

THE ROPES PLAINSMAN

VOLUME XXXIV — NO. 25

ROPEVILLE, HOCKLEY COUNTY, TEXAS

10c A COPY

THURSDAY, NOVEMBER 19, 1970

If there is an X in this box it is notice your subscription has expired and an invitation to renew.

Eagles Wallop Meadow 26-0 And Then There Was One...

JUNIOR GIRL SCOUTS

We are interested in Ecology plus Money raising?? The Adolph Coors Company will pay for aluminum cans returned to their distributors. We are interested in a clean up of our community and help our financial situation too. The Girls want to help keep our community and country clean and attractive.

If you have aluminum cans at your homes and would like to get rid of them as well as help us, call any of the Junior Girl Scouts and we will collect them from you.

Sharon Dalton, Scribe

JOHNNY SNIDER IS CERTIFIED INSTRUCTOR

Washington, D.C. — Johnny Snider of Ropesville, Texas, has been appointed a rifle instructor, by the National Rifle Association of America.

The new instructor was appointed on the basis of experience and the successful completion of an extensive examination. He is now qualified to conduct classes in basic marksmanship and safe gun handling.

Johnny Snider joins the ranks of selected volunteer instructors throughout the country who donate many hours in the NRA small arms education program. The program has been in operation since 1876; since that time many millions of people have been taught to handle and enjoy firearms safely and effectively.

PUBLIC MEETING ON ADOPTION NOV. 23

Interested couples are invited to attend a public meeting on adoption sponsored by the South Plains Aux. of the Edna Gladney Home in Lubbock, Texas on November 23, 1970 7:00 p.m. at the Southwestern Public Service Reddy Room, 1120 Main Street, Lubbock.

Speakers will be Mrs. Daurice Robison, Social Service Director and Miss Barbara Daniels, Supervisor of Adoption associated with the Edna Gladney Home in Fort Worth, Texas.

For further information contact Mrs. Duane Houtsouer, 3204 - 67th Street, Lubbock, Texas or phone 795-0000.

LAST RITES TUESDAY FOR MRS. RUBY PEARL BENNIGHT

Mrs. Ruby Pearl Bennight, 58, mother of Mrs. Melvin Marcy of Ropes, died about 9:30 a.m. Sunday at Plains Memorial Hospital in Dimmitt. She was a resident of Hart.

Services were held at 2:30 p.m. on Tuesday in the First Baptist Church of Hart. The Rev. C. T. Cunningham, pastor, officiated. Burial was in Hart Cemetery by Parsons Funeral Home.

Mrs. Bennight had been a resident of Hart sixteen years, moving there from Ropesville. She was a Baptist.

Survivors include her husband, Levi; four daughters, Mrs. Bertha Lee Davis of Leonard, Mrs. Lola Mae Marcy of Ropesville, Mrs. Mary Elita McNew of Houma, Louisiana, and Mrs. Doris Chance of Dimmitt; a son, Wesley of Hart; three brothers, Bill Irwin of Brownfield, Sydney Irwin of Oildale, California, and C. L. Irwin of Hart; two sisters, Mrs. Lois Parks of Oklahoma City, Oklahoma, and Mrs. Ester Thompson of Hinton, Oklahoma; and ten grandchildren.

The Plainsman and community express sincere sympathy to the survivors.

IN AMARILLO

Mrs. C. T. McCormick is in Amarillo this week attending the bedside of her sister who is critically ill there in the Northwest Texas Hospital.

Ropes fans were treated to an exciting ballgame last Friday night as the Warbirds came in for their fourth district win, wiping out the Meadow Bronchos with a 26 to 0 final tally. This is the big game of the season every year, and this great success left everyone excited, and the victory bell pealing.

Sammy Belew ran 25 yards for the first home touchdown, and Danny Owens ran over the all important extra points. Travis White made the second quarter exciting

by intercepting a Broncho pass and sprinting fifteen yards, which gave the Eagles a 14-0 lead at halftime. The try for points failed.

In the fourth quarter, Wes Bradshaw passed to Larry Shannon for another six points, and the Eagles had the game wrapped up.

The Eagles now have a 6-3 season, with a 4-0 district record. Meadow has a 4-5 season, and a 2-3 record in district play.

