



WELCOME FANS



Little Leagues Arn't Big Leagues

By Donald R. McNeil

'Strike two!' the umpire bawls, and the nine-year old steps back from the plate.

He reaches nervously for some dirt to dry his sweating palms. Back in the batter's box, he paws the ground with his rubber cleats. His 62 pounds of young bone and muscle go taut as he crouches at the plate.

The pitcher throws. The boy watches the ball sail by. 'Strike three!' the umpire calls. It is the third out, and the partisan parents in the grandstand howl with disappointment. 'Don't just stand there, stupid!' shouts one outraged voice. 'You got to strike at it Charlie! You got to try to hit it!'

It is the boy's father who is shouting. The boy walks dejectedly to the bench for his glove. His eyes stop for a moment in the grandstand. He sees his father still waving his arms in disgust. As the boy trots to his position on the field, it is obvious that he is crying.

I witnessed this incident - and many others just as heart-breaking - last season as coach for one of our town's Little League teams. This month more than one million boys will begin playing in the 5400 Little Leagues around the world, and their parents, once again, will begin to superimpose their own standards on a sport designed for children 8 to 12 years of age.

Little League baseball is a splendid opportunity to teach boys the basic facts of sports and sportsmanship, teamwork and fair play. But all the many parents spoil the opportunity by putting unnecessary pressures on their youngsters, especially the pressure to win.

One night last season my team lost a close game. I sat the whole team on the bench and congratulated them for trying, for acting like gentlemen. I said I couldn't have been prouder of them if they had won. Most of all, I said, it is as important to be a good loser as a gracious winner. As I talked I could see their spirits lifting. I felt they had learned more than just how to play baseball the night.

But as I mingled with the parents in the stands afterward, I was shocked to hear what they were saying to the boys. The invariable theme was, 'Well, what happened to you to-night?' One father pulled out a notepad and went over his son's mistakes play by play. Another father stressed down his son for striking out twice. In five minutes the parents had undermined every principle I had set forth.

Our town has 12 Little League and 28 Minor League teams, enabling about 800 boys to play baseball. Approximately 100 fathers volunteer 20 to 15 hours a week as managers, coaches, umpires and officials, like thousands of other volunteers in the country, we are there to help the boys, and certain concepts guide us.

We stress the will to win, and we believe that enthusiasm, even an occasional rhubarb, is a part of baseball. And we think that parents should be encouraged to support their boy and team on which he plays. But some parents have exaggerated ideas of what constitutes support. In front of teammates, managers, coaches and other parents, fathers and mothers abuse their boys for not fielding like Red Schoendienst, hitting like Mickey Mantle or pitching like Vernon Law. They humiliate them with constant, nagging criticism.

My blood still boils as I recall the mother screaming epithets at her eager little boy of ten who unluckily got caught off first base for the third out. And the foghorn-voiced father who dictated from the stands, by shouts and hand signals, what pitches his son should make when in trouble out on the mound. And the fathers who pay money for hits; extra money for extra base hits-ten dollars for a home run in the family I know. At this point, Little League baseball loses its purpose.

Many of these parents are simply worried about how they will look in the eyes of their neighbors. They assume that their son's actions somehow will cast an unfavorable reflection on them. But by harping, carping, criticizing and scolding, they only pass their own insecurities on to the children. They aren't interested in the game. All they want to do is win.

This distorted attitude was most outrageously in evidence during our Little League district tournament last year. In the play off our team won the first game. Proud parents swarmed down from the stands, shouting congratulations. They lavished praise on the boys and excitedly pounded one another on the back. The next night our team, playing an even better game, I thought, was eliminated. The same parents stood gloomily in the stands. No shouts of encouragement to the boys who had given their best.

During the Little League season, the chief target of the win-at-any-cost parent is the umpire, a volunteer like the rest of us. In the heat of the moment, a certain amount of umpire-baiting is understandable and conforms to the long traditions of our national game. But Little League is not the place to teach proficiency in the art. On our club, no player is allowed to dispute an umpire's decision.

Umpire-baiting by parents creates an unwholesome attitude toward authority. It was the goading fury of a parent that caused one boy to throw a rock at an umpire after a game. It was the invective of defiant parents that caused five umpires in our town to quit in midseason. I maintain that the father who teaches by his example that rules are made to be broken is training his boy later in life to crib on school examinations, run through stop signs and cheat on his income tax.

Little League baseball has come under heavy fire from medical men. Dr. John L. Reichert, a Chicago pediatrician, summarizes the critics' views: 'Strong emotional reactions are too often engendered by high-pressure competitive games. Hero worship of the star, the sense of failure in the boy who does not make the team or who fails to make the crucial play, the obvious disappointment of the parent when the boy fails, the apparent difference in social acceptance by playmates and adults between winners and losers—all these can have a profound effect on a child's emotional and social development.'

Little League officials reply that competition is an important fact of life. But Dr. Thomas E. Shaffer, professor of pediatrics at Ohio State University, urges that parents ask themselves these questions: Do the children really learn how to accept defeat? Do they learn how to get along with other people? Children in the 8- to 12 age group are ready for competition, says Dr. Shaffer, but they should not be exploited for the benefit of adults. Yet too many competitive leagues are organized with backing from community groups which seem to have no interest in the principles of physical education and recreation.

The answer to the problem I believe, is to encourage the parents to see Little League baseball in perspective. If they will, their boys will. Some parents do see it that way. Last season one Little Leaguer threw a tantrum on the pitcher's mound because of a close call by an umpire, and his father, the manager of the team, unceremoniously jerked him off the field. One of our team fathers congratulates every player after a game and makes it a point to buy refreshments for the boys when the team loses, a sure mark that there will be no exaggerated emphasis on victory. Thousands of parents in the nation could emulate this one.

Parents can either help or hinder, but they can help most if they will leave that Little Leaguer alone.

(As appearing in Readers Digest, June 1961)

The Plains Record



OUR 35TH YEAR THURSDAY, JULY 20, 1967 NUMBER 29



Plains District Little League All Star Action At 2:00 P.M.

Action starts at Plains Little League field this afternoon when a highly regarded Morton team encounters the All Stars from Ropesville at 2 p.m. The second game of the day is slated to begin at 4:00 p.m. with powerful Levelland meeting dangerous Brownfield. The winner of this game could be a favorite to sweep to tournament honors. The winner of both of these games will meet at 6 p.m. Friday to see which team will advance to the finals.

Seagraves faces Denver City at 6:00 today in what is expected to be a close ball game. Both teams will be playing for the breaks and both are capable of winning the baseball tournament. This contest should be one of the better ones in the District 26 playoff.

In the evening game Plains will send its All Stars against Sundown - Whiteface. Plains has six players who saw action last year in the District Tournament in Seagraves. Plains is fielding what is believed to be the strongest team coming from the County Seat of Yoakum County in years. The nine starters will have an accumulative season batting average of .439. Mike Cayce is expected to start duties on the mound for Plains. The last game of the season saw Mike pitch a no hitter, and in the All Star game last year he pitched a one hit game giving up only one walk and one error in the final inning.

If Plains wins the first game Joey Lowe or Tony Chandler will get the assignment on the mound. Both boys have pitched strong ball all year and are both capable of going the distance for a win. Joey and Tony both hurled one hitters during the season.

Those expected to start in the first game for Plains are: Mike Cayce, pitcher; Joey

Lowe, catcher; Tony Chandler, first base; David Sewell, second; Mickey Kennedy, short stop; Mike Blount, third base; Pete DeVries, left field; Mike McRae, center field; and Randy Tidwell, right field. Others on the All Star team are Jerry Parrish, Bobby Blundell, Mark Cayce, Killer Lowe, and Travis Loe.

Cecil Williams is manager of the Plains All Stars and Jerry Hale is coach. Jack Lowe has been helping with pitching assignments.

Baseball commissioner and tournament director Sherm Tingle stated that he expects a fine tournament with some good ball games. Al Gardner, District Commissioner of Little League, will be on hand to get the tournament underway. Both Mayor Billie Ray Kennedy and County Judge Gene Bennett have issued proclamations calling for city and county residents to make this the best tournament in the history of the district with pride, humility, and sportsmanship extended by people from Yoakum County.

Lion Boss and County Commissioner Johnnie L. Fitzgerald reports that the field is in tip top shape and that accommodations will be at maximum.

Residents are urged to attend the games and make the tournament a big success.

Proclamation

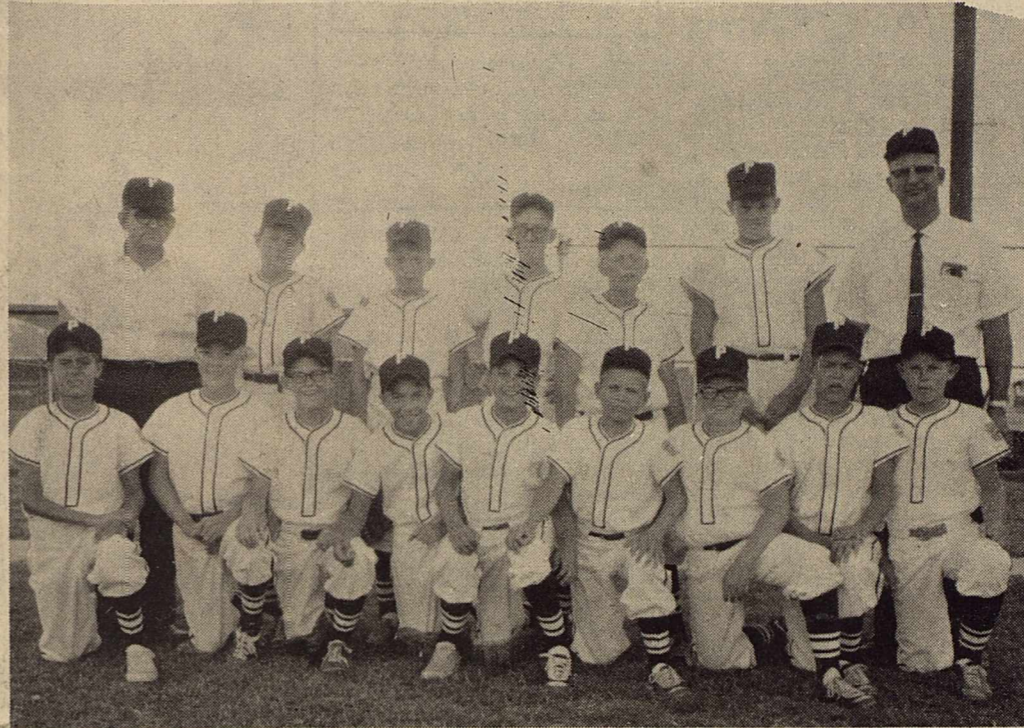
Welcome to Plains all Little League Players and fans! The members of the Plains City Council and the mayor of the City of Plains extend a warm welcome to those who will be in our city for the tournament. We realize that all coaches, players, and Little League officials have done their best to make this a fine tournament. City and county officials and employees join with Little League supporters and the Lions Club to also help host a successful series of ball games in the 1967 District 26 tournament.

Therefore be it resolved that the week of July 20th be designated as Little League Week in Plains. To District Commissioner Al Gardner and to the committee members who assisted the commissioner in selecting Plains as the tournament city we pledge our devoted efforts to help make this one of the best tournaments in our district's history.

Billie Ray Kennedy
Mayor



SHARION WILLIAMS



1967 ALL STARS

Joe St. Romain Wins First Cub Scout Derby

An enthusiastic group of fans watched Joe St. Romain ride his 'Green Hornet Two' down Stamford Park hill to win the

first Cub Scout Derby in Plains, Tuesday night. Brad Palmer finished in second place after being edged out by

Joe St. Romain, and Steve Jones won third place. Richard Williams came in fourth while Dale Cleveland finished fifth.



Steve Jones, Joe St. Romain, and Brad Palmer admire their newly won trophies after the big race Tuesday

Miss Williams Runs for Queen

Miss Sharon Williams is a candidate for Rodeo Queen and is being sponsored by the Plains Lions Club. Miss Williams served as 1967 Lions Club sweetheart for the Plains Chapter. She is the daughter of Mr. and Mrs. A. B. Williams of Plains. Sharon is the granddaughter of Mrs. W. P. Cunningham, Big Spring.

The Lions Club candidate is 17 years old and is a senior at Plains High School where she has achieved a number of honors. Miss Williams is an active member of the F. H. A. and plans to get her state degree. She holds her junior degree and is an officer this year.

Sharon is the chairman of the Pep Cats, a group which made posters and helped boost school spirit. She served on the 1967 Annual staff at P. H. S. Miss Williams has won honors at the U. L. L. District meets.

Miss Williams plays the piano and likes to sew and knit. Her favorite colors are yellow, pink, and blue, and she admits being very fond of clothes.

Sharon promises to try her best if the people of the community select her to be their 1967 Rodeo Queen. Miss Williams urges the public to help the candidate of their choice become Rodeo Queen and says that she earnestly appreciates the support that she has received during the contest.

