

MISSISSIPPI RIVER VALLEY
SPECIAL SERVICE

A Review Of 1963

New Building Highlighted Year

SEE PAGE 3 FOR PICTORAL REVIEW

As 1964 begins and the old year goes into the record books, it's only natural that we pause for a little and take a brief look at what transpired in 1963 and what made it the year it was.

Bigger and better than ever was the case with the annual Yoakum County Rodeo and Old Settler's Reunion and also with the annual Junior Fat Stock show held in February each year.

with this very much needed project was the late Rod Duff. A great deal of building has certainly been apparent in our town in the past year.

very important item to come to pass. Also, Mr. A. E. (Dick) McGinty certainly played a big part in that project by selling the land needed for the site to the Chamber of Commerce at a price that was described as being "more than reasonable."

It doesn't take a real keen eye to be able to see that Plains is on the move and is going to continue to grow and to improve.



The Plains Record

Combined With The Yoakum County Review March 1, 1961

OUR 34th YEAR

THURSDAY, JANUARY 2, 1964

NUMBER 1

MOORE

or Less

by Johnnie Moore



Well, here 'tis 1964. Hope it doesn't take you at least a month like it does me to stop dating everything last year.

You know, we have less than a month now to pay our poll taxes if we want to vote in this year's elections, and plenty of them are certainly in store for us.

There's the Democratic Primary in May, and a Municipality Election to decide on a Mayor and a couple of Councilmen. Also, there's the General Election coming up in November when we'll not only be balloting for local, state and national representatives at the various levels of government, but also for a President of the U. S.

Speaking of Presidential politics, looks to me like the Democratic party could sure save itself a lot of time and trouble by just not having a National Convention this year. Looks like really the only thing they need to decide is who Mr. President Johnson's running-mate will be, and they'll pretty well let him choose who he will anyway. But, I guess really it's a lot like Will Rogers said on many an occasion about the National Conventions, "Where else can folks act that crazy and get by with it?"

Over in the other camp though, it looks to me as if the Republicans have a real mean chore to perform, trying to pick someone to run against Johnson. More economy and less Government control has been the constant cry of the Republicans for the last three years, and here the President is cutting a great many corners of government spending and going on a real economy kick that even has startled a few Republicans.

LOCAL AIRMEN TRANSFERED

WACKLAND AFB--Two Plains men are being reassigned to new bases to attend technical training courses following completion of United States Air Force basic military training here.

Two Announce For County Offices DEADLINE FEBRUARY 3

Beginning of the new year has seemingly brought some new life to the local political climate, as two new political candidates have made known their intention to seek public offices in the county level.

County Sheriff, told of his intention to seek re-election to that office.

currently Denver City Police Chief, has announced formally his candidacy for the office of Yoakum County Sheriff in opposition to incumbent Sheriff, Vester Sanders.

to seek re-election to the office, Craig issued the following statement:

Issues Statement

E. W. "Elvis" Craig this week authorized the Plains Record to announce his candidacy for re-election to the office of County Tax Assessor-Collector subject to the action of the Democratic Primary May 2.

DR. LYNN NOW GONE

Dr. Clyde Lynn, who has been Plains' physician for the past four years, officially relinquished the local Yoakum County Clinic here on Wednesday, January 1.

Cowboys Idle This Week

Plains High Coach Rip Sewall reports that he has not yet received a bracket showing the schedule to be followed in next week's Invitational Tournament in which the Plains Cowboys are scheduled to take part.

racked up 32 big points in the first half of play. Plains made a big come-back in the second half and scored 41 points while their opponents scored 42, the Cowboys pulling to within six points of Floydada at one point in the fourth period.

five of 16 attempts. In their next contest in the tournament the Cowboys drew Denver City as their rival.

Sweat Shirts Are Here

Announcement was received today that the Cowboy sweat shirts ordered earlier in the year by a great many Plains citizens, have arrived and are ready and waiting to be picked up at the school house.

Last week, the Cowboys took part in the Annual ABC Caprock Tournament in Lubbock, which annually sports the finest cage teams in the entire South Plains area.

Mr. P. W. St. Romain, owner of Romain Telephone Company of Plains, made an announcement today concerning a new phone service that will soon be available for area residents.

vice for automobiles will be of great value to a great many people in the area, as it will mean, as in contrast to those who presently are using two-way radios, that an operator standing by will not be needed.

POLITICAL RATE SCHEDULE

In connection with political candidates announcing for election in the 1964 political elections, the following charges are in effect by the Record for editorial treatment:

FINE FREE WEATHER DAY TOLD

The temperature extremes for Plains during the past week were as follows according to Uncle Johnny Hague, local official U. S. Weather Observer.

