

COTTON
From Page 1
money crop.

While these facts are significant in themselves, they loom more important in some areas than in others. The High Plains of Texas is such an area.

"Cotton is King" is more than a pretty sounding phrase in the 23 counties of the Plains. It's a fact of life. The 2,397,000 acres allotted to cotton in this area produced 2,326,000 bales of cotton and an estimated 969,000 tons of seed in 1962. This amounted to 15.6 per cent of the total production of cotton in the United States. The value of lint and seed totaled approximately \$400 million.

Production of this crop required land, capital, labor, equipment, water, seed, and a variety of agricultural chemicals. The farmer's investment represented no little sum. Few agricultural enterprises, however, offered him a more profitable return. Few, furthermore, demanded more goods or services, thereby creating incomes and job for many, many suppliers.

When lint and seed are harvested, ginned, transported, processed, and manufactured into hundreds of useful products, a whole new series of commercial transactions is involved. The cotton crop thus creates new wealth each year, an essential source of revenue for thousands of people besides the grower.

These facts, in themselves,

are sufficient reason why every person in a cotton producing area such as our High Plains should wear and use cotton products and urge others to do so. Each of us has a stake in a healthy and expanding cotton industry. It is vital to our economy.

The "we grow cotton, why not wear it" slogan is a fine one and has been around a long time. I certainly would not argue with it. At the same time, those of us in cotton and those who depend on it indirectly must face a hard fact in this competitive world of ours. This fact is that loyalty to a home grown product, in itself, is not enough to move that product across the retail counter. This is a truism to which many businessmen can attest - the neighborhood grocer forced out of business by the chain supermarket, the appliance dealer losing sales to discount houses, and many others.

Cotton, therefore, must compete in the market place on the same basis as any other product - on price, quality, and the promotional effort behind it. There is one fundamental principle that applies to the selling of any item, from cotton to jade earrings: "Think, talk, and act always and only in terms of the benefit our product or service will bring to those who want to buy it."

The average customer is not interested in the cotton industry, the area that grows

cotton, or the people living in that area. He is interested first in himself - his own comfort, convenience, ego, financial and social progress, etc. He doesn't really care whether we sell our cotton or not. He is not going to spend his money unless he thinks he gets more benefits for himself by making the purchase we want him to make than he would get by keeping the money.

—000—
VISIT MOTHER
Mr. and Mrs. Clarence Davis, of Odessa, spent Saturday night and Sunday visiting her mother, Mrs. Virgil Wright, and children.

—000—
VISITORS IN MARTIN HOME
This past week Mr. and Mrs. Jim Martin and Mr. and Mrs. Tyree Martin had as guests their niece, Mr. and Mrs. Thomas Cathey of Honey Grove.

—000—
J. C. POINTERS GO FISHING
Mr. and Mrs. J. C. Pointer and Freda spent the Easter holidays at Grand Shoals, near Kingsland, fishing. Mrs. Pointer said the bluebonnets were in full bloom and the country was beautiful.

—000—
MRS. J. D. CROW IN HOBBS, N. MEX.
Mrs. J. D. Crow accompanied her daughter, Mrs. Alvis Holt, to Hobbs, New Mexico, where they visited in the home of Bud Crow.

—000—
ABB RUSSELLS HAVE VISITORS
Mr. and Mrs. Abb Russell had as their visitors this past week her parents, Mr. and Mrs. Ben Pointer of Muleshoe.

On Sunday the Russells visited Jack Bennett who is in a hospital in Lubbock. He is a brother-in-law of Mrs. Russell.

—000—
KIMBERLINS HAVE VISITORS
Visiting in the home of Mr. and Mrs. John Kimberlin on Easter Sunday were their children and grandchildren. Mr. and Mrs. Pat Kimberlin and Patricia from Andrews, a daughter, Mrs. Victor Jones from Lubbock, Mr. and Mrs. Phillip Kimberlin and children from Ropes.

—000—
VISIT SON AT CORPUS CHRISTI
Mr. and Mrs. Allen Watson and son Gerald, and two grandsons, Donnie and Will Watson, went to Corpus Christi to see another son, Mr. and Mrs. J. W. Watson, Martha and Marie. They all went fishing and had pretty good luck.

—000—
RINEYS GO TO PILOT POINT
Mr. and Mrs. Dub Riney were in Pilot Point this past week visiting with a sister of Mrs. Riney's who is ill.