14th Annual Rodeo Set

Plans are being completed for the 14th Annual Old Settlers Reunion and Rodeo which will start in Plains next Thursday at 5:30 p.m. with the traditional parade. The route of the parade will be from Anderson Grain Company on the Lovington Highway to proceed east until it reaches the Pick and Pay Grocery Store. It will break up at this point.

Donors of the beefs this year for the barbecue on Saturday, include Judge Gene Bennett, Ty Field, Dick McGinty, Plains Farm Supply, and Commissioner Raymond Bookout. The meat was donated for the barbecue which will be in Stamford Park at noon on Thursday.

The official rodeo saddle is now on display at Moore and Odens Department Store is

Cowboy Grill Hit By Yeggs

The Cowboy Grill was reported to have been broken into on Monday night. Thieves gained entrance by forcing the window used as a drive inn window to enter the Grill. It was reported that change, candy, and cigarettes were taken in the break-in.

The Cowboy Grill is owned by Mr. and Mrs. Ray Strickland of Plains. Strickland said that the culprits had not been apprehended at press time.

Sheriff Olan Heath and City Police officer Bobby Kinsey were investigating leads in the robbery.

Other reports of thefts have been made in the past few weeks. Car accessories, bikes, and one pick-up have been taken in the past few days in Plains. Most of the items, including the pick-up belonging to C. C. Copeland were recovered.

Booze Raid

Sheriff Olan Heath led a raid on the Denver City Flats area Sunday night and arrested two men who were charged with bootlegging. The sheriff also seized a large cache of booze in the raid. In the booze raid, the sheriff reported that he confiscated whiskey, beer, and wine.

Arrested and charged with illegal possession of alcoholic beverages were C. A. Connally, 35 year old Denver City negro, and Ernest Roberson, 49 year old Denver City negro. The raid was staged at the house of Connally.

Both men were jailed in Denver City Sunday but were released on \$2500.00 bail later in the day. Judge Gene Bennett presided at the arraignment. The sheriff stated that Connally has been arrested before on charges of bootlegging, but that Roberson apparently has a clean record with the law.

Sheriff Heath said he will continue to put the bootleggers out of business in Yoakum County, and that he will continue his war on illegal sales of liquor.

This is the first booze raid in the county in the past several months. The sheriff has repeatedly issued warnings that he intends to enforce the law, and he has asked the public to cooperate with his office of these matters.

Sheriff Heath used an undercover agent in gaining the information leading to the raid and arrests which were made this week-end.

Set Golf Match

Yoakum County Golf Club will hold its Match Play Championship Tournament from August 6 through August 27. You must register and turn in your average score by Sunday, August 6, 1967.

First Round matches must be completed by Sunday, August 13, 1967.

Second Round matches must be completed by Sunday, August 20, 1967.

Final Round matches must be completed by Sunday, August 27, 1967.

Entry fee for the tournament is \$5.00. Gift Certificate prizes will be awarded. The winner will receive a \$20.00 gift certificate, with runner-up receiving \$10.00 and Winner Consolation receiving \$10.00 gift certificate. This tournament is open to all men in the county.



The Plains Record

And The Yoakum County Review

HARRY W. CAYCE, Publisher

Harry W. Cayce - Editor
 Ann Cayce - Business Manager
 Jan Mason - Assoc. Editor
 Margaret Box - State Line News
 - Purely Local
 - Tokio News

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SUBSCRIPTION RATES: \$4.00 PER YEAR IN YOAKUM AND TERRY COUNTIES. \$5.00 PER YEAR ELSEWHERE.



CAYCE'S CORNER

The new rails at the courthouse are not only very attractive, but they will be indeed useful during inclement weather. Older people can now climb the steps without fear of slipping and falling.

The boys at the city hall are doing a splendid job in their war on mosquitoes. The danger of encephalitis is always looming upon the residents of a community when mosquito problems exist. As for me, I would much rather smell the insecticide and have it mess up a wash job on my car than to run the risk of having one of the children become dangerously ill because of pesky mosquitoes. Some people probably haven't thought about this in this light, but we are sure that if given fair consideration the critics on the war on mosquitoes will vote for full scale declaration of war on insects. I don't know how many casualties the mosquitoes have suffered this far in the declared war, but the human race still feels the bombs from the aerial attacks and the war needs to be stepped up. My vote goes for full scale war with no quarter shown to the mosquitoes.

An interesting quote from the state health department concerning mosquitoes follows: Mosquitoes can be a vexing and sometimes a serious problem. In the home, about the yard, and in public parks, they can interfere with man's chores and spoil his enjoyment of leisure time. Where mosquitoes are abundant, they reduce the efficiency of farm workers. Their persistent attack can cause farm animals to lose weight by driving them from lush pastures to barren hillsides. Some species of mosquitoes transmit diseases such as malaria and yellow fever to man, encephalitis to man and horses, and heartworm to dogs.

If mosquitoes are a problem where you live, the first thing to do is to find and eliminate their breeding places. Additional control may be obtained by killing larvae and adults with insecticide.

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Legal Notice

THE STATE OF TEXAS)

COUNTY OF YOAKUM)

KNOW ALL MEN BY THESE PRESENTS:

NOTICE OF EXECUTION SALE

By virtue of an execution issued out of the District Court of Yoakum County, Texas, on a judgment rendered in said Court on the 31st day of May, 1967, in favor of Clyde Hartwick and against Ira Tidwell, in the case of Clyde Hartwick vs. Ira Tidwell, No.

2667 in such Court, I did on the 6th day of July 1967, at 9:30 o'clock, A. M., levy upon the following described tracts and parcels of land situated in the County of Yoakum, State of Texas, as the property of said Ira Tidwell, to-wit: A part of Section 427, Block D, John H. Gibson Survey, described as Lots 1, 2, 3, 4, 5, 6, 7, 8, and 9, all in Block 70, of the Original Town of Plains, Yoakum County, Texas;

And on the 1st day of August, 1967, being the first Tuesday of said month, between the hours of 10:00 o'clock A. M. and 4:00 o'clock P. M. on said day, at the courthouse door of said county, I will offer for sale and sell at public auction, for cash, all the right, title and interest of the said Ira Tidwell in and to said property.

DATED this 6th day of July, 1967.

/s/ Olan Heath
 Sheriff of Yoakum County,
 Texas

Murphy Returned For Trial

Tommy Murphy was returned to Yoakum County recently in custody from California where he was being held in jail while extradition papers were processed to bring him back to Texas to stand trial for forgery. Sheriff Heath said that Bill Jones, deputy sheriff, went to Venturri, California and returned Murphy.

A hearing is set for Murphy before Judge Ledbetter on July 26 concerning forgery charges. Sheriff Heath sent out the description of Murphy throughout the country, and the arrest was made due to the description notice.

Murphy has been convicted for car theft, drunk and disorderly conduct, and burglary. He has done time at Springer, New Mexico and at Huntsville.

Heath said Murphy was one of his two most wanted men, and that he was indicted by the Yoakum County Grand jury sometime ago. The indictment was for forgery. Murphy is being lodged in the Lubbock jail awaiting his hearing.

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WANT ADS

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FOR RENT: Three bedroom home. Contact the Plains Record or Frank Upton at 456-8953. ttc

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 "We honor all burial Insurance Contracts"
 See us for Monuments and "Old Line" Burial Insurance
456-2233

Several good houses for sale. Some no down payment. O. H. Clark - Real Estate. Office at Western Motel, East of town. Ph. 456-5121. ttc

LOSE WEIGHT safely with Dex-A-Diet Tablets. Only 98¢ at Curry-Edwards Pharmacy. 4tp

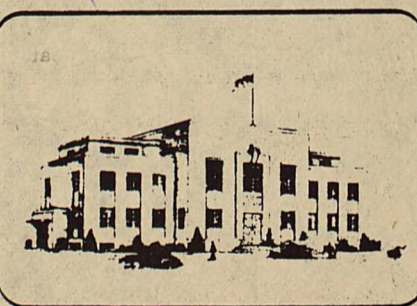
For Lease, Sale or Trade, Bar-Dance Hall and Grill. Cotton Club, located 10 miles North of Lovington, New Mexico. Call Mr. Kaiser in Lovington at 396-3311, 396-2363 or 396-2563 or write to Box 1362, Hobbs, New Mexico. ttc

Wanted to Rent A Garage for storage space. Phone 452-2001. ttc

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COUNTY OF YOAKUM

OFFICE OF GENE H. BENNETT COUNTY JUDGE P. O. BOX 456 PLAINS, TEXAS 79355

TO: Parents, Coaches, and Players of Little League:

On behalf of the Official Family, and citizens of Yoakum County, and especially the City of Plains, it is my pleasure to extend to you a warm and cordial welcome to the City and to the District 26 Little League playoff, July 20th, 21st, and 22nd. My interest in your coming to Yoakum County and the City of Plains is two fold. First as a County Official, of course, but in a larger sense, because I personally share with you an intense interest in sports and athletic programs that occupy the minds and develop the physical bodies of our young Americans in programmed activities. I am proud that Plains has been the selected site for the 1967 playoff tournament.

I'm looking forward to seeing some of the games and becoming acquainted with many of you throughout the playoff. See you then.

Sincerely,
 Gene H. Bennett
 County Judge
 Yoakum County



The Plains Record

PHONE 456-4116 BOX 1006

REAL ESTATE

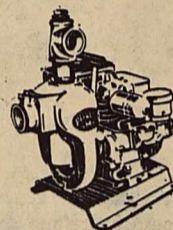
FOR SALE 24 Lots For Sale In Plains - Choice Business & Residential Locations. See Mr. D. C. Newsom or Hoss Newsom. Phone 456-8116 41-3tc

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FARM NEWS

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Need responsible party in Plains area to take over payments on 1966 model Singer sewing machine. Automatic zig-zag, blind stitches, fancy patterns, etc. Assume 4 payments at \$6.12 will discount for cash. Write Credit Manager, 1114 19th Street, Lubbock, Texas.

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Notice

NOTICE OF BOARD OF EQUALIZATION MEETING

In obedience to an order of the Board of Equalization, regularly convened and sitting, notice is hereby given that said Board of Equalization will be in session at its regular meeting place in the City Hall in the town of Plains, Yoakum County, Texas, at 1:00 o'clock p.m., until 5:00 o'clock p.m., beginning on Monday, the 24th day of July, 1967, for the purpose of determining, fixing and equalizing the value of any and all taxable property situated in the corporate limits of the City of Plains, Yoakum County, Texas, until such values have finally been determined for taxable purposes for the year 1967, and any and all persons interested or having business with said Board are hereby notified to be present.

/s/ Roy McGehee
 City Manager and Secretary
 City of Plains

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The TV Log

CHANNEL 10

CHANNEL 8

SATURDAY, JULY 22

8:00 Super 6
 8:30 Atom Ant*
 9:00 Flintstones*
 9:30 Space Kidettes*
 10:00 Secret Squirrel*
 10:30 The Jetsons*
 11:00 Cool Cool Cool*
 11:30 King and Orlie
 12:00 Cartoon Fun
 12:25 Dick Bills Show
 12:55 Words and Music
 1:00 Porgame Show, Sandy Kousser Show*
 1:15 Major League Baseball
 4:00 New Mexico Outdoors, Bull Frog Hunting
 4:30 T. B. A.
 5:30 Church of Christ
 5:45 Travelog
 6:00 Frank McGee Saturday Report*
 6:30 Flipper*
 7:00 Please Don't Eat The Daisies*
 7:30 Get Smart*
 8:00 Saturday Night Movie, Back Street, Susan Hayward, John Gavin*
 10:15 Saturday Edition
 10:30 Travelog
 10:45 Saturday Tonight Show*
 12:15 Channel 8 Presents, Pay or Die, Ernest Borgnine, Zohra Lampert
 SUNDAY, JULY 23
 9:00 Light Time
 9:15 Sacred Heart
 9:30 Homestead U.S.A.*
 10:00 The Answer
 10:30 Herald of Truth
 11:00 Life and Teachings of Jesus
 11:30 This is the Life
 12:00 Insight*
 12:30 Frontiers of Faith*
 1:00 Navy News of the Day
 1:30 Shirtsleeve Session
 2:00 1967 Daytime 500
 2:30 Feature Movie, Destination Death, Hanes Messemer, Armin Dahlin
 4:00 Meet The Press*
 4:30 Sportsman's Holiday*
 5:00 Frank McGee Sunday Report*
 5:30 The Smithsonian*
 6:00 Animal Secrets*
 6:30 Walt Disney's Wonderful World of Color*
 7:30 Let's Make a Deal*
 8:00 Bonanza*