	MIN	MAX
Dec. 25	28	71
Dec. 26	32	59
Dec. 27	23	58
Dec. 28	30	55
Dec. 29	28	50
Dec. 30	27	47
Dec. 31	19	61

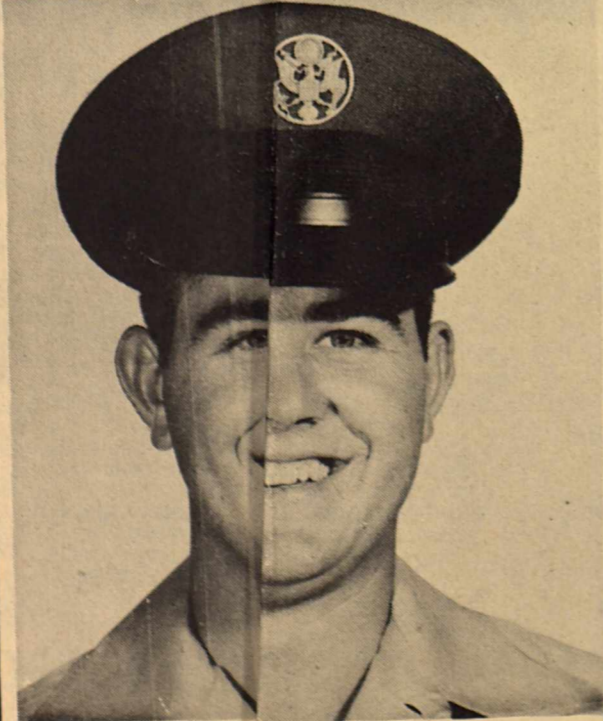
Plains Librarian, Mrs. Nor-elle Sloan, announced that a fine-free period will begin on Monday, January 6, and will be in effect for the whole week.

MORE XMAS

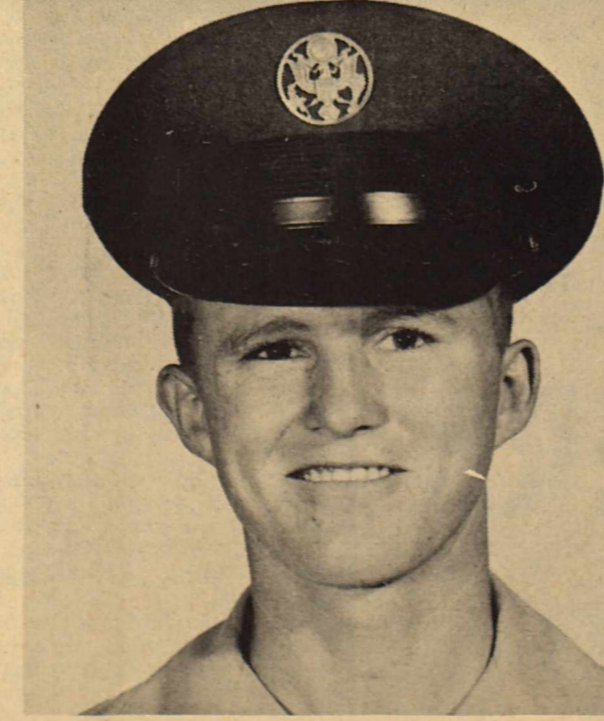
There were four additional contributors to the Dirt Gardener sponsored "Operation Christmas Card."

During that same period the area received just a trace of moisture, as melted snow on December 28, amounted to just .28 inch.

CARD OF THANKS
We wish to take this means and opportunity to personally thank our many friends who, in our recent period of grief, did so much to bring comfort to our hearts.



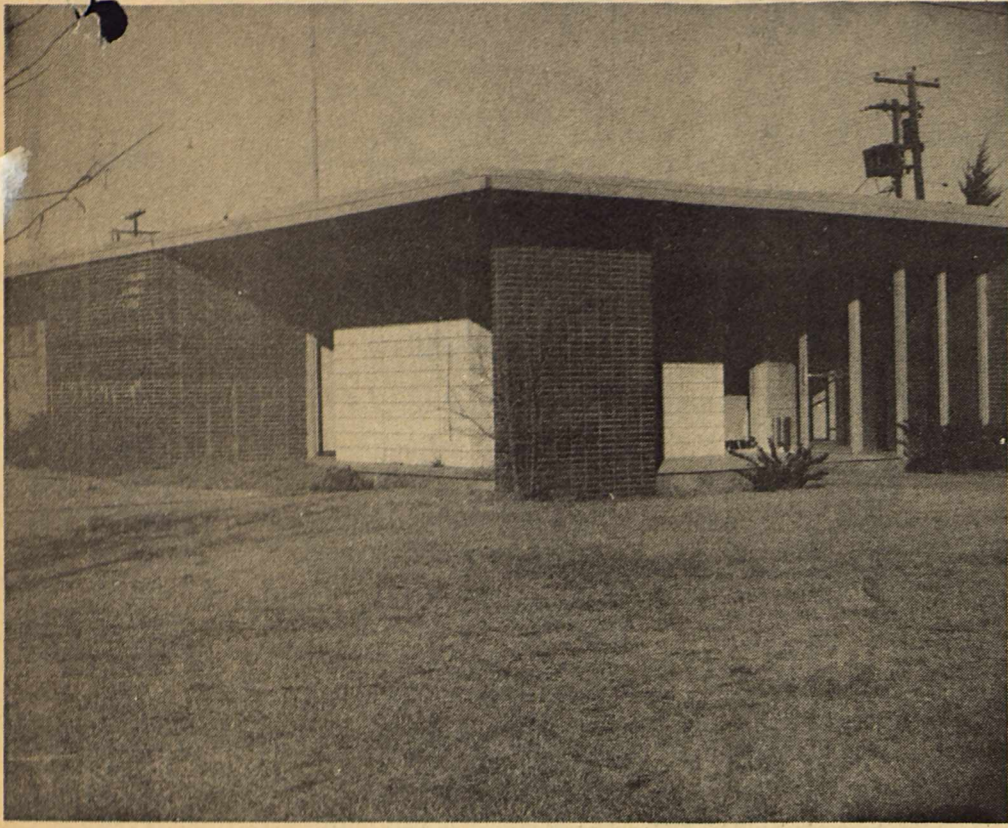
AIRMAN BILL NEWKIRK (Hampton)