The Eagles will meet Sundown this Friday night at 7:30 at Sun-

down, for the final game of district play. Sundown also has a 4-0 record for district. Everyone is urged to come out and help the Warbirds soar to District victory over the Roughnecks. Your support does count.

The Eagle Band, under direction of Mr. Ben Fly, presented the halftime ceremonies, which were enjoyed by all. Twirlers Ruth Roberts and Irene Thomas presented a routine with fire batons.

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Booster Club Honors Band Tuesday Night

The Booster Club met Tuesday night for a regular meeting. Our special guests for the evening was the Ropes Eagle Band.

The band instructor, Mr. Ben Fry, was proud to announce the band had won a First in the band marching contest held in Lubbock Tuesday morning.

The Booster Club presented Mr. Fly and the band a beautiful handmade banner, designed by Mrs. Keith Streeby. It will be used in front of the band when marching in parades. Mr. Fry expressed his appreciation to the Booster Club for honoring his band. Cookies and punch were served.

The Booster Club urges everyone to be at the pep rally at the School

Gym Friday at 3:15, to boost the Eagles for their district win against Sunday Friday night.

Our boys have done an excellent job playing football this year, and Coaches Arthur, Spradling and Richardson have done a great job—they are to be congratulated.

The Booster Club says congratulations to Elvis and Joan Spradling on the birth of a fine eight pound, seven ounce boy.

The girls "A" and "B" basketball teams will play Whitharral here at Ropes Tuesday evening about 6:30.

Everyone help our boys win District Friday night against Sundown by going to the game at Sundown at 7:30 p.m.

BEAT SUNDOWN!

District FFA Meeting Receives First

The Lubbock District Future Farmers of America Banquet was held at South Plains College in Levelland Monday evening.

Miss Teresa Huie, FFA Sweetheart of the Ropes Chapter vied with fourteen other contestants for District Sweetheart.

Archie Jordan entered the talent contest and won second place.

Dr. Marvin Baker gave the welcome and presented a \$100 scholarship which was given to a boy from Spur.

Walter Nichols, representing Pioneer Natural Gas Company, pre-

sented Leadership certificates to various ones. Two Honorary State Farmer Degrees were presented, one to Herb Henderson of Wolforth.

George Salinas, District Parliamentarian, assisted with the voting procedure. Voting delegates from the Ropes FFA Chapter were Wes Bradshaw and James Cervantes.

Others attending from Ropes were Mrs. Edsel Huie, Mrs. Larry Chaney and Advisor C. T. McCormick. Rilda Jordan of Lubbock also attended.

Approximately 350 were present for this most enjoyable event.

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The Ropes Eagle Marching Band received a No. 1 at the Interscholastic Band Marching Contest held at Jones Stadium in Lubbock on Tuesday of this week.

We, as everyone else, are extremely proud of this difficult accomplishment attained by our band, under the direction of Mr. Ben Fly.

We requested a list of the students performing in the band, but did not receive it, so perhaps we can print them next week.

Our Hearty Congratulations!

ADVERSE WEATHER INTERRUPTS COTTON HARVEST

The South Plains cotton harvest was at a peak until halted by the unfavorable weather, according to W. K. Palmer, in charge of the Lubbock Cotton Classing Office of the U.S.D.A.

Samples received at the four area U.S.D.A. classing offices had reached a seasonal high of 40 to 45 thousand and daily when the rain and snow interrupted the harvest.

However, this interruption will enable gins and the area classing offices to catch up on their backlog of cotton to be ginned and classed.

The U.S.D.A. classing offices at Lubbock, Brownfield, Lamesa and Levelland classed 215,000 samples during the week ending Friday, November 13th. Total classed so far this season now stands at 336,000. This is far ahead of the volume at this date last year when only 29,000 samples of the 1969 crop had been classed.

Estimates indicate that approximately one-half of this season's crop is now out of the fields.

Strict Low Middling was the predominant grade at Lubbock last week with 34 per cent of all cotton classed. Low Middling made up 8 per cent, Middling Light Spotted 16 per cent and Strict Low Middling Light Spotted 21 per cent.

