of this community do their work better and with more ease," the merchant added.

Cogburn went on: "Although it is not necessary to buy in such large quantities, the firm still adheres to the policy of buying merchandise at the right price so the price

CONTINUED ON PAGE 2

Tech Coach To Speak At Banquet

Burl Huffman, assistant coach at Texas Tech, will be principal speaker during the Booster Club football banquet here Feb. 11.

Tickets to the annual event may be purchased from any member of the Booster Club.

The banquet is to be held in the school cafeteria, beginning at 7:30 p. m.

Perfect 4-0 Mark Leaves Plains out Front in District

Plains drove a huge spike in its basketball hope chest Tuesday night with a spine-tingling 49-48 triumph over Seagraves to the screaming delight of one of the largest and noisiest crowds of the season.

For the Cowboys, it marked their fourth consecutive district 5-A victory and gave them a two-game bulge over Seagraves, the team considered to be the roughest of the rest.

Victory came not a bit easier than a Jan. 13 overtime triumph the Cowboys scored over these same Eagles.

In fact, the Cowboys trailed on the scoreboard until the 4:54 mark of the final period. Except for the opening minutes when the lead changed hands four times, Seagraves held a comfortable margin until the spirited Cowboy rally in the dying minutes.

The Eagles led, 29-23, at the half and then promptly stretched the advantage to 31-23 as the third period go

31-23 as the third period got underway. But then the Cowboys began to roll.

Jack Melxner, after missing two free throws, connected twice on his next trip to the charity line, Joe Don Marrow hit a field goal and then sank a free throw, James Alberding bulleye a free throw and Melxner scored from the field to pull Plains up to 32-35 with three minutes left in the third period.

Dick Cooke brought the hosts to within two points as he sank a fielder to make it 34-36. But the Eagles fought back, scoring once from the field and twice from the free throw line to make it 40-36. Alberding's field goal made it 38-40 with 48 seconds left, but Seagraves hit again to hold a 42-38 margin at the three-quarter mark.

Melxner scored again early in the final frame to get the Cowboys within two points of the visitors. After Faulkner sank a free throw to give the Eagles a 43-40 cushion, Mike Culwell scored from the field

CONTINUED ON PAGE 3

Meeting Set

Regular meeting of the Farmers Union will be held Friday in the Club Room. The meet begins at 8 p. m.

Have You Subscribed?

Beginning with next week's issue, only paid subscribers will be mailed copies of The Plains Record. Until now, the newspaper has been distributed on a free circulation basis.

Announcement last week that The Record was accepting subscriptions brought an avalanche of subscribers. The circulation list is growing daily.

Persons who have not yet subscribed should do so as early as possible. Only those who enter their subscriptions by 5 p. m. Monday can be assured of receiving next week's issue.

Plenty of copies of next week's Record will be available at The Record office. They will not, however, be available anywhere else.

After the subscription drive is completed, The Record will again be available at single-copy rates at various outlets over town. Even then, however, they will not be offered for sale until all paid-in-advance subscribers have received their papers.

Subscription rates to The Record are \$3 a year for residents of Yoakum and Terry counties, \$4 a year for those living outside the two-county area. For subscriptions of more than one year, the rates are \$2.50 a year in Yoakum and Terry counties, \$3.50 elsewhere.

To make it as simple as possible, The Record is accepting telephone subscriptions. Persons wishing to subscribe may do so by calling GL 6-4116, giving their name and address. A representative of The Record will pick up the money or check and deliver the receipt.



NEW TAGS---Pat Levens, left, and Sandra Lambert, employees of the county tax office, display the new passenger car license tags which went on sale here Wednesday morning.

New Car Tags On Sale Now

Sale of vehicle license tags began Wednesday morning in the office of E. W. Craig, tax assessor-collector.

New this year are the prefixes preceding the tag numbers. Yoakum County passenger car owners will buy tags with a BY prefix and a few will have a BZ prefix.

Tag numbers run from 6750 to 9999 in the BY series and from 10 to 124 in the BZ series. Another important change in the 1961 passenger car plates is the reversed colors. This year, they are white with black numerals, exactly opposite from 1960.

Also on sale here are tags for trucks, commercial vehicles, trailers, house trailers, motor scooters and all vehicles which are required to have license plates.

Last year, the local office handled more than 4,000 vehicle tags and a similar number is expected to be sold this year.

Money collected from the sale of tags is divided between the

county and state. Yoakum County probably will pick up in the neighborhood of \$75,000 while the state's share from local sales will run around \$40,000.

Tech Signs Cowboy Gridders

Two Plains High School football stars Wednesday signed letters of intent with Texas Tech.

Joe Don Marrow and Rod Faught, mainstays on the Cowboy grid teams for the past three years, both signed with Tech Coach Burl Huffman as the first day allowed by Southwest Conference rules.

Marrow capped a brilliant career this past season by being named to the All-State team. Considered one of the finest fullbacks ever to come out of this area, he was sought by a number of colleges.

Faught performed brilliantly for the Cowboys as a halfback in 1958 and 1959. He suffered a broken foot on the opening kickoff of the 1960 season and didn't return to action until the last couple of games of the regular season. He played during the playoff games. Tech coaches considered him one of the area's top prospects.

Plains Cagers Beat Tahoka

Plains added a non-district basketball victory to its record here Saturday night when Cowboys beat Tahoka, 54-47.

With Jack Melxner's 27 points leading the way, the Cowboys jumped to a 16-13 first-period advantage and stretched it 27-20 by intermission.

HELP WANTED

Three women to work seven hours a day for next few days. Must be able to start at once. Apply in person at 10 a. m. Friday. The Plains Record, phone calls please.

John Deere to Open

Formal opening of Plains Farm Supply, a half-mile west of Plains on the Lovington Highway, will be held next Thursday, Feb. 9, according to Rod Duff, manager of the new John Deere firm.

The public is invited to attend the grand opening which will be held all day Thursday. Door prizes will be given to each visitor and special draw prizes awarded during the day. Free coffee and doughnuts will be available.

Visitors will have an opportunity to observe the latest John Deere tractors and other farm equipment.

Opening of Plains Farm Supply is another climax to extensive efforts on the part of Plains citizens to provide this area with the business establishments needed for a growing population.

Plains Farm Supply occupies a new modern building on Lovington Highway. The building was constructed of sheet metal, is insulated and occupies an area 50 by 80 feet.

In addition to carrying a complete line of John Deere implements, the firm has a complete parts department with genuine John Deere parts and a modern service department manned by a John Deere trained mechanic.

At present, there are eight employees. Rod Duff is manager, Buford Duff in charge of sales, James Anderson is parts manager; Dale Mills is mechanic and Vaughn Culwell is in charge of setup and delivery. Other employees are Merle Todd, Ishmeal Ortiz and Esidro Garza.

Plains Farm Supply is a corporation with the Duff brothers and Verlon Hilburn, well known Yoakum County farmer and ginner, as stockholders.

Rod Duff, a successful farmer, businessman and civic leader in Plains for the past 10 years, has lived here since 1951. A graduate of Southern Methodist University in Dallas, he has served actively in the Plains Lions Club, the Plains Chamber of Commerce, the

First Baptist Church and a number of agricultural organizations, including the Plains Cotton Growers in Lubbock, the Tri-County Cotton Classing office and the Yoakum County Soil Conservation District. He is a former city secretary.

He is married to the former Chris Wynn of Denver City. They have two daughters.

Buford Duff is also a former city secretary. A graduate of Texas Tech, he too has been active in civic circles since moving to Plains. Prior to moving here, he was manager of the Chamber of Commerce in Crosbyton.

A member of the Lions Club, the Chamber of Commerce and the First Baptist Church, he is married to the former Saleta Souter.

Mechanic Mills moved to Plains from Lovington where he was associated with the John Deere dealer. He recently completed a special John Deere mechanics' school in Dallas.