9:00 The Saint*

10:00 News/wthr/Spts
 10:30 Classics Theatre, Wells Fargo, Joel McCrea, Frances Dee
 MONDAY, JULY 24
 6:30 The Monkees*
 7:00 I Dream of Jeannie*
 7:30 Captain Nice*
 8:00 Road West*
 9:00 Run for Your Life*
 10:00 News/Wthr/Spts
 10:30 The Tonight Show*
 12:00 The Californians
 12:30 News
 TUESDAY, JULY 25
 6:30 Girl From UNGLE*
 7:30 Occasional Wife*
 8:00 Tuesday Night Movie, Papa's Delicate Condition, Jackie Gleason, Glynn Johns*
 10:00 News/Wthr/Spts
 10:30 The Tonight Show*
 12:00 The Adventures of Kit Carson
 12:30 News
 WEDNESDAY, JULY 26
 6:30 The Virginian*
 8:00 Bob Hope Chrysler Theatre*
 9:00 I Spy*
 10:00 News/Wthr/Spts
 10:30 Tonight Show*
 12:00 Adventures of Kit Carson
 12:30 News
 THURSDAY, JULY 27
 6:30 Daniel Boone*
 7:30 Star Trek*
 8:30 Dragnet*
 9:00 Dean Martin Summer Show*
 10:00 News/Wthr/Spts
 10:30 The Tonight Show*
 12:00 News
 FRIDAY, JULY 28
 6:30 Tarzan*
 7:30 Man From UNGLE*
 8:30 T. H. E. Cat*
 9:00 Laredo*
 10:00 News/Wthr/Spts
 10:30 The Tonight Show*
 12:00 One Step Beyond
 12:30 Sign Off News

MONDAY, JULY 24

7:30 Gilligan's Island*
 8:00 Mr. Terrific*
 8:30 Family Affair*
 9:00 Vacation Playhouse*
 9:30 The Andy Griffith Show*
 10:00 Coronet Blue*
 11:00 News
 11:15 Big 10 Movie, Out of the Clouds, Anthony Steele, James Robertson, Justice, Robert Beatty.
 TUESDAY, JULY 25
 7:30 Spotlight*
 8:30 Petticoat Junction*
 9:00 Daktari*
 10:00 CBS Reports*
 11:00 News
 11:15 Big 10 Movie, Big Bonoodle, Errol Flynn, Sia Scala, Rossano Rory.
 WEDNESDAY, JULY 26
 7:30 Beverly Hillsbillies*
 8:00 The Wild Wild West*
 9:00 Green Acres*
 9:30 Gomer Pyle*
 10:00 Steve Allen Comedy Hour*
 11:00 News
 11:15 Big 10 Movie, Riders To The Stars, Herbert Marshall, Richard Carlson, William Lundigan, Martha Hyer.
 THURSDAY, JULY 27
 7:30 My Three Sons*
 8:00 CBS Thursday Night Movie, Toys In The Attic, Dean Martin, Gene Tierney, Geraldine Page, Yvette Mimieux
 10:00 Perry Mason
 11:00 News
 11:15 Big 10 Movie, Sabre Jet, Robert Stack, Coleen Gray, Richard Arlen.
 FRIDAY, JULY 28
 7:30 Hogan's Heroes*
 8:00 CBS Friday Night Movie, Jason and The Argonauts, Todd Armstrong, Nancy Kovak, Gary Raymond.
 10:00 County Music Caravan
 11:00 News
 11:15 Big 10 Movie, Gideon of Scotland Yard, Jack Hawkins, Diane Foster.

10:00 Steve Allen Comedy Hour*

11:00 News

11:15 Big 10 Movie, Riders To The Stars, Herbert Marshall, Richard Carlson, William Lundigan, Martha Hyer.

THURSDAY, JULY 27

7:30 My Three Sons*

8:00 CBS Thursday Night Movie, Toys In The Attic, Dean Martin, Gene Tierney, Geraldine Page, Yvette Mimieux

10:00 Perry Mason

11:00 News

11:15 Big 10 Movie, Sabre Jet, Robert Stack, Coleen Gray, Richard Arlen.

FRIDAY, JULY 28

7:30 Hogan's Heroes*

8:00 CBS Friday Night Movie, Jason and The Argonauts, Todd Armstrong, Nancy Kovak, Gary Raymond.

10:00 County Music Caravan

11:00 News

11:15 Big 10 Movie, Gideon of Scotland Yard, Jack Hawkins, Diane Foster.

PHONE 456-3595

BUSTER GRAHAM AGENT



Help when you need it most

Plains Insurance Agency

CHANGES LAST WEEK

PLEASE POST IN YOUR DIRECTORY

INSTALLED OR RECONNECTED

REMOVED OR DISCONNECTED

Salomon Ruiz 456-4644
 Estaban Vasquez 456-3951
 Rodeo Headquarters 456-3344

Vidal Naranjo 456-5292
 Bill H. Powell Farm 456-4321

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LUBBOCK AVALANCHE JOURNAL

Cost including Sunday edition \$16.60 or 6 Days \$14.65. Authorized Agent W. F. UPTON PH. 456-8954 East 9th Street



The Plains Record



Jana Warren Luncheon Held

Miss Jana Warren, daughter of Mr. and Mrs. James Warren of Plains, and bride-elect of Mr. Ronald Naylor of El Paso, was entertained Thursday, July 13th, with a pre-nuptial luncheon. The luncheon was held in the home of Mrs. James Thurman, Route 5 Brownfield, with Mrs. Marvin Warren and Mrs. Grady Warren of Brownfield acting as hostesses. Miss Warren is their niece.

Those attending the luncheon were: Mrs. John A. Bo-

st, Mrs. Jake Gore, Mrs. V. L. Patterson, Mrs. H. L. King and Jena, Mrs. Robert B. Ungardner, Miss Pattie Thurman, Miss Donna Warren, Miss Leslie Thurman, Miss Joretta Warren, the honoree and special guests, Mrs. James Warren, Mother of the bride-elect.

An electric coffee maker was presented the honoree from the hostesses.

The brides chosen colors of yellow and white were used in the house decorations.

ey also visited with N. C. and enjoyed playing golf. N. C. is attending Texas Tech.

Suzanne Cross was honored on her 5th birthday with a party in the county park. Kool-Aid and cake were enjoyed by Phil, Randy and Christi McGehee, Terrie Taunton, Andy and Carolyn Richardson, Becky and Tray Barron, Brad and Brent Palmer, Carolyn Greenfield, Sue, Faye and Stacy Scrobrough, W. A. Anderson, Tracy Welch and Kayla Cross.

Mrs. Les Barretts grandson and family, Mr. and Mrs. Harold Hogan, from Lake Charles La. visited here this week. Stanford Valley Home Demonstration Club will meet Thursday for a regular meeting. The program will be given by Debbie Addison and Donna Cheatum. All members are urged to attend.

Congratulations to Mr. and Mrs. John Dale Curtis on the arrival of a son born Wednesday night. He has been named Billy Dan and is welcomed by two brothers and a sister.

Mr. and Mrs. Neil Parks visited her father who is in the hospital at Weatherford. He is reported to be some improved. They also visited the Jimmy Warrens at Mt. Pleasant. Russell and Steven returned home with them.



By Martha Palmer
Mr. and Mrs. Earl Kreig, Phyllis and Earl, Jr. are in Dallas this week. They plan to tour Six Flags and do some sight seeing there.

Mrs. T. E. Coke, Sidney Murphey and daughters Jimidene and Geraldine spent a week at the Texas Pacific and Oil Company camp and lake at Thurber, Texas, with Mr. and Mrs. Earl Coke and children. Earl is the son of Mrs. T. E. Coke. One day was also spent at Six Flags Over Texas.

The Woody Wilmeths and the Ray Stricklands vacationed in Cloudford over the weekend.

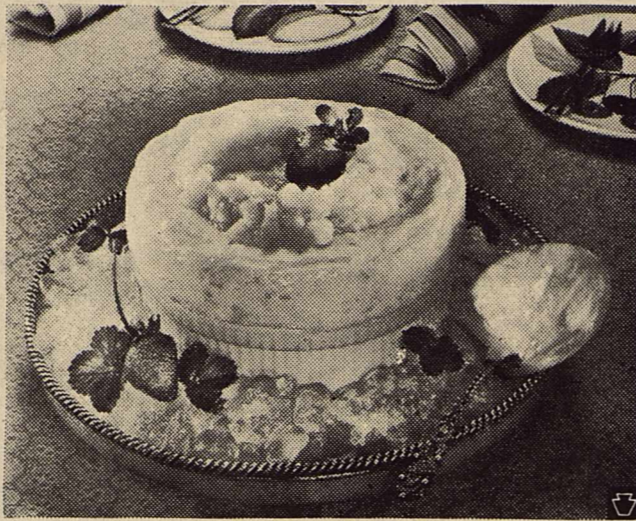
The twirlers from Plains High school are attending Band camp at McMurry this week.

Mr. and Mrs. Vennum Fitzgerald, Vennette and Vincent are in Ft. Worth visiting relatives while Vennum attends school for two weeks.

Mr. and Mrs. C. C. Perkins spent Saturday night in Lubbock with their daughter and family the Bennie Greens. Th-

Women's Page

Posh Pineapple Puff For Parties



Pineapple Growers Association Photo

This cool puff of a pineapple souffle is a beauty to serve for summer parties. It stands high, light and handsome with beaten egg whites, gelatin and whipped cream. Distribute canned crushed pineapple generously throughout the souffle for tangy, tropical flavor. This handsome pineapple dessert can be made several hours or a day ahead of time so there's no last minute preparation.

CHILLED PINEAPPLE SOUFFLE

4 eggs
1 (1-pound 4 1/2-ounce) can crushed pineapple
2 envelopes unflavored gelatin
1/2 cup sugar

1 teaspoon salt
2 tablespoons lemon juice
1 teaspoon vanilla
1/2 teaspoon almond extract
1 cup whipping cream

Separate eggs. Beat yolks with undrained crushed pineapple. Add gelatin mixed with 2 tablespoons sugar and salt. Cook, stirring constantly, over medium heat about 5 minutes until gelatin dissolves. Remove from heat; blend in lemon juice and flavorings. Chill, stirring occasionally until mixture mounds slightly when dropped from spoon. Beat egg whites until stiff; beat in remaining sugar. Fold in pineapple gelatin and stiffly beaten cream. Turn into 4-cup souffle dish with 3-inch collar. *Chill. Garnish with additional crushed pineapple and fresh mint, if desired. Makes about 10 servings.

*Make collar by tying double thick strip of foil or waxed paper around souffle dish. Top edge should extend 3 inches above edge of dish.

Shower

A Wedding Shower will be given honoring Miss Jana Warren, daughter of Mr. and Mrs. James Warren of Plains, and bride-elect of Mr. Ronald Naylor of El Paso, on Sunday, July 23, from 3:00 p.m. to 5:00 p.m., in the Tsa Mo Ga Club House. Gift selections are on display in the various stores.

All friends of the couple are invited to attend the shower.

Car Wash!

Plains High School Cheerleaders are planning a car wash at Nelm's Texaco Station all day, July 24th, in order to raise money for their school needs. The cost for the car wash will be \$2.00 per car and girls promise and 'A One' job. They will also offer pick up and delivery service on the autos.

Cheerleaders this year include Sheila Sealy, Charlene Gayle, Jana Strickland, Sonya Faulkenberry, and Dianne Fitzgerald.

The girls recently won first place at the cheerleaders school at Cloudford, New Mexico. The girls won over El Paso and other large schools represented in the school.

The public is urged to call 456-8116 for free pick up of cars and delivery service.

Jr. Golf News

Yoakum County Golf Club will hold a Junior Tournament Medal Play for all junior boys in the county on August 8th and 9th.

Registration must be completed by 12:00 noon on Monday, August 7, 1967. Champions will be determined in age groups 11 and under; 12-13; 14-15; and 16-17.

The 11 and under age group flights will play 9 holes August 9, and tee from the Orange Tee Markers.

The 12-13 age group flights will play 9 holes on August 8, and 9 holes August 9, and they will tee from the Orange Tee Markers.

The 14-15 and 16-17 age group flights will play 18 holes Medal Play August 8 and 18 holes Medal Play on August 9.

There will be no entry fees and no green fees charged for play in this tournament.

Pairings and starting times will be posted Monday afternoon, August 7, 1967.

4H Dress Revue

by Sudie M. Thompson
Home Demonstration Agent

Thirty-nine 4-H girls participated in the County Dress Revue Friday, July 14 in Denver City at the Community Building at 3 p.m. Every girl was a winner for having taken the clothing project and participating in the Revue. The highest scoring senior was Vicki Rucker, daughter of Mr. and Mrs. R. L. Rucker of Plains. She will represent Yoakum County at District, August 1, in Lubbock at Texas Tech. The highest scoring girl in the junior division was Gail Rucker, also daughter of Mr. and Mrs. R. L. Rucker. She will also represent Yoakum County in Lubbock on August 1.

The judges of the Dress Revue were Mrs. Keller Greenfield of Denver City and Mrs. John Thomas of Levelland.