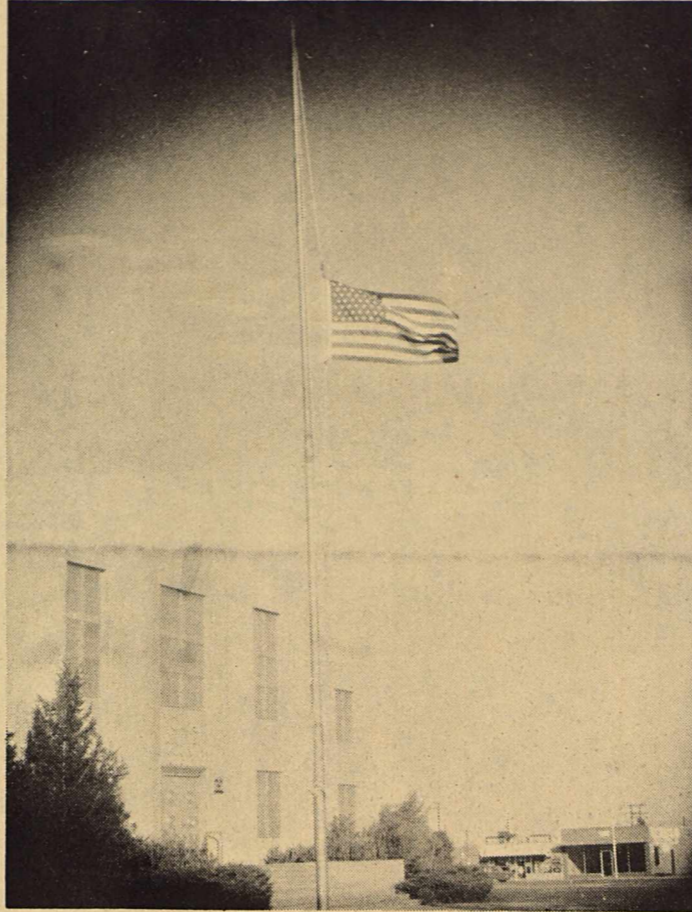
AIRMAN RAY HAVARD



1963 In Plains



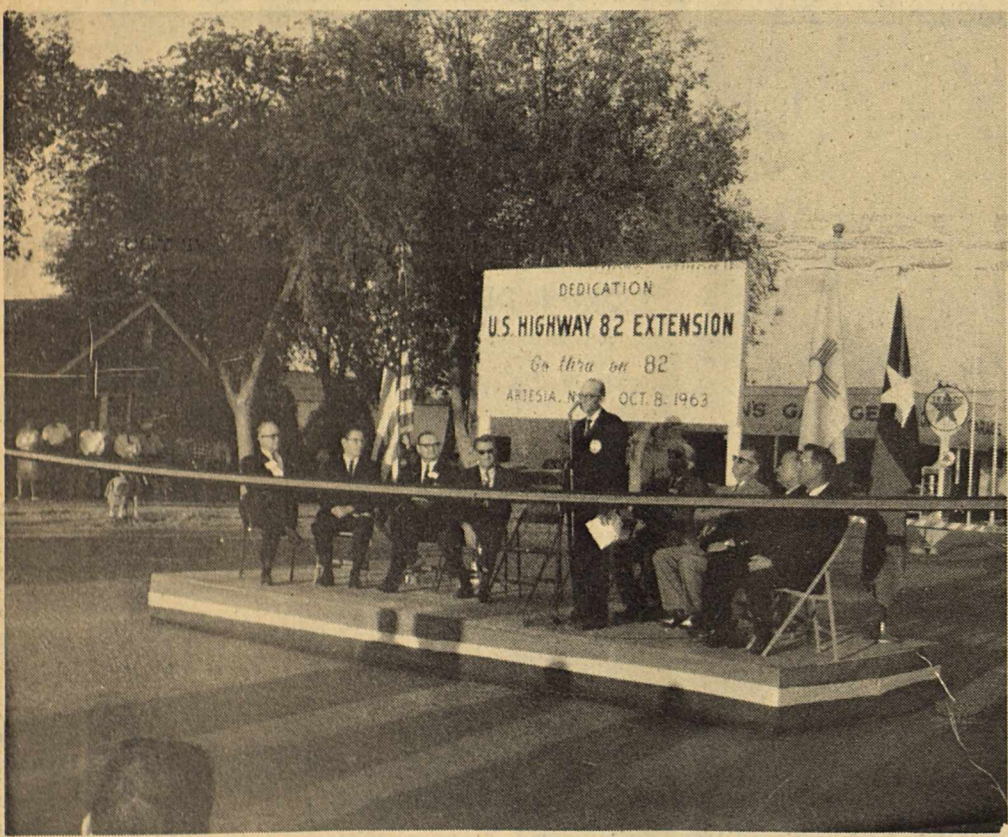
EMPTY CLINIC---Plains is starting the new year in need of a Doctor to fill the vacancy created when Dr. Clyde Lynn, released the clinic and returned to military service this month.