Through its working agreement with the John Deere Co. CONTINUED ON PAGE 3



NEW BUSINESS---Plains Farm Supply, local John Deere firm, will have its formal opening next Thursday, Feb. 9, in this new, modern building on the Lovington Highway. The build-

ing, 50 by 80 feet, houses the implement firm, a parts department and a service department.

Cogburn

offered to customers will be favorable in the competitive market today."

This idea of buying quality goods at the lowest price is what prompted the thought of organizing and being part owner of a company that could go into the world market places and secure goods for retail hardware stores.

Prior to the depression, the Allen Brothers of Paris, Texas, sold many items direct from the factories to independent homeowned hardware stores so that these businesses could have those goods delivered into their stores as cheaply as anybody.

About this time the depression was taking its heavy toll of industries and this meant that the Allen Brothers lost a great many of their factory connections. Retail hardware merchant were having their anxious moments. To those who survived, the future looked uncertain.

The picture of keen competition to come began to show on the horizon.

Walter H. Allen, the senior Allen Brother, came to East Texas in the fall of 1932 with the idea of forming some kind of wholesale buying organization.

A few weeks later Carl Monk of Nacodoches and Walter Allen invited Herman Taylor of Lufkin, Sid Murchison of Crockett and six other financially strong hardware men to join them at the Rice Hotel in Houston and hear about their plans. The Walter H. Allen Co. came into being that eventful morning and these 10 men became the original stockholders.

The infant organization set up offices in Dallas and began to make factory connections where quality merchandise could be bought at the very lowest price.

On Dec. 19, 1934, Walter H. Allen Co. was incorporated and began to do business in the spring of 1935. The capital stock of \$10,000 was paid in by the 10 original stockholders.

Starting out in a small office and warehouse, the firm has outgrown its building several different times.

After the war, a large warehouse and office were built on Denton Drive in Dallas. The expanding business during the next 15 years created a demand for more room. In May of 1950 Walter H. Allen Co. again moved, this time into a new industrial area in Dallas. The new building with its parking area and railroad siding covers about 16 acres with eight acres adjoining for future development.

The new building is about 315 feet wide and 875 feet long with approximately 200,000 square feet for storage purposes. The present officers of this growing concern are, as they always have been, independent hardware dealers of communities, like Cogburn-Young of Plains.

In reviewing the growth of this firm, Cogburn said that at present there are over 400 stockholders all over Texas, Louisiana, Arkansas, New Mexico, Colorado, Missouri and Oklahoma, representing more than 1,000 stores.

When all of these stores place their hardware orders with Walter Allen Co. (their own company), it really gets to be big business, according to Cogburn. As a matter of fact, the Plains merchant says, the annual business is well over \$6 million.

"On that fall morning back in 1932 when the plans were expressed, no one dreamed this would become so large. But in land, building and equipment we now have an investment of \$1,389,000 and are doing a wonderful business."

"Good buying, a progressive program of selling and competent executive management have been the key to our success. All the stockholders tell the directors that being able to buy high quality goods at low prices place them in a position to meet all kinds of price cutting competition. We know this to be true in our case," concluded Cogburn.

Cogburn grew up on a farm near Lubbock. He graduated from Lubbock High School and studied business at Texas Tech. While attending high school he worked for a Lubbock printing firm and also operated a dairy with his brother.

Young came to Terry County in 1925 and has lived in Terry and Yoakum counties since. He has farmed, ranched and been in business.



GREAT OAKS

from little acorns grow . . .

"A chain is no stronger than its weakest line" . . . the service performed can be no stronger than the link which ties personnel with performance.

Twenty-six years is a long time for any organization to give unbroken service to its customers and its territory. When any business firm has carried on its work without interruption for nearly three decades, it has a right to be proud of that record. Such a record indicates that its reason for existence is more enduring than merely having something to sell . . . important as that is.

To survive over such a period it must have the confidence of those with whom it deals. Confidence can be built only on honest dealing, and a sincere interest in its customers and territory at large.

Now, well on toward its 30th year, the Walter H. Allen Company believes those long years of service are the result of a confidence that has been earned by hard work, straightforward business methods, and an ever present concern for the welfare of its clientele. They believe that their quality products demonstrate the results of careful choosing and painstaking care.

WALTER H. ALLEN CO.



Pictured here is the new Walter H. Allen Company building, located in Brook Hollow, the new industrial area in Dallas, Texas. The building covers approximately sixteen acres and affords over 200,000 square feet of storage space. The land, buildings and equipment represent an outlay of \$1,389,000.

Cogburn-Young Hardware Co.

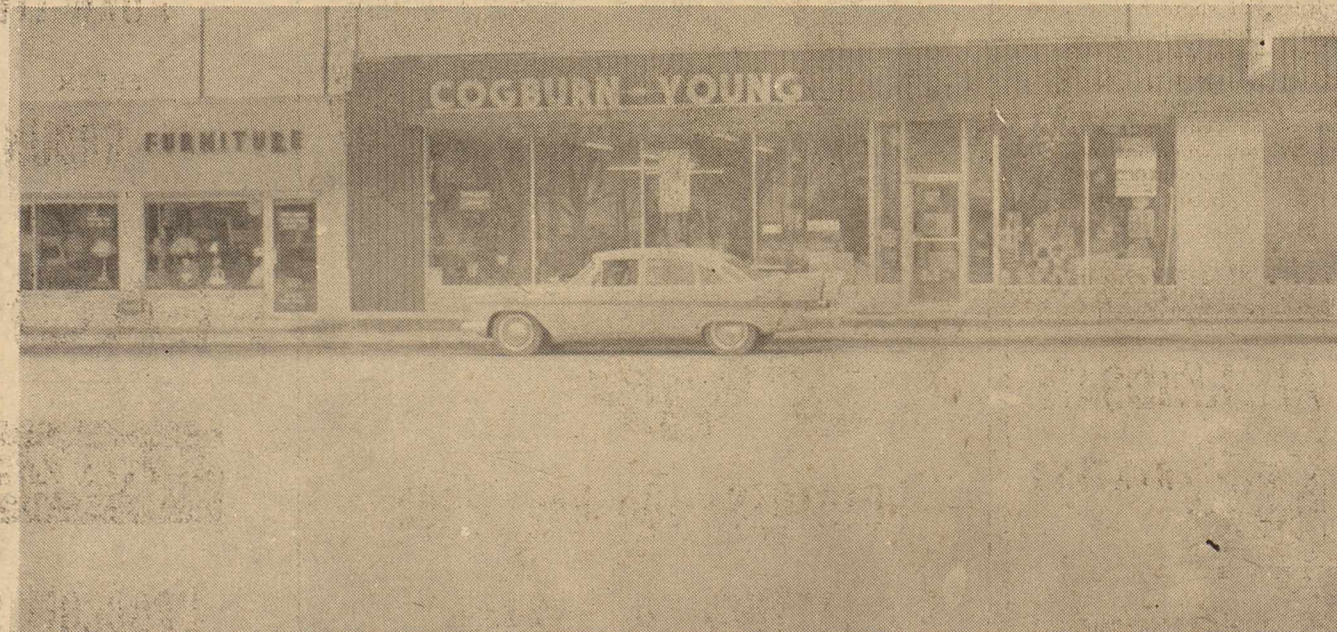
has been associated with the
Walter H. Allen Co.
since 1953

Cogburn-Young takes deep pride in this long, pleasant association and friendship with that great company. Foy Cogburn is serving on the Products Committee of the Walter H. Allen Co.

The present number of stockholders is over 400 and represents about 1,000 Hardware stores in all parts of Texas, Oklahoma, Arkansas, Louisiana, Missouri, Colorado and New Mexico.

One can well imagine how an organization like the Walter H. Allen Co., with its tremendous buying power backed by so many retail hardware stores can bring to the public QUALITY merchandise at competitive prices.

You'll always find the best the market provides in Hardware at Cogburn-Young, priced as low and in many cases lower than you can find it elsewhere. Yes, indeed, our buying connection with Walter H. Allen Co., makes it possible for our customers here in West Texas to enjoy the privilege of buying their hardware needs at prices which are competitive.



the combined purchasing power

of hundreds of hometown

dealers like COGBURN-YOUNG

associated with Walter H. Allen Co.

means QUALITY at LOW Prices!