Staple length improved slightly and averaged approximately 31-32. Sixty per cent stapled 31-32 and longer compared to 43 per cent the previous week.

Micronaire continued very good. Eighty-four per cent of all cotton classed at the Lubbock office last week had micronaire readings in the premium range of 3.5 to 4.9 and 7 per cent "miked" 5.0 and higher.

Ninety-three per cent of the cotton classed at Lubbock last week had Pressley readings of 80,000 pounds and higher, compared to 88 per cent the previous week. Pressley is an indication of fiber strength and the most desirable Pressley reading is 80,000 pounds and above.

Trading increased on the Lubbock market but prices were \$2.50 to \$5.00 per bale lower.

ON SICK LIST

Jerry Parker, son of Mr. and Mrs. Lowell Parker, has been on the sick list this week.

ON SICK LIST

Coby Kimberlin, small son of Mr. and Mrs. Phillip Kimberlin has been ill this week.

SEARCH FOR HEIRS TO \$30,000 FORTUNE

Tucson, Arizona, November 19—A \$30,000 "orphan fortune" is searching in Amarillo and throughout northwest Texas for descendants of John and Ellen Mary (nee McCoy) McGinnis, who are being sought to claim or share in the estate of which they are obviously unaware.

This became known here today when Gordon L. Cox, probate generalist, 302 West Elm Street, Tucson, who specializes in tracing missing relatives to settle estates, took over the search with only vague clues to guide him.

"Records indicate that John and Mary Ellen (nee McCoy) McGinnis were residents of Amarillo in the 1890's," Mr. Cox said. "It is indicated that at least one child, Daniel, was born in Amarillo in 1887 and that other children may also have been born of the union.

"The children of John and Ellen Mary McGinnis, if living, or their children, would be entitled to share in the tidy sum. If there are no descendants from the McGinnis union, then descendants of deceased brothers and sisters of Ellen Mary McCoy and John McGinnis would succeed to the estate."

Mr. Cox said he is also seeking people in the area who may have known John and Ellen Mary McGinnis or their children and can give information which will help the heirs claim their inheritance.

UNDERGOES SURGERY

Howard Floyd of Seagraves, a brother of Mrs. Dennis Rasberry of Ropes, underwent surgery for a blood clot Wednesday in Lubbock's Methodist Hospital.

Mother Passes Away

We were informed that Mrs. J. R. Smith's mother passed away on Wednesday. She resided in Louisiana. No further details were available.

CARD OF THANKS

We would like to express our appreciation for the many expressions of love, the prayers, flowers, cards, food and visits while in the hospital and since we have been home. A special thanks to all those who gathered our cotton and hauled it to the gin.

We will ever be grateful.
Doc and Jessie McCoy

HOUSEWIVES BOWLING LEAGUE STANDINGS

1. Ropes Farmers' Co-Op Gin
2. Jackson's Insurance Agency
3. Bower's Liquefied Gas Co.
4. Mansfield's Shell Service
5. T and M Trucking
6. Arnett Co-Op Gin

HIGH TEAM SERIES

- Mansfield's Shell Service — 2464
- Bower's Liquefied Gas Co. — 2316
- Ropes Farmers' Co-Op Gin — 2239

HIGH TEAM GAME

- Mansfield's Shell Service — 886
- Ropes Farmers' Co-Op Gin — 836
- T and M Trucking — 804

INDIVIDUAL HIGH SERIES

- Hazel Bevers — 537
- Kidy Stalcup — 533
- Don Thomas — 508

INDIVIDUAL HIGH GAME

- Kidy Stalcup — 210
- Rosemary Henderson — 193
- Hazel Bevers — 190

ARBOR DAY KITS FREE

COLLEGE STATION, Texas — FREE Arbor Day Program Kits are being offered again to school teachers and conservation-minded organizations by the Texas Forest Service. The Texas Pecan Growers Association is cooperating in the program by providing high quality pecan seeds which are a part of each Arbor Day Kit.

In addition to the seeds, the Kit contains a suggested Arbor Day program, suitable program aids including poems, songs and a history of Arbor Day, and instructions for planting the seeds as a classroom project.