Those entering the Dress Revue were: Debbie Addison, Geraldine Murphey, LaFonda Thompson, Donna Cheatham, Diane Redwine, D'Ann Guetersloh, Danice Houck, Donna Gay Miller, Paula Crump, Jena Altman, Carolyn Richardson, Lannette Bell, Monica Overstreet, Kathy Amerson, Jane May, Kathy Hughes, Susan Simpson, Shelly Williams, Debbie Madden, Cynthia Maples, Becky Jefferson, Terry Holder, Gail Rucker, Rhonda Brantley, LaGaytha Thompson, Sherri Pippin, Jimidene Murphey, Peggy Rushing, Sue Cleveland, Debra Lynn Chadwick, Donna Warren, Nancy Long, Karen Jefferson, Vicki Rucker, and Deborah Holder.

Deborah Holder composed and narrated the script for the Dress Revue, and Vicki Rucker did the decorating.

Mrs. Doyle Redwine showed the film 'Five Magic Mirrors' to parents and girls.

Clothing leaders who worked faithfully with these 4-H girls had a feeling of accomplishment too when they saw these girls modeling their dresses so beautifully. These leaders were: Mesdames Preston Murphey, Robert Chambliss, D. C. Bell, Hollis Hughes, T. J. Bearden, Polly Rushing, Leon Thompson, Joe Crump, Doyle Redwine, Harry Richardson, Aubrey Altman, Claude Addison, Leon Cheatham, Robert Rucker, Grady Warren, O. A. Pippin, G. W. Cleveland, Roy Perkins, and A. L. Amerson.

Lady's Golf Tourney

Pairings for first round matches for the Yoakum County Ladies' Championship Golf Tournament are as follows: Katie Raley vs. Wanda Hopkins; Marcene Phillips vs. Kay Green; Jean Poage vs. Shelly Bevers; Wanda Henson vs. Becky Crayer; Zareta Winn vs. Druella Chiles; Winnell Loe vs. Ruth Crow; Sherrie Kinsey vs. Margaret Malone; LaVerne Newsom vs. Naoma Fain.

These first round matches must be completed by Sunday, July 23, 1967.

This will be the first Championship Golf Tournament for ladies of Yoakum County.

LITTLE LEAGUE MOTHERS! DON'T FORGET TO BRING YOUR SANDWICHES TO THE BALL GAME!

Alice Has The Edge

By Sudie M. Thompson

A picnic would still be picnic without ants—but it just wouldn't be the same without some kind of beans. Perhaps you feel a little like Alice in Wonderland when the choice of beans perplexes you. But Alice has an advantage over you. She had a limited number of roads to choose from, but there is no limit to the number of tempting dishes you can prepare with the varieties of beans.

As an answer to your problem, the U. S. Department of Agriculture advises you to stock up on red kidney, navy, and pinto beans while they are plentiful and available at economical prices. Not only are these dried beans a good buy, but they are also nutrition-packed and easy to prepare. How delicious they are in soups, casseroles, and tasty dishes so appropriate at backyard cook-outs and picnics! Team up the plentiful varieties of dried beans with frankfurters for a treat that your whole family will love.

Be careful with the way you cook these dried beans, advises the Consumer and Marketing Service. They may look like they are pretty tough, but when it comes to retaining the nutrition and tasty flavor of these budget boosters, treat

them as you would any other vegetables. Don't boil them to quickly or to long. Each nugget of concentrated food value will keep its flavor better if you boil it gently without stirring. Rigorous boiling or stirring can break the skin and let some of the natural vitamins escape.

Here's a short-cut in soaking beans that you will want to try. Boil three cups water for each cup of beans. Pour in beans and boil for two minutes. Then set off the burner and allow the beans to soak for an hour. This is equivalent to soaking beans overnight or all day.

If your family likes change in menu, here is one that will help you stretch your budget and at the same time provide them with a wholesome change. Try baked beans in pepper cases.

Cut out the stem end of several green peppers, one for each serving. Remove the seeds and boil peppers for five minutes in salted water. Fill the peppers, which now become containers, with baked beans and pour catsup over them. Place the peppers in a half inch of water in a baking dish or muffin pan. Bake at 350 degrees for about 30 minutes, or until the peppers are tender and the beans are heated through.

nette Bell, Monica Overstreet, Kathy Amerson, Jane May, Kathy Hughes, Susan Simpson, Shelly Williams, Debbie Madden, Cynthia Maples, Becky Jefferson, Terry Holder, Gail Rucker, Rhonda Brantley, LaGaytha Thompson, Sherri Pippin, Jimidene Murphey, Peggy Rushing, Sue Cleveland, Debra Lynn Chadwick, Donna Warren, Nancy Long, Karen Jefferson, Vicki Rucker, and Deborah Holder.

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Yours Truly



THIS exciting new "Designer Fashion" offers several choices to the woman who sews. YOU decide which to have... short, bracelet length or no sleeves, collar and belt or none. Whichever version you choose, the "designer's choice", to assure perfect fit of this Simplicity design No. 7192, is the Talon nylon coil Zephyr zipper for the skirt and down the back of the blouse.

Iota Pi Helps

The Iota Pi donated \$25.00 to the All-Star Fund for the coming District Tournament to be held in Plains July 20, 21 and 22 for the Little League All Star finals.

This is the first time this event has been held in Plains and all clubs and citizens of Plains are looking forward to this occasion.

The Iota Pi is rooting for their Little League Plains All Stars. Good Luck Little Leaguers.

Card of Thanks

To all of the thoughtful people who were so kind in sending cards and donations to me during my recent illness, and especially to those who were so concerned about me during my illness I am very thankful. May God bless each of you.

Lois Stroud

Buy your face a razor.



Gillette Techmatic Razor \$2.95

SALE

JULY CLEARANCE CONTINUES

MORE MARK DOWNS MADE ON MANY ITEMS

NEW FALL MERCHANDISE ARRIVING DAILY

SEE THE NEW RED BALL VELVETEEN SHOES

Moore & Oden

STATEMENT OF CONDITION



of "Plains State Bank" of Plains in the State of Texas at the close of business on June 30, 1967.

Assets

Cash, balances with other banks, and cash items in process of collection.....	\$ 261,395.02
United States Government obligations, direct and guaranteed.....	765,896.89
Obligations of States and political subdivisions.....	148,429.37
Other loans and discounts.....	1,536,910.20
Bank premises, furniture and fixtures, and other assets representing bank premises.....	41,000.00
Real estate owned other than bank premises.....	14,525.20
Other assets.....	2,641.09

TOTAL ASSETS..... \$2,770,797.77

Liabilities

Demand deposits of individuals, partnerships, and corporations.....	\$1,097,744.49
Time and savings deposits of individuals, partnerships, and corporations.....	900,355.43
Deposits of United States Government.....	22,480.80
Deposits of States and political subdivisions.....	387,363.72
Certified and officers' checks, etc.....	8,804.91
TOTAL DEPOSITS.....	\$2,416,749.35
Total demand deposits.....	1,433,793.92
Total time and savings deposits.....	982,955.43
Other liabilities.....	6,525.20

TOTAL LIABILITIES..... \$2,423,274.55

Capital Accounts

Common stock - total par value.....	\$150,000.00
No. shares authorized 1,500.....	
No. shares outstanding 1,500.....	
Surplus.....	150,000.00
Undivided profits.....	47,523.22

TOTAL CAPITAL ACCOUNTS..... \$347,523.22

TOTAL LIABILITIES AND CAPITAL ACCOUNTS..... \$2,770,797.77

Memoranda

Average of total deposits for the 15 calendar days ending with call date..... \$2,442,927.26
Average of total loans for the 15 calendar days ending with call date..... 1,536,407.23
Loans as shown in item 7 of "Assets" are after deduction of valuation reserves of..... 62,100.51

CORRECT—ATTEST

STATE OF TEXAS
COUNTY OF YOAKUM

I, Vennum Fitzgerald, Cashier, of the above-named bank, do solemnly swear that this report of condition is true and correct, to the best of my knowledge and belief.

/s/Vennum Fitzgerald

A. B. Carpenter

Roy Fitzgerald

Glenn Cleveland

Seal

MEMBER OF F. D. I. C.

Sworn to and subscribed before me this twelfth day of July, 1967, and I hereby certify that I am not an officer or director of this bank.
My commission expires June 1, 1969
Winnie M. Story
Notary Public

VARIETY AND VALUE

Round Steak ^{lb} 89¢
Lemonade ^{4 1/4 9c}
Potatoes ^{2lb Crinkle Cut} 29¢

Loin Steak ^{lb} 84¢
T-Bone ^{lb} 84¢

Franks ^{Bar-S lb} 59¢
Potatoes ^{10 lb white Bag} 49¢

Plums ^{Santa Rosa lb} 25¢
Carrots 2/19¢
Peaches ^{lb} 15¢

Mince Meat ^{28 Oz jar} 60¢
Apple Cider ^{1/2 Gal} 88¢

Pinto Beans ^{25 lb Sack} \$2.49
Cherries ^{Monarch Dark #1} 55¢

Olives ^{Ripe 8 Oz Can} 37¢

Plains FROZEN FOODS
Ph 456-8722 PLAINS, TEXAS
Jello for salads 2/20¢

State Line News

By Margaret Box

The State Line Baptist Church members enjoyed an ice cream supper at the church Thursday night.

Mr. and Mrs. DeWees of Lubbock were dinner guests in the home of Mrs. Bessie Mc Cravey Sunday. Mrs. Hyde and Mrs. H. W. Seals visited Sunday afternoon.

Mr. and Mrs. Bill Davis and Mr. and Mrs. Eldridge Tidwell and Eddie of Portales visited their parents, Mr. and Mrs. Ira Tidwell, Randy and Lyndyl.

Mr. and Mrs. Don Young and Choya Don spent the weekend in Ruidoso with Mr. and Mrs. B. A. Young.

Mr. and Mrs. H. W. Seals, Roger and Donna returned home Friday night from Coleman when H. W. Seals attended the funeral of his uncle, Mrs. Seals and children stayed in Abilene with relatives.

Mr. and Mrs. Travis Jones attended her sister's, Sharon Martin, wedding in Brownfield at the Calvary Baptist Church. Sharon married Rob Hanson who is stationed in the army in San Angelo.

Mr. and Mrs. Travis Jones recently went fishing near Bronte, Texas. Linda Jones, Sue Spencer and Sharon Hanson went with them.

Overnight visitors in the Travis Jones home were his niece, Sandy Mehl and Judy Lee of Breckenridge, Minnesota. The Jones attended the Jones family reunion in Plains while his sister, Wanda Mehl and family of Minnesota visited relatives here.

Mr. and Mrs. R. G. Hartman were in Brownfield Saturday.

Mrs. Dorothy Brown, Sharon, Debbie and Beverly of Ft. Worth visited her sister, Mrs. Terry Bacon and family from Wednesday until Monday.

Mrs. A. H. Bacon of Clute, Texas and Davy McGowan of Crockett visited Saturday and Sunday with her son and family, Terry Bacon. She brought Bayne and Tammy Bacon home after a three weeks visit in Clute. She returned home Monday.

Mr. and Mrs. Tom Box, Tommy Guy and Mike Hughes, Mr. and Mrs. LeeRoy Box, Lebeth and Kimberly and Mrs. Grace Hughes attended the Church of Christ in Whittaral, Texas Sunday and ate dinner with the group at the Lions Club House. They attended singing in the afternoon. They also visited in the home of Mr. and Mrs. Tot Lewis.

Mrs. Tom Box went to Lubbock Monday to join Mrs. Aubrey Russell, District Home Demonstration Agent, Mrs. Mollie Kolb of Post, District 2 Director, Iva Tanner of Plainview, 1966 scholarship winner in 4 - H District 2, and Mrs. W. J. Ross of Floydada, treasurer of District 2 4 - H Scholarships. They travelled to Silverton to judge Joni Self and then to Plainview to judge Alice Baumgardner as two of the five contestants for two \$500.00 4 - H scholarships given by the Home Demonstration women in the eighteen counties in District 2. The recipient must go to Texas Tech and major in Home Economics. The other three girls live in Colorado City, O'Donnell, and Slaton and will be judged July 27.

Mrs. Lee Roy Box and girls and Mrs. Grace Hughes visited Mrs. R. P. Johnson in Lubbock Monday.



J. M. Dearing and K. O. Hendricks are pictured in a field with a good cover of star millet drilled on deep broken land as a cover crop.

18 New Soil-Water Plans

By C. Murrell Thompson

The local SWCD Board meeting Monday night was a busy one, with a total of 18 new soil and water conservation plans being approved along with two Great Plains contracts and one application for great plains assistance. Plans were made to erect the new district signs which are 4 by 5 foot signs, on all main highways. Plans are to contact the adjoining district Supervisors and have them meet with local boards and put the signs up. Other boards assisting will be Terry, Cochran, Gaines, Andrews and Lea County in New Mexico. This will show the local people and those traveling on our highways that the local people mean business when it comes to Soil and Water Conservation. Other business at the meeting was the making of final plans for the September

meeting of the South Plains Association of SWCD Supervisors which is to be held here in Plains. All State Senators and Representatives of the south plains have been invited and most of them have written that they will attend. Senator Doc Blanchard and Representative Jesse George are to be the main speakers.