THANKS

for our happy years

WE'RE CELEBRATING OUR **10th** *Birthday*

Bringing you bargains every day of the year!

COGBURN YOUNG HARDWARE

PLAINS, TEXAS

FURNITURE AND APPLIANCES

ESTABLISHED 1951

WHERE YOUR \$\$\$ HAVE MORE \$\$\$

Cowboys Have Four Games in Five Days

Cowboys

to make it 42-43. Then Marrow put the Cowboys out front for the first time with a fielder.

The lead was short lived as Seagraves promptly tied the score. But Meixner broke the deadlock with a field goal with 2:02 remaining and then hooked in another to make it 48-44. With just 30 seconds to go, he pushed

in a free throw for what looked like a safe 49-46 advantage.

Tommy Mosely of Seagraves connected on both free throws following Culwell's fifth personal foul to send the score to 49-48 with just nine seconds remaining.

Meixner was the game's top scorer with 18 points. Marrow scored 9, Culwell and Alberding 8 each, Ronnie Hendricks scored 4 and Cooke 2. For Seagraves Faulkner was tops with 16, Joe Faulkenberry and Foster had 12 each.

More important to Plains,

however, was the rebounding of Meixner and Marrow, each of whom grabbed 17 from the backboards.

As a team, the Cowboys had 53 rebounds, 24 offensive ones, both season highs for the club.

The rebounding helped offset the cool shooting. Plains connected on only 18 of 61 field goal attempts and just 13 of 29 free throws, the first time this year the Cowboys have dropped below 50 per cent.

John Deere

Plains Farm Supply can buy tractors and other farm implements at the same prices as, paid by any John Deere dealer. "There is no discount for quantity buying," Rod Duff explained. "Therefore, we are able to give farmers of this area just as good, and often better, deals on their equipment purchases as any dealer anywhere."

Action aplenty is on tap for the Plains Cowboys during the next few days as Coach Rip Sewell's surging charges play four games in five days, missing only Sunday.

Three vital district 5-A contests are on tap and these games undoubtedly will determine if the Cowboys repeat as conference kings for the umpteenth time in a row.

The firing begins Friday night at Frenship, the district's second-place outfit. A win for the Cowboys would put them in excellent shape to wrap up the crown next week. Frenship has lost just one loop game this season, that to Plains. The Tigers still have to play Seagraves twice since their earlier meeting was postponed because of bad weather.

Following Friday's date at Frenship, the Cowboys are home for three straight games. Saturday night, they draw Class AAA Levelland in a non-conference headliner.

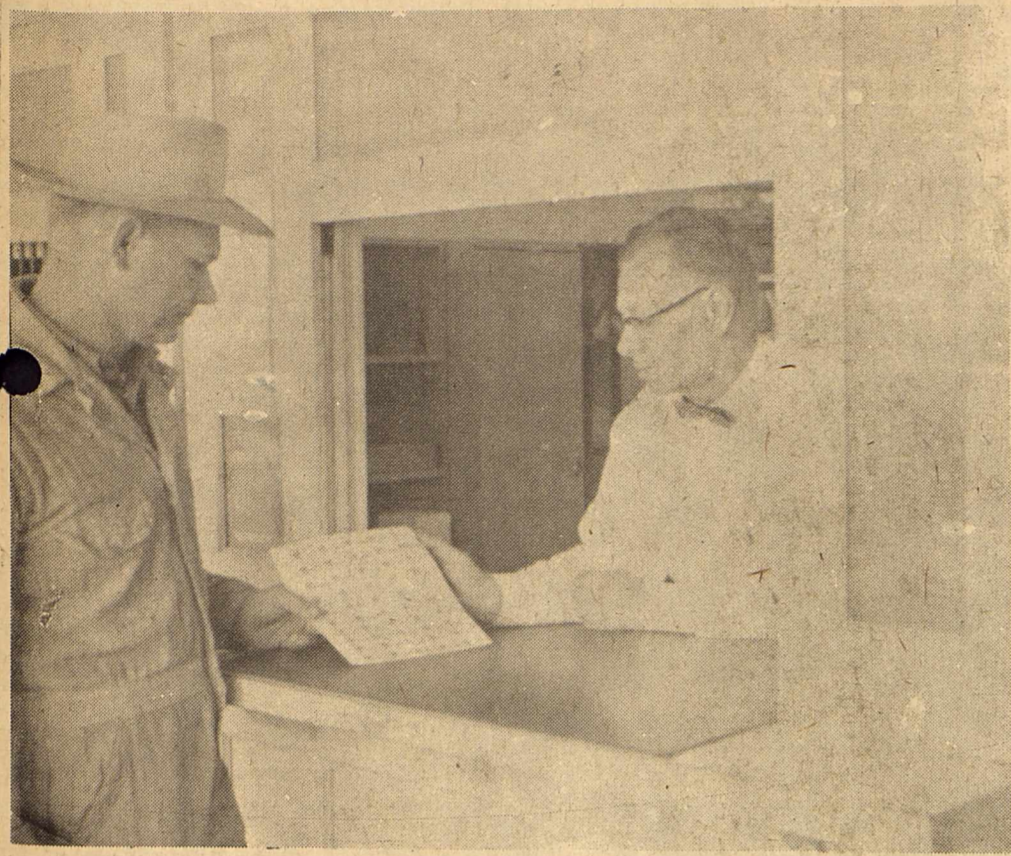
Next Monday night, Plains is host to Sundown in the first meeting of the year between these 5-A rivals. The contest will be a make-up affair for the

Jan. 27 match which was postponed.

The following night, Tuesday Plains will be at home against the O'Donnell Eagles, a team which bowed, 56-39, to the Cowboys when they met back

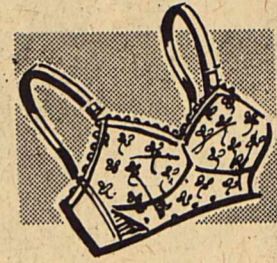
on Jan. 20.

The Cowboys close out their 1960-61 season later that week, meeting Sundown there on Friday and then hosting New Mexico power Lovington on the following night.



NEW STAMP---Loren Gayle, left, a supervisor of the Yoakum County Soil Conservation District, inspects a sheet of Range Conservation stamps at the Plains post office, held by Post Master Jack Hayes. The new stamps go on sale Friday.

Undercover Pretties



Maidenform BRAS

Complete Stock

REGISTER NOW

FREE Maidenform Bra. to be given away

FEBRUARY 18

DORTHA'S Style Shop

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.

Plains Electronics



PHONE 6-8374

Seven Attend Seminole Meet

Seven from Plains were among 119 persons who attended an association Brotherhood meeting at the South Seminole Baptist Church Monday night.

Neil Parks, the association's Christian Witness leader, was in charge of the program which was highlighted by a film of Christian Witnessing.

Odus Walser of Plains provided the music, accompanied by Ray Bearden of Tokio.

Subscribe Now

Deadlines

The Record will, naturally, make exceptions to this deadline if conditions warrant them. Important news which does not break until Wednesday afternoon will be reported.

All persons having news to report are urged to report it as early as possible. Weekend events reported on Monday morning can be handled much better than those reported on Wednesday.

In past weeks, a good 75 per cent of the news reported to The Record has come in on Wednesday. It has been impossible to handle this properly since the production schedule calls for two-thirds of the paper to be ready for the press by Tuesday night.

Consequently, many news items reported have not appeared despite the fact The Record staff has done everything possible.

Tournament Saturday

Plains will host a junior high basketball tournament Saturday when four area schools, including the junior Cowboys, clash for championship honors in both the seventh- and eighth-grade divisions.

The tournament gets underway at 9 a. m. and will remain in continuous progress until about 6 p. m., just in time for the high school B game with Levelland.

So, basketball will be played at the Plains gym for more than 12 consecutive hours Saturday.