—000—
OUTSIDERS TO PLAY YOUNG HOMEMAKERS
Announcement is made this week that the Ropes Young Homemakers will meet the Outsiders in a basketball game in the high school gym on April 21.

There will be no admission charge but donations will be taken for the Hockley County Cancer Fund. These donations are deductible.

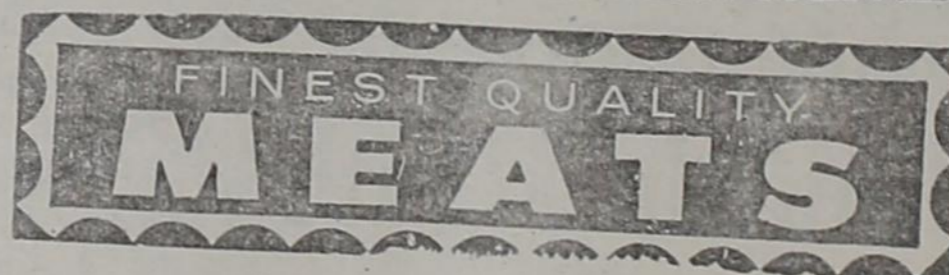
—000—
PINK AND BLUE SHOWER
We are requested to announce a pink and blue shower will be held on Friday, April 3, in the home of Mrs. J. H. Gregg for Mrs. Johnny Epperson. Everyone is invited.

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NOTICE
If you are interested in keeping the PTA going please contact Mrs. Jean McGuire.

SPECIALS

FOR FRIDAY AND SATURDAY
PLUS GOLD BOND STAMPS

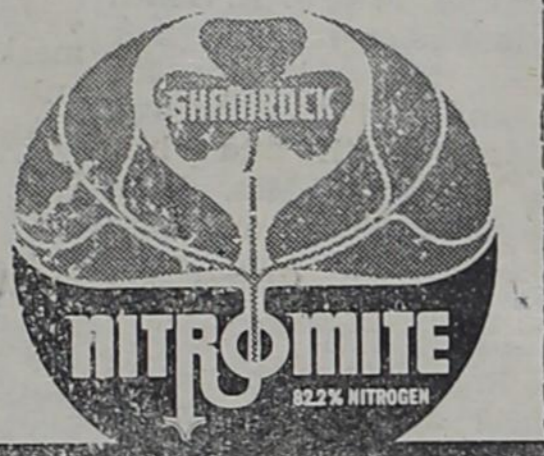
SHURFRESH	ONLY		
OLEO,	6 POUNDS	.95	
SHURFRESH	ONLY		
BISCUITS,	12 CANS	.95	
SHURFINE	303 SIZE		
FRUIT COCKTAIL	4 FOR	.95	
Shurfine	303 SIZE		
PEACHES,	5 FOR	.89	
SHURFINE	NO. 2 CAN		
CRUSHED PINEAPPLE'	3 FOR	.79	
SHURFINE	46 OZ.		
PINEAPPLE JUICE,	3 FOR	\$1	
SHURFINE	300 SIZE		
ASPARAGUS	4 FOR	\$1	
SHURFINE CUT	303 SIZE CAN		
GREEN BEANS 5 FOR	\$1		
SHURFINE Chopped	MUSTARD		303 SIZE CAN
GREENS	5 FOR	.49	
SHURFINE WHOLE NEW	303 SIZE		
POTATOES	2 FOR	.23	
SHURFINE VIENNA	ONLY		
SAUSAGE	5 FOR	.95	
MOUNTAIN PASS	ONLY		
TOMATO SAUCE,	12 FOR	\$1	
SHURFINE	19 OZ. PACKAGE		
CAKE MIX,	3 FOR	.89	
LIGHT CRUST	25 POUND BAG		
FLOUR	\$1 .69		
WRIGHT'S PURE	3 POUND		
LARD	.39		