The Third Friday in January of each year has been designated as Arbor Day by the Texas Legislature. The next observance of Arbor Day in Texas will be January 15, 1971.

Send all requests for Arbor Day Kits to Texas Forest Service, College Station, Texas 77843.

RELEASED FROM HOSPITAL

M. L. Roberts, Jr., who was injured in a motorcycle accident last week, was released from the hospital Wednesday and is now recuperating in the home of his parents, Mr. and Mrs. M. L. Roberts, Sr. He will return to the hospital in about ten days for knee surgery. Mr. Roberts' ear was badly cut in the accident, but stitches have now been removed, and he is reported to be recovering.

Thanksgiving Service

The Community Thanksgiving Service will be held at First United Methodist Church. The date is

Wednesday, November 25, 7:30 p.m. Order of the worship is as follows:

- ORGAN PRELUDE ... Jana Odum
- WELCOME ... Host Pastor
- CALL TO WORSHIP "Praise to the Lord" ... The Choir
- THE INVOCATION ... Rev. Carrol Jones
- HYMN "Come, Ye Thankful People, Come" ... Responsively
- CANTICLE OF PRAISE ... Rev. Bill Curry
- THANKSGIVING PRAYER ... Rev. Bill Curry
- HYMN "Joyful, Joyful, We Adore Thee" ... Explanation of Need - Rev. Curry
- THANKSGIVING OFFERING ... The King of Love My Shepherd Is ... Choir
- OFFERTORY ANTHEM "The King of Love My Shepherd Is" ... Hartensia Ochoa
- ANNOUNCEMENT - Concerning Clothing Needs ... The Choir
- HYMN "Praise to the Lord, the Almighty" ... Rev. Jones
- SCRIPTURE READING ... Rev. Jones
- ANTHEM "Now Let Every Tongue Adore Thee" ... Rev. Sam Elrod
- THANKSGIVING MESSAGE ... Rev. Sam Elrod
- CLOSING HYMN "Faith of Our Fathers" ... Rev. Elrod
- BENEDICTION ... Rev. Elrod
- ORGAN POSTLUDE ... Jana Odum

The Director of the Choir is Bill Odum

HOME HIGH LIGHTS

by Jewel Robinson

Protein foods, usually the most expensive of the four food groups, account for about 40 percent of the food dollar spent. With wise planning, however, you can buy tasty protein foods at budget prices.

Depending on your choice and amount of bone in the meat cut, a three-ounce serving of cooked, lean meat may vary in cost from as little as 14 cents to as much as 69 cents.

Fresh, frozen, or canned meats, poultry, and fish have top quality protein. By combining meat with dry beans or peas, you may be able to reduce the amount of food dollar spent for these foods.

For general health and growth, provide each member of your family with at least four to six ounces of edible protein food daily. Beef, veal, pork, lamb, poultry, fish, eggs. As alternates: dry beans, dry peas, and nuts.

Now is the best time of year to enjoy apples. Apples must be mature when picked to have good flavor, texture, and storing ability. Look for firm, crisp, well-colored fruit, and choose according to the use in mind.

Apples range from sweet to tart flavors. Some are best when eaten out-of-hand or sliced and diced for salads, sandwiches and desserts. Other all-purpose apples may be cooked, baked, stewed, scalloped, fried or roasted. Basically these are the two types marketed—eating apples and cooking apples.

Red or Golden Delicious apples are best when served raw. Their delicate flavor is lost when cooked. Apples that are good cooked or raw include McIntosh, Jonathan and Rome Beauty. Rome Beauty apples are also exceptionally good for baking.

Once bought, apples should be stored in the vegetable crisper of the refrigerator and used in two to three weeks. Every day apples are kept at room temperature, their

SCHOOL MENU

FOR NOV. 23 - 25

MONDAY — Chicken fried steak, Polkadot corn, blackeyed peas, ice box cookies, pineapple slice, wheat rolls, butter, milk.

TUESDAY — Hot dogs with chili, pinto beans, buttered spinach, fruit jello, milk.

WEDNESDAY — Turkey, dressing with gravy, cranberry sauce, green beans, candied yams, pumpkin with whipped topping, hot rolls, butter, milk.

THURSDAY, FRIDAY — Out for Thanksgiving.