Teams entered in both the seventh- and eighth-grade divisions are from Seagraves, Tatum, Brownfield and Plains.

Starting off the tournament at 9 a. m. Saturday will be the seventh-grade teams of Seagraves and Tatum. Following the opener, Plains tackles Brownfield seventh graders. Losers of these two games meet at 1:30 p. m. and winners will play for the championship at 3:30.

Eighth-grade firing begins at 11 a. m. with Seagraves meeting Tatum. Plains takes on Brownfield at 12 noon. Losers play at 2:30 and winners at 4:30.

Trophies will be awarded to first, second and third place teams in each class. Games will be divided into six-minute quarters.

If they can get by Brownfield in the opener, the Plains seventh graders will have an opportunity to try to even some

old scores with Seagraves, provided the junior Eagles clip Tatum.

Plains seventh graders have a season record of seven wins and four losses, with three of the losses coming at the hands of Seagraves by 7, 4 and 2 points. They lost out to Seagraves in the tournament there last week but won third place with victories over Brownfield and Seminole. Their other loss has been a four-point decision to Seminole, a team they have beaten twice since.

Team members are Freddy Carnley, Dennis Crutcher, Joe Cooke, Bobby Taylor, Harold Swann, J. E. Todd, Jimmy Smith, C. L. Faubus, Bobby Stroud and Butch Gayle.

The eighth-grade team also took third place in last week's Seagraves tournament. The junior Cowboys beat Welch and O'Donnell and lost to Lamesa. They now have a 5-6 record.

Members of the team are Larry Coffman, Ralph Meixner, Jack Lowe, Richard Spencer,

Goy Lowrey, Sidney Pippin and Billy Beggs.
Coach is Sam Mosley.

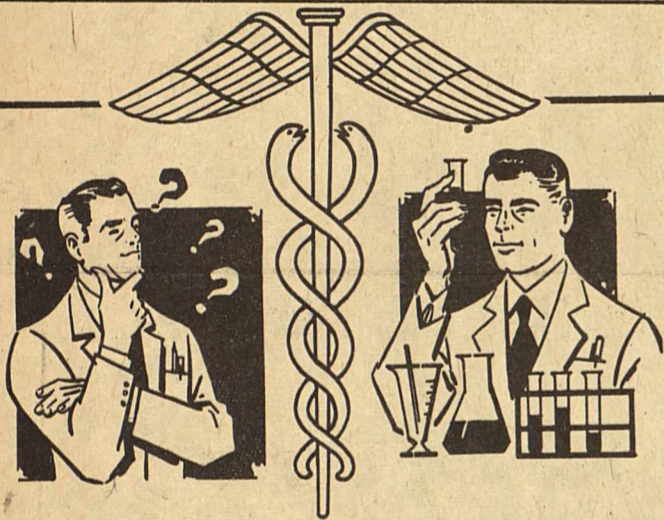
FREE MEALS

The 1st, 7th and 11th persons to call the Cowboy Grill, GL 6-4233 between 7 and 7:30 a. m. Saturday and correctly identify the guest star on the "Today on the Farm Show" on Channel 11 will receive one free meal each.

sponsored by

MASSEY-FERGUSON

Plains Tractor Co, Local Dealer



SCIENCE, VITAMINS AND YOU

Years of careful study continue to point up the value of vitamins as a health-aid and diet supplement. We have a wide variety of vitamins for children, expectant mothers, the average adult and geriatric needs. Come in and see us. It's another service we offer you along with prescriptions.

• PRESCRIPTIONS DELIVERED...CALL

Curry-Edwards Pharmacy

PLAINS, TEXAS

1961 Motor Vehicle LICENSES

are now available at both

Plains office and Denver City office and

must be on vehicle by April 1st

Be sure to bring 1960 Registration Receipt and Certificate of Title

as it is a strict requirement that information from

both be shown on 1961 Licenses Receipt

E. W. CRAIG Tax Collector

Glazed Smoked Shoulder Butt
2 to 4-pound smoked shoulder butt
1 medium onion, sliced
6 whole cloves
1 bay leaf
1 stick cinnamon
½ teaspoon celery seed
½ cup brown sugar
1 tablespoon flour
½ teaspoon dry mustard
2 tablespoons spiced apricot or peach juice

Cover meat with water. Add onion, cloves, bay leaf, cinnamon and celery seed. Cover tightly and simmer 2 hours or until tender. Remove from liquid. Place meat on rack in an open roasting pan. Mix brown sugar, flour, mustard, and apricot or peach juice. Spread mixture on shoulder butt and bake in a moderate oven (350° F.) for 20 to 30 minutes or until glaze is set.

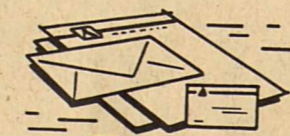
REMEMBER US FOR

ALL KINDS OF



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



BORDEN'S 1/2 GAL. Mellorine 39¢

POTATOES 10# Bag 49¢

LETTUCE lb. 12 1/2¢

PRESSED HAM, lb. 53¢

CABBAGE lb. 3 1/2¢

SHURFRESH 5 POUNDS OLEO 99¢

FRESH PORK LIVER, lb. 19¢

FRESH POUND GROUND BEEF 49¢

PACIFIC GOLD NO. 2 1/2 Can PEACHES 29¢

FROZEN FOODS

BROCCOLI SPEARS, 19¢
Keith's 10 Oz. Pkg.

STRAWBERRIES 10oz. pkg. 19¢
Swanson's Turkey, Beef, Chicken

POT PIES, 4 for \$1.