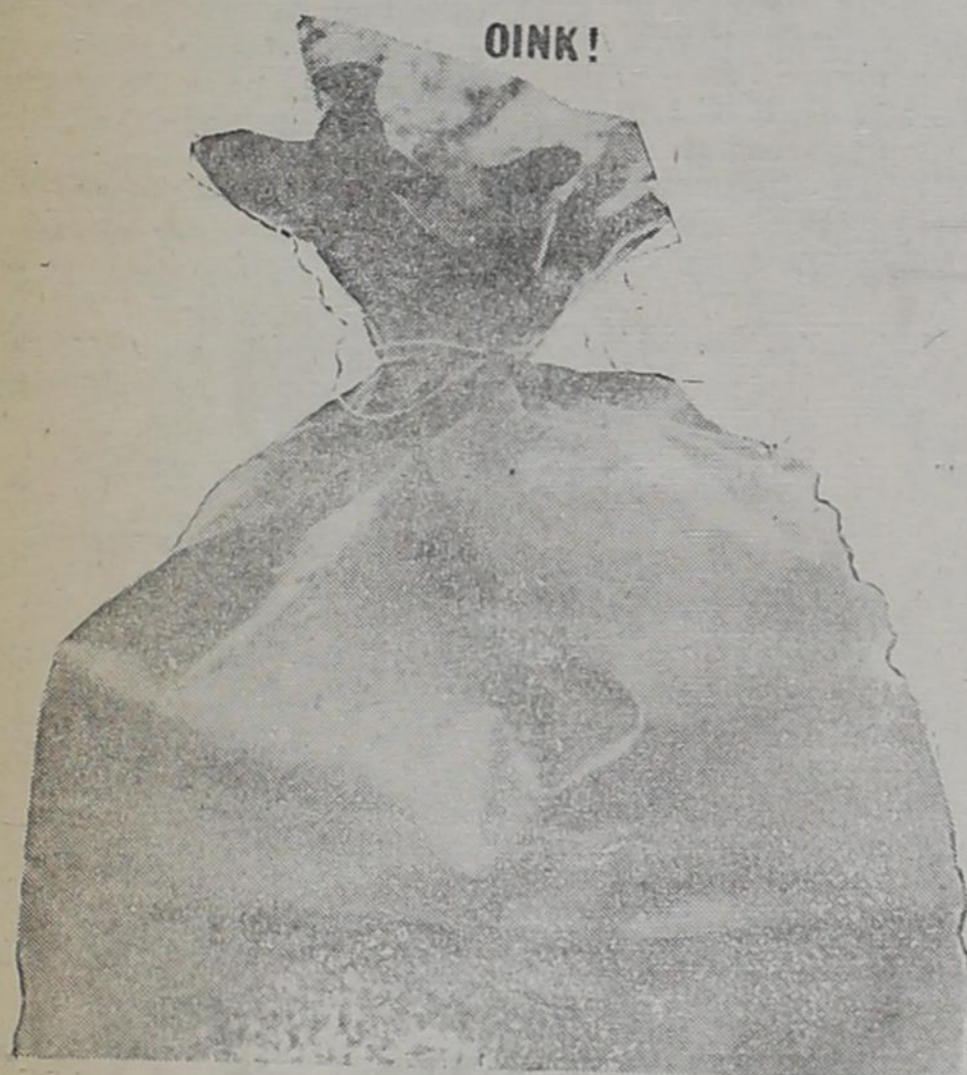
ALL MEAT			
WILSON FRANKS	POUND	.45	
ROUND STEAK	POUND	.75	
SLAB BACON, LB.		.45	
BOLOGNA'	POUND	.39	
DOUBLE STAMPS EVERY WEDNESDAY			

EVANS FOOD STORE

PREPLANT THE FULL MIGHT OF NITROGEN



**GUETERSLOH ANDERSON GRAIN CO.
LEVELLAND AND SMYER**



Don't Buy A Pig In A Poke

... when you can get a printed ticket of metered fuel
LP-GAS — DIESEL — GASOLINE
from
BOWERS

Every delivery metered — every charge supported by printed ticket to assure you full measure

BUYING A PIG IN A POKE IS NO WAY TO LIVE HIGH ON THE HOG

WHY WONDER??

Buy Metered Fuel From Bowers!!

Bowers Liquefied Gas, Inc.

"First in Service"

Ropesville Phone 562-3511 Meadow Phone 3481



For Honest and Better Law Enforcement Vote for
Bob Norman
For
Sheriff
Hockley County
Qualified-Experienced
A Man Who Will Work For the People of Hockley Co.