BANQUET TO BE SATURDAY

The Annual Boy Scout Banquet for recognition of Order of the Arrow members and their guests will be held at 7:30 p.m. Saturday at Furr's Cafeteria on Main Street, (formerly the Picadilly Cafeteria).

INJURED IN VIETNAM

John Dennis Tosh was injured in a booby trap in Vietnam about two weeks ago. He is the son of Mr. and Mrs. Charles Tosh who live on Route 1, Levelland.

VISIT IN McCULLLEY

Mr. and Mrs. Ray Martin visited in McCaulley over the weekend.

storage life is decreased by more than a week. Always wash apples before using.

Peel just before serving or cooking. If allowed to stand, browning occurs unless the fruit is sprinkled with lemon, orange or pineapple juice, or a commercial anti-darkening agent.

Use sugar in small amounts when cooking apples to bring out flavor—not mask it.

To keep apples whole, add sugar at the beginning when cooking. For making sauce, add sugar at the end of cooking.

Eagles vs. Sundown There Friday, 7:30 For District

United Methodist News



FIRST UNITED
METHODIST CHURCH

P. O. Box 147 Phone 562-3881

Ropesville, Texas 79358

"Located on the Lubbock Road"

REV. CARROL M. JONES, Pastor

Sunday School 10:00

Morning Worship 11:00

Evening Worship 6:00

METHODIST NEWS

After Game Fellowship Enjoyable

A houseful of Ropes youth along with sponsors evidently had a good and filling time at the after-game fellowship Friday evening, November 13. Some 80 or 90 youngsters found Fellowship Hall a haven from the cold, a nice place to "talk it over", and a good place for a "fill up" while doing so. Green lights, colored candles, striped walls, "kinder" loud music, sandwiches, cookies, pop corn, and pop — all with rapid service and seconds — were just right to top off a 26-0 football victory.

Sponsoring the event were the youth of the church, Richard and Ann Parchman, and Mr. and Mrs. Lara.

Harvest Festival and Thanksgiving

The week before us is Harvest Festival and Thanksgiving week at First United Methodist Church. In the Sunday morning worship service we will present "first fruits" of the harvest, dedicate the ingathering from the Lord's Acre Program; and as a people so dependent upon the bounty and grace of God, offer to Him our deepest gratitude for another harvest.

Travis White, Lay Leader, will speak of the gracious providence of God; Orville Morrow, Chairman of the Lord's Acre Program, will present first fruits and the Lord's Acre ingathering; and Charles Shannon, President of United Methodist Men, will present "Land and Liberty".

The pastor, Reverend Jones, will

close the dedication service with the prayer of dedication and a brief message entitled "A Glorious Promise".

Thanks to Syble Harris, Joy Lindley, Wilda Snider and many others, the Sanctuary will be appropriately decked for the occasion.

Following morning worship the congregation will share a basket dinner in Fellowship Hall. Visitors are invited and welcome to share in this festival.

Wednesday evening, November 25, the annual Community-wide Thanksgiving observance will be held at First United Methodist Church. The service will start at 7:30 p.m.

CARD OF THANKS

My family and I wish to express our appreciation to friends for the kindness, the prayers, visits, flowers and cards offered in my behalf during my stay in the hospital. May the Lord be mindful of you also in time of need.

E. H. Banks and family.

CARD OF THANKS

We take this opportunity to express our sincere appreciation for the cards, visits, prayers, flowers, etc., during our stay in the hospital. Thank you so much.

Mr. and Mrs. M. L. Roberts Jr.

SWINE MEETING

An educational meeting on swine production was held Tuesday night in the District Courtroom in Levelland. Speakers included Marvin Martin, Gilbert Hollis and Bill Clymer.

VISIT IN TAHOKA

Mrs. Emory Hobbs and two friends from Brownfield were in Tahoka Saturday visiting a friend, Mrs. Pearl Brown, who was celebrating her 86th birthday.

Mrs. Alleen Lowrie and Mrs. Lucy Littlefield visited one night last week with Mrs. Mable Hobbs.