Soil conservation for next spring begins right now. If you want a cover on land that could be blowing there is still time to plant some kind of forage sorghum or sudan. Some operators are planting soil building crops of cowpeas which is good buy they will not provide the cover when it is most needed if they are planted in 40 inch rows. Last year there were only a few farms that did not have the soil and water saving cover of a sorghum cover on the land when it was most needed. It

is very much hoped that this year there will be no farms or fields that are not protected. This has been stressed by your County Agent, the local F H A office and committee as well as your District Board and the Soil Conservation Service work unit personal.

Soil and water saved by a protective cover DOES mean DOLLARS to farmers and ranchers now and for the future also.

The Yoakum SWCD Board wishes to say a BIG THANK YOU to Hoss and D. C. Newsom for the use of the building for grass seed storage for local cooperators. You fellows had a part in getting 2500 acres planted to grass this year.

Top Management Builds Better Hogs

Every day, new ideas are introduced for better, more profitable farming. Agricultural researchers throughout the nation at commercial companies, at agricultural colleges, at breeding farms, are testing and evaluating better ways to produce profitable hogs. This research is a continual process. It is providing today's farmer with the new information he needs to build his farming business.

By adopting the scientific knowledge available today, thousands of hog producers could profit handsomely this year.

Consider the advantages. You can use vaccines to avoid disease problems. You can use antibiotics to prevent diseases, eliminate stress problems, gain greater feed efficiency. You can adopt better feeds to give animals the balanced diets they need for faster growth and earlier marketing.

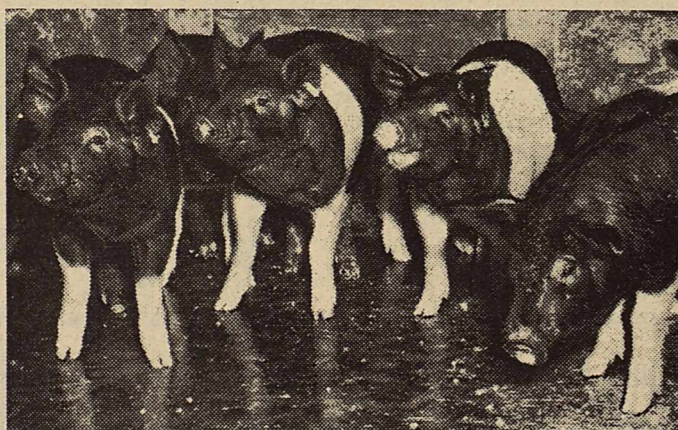
Fortunately, agricultural scientists have been working closely with agricultural colleges and farmers in researching new ideas and products. These new developments make a big difference in profitable performance on the farm.

Look closer at the benefits from feeding a well-formulated, balanced feed or supplement.

Consider the values of antibiotics in formula feeds. Today, with closely confined, large livestock operations, health protection is important. Following the advice of veterinarians, many successful hog producers follow a continuous feeding program with antibiotics like Aureomycin or a combination such as Aureo SP 250 in feeds.

This combination provides protection against a wider range of disease and stress problems. It combines the effectiveness of Aureomycin, an antibiotic, Sulmet sulfamethazine, a sulfa medication, and penicillin, another antibiotic.

Research scientists, working with agricultural colleges and hog producers, have provided new developments in feeding and disease preventive measures which assure greater profits for hog farmers.

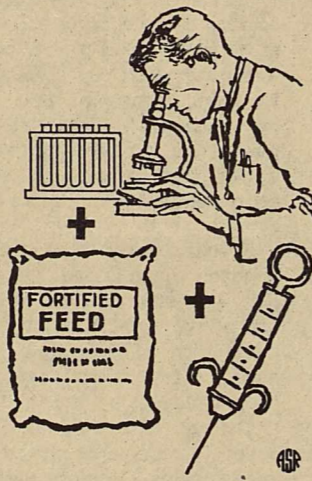


Working together this combination acts to keep livestock animals eat better, make more efficient use of feeds.

By using balanced, fortified feeds, hog producers can get the most out of every pound they feed their animals. Tests have been conducted to show what farmers can expect from feeds fortified with a combination such as Aureo SP 250. Results on the farm indicate hog producers can achieve close to

90 percent faster weight gains with 10 percent less feed. They have sent animals to market earlier. This all adds up to greater profitability.

Now new label acceptances make it possible to continue using this combination right up to market time. In this way the values of scientific disease prevention, the advantages of better nutrition will improve pig performance and increase hog profits.



Lions Club News

The following is the Lions Club work sheet for the Rodeo. Check the list and if you are unable to work at the appointed times please contact the chairman of your group.

CONCESSION STANDS, C. M.

Mr. and Mrs. Sammie Williams of Morton visited her daughter, Mrs. Wayne Davis, and family Saturday.

Mr. and Mrs. Wayne Davis, Wayne Lee, Rene' and Michael were dinner guests Sunday in the home of his mother, Mrs. W. L. Davis of Morton.

Mr. and Mrs. Russell, Sr. of Spearman, Texas spent Friday, Saturday, and Sunday with their son and wife, Mr. and Mrs. Bill Russell.

Mrs. Tom Box and Mrs. Adell Box visited Mrs. Hayden Box Thursday afternoon.

Mr. and Mrs. D. H. Kerby and Cleve Loy went to El Paso Sunday to visit their son, Mr. and Mrs. Jimmy Kerby. Jimmy is stationed there in the army. They returned Monday.

Mrs. Dunk Brian and Jerry, Rita, and Debbie went with their parents, Mr. and Mrs. H. G. McDonnell of Plains to Peacock to an old Settlers reunion last Sunday. Nell was born there.

Mr. and Mrs. Gayle Craft, Ron and Rhonda attended the old settlers reunion in Peacock last Sunday.

Mr. and Mrs. Dud Brian, Mr. and Mrs. Dunk Brian, Jerry, Rita, and Debbie, Mr. and Mrs. Gayle Craft, Ron and Rhonda, Miss Sue Parker, and Mr. and Mrs. Bill Overton attended the Miss New Mexico pageant in Hobbs Saturday night. Linda Brian, daughter of Mr. and Mrs. Bud Brian, of Eunice, formerly of this area, represented Miss Eunice. There were 12 contestants. Miss Portales was chosen to reign as Miss New Mexico. Miss Hobbs was first runner-up and Miss Farmington was second runner-up. Miss Linda Brian is the granddaughter of Mr. and Mrs. Dud Brian and niece of Dunk Brian.

Mrs. Annie Lee Pace and Rodney Pace of Lubbock and Mr. and Mrs. H. F. Barnes of Plains visited in the Tom Box home Monday.

Curry and Russell Faulkenberry, July 28, 1967: Roy Edwards, Harry Cayce, and A. B. Carpenter, July 29, 1967: Sherm Tingle, J. W. Moore and Robert Graham.

Latt's Enco Service

(ENCO) Service (ENCO)

See us for washing and greasing service.

Dial 456-3474

Happy Motoring

Plains Farm Supply

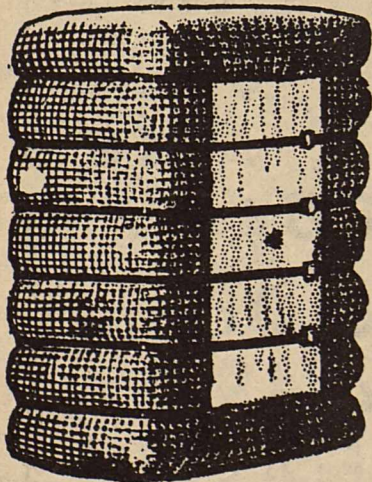
Good, Modern Equipment

In about 30 days it will be harvest time again, and we have a big bargain for you in our quality combine. Come in and let us show you how we can trade to fit your pocket book.

Your Tractor Shouldn't Be Caught Dead DURING PLANTING SEASON.

SAVE MORE ON FOOD

Bologna	Wilson All Meat lb	49¢	Donuts	Morton	29¢
Cheese	Kraft Elkhorn lb	69¢	<div style="border: 1px solid black; padding: 5px;"> <h3 style="margin: 0;">Coffee</h3> <p style="margin: 0; font-size: 0.8em;">Folgers 1 lb Folgers 2 lb</p> <p style="margin: 0; font-size: 1.2em; font-weight: bold;">73¢ \$1.39</p> </div>		
Bacon	Slab lb	73¢	Tide	Giant 10¢ Off Label	69¢
Franks	Rath 1 lb	59¢	Cake Mix	Betty Crocker Angel Food	49¢
Sausage	Dankworth German lb	69¢	Potatoes	Shurfine Whole 303	2/27¢
Peaches	Fresh	15¢	Blackeyed Peas	Shurfine 300	2/29¢
Grapes	Red	25¢	<div style="border: 1px solid black; padding: 5px;"> <p style="font-size: 0.8em; margin: 0;">We wrap more QUALITY, VALUE for you!</p> </div>		
Carrots	Cello	2/19¢	<div style="border: 1px solid black; padding: 5px;"> <h2 style="margin: 0;">Lemonade</h2> <p style="margin: 0; font-size: 0.8em;">3/29¢ — 19¢</p> <p style="margin: 0; font-size: 0.7em;">Shurfine 6 oz Shurfine 12 Oz</p> </div>		



AVAILABLE Hoe Hands

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HOME NUMBER
W. O. SPENCER

WHEATLY EXCHANGE
GIN NUMBER

C. G. S. GIN

Hawkins Food Market

The Better Things Are Yours!
with GOLD BOND Stamps!

Mellorine

Bell 1/2 Gal 39¢

Tokio News

By Ferne Lowrey

Miss Rhonda Bearden was honored on her 9th birthday July 12th with a swimming party at Plains given by her Mother, Mrs. Ray Bearden. Birthday cake and cokes were served to her guests in the park. Those attending were Neal, Rickey, Debra, Donna, Kathy, and Lola Bearden, Debbie Brian, Susan Stroup, Wanda Nelms, Kathy Sewell and Tommy Green.

Mr. and Mrs. Travis Jones visited Mr. and Mrs. Melvin Lowrey and Tracy Ann Tuesday night. Mrs. Jones and Mrs. Lowrey's cousin, Mrs. Linda Payne and girls from Littlefield is visiting them for awhile.

Jimmy Sherrin left Saturday on a two week National Guard tour of duty, close to Waco.

Mr. and Mrs. Dee L. Sink attended Mr. Sink's parents, Mr. and Mrs. C. N. Sink, on their 70th wedding anniversary at Ft. Cobb, Oklahoma the week of July 8th. All 9 children of Mr. and Mrs. C. N. Sink were present to help them celebrate their anniversary. Mr. and Mrs. Jerry Sink and family accompanied his parents to Oklahoma.

Guests over the week end in the home of Mr. and Mrs. Dee Sink were their son, Mr. and Mrs. Mike Sink and daughter from Amarillo, Mrs. Mike Sink's mother, Mrs. Bob Oats from Bloomfield, New Mexico, and her grandmother, Mrs. Begie Oats from Lubbock.

Mr. and Mrs. Rowe Stephens, Brent and Lee Ann visited Rowe's parents, Mr. and Mrs. W. L. Stephenson of Brownfield and his sister and family Mr. and Mrs. Donnie Hicky from Ardmore, Oklahoma who is visiting her parents.

The Tokio Baptist Church revival started Sunday, July 16 and will continue through Sunday July 23. Services each day will start at 11 a.m. Prayer meeting will start at 8:30 p.m., and song services at 9:00 p.m. A special invitation is extended to everyone.

Congratulations to Mr. and Mrs. John Dale Curtis on their new son Billy Dan. He was born Wednesday, July 12. The young man weighed 13 1/2 and 6 ozs. He was welcomed by two brothers Jimmy and Johnny and a sister Claudia.

Visiting Mr. and Mrs. Carl Lowrey and Jerry for two week is Mrs. Lowrey's niece, Diane Bearden from Ft. Worth.

Turinidad Rivera was admitted to the Brownfield General Hospital last week.

Visiting Mr. and Mrs. J. T. Anderson for several weeks is Mrs. Anderson's father Jim Holland from Houston.

Mr. and Mrs. Carl Lowrey and Jerry, Mr. and Mrs. Melvin Lowrey, and Tracy Ann, Mr. and Mrs. Blackie Bearden, and Mrs. Bill Taylor, Kite and Dennie attended the J. L. Bearden family reunion July 14, 15, and 16 at the Renbrook Lake close to Ft. Worth. Sox of the eight children of Mr. and Mrs. J. L. Bearden attended the reunion. There were 11 grandchildren, 4 great grandchildren and brothers, sisters, nephews, nieces, and cousins from both sides of the family attending. 77 people in all attended the reunion.