HAROLD PHELAN SAYS:

My pledge to the citizens of Hockley County is to be a full time COUNTY ATTORNEY, and to vigorously prosecute all "Hot Check" and Liquor Law violators

POLITICAL ANNOUNCEMENTS

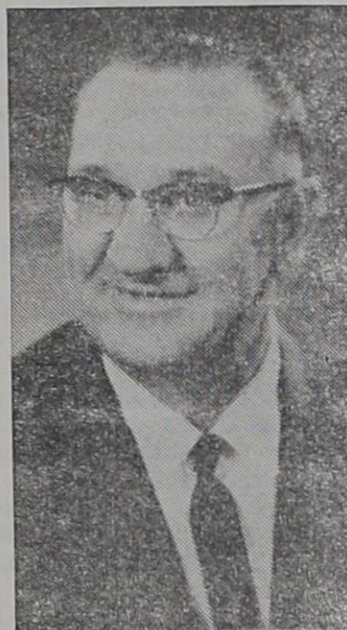
The following political announcements are made subject to the Democratic Primaries:

STATE REPRESENTATIVE:
W. A. "Judge" BYNUM
HOWARD E. RAGLAND
A. B. (Alf) CARPENTER
JESSE T. GEORGE

FOR COUNTY ATTORNEY:
HAROLD PHELAN

FOR SHERIFF:
WEIR CLEM
(Re-election)
BOB NORMAN

Tax ASSESSOR-COLLECTOR:
FRANK BURNETT
(Re-election 2nd Term)
COMMISSIONER, PREC. 1:
MYRL BROCK
(Re-election 2nd term)
ALTON LOGSDON



ALTON LOGSDON

Will Appreciate Your Vote For
County Commissioner
Prec. 1, Hockley County

I am making an effort to see each voter in the precinct. If I should fail to see you please consider this a personal solicitation for your vote and influence.

SCHOOL CAFETERIA MENU APRIL 6 - 10

Following is the school cafeteria menu for the week of April 6 to 10:

Monday: Baked pork sweet potatoes and marshmallows, buttered blackeye peas, fruit hot rolls, butter and milk.

Tuesday: Oven fried chicken, buttered potatoes, peas, blackberry cobbler, bread and milk.

Wednesday: Meat balls pin-to beans, spaghetti and tomatoes, ice box cookies, f. o. r. o. n. s., butter and milk.

Thursday: Roast beef baked potatoes, green beans, jello, hot rolls, butter and milk.

Friday: Hamburgers, tossed green salad, potato chips, ice cream and milk.

CARD OF THANKS

I wish to take this means of thanking the folks of the Ropes community for the flowers, the words of encouragement, the get well cards, and many other acts of kindness during the time I was in the hospital. May God bless each one of you.

Mrs. James L. Adams

CLYDE LOVELESS' VISIT LOVINGTON

Mr. and Mrs. Clyde Loveless spent a part of Easter Sunday in Lovington, New Mexico, where they visited in the home of their daughter, Mr. and Mrs. Lynn D. Patman and children.

VISIT IN AMARILLO

Mr. and Mrs. Ralph Riojas were in Amarillo Sunday visiting in the home of Capt. Ralph Riojas, Jr. and family, and also their daughter, Gracie and husband.



WEIR CLEM
For Re-election

SHERIFF HOCKLEY CO.

While I am going to try and meet each of you personally the duties of my office may prevent me seeing you, if so, please consider this a personal solicitation for your vote on May 2.



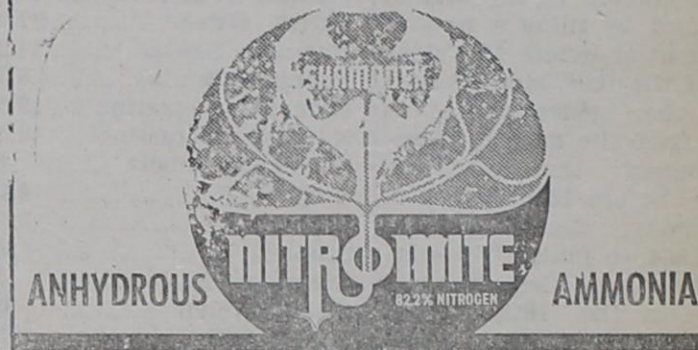
MYRL BROCK
Solicits Your Vote for Re-election

COMMISSIONER PREC. 1
Hockley County

I will endeavor to contact each of you - should I fail to do so please consider this a personal solicitation of your vote on May 2.