YEAR MARKED BY LOSS---Plains with the entire U. S. mourned the loss of President John F. Kennedy.



SOON TO BE COMPLETED---Is the status of the new Convalescent Home presently being built in Plains. It is a 30-bed brick structure.



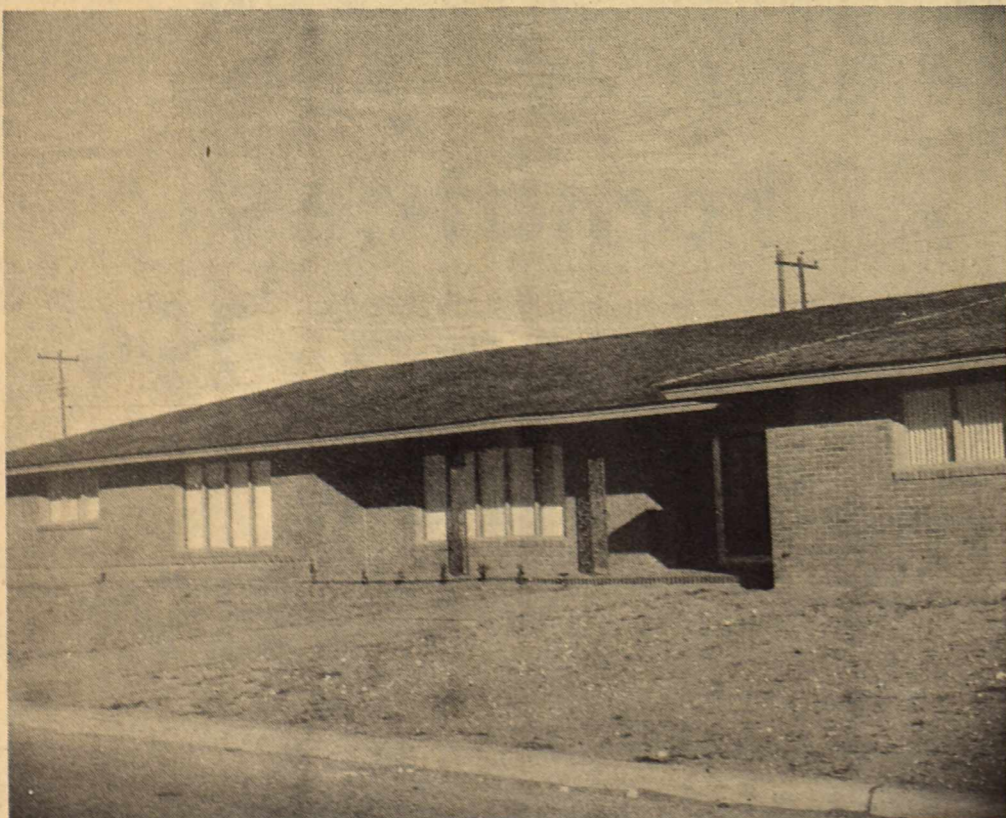
HIGHWAY 82 --- Designation went through and really put Plains on the map as being on a major national highway. Highway 82 is the nation's shortest coast-to-coast route.



THIS YEAR'S 4-H GOLD STAR WINNERS---Bob Loe is standing with Sylvia McGinty and Corcy Coke who won the honors for 1963.



HILLSIDE CHURCH OF CHRIST---Completely remodeled their church plant making it into a beautiful addition to Plains.



MANY NEW HOMES FOR PLAINS IN '63---A good example, and probably the most outstanding is the beautiful and spacious new home of the C. C. Perkins.



THE PLAINS RECORD---moved to new quarters in one of Plains' newer buildings, the Don Hancock bldg.

Classifieds

DIRECT MATTRESS CO. --- Mattresses rebuilt. Inner-spring, \$14. 90; Cotton, \$9. 90. Also new inner-springs, orthopedics, rubber foam and King size. Call **THE FIX-IT SHOP** 456-2955, who is receiving calls for our company located at 1613 Avenue H, Lubbock.

Dr. J. U. Borum, Jr. Optometrist of Brownfield, Texas has moved his office to his new building, 412 West Tate, east of Wilgus Drug. Phone 3172.

FOR SALE: New and used furniture and appliances--authorized factory Sales and Service on Maytag, Kelvinator, Commandor pumps. We do electrical wiring and plumbing repair. Cogburn-Young.