While visiting the B. F. Lowrey's, Mr. and Mrs. Bill Little, Mr. and Mrs. Alvin Oates and the Lowreys visited Clouderof, White Sands, Alamogordo, and Ruidoso, New Mexico. The Littles and Oates returned home Tuesday.

Mrs. Geraldine Lewis and son James are visiting her son and family Mr. and Mrs. Glen Lewis in Ft. Worth. Another son, Mr. and Mrs. Ronnie Lewis of Houston brought

Agent Food Tips

By Sudie M. Thompson

Do these sultry summer days find you in need of an aid? Your aid can be Limeade. But don't think that limes are only good when prepared in a refreshing drink. A little lime juice added to hot, buttered vegetables will delight your family. Have you tried lime juice on fresh spinach or other greens? Tasty!

The lemon-lime duo will add a gourmet delighting quality when they are used to accent meat dishes. A slice of lemon or lime belongs with serving of fried chicken and all fried breaded meats and poultry—continental cooks have been doing it for years.

A most tempting dessert that the U. S. Department of Agricultural recommends is Lime Chiffon Pie. How refreshing it is with summer meals!

You will need 1 envelope plain gelatin, 1/2 cup cold water, 4 eggs, separated, 1/2 cup lime juice, 1 cup sugar, 1/4 teaspoon salt, 1 teaspoon grated lime rind, 1/2 cup heavy cream, whipped.

Soften gelatin in cold water. Beat egg yolks in top of double boiler. Mix in lime juice, 1/2 cup sugar, and salt. Cook over hot water until mixture thickens slightly, stirring constantly. Remove from heat. Add gelatin and stir until dissolved. Add lime rind. Beat egg whites until stiff peaks form. Gradually beat in remaining sugar. Fold gelatin mixture into egg whites. Then fold in whipped cream. Turn into 9 inch baked pie shell.

Treat yourself to an aid and buy plenty of limes while USDA's Consumer and Marketing Service reports them plentiful.

Rebecca to Ft. Worth and she came home with her mother. She had been visiting Ronnie for two weeks.

Mrs. Sidney Hart and daughter Serena visited her parents Mr. and Mrs. Reg Martin last week. While here she visited Mr. and Mrs. Hugh Snodgrass.

Gary Joe Smith was admitted to the Seagraves hospital Sunday morning. He was reported to be feeling better and will get to come home in a few days.

Visiting Mr. and Mrs. Hugh Snodgrass Sunday were their son and family Mr. and Mrs. Toad Snodgrass of Lehman, their grandson and family Mr. and Mrs. W. B. Snodgrass of Brownfield, and their granddaughter and family Mr. and Mrs. Daniel Cave of Ackerly.

Mr. and Mrs. T. A. Elmore and Rickey, Mr. and Mrs. Tommy Elmore and Kelly, and Nancy Tippitt spent the week end at Ruidoso, New Mexico.

Jr. Rodeo Results

The Yoakum County Junior Rodeo Association has held two Play Days for the month of July in the Denver City Rodeo Arena. There were 21 boys and girls participating in the first Play Day and 22 in the second. Results are as follows:

The Down Roping, Morris Rushing, Tony Winn, Jackie Mc Donnell.

Ribbon Roping, Wayne Box, Morris Rushing.

Double Mugging, Morris Rushing.

Break Away, Mike Mann, Hobbs, N. M.

Barrels, Seniors: Joe Beth, Tumlinson, Clark Parrott, Joyce McKee.

Juniors: Lisa Jo Mann, LaGatha Bownds, Clariece Tu-

mlinson, Pattie Woytek.

Pee Wees: Rodney Jones, Mark Parrott, David Wheeler, Susie Wheeler.

Flags, Seniors: Clark Parrott, Jo Beth Tumlinson.

Juniors: Pattie Woytek, Jo Ann Terry, Lester Kerrick, Brenda Woytek.

Pee Wees: Rodney Jones, Mark Parrott, Susie Wheeler, Jo Ann Woytek.

Poles, Seniors: Clark Parrott, Jo Beth Tumlinson, Joyce McKee.

Juniors: Lisa Jo Mann, Pattie Woytek, Mike Mann, Guy Bownds.

Pee Wees: Mark Parrott, Rodney Jones.

In the second July Play Day these were the results:

Ribbon Roping: Morris Rushing, Wayne Box, Reg Trout.

Double Mugging: Morris Rushing.

Tie Down: No one qualified.

Barrels, Seniors: Jo Beth Tumlinson, Clark Parrott, Leon Williams.

Juniors: Guy Bownds, Lisa Jo Mann and Pattie Woytek, Jo Ann Terry.

Pee Wees: Mark Parrott, Rodney Jones, David Wheeler, Susie Wheeler.

Flags, Seniors: Clark Parrott and Jo Beth Tumlinson, Leon Williams.

Juniors: Lisa Jo Mann, Marilyn Jones, LaGatha Bownds, Pattie Woytek.

Pee Wees: Rodney Jones and Mark Parrott, Jo Ann Woytek Susie Wheeler.

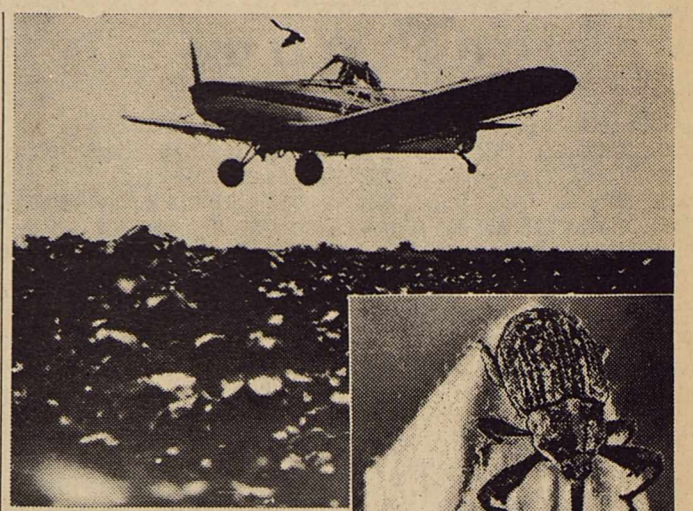
Poles, Seniors: Jo Beth Tumlinson, Clark Parrott, Leon Williams.

Juniors: Clariece Tumlinson, Jo Ann Terry, Lester Kerrick, LaGatha Bownds.

Pee Wees: Mark Parrott, David Wheeler, Susie Wheeler, Rodney Jones.

New Cotton Insect Control Methods

Cotton insects are a constant threat to profitable cotton farming. Back in the 1940's, the normal control program was application of insecticide dusts. By 1947, liquid insecticides were introduced for better coverage, more efficient kill of cotton pests. These materials were mixed in water to obtain the desired spray coverage. With this cumbersome method cotton growers often used hundreds of gallons of water as a carrier for the insecticide to spray cotton acreage.



Insect control with Malathion Low Volume Concentrate assures the farmer he can eliminate forage pests such as this Alfalfa Weevil as well as barnyard and feedlot insects.

Today a dramatic new development is helping cotton farmers to increase their efficiency, cut costs and get better control of such troublesome pests as boll weevil, lygus bugs, thrips and others.

Scientists of the Plant Pest Control Division of the U.S. Department of Agriculture and researchers from American Cyanamid Company were responsible for this breakthrough in insecticide application. They developed a new technique that makes it possible to control insects with ultra low volumes of undiluted Malathion insecticide . . . rates as low as 8 ounces per acre. It sounds impossible, but it is true. Several million acres of cotton . . . and millions of acres of rangeland and other crops have been successfully treated using Malathion LV Concentrate.

The use of such ultra low volumes as 8 ounces of insecticide undiluted per acre was made possible by development of special nozzles and pumps for spraying Malathion from aircraft. The spray is broken into micro-fine droplets, up to 75 droplets per square inch over the acre.

One airplane can effectively

treat the same acreage in one hour as four airplanes would when applying conventional sprays. That adds up to faster, economical and more efficient insect control. Tests further revealed the same or better insect control with the ultra low volume equipment.

Now, equipment manufacturers are adopting the low volume concept to ground equipment. Eliminating the need for water as a diluent makes possible faster insect control than ever before.

Scientists are opening up many new uses for the Malathion LV Concentrate. Alfalfa weevil, a serious forage pest, can be controlled by aerial low volume applications. So can

grasshoppers, cloverworms, dozens of different insect pests on many crops. Two additional advantages make this new ultra low volume method even more useful to farmers. Malathion is classed as a non-persistent insecticide. That means it kills insects, but leaves no harmful residues when used according to directions. It can even be applied over feedlots and animal holding pens to kill mosquitoes, flies and similar insects.

Ultra low volume spraying is a new trend that holds great promise as a more efficient, effective and less expensive way to control a wide range of insects . . . for more profitable farming.

TOURNAMENT SCHEDULE

2:00 p. m.	THURSDAY	
ROPEVILLE		
LEVELLAND	6:00 p. m.	
4:00 p. m.		
BROWNFIELD		
SEAGRAVES		
6:00 p. m.	THURSDAY	
DENVER CITY		
PLAINS	8:00 p. m.	
8:00		
SUNDOWN-WHITEFACE		



TRADE AT HOME

Plant the Seed

where you expect to Reap



IT'S what you might call a commonly recognized agricultural principle that if you want to do your harvesting on a particular piece of ground, that's the place to sow your seed.

Using the same general type of reasoning, it is obvious that if you want to harvest a nice crop of prosperity . . . in the form of better business, a better job, a better community in which to live . . . it's advisable to plant your trade dollars where they

will produce growth for you, rather than for somebody else.

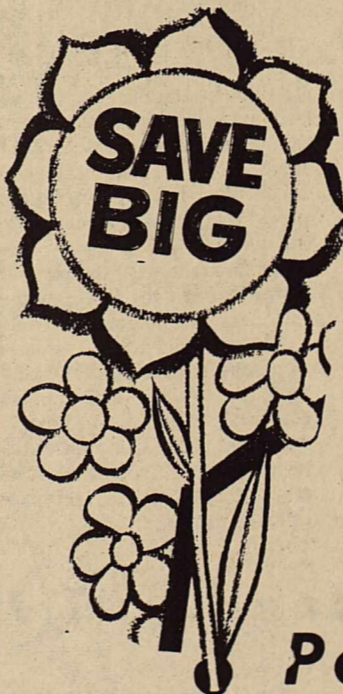
The homes we live in . . . the jobs and businesses which support us . . . the schools and churches that teach our children and enrich our lives . . . the convenient stores and service establishments that supply our everyday and emergency needs . . . none of these were built, nor are they supported by the dollars that are spent in some other community or city.

It Pays to Buy Where You Live

These Firms Are Genuinely Interested in the Future of Our Community and Your Welfare

Plains Oil Company	City OF Plains
Plains State Bank	George's Phillips 66 Service
Ross Irrigation	The Plains Record
Horkey LP Gas & Shell Service	Cogburn-Young True Value Store

NEVER BEFORE!



- Spears 10 Oz Keith
- Specials** Broccoli 2/29¢
- Plums 25¢ Santa Rosa lb
- Peaches 15¢ Texas lb
- Carrots 2/19¢ Cello 1 lb Pkg
- Potatoes 49¢ 10 Lb Bag Mesh
- Orange Juice 2/49¢ 12 Oz Donald Duck
- Cream Pies 29¢ Banquet Pkg
- Lemonade 4/49¢ 6 Oz Keith

Pic & Pay Grocery
A Friendly Place to Trade
Your 7 to 11 Store Phone 456-4211

George D. And Jane Wade

George D. and Jane Wade of the Palomino Gift Shop, are two of those progressive type of citizens upon whom the community depends a great deal of leadership in business or other matters. They are also civic-minded, and have in the past, and no doubt will continue in the future to give more

of their time and energy for the welfare of others than themselves.

They are the kind of people who make friends, and friendships once formed by them are never broken by an unfriendly act on their part, and they spare no efforts in order that their services to the surrounding area shall be more dependable.

Mr. and Mrs. Wade have never been known to inject themselves into a situation for the mere purpose of gaining publicity. However, they proceed in a calm and unostentatious manner, and accomplish their objectives with a quiet dignity. We do not hesitate to recommend Jane and George Wade to our readers as excellent examples of the more progressive type of business people who have aided in the growth and development of Brownfield and the surrounding country.

Jimmy Jones

To serve the public honestly, efficiently, and cheerfully, is the basic foundation many progressive business men of Brownfield have found to be the shortest route to success. In making this statement, the one we have in mind is Jimmy Jones of Jimmy Jones Pest Control, whose business telephone is now 637-2285. The popularity and patronage enjoyed by his many excellent services accentuates the ideals of courtesy and efficiency which he has consistently applied in the management of the business, and in the servicing of its customers.