NOW AT HOME

W. E. Pierce, who has been FOR SALE in a Lubbock hospital suffering from pneumonia, has returned to his home in Ropes much improved. Fifty feet of 12 inch heavy well casing. Good condition. \$1 per foot. James L. Means.



GUETERSLOH ANDERSON GRAIN CO.
LEVELLAND AND SMYER

WHY PAY MORE . . . ?

BUTANE 8 1/2c GAL.
PROPANE 8c GAL

If You Have Trouble With Your Appliances Call Us and Our Service Man Will Take Care of You

PROMPT SERVICE

BRONCO GAS COMPANY

ULYS GREGG JOY ALLEN

Phones: Day 562 9211; Night 562 3032 Ropes

WE GIVE GOLD BOND STAMPS IF BILL PAID BY THE 10TH OF MONTH

TYREE'S

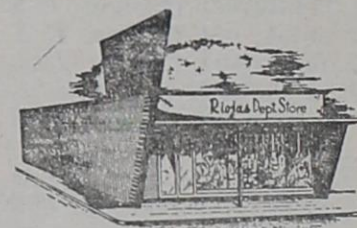
INSURANCE AGENCY

P. O. BOX 145

TELEPHONE 562 3341

COMPLETE INSURANCE SERVICE

ROPEVILLE



RUBBER BOOTS

FOR IRRIGATION \$4.95 AND \$6.95
ALSO CHILDRENS SIZES

GET YOUR
AVALANCHE-JOURNAL
AT

RIOJAS DEPT. STORE
ROPEVILLE, TEXAS

OUTFITTERS for ENTIRE FAMILY
PRICES WHICH MEET ALL COMPETITION

ELLIS PHARMACY

1213 HOUSTON
Phone 894-6056

411 AUSTIN
Phone 894-3211

LEVELLAND, TEXAS

LET'S MAKE FARM VOTE COUNT

ELECT

HOWARD RAGLAND

YOUR STATE REPRESENTATIVE
BACKING THE FARMERS ALL THE WAY

ELECT

Roy Edwards



FARMER -- RESIDENT OF 90TH DISTRICT FOR 25 YEARS -- ACTIVE CITIZEN WHO HAS CONSISTENTLY SUPPORTED all WORTHWHILE PROJECTS -- A WILLING WORKER FOR ALL PEOPLE OF THE 90TH DISTRICT -- A BELIEVER IN GOOD CONSERVATIVE GOVERNMENT.

state
Representative

Democratic Party

VISIT IN FREONA

Mr. and Mrs. Kenneth Hall and his mother, Mrs. Robert Hall, were in Freona Monday visiting Mr. and Mrs. Monte Fowler and children.

FOR SALE

De-Serro cotton seed. Acid delinted and bagged, 89 to 91 per cent germination. Five cents a pound. See C. E. Bradshaw, Ropesville.

FOR SALE--Servedd Natu al gas or butane refrigerator See Mrs. Minnie Fewell or call 562-4981.

GRAND KIDS VISIT FEWELLS

Mr. and Mrs. C. B. Fewell had as their Easter guests their grandchildren, Clyde Wayne and Sarah Gay, children of Mr. and Mrs. Clyde Fewell of Odessa.

ROBERT HALL

EASTER VISITORS
Mr. and Mrs. Robert Hall had as their Easter visitors Mr. and Mrs. Vaughn Bates of Lubbock, Mr. and Mrs. Weldon Ferguson and children of Seagraves, Kenneth Hall and family who are here on furlough, and Mr. and Mrs. W. D. Nabours of Ropes.

WHERE HIGH SCHOOL TEACHERS SPENT EASTER

Mr. and Mrs. Fred Satterwhite were in Andrews with their parents.

Glynn Braden was in Sherman with his mother.

Coach Maxfield went fishing on Lake Stamford.

Mrs. Carol Wilkinson was in parents.

Mr. Cotten enjoyed the day at his home in Lubbock.

Mrs. Carpenter visited relatives in Oklahoma.

Mr. McCormick was in Houston with his wife who had ear surgery.

Mr. Powell was in Amarillo with his mother.

Mrs. Allbritton remained at her home in Lubbock.

Mrs. Lovett also spent the day at her home in Lubbock.

Mr. and Mrs. Fuller were at Lake Stamford fishing.

JUNIOR HIGH TEACHERS SPEND HAPPY EASTER

Mr. and Mrs. Patterson were at Stamford Lake visiting relatives and fishing.

