

I don't care who our are, a gagging dad is funny. Hearing the wife roar with laughter only adds to the story. If you have been the dad changing that dirty diaper you know what I am talking about. Some dads get used to it and some never can change a dirty diaper. I like to watch the combination of puppies and babies. Puppies cuddling with a little baby is just precious. Combine that baby and puppy and throw in a baby and or puppy having gas problems and you have just crossed over into a new realm of humor. These sounds and impressions make such pictures that there are no words that can accurately describe the laughter they generate. I find humor when any person 'feeling their oats' get humbled. I like to see those Karens who get out of their cars to chastise another person, and their car drives off without them. Now that is funny. I like to see those finger waggings turn and walk into a street sign or trip over a curb. You ain't all that, sweet cheeks. Okay, I may have crossed over the line when it comes to humor, but there are so many

people out there to draw humor from. Have you ever done something that might get some yuks on the social network of today. Yeah, it happens. Laughter is important to a healthy life. I encourage you to laugh and not take yourself too serious. I do not contend silly you tube videos will cure our nation. That ain't gonna happen. It is just a time for us to decompress and breathe and refocus on what is before us. What we have before us in this country is very serious. We have to work to gain the respect of other nations. We must show the world we are unified not broken. I encourage you to be a proud citizen of the greatest nation on this planet. We are not that far from where we once were as a country. Work hard to be personally responsible to do what is necessary. One by one we can each make a difference to make our nation better. Laugh, live and learn and be better tomorrow than you were today. Keep laughing and praying for rain. Some things take time and we all have the same twenty-four hours a day to do something.

Be Well, Gary K.

### Beverly Sinclair Dianna Tinkler J.B. Tinkler Family Trust Nita Gaye and Gary Williams **'The Fabric of Now'** campaign reaches younger generation

By Shelby Shank  
Cotton Incorporated is meeting consumers where they are through new marketing strategies.

Earlier this year, the organization launched its The Fabric of Now campaign, focusing on enjoying the moment, slowing down and the sustainability of cotton.

The campaign includes television advertisement spots on major networks designed to capture the attention of young women between the ages of 18 and 34.

The campaign's main goal is to increase consumer demand and to provide a maximum return on the farmers' and importers' assessments that fund Cotton Incorporated.

"It's important to realize that cotton currently holds a fairly strong position commanding around 60 percent share of all fiber sold," Ira Livingston, senior vice president of Consumer Marketing at Cotton Incorporated, said. "If we can get women to shop more, and shop specifically for cotton, that's going to mean more cotton items taken off store shelves. More business means more demand, and when you put more demand on a stable supply, that's going to have a good result on prices."

Research shows that cotton holds over 70% of the men's apparel category but less than 50% of women's wear, creating more potential to increase cotton's share in women's clothing.

That's why Cotton Incorporated's marketing efforts are targeting more female consumers.

One commercial features a couple with their dog, as research indicated consumers

are more likely to be impacted by commercials featuring pets. The ad highlights the durability and comfort of cotton sheets.

The second ad showcases trendy young people enjoying a phone-free Friday night dinner with friends.

The campaign has proven to be effective, with nearly one-third of surveyed consumers stating the commercials made them think differently about cotton and its products.

"Most people think of cotton in terms of underwear or white T-shirts," Kim Kitchings, senior vice president of Consumer Marketing for Cotton Incorporated, said. "We are breaking through that stigma

with this campaign." The campaign extends to social media platforms like Facebook, Instagram, Pinterest and TikTok.

Cotton Incorporated is also tapping into influencer marketing and collaborating with social media influencers. These influencers, including Olympic gymnast Suni Lee, have built rapport with their followers and are a powerful tool for reaching consumers in the 18 to 34 age group.

For more information on Cotton Incorporated's efforts, visit cottoninc.com. To watch the commercials and learn more about the Fabric of Now campaign, visit TheFabricOfNow.com.