HERE FROM LUBBOCK

J. D. Nichols was in Ropes Wednesday visiting friends. He is reported to be improved.

The following periods for mailing Christmas parcels to Armed Forces personnel overseas are:

Oct. 21-Nov. 20 space available (SAM)
Nov. 1-Nov. 27, Parcel air-lift (PAL)
Dec. 1 - Dec. 11, Airmail

The term "Armed Forces Overseas" includes personnel of the armed forces, members of their families and U.S. civilians employed overseas who receive their mail through an APO or FPO, New York, San Francisco or Seattle.

ROPE INDEPENDENT SCHOOL DISTRICT SCHOOL CALENDAR FOR THE YEAR 1970-71 FIRST SEMESTER

November 15 - December 22—Third Six Weeks

November 26, 27 — Thanksgiving
December 22 — Semester Exams
December 23 — Christmas Holidays Begin

December 23 — Work Day
January 3 — Christmas Holidays End

SECOND SEMESTER:

January 4 — First Day of Classes
January 4 - February 12 — Fourth Six Weeks

February 15-March 26 — Fifth Six Weeks

March 26-May 21 — Sixth Six Weeks

April 12 - April 16 — Easter
May 20 — Jr. High Graduation
May 21 — High School Graduation
May 24, 25, 26, 27 — Work Days

COCKROACHES - Rats, mice, termites, gophers and other household pests exterminated. GUARANTEED. Davidson Pest Control, 111 First St. or phone 894-3824. Levelland.

THE ROPES PLAINSMAN

Published every Thursday at the Plainsman Office in Ropesville, Hockley County, Texas 79358.

Celeste Thomas,

Publisher Editor

Entered as Second Class Matter at the Post Office in Ropesville, Texas 79358.

Subscription Price

One Year \$4.00
Classified and Legal Notice rates: 15c line first insertion, 10c line all subsequent insertions. Count five words to line.

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Phone SWift 9-3666 collect

ROPEVILLE CHURCH OF CHRIST	
Schedule of Services:	
Sunday Bible Classes:	10:00 A.M.
Worship Hour:	10:50 A.M.
Pew Packer's Class:	5:40 P.M.
Evening Service:	6:00 P.M.
Wednesday Ladies Class	9:30 A.M.
Wednesday Bible Classes:	9:30 P.M.

Stomach upset by gas and acid?

Di-Gel with Simethicone quickly relieves gassy-acid upset.

This unique discovery breaks up and removes painful gas-bubbles. Your relief is more complete because Di-Gel takes the acid and the gas out of acid indigestion. Get Di-Gel tablets or liquid today. Product of Plough, Inc.

Gas and heartburn?

Di-Gel contains a unique anti-gas ingredient, Simethicone.

This unique discovery breaks up and removes painful gas-bubbles. Your relief is more complete because Di-Gel takes the acid and the gas out of acid indigestion. Get Di-Gel tablets or liquid today. Product of Plough, Inc.

Arthritis Sufferers:

WAKE UP WITHOUT ALL THAT STIFFNESS!

New formula for arthritis minor pain is so strong you can take it less often and still wake up in the morning without all the pain's stiffness. Yet so gentle you can take this tablet on an empty stomach. It's called Arthritis Pain Formula. Get hours of relief. Ask for Arthritis Pain Formula, by the makers of Anacin®.

beat sundown!



People who cook with pride cook with GAS. Mrs. Alex Zotos does.

Some of the world's best cooks are found in the kitchens of America, and they give themselves every cooking advantage, like gas range cooking. Good cooks like Mrs. Zotos and nine out of 10 professional chefs agree that precise temperature control makes the difference in good cooking, and with gas you get exactly that. Gas also gives immediate response and constant temperature, so important in oven cooking. So, give yourself every advantage and cook with gas. Remember, people who cook with pride cook with gas.

Here's one of Mrs. Zotos' favorite recipes.



CHICKEN OREGANO

Mrs. Alex Zotos, 3622 Maple, Odessa

Quarter 2 fryers. Wash and dry, and squeeze juice of one lemon over pieces. Salt, pepper and paprika chicken on both sides. In large skillet melt 1 stick butter and quickly brown chicken pieces. Place in oblong pan. In butter left in pan add 1/2 cup red wine, 1/2 can tomato paste (3 oz.), 2 cups water, 1 tablespoon celery flakes, 2 cloves garlic. Bring to boil. Pour over chicken. Sprinkle about 2 1/2 teaspoons oregano over chicken. Bake covered for one hour at 350 degrees; uncover last 10 minutes for browning.