Mrs. McConnell visited relatives at Plainview.

Mr. and Mrs. R. D. Flesher spent the Easter holidays at Van Alstyne, Texas.

Mrs. J. E. Bronson visited in Olney, Texas.

Mr. and Mrs. Parrish visited in San Angelo and Ballinger.

Mr. and Mrs. Everett Wallace visited and fished at Champion Lake and Colorado City Lake.

Mr. and Mrs. Maurice Norman were in Dumas Sunday and Monday.

WHERE ELEMENTARY TEACHERS SPENT EASTER

Mrs. Dane was at her home in Lubbock.

Mr. and Mrs. Terry Redford, Sue of Texas Tech, and Tommy were in Houston for the weekend.

Mr. and Mrs. J. L. Pettiet were in Houston.

Mrs. Georgia Mae Gambill was at home with family and

Mrs. Terry was at home in Lubbock.

Mrs. Dopson was at home in Lubbock.

Mrs. Norman went to Dumas to visit a daughter, Mr.

Ms. Dale Schuman.

Mrs. Sue Whitley was in Colorado.

Mrs. Hutchens helped the Easter Bunny hide eggs.

April 12 - 28: Absentee voting period for May Primary.

April 22 - 24: Sworn statement of campaign account filed not more than 10 nor less than 7 days preceding May Primary.

April 28: Absentee voting. Last day for May Primary.

May 2: **FIRST PRIMARY ELECTION.**

May 9: **COUNTY CONVENTION.**

May 12: Sworn supplemental Statement of account filed not more than 10 days after May Primary.

May 26 - 28: Sworn statement of campaign account filed not more than 10 nor less than 7 days preceding June Primary.

May 27 - June 2: Absentee voting period for June Primary.

June 2: Absentee voting. Last day for June Primary.

June 6: **SECOND PRIMARY.**

June 16: Sworn supplemental Statement of account filed not more than 10 days after June Primary.

September 15: **STATE CONVENTION MEETS.**

November 3: **GENERAL ELECTION.**

If you have news to report, dial 562-3661 instead of 3711. That is our new telephone number. Help us make the Plainsman a more representative paper by calling in your news.

NOTICE!