## Robert Lee Cemetery Memorials & Donations

### Memorials

- Lorraine Brooks**  
Mike Wade
- Betty Clawson**  
Mary J. Storie
- F.W. and Etta Farris**  
Carolyn Trimble
- George R. Farris**  
Carolyn Trimble
- M.W. (Buster) and Trudy Farris**  
Carolyn Trimble
- Thelma Farris**  
Carolyn Trimble
- Crowley and Nola Harmon**  
James and Blanche Harmon
- Mike Havins**  
Therese M. Miller
- Bertha King**  
Mike Wade
- Howard and Barbic Lawrence**  
Judy D. Lusby

### Kreg Lusby

Judy D. Lusby

### Larry Lusby

Judy D. Lusby

### Ken Lawrence

Judy D. Lusby

### Gerald M. Storie

Mary J. Storie

### Donations

- John and Barbara Clare
- John and Myral Costilla-Gonzalez
- Betty Drennan
- Steven and Tere Garlington
- Sheree and B.C. Hardin
- Bill and Rhonda Hood
- Suzann and Richard Johnson
- Eddie Lee
- Wade and Renea Maxcey
- Patti Bruton Parson
- Beth Newell Prather
- Glenn Roach
- LaRue Robertson

## Panhandle Communities rebuild after Smokehouse Creek Fire

By Sarah Thurmond

The drive north from Amarillo to Canadian takes about an hour and a half. The flat, yellow land eventually turns into rolling hills with mesas jutting up. Pastures are a vibrant green.

It's almost hard to believe the Smokehouse Creek Fire, the largest wildfire in Texas history, barreled through here in February. It started in Stinnett, about an hour north of Amarillo, and spread east to Oklahoma, burning more than 1 million acres, killing thousands of cattle, and upending hundreds of lives.

But the scars are there if you look close enough.

Charred trees still stand several feet high but will never produce another leaf. The soil in some places is spongy when you walk on it because of damage to the root system. The ground is filled in only because it's covered with more weeds than grass.

It'll take years for the land to fully recover and be able to support cattle grazing again in a region that accounts for 88% of cattle and calves in Texas.

Andy Holloway, Texas A&M

AgriLife Extension agent for Hemphill County, stood among dozens of hay bales one Friday in late May and cut samples from several. The hay came from all over the country, dropped off by the truckload in the days and weeks after the fire. The county had recently been approved for a grant that would allow Holloway and other agents to test the nutrients in it, since it was coming from unknown places. Testing is the only way to know the quality of the hay and inform ranchers in this region if they need to supplement it with feed.

"It's like a coin. It's two-sided," Andy says. "There's tragedy on one side. Then there's a miracle on the other side. People from over 30 states have brought feed, hay, and fencing supplies. We've had millions of dollars that have been sent here."

He pointed to the feed store next to the lot and recounted a story about a local 12-year-old girl who wanted to help. She walked in and placed all of her own money on the counter. It was \$10.

"People in this country are so wonderful, so thoughtful, kind,

**ENTERPRISE**  
Serving Coke County

Vol. 132, No. 27 Friday, January 10, 2020

**Joke County Water Supply Corporation awarded grant**

The Texas Water Development Board approved a grant to Joke County Water Supply Corporation for \$200,000 to help fund water supply planning and construction. The grant will be used to develop a water supply plan for the county and to construct a water supply system. The grant is the largest ever awarded to a water supply corporation in Texas.

**SPECIAL OIL & GAS SECTION**

**Hawker Rig Southeast of Robert Lee**

Many Coke County citizens are aware of the economic benefits to both tax coffers and local businesses, which are both being supported by the oil and gas industry. The oil and gas industry is a major source of revenue for the county and the state.

**Special Government Section**

**Coke County Courthouse • Robert Lee**

Coke County covers 928 square miles on the Edwards Plateau in west central Texas. The county was founded in 1859 and named for Richard Coke, the 15th governor of Texas. As of the 2010 census, its population was 1,328.

**ENTERPRISE**  
Serving Coke County

Vol. 132, No. 28 Friday, December 15, 2019

**Letters Inside**

**Santa**

**High School Basketball**  
Robert Lee Catholic School, 7 pm. Open House at Blackwell, 7 pm.

**School Holidays**  
Blackwell, 2020 and Robert Lee, 2020.

**2019 Year in Review Issue**

**WEEK AT A GLANCE**

**High School Basketball**  
Blackwell, 2020 and Robert Lee, 2020.

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**THE OBSERVER/ENTERPRISE**  
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Vol. 132, No. 43 Friday, May 15, 2020

**Saluting the Robert Lee High School Class of 2020**

Robert Lee High School graduates for 2020 have been announced. The graduates are: [List of names]

**Saluting the Blackwell High School Class of 2020**

Blackwell High School graduates for 2020 have been announced. The graduates are: [List of names]

**Confirmed Cases of Covid-19 in Texas**

As of May 15, 2020, there have been 1,327 confirmed cases of Covid-19 in Texas.

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