PLAINS FROZEN FOODS

Grand Opening

OF PLAINS FARM SUPPLY

Your John Deere Dealer - Home of Quality Service, Genuine John Deere Parts

EVERYONE

EVERYONE

INVITED

THURSDAY FEBRUARY 9

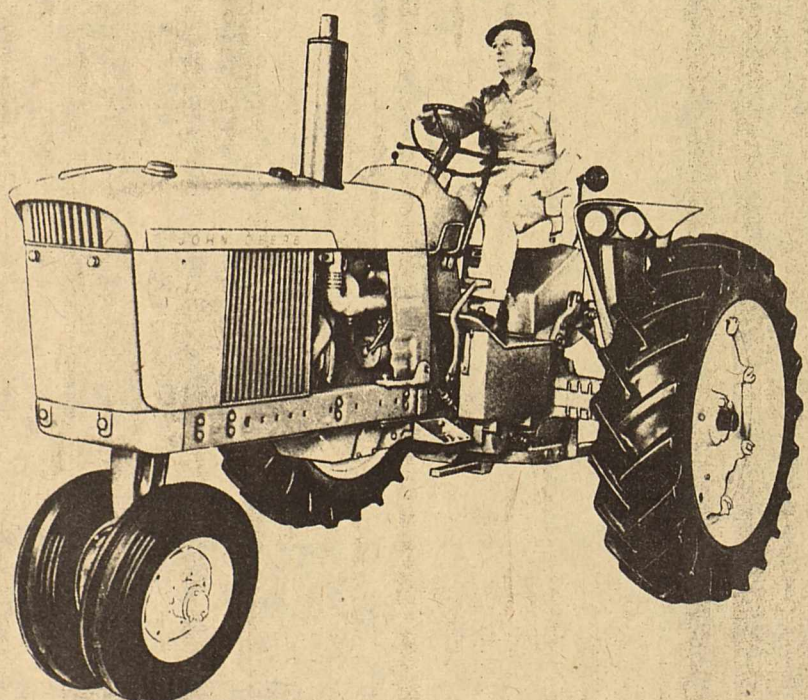
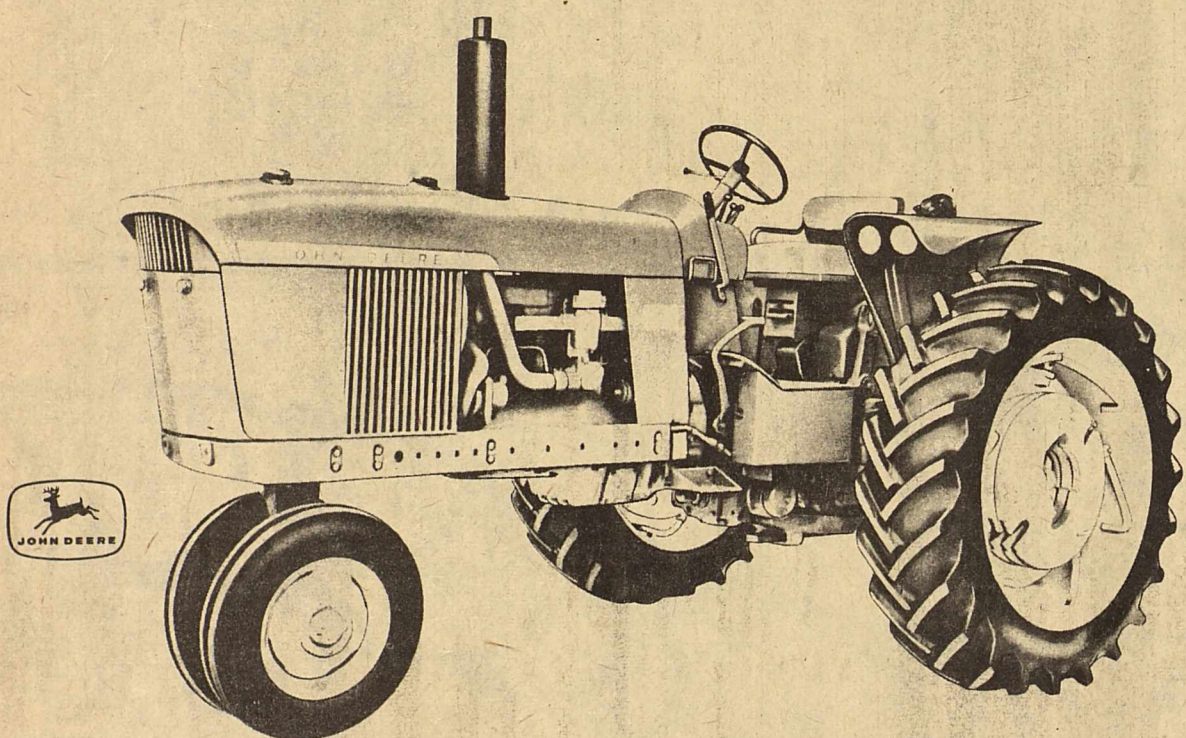
INVITED

FREE GIFTS

FREE COFFEE

FREE DONUTS

New Tractors on DISPLAY



SEE

HOW TO STEP UP YOUR PROFIT

PACE WITH THE "NEW GENERATION OF POWER"

"Men, Ideas, and Tractors"

A FULL FILM FARE OF INFORMATION

PLUS...MANY MORE SURPRISES

REMEMBER---THURSDAY, FEB. 9

IS DEERE DAY IN PLAINS TEXAS

Servicemen who know their Business

You can place full confidence in a John Deere Dealer's Serviceman. He's skilled . . . experienced . . . knows equipment inside-out. Trained in servicing methods recommended by John Deere, these mechanics know what to do and how to do it; they keep up to date on methods, changes, and new machines. This assures quality work . . . quickly and efficiently done . . . *the first time* . . . and at the lowest cost. Remember . . . you'll get your money's worth with John Deere Service!

Parts Departments well stocked to meet your needs

Having parts when you need them—that's the true test of good parts service! That's also the aim of your John Deere Dealer. His parts department keeps a good supply of JD Parts at all times. Should he be temporarily out of stock, additional parts can be secured quickly . . . often overnight. Most important, you'll get only *genuine* John Deere Parts. They're made right . . . fit properly . . . last longer . . . for continued, dependable John Deere performance.

New tractors to be shown Thursday

Sausage and Ham Show Pork Versatility

Two different kinds of pork combine as partners to show the variety of ways the home-maker can find pork on the market. This dish, featuring a ready-to-serve meat and sausage, would be tasty for an extra-special winter lunch.

"Boiled" ham has been processed and often sliced before it reaches the meat department where you shop. The many kinds of ready-to-serve meats may be served hot or cold.

Sausage links are made from fresh pork cuts that have been ground and seasoned with salt, pepper and sage. Reba Staggs, meat cookery expert, reminds homemakers that sausage links and patties must be cooked thoroughly which brings out their delicious flavor.

Sausage links are only one of the many types of sausage on the market. Some varieties have been cured and require no further cooking.

The Pork Partners are completed with a sweet and spicy sauce of peaches accented with

cloves and cinnamon.

Pork Partners

- 1 pound pork sausage links
- 8 slices "boiled" ham
- 2 tablespoons water
- 1 tablespoon cornstarch
- 1/4 teaspoon ground cloves
- 1/4 teaspoon cinnamon
- 1 can (16 ounces) sliced peaches, drained
- 1 cup peach juice
- 1/2 teaspoon lemon juice

Place sausage links and water in cold frying-pan. Cover tightly and cook slowly 5 minutes. Remove cover. Pour off drippings and brown links. Place two links side by side on each ham slice and roll like a jelly roll. Fasten with wooden picks. Mix cornstarch, cloves, cinnamon and peach juice. Cook, stirring con-

stantly, until thickened. Add peaches and lemon juice and cook until heated through. Pour half the peach mixture in the bottom of a greased 8 x 8 x 2-inch baking dish. Then add the eight ham-sausage rolls. Top with remaining peach mixture. Bake in a moderate oven (350° F.) for 30 minutes. 8 servings.

Farmers will have their first opportunity next Thursday, Feb. 9, to see a local showing of John Deere's New Generation of Power---a new line of John Deere tractors which represents one of the most thorough tractor design and development programs ever achieved.

The new line will be shown at the Grand Opening of Plains Tractor Co., one-half mile west of Plains on the Lovington Highway.

New tractors are designed to provide farmers with the most precise control of power farming they have ever had, while bringing comfort and convenience to a new peak.

Company product engineers in designing the New Generation of Power, were instructed to "throw the book away" and develop an altogether new line to meet the power demands of today and tomorrow.

The new line, with a background of field-testing for five crop years and thousands of hours of laboratory testing, reflects the decision to increase power, provide more precise control of that power and set new high standards of comfort and convenience.

New John Deere variable speed four- and six-cylinder engines, new multi-speed Syncro-Range Transmission, powerful new hydraulic systems, the first hydraulic power brakes ever offered on farm tractors, new independent "live" dual-speed power take-offs, new front-mounted power

The new big-capacity hydraulic system shares a common oil reservoir with the transmission. The oil cools and lubricates the transmission and also furnishes pressure for hydraulic implement control, power steering and power brakes. Oil must be checked and filled at only two points, instead of five or six. Only two types of oil are required--crankcase and hydraulic transmission.

The hydraulic systems provide a new selective hitch response. By moving a lever, it is possible instantly to select load, depth or load-and-depth control for three-point-hitch equipment. This permits selection of the proper response for efficient operation in different soil conditions.

Two-speed power take-offs, which can be changed from 540 to 1,000 rpm operation or back within a few minutes, also are featured on new tractors.

The new tractors are offered in four power sizes---the 1010, 2010, 3010 and 4010. Factory observed maximum horsepower at the PTP is 35 horsepower

for the 1010, 45 for the 2010, 55 for the 3010 and 80 for the 4010. There will be a choice of gasoline or Diesel engine in each power size and LP-Gas engines available also for the three larger sizes.

In addition to the line of wheel tractors, a new track type tractor is offered as the 1010 Crawler, with 35 horsepower Diesel or gasoline engine.

Comfort and convenience are emphasized in the new line. Careful human-engineering studies which included three years of building and studying mockups of the seat and controls resulted in placement of controls within easy, natural reach of the operator.

The shift lever and hydraulic levers are placed on the dashboard, and the steering wheel is slanted to make them easily accessible whether the operator is standing or sitting.