The conduct of such businesses, and those who operate them, have done much to make Brownfield the business center for many miles around. And it is fitting that we give credit where credit is due to such individuals as Mr. Jones for his part in the onward progress of the city. In doing so, we are merely putting into words the opinions of those who know him.

Jimmy Jones has earned his success by the method in which he has served the public, and accepted both civic and business responsibilities. We wish him every success in the future.

Thomas J. Johnson

Having a well-earned reputation for honesty, dependable judgment, and a complete knowledge of the insurance business far above the average, Thomas J. Johnson, agent for Denver City and Seagraves of the National Life & Accident Insurance Company, merits a brief tribute in this review.

Without assumption, or seeking public acclaim he has filled his place in the community as one of its solid citizens, performing his duties of citizenship quietly, yet efficiently.

As a leading and progressive business man, Mr. Johnson holds a high position in the esteem of the public generally.

Vernon Wyatt

Every progressive and successful business man in Brownfield contributes in some manner to the growth and progress of the city. And one who is always willing to do his part in both business and civic activities is Virgil Walker, manager of Westex Irrigation & Supply, who is well known, and has a great many friends and business associates throughout this entire district.

The prominent part that the Westex Irrigation & Supply is playing in the business and industrial life of this section of the South Plains, mirrors the dependability and honesty of such men as he. Moreover, Mr. Walker has also at all times been steadfast in his devotion to the city, and the surrounding country, and on many occasions has lent his support to the successful promotion of meritorious civic projects.

Brownfield and this district are fortunate to have such a man as Virgil Walker in a position of responsibility and service, and this newspaper feels that it merely reflects public opinion in paying this brief tribute to one of the city's more dependable business men.

PROGRESSIVE AND CIVIC-MINDED PEOPLE OF BROWNFIELD AND VICINITY

This department has been worked up largely as a reflection of public opinion. No person has written of themselves or their business. All articles have been compiled by a representative of the Plains Record as he saw conditions. These people are all leaders in their various lines of endeavor and the co-operation of those citizens in Lovington who helped make this department possible is sincerely appreciated.



THE PLAINS RECORD, THURSDAY, JULY 20, 1967 PAGE 6

The Plains Record

PLAINS, TEXAS



Kenneth Collins

Recognized as an authority on all roofing contracting problems, Kenneth Collins of the Collins Roofing Company, now located at 702 North Atkins, has turned his knowledge to the advantage of the people of Brownfield and vicinity. More than that, Mr. Collins has always been vitally interested in the civic betterment and progress of the city, and has backed up his interest by lending assistance, in one form or another, to the successful promotion of many things which have benefited Brownfield and the community as a whole. We owe a great deal to such men for their part in making the city the business center of this area.

He has always been alert to the many opportunities for service, and more than ready to recognize and accept his share of civic responsibilities.

Because of these things, Kenneth Collins has become accepted as a dependable business man who is an asset to both the business and civic life of the city, and we trust he will continue to serve the people of this entire region in his present capacity for many years.

Robert L. "Bob" Cates

In compiling this review of progressive Brownfield business men, we have endeavored to select those citizens who, by the manner in which they have conducted themselves and their businesses, have earned for them positions of leadership in their various fields of activities. Such a man is Robert L. "Bob" Cates of Bob's Welding Supplies, who is well known, and has a great many

personal friends and business associates throughout this entire district.

Mr. Cates' main interests have not been solely confined to his own business and private affairs, but have also included his contributions in one form or another, to those projects of a civic nature which come within the scope of his activities.

"Bob" Cates is a man of wide acquaintance, whose exploits in the business life of Brownfield and vicinity, merits more than a passing attention, and the writer is privileged to pay this brief tribute to a man who well deserves more credit than is accorded him here.

Lee Crabtree

Brownfield owes much to those progressive citizens who have taken an active part in the growth and progress of the city, and who have helped to

make it the business center for this section. In mentioning some of those, it is only fair to include Lee Crabtree of the Crabtree Machine Shop, whose outstanding knowledge of the machine shop business, backed up by his many years of experience, has brought him to the forefront in his particular vocation.

Mr. Crabtree is wholly deserving of our sincere praise, and these few words of commendation are but a just recognition for the many activities he has conducted on behalf of the general welfare of the community.

The honest and successful conduct of his business affairs, is not only a reflection of his character, but has also been a strong factor in maintaining him in a position of leadership in his field of endeavor.

We trust that Lee Crabtree will continue to serve the people of Brownfield and the surrounding area for many years to come.

A.W. Turner And Perry E. Bear

Performing an outstanding service for the people of Brownfield and the surrounding territory, A. W. Turner and Perry E. Bear of the Turner-Bear Agency, have achieved enviable reputations for their progressive policies of business administration. Their constant study of insurance problems in relation to the protection the people both need and can afford, have been important factors in their well-earned success.

Mr. Turner and Mr. Bear are men of ideas, and they are as practical as they are progressive in putting those ideas to beneficial use in fu-

thering the service their agency renders to the public. Their sound business judgment and unwavering honesty are characteristics which place them in the front rank with other business leaders of the city. Yet, they are unassuming and modest in their personal contact with the people; always ready to listen to their ideas and desires.

We are glad to pay tribute to progressive citizens of this type, for it is such men as Perry Bear and A. W. Turner who have caused Brownfield to become recognized as the metropolitan center for this section of the Southwest.

Alfred Tittle

It is fitting in this review of conscientious Brownfield business executives that we acquaint our readers with the one to be credited with having maintained the Arco Pipe & Supply Company in the enviable position it holds in the business and industrial life of this region. That personality is Alfred Tittle, whose genius for organization, and for converting new ideas into actual deeds has played a vital part in the distinctive reputation which this reliable company now enjoys throughout

this entire district. Mr. Tittle has found time, in addition to his business interests, to give thought and energy to community projects. He is a citizen whose talents have been steadfastly devoted to the best interests of the city. He has been successful in his own business, and in the promotion of the general welfare of the community.

We are glad to pay this brief tribute to him, and to say that this district owes much to the many benefits which Alfred Tittle and the Arco Pipe

& Supply Company have rendered to this section of the Southwest.

Willie Helm

Most cities, if they amount to much, are man made. They do not just happen. It has been the realization of its more progressive citizens that their city must grow and prosper, and become something other than just another place

Cont. on Page 7

Henry And "Al" Fugitt

In bestowing credit upon some of the more progressive business people of Brownfield who in one way or another, have contributed their bit to improve both business and civic conditions, we wish to publish a few words about Henry and "Al" Fugitt of the Henry Fugitt Gulf Service.

Mr. and Mrs. Fugitt have set a standard for themselves, and the operation of their business that, under present existing conditions, has been very difficult to maintain. However, that they have done so is proven by the large volume of business which their Gulf station continues to handle, much of which is due to their unceasing attention to detail, and their ability to cope with new and unexpected problems.

"Al" and Henry Fugitt are also civic-minded and have, when asked, cheerfully coop-

erated on those civic activities to which they have been able to lend assistance. They more than deserve the respect and good will they have earned, and their many friends and customers are confident that they will continue to maintain their usual integrity and high standards.

Wade Pearce

It is not always the kind of business which determines its importance to the community. But, more or less, the methods used in its management. The services rendered to the public, and the manner in which it meets both business and civic obligations.

The cheerfulness of the entire personnel of the Modern Steam Laundry, in their contacts with the public. And the ready acceptance of all responsibilities by Wade Pearce, proves conclusively that he is a man who is well-versed in the principles of successful business management.

As most people know, this firm is a leader in their line of business. This is partly so because of their long experience, but also because of a never ending policy of keeping abreast of the times in their particular field.

It is a pleasure to compliment Wade Pearce for the successful operation and management of the Modern Steam Laundry, and for his many contributions to those civic projects aiding in the growth and development of Brownfield and the adjacent territory.

Dale George

Recognized as one of the more progressive business men of Brownfield, Dale George of Dale's Furniture & Appliance, performs a real service for the people of his city, and his contributions to civic betterment are too well known to require repetition in these columns. His personal success has been achieved in a large measure, because he never misses an opportunity to further the service he renders to the public. A policy which has, and continues to build up good will for Dale's Furniture & Appliance throughout this entire district.

Mr. George is deserving of praise, and this brief tribute is but a just recognition for the many services which he has performed in the way of both business and civic activities. Also his reputation for the successful conduct of his business affairs is no greater than his reputation for the honest practices which characterize his every transaction.

We congratulate Dale George on his splendid record, and trust he shall continue to serve the people of Brownfield and vicinity.

Ralph Murry

It isn't the size or volume of a man's business which determines its value to the community in which he lives. But rather by the manner in which it is conducted. Which, to a greater or lesser degree, reflects the personality and character of the individual. The value of Ralph Murry's business to the city is a reflection of his progressiveness, and a determination to render the utmost in

Cont. on Page 7

Cecil And Hazel Flowers

Good motels and tourist courts are indispensable to the progress and development of a growing city such as Brownfield. And the Motel Texan, combining the best features of both, has accommodated a great many tourists and business men in a manner that assures them of the continued patronage and good will of the motoring public.

The management of the Motel Texan has maintained an ideal of service which is thoroughly exemplified by the manner in which every need of the traveling motorist has been anticipated and prepared for. Nothing is taken for granted;

nothing is forgotten, and hospitality and service is always their first and last consideration.

Much of the credit for the splendid reputation of this modern drive-in motel is due to the executive ability of Cecil and Hazel Flowers, whose untiring efforts, foresightedness, and careful attention to detail, have maintained a standard of hospitality and service which would be difficult to surpass. It is a pleasure to publish these few words of praise about the Motel Texan, and its friendly and capable managers, Hazel and Cecil Flowers.

Ragan Reed

In paying tribute to some of the more progressive business men of Brownfield, we would be remiss in our duty should we fail to include Ragan Reed of Reed's Body Shop, whose business ability is no greater than the "know-how" and professional skill which has contributed to his well-earned success in the automotive body repair and painting business.

He has also contributed generously to the welfare of the city and the community for many miles around. And his civic spirit is evidenced by the many services which he has performed, and will continue to perform in the interest of the people as a whole.

Mr. Reed is a man of wide acquaintance, whose many friends admire and respect in him, those virtues which inspire confidence and promote good feeling. And his upright business methods are a credit to his inherent sense of fair play.

We congratulate Ragan Reed on his splendid record of service, and trust he shall continue to assist us for many years to come.

Jim Billings

In editing this review of progressive Brownfield business men, it is fitting that we should include some of those who, by their aggressiveness, have definitely established themselves in the business and commercial life of the city.

Such a man is Jim Billings of the Brownfield Water Conditioning Company, who also deserves an additional word of praise for being more than just successful. He is a consistent and enthusiastic booster of the community, and in his way has done much to advertise the city.

Mr. Billings has pursued the progressive policy of stepping up his business ahead of the times, thus setting a pace for which he has earned the reputation of being a go-getter, who does not sit back and wait for the business to come to him.

We are glad to pay tribute to Jim Billings, and to point out to our readers that his sincere desire to be of service, coupled with his determined methods, are largely responsible for the standing of the Brownfield Water Conditioning Company throughout this area.

Virgil Walker

Every progressive and successful business man in Brownfield contributes in some manner to the growth and progress of the city. And one who is always willing to do his part in both business and civic activities is Virgil Walker, manager of Westex Irrigation & Supply, who is well known, and has a great many friends and business associates throughout this entire district.

The prominent part that the Westex Irrigation & Supply is playing in the business and industrial life of this section of the South Plains, mirrors the dependability and honesty of such men as he. Moreover, Mr. Walker has also at all times been steadfast in his devotion to the city, and the surrounding country, and on many occasions has lent his support to the successful promotion of meritorious civic projects.

Brownfield and this district are fortunate to have such a man as Virgil Walker in a position of responsibility and service, and this newspaper feels that it merely reflects public opinion in paying this brief tribute to one of the city's more dependable business men.

Roy H. Timmons

One of the more dependable business men of Brownfield, and one who deserves the respect and good will of a great many residents of the city is capable, friendly, Roy H. Timmons of Tim's Safety Lane, whose wide knowledge and long experience in the wheel alignment and brake service business has raised him into a position of prominence in his line.

It is because of this that Tim's Safety Lane has earned a reputation for reliability—second to none.

Mr. Timmons is also civic-minded, and has always been ready to contribute his time and energy to any plan which promises to benefit this entire district. And the people of Yoakum and Terry Counties may regard with particular satisfaction the many services which he has performed in the interest of progress and civic betterment. He wishes to thank the people of our own community for their loyal support to him in the past.

We urge our readers to look to Roy Timmons as a progressive business man of whom we may well be proud. His devotion to the city has been constant, and his achievements well merited. We wish for him further success.

Clyde 'Slim' Tolbert

Clyde 'Slim' Tolbert is one of the more successful restaurant operators of Brownfield who, by maintaining a constant standard of service and high quality foods, has made the Steak House one of the more popular eating places in the community. We are glad to give him credit for his well-earned success in a field which is so highly competitive.