Property Owners

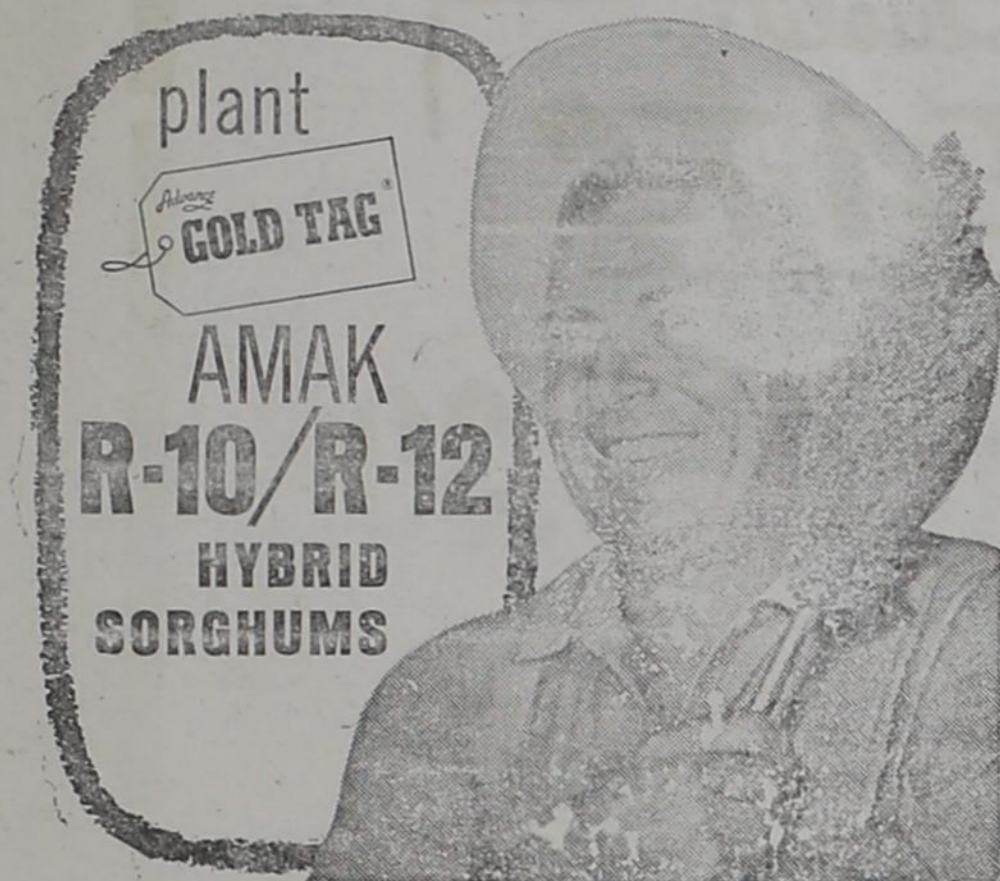
OF ROPESVILLE

Are You Interested In A

SEWER SYSTEM?

If so, Go to the City Hall on Tuesday of next week and sign a slip stating you will tie into such a system and how many openings you will have.

At Least 100 Will Have To Sign Up Before It Will Be Considered



... proven top yielders in this area!

Buy the seed with the reputation for consistent quality - Advance Gold Tag AMAK R-10 and AMAK R-12 Hybrid Sorghums. Records of repeat growers show that this pair makes better yields for growers in this area, year after year.

It pays to grow first class. Look for the Gold Tag bag.



ADVANCE SEEDS
A DIVISION OF FERRY-MORSE SEED CO. (INC.)
MOUNTAIN VIEW, CALIFORNIA • PHOENIX, ARIZONA • FULTON, KENTUCKY

ROPES GRAIN CORP.
ROPESVILLE, TEXAS



JIM C. LANGDON is now serving on the Railroad Commission and doing a fine job. Texas oil production has gone up 3 per cent, meaning more income for Texans and more tax revenue. JIM LANGDON is a former high court judge who understands the problems of oilmen, truckers, butane dealers, the railroads and other industries he helps to regulate in the public interest. Texas must keep this man of integrity and ability on the job. Vote in the Democratic Primary May 2 for Railroad Commissioner

JIM LANGDON

(Pol. Adv. Paid for by Jim Langdon Campaign Committee, Charles Langdon, Chairman.)

Specials for Friday & Saturday

PLUS GOLD BOND STAMPS

SHURFINE 46 OUNCES		
TOMATO JUICE	_____	.25
HUMPTY DUMPTY TALL CAN		
SALMON	_____	.53
SHURFINE 12 OZ. CAN		
LUNCHEON MEAT	_____	.37
ROTEL NO. 1 CAN		
TOMATOES	_____	.19
SHURFINE NO. 300 CAN		
ASPARAGUS SPEARS ,	_____	.25
SHURFINE NO.303CAN		
SPINACH	_____ 2 FOR _____	.25
ASSORTED FLAVORS	SHURFINE LOW CALORIES Included	
DRINKS	_____ 3 FOR _____	.25
SHURFINE 5 LB. BAG		
Flour		.37
SCOTKIN LUNCHEON	SIZE	
NAPKINS	_____ 2 FOR _____	.31
WALDORF 4 ROLLS		
TISSUE	_____	.35
PINTO 4 POUND BAG		
Beans		.39
FOOD KING 3 LB. CAN		
SHORTENING	_____	.53
48 OZ. ALABAMA GIRL	DILL	
PICKLES	_____	.49
KING SIZE LIQUID LUX	DISH	
SOAP	_____	.69
GIANT SIZE LAUNDRY	SOAP	
Cheer		.65

Finest Quality MEATS

SLAB POUND		
Bacon		.39
CHUCK POUND		
STEAK	_____	.45
BEEF		
RIBS	5 POUNDS _____	\$1
PORK THREE POUNDS		
Steak		\$1
3 POUND CAN ARMOURS		
PICN1CS	_____	\$1.98

Garden Fresh Vegetables

FOUND		
BANANAS	_____	.12½
FOUND		
GRAPE FRUIT	_____	.10
NAVEL POUND		
ORANGES	_____	.15

Quick Convenient FROZEN FOODS

MEXICAN		
DINNER	_____	.45
BANQUET		
DINNER	_____	.39
10 OZ. SPECKLED BUTTER		
BEANS	_____	.19
34 OUNCE BROWN LABEL BEER RABIT		
SYRUP	_____	.31

Wednesday Is Double Stamp Day

THE ROPES FOOD STORE