SALE: 2-bedroom house Plains. Contains 980 sq. Call 456-4444 after 5 p. m.

FOR SALE: Equity in a 3-bedroom, 2 bath house in the newest section of Plains. For information call Woody's Hardware.

HUMBLE TIPS

"We handle only the best Hi-Octane Grape Juice"

When you are looking for better car performance, drive in for a tank of our Hi-Octane Gasoline.

W.G. Lattimore

Frank Benson SIGNS
Truck Lettering
Show Cards---Gold Leaf
Road Signs---Windows
106 E. Jefferson, Lovington,
New Mexico. Phone 396-5288

FOR SALE: Case Breaking Plow, Model 73, with 2 shanks and new style hubs, completely reconditioned with hydraulic cylinder.
ONLY \$395.00.
BROWNFIELD TRACTOR CO.
1801 Lubbock Rd. 637-3541

FOR SALE: Bundle Feed. For details call Barron Blair.

"**CREDIT GOOD** - repossessed Singer in 4-drawer Walnut Cabinet, built-in motor. Equipped to zig-zag, buttonhole, blind hem, fancy stitches, monogram. 7 payments at \$6.56 or will discount for cash. Write Credit Manager, 1114 19th St., Lubbock.

PLENTY OF STORAGE
We are affiliated with United Van Lines. 15 years furniture experience. Moving & Storage. Holmes Van Service, 410 Lubbock Road, Phone 637-2353 in Brownfield.

STUDIO GIRL COSMETICS
Sold locally by Metha Streetman at 711 East 3rd, Phone 456-4171.

Glass Glass Glass
Cut to Size
You Pay only for the glass size you need.
We install Glass Too
THE FIX-IT SHOP

FOR RENT: Apartments, \$12.50 per week. Clean, comfortable, close in.
THE FIX-IT SHOP

PLUMBING SUPPLIES
Faucets, pipe, fittings, bath tubs and commodes.
SPENCER PLUMBING & HEATING.

WE NOW GIVE GOLD BOND STAMPS---with butane purchases, when account is paid by 10th of the month following purchase. **BRONCO GAS CO.**

FOR RENT: Furnished Apartments, Contact Mrs. Green at Plains Courts.

FOR SALE: 324 acres, six north and 2 miles east of Plains with some mineral, 89 bales this year. Call 266-7501 in Morton for information.

FOR SALE: 1963 Corvair Monza, loaded. Bucket seats, four-in-the-floor, many extras. See it at The Plains Record office.

AUCTION SALE--80 registered Angus Females, 35 registered Angus Bulls, 110 Commercial Angus heifers, Friday, January 17, 12:30 p. m., at the Lubbock Livestock Auction, Inc. Lubbock Texas, Don Estes and Guest, Consignors.

For information contact--- Don Estes, Desdemona, Texas or Paul Newman, Lubbock, Texas.

***BUSINESS OPPORTUNITY:**

ROUTE MAN
SPARE TIME..

Refilling and collecting money from new super coin operated dispensers in this area. No Selling. To qualify you must have car, \$600 to \$1500 cash and 6 to 12 hours weekly. Can net up to \$200 monthly. More full time. For personal interview write P. O. Box 22106 Denver 22, Colorado.

FOR RENT: Trailer House. For information contact Gene's East Side Grocery or Mrs. Culwell at City Hall.

INCOME TAX
Returns Prepared
BY..... **CECIL BARKER**

AT BARKER'S VARIETY
Plains, Texas

The Rev. Cliff Hinson read double ring wedding vows for Miss Paula Gayle Tidwell and William Howard Davis at 8:30 p.m. Friday in The First Baptist Church.

The bride is the daughter of Mr. and Mrs. Ira E. Tidwell and Davis is the son of Mr. and Mrs. T.J. Davis 3303 Emory, Lubbock. A formal-length gown of bridal taffeta was worn by the bride as she was given in marriage by her father. The gown featured a fitted bodice, scoop neckline and long, tapering sleeves. Lace motifs trimmed the neckline and front of the bouffant skirt. The skirt was highlighted in the back with a butterfly bow which cascaded into a full chapel train. From a pearl crown fell an elbow-



Tidwell - Davis Exchange Vows

length veil. The bride carried a bouquet of long stemmed white roses and carnations. For something old the bride wore a penny in each shoe for something new she wore a strand of cultured pearls given to her by the groom, for something borrowed she wore a veil which belonged to Dianna Stephenson and something blue she wore a blue garter given to her by Hemphill Wells.

Mrs. Eldridge Tidwell of Tatum, sister-in-law of the bride, was matron of honor. Bridesmaids were Miss Charlotte Tidwell of Lubbock, cousin of the bride, Miss Gail Davis of

Lubbock, sister of the bridegroom, and Miss Dianna Stephenson of Fort Worth. The matron of honor wore a turquoise fitted dress featuring long tapered sleeves and a scoop neckline. The bridesmaids wore turquoise featuring scoop neck lines and bell shaped skirts. Headpieces were bows with tulle veils. The matron of honor wore a corsage of turquoise carnations and other attendants wore white carnations.