It is also a pleasure to give him credit for taking part in community affairs, and lending his assistance to various activities and public projects. When to take part in such matters, he always does so without ostentation, but in a quiet manner which lends dignity to his cheerful acceptance of his share of the civic load. It is a pleasure to be associated in the promotion of community activities with such a man as Mr. Tolbert.

This review of progressive and civic-minded individuals of Brownfield would not be complete were we to fail to include "Slim" Tolbert. His is the kind of success which deserves recognition, and we wish him many more years of the same.

Mrs. Don Bush

A city grows and prospers by reason of the public-spirited men and women who take an active interest in its development. Brownfield has its share of these progressive and civic-minded people, and one who is deserving of recognition is friendly, likeable, Mrs. Don Bush of The Fabric Shop, whose summer clearance sale is now in progress.

Her business ability, coupled with a sense of obligation to her many satisfied customers, have been major factors in maintaining The Fabric Shop in a position of leadership throughout this area. She not only in her business activities, but also in her attention to civic duty, assumed an active part in community affairs.

Mrs. Bush has always been ready and willing to contribute her time and energy to the promotion of any project promising to benefit the community as a whole. She has often sacrificed personal interests to be of assistance to the city, and her efforts are deserving of commendation and support.

We congratulate Mrs. Don Bush on her past achievements which, in our opinion, indicate a similar successful career in the years ahead.

PROGRESSIVE AND CIVIC-MINDED PEOPLE OF BROWNFIELD AND VICINITY

This department has been worked up largely as a reflection of public opinion. No person has written of themselves or their business. All articles have been compiled by a representative of the Plains Record as he saw conditions. These people are all leaders in their various lines of endeavor and the co-operation of those citizens in Lovington who helped make this department possible is sincerely appreciated.



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The Plains Record PLAINS, TEXAS



F. B. "Johnny"

And Tina Raybon

F. B. "Johnny" and Tina Raybon of the Brownfield Glass & Mirror Company, have well-earned reputations for dependability because they have consistently forged ahead in their business. Never letting up in their efforts to make the service their company renders to the people more valuable. This invariable policy has made the Brownfield Glass & Mirror Company outstanding in its field, a fact that is well known to the public throughout this area.

But the Raybons have accomplished much more than just

making a success of their business and private affairs, and we take this opportunity to pay tribute to them for devoting what time they could spare to the general welfare, not only to the city, but this district as well.

It is such individuals as they, who are both successful in business, and appreciative of their civic obligations that are deserving of recognition. We take pleasure in publicly giving "Johnny" and Tina Raybon the credit for their accomplishments which their many friends and associates have so long accorded them.

John and Jean Staudt

Due to the efforts of a group of wide awake business people, the city of Brownfield has attained a dominant position in the commercial life of this section of the South Plains. And two of those who have justly earned credit for being progressive members of that group are John and Jean Staudt of Staudt jewelry.

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Ralph Murry

service, a policy which has caused Ralph's Rental Service to be so well thought of, and so widely patronized by the people of Brownfield and the surrounding area.

That same dependability and honesty which has made him so successful in his own business has also fitted Mr. Murry to be of assistance on community projects and public drives. Moreover, he does so cheerfully, and with a friendly spirit of cooperation that is always more than welcome.

It is a pleasure to include Ralph Murry in this Brownfield review, and to wish him further success in his field of endeavor.

PAINFUL CORNS?
AMAZING LIQUID RELIEVES PAIN AS IT DISSOLVES CORNS AWAY
Now remove corns the fast, easy way with Frezzone®. Liquid Frezzone relieves pain instantly, works below the skin line to dissolve corns away in just days. Get Frezzone...at all drug counters.



Let's
Strike Out
Sundown

Curry Drugs

Clyde Joe Davis

It is a well-known fact that a man's true character must come through in his work; whether in business or professional activities or in public life. So when a man conducts himself in such a manner as to cause the public to recognize in him certain qualities over and above the average, he is deserving of a few words of praise. Such a personality is Clyde Joe Davis of the Davis Spraying Service, a leader in the business and rural life of this region.

hances his value to the city.

The safety and efficiency of the operations of the Holmes Van Service Moving-Storage, reflecting as it does the executive ability of this man, has earned for the firm a well-deserved popularity among the people they serve. We are glad to give Hugh Holmes the credit he so well deserves for his achievements, and to wish for him a continued successful career as one of Brownfield's more dependable business men.

In addition to being one of the city's more dependable business men, Mr. Davis was never one to shirk his civic duties. More than that, he enters cheerfully, and with enthusiasm and optimism into those civic affairs in which he has time to take a part. And seldom does he fail to find time to do his share.

Clyde Joe Davis deserves his share of credit for being one of those progressive citizens of Brownfield who has contributed so substantially to the onward progress of the city. It is a pleasure to include him in this group.

BEEF GAINS

Larry Felts is leading the beef calf gain contest after two months of feeding. His Santa Gertrudis steer gained 183 pounds during the 56 days between May 20 and July 15. The daily average on this steer was 3.26 pounds.

Others who weighed their calves last Saturday were: Debra Addison, Elaine Felts, De-



Sheriff Olan Heath is pictured with booze seized in the Denver City flat raid Sunday.

Jane May. Twenty-four calves were weighed and eight other are on feed, but did not get into the weigh day.

Jane May. Twenty-four calves were weighed and eight other are on feed, but did not get into the weigh day.

Hugh Holmes

It is because of the unfailing optimism and faith which he so consistently displays toward the future of Brownfield and vicinity, that we are prompted to call the attention of our readers to the fine service which Hugh Holmes of Holmes Van Service Moving-Storage, agents for Lyon Van Lines, performs in the successful conduct of his business.

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Willie Helm

on the map, that has brought results, and made it possible for the city of Brownfield to be an outstanding one, and for those within it to prosper.

And Willie Helm, well known and completely reliable building contractor, is one of those men to whom much credit must go for playing no small part in the growth and development of Brownfield and the surrounding area.

Mr. Helm would be the last one to mention the matter, but when the call goes forth to rally around something worthwhile for the community, he is among the first to volunteer. But his friends are outspoken in paying him this well deserved tribute, and they do so because of a thorough knowledge of his activities. Successful in his own building contracting business, Willie Helm is equally successful in the promotion of civic progress.

C.S. and Charles R. Mulkey

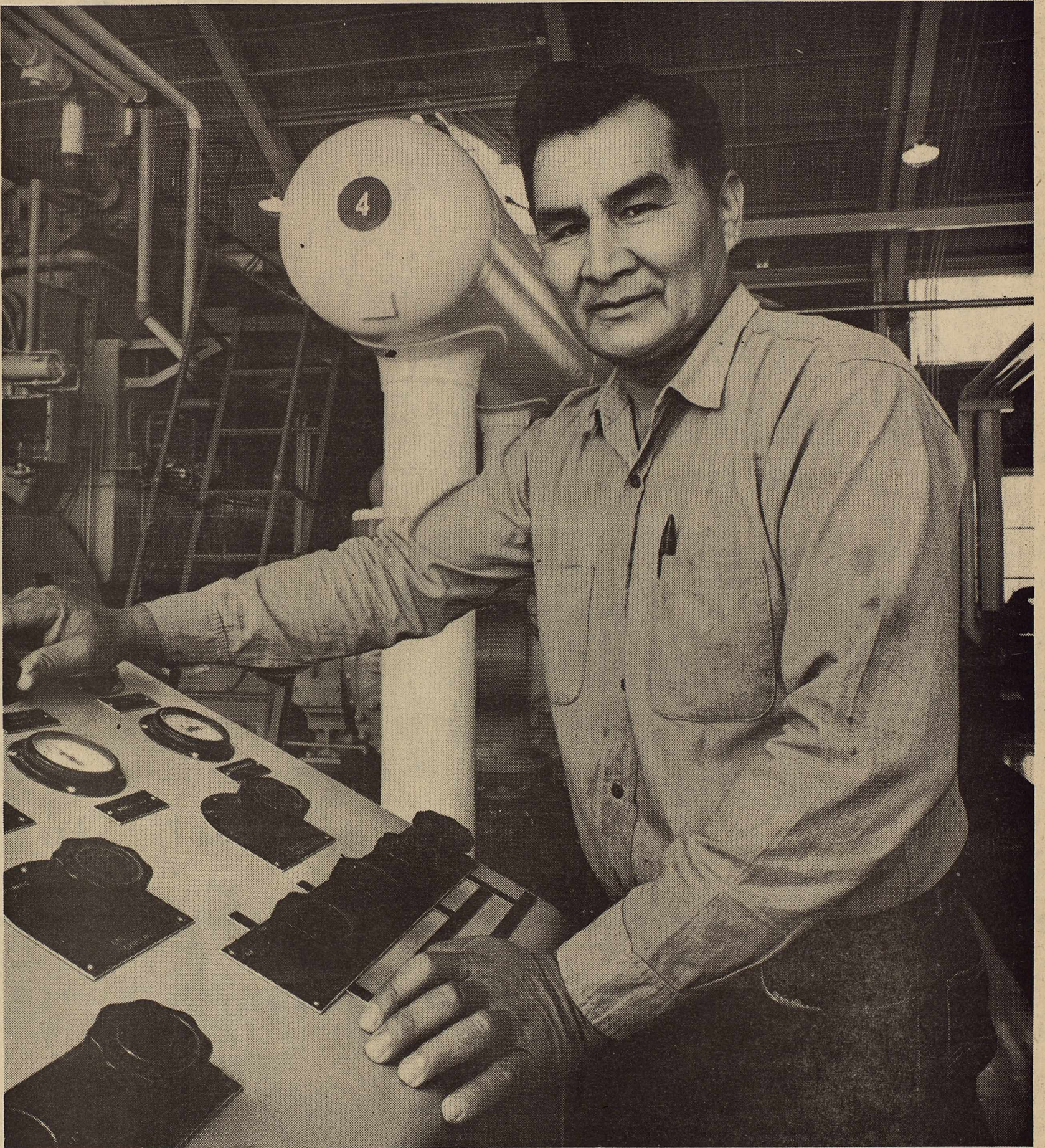
When a man gains recognition for the progressive and straight-forward manner in which he has managed his business affairs, and also for his contributions to civic projects, he is to be complimented for his achievements.

One belonging to this category is C. S. Mulkey, a business man of Brownfield who is regarded with respect and admiration by a great many residents of the city, and the surrounding country.

We also think it appropriate in this review to give credit to some of the younger generation who are carrying on

so ably in the footsteps of their fathers. And one who certainly deserves such credit is Charles R. Mulkey, who now shoulders his full share of responsibility in the operation and management of Mulkey Construction Incorporated. It is because of the efforts of such men that year after year, Brownfield continues to grow and prosper, and to become an even better place in which to live.

It is such men as Mr. Mulkey and his son Charles, who have a distinct value to the city, and we take pleasure in paying them this brief, but sincere tribute.



1,239,455 Horses

Chee Keams rides herd on 30,500 horses. Iron horses.

An operator at an El Paso Natural Gas Company compressor station, Chee assures that the mammoth engines of his station are constantly at their best. Fuel combustion must be excellent; oil must flow to all parts; pressures must be maintained; operating temperatures are precisely controlled.

Chee's station is one of 130 on the El Paso Natural system. Chee's station has 30,500

horsepower; the 130, in total, are rated at 1,239,455 horsepower.

One of many Navajos who work with El Paso to serve the West, Chee is dedicated and skillful. His high competency along with that of the other 5,400 employees of El Paso Natural — who specialize in fields ranging from electronics through aviation to mechanics — is among the reasons that the West has assured supplies of natural gas.

EL PASO NATURAL GAS COMPANY

Through its pipelines El Paso Natural serves Texas and ten other western states.

Good Luck

1967

ALL STARS



Plains All Stars

Johnnie Fitzgerald <small>COUNTY COMMISSIONER PCT. 4</small>	Raymond Bookout <small>COUNTY COMMISSIONER PCT. 3</small>	Vance Brown <small>COUNTY COMMISSIONER PCT. 1</small>	Olan Heath <small>COUNTY SHERIFF</small>
McRae Construction	Blanche Dyer <small>DISTRICT CLERK</small>	Wilda Hancock <small>COUNTY TREASURER</small>	Gene Bennett <small>COUNTY JUDGE</small>
Elliot & Waldren Abstract Company	Yoakum County Co-op Gin	Bowers Liquefied Gas Inc.	Ruby Heald <small>COUNTY CLERK</small>
Nelm's Texaco	Woody's Hardware	Tokio Co-op Gin	Plains Oil Company
Wood Butane	Buddy's Auto Parts	D.C. Newsom Gin	Glover's Cleaners
Lea County Electric	Georges '66' Station	Viva's Beauty Shop	Ross Irrigation
Cowboy Grill	City of Plains	Plains State Bank	Alma's Resturant