The roomy, uncluttered platform is upturned at the front to provide a natural resting place for the operator's feet, and foot controls are angled slightly for easy operation. All gauges and indicators are grouped on a slanted panel for reading at a glance.

A new quick-coupling device permits the operator to attach or detach three-point equipment quickly without leaving the seat.

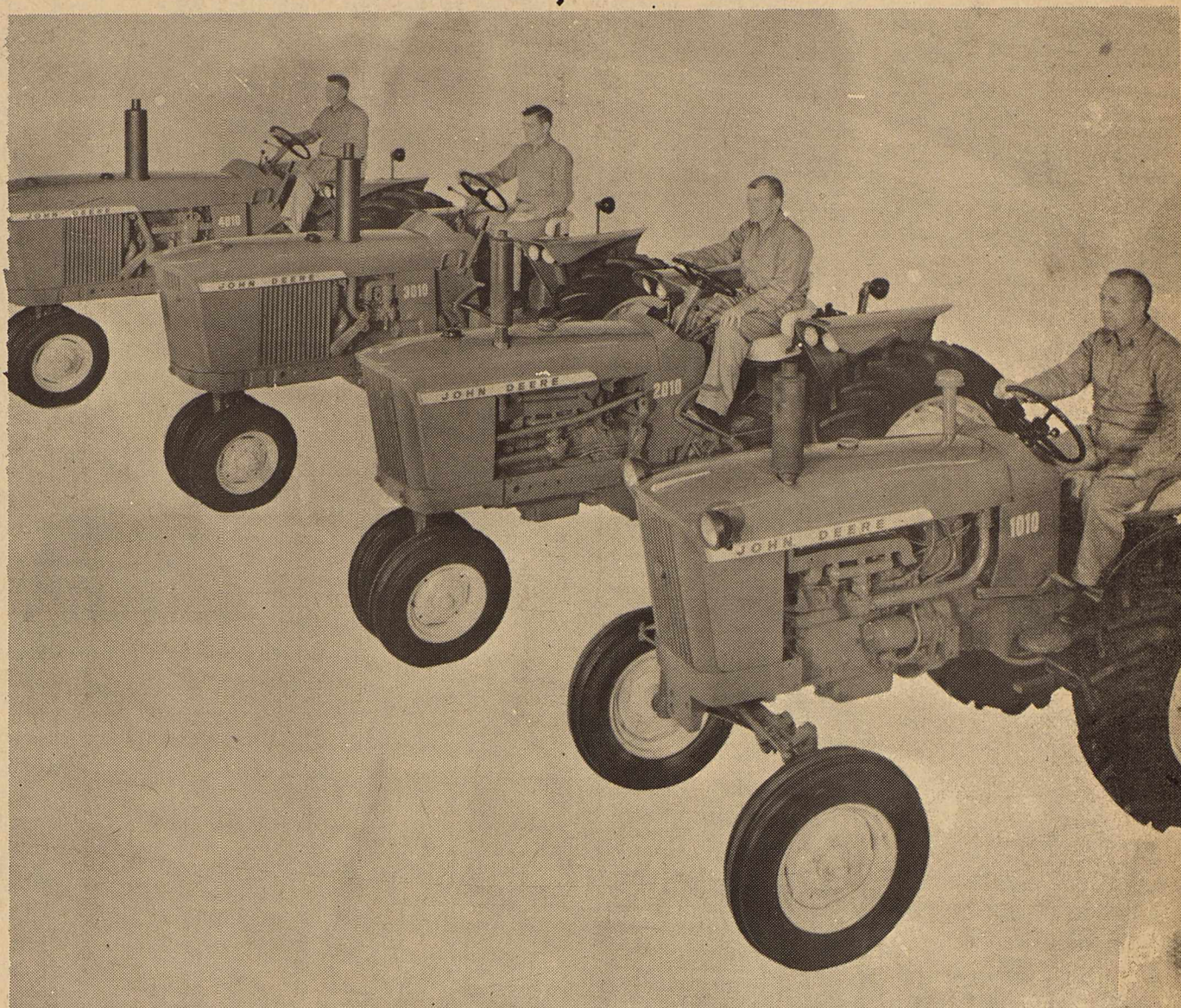
A new seat, removing a major source of operator fatigue, has been designed with the help of one of the nation's top authorities on posture seating. The seat is adjustable to the physical proportions of the driver.

Mounted on an inclined track it moves down and forward for shorter drivers, and up and backward for taller drivers. A torsion spring can be adjusted easily for the weight of different drivers.

The John Deere-built 4- and 6-cylinder variable-speed engines replace the 2-cylinder engines which have been a John Deere feature since 1923.

Generally, farm tractor engines have had to operate at full throttle for top efficiency. The new variable-speed engines are capable of operating efficiently at any rpm throughout a broad working range.

New engines, combined with new Syncro-Range transmission which shift collars rather than gears, make it possible to choose the exact combination of speed and power desired for any farming operation or soil conditions. It is possible to operate in higher gear at lower throttle setting for more economy on light loads, or at lower gear with higher throttle setting for more power in heavy tillage work.



NEW TRACTORS---Local farmers will get their first look next Thursday at the "New Generation of Power"---a completely new line of John Deere tractors previewed by 6,000 persons at a world-wide sales meeting in Dallas Aug. 30. The new line will be shown at Plains Farm Supply.

Tsa Mo Ga Has Status Of Woman Program

Mrs. M. W. Luna, division chairman of Status of Women of Caprock District, TFWC, directed the Status of Woman program at the Tsa Mo Ga Club Jan. 23. Mrs. Luna opened the program by giving a short statement of some of the leading presidents of the General, State of Texas and District Federation Women.

Mrs. Luna introduced Mrs. Gus Malmsten who gave a most lively speech which has been delivered more than 5,000 times by Dr. Murray Banks. Mrs. Malmsten told the group "How to live with yourself" in a very humorous but educational way.

Mrs. J. E. Cooke gave the reading "Go Placidly" by Max Ehrmann, stressing the last few lines, therefore be at peace with God, whatever you conceive Him to be.

Mrs. Garland Swann gave an interesting part on "My Personal Household File". She asked how would it be with you? Are your valuable papers in a safe place?

Mrs. Bill Loyd gave the life history of the new first lady, Jacqueline Kennedy, a brief synopsis of the new cabinet members' wives.

Mrs. Luna presented with much pleasure the club's co-sponsored delegate to Girls State, Shirley Gale, who gave her delightful report on "The

Best State Girls State" in Austin, Texas. Miss Gale expressed her appreciation for having the opportunity of representing Plains at Girls State and how much she had benefited from learning more of government and functions, at national, state and county levels.

The Tsa Mo Ga Club proudly announced that the R. K. Field family has been selected for the "Family of the Year". Mrs. Field is an outstanding club woman and is a leader along with her family in community.

Jack Meixner, senior student in Plains High School, has been selected by the club as the "All Around Student" of the year. Jack is the son of the Rev. and Mrs. R. H. Meixner. Mrs. Meixner is a member of the club. Jack is known for his great role played in all types of sport, is an all around student in his subjects, a very fine citizen in his church and community.

During the business session, plans were completed for the March of Dimes basketball game to be staged between the Tsa Mo Ga Club members and the Iota Pi Sorority in the new gymnasium Feb. 2.

Mrs. E. W. Craig and Mrs. Johnny Moore Jr. served delightful refreshments of dainty sandwiches, lemon squares, tarts, mints and coffee.



DON'T Take Chances

with your planting seed!

WET ACID DELINTING

USE WET ACID for precision planting.

- *USE WET ACID for better germination.
- *USE OUR GRADER TABLE for elimination of weak plants.
- *TAKE ADVANTAGE OF RESEARCH on cotton seed for higher yields.

BOOK YOUR ORDERS NOW FOR HIGH VITALITY & GERMINATION PLANTING SEED!

COTTON GROWERS DELINTING CO.