Meat and Rice Dressing

Saute 2 onions, chopped, in 1/2 stick butter, add 1 cup uncooked rice; saute together until golden. Add 1 1/2 lbs. ground round and brown. Add 1/2 teaspoon cinnamon, 1 teaspoon coriander, pepper to taste, 2 1/2 teaspoons salt, add 1/2 cup sliced mushrooms, 2 1/2 cups water and 1/2 cup red wine. Cook until done about 20 minutes. When cooked toss in toasted pecans and almonds, if desired. Serve sauce from chicken over all.

1967, efforts to 'reduce the price of cotton to mills and make it more competitive' might have had a reasonable chance of succeeding."

But with the margin difference of 15 cents or more that has prevailed for the past two years, "cotton growers would have to reduce their costs and selling prices by 15 cents per pound to make the all-cotton margin equal to, or as attractive as, the blend margin." Cotton fiber, then, would have to sell at the mill door for less than 10 cents a pound.

It is further pointed out that for four of the 38 months studied the difference between the two margins was greater than the value of the all-cotton fabric. And Cable stated, "This means that even if the cotton had been given to the mills at no charge they still would have realized a higher margin on the blend than on all-cotton!"

Other factors, of course, go into a mill's determination of net profit as opposed to gross margin. These would include cost of maintaining fiber inventories, cost of mill operation, marketing costs and other expenses. But it is at least an even bet that injecting these factors into the profit picture of both fabrics would not greatly improve cotton's position.

Cable also notes that "gross margin" is of primary concern to garment makers and retailers as well as textile mills. When a retailer pays \$3 for an all-cotton shirt and sells it for \$6 he has a gross margin of \$3. If he pays \$5 for a 65-35 blend shirt and sells it for \$10, his margin goes up to \$5, and he has to sell only 60 blend shirts to obtain the same gross profit as he'd get from selling 100 cotton shirts.

"If this example is even close to reality, can there be any doubt as to why it is becoming increasingly difficult to find all-cotton shirts on the retail shelf?"

It appears obvious from the Cable study that farmers cannot hope to close the gap between cotton margins and blend margins by reducing the price of their raw fiber. The only other way to improve the cotton margin is to increase the mill's selling price of the fabric obtainable from a pound of cotton. And that

can only be done by enhancing the value of cotton fabric in the minds of consumers, just as man-made fiber makers have done for blends, through product development and promotion.

POLLUTION BIG DANGER

Pollution of the air is perhaps the most serious of all the dangers our advanced civilization has created. We can purify our water before we drink it, and we can detect and remove contaminated foods. We can restore polluted landscape. But we must breathe the air as it comes to us, polluted or not.

During the week of October 25-31, Texans — like Americans throughout the nation — will be observing the 1970 version of "Cleaner Air Week." The Texas State Department of Health's Air Pollution Control Division will be concentrating much of its attention on the formation of "Cleaner Air Week" committees across the state.

IN LITTLEFIELD SUNDAY

Mr. and Mrs. J. C. Dorsett and Mrs. Emory Hobbs were in Littlefield Sunday where they attended an Ordination ceremony for Brother Gayle McCoy. Approximately fifty preachers and deacons participated in the impressive rites.

Persons attended from all over the Southwest and Eastern New Mexico. Enroute home they stopped by the Levellad hospital and visited with Jack Jenkins, who is seriously ill.

Card Of Appreciation

I would like to express my sincere appreciation to everyone concerned for the lovely shower given in my behalf Monday. It is true the most wonderful people anywhere live in Ropes. Thank you very much. Mrs. Presley Kinnison

VISITS IN TATUM

Margarite Morris was in Tatum, New Mexico, over the weekend visiting in the home of her daughter, Mr. and Mrs. Floyd Creamer and children.

CLASSIFIED ADVERTISING

FOR SALE — 1200 Young Hens, Started Laying June, \$1.50 Each; 1600 Cages; Misc. Equipments For Processing Eggs. Irene Martin, 562-4831, Ropes.