Best man was Robert Davis of Fort Sill, Oklahoma, brother of the bridegroom. Groomsmen were T. J. Davis of Lubbock, brother of the bridegroom, El-

dridge Tidwell of Tatum, brother of the bride and Jimmy (SEE PAGE 2)

Mark 30th Anniversary

Mr. and Mrs. Robert Chambliss of Plains will be honored at an open house celebrating their 30th Wedding Anniversary, on Sunday, January 5, 1964. The open house is slated to be held from 3 to 5 p. m. in their home. All their friends are invited to come by. Hostesses for the occasion will be Mr. and Mrs. Kenneth Hale and Bobby Chambliss of Plains, and Mr. and Mrs. Keith Green of Turkey, Texas.

Brownfield Funeral Home
Serving since 1920
Telephone 637-3555
Air Conditioned Chapels and
Ambulances - Oxygen Equipped
Funeral Insurance
ROY COLLIER, President
100 West Tate St.
Brownfield, Texas

Man... what shopping pleasure!

All your grooming, smoking, even gift needs, conveniently assembled here!

There's a man's world... right here in our well-stocked collection... everything that's newest in grooming and shaving needs, the best in smoking pleasure!

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Abstract Companies, Inc.
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Abstracts Prepared Titles Insured
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Plains: GL 6-3377 Denver City: LY 2-2129

Now Is The TIME To Pay Your POLL TAX

IN ORDER TO BE ABLE TO QUALIFY YOURSELF TO VOTE IN LOCAL, STATE & OTHER ELECTIONS IN 1964

IT IS NECESSARY THAT YOU PURCHASE YOUR POLL TAX!!!

AMENDMENT TO REPEAL POLL TAX WAS DEFEATED

NET PROPERTY TAX DUE THIS MONTH

E. W. Craig
YOAKUM CO. TAX ASSESSOR-COLLECTOR
Payable At Offices In Plains & Denver City

Mac's Plumbing & Electric
Box 207
PLAINS, TEXAS
RALPH McCLELLAN, OWNER
ONE FHA APPROVED HOUSE FOR SALE
Night Phone: 456-4554 Day Phone: 456-2601

YOUR COSDEN DEALER
Wholesale - Retail
PROMPT DELIVERY

Plains Oil Company
JAMES WARREN, MGR. PLAINS, TEXAS

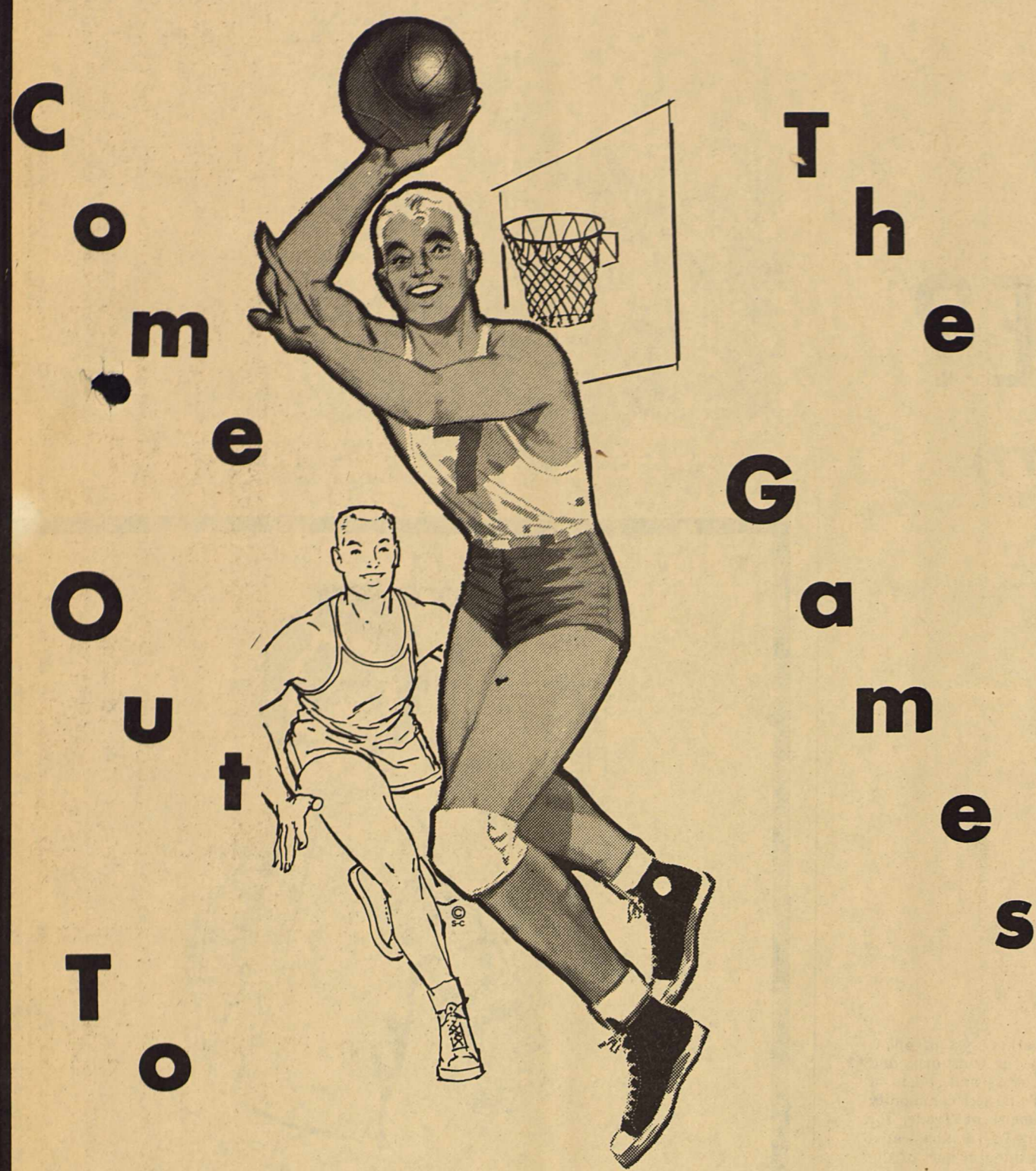
- GASOLINE
- OIL
- DIESEL FUEL
- KEROSENE