1/2 MILE WEST OF PLAINS ON LOVINGTON HIGHWAY

Phone GL 6-8420 Nite Phones GL 6-2585 or GL 6-3282

Women Work on Clothes

Eight members of the Baptist WMU met at the church Monday to make, prepare and press clothes for the needy of the community.

Jewell Todd, chairman of the Community Mission Committee, was in charge of the workshop. She expressed appreciation to those who helped and also those who sent clothes.

A covered dish luncheon was served at noon.

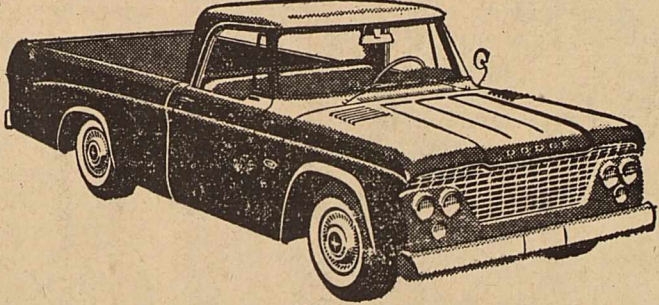
Smoked Butt—A Less Known Pork Cut

According to meat cookery expert Reba Staggs, there are a number of economical cuts of meat that many homemakers have never introduced to their families. Among the pork cuts often overlooked, you'll find fresh picnic shoulder, pork hocks, Boston butt, and smoked shoulder butt.

For example, select a smoked shoulder butt from your meat counter. If you haven't tried it before, you'll be happy to discover its tempting smoked flavor and its ease of carving. And too, it's a trim, family-size roast weighing from 2 to 4 pounds.

The smoked shoulder butt is a cured boneless roll from the eye of the pork Boston butt. Another characteristic that adds to the appeal of this pork cut is that it may be cooked by two completely different methods: roasting or cooking in liquid.

With either cooking method a glaze may be put on the boneless roll to make it especially



Dodge DART

The Finest Pickup for 1961

See it now at

CRAIG MOTOR CO.

719 WEST BROADWAY — Brownfield

DODGE ° CHRYSLER ° IMPERIAL ° DODGE TRUCKS ° LANCER ° DODGE DART

SOIL FERTILITY MEETING

American Legion Building
Brownfield

TUESDAY, FEB. 7 3 P.M.

Hear a discussion on the value of SOIL TESTING

PANEL DISCUSSION ON SOIL FERTILITY

Free Coffee and Doughnuts

EVERYONE IS INVITED...

Equipment Display Sponsored by

Goodpasture Grain & Milling Co., Inc

PLAINS TEXAS

Pancake Supper Big Success

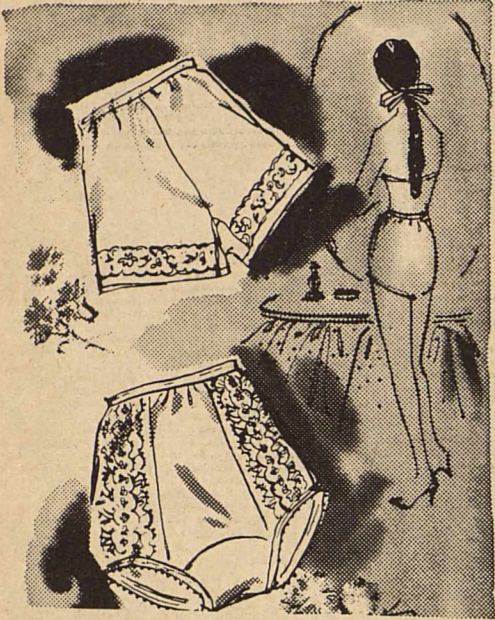
Members of the First Methodist Church expressed their appreciation this week to all those who helped make the pancake supper a big success. Despite real bad weather, members said their pancake supper was heartily accepted. All money made from the event will be used to buy furniture for the new church.

Pancake mix was donated by Pillsbury, coffee by Leo and Nancy White and Kenneth and Gracie Hale, butter, syrup and

Wesson Oil by Hawkins Food Store, milk by Bell, cream and sugar by Jesse and Viva Lee, bacon by Dick McGinty, flour by the Flourhouse, Ford Hardware and Bob Puckett of Mid-West Packing Co.

Subscribe Now

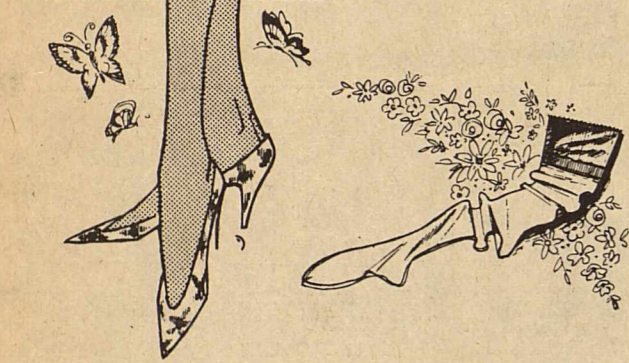
LOVELY INTIMATE
Lingerie



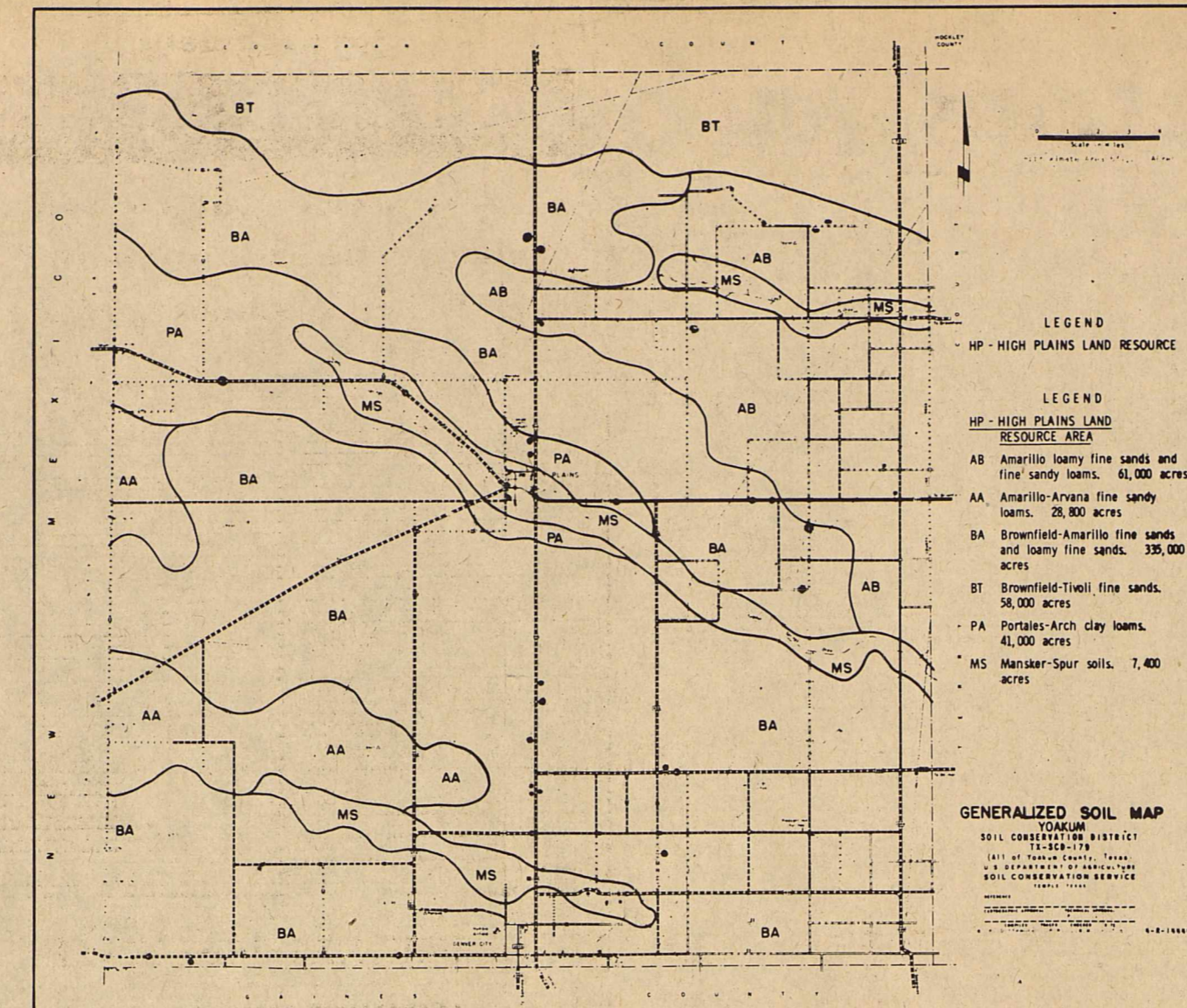
FEATURING EXQUISITE FORM BRAS
BERKSHIRE LINGERIE



CLAUSSNER HOSE
Choose sheer demi-toe, sandal foot and fine-seam sheers in knee and standard lengths for all occasions . . .