FOR SALE — 3 Lots, Perfect For Building a Home; 4 Houses Suitable For Farm Hands; Corner Timmons and Roundup; Houses Can Go Individually; Lots Must Go Together. J. L. or Irene Martin, 562-4831.

FOR SALE — Business Lot and Building Located on Main Street Between Smith Auto and Plainsman. Irene Martin, 562-4831, Ropes.

FOR SALE — Used Elevator Belt In Good Condition for International 21 Stripper; \$30. See John Smith.

FOR SALE — 3 Room House With Bath; Furnished; Also 50' x 150' Corner Lot; Axl Combine. Chester Contact Peck Rogers or B. J. Thomas.

All Watkins Products, Including Black Pepper and Vanilla may be purchased through the Ropes TOPS Club. Contact any member, or call Mabel Hobbs, 562-3478, Ropes.

FOR SALE — Weaning pigs in different sizes. Bred sows. See or call Herman Timmons, 562-3671, Ropes.

FOR SALE — 3 BDRM. HOUSE & 2 LOTS IN N.W. ROPES. SEE OR CALL JIMMY SIMS; 562-4371.

ROPES EAGLES — 1970

No.	Name	Pos.	Wt.	Class
72	Royce Borland	Tackle	178	Sr.
55	Teddy Davis	End	147	Sr.
60	Andy Perez	Guard-Center	145	Sr.
22	Danny Owens	Back-End	157	Sr.
85	Steve Kimberlin	End-Back	149	Sr.
76	Ted Roberson	Tackle	140	Sr.
24	Travis White	Back	138	Sr.
35	Sammy Belew	Back	152	Jr.
20	Wes Bradshaw	Back	150	Jr.
64	James Cervantez	Guard	150	Jr.
88	Archie Jordan	Back-End	155	Jr.
84	Floyd Morrow	Back-End	168	Jr.
23	Sammy Harris	Back	138	Jr.
70	Tano Lara	End	168	Jr.
56	Kirk Lewis	Center	160	Jr.
66	Dale Thetford	Center-Guard	145	Jr.
78	George Salinas	Tackle	175	Jr.
33	Larry Shannon	Back-End	148	Jr.

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From Plains Cotton Growers, Inc.

A comparative study of the "cotton margin" and "blend margin" realized by textile mills over a 38 month period has led an Arizona marketing specialist to conclude that "... arguments favoring a lower selling price for cotton are ignoring reality."

The study was made and published, respectively, by C. Curtis Cable, Marketing Specialist, and George Alstad, Editor Extension Service and Agricultural Experiment Station, University of Arizona, Tucson. "Cotton margin" is defined as the difference between the price paid

for a pound of raw cotton and the price received for the fabric obtainable from a pound of raw cotton. "Blend margin" in the study was figured as the difference between the price paid for a pound of blend fiber and the price received for the resulting 65 percent polyester and 35 percent cotton product.

As of September, 1969, a pound of cotton fiber at the mill door cost 24.76 cents and the finished product from that fiber sold for 68.79 cents

— a cotton margin of 44.03 cents. On the same date a pound of blend fiber at the mill door cost 49.94 cents and the fabric value was 109.46 cents — a blend margin of 59.52 cents.

Thus, according to the study, mills in September, 1969, realized 15.49 cents more gross profit from 65-35 blends than from all-cotton fabrics. The difference between the two profit margins over the 38 months was as great as 38.20 cents in January, 1968, and as small as 6.03 cents in June, 1967. But the margin disparity was 15.49 cents or greater in 26 of the 38 months studied, and was above 15 cents for all except one month of the last two years.

Cable and Alstad concede that "if during the last three years the difference between blend mill margin and cotton mill margin had been no greater than the 6 cents of June,



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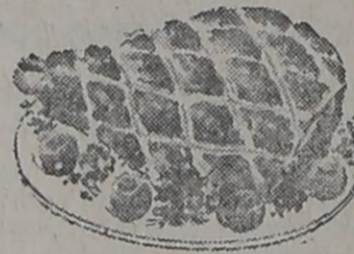


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