PHONE GL6-3777

Look at these **WONDERFUL** Cash Savings **PLUS STAMPS, TOO!**

Calf Liver Pound	35¢	BANANAS SHURFINE 2 Pounds	29¢	MACARONI
DEL MONTE PEACHES 2-1/2	29¢	BISCUITS 3 Cans	25¢	SPAG HETTI SHURFINE - Cut 12 Oz.
CHILI AUSTEX 300 Plain SHURFINE 303	45¢	CHEESE 2 Pounds	89¢	10¢
CREAM CORN	17¢	Tomatoes Carton	19¢	
POTATOES SHURFINE 10 Pounds Red	39¢	Towels KLEENEX 2-Roll Package	39¢	
TOMATOES SHURFINE 303 Solid Pak	19¢			
PORK & BEANS 3 DEL MONTE	29¢			
PEARS 303	27¢			
ROAST Chuck Pound	49¢			
GREEN BEANS SHURFINE 303	19¢			

Hawkins Food Market
We give Gold Bond Stamps
Double On Wednesday



Basketball Schedule

NOVEMBER			
26	Levelland	H	57 - 39
DECEMBER			
3	Tatum*	T	37 - 24
6	Dora CANCELLED	T	
10	Levelland	T	64 - 48
13	Eunice	H	55 - 42
17	Brownfield	H	49 - 37
19 - 20 - 21	Denver City Tournament		
26 - 27 - 28	Caprock Tournament		
JANUARY			
3 or 4	to be filled		
9 - 10 - 11	Seagraves Tournament		
• 14	Seagraves	T	
• 17	Wink	H	
• 21	O'Donnell	T	
• 24	Tahoka	T	
• 28	Sundown	H	
• 31	Seagraves	H	
FEBRUARY			
• 4	Wink	T	
• 7	O'Donnell	H	
• 11	Tahoka	H	
• 14	Sundown	T	

(CLIP AND SAVE)

We're 100% Behind The Cowboys.....

We Know You'll Play Your Best Every Game

- | | |
|-------------------------------|--------------------------|
| Plains Record | Plains State Bank |
| Plains Barber Shop | City Of Plains |
| Latt's Humble | Plains Oil Co. |
| Don Hancock | Cotton Growers Delinting |
| Moore & Oden, Inc. | Plains Farm Supply |
| Tumble Weed Drive In | Hull Photo Service |
| George's '66' Service | Randall's Barber Shop |
| Woody's Oil & Hardware | Loyd Insurance Agency |
| Guetersloh-Anderson Grain Co. | |

КАК ВЫ ЭТО ДЕЛАЕТЕ?

(HOW DO YOU DO IT?)



BRUSH CONTROL PAYS OFF--according to Ty Field, who ranches near Bronco. Ty has used aerial spraying and resting of the pasture land very extensively.

So says Nikita Khrushchev . . . how do we grow such fine corn, wheat and other farm commodities . . . and in such quantity?

On a special trip here to see how, he saw dramatic evidence of the fertility of our land . . . of the skills and enterprise that have made the American farm economy the envy of the world.

But Nikita missed the real difference between American and Russian farming: The Russian farmer works for the state. The American farmer works for himself, in a system firmly rooted in free, competitive enterprise. This difference is good reason why—

In the U.S. four men on the farm feed more than 100.

In Russia every other worker is on a farm and still the people are not well fed.

WE ARE PROUD OF AGRICULTURE

This difference is also the reason why food in this country is a bargain, in cost, variety and nutritional value.

After taxes, Americans spend less than 20% of their income for food. By contrast, the British spend about 30%, the Japanese 42%, and the Russians a whopping 60%.

AGRICULTURE IS OUR LARGEST INDUSTRY

As a matter of national economic health, the farmer must get a fair return for what he does.

Farmers spend more than \$28 billion every year for production supplies and another \$15 billion for everyday needs of family living.

About 23 million people—one in every three in our work force—have jobs related to farming.