THE **ELSORITA SHOP**



County Soil Survey Completed

Soil scientists of the Soil Conservation Service have surveyed your land in Yoakum County - every acre of it.

According to W. H. Dittmore soil scientist of the Soil Conservation Service, the soil survey was completed in October. Since then a detailed report has been written on the soil of the county and contains much valuable information about the soils, how they react, recommended conservation treatment of the soils, estimated average yields, engineering interpretations, irrigation recommendations, a discussion of rangeland, windbreaks and wildlife.

Considerable information on the early history, climate, natural resources and industry of Yoakum County is also included. This report should be of interest to the farmer, rancher, engineer, student and home gardener, but this report probably will not be available in published form for at least 18 months.

The following information is only a part of the information that the soil scientists obtained during the course of the soil survey.

As they traveled over the county Dittmore said it was fairly easy to see the differences in the landscape from place to place. Some of the

differences are the shape, steepness and length of the slope, in the kinds of wild plants and grasses that grow and the kinds of agriculture.

With the more obvious differences there are other differences less easily noticed in the pattern of soils. The soils differ along with other parts of the environment. The main differences noticed upon close examination are the depth, color, texture and amount of free lime.

The soils of Yoakum County are divided into six distinct landscapes or "kinds of country".

Each broad landscape is divided into different soil patterns. By drawing a line around the different patterns of soils on a small map, one may obtain a general map of the soils of the county. Each kind of pattern is sometimes called a soil association. The pattern, of course, is not strictly uniform in each association, but the same soils are present in somewhat the same arrangement.

Such a map is useful to those who want a general idea of the soil, who want to compare different parts of the county, or who want to locate large areas suitable for some particular kind of farming or other broad land use.

It must be remembered that these are only broad associations. A detailed soils map of your farm can be seen and explained to you in detail at the Soil Conservation Service office in Plains.

Eight Attend Youth Rally

Eight from the Plains church attended the Associational Youth Rally at the First Baptist Church in Denver City Sunday.

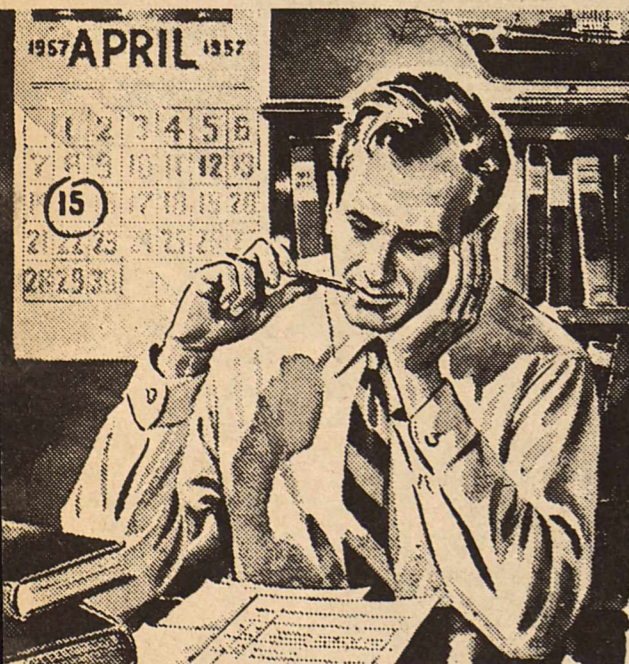
The Rev. Glen Smith, pastor of Denver City's Bethel Baptist Church, was in charge of the program.

Altogether, 289 attended the session. Entertainment was provided by the Hardin-Simmons Mission Band. Speaker was a boy from Germany.

INCOME TAX TIME IS APPROACHING

Importance Of Your Checking Account Will Be Easily Seen. When You Begin Filing For A Permanent Record Of Income And Expenditures, Use A Checking Account.

PLAINS STATE BANK
Member FDIC



Mrs. Tingle Is Hostess to Class

Mrs. Bertie Tingle was hostess last Thursday to the monthly meeting of the Homemakers Class of the First Baptist Church.

An inspiring devotional was given by Mrs. Tingle, based on the class motto, Proverbs 3:6 and the class scripture, John 3:16.

Each member was given a Bible marker in class colors, gifts of Mrs. H. G. Riley, former teacher who now lives in California.

The hostess served hot chocolate, coffee and cake to the following:

Phyllis Addison, Thelma Cheatham, Sylvia Fannin, Rita

Hinkle, Pat Hinkle, Glenda Hobbs, Helen Nelms and Avis Robertson.

Corn Meal Dumplings
¾ cup sifted enriched flour
¾ cup corn meal
1½ teaspoons baking powder
½ teaspoon salt
1 tablespoon minced parsley
1 egg
¾ cup milk
2 tablespoons melted lard
Sift together flour, corn meal, baking powder and salt. Add parsley. Combine egg and milk. Add to dry ingredients and stir in melted lard.

Subscribe Now

for the finest in
Photography
° GROUPS ° WEDDINGS
° COMMERCIAL
JOB TOO LARGE OR SMALL
Frogge Studio

Nelly Don
Butterfly shirtwaist in fine checks... its tailored collar, cuffs and soft skirt accented with woven butterfly stripes. Drip-dry cotton in blue, gold, lilac. 10 to 20. 17.95
MOORE & ODEN
Dry Goods—Ready-to-Wear

COSDEN PRODUCTS
Prompt Delivery
* BUTANE * OIL
* GASOLINE * DIESEL FUEL
* PROPANE * KEROSENE
Wholesale - Retail
US Royal Tires, Tubes, Batteries - AC Oil Filters, Spark Plugs
PLAINS OIL CO.
PHONE GL6-3777 JAMES WARREN, MGR. PLAINS, TEXAS

HEADLINE MAKING... FOOD VALUES

SHURFINE FLOUR 5lbs 39¢	SOFLIN TISSUE 4 ROLL PKG. 33¢	Libby's 14 Oz. CATSUP 20¢
Fresh Fryers, lb 39¢	BIG TOP PEANUT BUTTER 10 oz. TUMBLER 41¢	Karo Waffle 24 Oz. SYRUP 39¢
TEXSUN Grapefruit JUICE 46 oz. 29¢	TEXSUN Grapefruit JUICE 46 oz. 29¢	Libby's Garden Sweet No. 303 Can PEAS 2 for 37¢
CORN KING BACON, lb 53¢	BAMA STRAWBERRY PRESERVES 4 lbs. 1.29	Shurfine Yellow Cream Style, 303 Can, 2 For CORN 35¢
SHURFRESH BISCUITS, 3 for 25¢	HAWKINS FOOD MARKET	Shurfine, 303 Can, 2 For CHERRIES 45¢
	Phone GL 6-3434 "Your Friendly Cash Grocery" PLAINS, Texas	Shurfine, 303 Can, 2 For PEARS 45¢
		303 Can Austex Spaghetti And MEATBALLS 2 for 49¢
		Libby's Luncheon, 12 Oz. MEAT 47¢
		All Meat Lb. BOLOGNA 49¢