Swiftly changing technology has brought problems to agriculture. Their solutions should be based on the understanding that agriculture is one of our greatest strengths.

THE FARMER IS EFFECTIVE

His products are rapidly and efficiently distributed to convenient stores in every corner

of the land. The free market system opens the way to free choice by the consumer, and the choices made guide buyers and sellers at major markets. The world's largest commodity exchange, the Chicago Board of Trade, for more than a hundred years has demonstrated that the free market is an integral part of the most effective agricultural distribution system ever devised.

In a free society, trading facilities such as those provided at Chicago bring supply and demand factors into full operation, bring buyers and sellers together for open, competitive bids and offers. Only in this way can commodities move economically from farmer to processor to consumer—from areas of plenty to areas of scarcity.

In open markets, there is a plan, rhythm and order, for our intricate marketing system permits every buyer of food and fiber to express likes and dislikes of products, to offer and withhold bids. It's a free system in which consumer desires are firm guides to farm production.

THE PLAINS RECORD

This message is printed in the interest of a better understanding of the American farmer and his dynamic role in helping provide an ever increasing standard of living and in contributing importantly to our national security.

Ship'n Shore

frilly
lace
traced
Flamenco
shirt
6.00



New fashion tempo, strikingly feminine note: the lacy, tiered sleeves. 65% Dacron® polyester, 35% cotton for easy-care. Pure white. 28 to 38.

January

SALE

Coming Up 16 - 17 - 18

Moore & Oden

SCHOOL MENU

MONDAY, 6th
Hot Dogs with Chili
Potato Salad
Buttered Mixed Vegetables
Tomato & Lettuce
Fruit Cup
Brownies
Milk

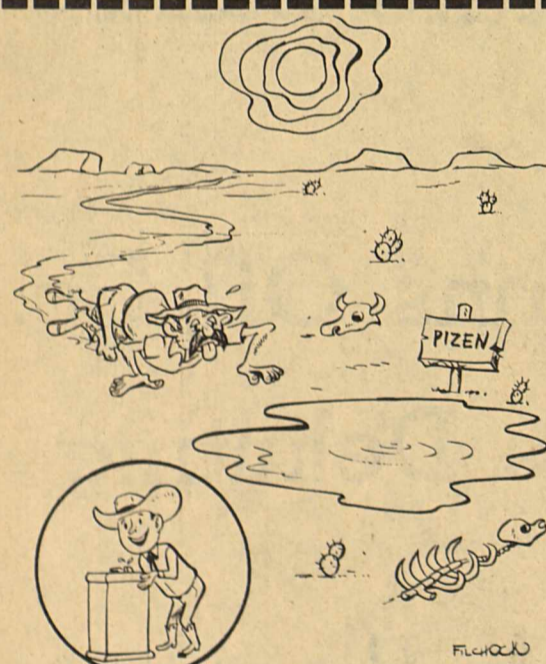
TUESDAY, 7th
Ham
Lima Beans
Buttered Harvard Beets
Garden Salad
Hot Corn Bread & Butter
Plum Cobbler
Milk

WEDNESDAY, 8th
Fried Chicken
Gravy
Buttered Yams
Green Beans
Indian Cole Salad
Hot Rolls & Butter
Strawberry Preserves
Milk

THURSDAY, 9th
Spaghetti With
Meat Sauce
Buttered Okra
Buttered Corn
Pear & Cheese Salad
Hot Rolls and Butter
Plains Jello with Topping
Milk

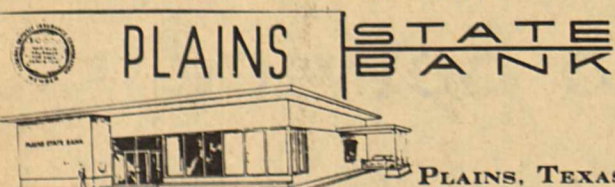
FRIDAY, 10th
Fish with Tartar Sauce
Buttered Mashed Potatoes
Buttered Spinach

Combination Salad
Hot Rolls & Butter
Cranberry Crunch
Milk



"Looking for a new water source?
Your modern bank can help!"

Will the tractor and cultivator hold up another year? What to plant on the back 40? Switch to beef cattle? Whatever your plans for the coming season, if it calls for new acreage, farm machinery, new stock, bring your farm loan needs to PLAINS STATE BANK.



See Us For —

- DEEP BREAKING
- SHALLOW PLOWING
- LAND LEVELLING
- DOZER WORK

PAUL COBB

GL 6-3733



PLAINS FROZEN FOOD

Glenn Morehouse

Sid Wade



FISH STICKS	8 Ounce KEITH	2/49¢
BANANAS	Pound	15¢
POTATOES	10 lb. Bag	39¢
ENCHILADA DINNERS	package	39¢
CABBAGE	Pound	5¢
Pork Liver	POUND	19¢
ROUND STEAK	Pound	83¢
PORK & BEANS	SHURFINE 300 Can	10¢
CHILI	AUSTEX 24 Ounce Can	69¢
BACON	WILSON CORN KING Pound	47¢
GREEN PEAS	10 Ounce KEITH	4/59¢

